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WL NEWS

Issue 12. We welcome autumn
looking back at São Paulo



60th

ANNIVERSARY

**WORLD
LEISURE
ORGANIZATION**



Editorial

Dear members, dear colleagues,

This is the first issue of *WL News* launched after the 15th World Leisure Congress in São Paulo. We could not be happier with the outcome and legacy of the Congress. We want to dedicate a significant part of this issue to review what this edition of our main annual event meant for the WLO, and to thank all those who made it possible.

Still with fresh memories of the Brazilian inspiring experience, the arrival of autumn caught us in China, attending the 2nd China (Beijing) Leisure Conference and meeting the local team working hard for the 2020 WL Congress in Pinggu-Beijing. We had the opportunity to celebrate with them the Mid-Autumn or Moon Festival, the second biggest holiday in China after the Chinese New Year. It was a truly special experience and for that we are grateful.

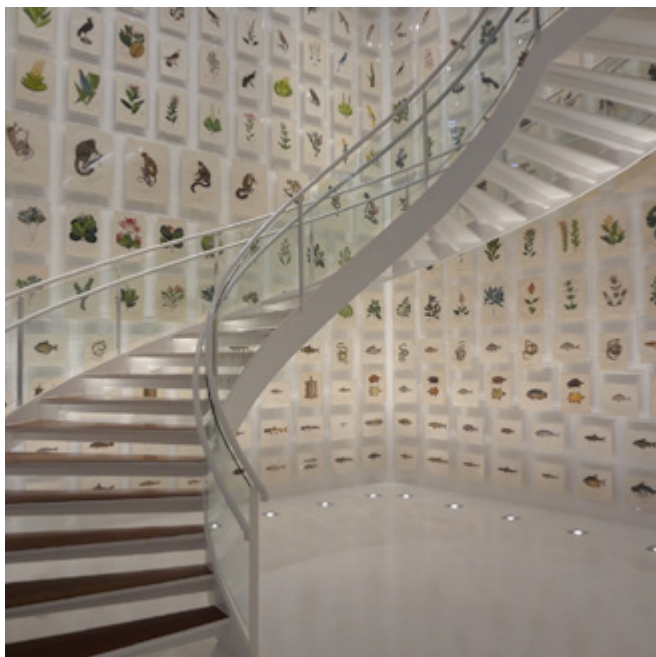
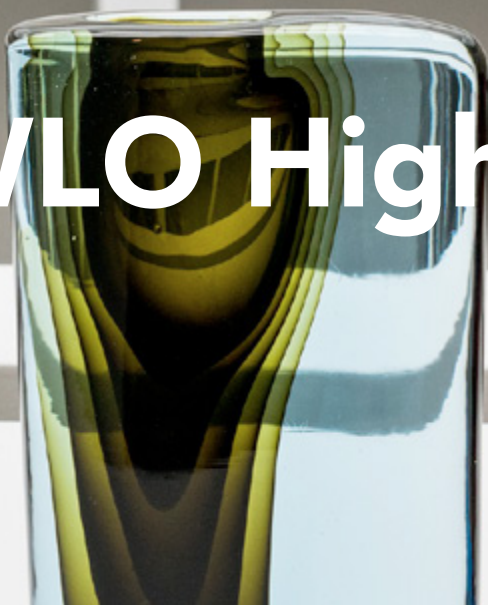
A new season has started, and we are very much ready for all it has to offer. Want to know what we have been up to and what we will be doing in the coming months? Keep reading this new issue we have prepared for you.

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO Highlights



15th WL Congress in São Paulo: over 1,000 participants, new innovative activities and a remarkable legacy for an unforgettable Congress

It can be most assuredly said that 2018 WL Congress (28th August-1st September) was a great success in many different ways. The cultural programme and general atmosphere created by the local team, as well as the passion brought by all delegates will for sure leave a mark on those of us who had the opportunity to gather in São Paulo for those intense and exciting five days. Furthermore, new activities such as the Early Career Researchers Session and the Global Leisure Debate open up new spaces for the academic and international exchange and collaboration. Last but not least, the 2018 WL Congress leaves an important legacy with the

conformation of the Latin American WL Chapter, and side-events like the Field School and the Study Tour expand the Congress' impact beyond attendees, leaving a profound, positive mark on the local community. This piece briefly reviews these and other aspects, which make it possible to assure 2018 WL Congress' success.

