

Visions in Leisure and Business

Volume 11 | Number 4

Article 1

1993

Front Matter

Visions Editors

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Visions Editors (1993) "Front Matter," *Visions in Leisure and Business*: Vol. 11: No. 4, Article 1.

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Visions in Leisure and Business



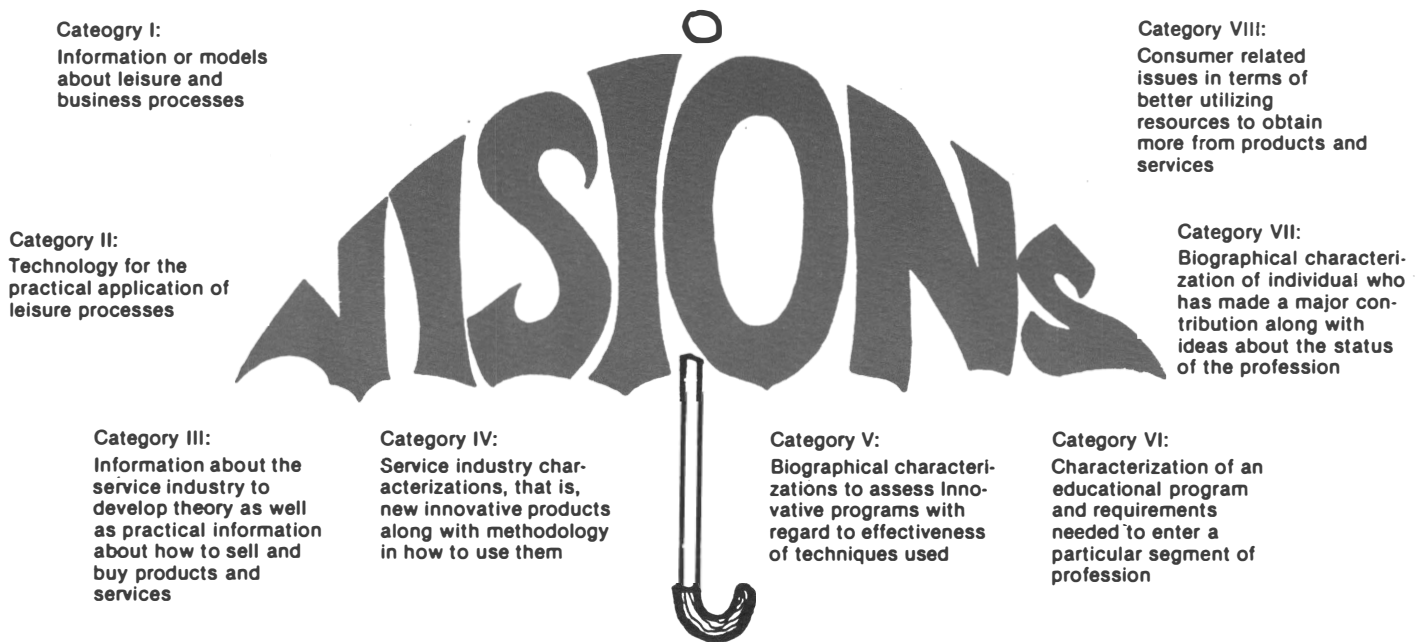
**An International Journal of Personal Services,
Programming, and Administration**

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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VISIONS IN LEISURE AND BUSINESS

ISSN 0277-5204
Editor: David L. Groves

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

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Manuscript Preparation

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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.