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Private Sector Introduction

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Private

PRIVATE SECTOR

INTRODUCTION

The private sector's prime motive for involvement in leisure services is profit. They are looking for the best possible return on their investment. Leisure is an industry that in the past ten years has returned a better yield than most investments. The private sector is naturally interested in ways to reduce cost and maximize profits. The key ingredient of the U.S. economy is competition.

Competition, breeds some negative outcomes because the focus is not upon the customer but the dollar. For a competitive structure to work effectively, it must operate on the supply and demand principle. One of the primary problems in the leisure sector is that there are other factors that influence the market to inhibit a complete competitive system. Where the market fails to work, where there is a need for a common interest to represent the industry, or where there is a collective interest in terms of community development, cooperative structures should be developed.

Whether a competitive or cooperative system is developed, leisure resources are utilized in one of two ways: one is an indirect service to help achieve better satisfaction from employees and customers and the other is in direct services to extract dollars from consumers. In the first type of delivery system, the organization's overriding objective is the individual but this type of program has an impact upon the community because the outcomes have transfer value to other parts of an individual's life. When used in in this context, leisure is a lubricant to achievement of some goals. In the direct delivery system, leisure is an end in itself and the impact is more direct. In the following section, two articles have been solicited from the employee services industry to provide outcomes and the basic processes that are utilized to benefit employees as example of an indirect services and three individuals who represent direct services have been asked to address the developmental phases of sales, marketing and demand. The overriding dimension, whether it is direct or indirect, is improvement of quality because these types of services are the elements that will bring the individual back to the attraction. Leisure services can be long-term, such as vacations and package tours, or short-term, such as eating out in a local food establishment or an evening of relaxation at a bowling alley. The common thread through each of these leisure services is profit and the impact of the experience upon an individual, attracting him/her for a repeat visit.
