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Bob Blundred

INTRODUCTION

A forgotten dimension of special events planning is the amusement parks and attractions aspect. This dimension has been involved in the management of events since the turn of the century. It has been highly successful, and as a result, has developed a wealth of information on the management of leisure events similar to special events. The only difference is, in some cases, the events are a one-time phenomenon.

Bob Blundred was sought out to obtain information on his opinions about the management of amusement parks and attractions and why they have been so successful. He was Executive Director of the International Association of Amusement Parks and Attractions and has held a number of other important positions in the industry.

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 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 Bob Blundred have been added to by the editor.