

Visions in Leisure and Business

Volume 8 | Number 4

Article 1

1990

Front Matter

Visions Editors

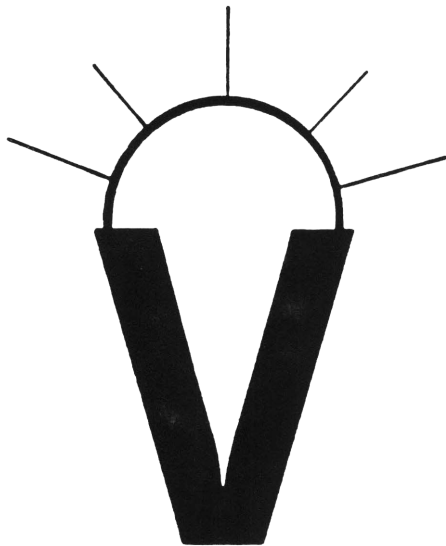
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Visions Editors (1990) "Front Matter," *Visions in Leisure and Business*: Vol. 8 : No. 4 , Article 1.
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Visions in Leisure and Business



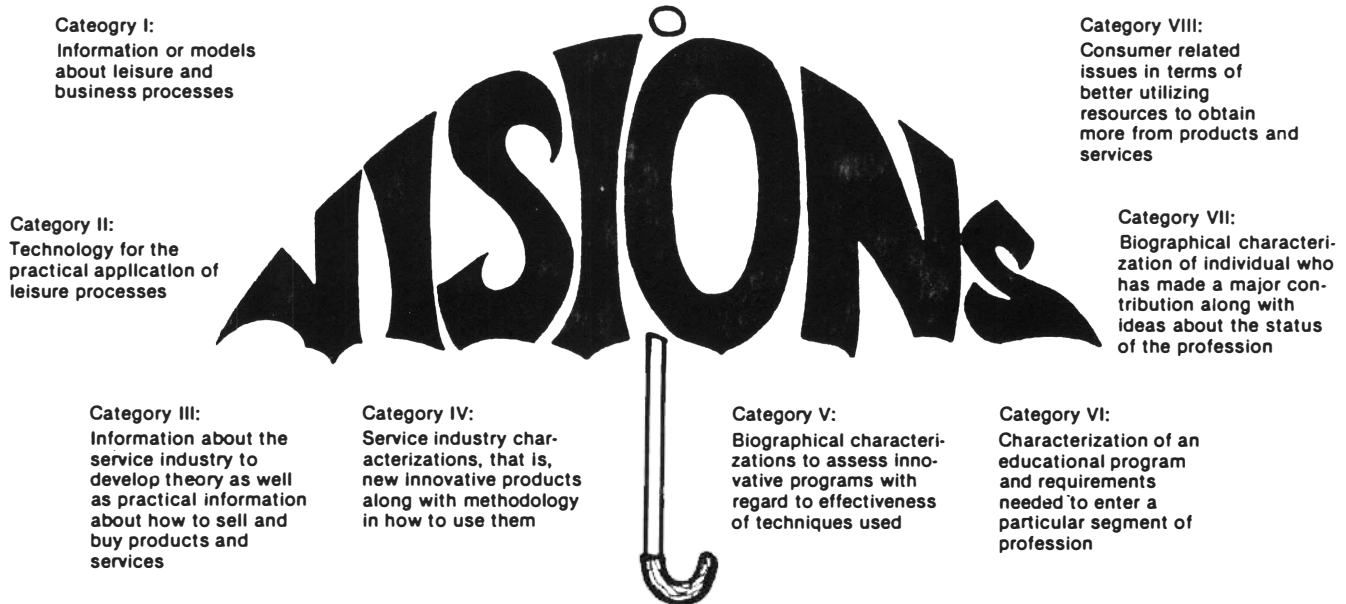
**An International Journal of Personal Services,
Programming, and Administration**

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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VISIONS IN LEISURE AND BUSINESS

ISSN 0277-5204

Vol. 8 No. 4 Winter, 1990

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CREDO

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Introduction

INTRODUCTION

The next two issues of VISIONS IN LEISURE AND BUSINESS will be devoted to examining the relationships between cultural influences and tourism. The papers presented are selected manuscripts from the First Global Conference, Tourism - A Vital Force For Peace. Dr. Louis D'Amore will be the guest editor of this first issue and Dr. Ady Milman guest editor of the second issue.

The events of the past year are going to bring more opportunities for exchanges between east and west and these exchanges must be maximized to take advantage of these learning opportunities for better understanding. These cultural exchanges must be more than the traditional "look and see" experiences. Individuals responsible for tourism must structure the experiences for a thorough understanding of the culture to better comprehend the normative processes of the society.

The purpose of these two issues is to help designers of tourism programs learn the important relationships between the tourism experience and how to maximize and use these variables to bring about better cultural understanding. This issue focuses upon the development of a typology to classify the tourism experiences in relation to outcomes. Examples have also been provided in relation to the range of outcomes from personal diplomacy to economic impact. The second issue will focus on the programatic styles and how to achieve more understanding through better design.

Most tourist studies have focused upon the economic impact. This is important but the collective impact upon the individual and society is probably the most important. Even when nations have been at odds, tourism has always flourished and been a bridge for understanding. The only exception to this has been terrorism and this has had a very significant impact upon tourism patterns. Ways must be found to build bridges using the tourism experience to improve relations.