Visions in Leisure and Business

Volume 15 | Number 3

1996

Front Matter

Visions Editors

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

Recommended Citation
Visions Editors (1996) "Front Matter," Visions in Leisure and Business: Vol. 15 : No. 3 , Article 1. Available at: https://scholarworks.bgsu.edu/visions/vol15/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:

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.
TABLE OF CONTENTS

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

INTRODUCTION

The Disney Influence--40 Years Later................................................................. 4
   Carl O. Hughes

Trends in Growth and Segmentation of the Theme/Amusement
Park Industry........................................................................................................... 6
   Jack B. Samuels

Theme Parks and Attractions in Singapore: An Overview........................... 13
   Kau Ah Keng

Tourism Promotion Company Employment Attractiveness
and the Work Ethic .............................................................................................. 25
   Glenn F. Ross

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.
The guest editor of this issue is Jack Samuels and the theme is special attractions for tourism development, especially theme parks. The nature of this issue is the exploration of trends for the 21st century and the possible future developments of themed attractions. The two key issues explored by the focus articles are development and personnel. These seem to be the critical variables that will influence the planning of themed attractions for the 21st century.