

1983

Front Matter

Visions Editors

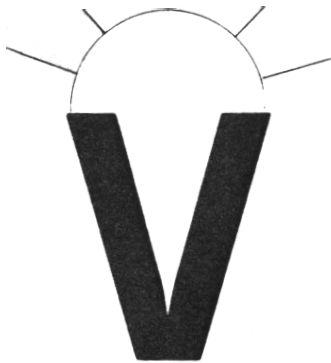
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Visions in Leisure and Business



**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:

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 VIII:

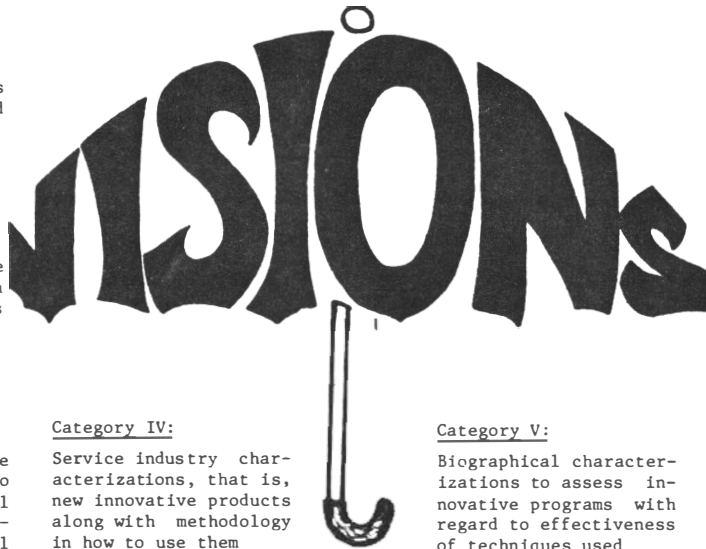
Consumer related issues in terms of better utilizing resources to obtain more from products and services

Category VII:

Biographical characterization of individual who has made a major contribution along with ideas about the status of the profession.

Category VI:

Characterization of an educational program and requirements needed to enter a particular segment of profession



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 contents of this issue are comprised of presentations from three meetings. The first was the Smoky Mountain Recreation Consortium (SMRC) held in September, 1982 at Camp Montvale, Tennessee. A synopsis of remarks by a dozen of the nearly two dozen speakers is included. The second and third meetings were back-to-back with virtually the same audience at both: the annual meeting of the Discover Upcountry Carolina Association (DUCA) and a workshop of the Travel and Tourism Research Association/Southeast Chapter (TTRA/SE) entitled "Anatomy of a World's Fair: Post-mortem '82--Prognostication '84." These meetings were held at the Hyatt-Regency in Greenville, South Carolina in October.

While the TTRA/SE meeting was specific to the Knoxville and New Orleans World's Fairs, and a large portion of the SMRC was devoted to the same subject, Dave Edgell's remarks on tourism and foreign policy at the DUCA banquet were broader in scope. Yet they relate directly to the interaction of cultures through international visitation, a strong element in any World's Fair operation. This guest editor considered them all appropriate for inclusion in this single issue.

In our rush to promote or justify tourism with its economic impacts, we too often ignore another of its aspects which is equally, if indeed not more important--the benefits of cross-cultural exchange which leads to a better understanding among peoples of different heritages, and therefore to a more peaceful world. Let us hope that in years to come, this aspect of tourism will be better understood and appreciated.

THEME

The primary thrust of this issue is the impacts of the World's Fair, especially secondary outcomes like the cultural influences. To highlight this point, Edgell's paper is used as an introduction to stimulate your thinking. The information in this issue can be applied to any large special event in a community. This is not a quantitative examination of impacts but a subjective telling of each person's story from a developmental point of view. The purpose of this approach is to isolate issues so that a comprehensive plan can be formulated to research the problem areas. The presentation of the material has been divided into three sections: World's Fair, Impacts, and the Future.

The editors of *Visions in Leisure and Business* would like to congratulate the developers of the 1982 World's Fair for a very successful operation. We would also like to thank them for serving as a model for analysis. It would be very easy to leave the complete story untold. Every event has its problems but many times the developers do not want to share their experiences so that others can learn. More professionals like those in this issue must be willing to step forward and take the risk so that others may profit from their experiences.