

# Visions in Leisure and Business

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## Front Matter

Visions Editors

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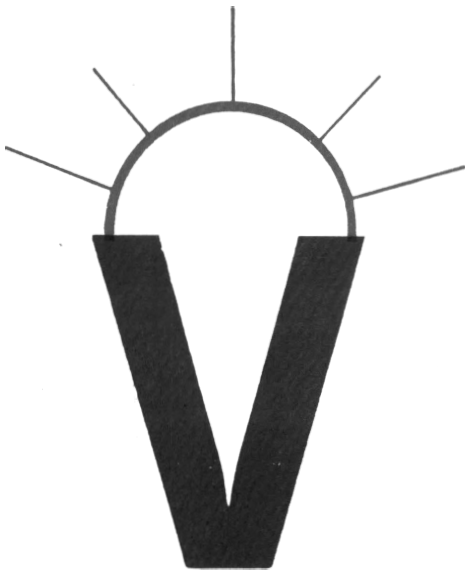
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# **Visions in Leisure and Business**



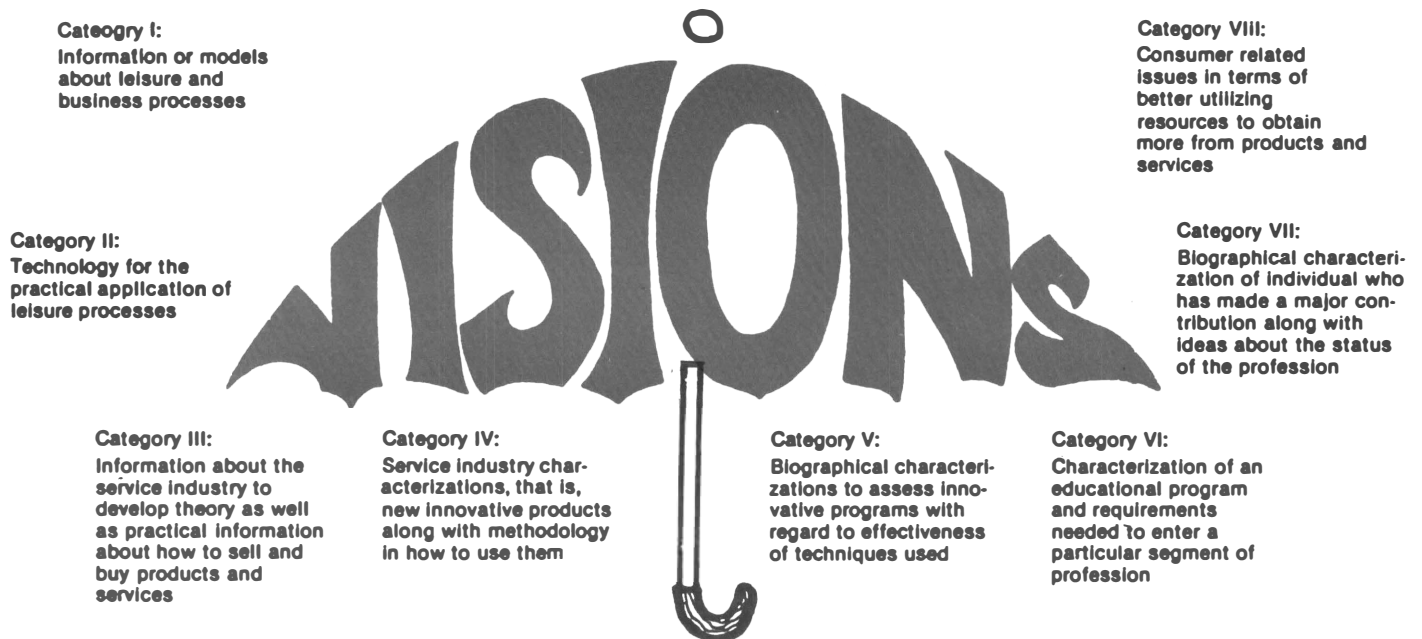
**An International Journal of Personal Services,  
Programming, and Administration**

## 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

The Guest Editor for the two issues of *Visions in Leisure and Business* on sport tourism is Dr. Douglas Turco. The primary purpose of these issues is to explore the foundational elements of sport tourism. Sport tourism is gaining in popularity because professionals are beginning to realize the importance of sport to the economic development of a community. The issues that have not been fully explored are the social and cultural impacts of sport. This does not suggest that sport has not been an integral part of the tourism product. It has not been emphasized and is just now being recognized as an important element to tourism.

The focus of these issues of *Visions* is to help professionals understand the nature of sport as a tourism product. This first issue will develop the theme of bridges between tourism and sport and the unique position of each and how they fit to develop a consistent product. The integration of sport and tourism is essential for the effective development of a product to maximize economic, social, and cultural impact upon a community.

There is an excellent journal that has been started by visionaries who have seen the importance of sport as a tourism element. Contact: Dr. Joseph Kurtzman, Tourism Sport International Council, P.O. Box 5580, Station "F", Ottawa, Canada, K2C 2M1.

Journal of Sport Tourism: <http://www.freepress.com/journals/jst/issues.htm>