

Visions in Leisure and Business

Volume 3 | Number 2

Article 1

1984

Front Matter

Visions Editors

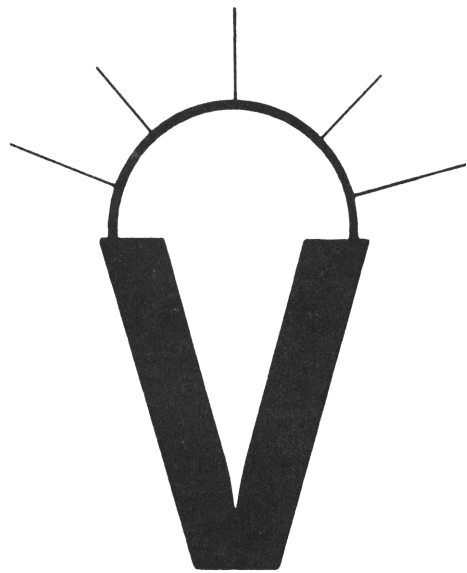
Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

Recommended Citation

Visions Editors (1984) "Front Matter," *Visions in Leisure and Business*: Vol. 3 : No. 2 , Article 1.
Available at: <https://scholarworks.bgsu.edu/visions/vol3/iss2/1>

This Front Matter is brought to you for free and open access by the Journals at ScholarWorks@BGSU. It has been accepted for inclusion in Visions in Leisure and Business by an authorized editor of ScholarWorks@BGSU.

Visions in Leisure and Business



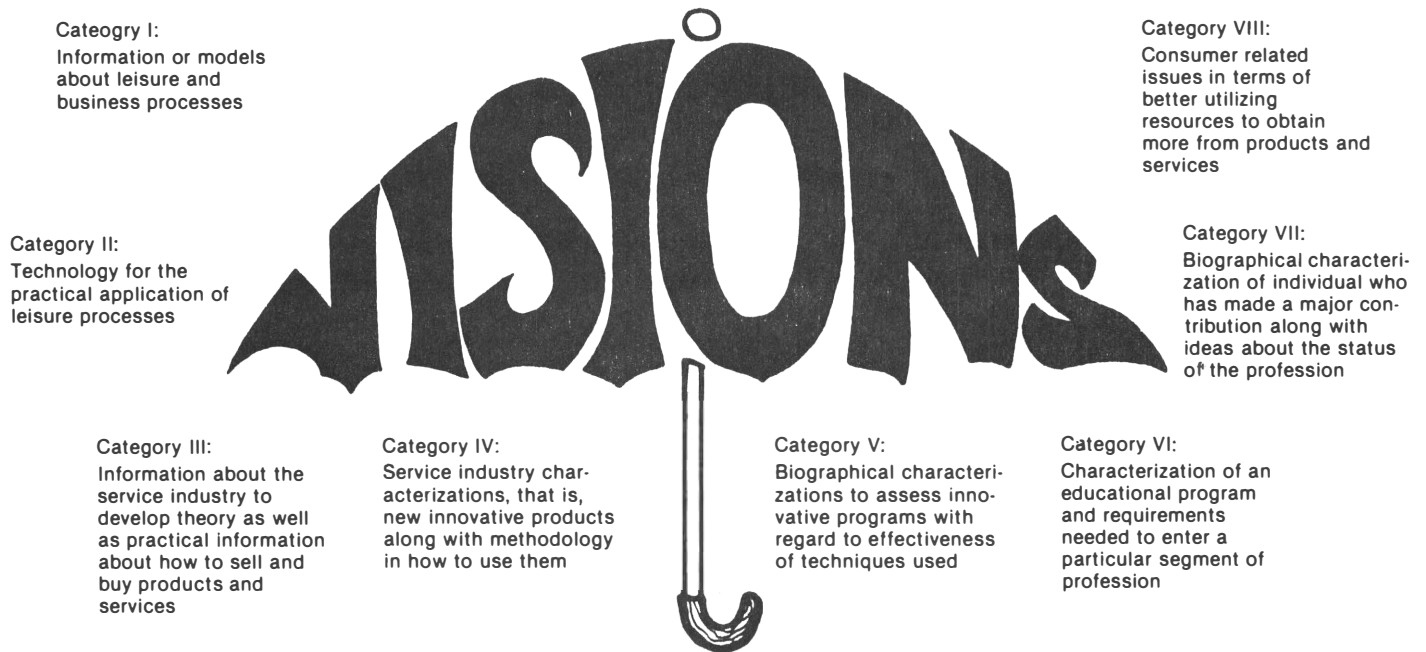
**An International Journal of Personal Services,
Programming, and Administration**

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.

