

# Visions in Leisure and Business

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Volume 1 | Number 1

Article 8

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1982

## Development: An Issue of Change Summary

Visions Editors

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### Recommended Citation

Visions Editors (1982) "Development: An Issue of Change Summary," *Visions in Leisure and Business*: Vol. 1 : No. 1 , Article 8.

Available at: <https://scholarworks.bgsu.edu/visions/vol1/iss1/8>

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## SUMMARY

The common theme identified in the articles, that is, important to the marketing or initial development of products, programs and/or facilities, is the ability to predict leisure trends and understand them in relation to audience needs. The key is understanding the bigger picture and how the pieces fit together. Another important element is using imagination and ingenuity to identify new approaches in a creative manner.

Understanding the larger perspective may be developed through an educational program, but the imagination and ingenuity are elements that have not been an intrinsic part of the educational process. A special type of individual is needed in the developmental phase of projects. This individual has to be aggressive and willing to take calculated risks and have the necessary authority to make decisions. The developmental phase is a transition period and as it evolves, it may need a different type of leadership for success. The key to development is the marketing of personal services by an individual who has perspective and imagination and can effectively utilize these elements.