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Front Matter

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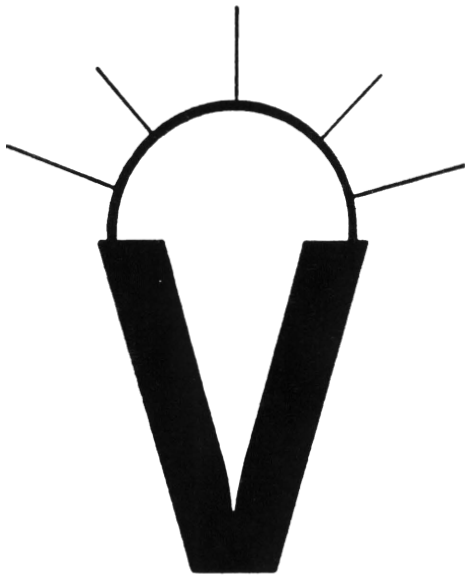
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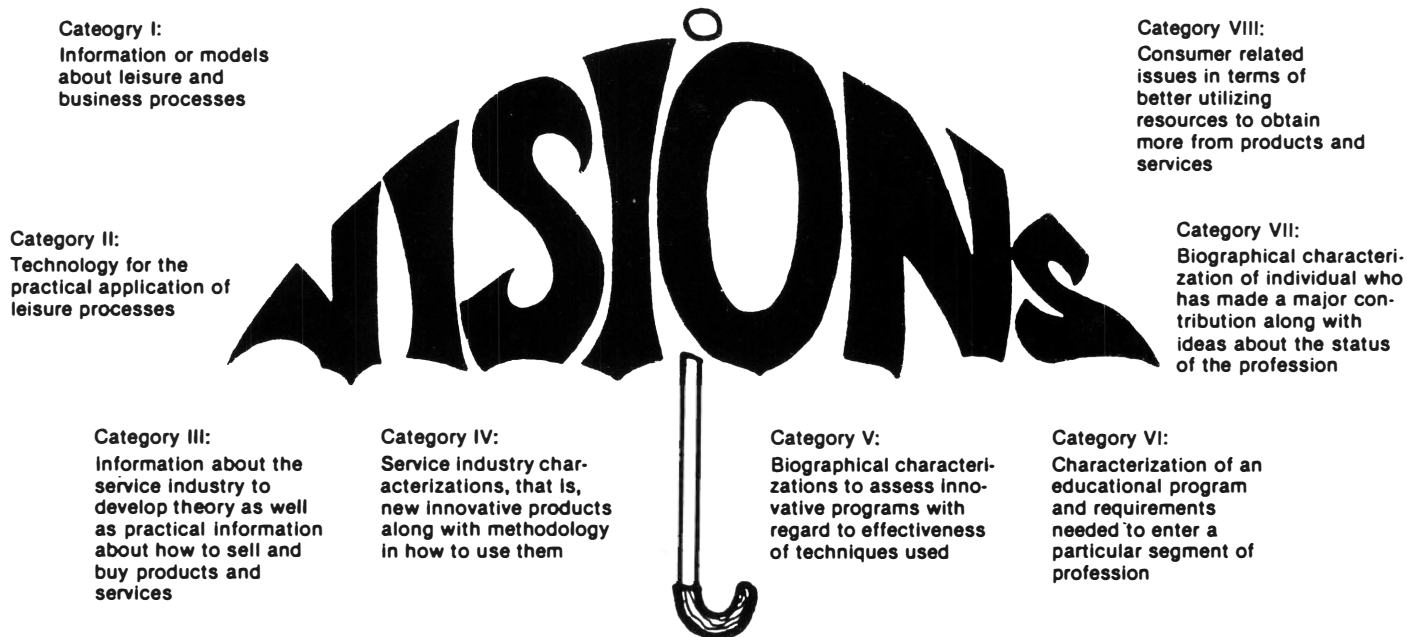
**An International Journal of Personal Services,
Programming, and Administration**

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

TOURISM RESEARCH CENTERS LOCATED WITHIN UNIVERSITY SETTINGS: AN INTRODUCTION

BY

RICHARD GITELSON

As the introduction to many of the centers described in this special issue can attest to, tourism has become recognized as an extremely important component of nearly every state's economy. With the United States, approximately \$256 billion in direct expenditures in 1986 were spent by travelers on trips of at least 100 miles or involving an overnight stay.(2) On an international level, it is estimated that tourism accounts for approximately six percent of total world exports and nearly 25 percent of international trade in services.(1)

Along with this awareness of the economic importance of tourism is the increasing realization that there are both positive and negative impacts associated with tourism development. For example, the Second International Conference on Tourism As A Force For Peace, held in Vancouver in 1988, focused on the balancing act that must be accomplished to insure that the benefits of tourism development outweigh the costs. The recognition that this balancing act could not be accomplished without a systematic approach to the gathering of relevant data is the single most important factor in the establishment of the research centers described in this issue.

The idea that a research center, located within a university setting, should be primarily concerned with the studying of issues related to tourism is relatively new. There are a few examples of tourism-related efforts at a number of schools included in this issue that began many years ago. For example, tourism research was being conducted as early as 1915 at the University of Colorado, and Michigan State's first involvement in tourism began in 1925. However, of the 12 centers included in this issue, only two centers were created before 1980 and eight of the centers were begun in 1985 or later.

Although two of the centers are actually located within the College of Business Administration at the University of Colorado, and two are located within the state of South Carolina, there are representatives

from each section of the country. The Centers are located within the various administrative units within the university setting, e.g. Departments of Recreation and Parks, Departments of Business Administration, and Departments of Hotel and Restaurant Management. One center is a freestanding administrative unit in the cooperative extension service.

Nearly all the centers recognize the need for interdisciplinary efforts in the study of tourism. However, as some of the authors point out, problems exist in trying to meet this objective. For example, one major obstacle that must be overcome is trying to involve individuals from different disciplines, especially when these disciplines are housed in different schools within the university.

There are obviously other problems that must be faced by tourism research centers in university settings. It is hoped that these articles will not only indicate what these problems are, but how they have been or might be overcome. I am happy to report, though, that these articles show more successes than failure. And that is the ultimate objective of this issue; to show that universities are playing a vital role in providing services to an industry that is becoming increasingly more important in our society.

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