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Back Matter

Visions Editors

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RESEARCH AND TOURIST DATA BASE

Tourism encompasses, either on a national or international level, capital, production and consumption transactions done jointly or successively by the State, financial institutions, firms and households, where the political, social, cultural and ecological dimension is not forgotten.

Solving problems of planning, equipping, forecasting, financing, construction, production, management, business, marketing and advertising, education, transportation etc. needs a multidisciplinary and an international approach, because the consumption of tourist products is not immediate in time and in space.

Moreover, each country, whatever its development level, is dependant on foreign countries at a given time on capital, services, equipment and consumer goods, work force. It must know and respect, in this context, the rules applied in international exchange, and this is particularly the case in the tourist industry.

Whichever country, anyhow, even if it thinks it has the best tourist industry can not be indifferent to the foreign realizations. It must be aware of the administrative, legal, technical, economical, financial, social, fiscal innovations etc. if it does not want to be caught up, and may be outdated.

In short, the contemporary man lives about 640,000 hours; he spends 60,000 hours at work and has 280,000 hours for spare time. In the future, with the decrease in the working day, the working week, the working year and the activity rates, he will only work 40,000 hours and will have 300,000 hours left for leisure. His growing propensity to travel further afield, his increase of mobility and his diversification of types of products consumed, therefore of destinations, will open the limits of his exploration. These new territories need to be equipped, managed, protected, in his interest but also in society's interest.

This privileged nomad of the modern world, who looks for leisure, will soon be followed or imitated by a large number of people who do not yet benefit from the blessings of the so called leisure society.

Solving today's problems and preparing tomorrow's solutions demands a quick mobilisation of the whole decision centres at the local, regional, national, intracontinental and intercontinental level. All the dynamic forces of the public and private sectors working with leisure, entertainment and human development are concerned, from the politician to those who establish services, from the sociologist to the doctor, from the legal expert to the financial expert, from the architect to the economist, from the engineer to the forecaster, from the anthropologist to the computer specialist, from the geographer to the psychologist, etc. ... no profession can be excluded, directly or indirectly from the consumption-production line. Everybody takes part in varying degrees of involvement in the great planet celebration, either to promote it or to organize it, to direct it, to regulate it if needed. To make this celebration--holidays--a success, an effective management of time, revenue and space--trilogy of each integrated policy in tourism--needs to be implemented.

To facilitate the work of the researcher and the manager of the private or public sector, the Centre des Hautes Etudes Touristiques of the University of Law, Economics and Sciences of Aix-Marseille has been annually collecting material to form the most important library in the world, dealing with multiple aspects of tourism and outdoor recreation (on the 1st of September 1993, 51,900 books + about 7,000 articles of scientific papers).

160 volumes of "Bibliographie Touristique" (Collection "Etudes et Memoires") classify by theme and by country all the literature present in the Aix-en-Provence library. Each month, about a new volume with 1,500 new references is edited.

The Centre des Hautes Etudes Touristiques does not want to claim and can not afford to collect every work edited in the whole world on tourism and leisure. That is why a new collection was created about twelve years ago, called "Essais", which brings together in an exhaustive manner the references of international literature known by the C. H. E. T. and concerning a hundred specific themes (e.g.: ecotourism/multiplier/balance of payments/carrying capacity ...) and about twenty tourist destinations with special interest (e.g.: China, Japan, Mexico, etc.). 600 volumes (each with 250 new references) are already available. This collection grows each year by about fifty new titles.

To increase the processing speed of the information, the Centre has its own computer program, which, from a thesaurus (which can evolve) of 1,300 key words and from a geographical classification from the worldwide level to the district level, makes it possible to know in a very short period of time the references of works dealing with this or that theme or country. The analysis of the 46,300 latest documents is already in the computer memory; the "Touriscotheque Informatisee" is then able to work with it. It shows for example that there are 532 works on the tourist multiplier, 97 documents on the perception of the image of a destination, 80 works on tourism in Fidji, 134 documents on China or 493 works on tourism of the golden citizens. 11,727 documents on tourism and outdoor recreation in the United States.

This service will become highly efficient month after month. The professionals or institutions of the tourist industry concerned by a pluridisciplinary and worldwide approach of the tourist and leisure phenomena, are invited from now on and in the future to contact directly the CHET:

Centre des Hautes Etudes Touristiques

Fondation Vasarely

1 Avenue Marcel Pagnol

13090 Aix-en-Provence

Phone: (33) 42 20 09 73

Fax: (33) 42 20 50 98

to obtain the computer listings (1 reference = 1 page) by theme and (or) geographical index.

The price of the consultation is calculated in the following way: **50FF standard charge + 5FF per bibliographic reference.**

MONTREAL, CANADA SELECTED FOR SECOND GLOBAL CONFERENCE ON TOURISM

Montreal will be the site of the Second Global Conference: **BUILDING A SUSTAINABLE WORLD THROUGH TOURISM**, September 12-16, 1994.

An estimated 1500 delegates from more than 80 countries will be in attendance, representing all sectors of the travel and tourism industry, and related sectors such as parks, culture, environment and communication.

The Conference will focus on the presentation and discussion of some 200 "success stories" from around the world. Major emphasis will be on case studies related to the environment, culture and heritage, sustainable tourism in developing countries, and the promotion of international understanding and cooperation. Other topic areas will include: host communities; Native Peoples' tourism, peace parks, barrier free tourism, communication, education, alternative conflict resolution and a special stream, "People Can Make a Difference."

Plenary sessions will feature 15 to 20 internationally prominent keynote speakers.

Louis D'Amore, president of the Institute, said that "The Conference will identify and promote concrete actions that can be taken by the diverse sectors of the travel and tourism industry in contributing to a sustained world."

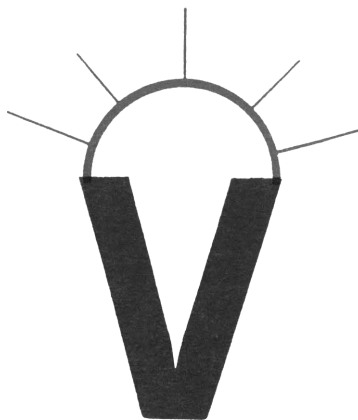
For more information, please contact:
International Institute for Peace Through Tourism
3680 rue de la Montagne
Montreal, Quebec
CANADA H3G 2A8

Editorial Offices:

**School of Health,
Physical Education and
Recreation
Eppler South
Bowling Green State University
Bowling Green, Ohio 43403**

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Bowling Green, Ohio 43402**



Visions in Leisure and Business

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.

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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.