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Development: An Issue of Change Introduction

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Development

DEVELOPMENT: AN ISSUE OF CHANGE

INTRODUCTION

One of the biggest problems facing most of the leisure industry is how to develop new markets or initiate new products, services, programs and/or facilities. This issue is not one of continuing to work with the old, but how to initiate change. Change, in this context, is based upon greater understanding and segmentation of a market into its component parts. The important ingredient is the identification process with information about methods of implementation flowing out of the data analysis. The issue here is attracting a particular audience based upon services. Once the participants have been attracted the product, service, program and facility usually sell themselves because of the positive psychological benefits derived from the leisure experience.