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Front Matter

Visions Editors

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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:

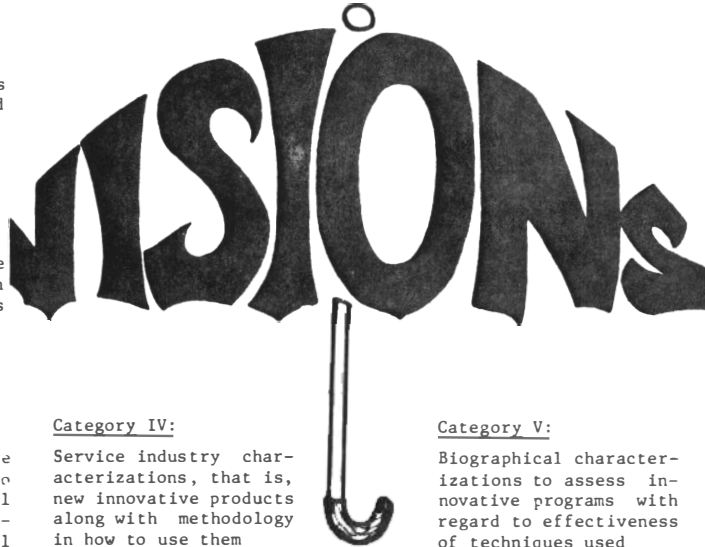
Consumer related issues in terms of better utilizing resources to obtain more from products and services

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.

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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.
