

Visions in Leisure and Business

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Front Matter

Visions Editors

Shirley Richison

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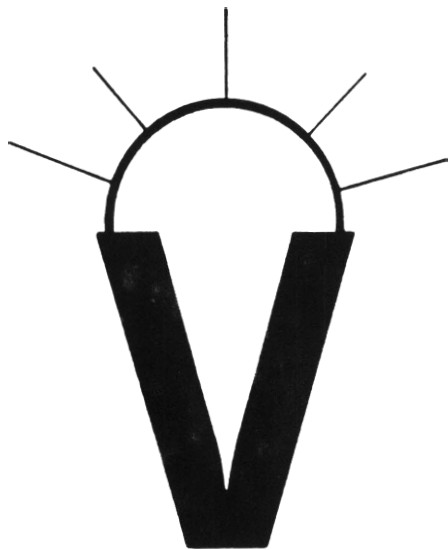
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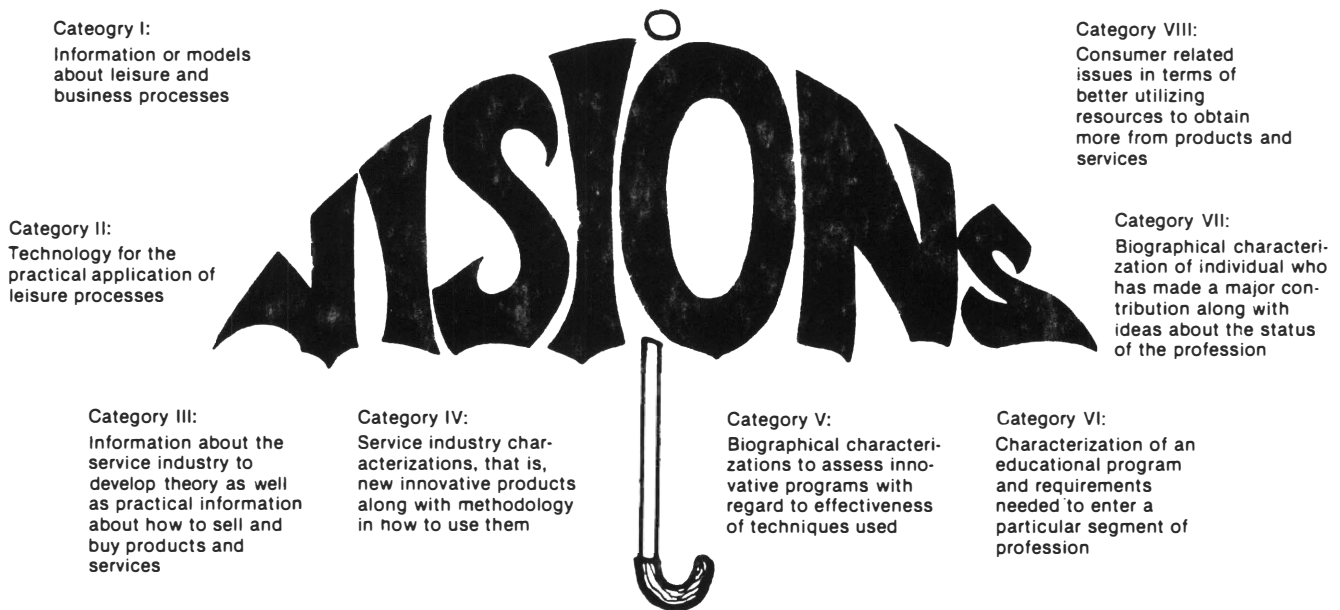
**An International Journal of Personal Services,
Programming, and Administration**

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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Preface

PREFACE

This and the upcoming issue are a cooperative effort with the Resort and Commercial Recreation Association. The association annually conducts a Research Symposium. The purpose of this Symposium is to foster and illustrate the importance of research to improving the profession. Dr. Shirley Richison will serve as guest editor of this issue and Dr. John Crossley will serve as guest editor of the next issue. The primary focus of this issue is the 1989 Symposium and the focus of the next issue will be the 1990 Symposium. The articles in these issues will not be themed as the purpose of the Symposium is diversity of content. The two common elements to most of the presentations is either development of the profession or descriptive studies that focus upon important operational functions, such as marketing, budgetary processes, or client relations. This is an emerging profession that has grown dramatically in the past five years. It has all the characteristics of a new segment of the leisure industry, but the quality has increased dramatically because of a recognition of need for information and importance of the research function.

Introduction

INTRODUCTION

BY

DR. SHIRLEY RICHISON

An appropriate theme for this issue of VISIONS might be "getting down to the business of leisure." The papers included here are from the international conference of Resort and Commercial Recreation Association research symposium. The focus of the research comes from two points of view. One is from an educator's standpoint and one is from a practitioner's standpoint. Of major concern to educators is the professional preparation of commercial recreation majors. Practitioners are focused on the travel and tourism aspects of commercial recreation. With research topics from site selection to experiential education, it is a refreshing and insightful issue of VISIONS IN LEISURE AND BUSINESS.