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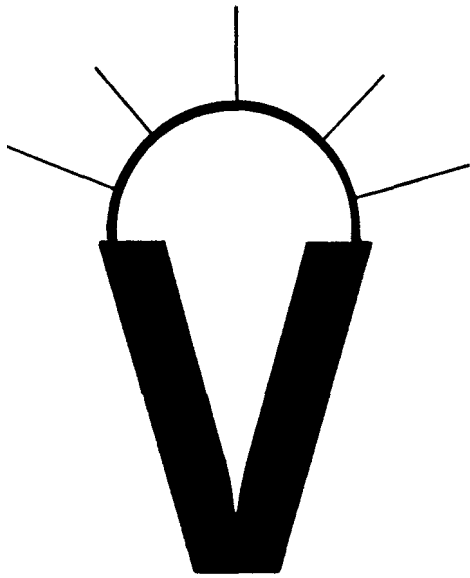
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Visions in Leisure and Business



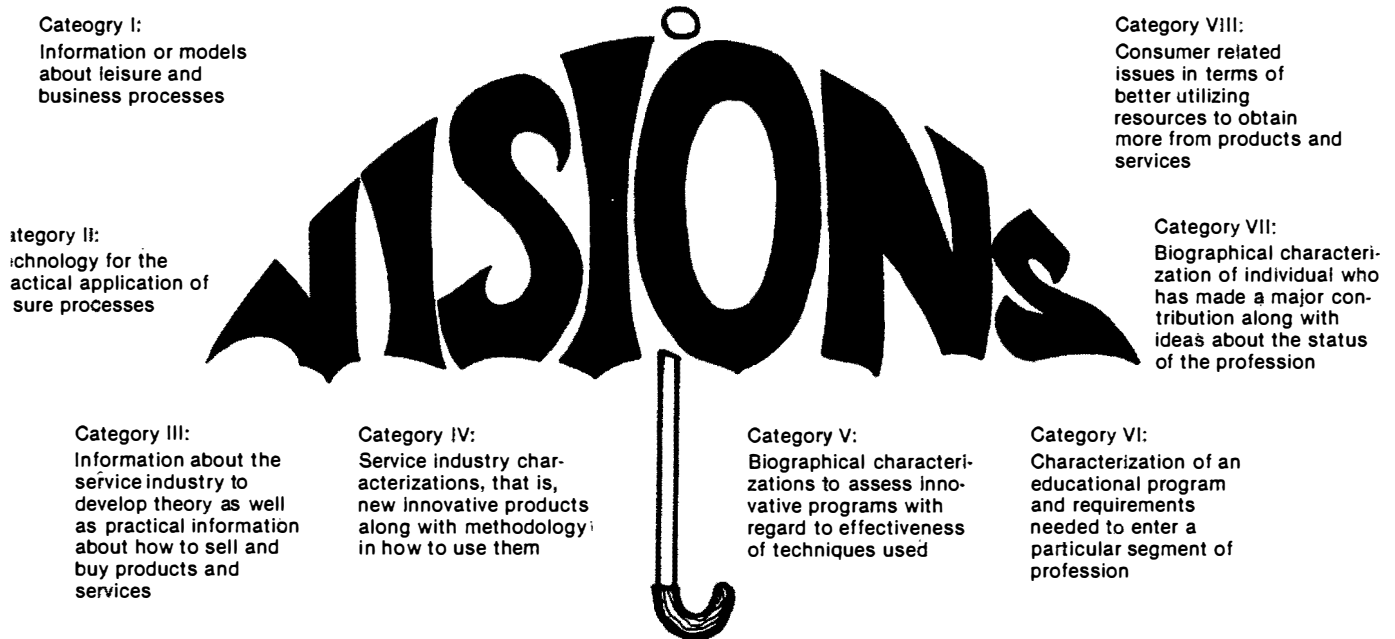
**An International Journal of Personal Services,
Programming, and Administration**

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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Editor: David L. Groves

Managing Editor: Margaret E. Bobb

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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 fulfilling 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 upon the Olympics and financial consideration related to long-term improvements in their value associated with sponsorship. The key is not only to understand predictive relationships, but to identify causal elements in the events that influence the value of the stock. Developing a causal understanding will help to design better events, as well as knowing how to maximize their investment through sponsorship. This is an initial study and in no way is reflective of a working model for event investment. It is the purpose of this study to identify some key influences and how they work to begin to understand the dynamics of events sponsorship related to value.