

Feb.'19

WL NEWS

Issue 15. Leisure and Tourism
for Sustainable Development



**WORLD
LEISURE
ORGANIZATION**



Dear members, dear colleagues,

We are happy to present you a new issue of *WL News*. This new issue comes with an important highlight: the just launched call for the 8th edition of the International Innovation Prize, which recognizes organizations that have implemented creative solutions that foster local, national or international leisure opportunities for the benefit and development of individuals and communities. We invite you to read the call for more information on the wide range of benefits linked to this prize, as well as to spread the word and encourage those organizations whose work you admire to apply!

Apart from this big announcement, the issue is traversed by a special focus on sustainable development and, in particular, on leisure and tourism's contribution to it. We tell you about our participation in the UNWTO Working Group on Sustainable Development Goals Support, echo the publication of the UN DESA's World Youth Report (dealing with Youth and the 2030 Agenda for Sustainable Development), and share a selection of (free access) *World Leisure Journal* articles on the topic. Furthermore, we invite you to participate in the International Conference on Sustainable Tourism (16th-17th May) organized by the Chinese University of Hong Kong (CUHK), and we interview Dr. Lawal Marafa, professor at CUHK, member of WLO Board of Directors, and an expert on tourism and sustainable development.

You too can be part of *WL News*, remember to send us your information at media@worldleisure.org Looking forward to hearing from you!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO Highlights



The call for the 8th WL International Innovation Prize is now out!

The 8th edition of the World Leisure International Innovation Prize seeks to recognize organizations that have implemented creative solutions which foster local, national or international leisure opportunities for the benefit and development of individuals and communities. Innovation may mean a new idea or it may mean finding creative solutions through leisure to existing problems and issues. Leisure is considered in its broadest sense including culture, tourism, sports and recreation. A representative of the winning organization will be invited (travel costs covered as part of the Prize benefits) to present and showcase their project to the World Leisure Expo & Forum delegates as part of the program. Check the call and get inspired by our previous winners!

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WLO Insights



WLO takes part in the UNWTO Working Group on SDGs Support

Last 13th February 2019, WLO Chief Operating Officer (COO), Dr. Cristina Ortega, attended the meeting of the UNWTO Working Group on Sustainable Development Goals (SDGs) Support, which took part at UNWTO Headquarters and online. This Working Group being one of the UNWTO Affiliate Members Department's priorities – which the WLO is a member of, the aim of this meeting was to discuss possible future collaborations and ideas, as well as to present members' current initiatives related to SDGs and see how to move forward with the activities of the Working Group.

WLO Chief Operating Officer (COO), Dr. Cristina Ortega, took part in the meeting of the UNWTO Working Group on Sustainable Development Goals (SDGs) Support,

held both at UNWTO Headquarters and online. WLO is an UNWTO Affiliate Member (AM), and this Working Group is precisely an initiative of the UNWTO AM Department.

For the introduction of the meeting, the Director of the Affiliate Members Department, Ion Vilcu, expressed his full support for advancing the initiative. The importance of developing sustainable tourism as a tool to achieve the SDGs was highlighted and well-recognized.

Among the issues touched upon during the meeting, the presentation of the UNWTO Tourism and SDGs Platform: [Tourism4sdgs](#), by Zoritsa Urosevic, Chief of Institutional Relations and Partnerships at UNWTO, can be highlighted. The platform was launched 3 months ago, and its main objectives are to learn and share in order to inspire everyone from policymakers, private companies, travelers and academia. It invites every actor to use tourism as a means to accomplish 2030 Agenda. The Platform will work until 2030, and so far it has received 100 submissions between projects and activities.

WLO COO Dr. Cristina Ortega emphasizes the interest of this Working Group for the WLO: "We have been recently trying to more and more connect and align our work with the SDGs. Having the opportunity to share our work and learn from what other organizations are doing is truly important and helpful, and we thank UNWTO Affiliate Members Department for providing this kind of spaces".



