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Front Matter

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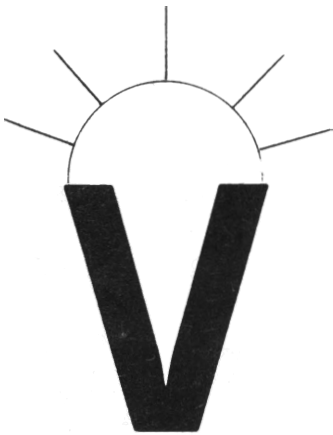
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Front Matter

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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:

Category I:

Information or models about leisure and business processes

Category II:

Technology for the practical application of leisure processes

Category III:

Information about the service industry to develop theory as well as practical information about how to sell and buy products and services

Category IV:

Service industry characterizations, that is, new innovative products along with methodology in how to use them

Category V:

Biographical characterizations to assess innovative programs with regard to effectiveness of techniques used

Category VIII:

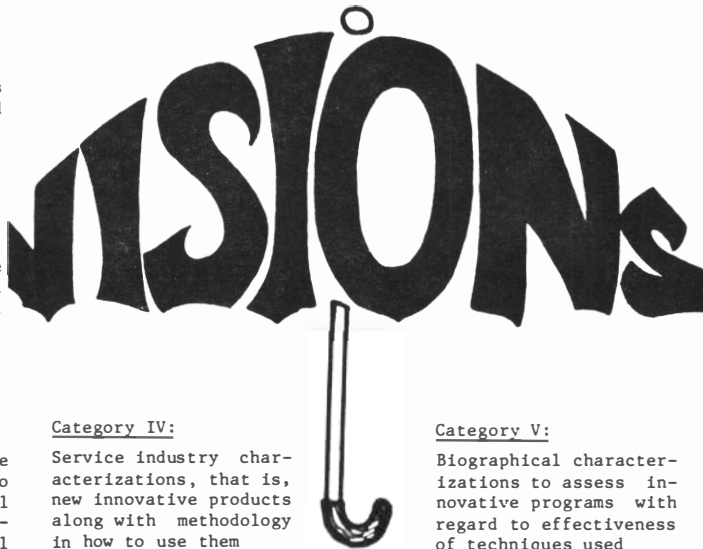
Consumer related issues in terms of better utilizing resources to obtain more from products and services

Category VII:

Biographical characterization of individual who has made a major contribution along with ideas about the status of the profession.

Category VI:

Characterization of an educational program and requirements needed to enter a particular segment of profession



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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TABLE OF CONTENTS

Article	Page
INTRODUCTION	
Comments on the Need for Use of Business Principles in the Leisure Business.....4 D. C. Williams, Jr. (Guest Editor)	
EFFICIENCY	
Strategies for Competing in Future Tourism Markets.....11 Peter Williams	
Environmental Consideration in Strategy Formation.....19 Atid Kaplan	
Leisure Services: Marketing With Purpose.....24 Bernard DiGrino and Steven Blinn	
IMPLEMENTATION	
Stock Price Changes in the Leisure Industry.....32 Charles N. Dennis	
The Impact of Gasoline Price Increases on Tourism Business in a Destination Area.....40 Abraham Pizam and Julianne Pokela	
The Use of a Touch Computer System for Distributing Information to Visitors at the 1982 World's Fair.....51 F. Dominic Dottavio	
SUMMARY	
An Academic Program for Resort Managers.....61 Robert C. Mill	

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Introduction

INTRODUCTION

This theme was selected to follow the World's Fair issue because the primary question raised about information use was not fully answered. The question restated is: how to obtain better information and utilize it in relation to development of better management skills to improve profits. The ultimate solution to this problem is a cooperative effort among the public, private, and academic sectors to build a strong foundation to meet future challenges.
