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Front Matter

Visions Editors

Andrew Holdnack

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Visions in Leisure and Business



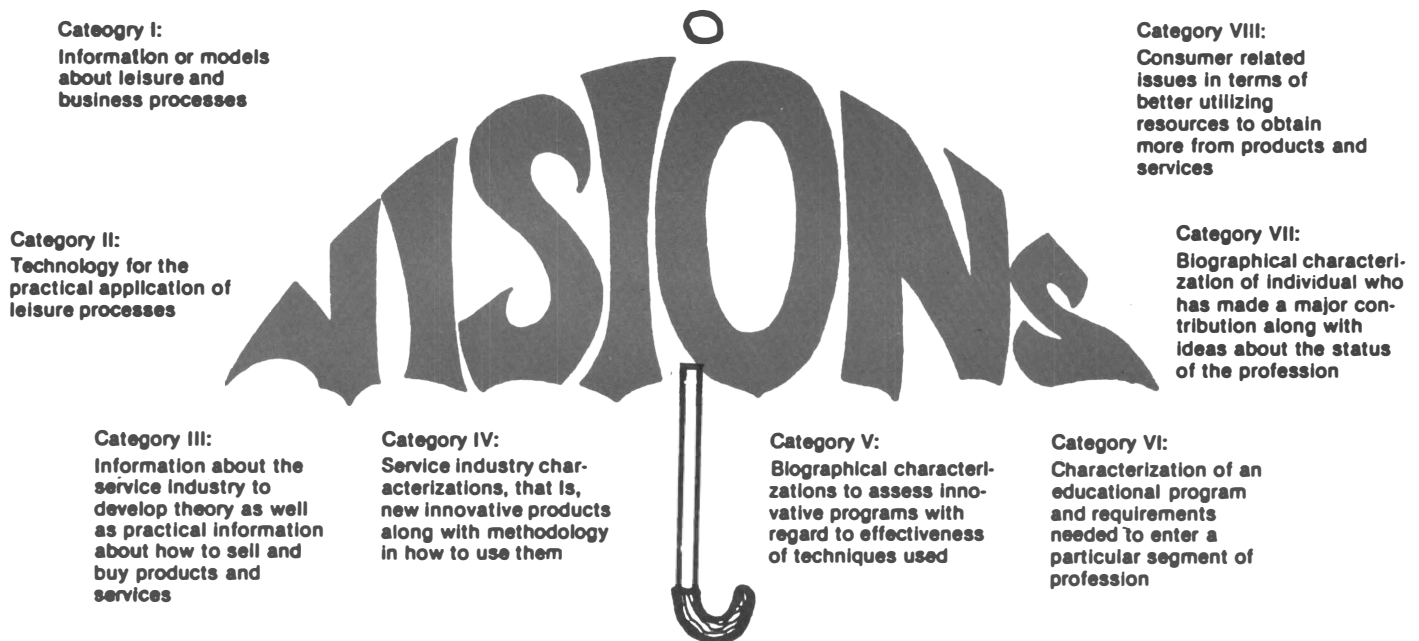
**An International Journal of Personal Services,
Programming, and Administration**

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. Andrew Holdnack, Guest Editor

This issue of Visions in Leisure and Business includes papers initially presented at the 1997 Resort and Commercial Recreation Association National Conference held in Virginia Beach, Virginia.

The 1997 Excellence in Research Award was given to Jim Petrick and Shelia Backman of Clemson University for their paper titled, “An Investigation of Selected Factors on Golfer Attachment.”

These selected papers suggest the range of research interests for researchers in the commercial recreation field.

The first two articles further develop understandings of commercial recreation demand. Cottrell, Bricker and Kerstetter focus on the decision-making process of “key decision-makers” as they select incentive travel options while Petrick and Backman investigate place attachment for golfers. In each case, better understandings of why people chose commercial recreation opportunities can lead to increased overall satisfaction.

Frater and Barber look at the supply side of the commercial recreation industry and focus on resident’s perceptions of the economic impacts of tourism in Jamaica.

It is hoped that these articles will continue to expand research interest in the developing field of commercial recreation research.