

INTERNATIONAL OUTREACH
of
*Developing Naturally*TM
Enhancing Communities



Under the Direction of
THOMAS D. POTTS, Ph.D.

**THE
STROM THURMOND
INSTITUTE**



INTERNATIONAL EMPHASIS:

Community development through the facilitation of democracy. Most of the programming has been entitled *Developing Naturally* and *Travel Ecology*. Philosophy is to structure programs that push beyond basic sustainability and explore how the interrelationships of community, ecology and travel may be integrated to not only sustain but enhance the community of man. Five guiding principles are emphasized: (a) discovery-the process of community exploration and self-awareness, (b) locality-thinking and acting locally, (c) mutuality-the development of shared values, ideas, and concerns into social and economic capital, (d) enhancement-going beyond conservation and preservation to enhance communities for future generations, and (e) potentiality-reaching for optimum human achievement through the integration of tourism, community and environment.

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INTERNATIONAL PROJECTS:

Slovakia (1999) Fulbright Scholarship, teaching *Travel Ecology* and *Tourism Marketing*, Matej Bell University, Slovak Republic.

- “Rural Tourism Marketin Workshop” & “NGO Development Workshop”, Lessons in Rural Development Conference, Donley, Slovakia

Poland (1999)-*Hotel Promotion, Sales and Marketing*-7 workshops, ACDI/VOCA, Konin

Slovakia (1999)-*Developing Naturally*-Organized and Conducted Symposium to train ACDI/VOCA, U.S. Peace Corps, NGOs, and Government officials on principles of *Travel Ecology/Developing Naturally*.

Slovakia (1998)-*Developing Naturally*-Conducted two planning workshops on community enhancement. Conducted one day work shop on *Developing Naturally*.

Slovakia (1997)-*Kurnic Agrotourism Development*-Provided assistance to Tauris Meat Company and the Regional Development Agency on planning a community that would attract local villagers and foreign tourists. Provided recommendations on the project design and ways for community marketing.

Poland (1996)-*Chemielnik Agrotourism Strategy*-Assisted with Bed and Breakfast Development. Made recommendations on “*Developing Naturally*”.

Poland (1996)-*Bukowsko Agrotourism Strategy*-Introduced “*Hometown Discovery*” planning process. Conducted series of public meetings for farmers interested in improving operations and marketing of local products. Assisted in the development of tourism strategy for the Bukowsko community.

Poland (1993)- *Ostroleka Agrotourism*-Assisted in the development of a marketing strategy to attract tourist to the community. Provided strategies to low-income farm families on how to market their businesses and increase sales.

Poland (1993)-*West ODR Agritourism Development*-Assisted in the development of community tourism and marketing for low-income farm families.

Venezuela (1991)-Tourism Development-Taught 3hr Graduate Course at University for Students throughout South America.

Graduate Committees Chaired:

Outdoor Recreation and Tourism Related Environmental Impacts in a Tropical Island Setting: Commonwealth of Dominica. PH.D. 1996.

Parrot Conservation Efforts in the Islands of the Antilles. MPRTM. 1991;

SELECTED REFEREED PUBLICATIONS:

Potts, T.R. Harrill. (1997) In Search of a Travel Ecology Paradigm. *28th Annual Conference Proceedings*, . Norfolk, VA, pp. 186-208.

Christian, Colmore S., Potts, Thomas, Burnett, G. Wesley, & Lacher, Thomas E. (1996). Parrot Conservation and Ecotourism in the Winward Islands. *Journal of Biogeography*, 23.

Christian, Colmore S., Lacher, Thomas E., Jr., Somore, Michael P., Potts, Thomas D., & Burnett, Wesley, G. (1996). Parrot Conservation in the Lesser Antillies with some Comparison to the Puerto Rican Efforts. *Biological Conservation*, 77, 159-167.

Backman, S., Backman, F., Potts, T., Uysal, M. (1992). International Tourism: An Unrecognized Potential in Rural Tourism Development. Vol. 11, No. 1, pp. 24-32. *Visions in Leisure and Business*.

