

Visions in Leisure and Business

Volume 1 | Number 3

Article 11

1982

Quasi-Public Summary

Visions Editors

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Visions Editors (1982) "Quasi-Public Summary," *Visions in Leisure and Business*: Vol. 1: No. 3, Article 11.
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SUMMARY

The basic element to the development of a good convention activity is a close cooperative effort between the public and private sectors. This cooperation is essential for continued growth and the relationship that develops is one of a symbiotic nature. One caution is that usually the overriding element is economic development. Economic development must be a concern but not an overemphasis to the point that it destroys the community. The community is an entity unto itself and the question is one of inside versus outside influences. Another focus of such a convention and visitors bureau is entertainment and the increasing of resources for the community itself. The community must be the basic focus and the lubricant must be cooperation and both must share in the fiscal as well as the ideal leadership roles for such an undertaking to be a success.
