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ROSENWASSER AWARDED FULBRIGHT SPECIALIST GRANT FOR TUNISIA PROJECT

June 25, 2019

David Rosenwasser, associate professor of marketing and sport management at Lindenwood University in St. Charles, was one of a select number of individuals to receive a grant through the Fulbright Specialist program to complete a project overseas.

For two weeks this spring, Rosenwasser worked with the Tunisian Ministry of Tourism and Handicrafts in Tunis to assist it in creating a strategic marketing plan to attract U.S. tourists to Tunisia. Rosenwasser, who was director of tourism for St. Charles, Mo., and began teaching at Lindenwood in 2011, has worked in various executive leadership positions in marketing, including for the Los Angeles Olympic Organizing Committee, the St. Paul Civic Center in Minnesota, and the Niagara Tourism and Convention Corp., among others. He also maintains a consulting practice, Booth and Case LLC.

Rosenwasser submitted his credentials to the program 2 ½ years ago; in the Fulbright Specialist program, once an applicant is approved, the applicant's name goes into a registry for three years and participating countries can request to work the individuals in the registry. He said he received an earlier request but could not travel to the country in question at that time. He was one of 400 U.S. citizens accepted into the Fulbright Specialist program for 2019.

"The Fulbright Specialist experience was a once-in-a-lifetime opportunity to work in a foreign country and apply my skills and knowledge from a lifetime of work in tourism marketing," Rosenwasser said. "The staff of the Tunisian Ministry of Tourism and Handicrafts were fabulous to work with throughout the entire project. My Lindenwood graduate strategic marketing class was a laboratory for some of what I took to Tunisia."

Recipients of Fulbright Specialist awards are selected on the basis of academic and professional achievement, demonstrated leadership in their fields, and their potential to foster long-term cooperation between institutions in the U.S. and abroad, according to the organization. Established in 1946, the Fulbright Program is the flagship international educational exchange program sponsored by the U.S. government and is designed to build lasting connections between the people of the United States and the people of other countries.

The Fulbright Program is funded through an annual appropriation made by the U.S. Congress to the U.S. Department of State. Participating governments and host institutions, corporations, and foundations around the world also provide direct and indirect support to the program, which operates in over 160 countries worldwide.

For further information about the Fulbright Program or the U.S. Department of State, please visit <https://eca.state.gov/fulbright> or contact the Bureau of Educational and Cultural Affairs Press Office by telephone (202) 632-6452 or e-mail ECA-Press@state.gov.