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Visions in Leisure and Business



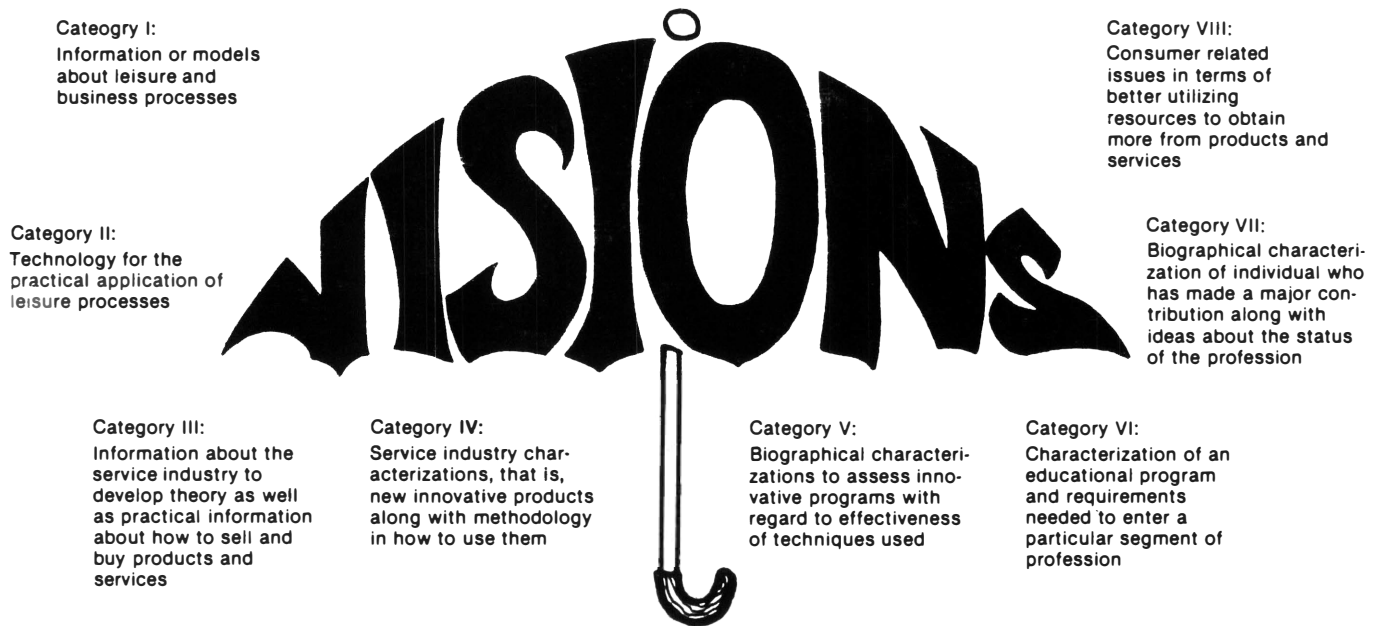
**An International Journal of Personal Services,
Programming, and Administration**

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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SUMMARY

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Introduction

INTRODUCTION

There are three levels of analysis for personal service problems. They are the entrepreneur, the industry and the community. Problems at each of these levels interact to increase complexity. At the entrepreneurial level, the uniqueness of the personal services are the temporal issues, such as, the seasonality of the business, and its cyclic nature. This gives the personal services industry stability problems. At the industry level, the primary dimension that influences problems is service. This, too, causes a tremendous amount of instability. Stability, at these two levels, translates to risk and controlling it. When these two elements combine, they have adverse impacts at the community level. The first four articles in this issue examine these problems of temporal influences and service from different types of the personal services. At the core of the temporal and service problems are conflict and technology. Conflict is a core issue because it is the primary element that is causal to service. Conflict within an organization causes dissatisfaction, which lowers service greatly. Technology is a key element because it influences the nature of the activity or content and how it impacts upon the audience. The last two articles explore these issues and their importance to the development of solving time and service problems.