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Front Matter

Visions Editors

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Visions in Leisure and Business



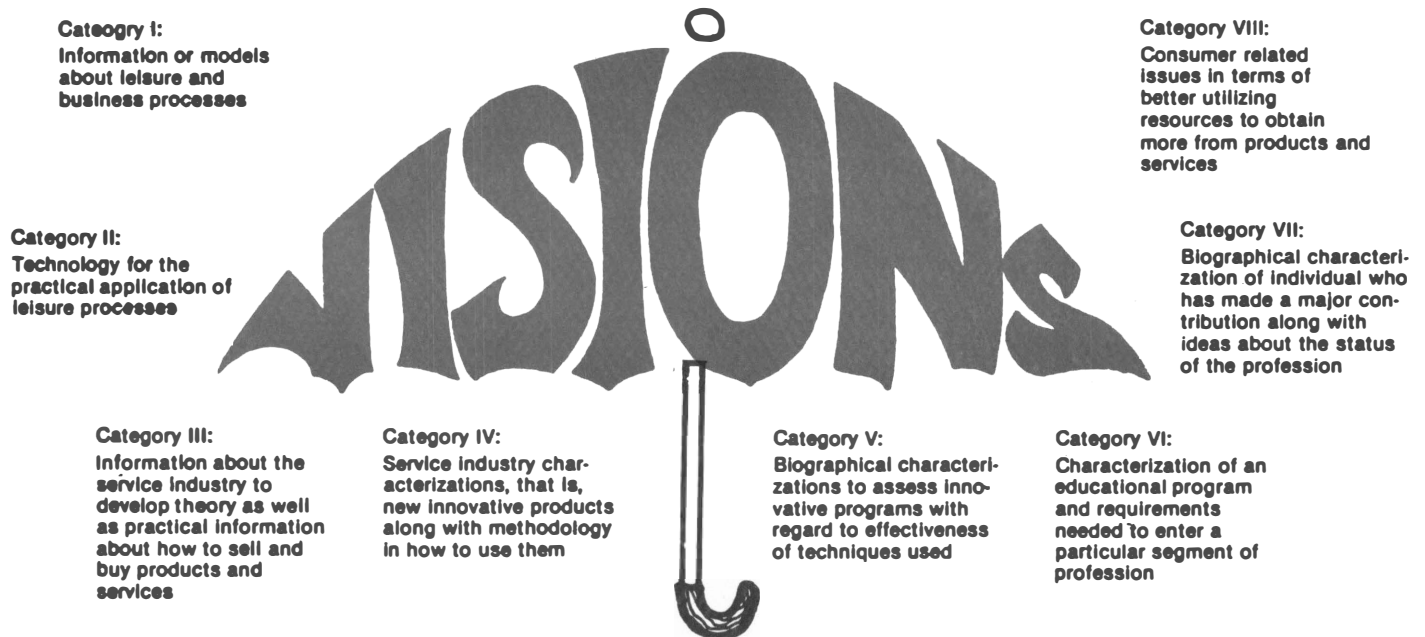
**An International Journal of Personal Services,
Programming, and Administration**

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

**BY
DR. PATTI J. SHOCK**

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Nationally, the convention industry is a \$73 billion dollar industry which employs over 1.5 million people. It ranks number seventeen among all U.S. private sector industries. (Source: Center for Exposition Industry Research)

Convention is an umbrella term which encompasses expositions and meetings. A meeting is defined as a conference, seminar, etc., that does not contain exhibits. An exposition (also called an exhibition) can be a trade show, a consumer show or a fair. When a meeting is combined with a trade show, a convention is created.

The articles in this edition focus on a variety of segments of this industry, which is international in scope and is comprised of corporations, associations, service providers, importers, exporters, communications, education, technology, facilities, transportation, entertainment, catering and a myriad of other players.

This is a relatively new area in the academic arena. The common body of knowledge is still being developed. The authors of the papers in this edition are among the forefront of educators who are professionalizing this mega-industry.