

# Visions in Leisure and Business Monographs

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## Front Matter

Visions Editors

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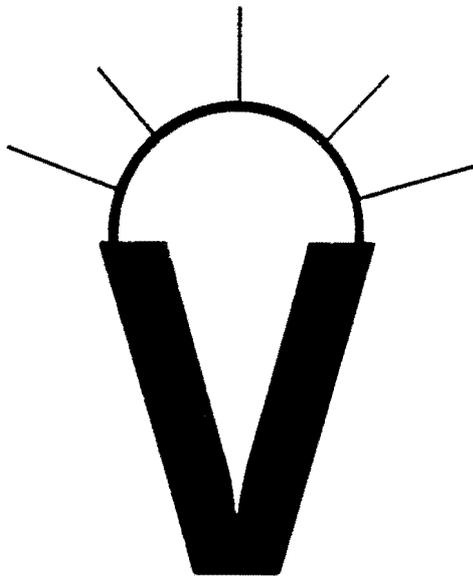
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# **VISIONS IN LEISURE AND BUSINESS**



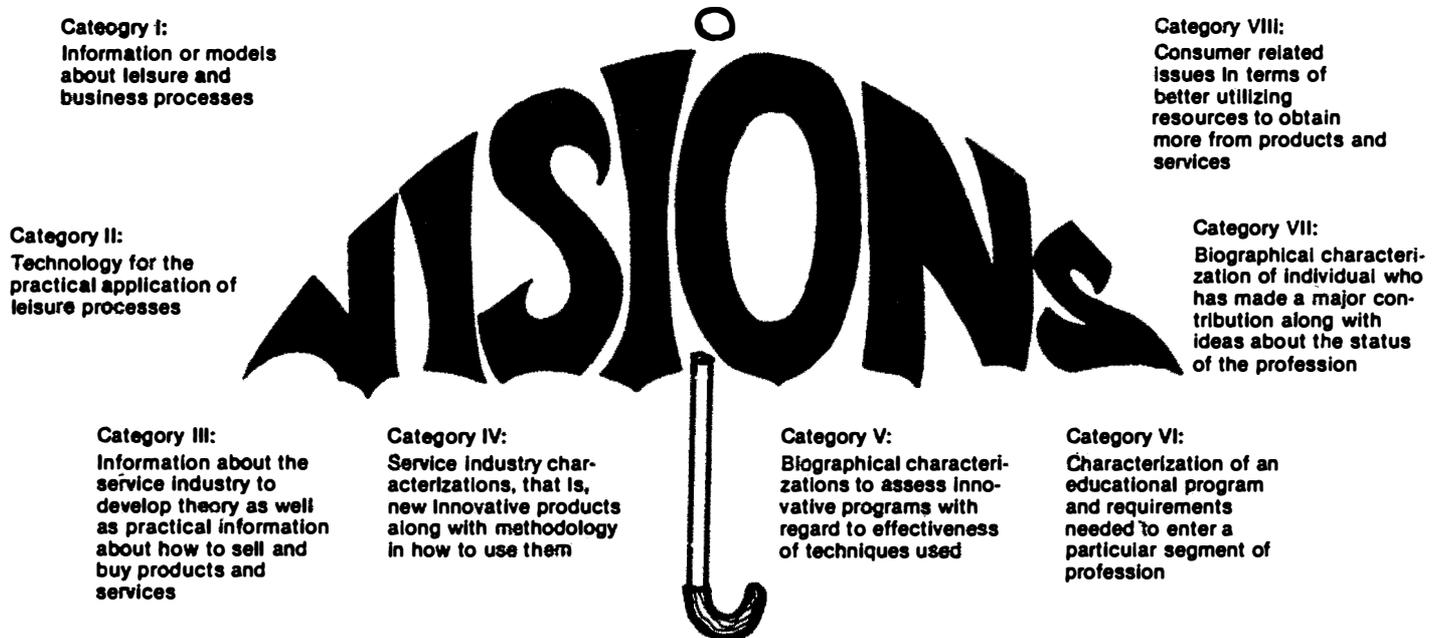
**An International Journal of Personal Services,  
Programming, and Administration**

## **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:



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

Visions in Leisure and Business has been reformatted as a monograph series. The purpose of this series is to explore issues that are themed and outside the realm of other publications. The focus of the first few publications will be on projects that have been sponsored or funded by Visions. The journal, even though it has made significant contributions, needed to be changed to reflect new journals that are filling niches that Visions covered in the past. A policy decision was made that the new format of the monograph may best serve the scholarly community.

This monograph focuses on the crisis in the Travel and Tourism industry and the need for change within the industry to bring stability. In the future, there are going to be additional crises and the primary question is how the industry will respond. Some of these crises are external and some are internal. Travel and Tourism specialists, in the 21<sup>st</sup> century, must be willing to adapt to change, whether the crisis can be anticipated or not. This type of crises change must not be reactionary, but proactive. Education is a basic process that must be used to help the specialist stay on the cutting edge of adaptive technology.