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

Recommended Citation
Available at: https://scholarworks.bgsu.edu/visions/vol18/iss3/1

This Front Matter is brought to you for free and open access by the Human Movement, Sport and Leisure Studies 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.
EDITORIAL BOARD

Dr. David L. Groves, Editor
School of Human Movement, Sport, and Leisure Studies
210 Eppler North
Bowling Green State University
Bowling Green, Ohio 43403

EDITORIAL BOARD MEMBERS:

Dr. Rene Baretje, President
Centre International de Recherches et d'Etudes Touristiques
6 Avenue de Grassi
13100 Aix-en-Provence
France

Dr. Eric Cohen, Professor
Sociology and Anthropology
The Hebrew University of Jerusalem
Mount Scopus, Jerusalem 91905, Israel

Dr. John Crossley, Associate Professor
Department of Recreation and Leisure
226 North HPER
University of Utah
Salt Lake City Utah 84112

Dr. Grant Cushman, Professor and Head
Department of Parks, Recreation and Tourism
Lincoln University
Canterbury, New Zealand

Dr. Louis J. D'Amore, President
International Institute for Peace Through Tourism
3680 Rue De La Montagne
Montreal, Quebec, Canada H3G 2A8

Dr. Richard Gitelson, Associate Professor and Chair
Human Services Program
Recreation and Tourism Management
4701 W. Thunderbird
Arizona State University-West
Phoenix, Arizona 85069-7100

Dr. Charles H. Hammersley, Assistant Professor
Dept. of Health, Physical Education, & Recreation
University of Maine at Presque Isle
Presque Isle, Maine 04769-2888

Dr. Harvey Kahalas, Dean
College of Management
One University Avenue
University of Massachusetts, Lowell
Lowell, Massachusetts 01854

Dr. Abraham Pizam, Director
Dick Pope, Sr. Institute for Tourism
College of Business Administration
University of Central Florida
Orlando, Florida 32816

Dr. Jack Samuels, Professor and Coordinator
Commercial Recreation and Tourism Management
Montclair State College
Upper Montclair, New Jersey 07043

Dr. Edwin Scheuch, Director
Institute of Angewandte Sozialforschung
Grienstrabe 2
500 Koln 41
Universitat zu Koln
West Germany

Dr. Robert B. Sleight, President
Century Research Corporation
655 E. Rancho Catalina Place
Tucson, Arizona 85740

Dr. Charles P. Cartee, Professor
Department of Economics and International Business
The University of Southern Mississippi
Southern Station Box 5076
Hattiesburg, MS 39406
<table>
<thead>
<tr>
<th>Article</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Three Satisfaction Models Compared in Survey of Taiwanese Tourists.</td>
<td>4</td>
</tr>
<tr>
<td>John Crossley and Zebin Xu</td>
<td></td>
</tr>
<tr>
<td>Segmentation as a Method for Improving Model Generated Estimates</td>
<td>15</td>
</tr>
<tr>
<td>of Recreational Boating Use</td>
<td></td>
</tr>
<tr>
<td>Tsung-Chiung Wu, Edward M. Mahoney, Daniel J. Stynes</td>
<td></td>
</tr>
<tr>
<td>Tourism Development as a Change Agent in Community Attitudes</td>
<td>26</td>
</tr>
<tr>
<td>Toward the Natural Environment</td>
<td></td>
</tr>
<tr>
<td>Russell E. Brayley</td>
<td></td>
</tr>
<tr>
<td>A Qualitative Analysis of the Decision Making Process for Selecting</td>
<td>32</td>
</tr>
<tr>
<td>Travel as a “Value-Added” Incentive</td>
<td></td>
</tr>
<tr>
<td>Stuart Cottrell, Kelly Bricker, Deborah Kerstetter, and Peter Verhoven</td>
<td></td>
</tr>
<tr>
<td>An Investigation of Selected Factors on Golfer Attachment</td>
<td>44</td>
</tr>
<tr>
<td>James F. Petrick, Sheila J. Backman, Robert D. Bixler</td>
<td></td>
</tr>
<tr>
<td>The Influence of a Spouse or Partner in Travel Decision-Making</td>
<td>51</td>
</tr>
<tr>
<td>Deborah Kerstetter, Kelly Bricker, and Richard Gitelson</td>
<td></td>
</tr>
</tbody>
</table>
VISIONS has had a cooperative relationship with the Resort and Commercial Recreation Association for the past 11 years. The articles contained in this double issue are some of the best manuscripts that have appeared in the journal over the last 11 years. The primary purpose of this issue is to show the evolutionary development that has occurred as a result of the emphasis upon research, stimulated by RCRA's involvement.

The secondary focus of this issue is to stimulate thinking about the future of commercial and resort recreation. This is an invitation to submit articles on research focuses for the 21st century. The deadline for manuscripts to be submitted is November 1, 2000. This is an open issue and is not topic or theme driven, other than to focus upon future issues that will impact the 21st century.