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## A Preview of This Issue, Articles, and Research Summaries

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## A PREVIEW OF THIS ISSUE

The articles and research summaries in this edition of Visions in Leisure and Business represent a long step in the right direction for the Resort and Commercial Recreation Association. The RCRA has only been in existence since 1981, and for the first several years there were very few research oriented presentations at the annual conference. This changed when several educators suggested to the RCRA Board of Directors that a Research Symposium should become a regular part of the annual program. With approval of the conference program committee, the Symposium was born. Initially, only an hour was allocated for the presentations. This year, the Research Symposium was expanded to a two and a half hour format, and it was promoted extensively. A dozen abstracts were submitted, and each was reviewed by two members of a highly qualified five person review team. The best seven abstracts were selected for presentation at the RCRA Conference, Amelia Island, Florida on Saturday, November 17, 1990.

Presented here are the articles and research summaries from the 1990 RCRA Research Symposium. It is likely that they are, collectively, the highest quality group of papers that have been presented at RCRA to date. Hopefully, the interest in the RCRA Research Symposium will continue to grow through next year, with even more submissions of high quality papers.

### ARTICLES

The first presentation was by John Crofts (University of Florida) entitled, "Purchase Involvement of Repeat Visitors to a Destination Area." Crofts found that few purchase decisions, even by repeat visitors, could be attributed merely to customer loyalty.

Steven Sims' (Southern Illinois University) article was "Educational Needs and Opportunities for Personnel in Convention and Visitor Bureaus." Sims suggests that the professional associations are doing more for the training of CVB personnel than are universities.

Charles Hammersley (University of Idaho) and David Grout (University of North Carolina) presented "Content Analyses of Current Introductory Commercial Recreation Courses." From an examination of numerous course outlines, Hammersley found fairly strong agreement in course topics, which could be grouped under the headings of "Business Components" or "Recreation Components."

E. L. Dick Shafer (Pennsylvania State University) and Julia Stratton (Washington, D.C.) article was entitled, "How to Win in Any Negotiation." Dr. Shafer presents a collage of contemporary views from the management science literature offering practical techniques on negotiating skills.

## RESEARCH SUMMARIES

Russell Brayley (University of Manitoba) presented "A Comparison of Tourist and Tourism Expert Evaluations of Generalized Vacation Destinations." This highly regarded presentation casts serious doubts upon the ability of "Tourism Experts" (government officials, tour operators, resort managers, travel consultants, etc.) to correctly predict the preferences, values and attitudes of actual visitors.

John Crotts' second article was "Understanding the Novelty Seeking Drive of Pleasure Travelers." This study explores the individual differences of people in an effort to understand their novelty seeking behaviors. A novelty seeker would probably be less dogmatic, able to accept incongruity, and have a high need for cognitive stimulation compared to other travelers.

Deborah Kerstetter (Pennsylvania State University) and Andrew Holdnak (Western Illinois University) presented "Comparison of Perceived Pleasure Travel Constraints to Travel Behavior Characteristics of College-Educated Mature Adults: An Exploratory Study." This study examines results that differ from previous studies on the topic, generally finding fewer barriers to travel.

It has been a pleasure to serve as coordinator for the 1990 RCRA Research Symposium, and as Guest Editor for this edition of Visions in Leisure and Business. Much of the success of the project should be credited to the diligent work of the five reviewers of the abstracts.

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