The 15th World Leisure Congress gathered over 1,000 participants from 37 nations in São Paulo, Brazil, from August 28th to September 1st. The event was organized by the WLO and [Serviço Social do Comércio](#) (Sesc), with academic support from the [Universidade de São Paulo](#) (USP) and several professional and teaching institutions. The theme of the Congress was "Leisure Beyond Constraints". Participants discussed the main barriers — physical, socioeconomic and symbolic — that still exist and prevent the access of all people to Leisure, as well as the need for overcoming and systematically confronting each of them. Over 700 high quality abstracts and poster were presented, and hundreds of people followed the livestreamed keynote presentation.

Early Career Researchers Session and Global Leisure Debate: supporting the research community and exchanging views on the future of leisure studies

In the form of a colloquium and organized for the first time in São Paulo 2018 WL Congress, the Early Career Researchers Session took place on the 30th August. During this event, organized by the WLO and presented by Dr. Douglas Kleiber and Dr. Antonio Bramante, a set of prospective paths to a career in research with respect to leisure studies in the form of a Q&A session were introduced. Firstly, the [Special Interest Groups](#) (SIG) as a particularly helpful tool to find collaboration possibilities across the entire globe were outlined. These temporary research groups of a specific scope can bring together like-minded researchers of any leisure field and help

to overcome the hurdle for researchers of finding financing possibilities that generally vary from country to country. Secondly, a round of advice from relevant leisure scholars followed. The main takeaways from this constructive session was to continue life-long learning to always derive relevant research findings. Moreover, having a broad spectrum of interests also allows to combine different study fields and provides a broader picture of leisure studies. An important advice was given by Dr. Galit Nimrod who recommended to have real passion for one's research work, as it will accompany you throughout your entire life.

The first edition of the Global Leisure Debate also took place on the 30th August. The objective of this debate was to give voice to international guests and the audience for them to express themselves on the issues that leisure development, and particularly leisure studies, will face in the coming years. WLO Chief Operating Officer Dr. Cristina Ortega posed four questions to the audience, who were then able to reply via an app installed on their smartphones. Replies by over a hundred participants were then projected and commented by experts on stage. To the question "Which social changes will have a major impact on leisure developments?", the audience agreed that new lifestyles and technology cannot be disregarded (36% and 28% of respondents, respectively), closely followed by the diversity of populations and, at a greater distance, demography change and terrorism. According to the audience replies, those changes will result on a more connected (30%), innovative (24%), environmental (21%), inclusive (18%) and healthy (8%) leisure. With regard to the skills, competencies and knowledge that leisure professionals will need in the future, respondents mostly opted for the combination "Professional + Interpersonal" (40%) and Creativity (33%), with Experience design (17%) and Update (10%) being considered less important. Finally, a fourth question was posed about how do leisure studies courses and degrees provide adequate competences to address the future challenges posed by variables affecting leisure trends. Most respondents found the integration of generic professional skills to be crucial (48%), followed by research with communities (29%). After this first, very positive experience, the plan is to repeat this activity in upcoming WL Congresses, as a space for gathering knowledge about leisure trends and developments.

Beyond WL Congress: a profound legacy for the local community and the wider Latin American region

In the framework of the [Douglas Ribeiro da Silva International Field School](#), 25 international students from 9 countries travelled to Perus, an underprivileged community in São Paulo. For four days, they lived in the community, hosted by locals which for the first time offer their places as homestays, for which they were trained prior to the Field School, to be able to host tourists in the future. Students could learn from the community and how they are offering leisure activities and heritage expressions as tourist products to attract national and international visitors. Field School participants were also able to contribute to this process, by making recommendations for the transformation through leisure to go on in Perus.

Furthermore, as it could not be otherwise with an 85% of the total participants being from Latin America, the 15th WL Congress was an important milestone for the region's leisure community. The Latin America [WL Chapter](#) was constituted and presented during the Congress, bringing together researchers and professionals for the promotion of leisure in the region.

I'm thankful for the opportunity to participate at the WL Congress 2018. I work with culture and tourism in São Paulo, so for me the Congress gave me the access to people from different backgrounds and with different points of view about leisure, besides the opportunity to exchange ideas about how we can offer a better experience for everyone. The event showed me that leisure time as the time to escape, to dream and see the life from another perspective, also put us to think about the moment and how we manage our goals and aspirations. The main point was creating spaces for reflection and debate about the contemporary leisure beyond constraints, and how we can develop new proposals for each reality. It was a great experience! Congratulations to all involved in this important project, that brought social impact actions to different communities.

Tayana Santos,
participant at the
15th WL Congress in São Paulo.



