

# Visions in Leisure and Business

---

Volume 12 | Number 3

Article 1

---

1993

## Front Matter

Visions Editors

Deborah L. Kerstetter

Follow this and additional works at: <https://scholarworks.bgsu.edu/visions>

---

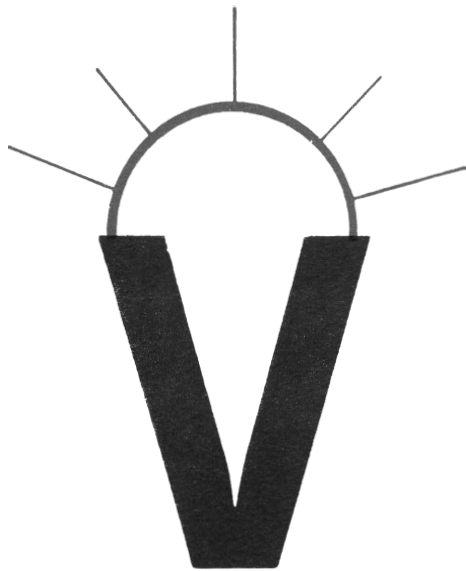
### Recommended Citation

Visions Editors and Kerstetter, Deborah L. (1993) "Front Matter," *Visions in Leisure and Business*: Vol. 12 : No. 3 , Article 1.

Available at: <https://scholarworks.bgsu.edu/visions/vol12/iss3/1>

This Front Matter is brought to you for free and open access by the Journals at ScholarWorks@BGSU. It has been accepted for inclusion in *Visions in Leisure and Business* by an authorized editor of ScholarWorks@BGSU.

# **Visions in Leisure and Business**



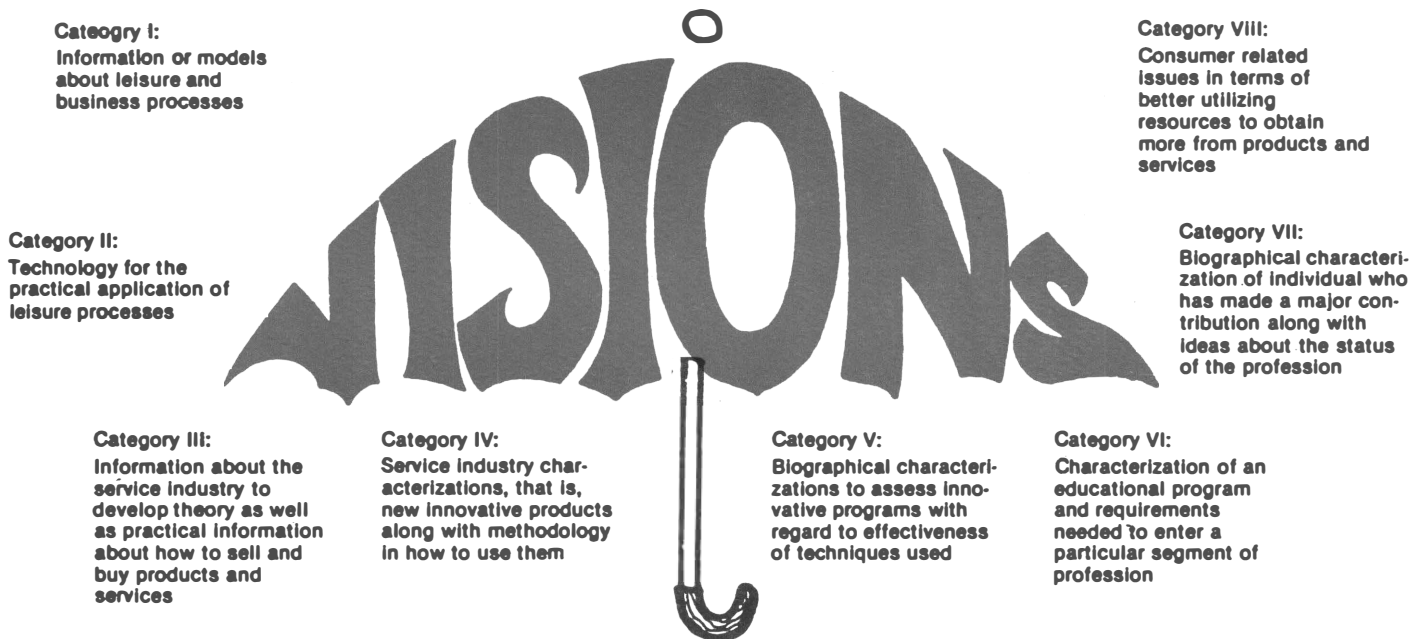
**An International Journal of Personal Services,  
Programming, and Administration**

## 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.

## EDITORIAL BOARD

Dr. David L. Groves, Editor  
School of Health, Physical Education, and Recreation  
College Park Office Building  
Bowling Green State University  
Bowling Green, Ohio 43403

## EDITORIAL BOARD MEMBERS:

Dr. Rene Baretje, Director  
Centre Des Hautes Etudes Touristiques  
Fondation Vasarely  
1, Avenue Marcel Pagnol  
13090 Aix-en-Provence  
France

Dr. Eric Cohen, Professor  
Sociology and Anthropology  
The Hebrew University of Jerusalem  
Mount Scopus, Jerusalem 91905, Israel

