

1987

Front Matter

Visions Editors

Jack B. Samuels
Montclair State University

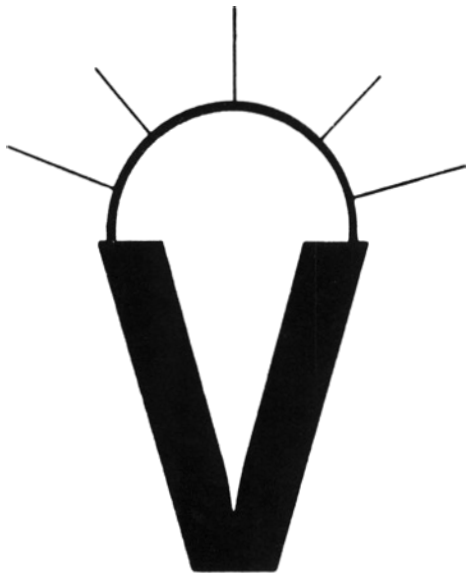
Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

Recommended Citation

Visions Editors and Samuels, Jack B. (1987) "Front Matter," *Visions in Leisure and Business*: Vol. 6 : Iss. 2 , Article 1.
Available at: <https://scholarworks.bgsu.edu/visions/vol6/iss2/1>

This Front Matter is brought to you for free and open access by the Human Movement, Sport and Leisure Studies at ScholarWorks@BGSU. It has been accepted for inclusion in *Visions in Leisure and Business* by an authorized editor of ScholarWorks@BGSU.

Visions in Leisure and Business



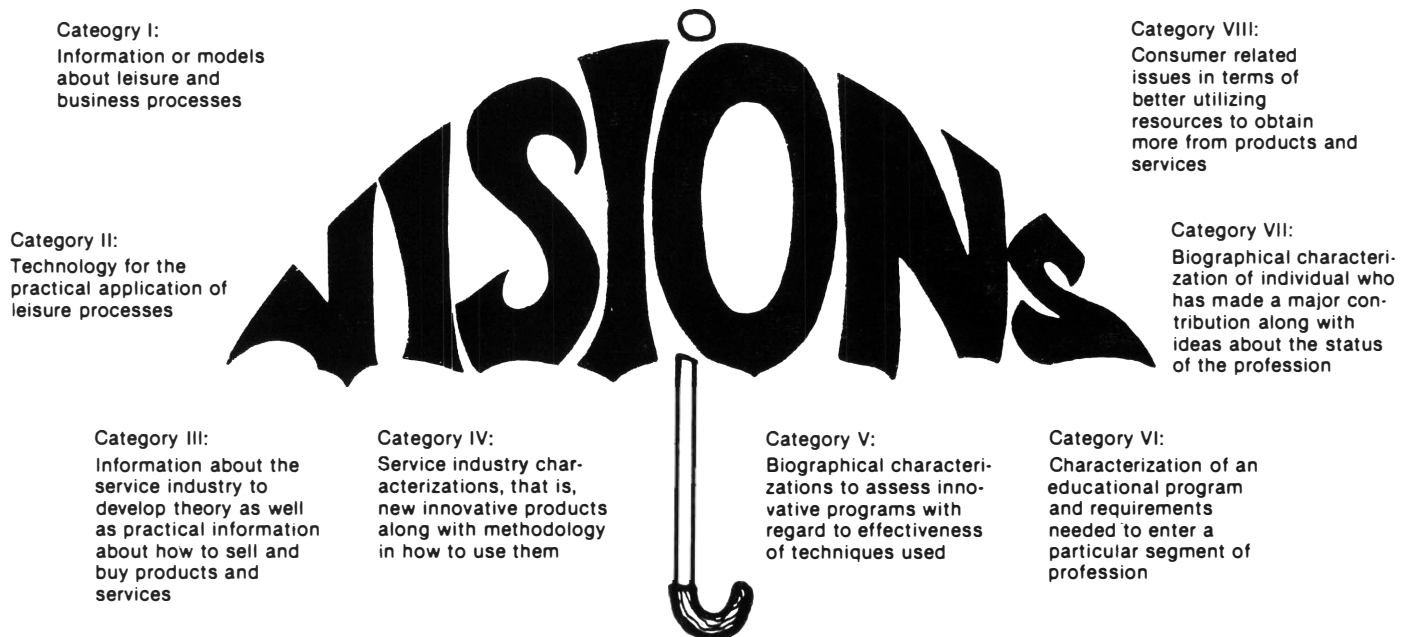
**An International Journal of Personal Services,
Programming, and Administration**

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.