We remind you that a [bid process is open for hosting the WL Congress in 2024](#). We invite communities around the globe who are committed to enhancing quality of life through leisure to explore this possibility and eventually express their intention to bid before the 31st January 2019.

We want to take this opportunity to thank all those who made this WL Congress possible. Special thanks go to the amazing local teams at Sesc and the USP, as well as to delegates for their greatly valuable contributions and passion.



2018 São Paulo Declaration urges to enforce leisure as a human right

As part of the results of the 15th World Leisure Congress, and inspired by the [Declaration of São Paulo \(1998\)](#), written during the 5th WL Congress, the [2018 São Paulo Declaration](#) “Leisure Beyond Constraints” urges “the United Nations, governments, nongovernmental organizations, members of the World Leisure Organization (WLO) and the citizens of the world to jointly enforce leisure as a right in contemporary society”.

The 15th World Leisure Congress gathered participants from 37 nations in São Paulo, Brazil, from August 28th to September 1st. The event was organized by World Leisure Organization (WLO) and [Serviço Social do Comércio](#) (Sesc), with academic support from the [Universidade de São Paulo](#) (USP) and several professional and teaching

institutions. The theme of the Congress, in consonance with the 70th anniversary of the Universal Declaration of Human Rights, was “Leisure Beyond Constraints”. Participants discussed the main barriers — physical, socioeconomic and symbolic — that still exist and prevent the access of all people to Leisure, as well as the need for overcoming and systematically confronting each of them. In this context, the [2018 São Paulo Declaration](#) “Leisure Beyond Constraints” was issued, 20 years after the [Declaration of São Paulo \(1998\)](#) was acclaimed during the 5th WL Congress .

Article 1 of the revisited São Paulo Declaration establishes that “All persons should have the right to leisure guaranteed by the realization of equitable and sustainable economic, political and social guidelines, aiming at practices consistent with human rights and environmentally conscious”. The acclaimed text goes on to formulate up to 10 articles, which build upon an understanding of leisure as a transversal field of knowledge and actions, as well as a time for personal resignification, social and community development. The 2018 São Paulo Declaration is in line with the articles in the Universal Declaration of Human Rights of the United Nations (1948) that refer to the right to rest and leisure (art. 24) and “to participate in the cultural life of the community” (art. 27).

Read the full 2018 São Paulo Declaration [here](#). A Spanish version is also available [here](#).



The World Leisure Centers of Excellence network welcomes two new members: Zhejiang University and the University of São Paulo

Zhejiang University (ZJU) and the University of São Paulo (USP) joined the [World Leisure Centers of Excellence \(WLCE\) network](#) after their applications were approved in the WLO Board of Directors meeting held in São Paulo last August. Being among the top ranked Asian and Latin American universities, respectively, their inclusion into the network recognizes the high level quality of their leisure educational programs and research activity. We warmly welcome ZJU and USP, who now join Vancouver Island University (VIU), Breda University of Applied Sciences (NHTV) and the University of Otago. All together build a strong network for the further development of leisure studies, research and cross-border educational cooperation.

During the last WLO Board of Directors meeting, celebrated last August in São Paulo – prior to the start of the 2018 WL Congress, Dr. Jane Zhou and Dr. Ricardo Uvinha presented, respectively, the candidatures of [Zhejiang University \(ZJU\)](#) and the [University of São Paulo \(USP\)](#) to become [World Leisure Centers of Excellence \(WLCE\)](#).

Oldest and one of China's top higher education institutions, ZJU is considered one of the most international universities in China, according to SWJTU

University Ranking by Internationalization (URI). It is located in the city of Hangzhou, capital of the Zhejiang province and location of the WL Expo and Forum. ZJU's representative within the WLCE network will be Dr. Jane Zhou, WLO Board Member and Associate Dean at the ZJU's College of Education.

The USP, for its part, is the major higher education and research institution in Brazil, and ranked the most prestigious university in Latin America at the [QS Ranking 2018](#). The liaison point will be Dr. Ricardo Uvinha, Professor at the USP, former member of WLO Board of directors and chair of the Scientific Committee of the recent WL Congress in São Paulo.

ZJU and USP bring the Asian and Latin American perspective, respectively, and join three other WLCEs in this global network: Vancouver Island University (VIU, Canada), Breda University of Applied Sciences (NHTV, The Netherlands), and the University of Otago (New Zealand).



