

Visions in Leisure and Business

Volume 2 | Number 2

Article 17

1983

Back Matter

Visions Editors

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Recommended Citation

Visions Editors (1983) "Back Matter," *Visions in Leisure and Business*: Vol. 2 : No. 2 , Article 17.
Available at: <https://scholarworks.bgsu.edu/visions/vol2/iss2/17>

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Summary

SUMMARY

This is an exciting time to be involved in the sports industry because of the many career opportunities. There are many new angles and perspectives. This issue has not answered as many questions as it has raised. The primary question that has come about is not associated with the activity itself but with outcomes. The questions restated are: "what are the impacts or outcomes from competitive types of activities?" and "what is their impact upon the general public?" There are many that have pointed to the negative aspects of competition in society. Questions are raised about such issues as little league sports and its socialization impact and pay-offs in college athletics. Many who point to the negative aspects of the popularization of sport, point to money as the cause. There are both positive and negative factors associated because of the dollars involved. Society must learn to benefit from the positive aspects and control the negative. This is another question unto itself. What is needed now is intensive research into the many questions that have been exposed by the Miller Lite Report. It was an excellent descriptive study but what is needed is more dynamic studies to answer more of the rudimentary questions associated with change of sport in society as it relates to its cultural influence and popularization as a leisure activity.

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Visions In Leisure and Business

Dear Colleague:

Many times the leisure professional finds himself/herself at a loss in understanding business principles needed to make operations more effective. In this same context, the business community could more effectively utilize personal services to help solve organizational and productivity problems.

VISIONS IN LEISURE AND BUSINESS is an interdisciplinary journal dedicated to addressing the interface between the leisure and business communities. The solution to many of the problems in each of these areas is the ability to obtain many ideas on a single issue. We are asking you to become involved in an idea exchange among the scholars and practitioners to share your experiences in a journal format. Another vehicle that is being used for the sharing process is that each member, program, and agency subscribing to the journal will be asked to complete a questionnaire and an annual directory of programs and services will be available as a resource. It will also be possible for those interested in particular programs to identify individuals who have similar interests through a computer search.

VISIONS IN LEISURE AND BUSINESS is different from other publications because it draws upon a number of disciplines to solve problems and is not locked into defending a particular position. It is a storehouse of information that can help you keep up to date on the latest leisure and business methods. The newest, innovative ideas will be presented in a "how-to" format to help improve operations. Sharing your experiences can help improve others' professional operations.

VISIONS IN LEISURE AND BUSINESS can stimulate your thinking about how to improve your own expertise and skills, thereby helping the organization with which you are affiliated. The key to professional advancement is competency and having the edge in performance so that you are a leader not a follower in the profession. Many individuals have an ability to discern a good idea but many do not have an ability to put it into practice. The key to using information effectively is the ability to predict trends and anticipate solutions in advance of the problem. Another important ability is seeing the bigger picture and being able to fit pieces together. Your expertise is needed because only through sharing can the perspective outlined above be achieved. No one individual has the complete perspective. Solutions will only come through group action.

This is a personal invitation for you to become a member of an innovative group to share and receive information that will help you and your organization to become leaders in the leisure and business disciplines.

An International Journal of Personal Services, Programming, and Administration

VISIONS

Personal Services - - the vehicles to helping the individual change his life, thereby, making a more positive contribution to organizations and society.