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:

Category I: Information or models about leisure and business processes

Category II: Technology for the practical application of leisure processes

Category III: Information about the service industry to develop theory as well as practical information about how to sell and buy products and services

Category IV: Service industry characterizations, that is, new innovative products along with methodology in how to use them

Category V: Biographical characterizations to assess innovative programs with regard to effectiveness of techniques used

Category VI: Characterization of an educational program and requirements needed to enter a particular segment of profession

Category VII: Biographical characterization of individual who has made a major contribution along with ideas about the status of the profession

Category VIII: Consumer related issues in terms of better utilizing resources to obtain more from products and services

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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This issue of Visions in Leisure and Business includes three articles based on presentations made at the 1996 Research Symposium of the Resort and Commercial Recreation Association (RCRA). These articles are of special interest to readers of Visions in Leisure and Business because they represent both important development of knowledge and understanding, and significant utility to managers of leisure and business.

Russell Brayley reports the results of a study of persons with physical disabilities and explains how those findings can help managers of resort and commercial operations to more appropriately and more effectively attract and meet the needs of this growing market. Tsung-chiung Wu, Edward Mahoney and Daniel Stynes present a tested model that can be applied to segmentation of the recreational boating market. Their model has particular relevance to the management activities of operators of resorts and marinas, and to monitoring activities of regional and state regulatory bodies. The third article is by Sachi Sawamura and Daniel McLean. It examines the attitudes of Japanese ski tour operators towards western U.S. ski resorts. Their thorough analysis of the subject can help ski resort marketers in the U.S. to more effectively encourage development and penetration of the potentially large Japanese market.

The diversity reflected in these three articles 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.