OPEN CALL for WLO Board of Directors

WLO is currently seeking international leisure field scholars and professionals who want to invest their time and commit in strengthening our organization. WLO is looking for thought leaders to assist WLO in empowering organization's strategy, projects and community, advocating for the leisure field and supporting our members worldwide. The advancement and growth of WLO would not exist without the commitment and passion of our volunteer leaders! WLO board seats are open to any WLO member in good standing, and members appointed will serve a three-year term beginning 1st January 2019. More information about the open call for nominations and board members characteristics needed for the 2019-2021 term can be found [here](#)! Expressions of interest together with the [application form](#) should be sent to secretariat@worldleisure.org as e-mail attachment in PDF file, no later than November 21st, 2018.

2019 WL Expo, Hangzhou

More information coming soon!



WLO Insights



Road to Pinggu-Beijing 2020: 2nd China (Beijing) Leisure Congress gathers over 500 people

As a prelude to WL Congress 2020 in Pinggu-Beijing (China), the 2nd China (Beijing) Leisure Congress was celebrated on September 21st-22nd, 2018 at Pinggu district, Beijing. This warm-up Congress was devoted to "The Development of Urban Culture and the Leisure Industry" and counted with the participation of WLO Chairman Dr. Roger Coles, who delivered a keynote speech.

After the 1st edition in September 2017, the 2nd China (Beijing) Leisure Congress took place at Pinggu district on the 21st and 22nd of September. These Congresses are conceived as a warm-up for the 16th WL Congress,

which will be held in Pinggu-Beijing in 2020. This new edition gathered over 500 people, who discussed on the issue of "Urban Culture and the Leisure Industry", and related topics such as tourism, sports leisure and leisure agriculture and their connections to urban culture.

WLO Board of Directors Chairman, Dr. Roger Coles, delivered a keynote speech entitled "Leisure is increasingly sought after throughout our communities and the world", which explored the benefits and challenges of leisure in present times.

WLO Chief Operating Officer Dr. Cristina Ortega and legal advisor Jack Agrios joined Dr. Coles in this trip to China, where the WLO delegation – besides attending the yearly Congress – had the opportunity to meet the local organizing team and visit the works for the building of WL Congress 2020 venue.



Leisure Magazine and the WLO sign a Memorandum of Understanding

As a first step for a more formal collaboration, a Memorandum of Understanding (MoU) between the Chinese publication *Leisure Magazine* and the WLO was signed last September. Through this cooperation *Leisure Magazine* becomes an official partner publication of the WLO in China. The WLO, on its turn, commits itself to contribute to *Leisure Magazine* with contents and an advisory role provided by experts within the WLO family. Keep reading for more details on this preliminary agreement.

Dated 23rd September 2018, the Chinese publication *Leisure Magazine* and the WLO signed a Memorandum of Understanding (MoU) aimed at establishing cooperation mechanisms for the promotion of WLO's mission and vision in China.

Authorized by Chinese State Administration of Radio Film and Television (SARFT), *Leisure Magazine* was founded in 2003. It is the first Chinese magazine focusing on spreading advanced leisure concept and leading new leisure lifestyle. *Leisure Magazine* is owned by Hangzhou Daily Press Group and publishes 12 issues per year (from 100,000 to 120,000 copies per month). As a mass-circulation and influential leisure magazine in China, it covers 44 major cities and regions in China such as Beijing, Shanghai, Chengdu, Guangzhou, Shenzhen, Chongqing, etc. *Leisure Magazine* is the official publication of the World Leisure Expo in Hangzhou.

Through this MoU, WLO will contribute to the *Leisure Magazine* with annual reports on leisure trends. Plus, experts within WLO family are invited to contribute to the publication in the role of columnists. Finally, WLO Chairman Dr. Roger Coles and Chief Operating Officer (COO) Dr. Cristina Ortega become honorary consultants through this MoU.

We at WLO express our satisfaction for this agreement and hope that this collaboration brings new opportunities for our members and the Chinese and global leisure community.



WLO and China National Technical Committee on Leisure Standardization and China Leisure Association to cooperate for the promotion of WL Communities of Excellence

The WLO has now signed a Memorandum of Understanding (MoU) with China National Technical Committee on Leisure Standardization and China Leisure Association. In the framework of this MoU, among others, both parties will join efforts for the identification and promotion of [World Leisure Communities of Excellence](#) in China, that is, communities promoting leisure for improving their populations' quality of life.