WL Youth Ambassadors participate in the Thailand International Folklore Festival

YOUPECO (Young People's Concert), formed by members of the World Leisure Youth Ambassadors Committee (WLYA), was invited to perform at the Thailand International Folklore Festival (TIFF, 15th-31st January 2019). A group of 34 young people from USA, China, Hungary, South Korea, and Slovakia travelled to Thailand, coordinated by Dr. Miklos Banhidi, chair of the WLYA Committee.

By Dr. Miklos Banhidi, chair of the World Leisure Youth Ambassadors Committee

The Thailand International Folklore Festival (TIFF) took place between the 15th and the 31st January 2019). World Leisure Youth Ambassadors Committee (WLYA) was represented by a group of 34 young musicians (from USA, China, Hungary, South Korea, and Slovakia), members of YOUPECO (Young People's Concert). This participation followed the invitation to YOUPECO during the Citizens Festival in Hangzhou, and the group was coordinated by Dr. Miklos Banhidi, chair of the WLYA.

The festival was organized by three parties, Phechabun Rajabhat University, governmental and civil organizations, under the leadership of Dr. Achara Phanurat, who was president of the Surin University. The aim of the festival was to invite international performing groups to Thailand to perform for peace all over the country. Groups from 17 countries and almost 270 performers presented several

shows traveling to different locations, mostly in Sisaket, Surin and Kanchanaburi districts.

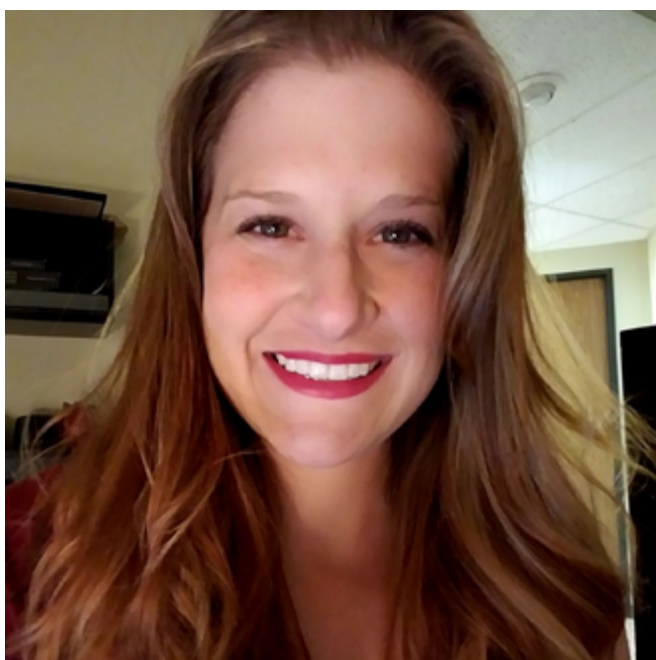
Performers were enthusiastically welcome at all locations. In some places, local people even shared their house for accommodation. All delegations were transported by bus from one location to the other, which helped keep so many participants together. In the evenings all delegations performed on well prepared stages. Among many high-level groups YOUPECO presented excellent performances such as rap music, hip-hop, folklore dances and traditional tai-chi. A Peace Declaration was signed by participants, including representatives of YOUPECO and WLYA. The participant groups also signed Memorandums of Understanding (MoU) with the district representatives to show commitment for future cooperation.

Furthermore, YOUPECO group had the opportunity to visit several touristic, unique places. One of the most interesting places and stages for the group was the historical site of the Bridge on the River Kwai, which is a tribute to the approximately 15,000 prisoners of war (POWs) who lost their lives building the "Death Railway" during WWII. On the 28th of January all the delegations marched across the bridge as a symbol of memory and solidarity. On the other side of the bridge the Peace Declaration was handed over to the former president of Thailand.

