

Visions in Leisure and Business

Volume 15 | Number 2

Article 1

1996

Front Matter

Visions Editors

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

[How does access to this work benefit you? Let us know!](#)

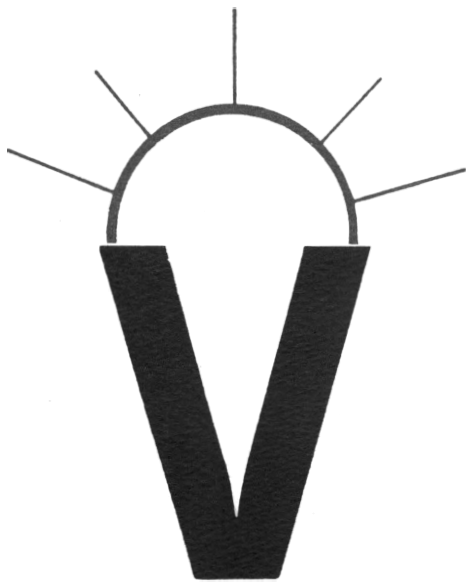
Recommended Citation

Visions Editors (1996) "Front Matter," *Visions in Leisure and Business*: Vol. 15: No. 2, Article 1.

Available at: <https://scholarworks.bgsu.edu/visions/vol15/iss2/1>

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



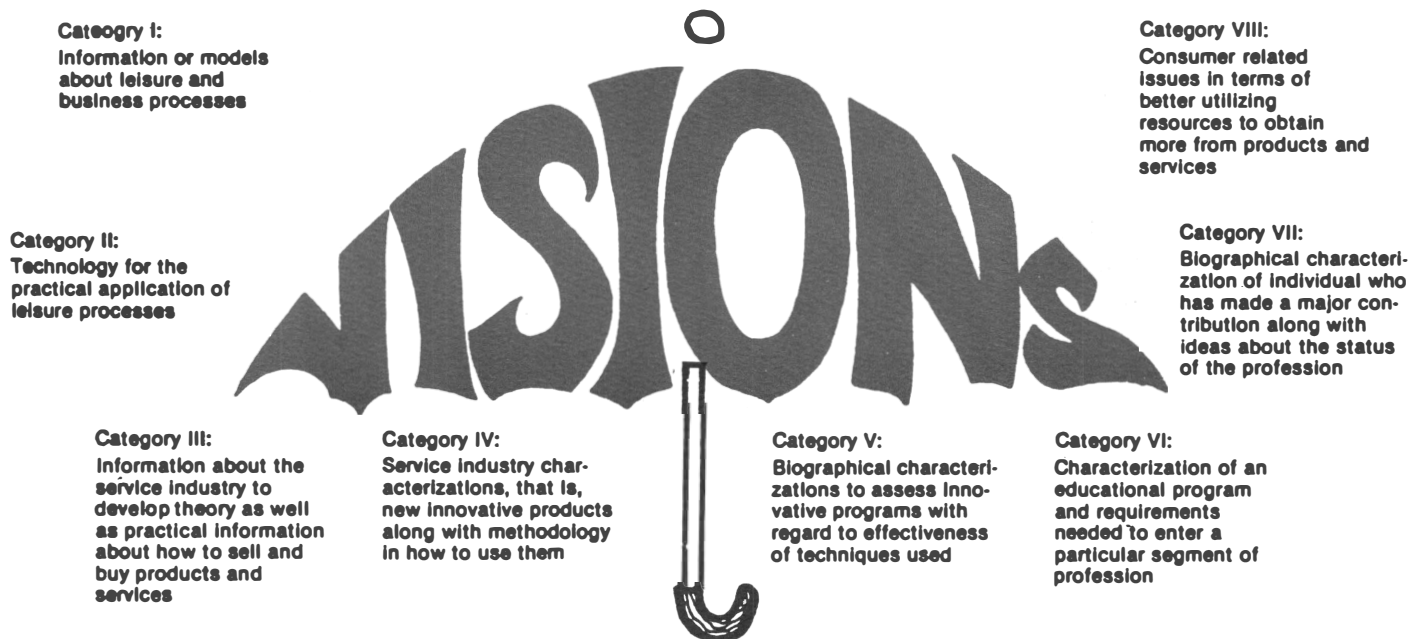
**An International Journal of Personal Services,
Programming, and Administration**

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
210 Eppler North
Bowling Green State University
Bowling Green, Ohio 43403

EDITORIAL BOARD MEMBERS:

Dr. Rene Baretje, Director
Centre Des Hautes Etudes Touristiques
38 av. de l'Europe
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, Associate Professor and Chair
Human Services Program
Recreation and Tourism Management
4701 W. Thunderbird
Arizona State University-West
Phoenix, Arizona 85069-7100

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. Charles P. Cartee, Professor
Department of Economics and International Business
The University of Southern Mississippi
Southern Station Box 5076
Hattiesburg, MS 39406

VISIONS IN LEISURE AND BUSINESS

ISSN 0277-5204
Editor: David L. Groves

Vol. 15 No. 2 Summer, 1996

TABLE OF CONTENTS

Article	Page
---------	------

INTRODUCTION

Three Satisfaction Models Compared in Survey of Taiwanese Tourists..... John Crossley and Zebin Xu	4
---	---

The Impact of Select Socio-Demographic and Lifecycle Variables on the Importance Ratings of Vacation Enjoyment Attributes Peter J. Verhoven and Lynn A. Masterson	15
--	----

The Influence of Attitudes, Subjective Norms and Perceived Behavioral Controls on Hotel Guests' Intention to Return..... Fen-Ju Liu and Linda S. Ralston	27
---	----

Utilizing the Goodrich Attributes to Profile Utah Traveler's Motivations..... Linda S. Ralston	33
---	----

The Influence of a Spouse or Partner in Travel Decision-Making..... Deborah Kerstetter, Kelly Bricker and Richard Getelson	40
---	----

Thermoregulation and Rate of Body Warming during Warm Water (40°C) Immersion in Female Children and Adults Malcolm B. Doupe, Glen P. Kenny, Matthew D. White and Gordon G. Giesbrecht	45
--	----

VISIONS IN LEISURE AND BUSINESS is published quarterly by Appalachian Associates. Copyright 1996 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

This issue of *Visions in Leisure and Business* highlights the research papers presented at the 1995 Research Symposium of the Resort and Commercial Recreation Association (RCRA). Dr. Russell E. Brayley, Associate Professor at Indiana University, chaired the symposium and is the guest editor for this issue.

Selected papers have been expanded and refined based on the constructive feedback provided by reviewers and colleagues attending the Symposium. These articles represent evolved and evolving lines of inquiry that are of academic interest (that is, they contribute to the body of knowledge) and of practical value to those who make decisions for and work within the resort and commercial recreation industries.

Several articles in this issue examine the influences on the decision making activities and satisfaction experienced by tourists and guests. Crossley and Xu investigate methodological issues as they compare satisfaction models, and, from an apparently unrelated field, Doupe, et. al. provide resort, hotel, spa and swimming pool operators with a well founded rationale for certain operational policies.

The diversity of articles in this issue, and the fields from which they have been generated, emphasizes the vast body of knowledge from which visionaries as well as practitioners in leisure and business can draw for increased understanding and improved effectiveness. The RCRA Research Symposium and its presenters and authors remain committed to that end.