## CONTENTS

Section 1: OUTDOOR RECREATION
The Use of Simulation Models in Wilderness Management: A Case Study of the Adirondack Forest Preserve - V. Kerry Smith and Richard L. Headley
Assessing the Probable Demand for Recreational Facilities: A Stochastic Process Approach - Charles Tapiero and Itzhak Dayan 13
Simultaneous Determination of Trips to a Group of Outdoor Recreation Parks: The Case of Israel's Judean Hills Region - Mira Baron and Mordechai Schechter
Analysis of Camping Behavior - Elizabeth A. Gardiner 56
Section II: TOURISM
Advertising and International Tourism - Alexander A. Sunday and John K. Johansson
CPM Versus CPI Versus ROI in Evaluating Competing Magazines for a Tourism Promotion Program - Arch G. Woodside and David R. Reid. 97
Investment by the Tourist Industry in Four European Countries - Hossein Askari
Planning and Evaluation of Advertising Campaigns Related to Tourist Destinations - Michael Perry116
The Contribution of Tourism to Hawaii's Growth - Moheb A. Ghali124
Section III: TRAVEL
Measuring Travel Volumes and Itineraries and Forecasting Future Travel Growth to Individual Pacific Destinations - Roger S. Cline134
Optimal Location of Service Stations for Interstate Travelers - James C. Heckman
Forecasting Traffic in an Air Transport Network - G. N. Currie, R. W. Dickey, and W. L. Price168
Optimal Scheduling of Aircraft to Meet a Joint Tourist and Non-Tourist Demand - Marvin Hersh182
Analysis of Different Boarding Procedures - Shaul P. Ladany and Dina N. Bedi
Planning for Optimal Airline Fleet Capacity Vis-a-Vis Intra-Travel Demand in India - Amitava Ghosal
Mode Selection in the Student Travel Market - Arnon Perry

Section IV: SPORTS INDUSTRY	
An Analysis of the Skiing Industry - Darl D. Bien	234
Stadium Capacities and Attendance in Professional Sports - Mohamed El-Hodiri and James P. Quirk	246
Tax Writeoffs and the Value of Sports Teams - Lance E. Davis and James P. Quirk	263
The Economic' Impact of Professional Football on Atlanta - William A. Schaffer and Lawrence S. Davidson	276
Section V: LODGING	
Sportsgarden: A Simulation Approach for Planning a Multi-Actvity Recreational Facility - Barry Richmond	297
Forecasting Sales of Resort Homesites - Barry Richmond	317
An Application of Two-Phase Discriminant Analysis to Employee Section at Seasonal Resorts - D. James Croft	328
Section VI: MISCELLANEA	
A Market Analysis for the Cleveland Zoological Park - Hamilton Emmons, Burton V. Dean, et al	340
The Leisure of Numismatism: The Price and the Demand for Commemorative Coins - Shaul P. Ladany	360

Analysis of Orchestral Performance - Roger W. Weiss................ 367