EDITORIAL BOARD

Dr. David L. Groves, Editor
School of Health, Physical Education,
and Recreation
Eppler South
Bowling Green State University
Bowling Green, Ohio 43403

EDITORIAL BOARD MEMBERS:

Mr. 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

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

Dr. Grant Cushman, Head
Parks, Recreation and Tourism
University College of Agriculture
Lincoln College
Canterbury, New Zealand

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

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

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

Dr. Harvey Kahalas, Dean
School of Business
State University of New York at Albany
Albany, NY 12222

Dr. Abraham Pizam, Director
Dick Pope, Sr. Institute for Tourism
University of Central Florida
Orlando, Florida 32816

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

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

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

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

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

Mr. Murray Vidockler, Executive Director
Society for the Advancement of Travel
for the Handicapped
26 Court Street, Suite 1110
Brooklyn, NY 11242

Dr. Robert S. Wanzel, Chairman
Department of Sports Administration
Laurentian University
Sudbury, Ontario, Canada P3E 2C6

Dr. D. C. Williams, Jr., Director
Bureau of Business Research
School of Business Administration
University of Southern Mississippi
Box 5094
Hattiesburg, MS 39401

VISIONS IN LEISURE AND BUSINESS

ISSN 0277-5204

Vol. 6 No. 2 Summer 1987

Editor: David L. Groves

Managing Editor: Margaret E. Bobb

TABLE OF CONTENTS

Article	Page
INTRODUCTION Jack Samuels	
"Leisurized" Marketing: Discovering and Understanding a Significant Trend..... Jack Samuels	4
Marketing Recreation and Functionally Related Products and Services: Factors Influencing Product and Service Success..... Jack Samuels	6
Image Analysis of Fitness Agencies: Implications for Marketing Strategies..... Rodney B. Warnick	12
Consumer Retention: The Key to Building Participant Volume..... Dennis Howard and Christopher R. Edginton	18
Assessing the Seasonality of Tourism..... Joseph Andy Soesilo and Robert C. Mings	25
Travel Patterns and Expenditures of the Mature Market..... Joseph T. O'Leary, Muzaffer Uysal and Richard Howell	39
SUMMARY	

VISIONS IN LEISURE AND BUSINESS is published quarterly by Appalachian Associates by the Division of Duplicating and Processing, Jerome Library, Bowling Green State University. © Copyright 1987 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 inquires should be sent to: School of Health, Physical Education, and Recreation, Eppler South, Bowling Green State University, Bowling Green, Ohio 43403. Subscription inquires should be sent to: Appalachian Associates, 615 Pasteur Avenue, Bowling Green, Ohio 43402.

Introduction

INTRODUCTION

Dear Subscriber:

I am delighted to have served as the guest editor of this special issue of Visions in Leisure and Business . This issue is focused on the Marketing of Recreational and functionally Related Products and Services. It contains articles pertaining to general marketing trends in recreation, tourism and leisure products and services and articles pertaining to "leisurized" marketing.

As the marketing of recreation, tourism and related services and products becomes more and more competitive in the upcoming years, marketing information and knowledge will become more important to these industries. The trend towards the use of recreation and leisure in the marketing of all products is one which should be of interest and great importance to all professionals in the allied fields.

Your comments regarding the articles in this issue addressed to the editor will be appreciated. I hope that you find the work of our contributing authors, which I gratefully appreciate useful.

Sincerely,

Dr. Jack Samuels