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Front Matter

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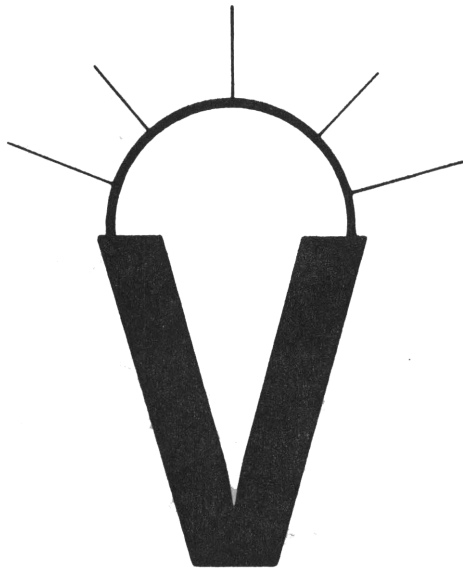
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Visions in Leisure and Business



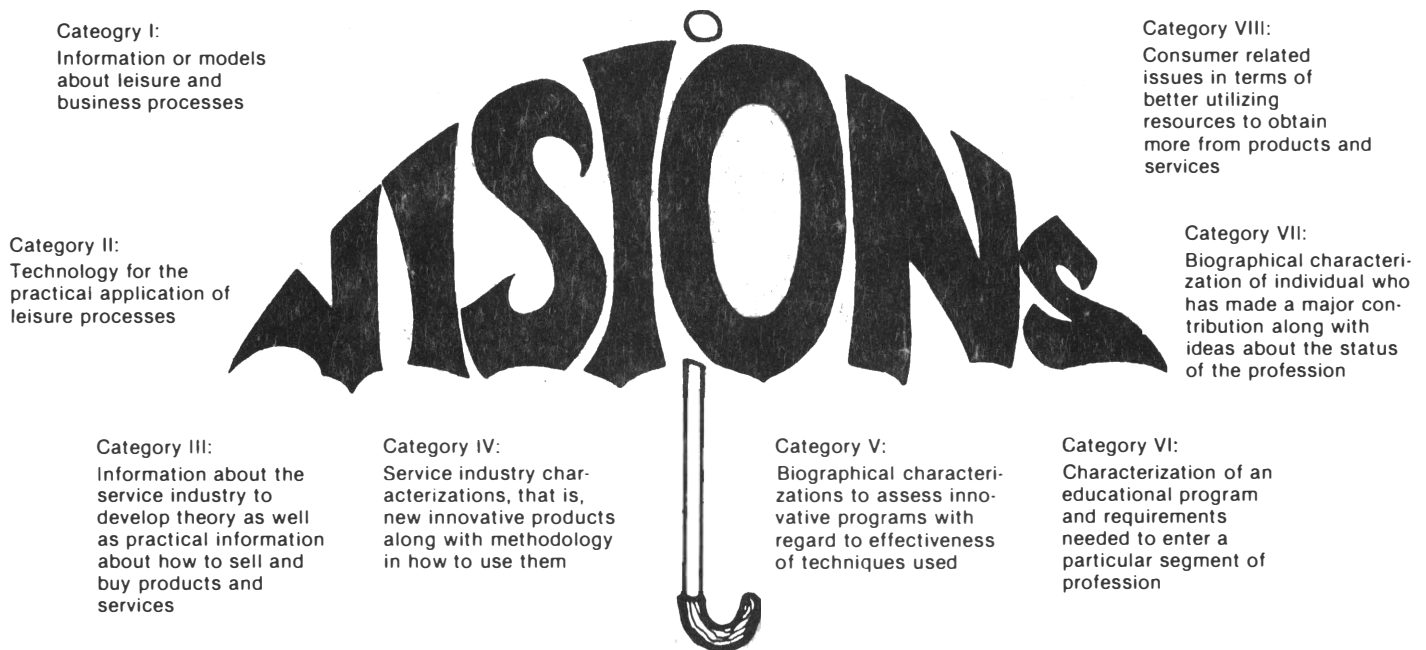
**An International Journal of Personal Services,
Programming, and Administration**

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:



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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TABLE OF CONTENTS

Article	Page
INTRODUCTION	
PROBLEMS	
Fair's Planner Teaches Class on Special Events.....	7
Nan Perales	
Idea Development.....	9
Edward W. Stagg	
An Interview With Jim Brandt.....	13
David L. Groves	
Perspectives on the 1984 World's Fair.....	19
Robert W. Becker	
Interview With Patty Gay.....	23
Saundra L. Groves	
Cooperation: The Missing Ingredient.....	27
David H. Jones	
Louisiana Office of Tourism-World's Fair Activities, 1980-1984.....	31
Robert E. Rintz	
What Happened to LWE? From a Tour Operator's Point of View.....	39
Frances Wall	
COMMENTS	
The Future of World's Fairs: A Primer for Planning a Success.....	44
Jack B. Samuels	
The 1984 Louisiana World Exposition and the World's Fair Tradition.....	53
Michael T. Marsden	
A Comparison of the Knoxville and New Orleans World's Fairs.....	56
William A. Becker	
Expectations, Outcomes, and Impacts--A Perspective.....	60
David L. Groves	
An Analysis of the Louisiana World Exposition: A Consumer Perspective.....	70
David L. Groves	
Off Track Betting and its Impacts on a Rural Community.....	90
Abraham Pizam and Ady Milman	
SUMMARY	
INDEX	

