

Visions in Leisure and Business

Volume 6 | Number 4

Article 6

1988

Comparisons Introduction

Visions Editors

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Recommended Citation

Visions Editors (1988) "Comparisons Introduction," *Visions in Leisure and Business*: Vol. 6 : No. 4 , Article 6.

Available at: <https://scholarworks.bgsu.edu/visions/vol6/iss4/6>

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Comparisons

INTRODUCTION

Another phase of the leisure industry that has been plagued with inconsistency in data has been mega event planning. The initial feasibility studies have given misleading information. Management structure and site design have focused upon the data provided. It has been misleading which has caused many management and financial problems. Paul Creighton, who has experience with five world's fairs and is recognized as a leading authority because of his success in managing these events, was invited to submit an article identifying major issues. Paul has coined a unique term to describe special events. He calls them "People Gathering." This is a term that I now often use because the focus is off of the event and on people and the outcome which is the main function of the event.