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Front Matter

Visions Editors

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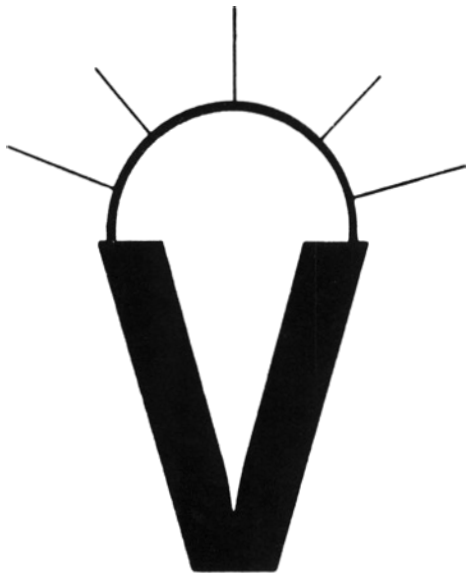
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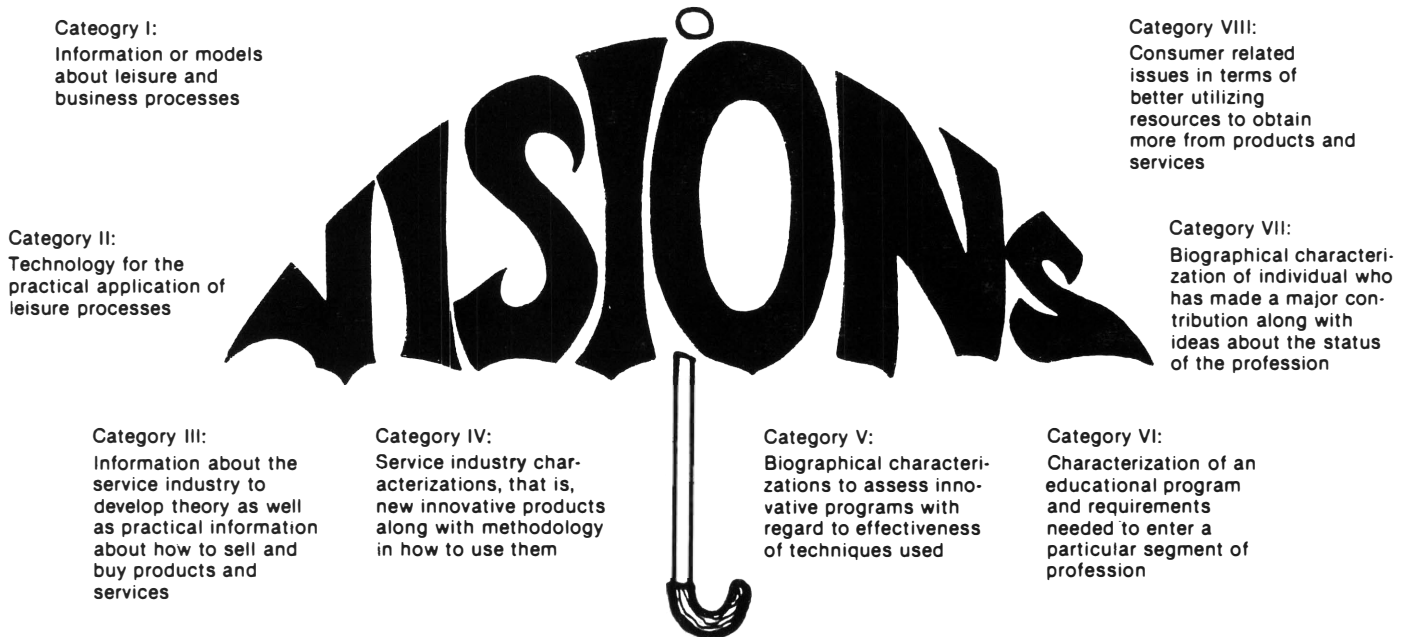
**An International Journal of Personal Services,
Programming, and Administration**

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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Introduction

INTRODUCTION

Dear Subscriber:

I am delighted to have served as the guest editor of this special issue of Visions in Leisure and Business . This issue is focused on the Marketing of Recreational and functionally Related Products and Services. It contains articles pertaining to general marketing trends in recreation, tourism and leisure products and services and articles pertaining to "leisurized" marketing.

As the marketing of recreation, tourism and related services and products becomes more and more competitive in the upcoming years, marketing information and knowledge will become more important to these industries. The trend towards the use of recreation and leisure in the marketing of all products is one which should be of interest and great importance to all professionals in the allied fields.

Your comments regarding the articles in this issue addressed to the editor will be appreciated. I hope that you find the work of our contributing authors, which I gratefully appreciate useful.

Sincerely,

Dr. Jack Samuels