Visions in Leisure and Business

Volume 11 | Number 3

1992

Back Matter

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Recommended Citation
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One of the keys to implementations and outcomes is methodology. It is the application of new research methods that has given rise to a better understanding of the consumer and his/her impact upon society. Many of the nuances are just beginning to be recognized are a direct result of better methodology. It will be necessary in the 21st century to better conceptualize of leisure and tourism. This will only be possible through the rigorous applications of new methodologies to better understand data and how to apply it. What is missing currently is an applied research contingency. The ability of the practitioner to be able to use the methods and become more prescriptive will directly influence the quality of products and services offered in the 21st century.
RESORT & COMMERCIAL RECREATION ASSOCIATION RESEARCH SYMPOSIUM--1993

November 18-20, 1993
Mohonk Mountain House
New Paltz, New York

Dr. Deborah Kerstetter
Dr. John Crotts
School of Hotel, Restaurant & Recreation Management
The Pennsylvania State University
203 S. Henderson
University Park, PA 16802

Phone: (814) 865-1851
Fax: (814) 863-4257
RESORT AND COMMERCIAL RECREATION ASSOCIATION

PURPOSE

The purpose of RCRA is to be a non-profit organization established to further the resort and commercial recreation industries through appropriate services to professionals, educators and students; and to increase the profitability of commercial enterprises with recreation focus.

GOALS

The Goals of RCRA are: a) to establish an effective and functional national vehicle in order to communicate, educate, disseminate and promote professionalism within the industry; b) to involve all facets of the industry; c) to provide opportunity for continuing education related to the industry.

FOR INFORMATION CONTACT:

Frank Oliveto
P.O. Box 1208
New Port Richey, Florida 34656-1208
(813) 845-7373
Dear Colleague:

Many times the leisure professional finds himself/herself at a loss in understanding business principles needed to make operations more effective. In this same context, the business community could more effectively utilize personal services to help solve organizational and productivity problems.

VISIONS IN LEISURE AND BUSINESS is an interdisciplinary journal dedicated to addressing the interface between the leisure and business communities. The solution to many of the problems in each of these areas is the ability to obtain many ideas on a single issue. We are asking you to become involved in an idea exchange among the scholars and practitioners to share your experiences in a journal format. Another vehicle that is being used for the sharing process is that each member, program, and agency subscribing to the journal will be asked to complete a questionnaire and an annual directory of programs and services will be available as a resource. It will also be possible for those interested in particular programs to identify individuals who have similar interests through a computer search.

VISIONS IN LEISURE AND BUSINESS is different from other publications because it draws upon a number of disciplines to solve problems and is not locked into defending a particular position. It is a storehouse of information that can help you keep up-to-date on the latest leisure and business methods. The newest, innovative ideas will be presented in a 'how-to' format to help improve operations. Sharing your experiences can help improve other's professional operations.

VISIONS IN LEISURE AND BUSINESS can stimulate your thinking about how to improve your own expertise and skills, thereby, helping the organization with which you are affiliated. The key to professional advancement is competency and having the edge in performance, so that you are a leader not a follower in the profession. Many individuals have an ability to discern a good idea but many do not have an ability to predict trends and anticipate solutions in advance of the problem. Another important ability is seeing the bigger picture and being able to fit pieces together. Your expertise is needed because only through sharing can the perspective outlined above be achieved. No one individual has the complete perspective. Solutions will only come through group action.

This is a personal invitation for you to become a member of an innovative group to share and receive information that will help you and your organization to become leaders in the leisure and business disciplines.

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

Personal Services--the vehicles to helping the individual change his life, thereby, making a more positive contribution to organizations and society.