EDITORIAL BOARD

Dr. David L. Groves, Editor
School of Health, Physical Education,
and Recreation
Eppler South
Bowling Green State University
Bowling Green, Ohio 43403

Dr. Abraham Pizam, Director
Dick Pope, Sr. Institute for Tourism
University of Central Florida
Orlando, Florida 32816

EDITORIAL BOARD MEMBERS:

Mr. George Becker, President
Sea World of Florida, Inc.
7007 Sea World Drive
Orlando, FL 32809

Dr. Auguste Rimple, Jr., V. President
Booz, Allen, and Hamilton International
Management Consultants
245 Park Avenue
New York, NY 10167

Mr. Melvin Byers, Executive Director
T.I.R.E.S.
2751 Inwood Drive
Toledo, OH 43606

Dr. Jack Samuels, Coordinator
Commercial Recreation and Tourism
Management
Montclair State College
Upper Montclair, New Jersey 07043

Dr. Eric Cohen, Professor
Sociology and Anthropology
The Hebrew University of Jerusalem
Jerusalem, Israel 91905

Dr. Edwin Scheuch, Director
Institute of Angewandte
Sozialforschung
Grienstrabe 2
500 Koln 41
Universitat zu Koln
West Germany

Dr. Grant Cushman, Head
Department of Leisure Studies
Phillip Institute of Technology
Plenty Road, Bundoora 3083
Victoria, Australia

Dr. Robert B. Sleight, President
Century Research Corporation
4113 Lee Highway
Arlington, VA 22207

Dr. Shinshiro Ebashi, Professor
School of Education
University of Tokyo
Hong, Bunkyo-Ku
Tokyo, Japan

Mr. William D. Toohey, President
Travel Industry Association of America
1899 L Street N.W., Suite 600
Washington, D.C. 20036

Mr. Richard L. Howell, Asst. Professor
Department of Parks, Recreation and
Tourism
275 Lehotsky Hall
Clemson University
Clemson, SC 29631

Mr. Murray Vidockler, Executive Director
Society for the Advancement of Travel for
the Handicapped
26 Court Street, Suite 1110
Brooklyn, NY 11242

Mr. Earl T. Groves, Retired President
Dallas Sports Knitting Co., Inc.
1515 Heatherlock Drive
Gastonia, NC 28052

Dr. Robert S. Wanzel, Chairman
Department of Sports Administration
Laurentian University
Sudbury, Ontario, Canada P3E 2C6

Dr. Harvey Kahalas, Dean
School of Business
State University of New York at Albany
Albany, NY 12222

Dr. D. C. Williams, Jr., Director
Bureau of Business Research
School of Business Administration
University of Southern Mississippi
Box 5094
Hattiesburg, MS 39401

TABLE OF CONTENTS

Article	Page
INTRODUCTION	
Frank B. Guadagnolo, Guest Editor	
UNIQUENESS	
Marketing Recreation: Unique Characteristics of a Service Market Orientation	
Rodney B. Warnick.....	5
PRODUCT	
An Overview of the Leisure Experience as Product	
Christine Z. Howe.....	11
Program Modification Through Program Evaluation	
Richard J. Gitelson.....	14
PRICING	
Pricing Strategy in Leisure Services	
Jay B. McMillen.....	23
The Real Price	
Frank B. Guadagnolo and Deborah L. Kerstetter.....	29
PLACE	
The Critical Importance of the Distribution Variable in Formulating a Marketing Strategy	
Dennis R. Howard.....	34
PROMOTION	
Promotion Techniques for Park and Recreation Administrators	
John B. Goldsmith.....	40
Promoting Newark's Cherry Blossoms: Going Out on a Limb?	
Lisa Lopusziak.....	50
EQUITY	
The Trade Off Between Equity and Efficiency	
John L. Crompton.....	57
ETHICS	
The Ethics of Marketing Public Leisure Services	
Geoffrey C. Godbey.....	64

SUMMARY

VISIONS IN LEISURE AND BUSINESS is published quarterly by Appalachian Associates. The journal is printed for Appalachian Associates by the Division of Duplicating and Processing, Jerome Library, Bowling Green State University. © Copyright 1984 Appalachian Associates. Opinions expressed by the authors are not necessarily those of the Editor or Appalachian Associates. Permission must be obtained for printing all tables, figures, and text of more than 200 words in length. Subscription price: \$20.00, Individual; \$40.00, Institutional; \$35.00, Individual outside the United States; \$75.00, Institutional outside the United States. Editorial inquiries should be sent to: School of Health, Physical Education and Recreation, Eppler South, Bowling Green State University, Bowling Green, Ohio 43403. Subscription inquiries should be sent to: Appalachian Associates, 615 Pasteur Avenue, Bowling Green, Ohio 43402.

Introduction

INTRODUCTION

BY

DR. FRANK B. GUADAGNOLO

As many services have begun to mature within the leisure industries, the commercial and public sectors alike have sought to place a greater emphasis on a marketing philosophy. For some, the word "marketing" evokes images of "high pressure selling" and "manipulation". For those more familiar with the foundations of a marketing philosophy the approach is viewed as a prerequisite to doing business. While the commercial sector has embraced marketing in varying capacities, it has only been recently that the public/non profit sector has abandoned its traditional product/selling approach.

It is the intent in this issue of VISIONS IN LEISURE AND BUSINESS to examine the traditional elements of the marketing mix, namely, product, price, place, and promotion. Additionally, articles by Crompton, Godbey, and Warnick raise some important issues when adopting a marketing strategy, particularly as they relate to service marketing. While some of the authors approach the topic from a public perspective most of the information has equal applicability within a commercial setting.

On behalf of this very fine gathering of authors we hope you will find this issue both thought provoking and valuable.