Visions in Leisure and Business

1984

Front Matter

Visions Editors

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

Recommended Citation

Available at: https://scholarworks.bgsu.edu/visions/vol3/iss3/1

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:

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

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

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

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

EDITORIAL BOARD MEMBERS:

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

<table>
<thead>
<tr>
<th>Article</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>INTRODUCTION</strong></td>
<td></td>
</tr>
<tr>
<td><strong>Nel Byers</strong></td>
<td>4</td>
</tr>
<tr>
<td><strong>NESRA</strong></td>
<td>6</td>
</tr>
<tr>
<td><strong>TIRES</strong></td>
<td>10</td>
</tr>
<tr>
<td><strong>TRENDS</strong></td>
<td>16</td>
</tr>
<tr>
<td><strong>OPERATIONS</strong></td>
<td>20</td>
</tr>
<tr>
<td><strong>FUTURE</strong></td>
<td>35</td>
</tr>
</tbody>
</table>

**A Comparative Analysis of Mission and Practice of Three Types of Commercial Recreation Enterprise**

B. Nick DiGrino

**Nel Byers Papers**

**CONCLUSION**

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.
This is an experimental issue in which a trend analysis was conducted to obtain an historical viewpoint of a particular segment of the personal service industry. These historical threads, once identified, were related to present and future happenings. The sequence of the question format was a personal perspective, organizational issues, trends, operations, and the future. This information was sought in an investigative format, using oral historic principles. The text was scrutinized by three experts in the field and their comments form the basis of the conclusion section.

The individuals chosen for this initial experimental study was Mr. Mel Eyers and the field of exploration was employee services. Mel was chosen because he is the "Father" of many of the employee services concepts developed from its inception in the early 1940's. He is also a special individual because he has visited most of the employee services operations around the country and has provided developmental advice to many operations. He also has a rare ability to interpret experiences and translate them into a conceptual framework.

An article by Nick DiGrino was chosen as an empirical summary of Mel's views. This article raises the question of base purposes as to understanding outcomes. This is the main theme throughout Mel's comments.

A letter of invitation is also incorporated from Dr. Paul Yon, because a new archival center has been established at Bowling Green State University which focuses upon the personal services industry. If anyone, persons or organizations, has material that would be appropriate, please contact us.

The comments are provided in a question and answer format for clarity. Several statements have been repeated and have been so placed to show the inter-relationships among the component parts of employee services. The initial comments of Mel Eyers have been added to by the editor.