

Visions in Leisure and Business

Volume 11 | Number 4

Article 1

1993

Front Matter

Visions Editors

Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

Recommended Citation

Visions Editors (1993) "Front Matter," *Visions in Leisure and Business*: Vol. 11 : No. 4 , Article 1.
Available at: <https://scholarworks.bgsu.edu/visions/vol11/iss4/1>

This Front Matter is brought to you for free and open access by the Journals at ScholarWorks@BGSU. It has been accepted for inclusion in Visions in Leisure and Business by an authorized editor of ScholarWorks@BGSU.

Visions in Leisure and Business



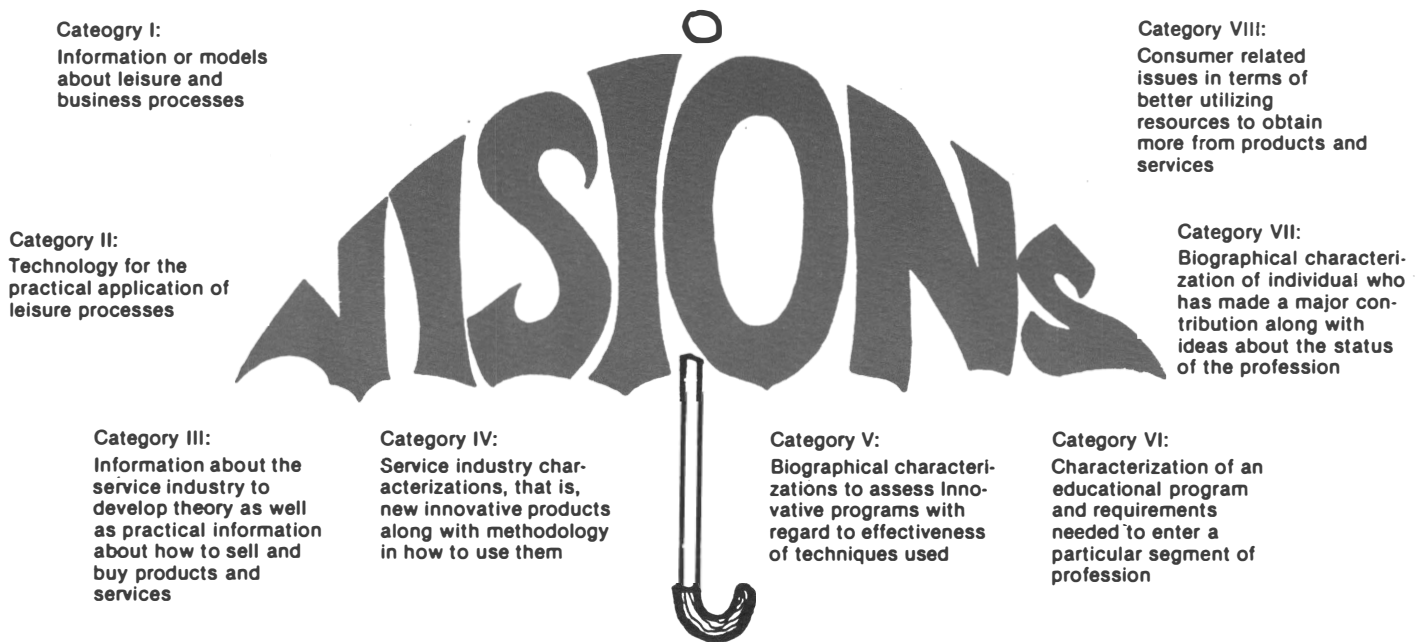
**An International Journal of Personal Services,
Programming, and Administration**

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.

