

Visions in Leisure and Business

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Back Matter

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Index

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TABLE OF CONTENTS

Article	Page
INTRODUCTION	
Robin Kunstler (Guest Editor)	
CHARACTERISTICS	
Current Health Problems, Trends, in Health Care, and Demand for Recreation and Leisure Services Personnel.....7 Robin Kunstler	
Aging, Leisure, and Moderization: A Cross-Cultural Perspective.....13 Anne L. Brinkley	
The Future of Recreation: A Classical Perspective.....22 Barton Kunstler	
INNOVATIONS	
On Seeking Joy: An Integral Part of Personal Wellness.....33 Carol Stensrud	
The Leisure Component for Space Flight and Habitation.....41 Karen E. Nash	
Computers and the Physically Disabled.....49 Robin Lombardo and Robin Kunstler	
STRATEGIES	
Happiness: The Missing Link of Marketing in a Technological Society.....64 Bertha Cato	
Ethical Concerns in the Business of Recreation and Leisure.....74 Miriam P. Lahey	

Computer Usage in Public Park and Recreation Agencies.....82
Debbie Towers

Reducing Stress in Organizations: An Approach for Managers.....88
Marion Somers

EDUCATION

Blending Business and Recreation Courses.....95
Lynn M. Jamieson

Co-operative Education: Linking Education and Employment.....106
Denise Hahn, Marla Asher, and Susan Danis

TABLE OF CONTENTS

Article	Page
INTRODUCTION	
PROGRAM	
Traditional and Non-Traditional Family Social Groups and Determinants of Recreational Behavior Carlton Yoshioka	5
Barriers to Family Recreation Participation: A Program Consideration Jack A. Harper	15
Family Leisure Education: A Model, Some Strategies and Program Development Case Studies Bill Michaelis and John O'Connell	25
INTEGRATION	
Family Integration, Not Segregation: Project S.P.A.R.C.A. for L.I.F.E. (Special Play and Recreation Centers for Leisure in Family Experience) Joanne Ardolf Decker	36
A Survey of Selected Factors for Families as Recreational Spectators at Professional Sports Events Thomas.C. Barnhart (Guest Editor)	44
Recreation--It's A Family Affair Ruth Ingram	51
SKILLS	
Multicollinearity Effects of Leisure and Business-A Case Study of Family City USA Howard Gray and Norm Nielson	56
Family Wellness in the Corporate Setting Craig W. Kelsey	60
The Family Council: A Model for Corporate Leisure Time Planning D. Kim Openshaw and Robert E. Sorenson	66
SUMMARY	

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Visions in Leisure and Business

Dear Colleague:

Many times the leisure professional finds himself/herself at a loss in understanding business principles needed to make operations more effective. In this same context, the business community could more effectively utilize personal services to help solve organizational and productivity problems.

VISIONS IN LEISURE AND BUSINESS is an interdisciplinary journal dedicated to addressing the interface between the leisure and business communities. The solution to many of the problems in each of these areas is the ability to obtain many ideas on a single issue. We are asking you to become involved in an idea exchange among the scholars and practitioners to share your experiences in a journal format. Another vehicle that is being used for the sharing process is that each member, program, and agency subscribing to the journal will be asked to complete a questionnaire and an annual directory of programs and services will be available as a resource. It will also be possible for those interested in particular programs to identify individuals who have similar interests through a computer search.

VISIONS IN LEISURE AND BUSINESS is different from other publications because it draws upon a number of disciplines to solve problems and is not locked into defending a particular position. It is a storehouse of information that can help you keep up-to-date on the latest leisure and business methods. The newest, innovative ideas will be presented in a 'how-to' format to help improve operations. Sharing your experiences can help improve other's professional operations.

VISIONS IN LEISURE AND BUSINESS can stimulate your thinking about how to improve your own expertise and skills, thereby, helping the organization with which you are affiliated. The key to professional advancement is competency and having the edge in performance, so that you are a leader not a follower in the profession. Many individuals have an ability to discern a good idea but many do not have an ability to predict trends and anticipate solutions in advance of the problem. Another important ability is seeing the bigger picture and being able to fit pieces together. Your expertise is needed because only through sharing can the perspective outlined above be achieved. No one individual has the complete perspective. Solutions will only come through group action.

This is a personal invitation for you to become a member of an innovative group to share and receive information that will help you and your organization to become leaders in the leisure and business disciplines.

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