

1982

## Front Matter

Visions Editors

Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

---

### Recommended Citation

Visions Editors (1982) "Front Matter," *Visions in Leisure and Business*: Vol. 1 : Iss. 2 , Article 1.  
Available at: <https://scholarworks.bgsu.edu/visions/vol1/iss2/1>

This Front Matter is brought to you for free and open access by the Human Movement, Sport and Leisure Studies at ScholarWorks@BGSU. It has been accepted for inclusion in *Visions in Leisure and Business* by an authorized editor of ScholarWorks@BGSU.

# **Visions in Leisure and Business**



**An International Journal of Personal Services,  
Programming, and Administration**

## VISIONS IN LEISURE AND BUSINESS

There is a growing demand for information about leisure and business processes that apply to personal services, programming, and administration. Leisure is those services and activities engaged in during time that is free from duty or obligation. It is a vehicle that helps the individual change his life, thereby, making a more positive contribution to his organization and society.

VISIONS IN LEISURE AND BUSINESS is an interdisciplinary umbrella that seeks to improve delivery systems. Business processes in the leisure service industry are different because they are based upon freedom of decision as well as supply and demand. The purpose of the journal is isolation and integration of those business processes that relate to the leisure service industry. Leisure and its associated services have a unique impact upon the business institution, especially in its ability to act as a catalyst to improve the individual and his/her environment. This journal will help to improve and broaden current theory and applied methods through stimulation of ideas among traditional and nontraditional aspects of the leisure and business institution.

VISIONS IN LEISURE AND BUSINESS will not compete with existing journals, but act as a complement to fill the void between the application of leisure sciences and business processes. The first step is the exchange of ideas to give direction to the development of a comprehensive framework for the better application of information. There have been eight conceptual categories identified where professionals need information:

### Category I:

Information or models about leisure and business processes

### Category II:

Technology for the practical application of leisure processes

### Category III:

Information about the service industry to develop theory as well as practical information about how to sell and buy products and services

### Category IV:

Service industry characterizations, that is, new innovative products along with methodology in how to use them

### Category V:

Biographical characterizations to assess innovative programs with regard to effectiveness of techniques used

### Category VIII:

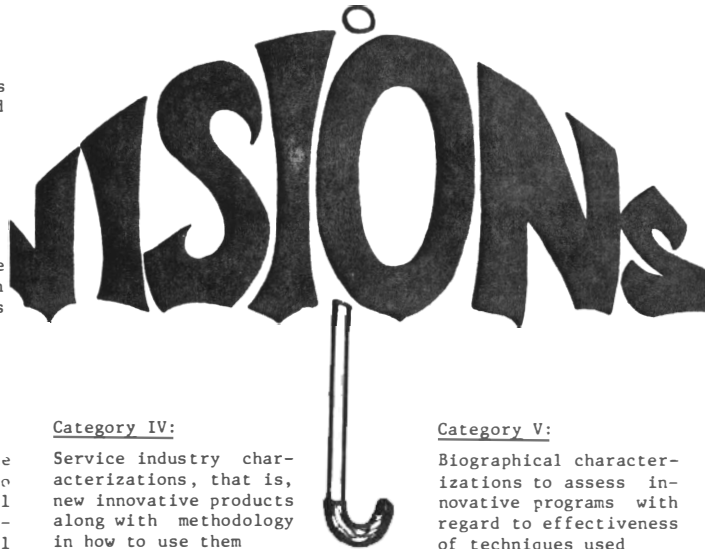
Consumer related issues in terms of better utilizing resources to obtain more from products and services

### Category VII:

Biographical characterization of individual who has made a major contribution along with ideas about the status of the profession.

### Category VI:

Characterization of an educational program and requirements needed to enter a particular segment of profession



The success of the journal depends directly upon interaction among professionals and their contributions.

There is an unprecedented demand for leisure and only through better management and the application of business processes will the current demand be met by an expanding industry. The application of sound leisure and business principles is one way to control future development of the leisure institution so that it will have a major positive impact on society.

