

Introduction to Commercial Recreation and Tourism: An Entrepreneurial Approach, Fourth Edition

By John C. Crossley, Lynn M. Jamieson, Russell E. Brayley

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Introduction to Commercial Recreation and Tourism is a stepping stone to understanding the scope, characteristics, entrepreneurial strategies and management aspects of commercial recreation and tourism. Topics include the history of commercial recreation, definitions, economic applications, business start-up strategies, financing, marketing, operations management, and global trends. This edition also examines industry profiles for the travel, hospitality, and local commercial recreation industries. The Journal of Park and Recreation Administration viewed the past edition as a "valuable addition to commercial recreation literature."

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Editorial Review

About the Author
John C. Crossley, Ed.D., is a professor and coordinator for the Department of Recreation Administration and Leisure Studies at California State University, Fresno, D. Crossley has experience in commercial recreation and tourism, both as a practitioner and educator. Through his published books, journal articles, professional papers, and technical reports, he is recognized as a leader in the commercial recreation field. Dr. Crossley is also a past recipient of the Meritorious Service Award presented by the Resort and Commerical Recreation Association.

Lynn M. Jamieson, Re.D., is an associate professor and chair for the Department of Recreation and Park Administration at Indiana University. Dr. Jamieson has experience in the public and private sectors, both in the recreational and educational fields. She has conducted needs assessments, full-service recreation programs, feasibility studies, and has developed numerous research studies in the field. In addition, Dr. Jamieson is the president of Leisure Visions, a recreation and tourism planning firm.

Russell E. Brayley, Ph.D., is a professor of Tourism and Events Management at George Mason University. His professional experience includes community recreationas a city recreation director and a senior community recreation consultant for the Government of Alberta, Canada. He has been a long-time board member and president of the Resort and Commercial Recreation Association. His academic appointments have included teaching, research, and administrative positions at the University of Manitoba, Indiana University, and George Mason University.

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Stephen Ziegler:

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Robert Caldwell:

A lot of people always spent their own free time to vacation or go to the outside with them loved ones or their friend. Were you aware? Many a lot of people spent many people free time just watching TV, or maybe playing video games all day long. In order to try to find a new activity honestly, that is look different you can

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Donna Eldridge:

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