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THE ROLE OF RESEARCH IN RECESSIONARY TIMES

**By
Dr. Charles Hammersley**

The beginning of the 90's decade has been tumultuous for people, businesses, governments and the environment. Two of the first casualties have been workers' time and discretionary income, both which have been in decline. Commercial recreation and tourism industries are extremely sensitive to fluctuations in our nation's economy. Unfortunately, this has placed commercial recreation enterprises under growing pressure to maximize their efficiency in order to survive the continuing economic morass. When an economy is not growing, competition in service markets becomes acute. Research can provide essential information and assistance to these businesses about impacts from current business, social, and economic trends.

The papers selected for the 1992 Resort and Commercial Recreation Association's research symposium offer timely and invaluable information to assist resort and tourism businesses, many which are struggling through the longest recessionary period in this country's history. The Symposium addresses topics based on social research including: the impacts and influences of cultural diversity; how soft amenities affect user satisfaction; methods for determining customer loyalty; how individuals locate and use information about potential vacation destinations; what barriers restrict vacation travel decisions; and how to acquire guest information and feedback. These issues are of paramount importance for commercial recreation and tourism enterprises in order to survive or thrive in an ever changing business environment.

The Resort and Commercial Recreation Association is proud to provide this forum for current research efforts and would like to extend its gratitude and appreciation to the research symposium reviewer's for their professional commitment and dedication. Also, RCRA would like to recognize Dr. David Groves and the editorial board members of Visions in Leisure and Business for their continuing support for the Resort and Commercial Recreation Association.