After a first encounter in May, when a WLO delegation met in Beijing with representatives of the China

Leisure Association and the China National Leisure Standardization Technical Committee, a Memorandum of Understanding (MoU) was signed between these entities and the WLO in the last visit of WLO Chairman Dr. Roger Coles, Chief Operating Officer Dr. Cristina Ortega and WLO legal advisor Jack Agrios to China in October.

The China National Leisure Standardization Technical Committee works on the development of leisure standards for towns, cities and regions in China. One of the collaboration possibilities that will be explored in the near future is the exchange of information and dissemination efforts for the promotion of the [World Leisure Communities of Excellence](#) program. The co-hosting or co-sponsorship of various types of leisure forums and events in China is also one possible collaboration form.

This collaboration has been made possible thanks to the mediation work done by Mr. Ling Ping, member of WLO Board of Directors (BoD).

2019 WLO Games Laixi, Qingdao

Stay tuned for more information!



WLO Network



ISTO World Congress gathered over 280 participants in Lyon to discuss on "Tourism in Actions"

Over 280 people from 26 countries attended ISTO World Congress in Lyon, France, from the 16th to the 19th October 2018. Organised every two years by the International Social Tourism Organisation (ISTO), the 28th edition of the World Congress' main theme was "Tourism in Actions. Innovate, Develop and Share". The event included presentations, debates and reflections on three major topics: innovation and creativity, youth tourism and balanced development of territories. To have an overview of the discussions and what happened during those four days in Lyon, you can [check the hashtag #ISTOLYON18](#) on social media.

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Publications



WHATEVER HAPPENED TO THE LEISURE SOCIETY?

A.J. Veal



Whatever Happened to the Leisure Society?, new book by A. J. Veal

Written by WL Academy member A. J. Veal and published by Routledge, “this analytically and empirically rich book traces the idea of a ‘leisure society’ in history, through biblical, classical Greek, medieval and nineteenth century utopian writings and into twentieth century concerns with dystopia and the impact of rapid technological change. The ‘leisure society’ concept turns out to have been an elusive and short-lived phenomenon. For a variety of reasons, the trend towards shorter working hours ran out of steam in the last quarter of the twentieth century. However, while leisure scholars have deserted the topic, a diverse range of activists, including environmentalists, economists and feminists, continue to make the case for reducing working hours. *Whatever Happened to the*

Leisure Society? concludes that the on-going ‘struggle for time’ should be supported, for the sake of human health and well-being and for the sake of the planet”.
[READ MORE...](#)



“Advocating for Leisure globally”: an article about WLO’s approach to international events

We are glad to share the article “Advocating for Leisure globally”, published in the [UNCOVER Magazine #2 Leisure & Events](#) and written by WLO Communication & Events Coordinator Mireia Iglesias, and WLO Board of Directors members Yvonne Klerks (NHTV Breda University of Applied Science) and Lénia Marques (the Erasmus University Rotterdam). The article presents WLO international events framed in the organization’s strategic lines, as well as in the current developments

in the field of events design and participant experience, being the embracement of new technologies an example of these latest developments.

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OPEN CALL FOR ARTICLES for *World Leisure Journal* Special Issue on "Leisure on Innovation"

A special Issue (vol. 31, Issue 3, 2019) of the *World Leisure Journal* will be published in 2019, devoted to "Leisure and Innovation", and guest edited by [Lénia Marques](#) and [M. Sofia P. Biscaia](#) (Erasmus University Rotterdam and University of Aveiro). This special issue of the *World Leisure Journal* is an outcome of the [WL Special Interest Group](#) on "Leisure and Innovation". This issue will focus on exploring the diversity of innovation manifestations in leisure contexts, practices and theories. The advent of the internet and the rapid changes in technology have been shaping leisure in different manners, from individual practices or business opportunities to policy-making. Spaces of leisure are now constructed and experienced in both physical and digital manners, allowing for leisure to become a favored field of experimentation for innovative approaches. Articles are due on the 1st March 2019 and authors are strongly encouraged to contact the guest editors to discuss potential submissions to assure topics fit the special issue. The complete style and reference guide can be found [here](#).



UNWTO/GTERC Asia Tourism Trends – 2018 Edition

"The UNWTO/GTERC Asia Tourism Trends – 2018 Edition, the fifth annual report in the series, highlights the rapidly growing tourism sector in Asia and the Pacific. In recognition of the European Union-China Tourism Year 2018, one chapter examines the international tourism flows between China, the largest Asian economy, and the 28 countries of the European Union. The present edition also features a chapter on the Greater Bay Area, a landmark initiative to merge eleven cities in the Pearl River Delta, and the impact the accompanying infrastructure will have on tourism in the region".