EDITORIAL BOARD

Dr. David L. Groves, Editor  
School of Health, Physical Education,  
and Recreation  
Eppler South  
Bowling Green State University  
Bowling Green, OH 43403

EDITORIAL BOARD MEMBERS:

Mr. George Becker, President  
Sea World of Florida, Inc.  
7007 Sea World Drive  
Orlando, FL 32809

Mr. Melvin Byers, Executive Director  
T.I.R.E.S.  
2751 Inwood Drive  
Toledo, OH 43606

Dr. Eric Cohen, Professor  
Sociology and Anthropology  
The Hebrew University of Jerusalem  
Jerusalem, Israel 91905

Dr. Grant Cushman, Head  
Department of Leisure Studies  
Preston Institute of Technology  
Plenty Road, Bundoora 3083  
Victoria, Australia

Mr. William B. DeCarlo, Manager  
Xerox Recreation Association, Inc.  
Xerox Corporation  
Joseph C. Wilson Center for Technology  
Rochester, NY 14644

Dr. Shinshiro Ebashi, Professor  
School of Education  
University of Tokyo  
Hong, Bunkyo-Ku  
Tokyo, Japan

Mr. Earl T. Groves, Retired President  
Dallas Sports Knitting Co., Inc.  
1515 Heatherlock Drive  
Gastonia, NC 28052

Dr. Harvey Kahalas  
School of Business  
State University of New York at Albany  
Albany, NY 12222

Dr. Abraham Pizam, Professor  
Department of Hotel, Restaurant and Travel  
University of Massachusetts  
Amherst, MA 01003

Dr. Auguste Rimple, Jr., Vice President  
Booz, Allen and Hamilton International  
Management Consultants  
245 Park Avenue  
New York, NY 10167

Dr. Edwin Scheuch, Director  
Institute for Angewandte  
Sozialforschung  
Grienstrabe 2  
500 Koln 41  
Universitat zu Koln  
West Germany

Dr. Robert B. Sleight, President  
Century Research Corporation  
4113 Lee Highway  
Arlington, VA 22207

Mr. William D. Toohey, President  
Travel Industry Association of America  
1899 L Street N.W., Suite 600  
Washington, DC 20036

Mr. Murray Vidockler, Executive Director  
Society for the Advancement of Travel for  
the Handicapped  
26 Court Street, Suite 1110  
Brooklyn, NY 11242

Dr. Robert S. Wanzel, Chairman  
Sports Administration  
Laurentian University  
Sudbury, Ontario, Canada P3E 2C6

Dr. D. C. Williams, Jr., Director  
Bureau of Business Research  
School of Business Administration  
University of Southern Mississippi  
Box 5094  
Hattiesburg, MS 39401

VISIONS IN LEISURE AND BUSINESS

ISSN 0277-5204

Vol. 1 No. 2 Summer 1982

Editor: Dr. David L. Groves

Managing Editor: Margaret E. Bobb

TABLE OF CONTENTS:

Article	Page
INTRODUCTION	
A Perspective on Commercial Recreation . . . . . David L. Groves	4
SPORT	
Toward an Understanding of Sports Consumers: A Sociological Perspective . . . . . Eldon E. Snyder	8
CULTURAL ARTS	
Lincoln Center Comes to Bowling Green . . . . . Michael Moore	19
Interview with Mark Schubart . . . . . David L. Groves	23
The Cultural Arts: A Participant's Perspective . . . . . William Satterlee	25
The Changing Demand for Culture: Estimation of "Cultural Elasticities" . . . . . Stephen L. J. Smith	27
WALKING	
Walking 101 . . . . . Patricia L. Peterson	48
Walking: Its Older Than the Wheel . . . . . Robert B. Sleight	52
Walking--What Is It and Why? . . . . . David Jaffe	56
A Tribute to Robert B. Sleight . . . . .	58
SUMMARY	

VISIONS IN LEISURE AND BUSINESS is published quarterly by Appalachian Associates. © Copyright 1982 Appalachian Associates. Opinions expressed by the authors are not necessarily those of the Editor or Appalachian Associates. Permission must be obtained for printing all tables, figures, and text of more than 200 words in length. Subscription price: \$20.00, Individual; \$40.00, Institutional; \$35.00, Individual outside the United States; \$75.00, Institutional outside the United States. Editorial inquiries should be sent to: School of Health, Physical Education and Recreation, Eppler South, Bowling Green State University, Bowling Green, Ohio 43403. Subscription inquiries should be sent to: Appalachian Associates, 615 Pasteur Avenue, Bowling Green, Ohio 43402.

# Introduction

---

## INTRODUCTION

One of the major problems facing leisure services is that many individuals make assumptions about the operations and activities associated with the industry. Someone may assume that because an individual is a good skier he will make a good resort management specialist. Another common assumption is that because an individual is a manager in a non-leisure business he/she will make a good manager in a leisure industry. In fact, it is the combination of knowing which types of management systems are most effective for the particular leisure operation that makes it successful. Most of the assumptions are made because of a lack of experience to understand the complexity of the issues and because many of the activities associated with leisure focus upon intangible outcomes. Each of these conditions stem from a lack of perspective. This issue will examine how to obtain a better perspective related to consumers from a tangible activity like sports and the demand associated with an intangible activity like cultural arts. And the last part of this issue will focus upon walking, an activity that is so natural that it is dismissed as frivolous.

---