EDITORIAL BOARD

Dr. David L. Groves, Editor
School of Health, Physical Education, and Recreation
College Park Office Building
Bowling Green State University
Bowling Green, Ohio 43403

EDITORIAL BOARD MEMBERS:

Dr. Rene Baretje, Director
Centre Des Hautes Etudes Touristiques
Fondation Vasarely
1, Avenue Marcel Pagnol
13090 Aix-en-Provence
France

Dr. Eric Cohen, Professor
Sociology and Anthropology
The Hebrew University of Jerusalem
Mount Scopus, Jerusalem 91905, Israel

Dr. John Crossley, Associate Professor
Department of Recreation and Leisure
226 North HPER
University of Utah
Salt Lake City Utah 84112

Dr. Grant Cushman, Professor and Head
Department of Parks, Recreation and Tourism
Lincoln University
Canterbury, New Zealand

Dr. Louis J. D'Amore, President
International Institute for Peace Through Tourism
3680 Rue De La Montagne
Montreal, Quebec, Canada H3G 2A8

Dr. Richard Gitelson, Director
Center for Travel and Tourism
5203 Henderson Building South
The Pennsylvania State University
University Park, Pennsylvania 16802

Dr. Charles H. Hammersley, Assistant Professor
Division of Health, Physical Education,
Recreation and Dance
Physical Education Building
University of Idaho
Moscow, Idaho 83843

Dr. Harvey Kahalas, Dean
College of Management
One University Avenue
University of Massachusetts, Lowell
Lowell, Massachusetts 01854

Dr. Abraham Pizam, Director
Dick Pope, Sr. Institute for Tourism
College of Business Administration
University of Central Florida
Orlando, Florida 32816

Dr. Jack Samuels, Professor and Coordinator
Commercial Recreation and Tourism
Management
Montclair State College
Upper Montclair, New Jersey 07043

Dr. Edwin Scheuch, Director
Institute of Angewandte
Sozialforschung
Grienstrabe 2
500 Koln 41
Universitat zu Koln
West Germany

Dr. Robert B. Sleight, President
Century Research Corporation
655 E. Rancho Catalina Place
Tucson, Arizona 85740

Dr. D. C. Williams, Jr., Professor
Department of Economics and International Business
University of Southern Mississippi
Box 5072
Hattiesburg, Mississippi 39406-5072

VISIONS IN LEISURE AND BUSINESS

ISSN 0277-5204
Editor: David L. Groves

Vol. 11 No. 4 Winter, 1993
Managing Editor: Margaret E. Bobb

TABLE OF CONTENTS

Article	Page
INTRODUCTION	
Center for the Advancement and Study of Tourism..... Jeffrey B. Zeiger and Larry M. Landis	4
Institutional Strategy in Lodging Industries..... L. Taylor Damonte	8
The Effect of an Instructional Strategy on Curricula in Sport and Leisure Beverly R. K. Zanger and David L. Groves	21
A Comparison of Traditional and Refined Conversion Study Procedures Douglas M. Turco and Eddie Dry	35

Manuscript Preparation

VISIONS IN LEISURE AND BUSINESS is published quarterly by Appalachian Associates. Copyright 1993 Appalachian Associates. Opinions expressed by the authors are not necessarily those of the Editor or Appalachian Associates. Permission must be obtained for printing all tables, figures, and text of more than 200 words in length. Subscription price: \$25.00, Individual; \$45.00, Institutional; \$40.00, Individual outside the United States; \$80.00, Institutional outside the United States. Editorial inquiries should be sent to: School of Health, Physical Education, and Recreation, College Park Office Building, Bowling Green State University, Bowling Green, Ohio 43403. Subscription inquiries should be sent to: Appalachian Associates, 615 Pasteur Avenue, Bowling Green, Ohio 43402.

INTRODUCTION

The next two issues is a result of a continuous interest in university tourism research centers. The result of two previous issues on research centers has been trying to identify the uniqueness of the research center and its contribution to tourism. The unique character of the centers is how theory and practice are blended into a leadership role within a geographic area. Where tourism is a positive economic influence, there is an effective university research center helping in community development.

In this issue, the first article by Zeiger and Landis articulates the nature of a research center. The second article by Damonte illustrates the theory or conceptual development that occurs within most centers. The Zanger and Groves article explains the relationship of the student interface and the need to blend theory and practice in the classroom. The last article by Turco and Dry shows the practical issue of conversion studies and their importance to understanding the impact of effective marketing.

Dr. Richard Gitelson have been instrumental in helping to develop these issues.