

Visions in Leisure and Business

Volume 4 | Number 2

Article 10

1985

Research Summary

Visions Editors

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

Recommended Citation

Visions Editors (1985) "Research Summary," *Visions in Leisure and Business*: Vol. 4 : No. 2 , Article 10.
Available at: <https://scholarworks.bgsu.edu/visions/vol4/iss2/10>

This Article 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.

SUMMARY

The current need is the improvement of data collection methodology, as well as improvement of instrumentation. Methods must be adopted from parent sciences, such as marketing and advertisement. Individuals who are involved in special events planning must learn the fine points of application to improve the quality of the data. They must also learn to interpret this data and how to use it to make better decisions. There must also be new methodologies developed that have specific application to the special events planning, especially one-time events.