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Visions in Leisure and Business



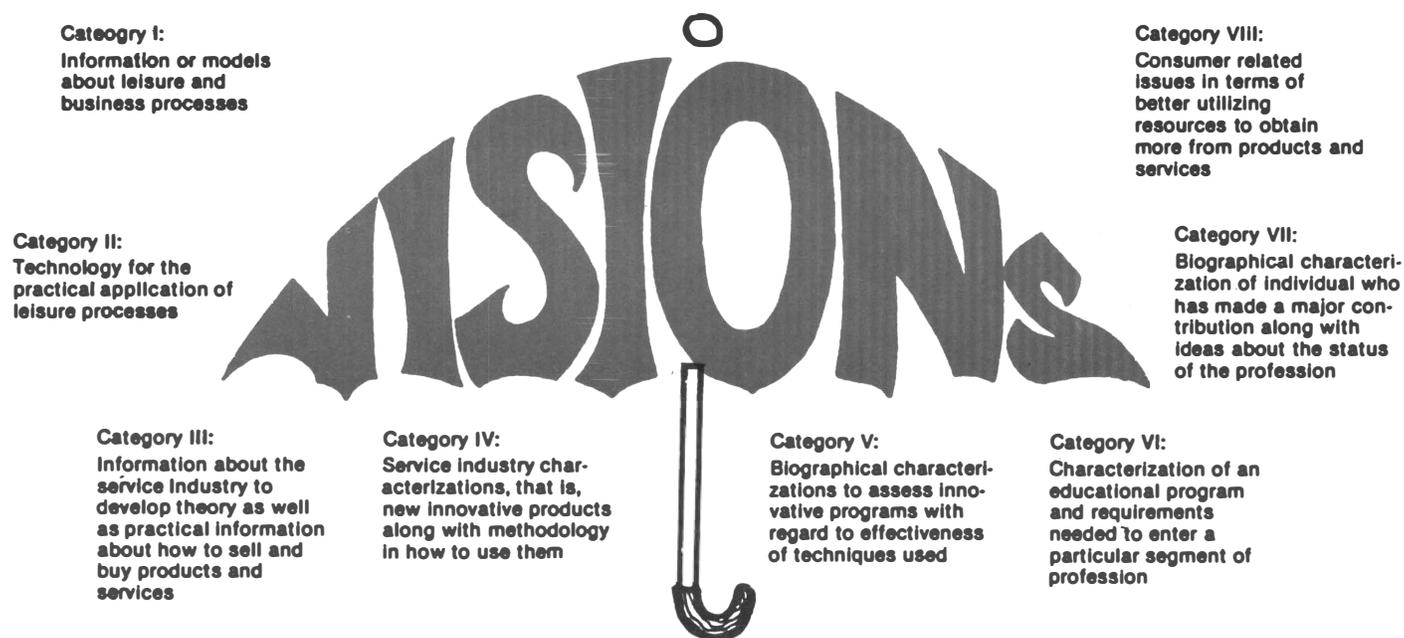
**An International Journal of Personal Services,
Programming, and Administration**

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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TABLE OF CONTENTS

Article	Page
INTRODUCTION	
Leadership in the Leisure Service Organization: Techniques for Individual and Organizational Improvement Christopher M. Nunes and Robert E. Baker	4
The Need for Diversity in the Tourism and Hospitality Industry Dr. Joel Frater	17
An Investigation of Tourist Involvement on International Tour Type Choices Tsung-Chiung Wu	39

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INTRODUCTION

Contemporary issues are factors that are often overlooked, and yet, have a major impact on both public and private institutions. Their influence is often latent and a core problem. Many times these issues are not identified and the symptoms are not treated. Solutions are never found because these contemporary issues are part of the societal fabric. This is confounded by the society's unwillingness to understand its basic structures and functions. This issue of Visions in Leisure and Business focuses upon three such issues and their impacts.