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Visions in Leisure and Business



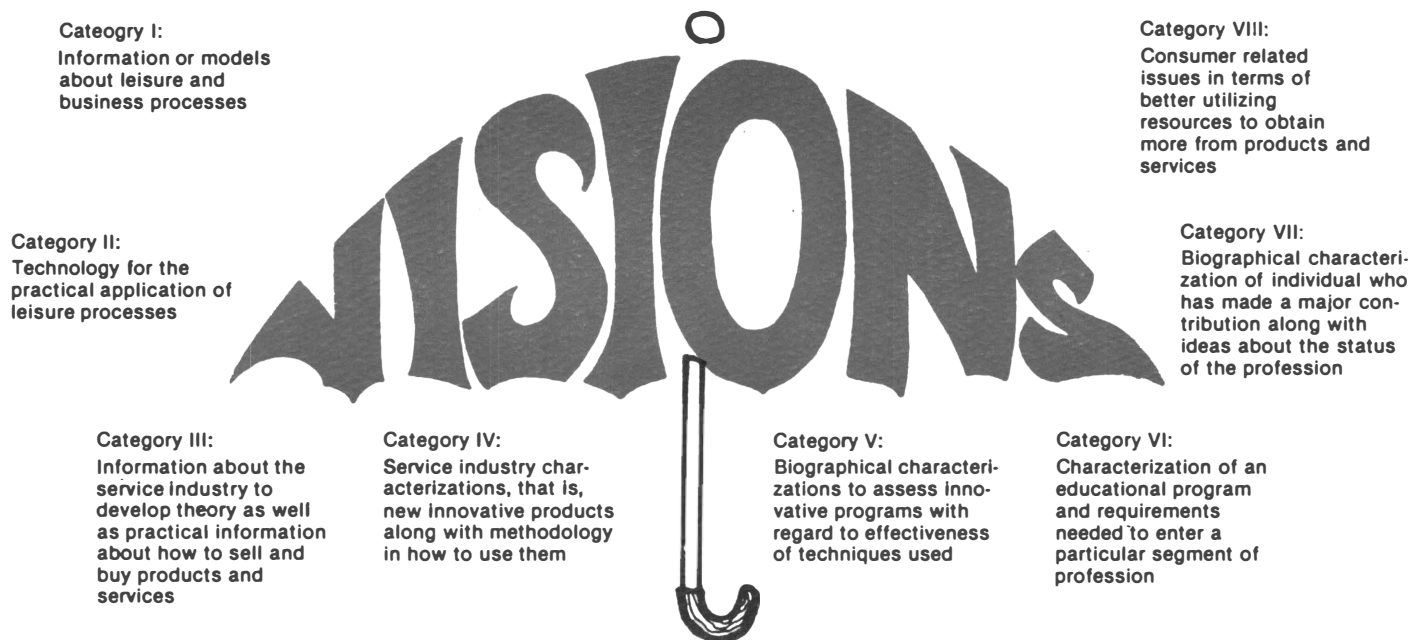
**An International Journal of Personal Services,
Programming, and Administration**

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

John Crotts: Guest Editor

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INTRODUCTION

It is generally recognized that the economic fabric of rural America has been in a perpetual state of crisis. Over the past decade, census data have revealed a significant shift of the population from rural to urban areas in search of economic opportunities. In rural counties of the South Atlantic, the declining harvests of off-shore fisheries and timber production coupled with the Free-Trade Agreement with Mexico's impact on rural areas' livestock and truck farms are expected to create greater instability in communities that currently contend with high unemployment rates.

New strategies for economic development are increasingly needed to assist rural communities enhance or maintain their quality of life. Tourism is one part of the service sector economy that is increasingly receiving attention as a tool for regional economic development. This issue of Visions of Leisure and Business has brought together researchers involved with issues relevant to rural tourism planning and development. The articles should be particularly useful to community development specialists wanting to develop their community's tourism potential. Furthermore, researchers may find these articles extend the body of knowledge into several new and important directions.

In the first article by Potts, Backman, Uysal and Backman, issues related to the complexity in rural tourism development are discussed. Readers will find this article provides the framework in addressing the critical factors associated with sustainable tourism development. The second article, by Holland and Crofts, articulates a rural tourism planning process being piloted in Florida. The goal of this planning process is to manage tourism development in socially and environmental sensitive ways. Backman, Backman, Potts and Uysal in the third article discuss the potential for rural communities to attract a share of the international tourism market. Drawing from a large representative data set of Canadians who travelled to the U.S., the authors identified several important motivation factors in which many rural communities are uniquely capable of satisfying. Lastly, Robertson and Crofts analyze the influence of a modest public relations campaign on the attitudes of residents towards tourism development. The topic is important to rural tourism marketing officials since positive host-visitor interactions will likely lead to increased visitor satisfaction, positive word of mouth advertising and probability of repeat visits.

There are obviously many important issues surrounding sustainable rural tourism development. It is hoped that these articles not only indicate

what these issues are, but how they might be or have been addressed. I am optimistic that rural communities can improve upon the READY-FIRE-AIM approach indicative of tourism planning in the past. By addressing these issues prior to tourism development, rural communities have the potential to stimulate tourism growth in a sustainable and sensitive fashion.