Introduction

INTRODUCTION

This essay is being written at the closing of the Exposition and before any materials for the issue have been collected or any analysis has been completed on the studies. It is not the purpose of this issue to deal with the success of the World's Fair, as we did not with the 1982 World's Fair in Knoxville. The primary purpose is to sample a diversity of opinions so as to develop a set of principles upon which such events may be operated in the future. The focus is on how to improve. It is hard to separate the idea of success from how to improve, so throughout the issue we are sure there will be individuals trying to address whether the Fair accomplished its objectives. Therefore, a few words about success and interpretation, even though it is not the primary theme.

Success is a very illusive term to define. Everyone seems to have their own definition and it is a concept that must be divided into long and short term outcomes. One of the best definitions is a pre-statement of objectives and the attempt to determine if these objectives have been achieved or not. Most often, even when the objectives are clearly stated, money is used as an indicator of success. Money is a short term indicator and cannot always be directly correlated with a study of indepth outcomes of the long and short term variety. Success is a concept related to failure. Without failures there cannot be successes. Times have changed, especially for an event like a world's fair. In the recent past, there were no theme parks to provide direct competition. This is a time of transition in an attempt to define what a world's fair is and to whom. Fairs built on past models will not be successful in the future. Another important concept related to the idea of success is time. Regardless of whether it is a profit or a loss, time may be the only objective judge about what the short and long term benefits. When profits are down everyone is trying to blame someone else and it is difficult to isolate the outcomes much less the principles of operation. If it has been a "success" in relation to profits, everyone is trying to take the credit and it is difficult to get down to the basic principles of managment that were good. Therefore, the task is monumental. It has been difficult to cut through the attitudes that have been built up to get to the primary management principles that can be used for special events in the future.

An example is the 1984 Olympics that was sponsored in Los Angeles.

Many have declared this particular event an overwhelming success because it produced a profit and because of the image that was created through the media of television. And no doubt these are two important factors. From another perspective, that is, the hospitality industry, the Games were not a success because there was not a large influx of tourists into the area. In the short run, the management of an event is a direct result of monies generated at the gate, sponsorship and concessions. The success of the Olympics is obviously its sponsorship and the way that dollars were generated. The financial structure was sound but there were times, especially when the Russians pulled out of the games, that it looked not to be a wise choice. This occurrence had nothing to do with the financial structure. It was an outside event that could have adversely affected the potential profit of the Olympics. For example, the television contracts alone were approximately three times what they were for the 1980 winter games. The networks wanted to negotiate their price downward and could have if the viewing audience had been down. This was an American event and regardless of whether the Russians attended or not, it was going to be well viewed. These statements have not been made in an attempt to analyze the Los Angeles Olympics but only to point up the complexity of the issues involved.

Obviously, the complexity involved in the analysis of the subject of success of the World's Fair is beyond the scope of this issue. The focus is upon the diversity of opinion as a research tool from a variety of people who were involved in the World's Fair to obtain general principles of management and recommendation to the management of future events, especially in the light of changes that have occurred in our society and potential of such events in the future. In the short run, the dollars lost were immense. It is difficult to imagine that a city with the potential draw or attraction of New Orleans was not able to provide the necessary gate attendance to minimize losses. What are the long term and short term outcomes from the World's Fair? The following is formulated in terms of a list of questions that will help the reader develop a better understanding of the concept of success and how it might be defined. It is not that we are going to answer the following questions, we only raise the questions to point out the multiplicity of outcomes that must be measured to determine the overall impact of the Fair upon New Orleans and its residents.

SHORT TERM OUTCOMES

What was the profit and loss statement in relation to gate attendance? How many local residents attended the event in terms of the profit potential? What was the attendance from outside the New Orleans area and what was the impact upon the hospitality industry? What was the impact of the dollars from the concessionaires? What was the primary and secondary turnover impact as compared to the normal cycle of business during the summer in New Orleans?

LONG TERM OUTCOMES

What was the increase in property values from the renovation of an

older section? What is the income potential from the development of a facility such as the convention center? What is the increase in the aesthetic value of an area from renovation of an older area? Will there be return visits to New Orleans as a result of satisfaction with the World's Fair? What is the value of the experience to the individual in the long run? What was the promotion potential for New Orleans as a result of having the World's Fair?

These introductory comments are only meant to stimulate discussion and to outline the purpose of this issue as a research project to collect opinions and scrutinize and analyze opinion based upon established criteria to determine some management principles, perspectives that are important in the planning, development, and execution of special events. This is the first in a two volume series devoted to the Louisiana World Exposition. This first volume is on problems and comments. The second volume will focus upon implementation.