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Front Matter

Visions Editors

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University of Central Florida

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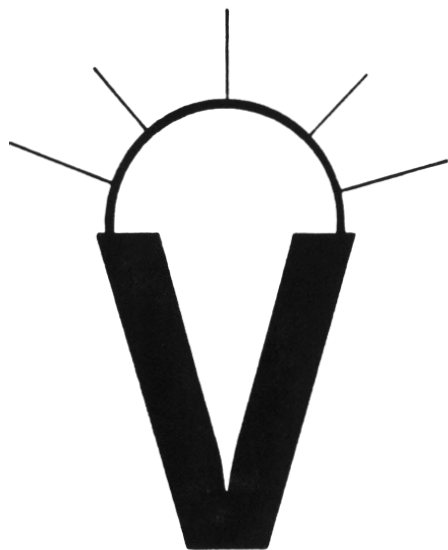
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Visions in Leisure and Business



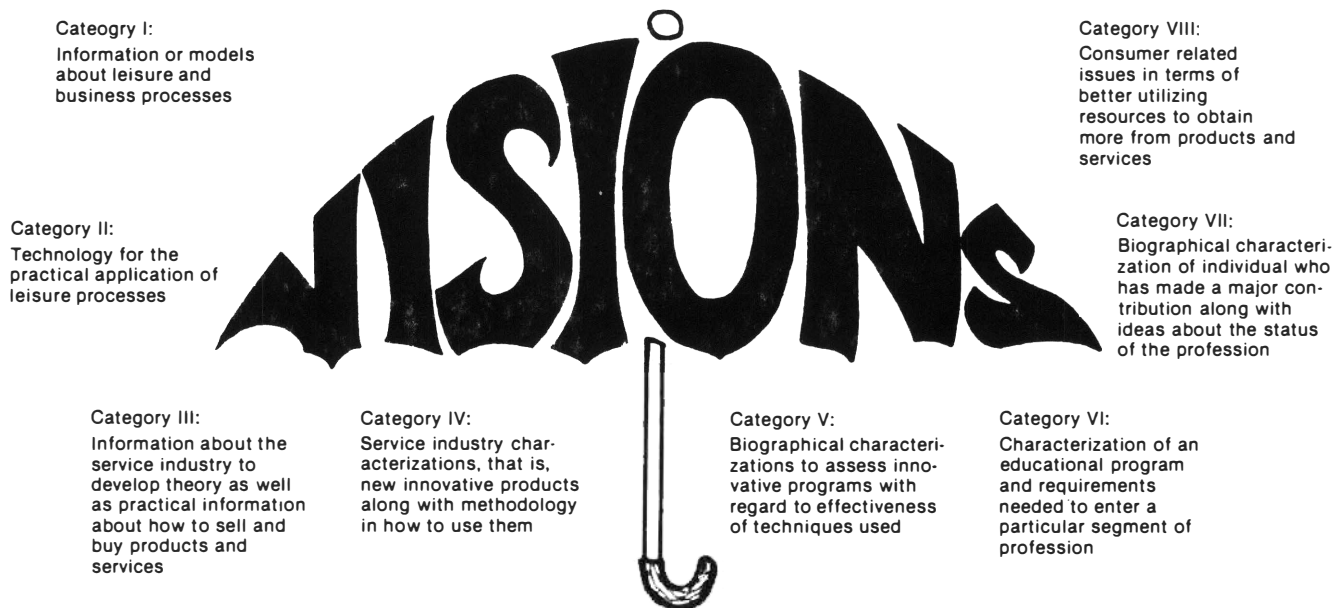
**An International Journal of Personal Services,
Programming, and Administration**

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 E. Bobb

Guest Editor: Dr. Ady Milman

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CREDO

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Introduction

PREFACE

This is the second of two issues that focus upon the importance of culture and its influence upon tourism. The first issue centered on outcomes and typologies and the need for a system to help classify experiences. This second issue concentrates upon important factors and variables in designing tourism programs. Dr. Ady Milman will be the guest editor for this issue. The first three articles identify the "communication relationship" between the visitor and the host as the critical element to designing better programs. The next article identifies barriers to program implementation. The last three articles focus upon the diversity of programs from heritage to entertainment. The primary thrust of this issue is not letting economics dictate programming, but communication for better understanding.

INTRODUCTION

BY

DR. ADY MILMAN

In recent years, the development of transportation and communication technologies have reduced the costs of moving people and goods, and of transmitting information. These, coupled with the spread of industrialization in developing countries, increased consumption, and support of government agencies have resulted in the rapid development of international travel both for pleasure and business purposes.

For example, in 1989, American travelers to overseas countries was estimated at 15.4 million, up 9% from the previous year (US Travel Data Center). The rapid growth of Western Germany helped stimulate spending for international travel and in 1987, Germans spend US\$ 23 billion for foreign travel, a 30% increase over 1986. This was the largest expenditure of any country in the world. Similarly, Japanese outbound market reached a record of 8.4 million in 1988, up 23.4% from the previous year (Travel Industry World Yearbook, 1989).

Extensive international travel activity was not only recorded in top generating industrialized countries. Many developing countries have benefited from this trend. For example, during the first six months of 1988, U.S. visitors to Venezuela increased by a hefty 43.8%. In Thailand, tourism is the country's top foreign exchange earner and is strongly supported by both government and private organizations. In 1987, foreign visitors arrivals increased by 23.6% from the previous year to a total of 3.5 million.

Easing of travel restrictions is one of the first visible results of the fast improving ties between Eastern bloc and Western countries, and in 1988, some 18 million visitors visited Hungary and 10.4 million spent at least 24 hours in the country. According to the World Tourism Organization, receipts from foreign visitors increased 35% in 1987 to US\$ 827 million (Travel Industry World Yearbook, 1989).

The increased "internationalization" of the tourism and travel industry has created challenges for tourists as well as business organizations who are responsible for the selection, preparation, and promotion of new destinations.

The increased international travel has developed a form of "cultural tourism" where people get closer to host communities and learn about each other's way of life and thought. Tourism has also become an important means of promoting cultural relations and international cooperation.

This trend has created the need for comparative studies of tourists as well as managerial behavior around the globe. Knowledge and exposure to social impacts, different philosophies and practices worldwide, may increase the alternative courses of action, and can contribute to the improvement of present systems.

This issue of Visions in Leisure and Business is dedicated to the topic of culture and tourism. The articles presented in this issue provide an enormous amount of information about the phenomena of the global multicultural tourism system. The articles bring both theoretical thoughts, applied research findings, and case studies that suggest some solutions to reduce cultural barriers around the globe.

Comparative analysis in countries and localities around the globe is essential for the advancement of world-wide international understanding. While research and investigations aim at uncovering regularities, such patterns can be discovered only by studying as many systems of phenomena as possible in the light of common analytical categories.