

# Visions in Leisure and Business

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## Front Matter

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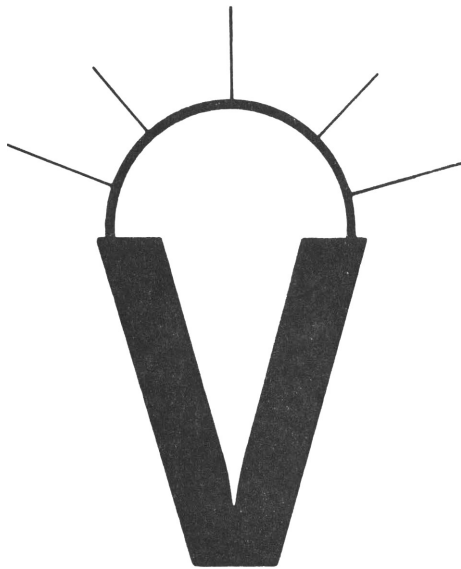
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# **Visions in Leisure and Business**



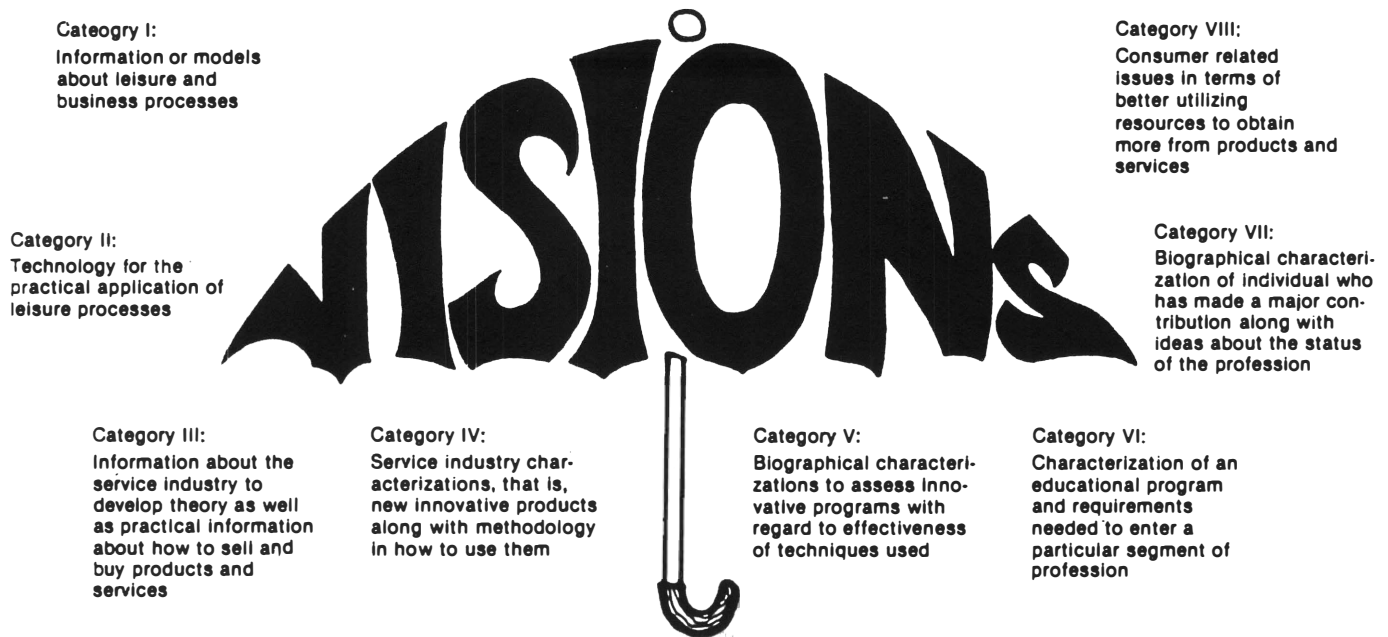
**An International Journal of Personal Services,  
Programming, and Administration**

# 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.

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Editor: David L. Groves

Managing Editor: Margaret Bobb

Guest Editor: Beverly Zanger

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SUMMARY

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# *Introduction*

## INTRODUCTION

The focus of this journal is on the non-traditional arenas of sport and leisure. Sport and leisure are being explored together because of their common base of activity and involvement. They often have a traditional content base that brings them together. The central issue in the non-traditional sector is business profits. The traditional application of athletics and the quasi-public and public focus of recreation can not be effectively utilized by the non-traditional components of the sport and leisure field. This immediately raises the question of the relationship between the non-traditional arenas of sport and leisure content and the business process.

This is an issue that is directly confronting the sport and leisure professions. The non-traditional components of sport and leisure are evolving, and are going through an identity crisis, hanging on to the old and trying to formulate a new body of theory based upon the re-application of content and the business process. There are many different perceptions of how content and the business process should be mixed to achieve effective professional education. Professional programs are where a diversity of opinion about these interactions can be found. This is the first of two issues that will explore the relationship between content and the business process. The purpose of this issue is to isolate the important knowledge areas in preparation programs and to focus upon the business process from an action and implementation viewpoint. The second issue will concentrate upon the model development of important business processes. The opinions expressed in this issue are not necessarily the opinions of the editor or the guest editor. They are presented to illustrate the diversity of perception and models that exist in these arenas. Some of the articles are traditional and are presented for contrast of viewpoint.