

Visions in Leisure and Business

Volume 22 | Number 1

Article 1

4-15-2020

Introduction

David L. Groves
dgroves@bgsu.edu

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

How does access to this work benefit you? Let us know!

Recommended Citation

Groves, David L. (2020) "Introduction," *Visions in Leisure and Business*: Vol. 22: No. 1, Article 1.

DOI: <https://doi.org/10.25035/visions.22.01.01>

Available at: <https://scholarworks.bgsu.edu/visions/vol22/iss1/1>



This work is licensed under a [Creative Commons Attribution 4.0 International License](https://creativecommons.org/licenses/by/4.0/).

This Front Matter is brought to you for free and open access by the Journals 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

ISSN 2690-6708

Editor: Dr. David L. Groves, Bowling Green State University
Dr. Bob Lee, Bowling Green State University
Dr. Yu Liu, Bowling Green State University

Vol. 22 No. 1 Spring
Managing Editors: Margaret Bobb
Mary Bobb

TABLE OF CONTENTS

Article	Page
INTRODUCTION	
How About Leisurerising the Retail Experience1 Jack Samuels	
Invited Manuscript	
The Comparative Mall Shopping Behavior: Three Countries from The Middle East16 Mehmet Haluk Koksal	
Invited Manuscript	
Attributes that Influence Mall Development and Operations46 Bob Lee and David Groves	
Refereed Manuscript	
The Mall Must Do More: A 4Es Approach to Evolving the Mall Of the Future72 Pamela N. Danziger	
Invited Manuscript	

Dedication

Dr. Jack Samuels

The Guest Editor for each issue of Visions writes the introduction to the Journal. In this case, the Journal Editor is writing the introduction because this issue is dedicated to Dr. Jack Samuels.

Dr. Samuels has an extensive resume. Jack's most unique characteristic is his passion for his research. This has made him a "Super Star". His approaches have been stimulating and innovative. Creativity is the element that has distinguished him from other scholars. Dr. Samuels's research contributions have been outstanding. The Editors are very pleased to be able to dedicate this issue to the Guest Editor, Dr. Jack Samuels.

Theme: Shopping Spaces

This issue of Visions will focus upon the theme of leisure and entertainment and the revitalization of retail spaces, especially malls. Shopping is one of the most popular pastimes of local individuals, as well as tourist. The topic is directly associated with real estate development, the changing experiences of the sophisticated shopper, and what they expect. An interesting element is the development of technologies and its interactions with the retail consumer. These types of experiences cannot be provided through online retailers and offers a unique perspective to the development of the shopping ventures. This topic may also include the use of leisure and entertainment in other associated aspects of retail, such as McDonald's use of toys to stimulate business and Disney's use of movies in merchandising.

Paul Creighton, who worked extensively with World Fairs, introduced the Editors to the idea of people gatherings. This is a concept that is simple, yet profound. People gatherings have been a social institution since the "beginning of time". The gatherings have always been a direct expression or reflection of a society. Malls must be visualized and conceptualized as gathering places. This type of approach brings the shopping spaces into perspective. If an operation meets the needs as a gathering place, it will be successful.

There are four articles in this publication. The first article is by Dr. Jack Samuels and sets the stage for the development of the issue. It explores retail spaces and their relationships to leisure and entertainment.

The next article, by Dr. Koksal, provides insight into the development of innovations that have made malls a success. It provides a model for discussion about the future. This is a stellar document that is a research manuscript to help understanding mall development and operations.

The third article, by Dr. Lee and Dr. Groves, isolated the attributes of different types of malls. The strengths and weaknesses identified help to understand different approaches in achieving success. This manuscript explores the idea that each mall has specific uniquenesses to meet the needs of the community and the populations served. These attributes help recognize the differences among malls and their success.

The last article by Pamela Danziger provides an overview of an approach that deals with the future of malls and what they need to achieve success. It imparts information about the current operations of malls and their status and proposes an innovative approach to successful operations. Pamela's previous articles stimulate thinking and a call to action to improve operation. (A reference to her articles is noted in her abstract.)

The topics established in this issue are provided to stimulate discussion about the future of shopping spaces and how they can be revitalized, especially with innovative approaches using leisure and entertainment enterprises. This includes the redevelopment of shopping spaces using special events.

With the current COVID-19 (Novel Coronavirus) crisis, social distance is necessary practice. People gatherings are a prevalent express need of individuals. Technology is being used to supplant the physical aspects of social gatherings. This pandemic has changed the basic nature of living. People are finding new ways to do business. The primary key to success, during this period of time, is creativity and learning to do business in different types of conditions. Circumstances may return to what they were before this dilemma. The only constant is that a contingency approach is needed to adapt to new situations. The current crisis may be a way to improve one's position through the use of creativity. Creativity has been the primary emphasis of the manuscripts in this issue.