

Organization Behaviour For Leisure Services

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Here the leisure service organization claims to produce a particular service experience. Hotel, bar, restaurant, leisure club and tour operating chains are, in one way or another, xviii fIntroduction Hospitality, Leisure & Tourism Series making attempts to provide predictability to the customer.

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The good news is that nonprofit leisure services organizations usually succeed. Of the new nonprofit organizations created each year, it is estimated that less than 2.3 percent fail each year (Bowen, Nygren, Turner, and Duffy 1994). This is partly due to the stability of their revenue streams and the safety net that donors provide.

Learn about challenges facing commercial, nonprofit, and

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