

1987

Back Matter

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Recommended Citation

Visions Editors (1987) "Back Matter," *Visions in Leisure and Business*: Vol. 6 : Iss. 2 , Article 8.
Available at: <https://scholarworks.bgsu.edu/visions/vol6/iss2/8>

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Summary

SUMMARY

The concept of leisure marketing has two distinct aspects. One is the use of leisure as a means to sell other goods and services. The second aspect is the direct marketing of the goods and leisure services. The use of leisure as a marketing tool depends upon association mechanisms and the creation of a positive attitude. The effectiveness of this approach is accomplished because the individual actively associates a change in mind set with the leisure environment. The marketing of leisure goods and services depends not upon traditional product marketing but the use of service marketing concepts. These service marketing concepts must be extended to incorporate the discretionary choice of the leisure setting in the formation of attitudes.

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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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