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Visions in Leisure and Business



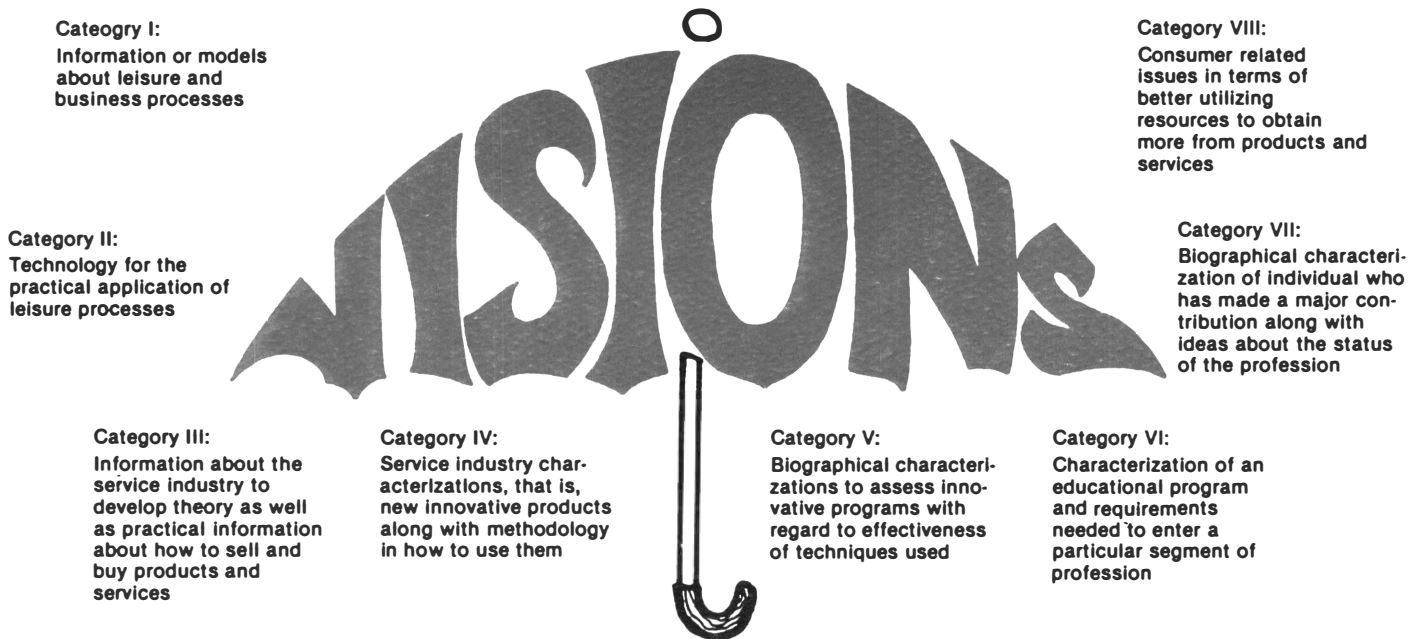
**An International Journal of Personal Services,
Programming, and Administration**

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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INTRODUCTION

The purpose of a symposium is to create an atmosphere conducive to the free exchange of ideas and encourage intellectual discussion on a given subject. This years Resort and Commercial Recreation Association's Research Symposium has certainly accomplished this goal. A record number of submissions were received for this years symposium. The abstracts were evaluated by a three member panel, using a blind review process, which identified many high calibre papers for presentation at the symposium in Bend, Oregon. The panel also selected one of those papers to receive the first "Excellence in Research" award. Pat Tierney and his work on developing a model for assessing the effectiveness of tourism promotional literature was chosen for this special recognition.

The diversity of symposium topics creates a synergistic effect which identifies the impact of psychology, special populations, user conflict, lifestyles, tourism, and public relations on resort and commercial enterprises in todays market. The increasing complexity of leisure and its role in individual, family and cultural development requires continued research efforts by multi-disciplinary groups to define and address evolving issues in the profession. The papers presented by this symposium represent such an endeavor.

I would like to thank Dr. John Crossley (University of Utah), Dr. John Crotts (University of Florida), Dr. Pete Diffenderfer (Eastern Washington University), Dr. Lynn Masterson (Appalachian State University), Dr. Andy Holdnak (San Diego State University), Dr. Deborah Kerstetter (Pennsylvania State University), Dr. Ron Havard (Ithaca College), Dr. Allan Mills (Virginia Commonwealth University), Dr. Owen Smith (Indiana State University), and Dr. Carlton Van Doren (Texas A & M) for their professional commitment and expertise in serving as reviewers for the symposium. I would also like to extend the appreciation of the presenters and participants in the research symposium to Dr. David Groves and the members of Visions in Leisure and Business editorial board for their continued support of the Resort and Commercial Recreation Association. This is the first of two issues devoted to this symposium.