The atmosphere of the festival was excellent, providing good opportunities to make friends and develop connections with TIFF organizers. Thus, WLYA Committee has an opportunity to keep on cooperating with the TIFF, an international leisure event that is contributing to international cultural cooperation, from which everyone can learn. The organizers have announced that the festival will be organized again next year and the folklore groups have been invited to participate. The TIFF can become an excellent platform for young talents around the world.



Members' Voice



Britanny D. Linde (United States)

I would like to be reunited with my passion – happiness and fulfillment through leisure engagement

Dr. Brittany D. Linde recently joined the WLO as a member. She obtained her Ph.D on Leisure Studies and works now in the field of organizational wellness. She joins our network to connect with colleagues from the leisure field. Nice to have you among us Brittany!

The WLO family keeps growing every day! Today we welcome Dr. Britanny D. Linde, from the United States, who works at Organizational Wellness & Learning Systems, Inc., and promotes leisure by incorporating it into organizational wellness work with her clients.

In one sentence: What does leisure mean to you?

To me, leisure is the individual and social experiences (outside of work) that give life meaning and promote subjective well-being.

What leisure projects, research and/or activities are you involved in?

I obtained my PhD in Leisure Studies from the University of Georgia in 2013. Since then I've been more focused on incorporating leisure in the workplace and through behavioral health intervention research.

How do you promote the development of leisure and leisure studies?

I promote Leisure Studies by incorporating the subject into organizational wellness work with my clients.

Why did you decide to become a member of WLO?

I was already familiar with WLO, and although Douglas Kleiber nudged me recently, I have been wanting to do more with leisure organizations of late. I miss my field.

What kind of synergies would you like to develop through your WLO membership?

I would like to be reunited with my passion – happiness and fulfillment through leisure engagement. I want to read and engage with others who have similar interests. You could say that I'm interested in WLO to enhance my own leisure time!



Yoav Brukner (Israel)

Leisure means to me the ability to make retired people have meaningful funny life and contribute to society from their vast capabilities

New member Yoav Brukner from Israel has recently retired, and he would like to improve leisure education for retired people, so as to increase their quality of life and facilitate that society as a whole benefits from what they have to offer. Welcome to the WLO family!

Yoav Brukner believes there is a need to educate the retiring population about leisure in order to develop attitudes and values, and to provide knowledge and skills that enable them to be satisfied with life, have more fun, contribute to society and feel meaningful. This being aligned with WLO vision and mission, we are very happy to count with him as a new member!

In one sentence: What does leisure mean to you?

Leisure means to me the ability to make retired people have meaningful funny life and contribute to society from their vast capabilities.

What leisure projects, research and/or activities are you involved in?

I am not involved yet in a leisure project or research but I am part of a governmental advisory board on the subject and I intent to promote the leisure education in my country, especially to retired population.

How did you hear about WLO?

I heard of the organization in a research I read made by Dr. Galit Nimrod, a former WLO Board of Directors member.

Why did you decide to become a member of WLO?

I decided to become a member since it is an organization with a great value and I believe it can help me reach my goal.

What kind of synergies would you like to develop through your WLO membership?

I would like to meet people in the organization, hear views and learn from them, attend conferences, read the articles in the journals etc.

WLO Network



Youth and the 2030 Agenda for Sustainable Development

In a world where climate change wreaks havoc on our economies, societies and environment, where unemployment and inequalities are rampant and where trust in international cooperation is falling, what can keep us from losing faith that the world 2030 will be a better place for everyone? UN DESA's [World Youth Report](#) offers one Good reason for optimism: the next generation is different.

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Artificial Intelligence and sustainable development as main focus for UNESCO's upcoming Mobile Learning Week

Artificial Intelligence (AI) has the potential to accelerate the process of achieving the global education goals through reducing barriers to access learning, automating management processes, and optimizing methods in order to improve learning outcomes. This is why UNESCO's upcoming [Mobile Learning Week](#) (4-8 March 2019) will focus on AI and its implications for sustainable development.

