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Front Matter

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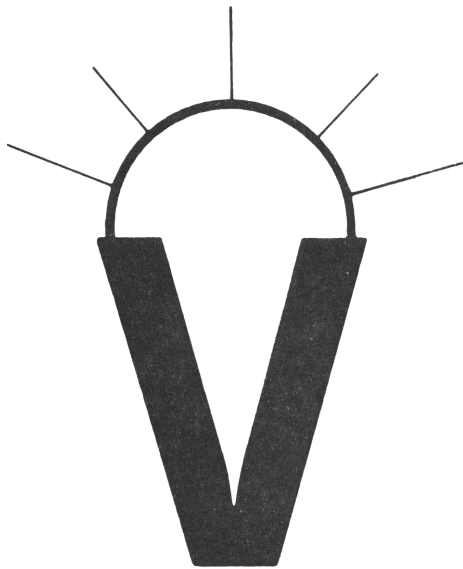
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Visions in Leisure and Business



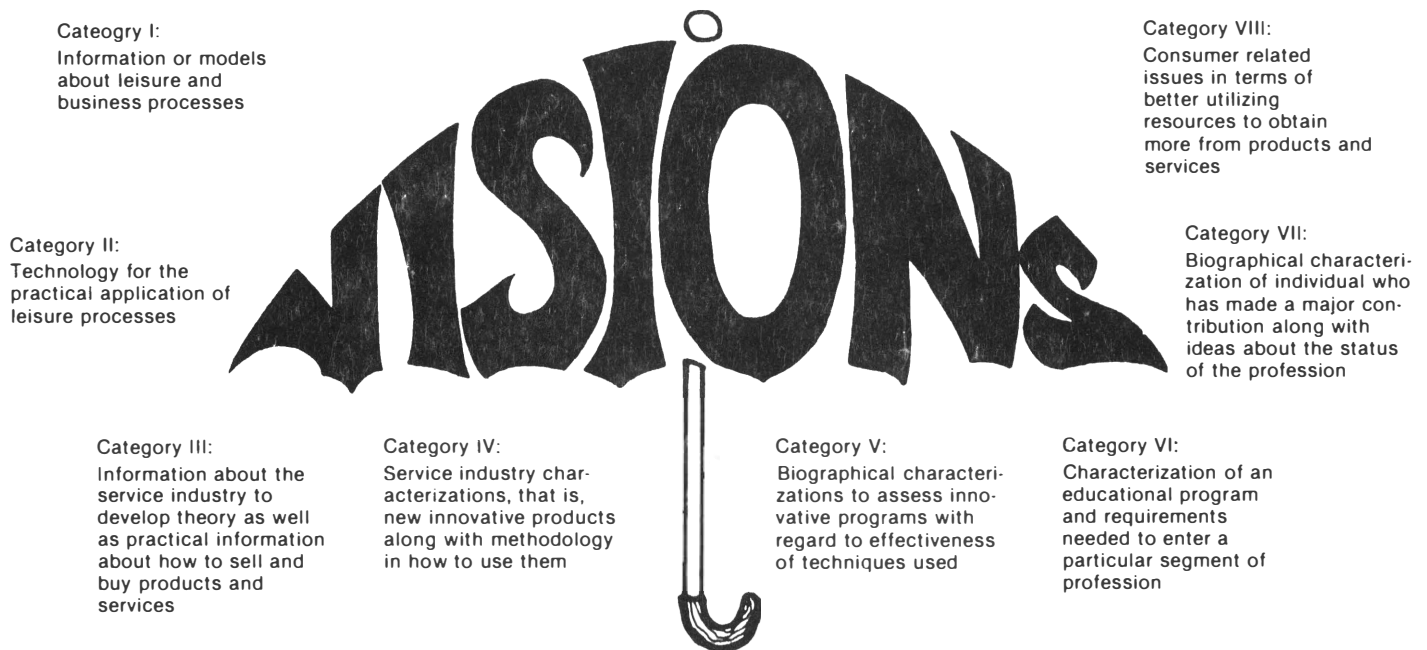
**An International Journal of Personal Services,
Programming, and Administration**

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.

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Introduction

INTRODUCTION

This is the second combined issue on the 1984 World's Fair. Part One focused upon problems and comments. This issue explores the implementation of some practical solutions to the critical problems enumerated in Part One.

A primary problem established in the last issue was the feasibility study. In a recent article, by Jim Brandt, that appeared in the Special Events Report (Volume 4, Number 12, 1985, pages 4 and 5), he identified the following to improve feasibility studies: 1) only use primary sources of data; 2) data must be interpreted on a practical level; 3) collection and data methodology must be appropriate for the feasibility studies designed; 4) the analyst must not be involved with a project's outcomes; 5) each market is distinct and similarities and differences among markets must be well understood; 6) secondary items, such as government support and management capabilities, cannot be assessed; 7) time and location changes and local conditions are very important; 8) direct involvement of local experts is important; 9) market assumptions must be tested; 10) caution should be used in selecting a firm to do the feasibility study; and 11) feasibility studies are more an art than science. There was also discussion in this publication about the feasibility studies that were conducted for the 1992 World's Fair, especially the validity of the conclusions based on sample size.

While it is well understood that the feasibility is one of the cornerstone problems with the New Orleans Fair, this will be a secondary issue because it was studied in such depth in the last volume. The primary emphasis in this issue is on management and operations. The first two articles by Spurney and Katz, respectively, are an overview of the fair from two different positions. The next series of articles focus upon improvement of methodology by providing examples of some of the major problem areas identified. The third section is an extensive interview with Bob Blundred, retired Executive Director of the International Association of Amusement Parks and Attractions. This presentation is the study of successful management and operation techniques. The amusement parks and attractions industry is one segment of personal service that has been effective financially and socially. This information has transferred value to special events planning, especially world's fairs.