[READ MORE...](#)

Opportunities



OPEN BID process for hosting World Leisure Congress 2024

The World Leisure Organization is pleased to extend to you and your community an exciting opportunity to host the 2024 World Leisure Congress. This international event draws individuals from throughout the world into a dynamic scenery wherein leisure and its influence on social, cultural and economic development can be explored. The WL Congress is an event that can highlight an entire community and its commitment to enhancing quality of life through leisure. Check the [bidding terms of reference](#) for more information on what makes the WL Congress a unique event, the expectations regarding the hosting community and the bidding timeline. Intention to bid should be expressed no later than January 31st, 2019.

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OPEN CALL FOR ARTICLES for the *International Leisure Review*

The *International Leisure Review* – edited by the [Taiwan Leisure Association](#) (TLA) – invites papers on all aspects of leisure, recreation, and related issues from authors throughout the world for its volume 8 issue 1. The journal aims to publish studies of theoretical, applied and professional interest. Contributions may be in the form of original articles reporting the author's research, reviews of a topic or issue, or case studies. Proposals for sets of papers addressing a common theme or issue are also encouraged. Instructions for presentation are provided below. Manuscripts and other proposals, and books for review should be sent to the Guest Editors, [Dr. Cari Autry](#) and [Dr. Stephen Anderson](#). Check the [call full text](#) for more information.

[READ MORE...](#)



CALL FOR CASE STUDY PROPOSALS: *Innovative Leisure Practices* volume of WLCE at VIU

The [World Leisure Centre of Excellence in Sustainability and Innovation at Vancouver Island University](#) is inviting [case study](#) proposals to be included in the fourth annual volume of *Innovative Leisure Practices* (2019). The intent of the volume is to provide a forum for the exchange of innovative practices in leisure. Innovative practices are defined as any unique, modern or promising approaches, strategies or techniques that have been used to address current issues, opportunities or trends in leisure. These can be practices conducted at a societal, community, or organizational level in either the field of practice or in leisure research.

[READ MORE...](#)

2020 WL Congress Pinggu-Beijing

Dates and programme to be confirmed soon!



Upcoming events



Now confirmed: World Leisure Congress will travel to New Zealand in 2022!

After São Paulo setting the bar high for upcoming World Leisure Congresses and seeing the efforts of the Pinggu-Beijing team getting ready for 2020, we are now extremely happy to announce that the 17th WL Congress will be hosted in Dunedin, New Zealand, in December 2022. The Congress will be organized by the [Department of Tourism at the University of Otago](#), a World Leisure Center of Excellence, in partnership with the [Dunedin City Council](#). The theme “Leisure: learn well, live well” speaks to the strong education focus of the city and the relaxed lifestyle that the city’s residents enjoy. We are excited to see what this new edition will bring us, and look forward to starting working with the local team – it will be an unforgettable Congress

in this unique location! Stay tuned to our [website](#) and communication channels for more information to be coming in due course.

[READ MORE...](#)



LAST DAY to register for the 2018 ENCATC International Study Tour

From 5-9 November in Tokyo, the [2018 ENCATC International Study Tour](#) is designed as an intensive learning programme for professionals who are academics, researchers, cultural operators, creators, decision makers, and artists coming from Europe and around the globe. This is a unique opportunity to learn, from inside, the cultural management and cultural policy in Japan. The 5-day programme includes the [ENCATC Academy on Cultural Policy & Cultural Diplomacy](#) and [Study Visits](#).

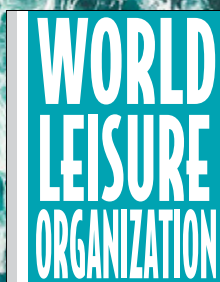
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3rd UNWTO/UNESCO World Conference on Tourism and Culture: Benefits for All

"The 3rd UNWTO/UNESCO World Conference on Tourism and Culture (Istanbul, Turkey, 3-5 December) will build on the outcomes of the two previous editions of this event and their respective Declarations: the 2015 Siem Reap Declaration, which recommended closer and targeted partnerships between stakeholders of culture and of tourism; and the 2017 Muscat Declaration, which committed its endorsees to enhancing the contribution of tourism and culture in national SDG strategies. (...) This year's edition will concentrate on technology, visitor management models and the approaches that bring the widest possible range of benefits to both visitors and locals, while safeguarding cultural values and heritage in line with responsible tourism principles and the UNWTO Global Code of Ethics for Tourism".

[READ MORE...](#)



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.

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