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UNESCO convenes Expert Facility to discuss global strategies for creative sectors

UNESCO convened in Bangkok, Thailand, from 12 to 14 February 2019, the first meeting of the EU/UNESCO [Expert Facility](#), to discuss global strategies to support the emergence of strong and dynamic creative sectors in developing countries. This Facility, recently renewed for the 2019-2022 period, is comprised of 42 international experts, with recognized expertise in issues related to creative industries, cultural entrepreneurship, cultural policy, cultural statistics and indicators, digital, artistic freedom, media diversity, trade, status of the artist, gender equality and intellectual property rights.

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WLO launches the Strategic Priorities Grants Programme!

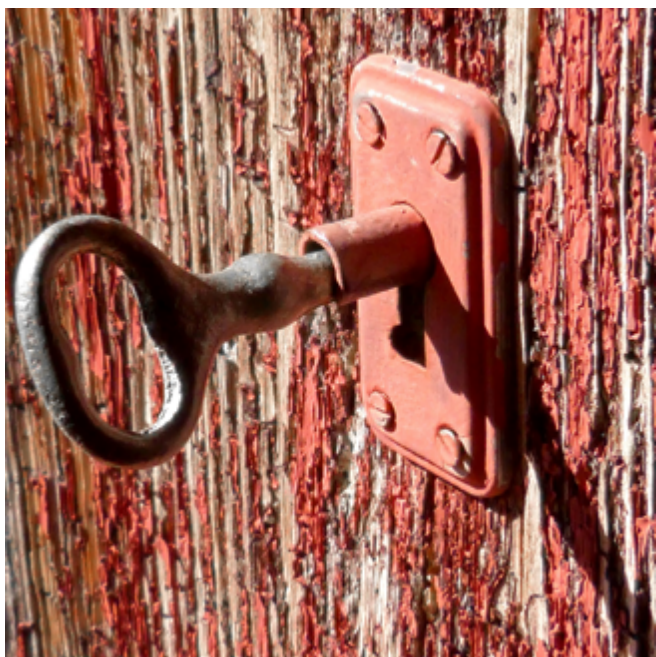
Call for the WL Strategic Priorities Grants (SPGs) programme is open!

WLO supports members' projects that further the development of leisure as a means to enhance the human condition.

Next application deadline:
15th May 2019

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Publications



(Free access) WL Journal articles on Leisure and Sustainable Development

Sustainable Development is certainly a topic of interest of leisure scholars, as proven by the number of articles on this issue published at the *World Leisure Journal*. Here we bring you a small selection of some of these articles. Once again, we thank our publisher Taylor and Francis for granting these articles temporary free access (until the end of March): "[Rural tourism development: case of a negotiating process in Slovenia](#)", by Alenka Verbole and Stuart Cottrell (2002); "[Tourism and Sustainability – Can They be Partners?](#)", by Jill Knowles-Lankford and Samuel V. Lankford (2011), and "[My hobby is global warming and peak oil: sustainability as serious leisure](#)", by Evonne Miller (2018).

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New age travellers

Sameness and anonymity is out – it's all about fun and authenticity for Millennial travellers, says Rockwell Group partner Greg Keffer.

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Opportunities



New Tourism PhD program at the WL Center of Excellence at the University of São Paulo!

The University of São Paulo (USP) now offers a Tourism PhD program for students that want to become leading researchers. In this program, tourism is approached from multiple perspectives, including public policies, business management, and humanistic studies. The Tourism PhD program brings together several of the most influential tourism thinkers and researchers of Brazil. PhD candidates have to attend classes and to carry out a research project in order to present their thesis in 3-5 years. Most classes are in Portuguese, though some courses are in English. All courses at the USP are free of charge and there is no tuition fee. The no-charge policy applies also to foreign students. The application for admission is open once a year. USP is part of the [World Leisure Center of Excellence \(WLCE\) Network](#).

