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## Front Matter

Visions Editors

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# **Visions in Leisure and Business**



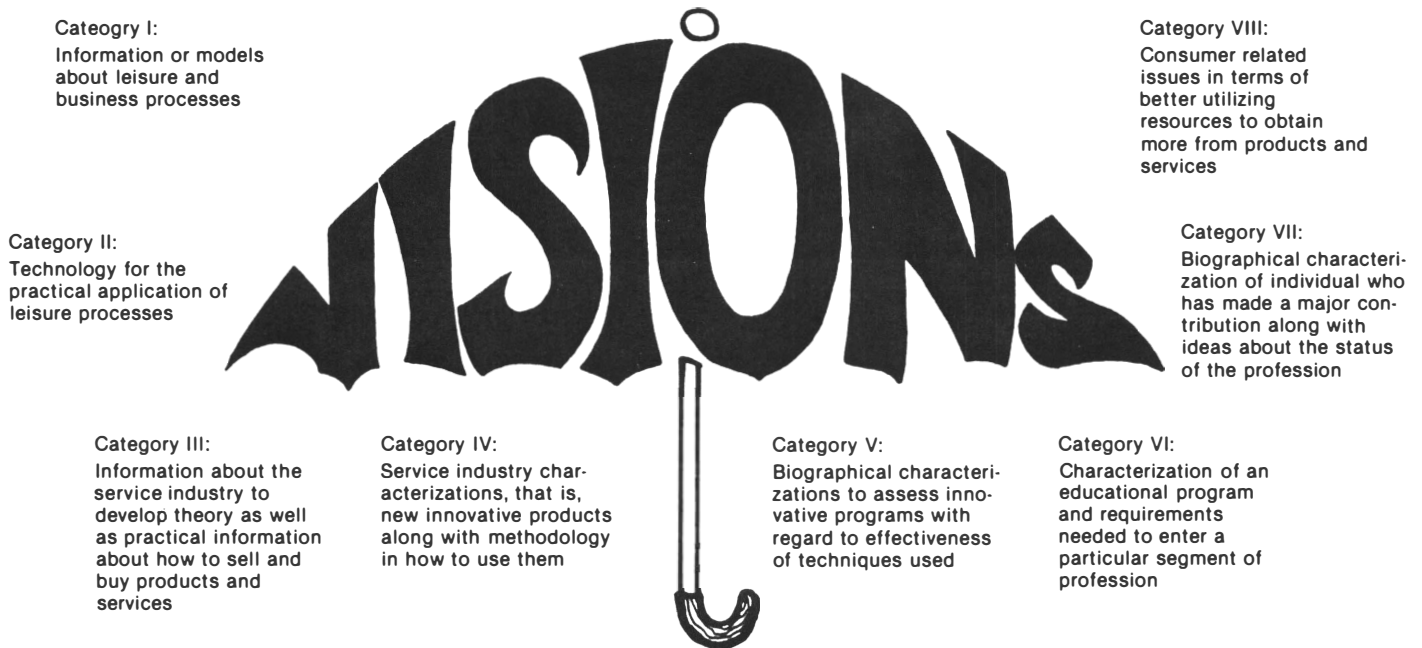
**An International Journal of Personal Services,  
Programming, and Administration**

## 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:



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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SUMMARY

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# Introduction

## INTRODUCTION

BY

DR. JACK B. SAMUELS

It has been my pleasure to be guest editor for this issue of Visions in Leisure and Business. This is an exciting issue filled with ideas and perspectives about commercial recreation and tourism. When this project was conceived about one year prior to publication, the following objectives were formulated:

1. To provide a look at the status of professionalism in commercial recreation and tourism enterprises.
2. Assist in providing a vision of the commonalities in the operations of various commercial recreation and tourism enterprises with the hope of stimulating interaction between these industries.
3. To explore some of the career opportunities available in the fields of commercial recreation and tourism.
4. To provide for information to help educators design effective tourism and commercial recreation programs and assist students in the selection of appropriate courses.

It is estimated by many experts that tourism and commercial recreation will be the largest industry in the United States well before the turn of the century. The industry has many segments which are frequently not viewed as being related. It is also an industry that has not relied heavily on formal training because of a lack of relevant existing educational programs. If all facets of the commercial recreation and tourism industry are to be most successful in the future.

It is important that:

1. Personnel must be better trained for the industry. New professionals must be recruited and trained for the industry via a combination of specialized higher education programs and on the job training programs. Young people must be exposed to the incredible opportunities which are and will continue to be available in the commercial recreation and tourism industry.
2. Various segments of the industry interrelate and exchange ideas so that information can be shared which is relevant to more than one segment of the industry.

This issue of Visions in Leisure and Business is dedicated to providing a catalyst for a more unified and productive commercial recreation and tourism industry. It is hoped that the many fine contributors to this issue (all of whom I wish to personally thank for their efforts) will stimulate your thinking about the future of our industry.