Potts, T. (1990) Maritime-Related Benefits of Environmental Satellite Direct-Readout Data. *Space Policy*. Vol. 6, No. 2, pp. 169-172.

Potts, T., and J.C. Shiue. (1981). Landsat and Spaceborne Microwave Systems. *Proceedings of Second Asian Conference on Remote Sensing*. Beijing, China, p. 2.1-2.1.9.

Selected Refereed Abstracts:

Potts, T. and R. Harrill (1998). Developing Naturally: A Travel Ecology Approach. Proceedings of National Extension Tourism Conference. Hershey, Pa. May, 17.

SELECTED PROFESSIONAL PRESENTATIONS:

Competitive Presentations:

Landsat and Spaceborne Microwave Systems (with J. Shuiue). Paper presented at the *Second Asian Conference on Remote Sensing*. Beijing, China, November 3, 1981.

Other Presentations:

Considerations for Developing Tourism Resources. Invited paper presented at The Government House. Maracaibo, Venezuela. August 8, 1991.

Direct Readout in University Remote-Sensing Program Development: Implications and Implementation. Invited Paper presented at the *United Nations International Meeting of Experts on the Development of Remote-Sensing Skills and Knowledge*. Dundee, U.K. June 27, 1989.

Direct Readout Services and Implications. Invited paper presented at *The Goes I-M Operational Satellite Conference*, Arlington, VA. April 4, 1989.

NATIONAL AND INTERNATIONAL REPORTS:

J. Kamowski, R. Popham, and T. Potts. ed. (August, 1988). *Report of The Proceedings Third International Satellite Direct Broadcast Services Users' Conference*. NASA-NOAA. Washington, DC.

Potts, T.D. (1982). Bangladesh, Sri Lanka and Thailand: *A Case Study of Successful Asian Landsat Utilization*. Office of Technology Assessment, U.S. Congress.

EXTENSION PUBLICATIONS:

Manuals:

T. Potts, A. Marsinko, (1995). *Developing Naturally: An Exploratory Process for Nature-Based Community Tourism*,* Strom Thurmond Institute, Clemson University Cooperative Extension Service, Clemson, SC.

*adapted and published (USAID/VOCA) in Slovakia: "Rozvoj prirodzenym Spособom: Proces rozvoja prirodneho turizmu vkomunitie." (1998)

Thomas D. Potts and Carole Amos. (1990). *Beginning a Bed and Breakfast in South Carolina: Guidelines for Development*.* Clemson Cooperative Extension Service, S.C. Department of Parks, Recreation and Tourism.

* adapted and published in Poland (Polish Extension Service) Turystyka Wiejska: Nocleg I Sniadanie.

SELECTED WORKSHOPS ORGANIZED:

May 1999 • "Building Communities: A Tourism Approach Symposium." U.S. Peace Corps-Slovakia, ACDI/VOCA, Jasenie, Slovakia

- June 1998 • “Enhancing Your Community.” ACDI/VOCA., Nizne Repase, Slovakia.
- “Community Tourism Development.” ACDI/VOCA, Nizne Repase, Slovakia.
- “Enhancing Your Community.” ACDI/VOCA, Tichy Potok, Slovakia
- “Rozvoj Prirodzenym Sposobom.” ACDI/VOCA, Banska Byrstica, Slovakia
- July 1997 • “Analysis of Kurinec Agro Tourism Development.” Voca, Rimaauska Sobota, Slovakia.
- Nov 1996 • Developing a Bed and Breakfast Enterprise.” Bukowsko Commune, Bukowsko, Poland.
- “Identifying Tourism Resources.” Bukowsko Commune, Bukowsko, Poland.
- “Developing a Community Plan.” City of Chmienik, Chmienik, Poland.
- “Planning for Tourism.” Bukowsko Commune, Bukowsko, Poland.
- “Planning for Tourism.” City of Chmienik, Chmienik, Poland.
- “Developing Naturally.” City of Chmienik, Chmienik, Poland.
- “Developing a Bed and Breakfast Enterprise.” City of Chmienik, Chmienik, Poland.
- June, 1993 “*Planning for Rural Tourism*” Osrodek Doradztwa Rolniezego, Tryzcin, Poland.
- June, 1993 “*Tourism Development.*” Osrodek Doradztwa Rolniezego, Santok, Poland.
- June, 1993 “*Developing Bed and Breakfast Enterprises.*” Osrodek Doradztwa Rolniezego, Legnica, Poland.
- June, 1993 “*Rural Tourism Development.*” Osrodek Doradztwa Rolniezego, Myszynie, Poland.
- June, 1993 “*Agrotourism.*” Osrodek Doradztwa Rolniezego, Ostrowmaz, Poland.
- June, 1993 “*Bed and Breakfast Development.*” Osrodek Doradztwa Rolniezego, Wyszok, Poland.
- June, 1993 “*Agrotourism Development.*” Osrodek Doradztwa Rolniezego, Kamienczyk, Poland,
- June, 1993 “*Agrotourism Development.*” Osrodek Doradztwa Rolniezego, Makowmaz, Poland.
- June, 1993 “*Agrotourism Development.*” Osrodek Doradztwa Rolniezego, Przasnysz, Poland.

