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THE RECREATION AND COMMERCIAL RESORT ASSOCIATION

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ABSTRACT

The resort and commercial recreation industry is the second largest in the country according to the U.S. Travel Data Information. There has not been a professional association to provide guidance and leadership for the development of this aspect of the profession. The Resort and Commercial Recreation Association has been founded to serve the commercial interests in recreation related industries.

THE RESORT AND COMMERCIAL RECREATION ASSOCIATION

The Resort and Commercial Recreation Association has been formed to stimulate the development of the resort and commercial sector. It's primary purpose is to provide national leadership and improve the quality of the profession. As a result, its primary function, especially during these first formative days of its development, is (1) communication and sharing of ideas among professionals, and (2) to help the entering professional to find internships and jobs.

The importance in the formation of this association is one of the most important developments in the recreation movement in the recent past. The travel and tourist industry is the second largest and has grown rapidly. With such rapid growth comes problems of expansion and loss of quality. This organization will provide the necessary leadership to help control and lead in the formation of this industry. More entering professionals will be interested in pursuing jobs in this area since many of the traditional recreation positions at this point in time have limited employment potential. With the proper guidance these professionals can provide the necessary energies for revitalization of the profession for it to grow into the largest industry in the United States and still provide quality services. Educators from the various training programs must take note only to prepare the individuals with academic skills but teach them how to work with people and actively recruit individuals who have a positive personality. The other missing

dimension from most educational programs is the lack of training in the business skills. Since this industry is directly tied into the profit sector of the economy, professionals must have a knowledge of business skills and how to work with individuals in the business community.

Individuals must begin to realize that the same types of programs that work in the traditional recreation programs will not flourish in the commercial sector. It is different in that it serves a function of customer satisfaction or as an aid in selling items such as real estate. Because of this different role it is necessary that the nature of the recreational program be one that is directly geared to the clients needs and serve the short term entertainment aspect. In the destination resort industry, the recreation program is one of the primary attractions that is related to customer satisfaction.

The Association endeavors to fulfill its goals by sponsoring educational workshops and conferences. The first conference was held in February of 1982. The 1983 conference will be held at Kiawah Island in January of 1983. It publishes a quarterly newsletter, actively sponsors a job mart which includes information about internships and jobs and has an active program and information exchange. Services are being offered to professionals, students, educators, and the support industry. As the profession grows these services will be expanded and new vehicles will be found to more effectively serve the membership. The RCHA is in a critical stage of growth and all that have an interest are being invited to participate and to actively become involved. The association is made up of an active group of professionals who are interested in cooperating and sharing to improve the profession. If you are interested in more information about the association you should contact Leslie Cashdollar, Fripp Island Club, Fripp Island, South Carolina 29920.

COMMENTS

The basis of much corporate planning has been short-term profits, but is being replaced by more personal outcomes and long-range planning.