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Front Matter

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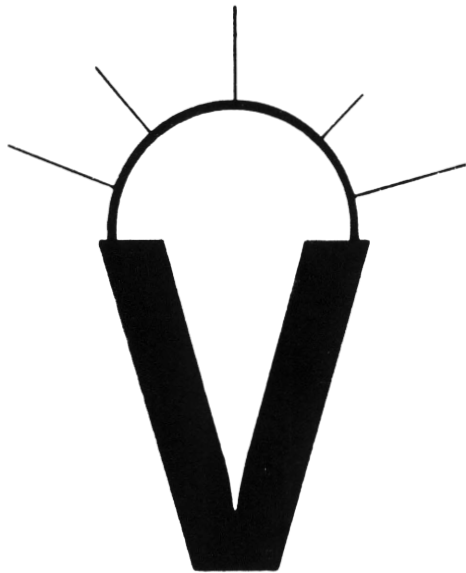
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Visions in Leisure and Business



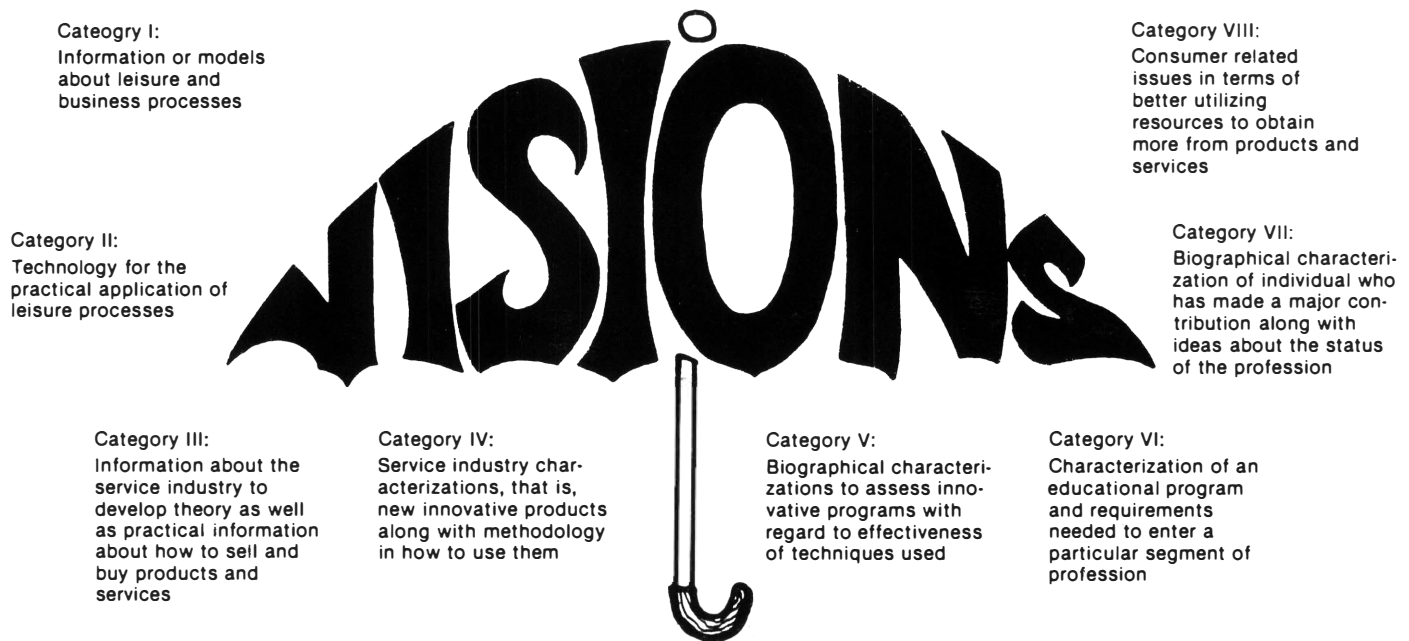
**An International Journal of Personal Services,
Programming, and Administration**

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

BY

Dr. Robin Kunstler

"Leisure is what you make it. It may be your greatest blessing or your greatest curse. You determine its quality and its quality determines you. It used to be in former years that the job determined the worker. In this new era, it is leisure that determines the man."
(Author unknown)

The tecnologocial age. Those few words, and all they imply, pose an immense challenge to the leisure services profession. For we are in an era of the most rapid change ever experienced by human beings. Society is being transformed by nuclear power, advanced computer technology and sweeping ideological movements.

During the past generation, recreation professionals have evolved from leaders and supervisors to counselors and administrators. The sports or crafts instructor has become the marketing specialist, leisure counselor, stress manager and entrepreneur. Whereas the changes are frustrating, at times incomprehensible, the potential for growth of services and creativity is vast.

We have the option, at this time in history, to define ourselves through leisure rather than work. In many ways, the changes in the nature of work are just beginning. In the shift from production of goods to provision of services, jobs have become less physically and even less emotionally demanding. Depersonalization and isolation are evident in rural and urban environs. The person who is not aware of how to utilize leisure and recreational pursuits will be increasingly vulnerable to emerging mental and physical illnesses. But the individual who discovers and recreates him/herself through leisure may find endless benefits.

In this issue, which I am proud to have guest edited, Visions in Leisure and Business examines "Leisure in a Technological Society" from several vantage points. What are the characteristics of this age? Changing demographics and health problems, an aging society and lessons from ancient times all provide a perspective in the future. Innovations

such as the wellness movement, space flight and habitation and computers for rehabilitation and recreation are harbingers of this new age. Managers must consider new marketing techniques, ethical issues and stress reduction in order to best meet responsibilities in the future. Education will continue to have a critical role in professional preparation in the areas of business concepts and techniques, legal literacy and on-the-job learning experiences.

I hope these articles stimulate your thinking on the question: Leisure: Blessing or Curse? The time to make the choice is upon us!