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.
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

Dr. 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

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

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

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

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

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

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

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

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

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

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

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

INTRODUCTION

Employee Wellness: Corporate Wellness .................................................. 4
B. Nick DiGrino (Guest Editor)

Organizational Strategies Used in the Development of Health
Promotion Programs ................................................................. 11
Christopher R. Edginton and Randall R. Cottrell

Wellness: A Model for Corporate Programming .................................. 27
Mac L. McCrory and William Baker

Incorporating Stress Management into the Corporate
Wellness Program ................................................................. 34
John D. Curtis

The Impact of Employee Wellness on "Corporate Wellness" ................. 40
Craig Finney

Pre-Retirement Education as a Component of Employee Services
and Recreation ................................................................. 47
Andrew Weiner

Leisure Behavior of Recent Retirees: Implications for
Pre-Retirement Planning ......................................................... 54
Barbara Wilhite

Perceived Outcomes of Participation in Synergetic
Leisure Programs ................................................................. 74
Brian J. Mihalik

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©1986 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

This issue is devoted to exploring employee wellness and how the corporation utilizes this concept. The primary focus will be on exploring how the concept of recreational programming is used to improve operations. The first article by Dr. DiGrino seeks to develop a philosophy of leisure's role in a wellness program. The next two articles by Drs. Edginton and Cottrell and McCrory and Baker review program models and their impacts. Dr. Curtis, suggests that a stress management program is the element that integrates program components. The benefits of a wellness program to a corporation are identified by Dr. Finney in his manuscript. Pre-retirement programs are a natural transition for corporations to benefit employees. This issue is thoroughly explored by Drs. Weiner and Wilhite in their articles. The last article, by Dr. Mihalik, identifies the outcomes of corporations sponsoring programs and the benefits to the company, as well as the sponsoring agency.