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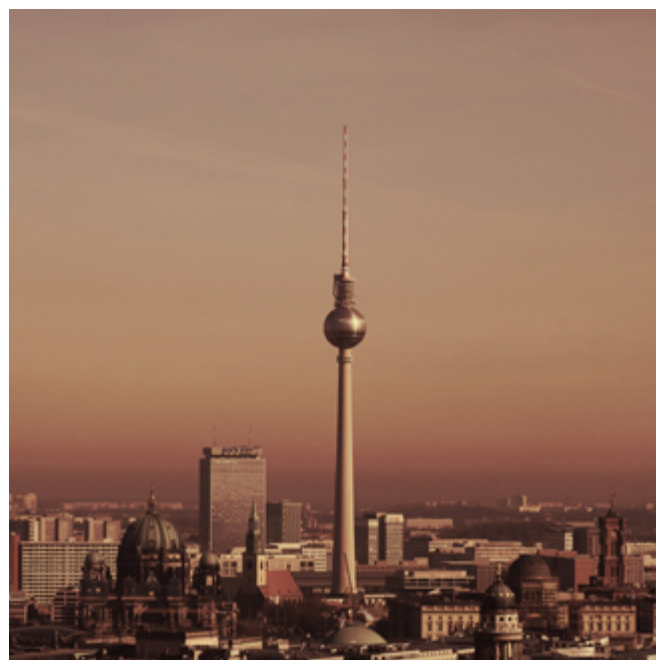
Upcoming events



The International Conference on Sustainable Tourism (the Chinese University of Hong Kong, 16th-17th May)

The International Conference on Sustainable Tourism is an annual event organized by The Chinese University of Hong Kong (CUHK) since 2012. This year's conference (16th-17th May 2019) will explore the relationship of tourism with the 17 Sustainable Development Goals (SDGs) formulated by the UN in its 2030 Agenda. By supporting innovative research and promoting the exchange of academic dialogues, the conference aims to instigate debates on the critical role of tourism in contributing to the SDGs and advancing global development. WLO Chief Operating Officer (COO) is one of the keynote speakers invited this year. Abstracts are invited until the 1st March 2019.

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UNWTO events and activities at ITB Berlin 2019

UNWTO will be organizing a series of activities during the Travel Trade Show [ITB Berlin](#) (6th-10th March). Among them, the Affiliate Members Board Meeting and a Keynote-Panel on "Overtourism Revisited: Best Demonstrated Practices Instead of "Business As Usual", both on the 6th March. On the 7th March, the Ministerial Panel Discussion on "Digital Skills in Tourism" – organized in the framework of the "UNWTO 2019 year: Education, Skills Development and Jobs" and in collaboration with Google – will bring together Ministers from across the European region to discuss the importance of digital education in tourism.

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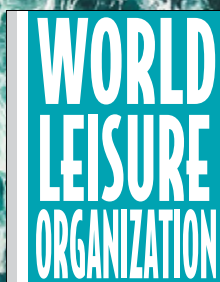
Encounter



Encounter with... **Lawal Marafa, The Chinese University of Hong Kong**

WLO Board of Directors member Dr. Lawal Marafa is a professor at the Department of Geography and Resource Management, The Chinese University of Hong Kong. He is also the Director of the Postgraduate programme in Sustainable Tourism. Although residing in Hong Kong, Dr. Marafa acts as a bridge between Africa and Asia. He serves as the regional coordinator for the New Partnership for Africa's Development, Business Group (NEPAD-BG), and also coordinates the African Business Roundtable in Asia. Dr. Marafa's teaching and research interests cover Tourism, Environment and Climate Change, Ecotourism, Leisure, Recreation Planning and Management, Agriculture and Natural Resource Management, and Sustainable Development. Click play and watch the Encounter with one of our highly committed Board members and a very esteemed friend.





WORLD LEISURE ORGANIZATION (WLO)

World Leisure Organization is a non-profit organization registered in the State of New York in Special Consultative Status with the UN Economic and Social Council since 1990.

Scientific and Technical Office -
Arenal 1. Segunda Planta 48005
Bilbao, Spain - www.worldleisure.org