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Visions in Leisure and Business



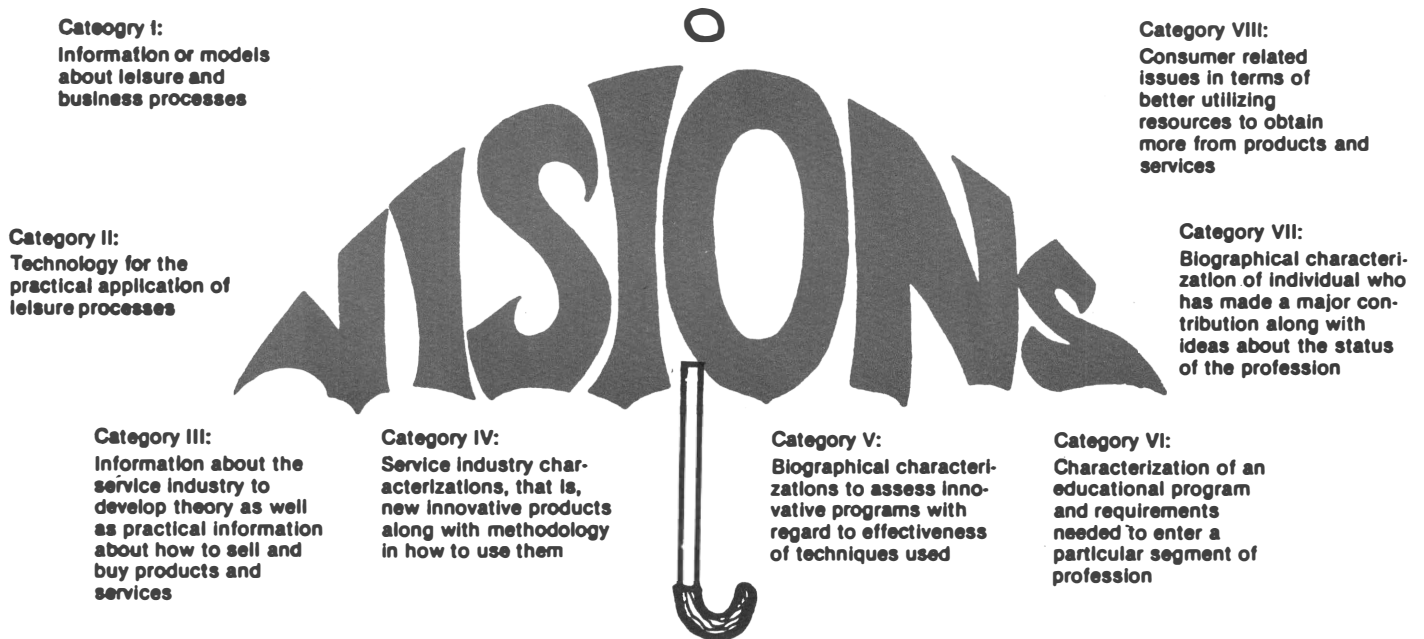
**An International Journal of Personal Services,
Programming, and Administration**

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

Magnificent images of the earth from space described by Russian cosmonaut, Dr. Georgy Grechko; portraits of the human family resulting from a journey of 14 years to every country in the world exhibited by American artist, Padre Johnson; an inspiring luncheon address by wheelchair athlete Rick Hansen who travelled around the world in a wheelchair over a 26 month period; these were a few of the highlights of the IIPT Second Global Conference: Building A Sustainable World Through Tourism held in Montreal, September 12-16, 1994. For the 800 participants from more than 70 countries attending the Second Global Conference of the International Institute for Peace Through Tourism (IIPT), the message was clear we are "One Earth One Family".

Her Majesty Queen Noor of Jordan, Honourary Chairperson of the Conference, challenged delegates in her Opening Ceremony address to harness the travel and tourism industry as a vehicle for promoting a world of tolerance and harmony. "Travel and tourism have the capacity and the responsibility to promote the constructive, caring and mutually supportive relationships that should define any family, whether at the level of a single household or of the entire world (Tourism) can become a major player in the quest for peace and international understanding, and has the opportunity to build on its status as the world's largest service industry to fulfil its potential as an agent of sustainable development."

Dr. Noel Brown, Director of the United Nations Environment Program (UNEP), in his keynote address to the Conference spoke of "**Agenda 21**" as a framework for the "Unprecedented cooperation for sustainable development among all sectors of society to consciously create the future" and on the potential of this framework for the travel and tourism industry.

The Conference featured 16 keynote speakers and brought together presentations of more than 200 case studies of "Success Stories" to demonstrate the actual potential for the travel and tourism industry to contribute to a peaceful and sustainable world. We are pleased to share with you through this publication, a selection of these Success Stories.

Sponsors of the Conference included the Governments of Canada, Mexico and Quebec, and the Hotel Employees and Restaurant Employees International Union (HERE International). The Conference was endorsed by the United Nations Environment Program (UNEP), World Tourism Organization (WTO), World Travel and Tourism Council (WTTC), Earth Council, the International Chamber of Commerce (ICC), MIGA, World Bank Group and UNESCO.

The International Institute for Peace through Tourism is a not for profit organization dedicated to fostering and facilitating tourism initiatives which contribute to international understanding and cooperation; an improved quality of environment--both built and natural; the preservation of heritage; and through these initiatives, helping to bring about a peaceful and sustainable world.

Persons wishing to have additional information on the IIPT Second Global Conference or to learn more about the Institute are invited to contact:

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