

Visions in Leisure and Business

Volume 12 | Number 4

Article 6

1994

Back Matter

Visions Editors

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Recommended Citation

Visions Editors (1994) "Back Matter," *Visions in Leisure and Business*: Vol. 12 : No. 4 , Article 6.
Available at: <https://scholarworks.bgsu.edu/visions/vol12/iss4/6>

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MAURICE STRONG TO BE KEYNOTE SPEAKER AT SECOND GLOBAL CONFERENCE: BUILDING A SUSTAINABLE WORLD THROUGH TOURISM

MONTREAL. Mr. Maurice Strong, who was Secretary General of the United Nations Conference on Environment and Development (UNCED), will be a featured keynote speaker at the Second Global Conference: BUILDING A SUSTAINABLE WORLD THROUGH TOURISM to be held September 12-16, 1994 in Montreal, Quebec, Canada.

Mr. Maurice Strong said:

"Protecting the environment is both a moral obligation and a business imperative for the Travel & Tourism industry. As the world's largest industry it can effectively reach millions of customers with a coherent, compelling environmental message. And the leadership of the industry can and must persuade its members to adopt ecologically sound business practices. After all, a healthy environment is the travel industry's core product. If you can get it right, Travel & Tourism can truly become environmentally sustainable."

The Conference will feature other internationally prominent keynote speakers including Dr. Noel Brown, Director, United Nations Environment Programme (UNEP); and Robert Burns, Vice-Chairman, World Travel and Tourism Council (WTTC).

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, heritage, and environment.

The Conference will focus on the presentation and discussion of case studies on 200 "Success Stories" from around the world. Major emphasis will be on case studies related to tourism and the environment, culture and heritage, sustainable tourism in developing countries, and the promotion of international understanding and cooperation through tourism. Other topic areas include: rural and community based tourism, ecotourism, Native Peoples' tourism, parks and protected areas, barrier-free tourism, communication, education, alternative conflict resolution and a special stream, "People Can Make a Difference."

The Conference, which is endorsed by the United Nations Environment Programme (UNEP), the World Travel and Tourism Council (WTTC) and the World Tourism Organization (WTO), will conclude with concrete recommendations and actions that can be taken by the diverse sectors of the travel and tourism industry in support of AGENDA 21 and the BIODIVERSITY TREATY. These will be broadly distributed as the MONTREAL CHARTER - AGENDA 21 FOR TOURISM.

The Conference is being organized by the International Institute for Peace Through Tourism (IIPT). Conference sponsors are the Governments of Canada and Quebec.

IIPT is also sponsoring a \$1000 scholarship award in both Canada and the United States for the university student who writes the best paper on "Building a Sustainable World Through Tourism". Awards will include registration to the Second Global Conference. Organizations in other countries who would like to sponsor a similar scholarship award are invited to contact IIPT's President, Louis D'Amore, for further details.

An international exhibit will feature programmers, services, products and actions which are contributing to a sustainable world through tourism. Exhibitors will include countries, states/provinces, associations, airlines, hotels, tour operators, publishers, NGO's, and others from the travel and tourism industry and related sectors.

For more information regarding registration to Conference, membership in IIPT, or other activities, please contact IIPT at:

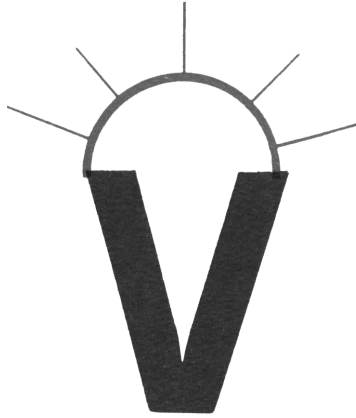
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Visions in Leisure and Business

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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VISIONS

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