

Visions in Leisure and Business

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Front Matter

Visions Editors

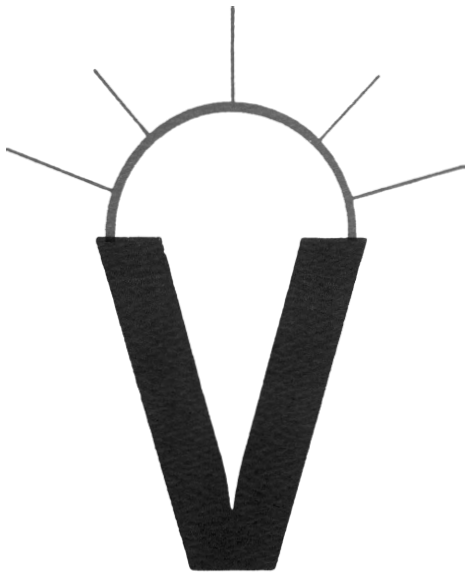
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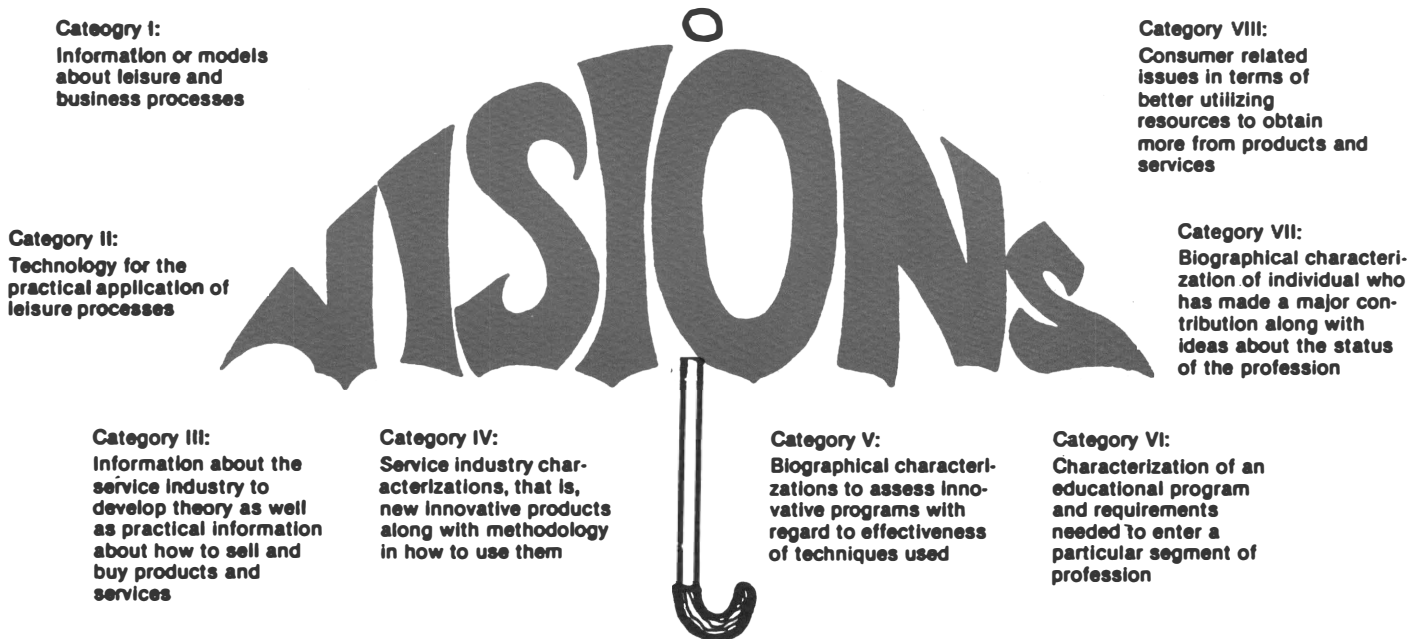
**An International Journal of Personal Services,
Programming, and Administration**

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 is dedicated to Beverly Zanger, an esteemed colleague and friend. She is retiring from her academic career and has made a significant contribution to the Journal and the field of sport management. Beverly is a very creative/innovative individual who has an ability to perceive the system, as well as the component relationships to bring basic problems or issues into perspective. She also has an ability to mix inductive and deductive processes and balance the qualitative and quantitative controversies to develop perspective.

Most of the theoretical and applied research gives rise to the use of only one method to focus upon a research problem or issue. There is a different approach that Beverly has helped to develop and this is a molecular analysis, where the issue or problem is the focus. The best research methods are mixed to answer the question(s). The basic idea is to develop perspective in order to determine how the components mesh into the system and yet have enough detail to develop diagnostic understanding. This type of an approach involves the mixing inductive and deductive processes as well as qualitative and quantitative methods. When this molecular approach is applied, there is a convergence of understanding to develop a better perspective on the problem or issue.