

Visions in Leisure and Business

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Back Matter

Visions Editors

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Summary

SUMMARY

The stock market crash last October is a reminder of the precarious position of our economy. The popularity of the leisure component has been increasing at a consistent, uninterrupted pattern of growth. In the future, this growth will level off and decrease, as all economic cycles have. Individuals in the leisure industry must prepare now. Only the fit will survive. The key is marketing and innovation in an industry that has a capital structure with little marginal softness and an ability to seize opportunities with a liquid financial position.

CALL FOR PAPERS

ENTREPRENEURSHIP AND INNOVATION IN LEISURE

Leisure Today Feature for October 1988

The American Association for Leisure and Recreation is sponsoring an issue of Leisure Today on "Entrepreneurship and Innovation in Recreation and Leisure."

This issue will focus on entrepreneurial leisure service organizations and/or innovative opportunities in commercial, public and non-profit recreation and leisure. A variety of educational, economic, and managerial issues will be examined if vendors, retailers, consultants, educators, fitness providers, researchers and administrators participate fully in the development of this issue. Applied papers on course development, business plans or new venture assessment, realistic case studies of successful entrepreneurial efforts, and empirical studies on leisure entrepreneurs and/or their ventures are especially encouraged. The focus of this special issue is on innovation and management for creative change in the provision of leisure services rather than on individual programming innovations.

Publication is scheduled for Fall, 1988. An abstract, not to exceed 250 words, should be submitted by December 15, 1987 to E. A. Sheffield, Ph.D., Department of Parks, Recreation & Tourism, 619 Clark Hall, University of Missouri-Columbia, Columbia, MO 65211.

(314) 882-3085

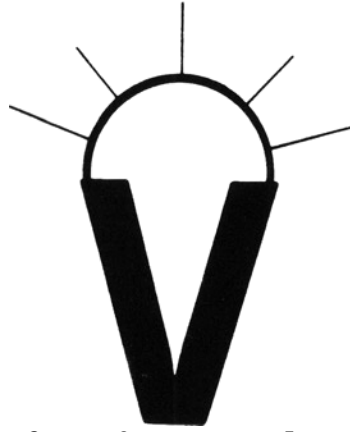
Note. Leisure Today is a biannual insert in the Journal of Physical Education, Recreation and Dance and is also sold as a reprint suitable for college coursework, workshops, clinics, seminars, inservice and preservice programs. Each issue focuses on a different aspect of leisure and recreation and is coordinated by a different Guest Editor.

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Recreation
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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.

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

VISIONS

Personal Services - - the vehicles to helping the individual change his life, thereby, making a more positive contribution to organizations and society.