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Visions in Leisure and Business



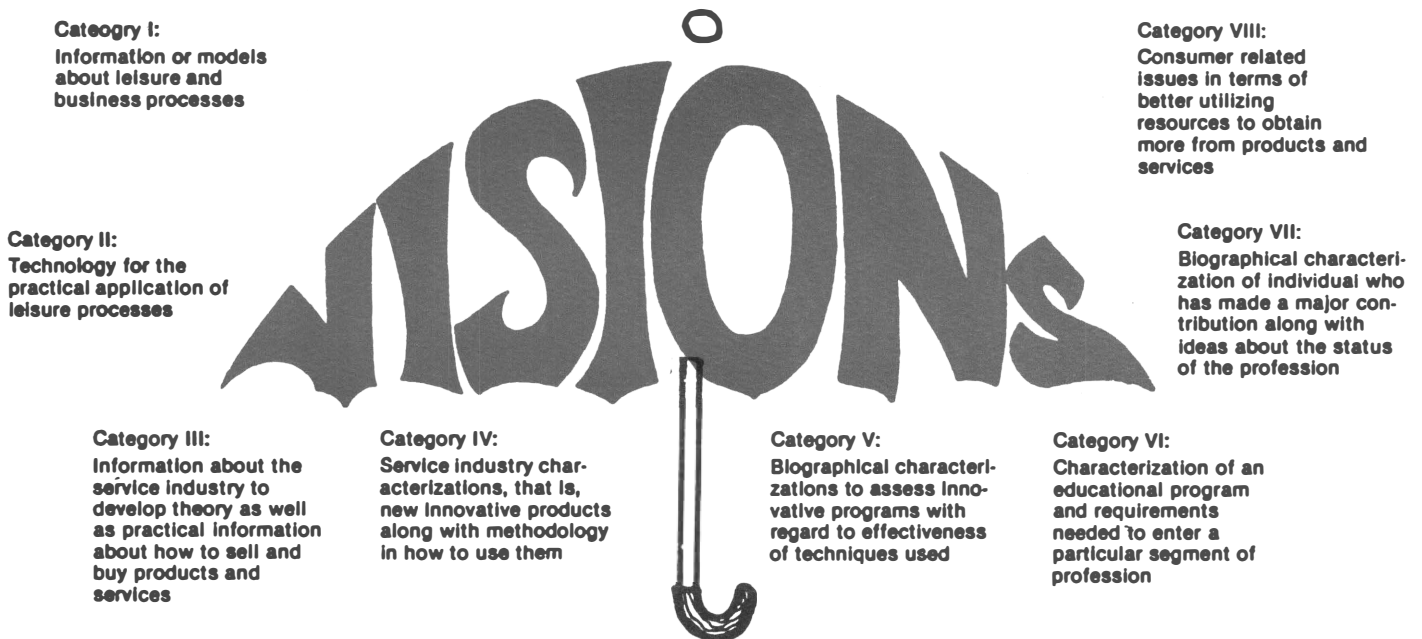
**An International Journal of Personal Services,
Programming, and Administration**

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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INTRODUCTION

This issue explores the international component of tourism. The current focus has been the exploitation of a culture. There needs to be a new focus developed based more on symbiotic relationships. The first article by Gray and Karp raises the question about the Sullivan principle in South Africa. Does this concept/philosophy have direct application to tourism, especially in the development of host/hostee relations? The next two articles, that by Leppel on China and the one by Turco on international sporting events, raises the question of cultural understanding as an element in the development of the Sullivan principle. The article by Leppel gives an understanding of the individual experience and the article by Turco gives an understanding of the community and economic impacts. Cultural understanding is essential as a foundation to building host/hostee relationships. The last article by Karlis has specific recommendations of how to bring better understanding between hosts and hostees and points to the benefits of the exchange of cultural understanding and puts the tourism experience on a level of understanding that does not exploit or change the culture of the host but builds bridges as foundations to inter-governmental and business cooperation.