- June, 1993 “*Rural Tourism Development.*” Osrodek Doradztwa Rolniezego, Gora, Poland.
- June, 1993 “*Tourism Planning and Marketing.*” Osrodek Doradztwa Rolniezego, Jelena Gora, Poland.
- May, 1993 “*Organizing Rural Tourism.*” Osrodek Doradztwa Rolniezego, Piotrowice, Poland.
- May, 1993 “*Considerations in Rural Development.*” Osrodek Doradztwa Rolniezego, Lubniewice, Poland.
- May, 1993 “*Developing Rural Networks.*” Osrodek Doradztwa Rolniezego, Gorzow, Poland.
- May, 1993 “*Tourism Resource Analysis.*” Osrodek Doradztwa Rolniezego, Trezciel, Poland.
- June, 1988 “*Third International Satellite Direct Broadcast Services Users Conference.*” NASA/NOAA. Baltimore, MD.

SELECTED PRESENTATIONS DELIVERED:

- June, 1993 “*Planning for Rural Tourism.*” Osrodek Doradztwa Rolniezego, Tryzcin, Poland.
- June, 1993 “*Tourism Development.*” Osrodek Doradztwa Rolniezego, Santok, Poland.
- June, 1993 “*Developing Bed and Breakfast Enterprises.*” Osrodek Doradztwa Rolniezego, Legnica, Poland.
- June, 1993 “*Rural Tourism Development.*” Osrodek Doradztwa Rolniezego, Myszynie, Poland.
- June, 1993 “*Agrotourism.*” Osrodek Doradztwa Rolniezego, Ostrowmaz, Poland.
- June, 1993 “*Bed and Breakfast Development.*” Osrodek Doradztwa Rolniezego, Wyszow, Poland.
- June, 1993 “*Agrotourism Development.*” Osrodek Doradztwa Rolniezego, Kamienczyk, Poland.
- June, 1993 “*Agrotourism Development.*” Osrodek Doradztwa Rolniezego, Makowmaz, Poland.
- June, 1993 “*Agrotourism Development.*” Osrodek Doradztwa Rolniezego, Przasnysz, Poland.
- June, 1993 “*Rural Tourism Development.*” Osrodek Doradztwa Rolniezego, Gora, Poland.
- June, 1993 “*Tourism Planning and Marketing.*” Osrodek Doradztwa Rolniezego, Jelena Gora, Poland.
- May, 1993 “*Organizing Rural Tourism.*” Osrodek Doradztwa Rolniezego, Piotrowice, Poland.

May, 1993 “*Considerations in Rural Development.*” Osrodek Doradztwa Rolniczego, Lubniewice, Poland.

May, 1993 “*Developing Rural Networks.*” Osrodek Doradztwa Rolniczego, Gorzow, Poland.

May, 1993 “*Tourism Resource Analysis.*” Osrodek Doradztwa Rolniczego, Trezciel, Poland.

Associations Initiated: (Poland)

1993 Sudetj Rural Tourism Association*

1993 Szklarska Poreba Association*

1993 Rudawy Janowicikia Association*