Dr. John Crossley, Associate Professor  
Department of Recreation and Leisure  
226 North HPER  
University of Utah  
Salt Lake City Utah 84112

Dr. Grant Cushman, Professor and Head  
Department of Parks, Recreation and Tourism  
Lincoln University  
Canterbury, New Zealand

Dr. Louis J. D'Amore, President  
International Institute for Peace Through Tourism  
3680 Rue De La Montagne  
Montreal, Quebec, Canada H3G 2A8

Dr. Richard Gitelson, Director  
Center for Travel and Tourism  
5203 Henderson Building South  
The Pennsylvania State University  
University Park, Pennsylvania 16802

Dr. Charles H. Hammersley, Assistant Professor  
Dept. of Health, Physical Education, & Recreation  
University of Maine at Presque Isle  
Presque Isle, Maine 04769-2888

Dr. Harvey Kahalas, Dean  
College of Management  
One University Avenue  
University of Massachusetts, Lowell  
Lowell, Massachusetts 01854

Dr. Abraham Pizam, Director  
Dick Pope, Sr. Institute for Tourism  
College of Business Administration  
University of Central Florida  
Orlando, Florida 32816

Dr. Jack Samuels, Professor and Coordinator  
Commercial Recreation and Tourism  
Management  
Montclair State College  
Upper Montclair, New Jersey 07043

Dr. Edwin Scheuch, Director  
Institute of Angewandte  
Sozialforschung  
Grienstrabe 2  
500 Koln 41  
Universitat zu Koln  
West Germany

Dr. Robert B. Sleight, President  
Century Research Corporation  
655 E. Rancho Catalina Place  
Tucson, Arizona 85740

Dr. D. C. Williams, Jr., Professor  
Department of Economics and International Business  
University of Southern Mississippi  
Box 5072  
Hattiesburg, Mississippi 39406-5072

## VISIONS IN LEISURE AND BUSINESS

ISSN 0277-5204  
Editor: David L. Groves

Vol. 12 No. 3 Fall, 1993  
Managing Editor: Margaret E. Bobb

Guest Editor: Deborah L. Kerstetter

---

### TABLE OF CONTENTS

Article	Page
INTRODUCTION	
Segmenting the Visitor Market by the Timing of Their Activity Decisions.....	4
John C. Crotts and Laurel J. Reid	
A Comparison of Residential and Visitor Attitudes Toward Experiential Impacts, Environmental Conditions and Management Strategies on the Delaware Inland Bays .....	11
Andrew Holdnak, Ellen B. Drogin, Alan R. Graefe and James M. Falk	
The Association Between the Need for Affiliation and Traveler Type With the Motivation for Travel .....	24
Linda S. Ralston	
Resort Recreation Programs for Conference Groups: Programs and Pricing.....	42
Emilyn Sheffield, Roger Guthrie, and Don Penland	
Resorts and Film Commissions: Developing a Location Filming Program .....	55
Emilyn Sheffield	

VISIONS IN LEISURE AND BUSINESS is published quarterly by Appalachian Associates. Copyright 1993 Appalachian Associates. Opinions expressed by the authors are not necessarily those of the Editor or Appalachian Associates. Permission must be obtained for printing all tables, figures, and text of more than 200 words in length. Subscription price: \$25.00, Individual; \$45.00, Institutional; \$40.00, Individual outside the United States; \$80.00, Institutional outside the United States. Editorial inquiries should be sent to: School of Health, Physical Education, and Recreation, College Park Office Building, Bowling Green State University, Bowling Green, Ohio 43403. Subscription inquiries should be sent to: Appalachian Associates, 615 Pasteur Avenue, Bowling Green, Ohio 43402.

**INTRODUCTION**  
**BY**  
**DEBORAH L. KERSTETTER**

This volume of VISIONS IN LEISURE AND BUSINESS is dedicated to papers developed from research which was presented during the 1993 Research Symposium of the Resort and Commercial Recreation Association. The 1993 Conference marked the 13th year practitioners, educators and students from all over North America came together to discuss issues related to the broad field of resort and commercial recreation.

This year's "Best Paper Award" was given to John Crotts and Laurel Reid for their paper, "Segmenting the Visitor Market by the Timing of Their Activity Decisions." Their paper, which examines the behavior of tourists, challenges us to rethink the conventional approaches used to promote destinations and programs and services offered therein. Holdnak, Drogin and Graefe also probe into the behavior of visitors in their paper, "A Comparison of Resident and Visitor Attitudes Toward Experiential Impacts, Environmental Conditions and Management Strategies on the Delaware Inland Bays." While these papers force the reader to question management and marketing strategies employed by agencies in the commercial recreation/tourism sectors, Ralston, in her paper, "The Influence of the Need for Affiliation and Travel Profiles in Shifts of Motivations for Travel," suggests that we still do not understand the primary motives of individuals traveling for pleasure and as such may not be doing an adequate job of meeting their needs.

Sheffield, et al. in their papers addressed resort and commercial recreation from the perspective of the provider. They recognize the value of resorts in the broadcast sense--from provision of traditional recreation opportunities to selling the property as a film location.

These papers and those printed in earlier versions of VISIONS provide us with a small glimpse of the concerns being faced by professionals in resort and commercial recreation. It is my hope that the work in this volume challenges your notion of resort and commercial recreation and provokes you to conduct your own research that will enhance the validity and visibility of the field.