

May'18

WL NEWS

Issue 10. WLO and the promotion of sports education, research & events



50th

ANNIVERSARY

WORLD
LEISURE
ORGANIZATION



Dear members, dear colleagues,

In this issue of *WL News* we have some big announcements to make. First of all, we are very happy to announce that a new edition of the World Leisure Games will be organized in 2019 in the Chinese city of Laixi, Qingdao. In the Highlights section we explain you more about this major leisure, sports and cultural event that will put leisure in the center of this city's life for six months.

Following the agreement for the celebration of the 2019 WL Games, we explore the work done by some members or former members of WLO Board of Directors (BoD) who are actively involved in sports promotion, teaching and research. You will find this recap in the Insights section. Prominent professor and researcher in the field of sports Dr. Miklós Bánhidi is video-interviewed in the Encounters section. Furthermore, a selection of *World Leisure Journal* articles on sports is available with free access in the Publications section.

Finally, we advance that a new agreement has been also reached to increase the frequency of the celebration of the WL Expo and Forum in Hangzhou from every five to every two years. Further details on this renewed agreement will be coming in the next issue of *WL News*.

Thanks for reading!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO Highlights



The city of Laixi, Qingdao, will host the WL Games in 2019

The third edition of the World Leisure Games will be organized in the Chinese city of Laixi, Qingdao. This city previously hosted the WL Games in 2015, and the event's legacy is very positively valued by the organizers in terms of development of citizens' leisure habits and its impact on life quality. WLO Chairman and Chief Operating Officer (COO), Roger Coles and Cristina Ortega, travelled to China for the signing ceremony of the 2019 WL Games in Laixi on the 15th May. Thought of as a sport for all competition, a community festival, and a way of promoting the cultural heritage of a community, the 2019 WL Games will start in March and will last for 6 months.

The second edition of the World Leisure Games was organized in Laixi, Qingdao, China, in 2015, and involved 27,000 athletes from more than 90 countries and regions. This event is valued by the organizing institutions as a turning point in the local leisure scene, linked to the building of the WL Games' main venue, the dimension and impact of the Games in the city, and their spillover effects in terms of development of leisure and sports habits, and of quality of life improvement. Building on this legacy, this new edition of the WL Games will be expanded from two weeks to six months – with at least two different sports events happening each month –, starting in March 2019.

The signing ceremony of the agreement for the 2019 WL Games took place in Laixi on the 15th May. Mr. Roger Coles, Chairman of the WLO, and Ms. Ding Zhaoxia, Vice mayor of Laixi City, signed the agreement on behalf of the two parties. Ms. Cristina Ortega, WLO Chief Operating Officer, Mr. MA Zhongqiang (Victor), member of WLO Board of Directors, Mr. Jack Agrios, legal advisor of the WLO, Mr. Zhuang Zengda, Secretary of CPC Laixi Committee, Mr. Zhao Xisheng, Director of Laixi People's Congress, and Mr. Zou Xuexin, Chairman of CPPCC Laixi Committee witnessed the agreement signing. In the morning of the 16th May, Ms. Luan Xin, Vice Mayor of Qingdao City met the WLO delegation led by Chairman Roger Coles at Qingdao City Hall. On behalf of Qingdao Government, Ms. Luan expressed her warm welcome to WLO delegation and sincere wishes for the great success of Qingdao 2019 WL Games.

The WL Games involve a wide range of activities including street sports, adventure and outdoor pursuits, sports indigenous to the sponsoring community, as well as more traditional activities organized in a festive



atmosphere. The event is not restricted to competitive events but includes opportunities for those attending to actually participate in sports/leisure activities. In the specific case of Laixi, Qingdao, the cultural dimension of the WL Games is particularly important. The region is extremely rich in intangible cultural heritage. It is the birth place of the Chinese puppets and home of the oldest puppet in the world.

During their stay in China and following the signature of the 2019 WL Games contract, Roger Coles and Cristina Ortega were interviewed by several local media and promoted the event in the local news. After the agreement signing ceremony of Qingdao 2019 WL Games, Qingdao TV Station and Laixi TV Station reported the news in the Evening News on the 15th May. China's Official CCTV News Channel also reported the agreement signing news in its Evening News in prime time on the 16th May. WLO Chairman Roger Coles, in an exclusive interview with Phoenix TV, expressed his gratitude for the success of 2015 WL Games and his confidence in the organization of an even greater event in 2019.

WLO wants to thank Jack Agrios, legal advisor who also traveled to China, for his role in the negotiations and the finalizing of the contract. Equally central was the role of Mr. MA Zhongqiang (Victor), member of WLO Board of Directors who promoted these two editions of the WL Games in his region.

This will be the third edition of the WL Games, as the first ones were staged in 2010 in Chuncheon City, South Korea.

REGISTRATION OPEN!

2018 WLO Study Tour
in Sao Paulo

August 24th. to 26th.
(prior to the 15th.
WLO Congress)





WLO Insights



Further developing strategic partnerships in China

In their trip to China to sign the new contracts for the WL Expo and WL Games 2019, WLO Chairman, Chief Operating Officer (COO) and legal advisor, Roger Coles, Cristina Ortega and Jack Agrios, took the opportunity to meet other leisure stakeholders and potential partners, such as the China Leisure Association, the China National Leisure Standardization Technical Committee and the publication *Leisure Magazine*. A meeting of the 2020 WL Congress Executive Committee was also held in Beijing.

Roger Coles, Cristina Ortega and Jack Agrios, WLO Chairman, Chief Operating Officer (COO) and legal advisor, travelled to China in May for the signature of a new contract for the WL Expo in Hangzhou and the WL Games in Laixi, Qingdao, in 2019. The trip was also an opportunity to meet relevant actors in the Chinese leisure sphere.

WLO Chairman Roger Coles attended a 2020 WL Congress Executive Committee meeting, where he was introduced to the new Vice Mayor of Beijing. The Site Director for the hotel and convention center informed that construction is under way and will be built on time for the Congress. It was also shared that a new fast train will be built from the airport to Pinggu in time for the Congress – what took two hours by car will now take 20 minutes. A formal meeting of all the committees will take place in autumn.

On the 13th May, WLO delegation met in Beijing with representatives of the China Leisure Association and the China National Leisure Standardization Technical Committee, thanks to the mediation work done by Mr. Ling Ping, member of WLO Board of Directors (BoD). 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, to be further 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 possibility to co-host or co-sponsor various types of leisure forums and events in China was also discussed.

A few days later, on the 17th May, a meeting was held in Hangzhou with representatives of the *Leisure Magazine*, a very widely spread publication on leisure addressed to the general public, again thanks to the mediation of BoD member Mr. Ling Ping. While the terms of the agreement are to be further discussed and defined, *Leisure Magazine* expressed its willingness to cooperate with the WLO in the dissemination of events organized by the network in China and worldwide.

Once again, we need to thank Mr. Ling Ping for his active involvement in the promotion of the WLO in China. We hope to be able to announce soon the materialization of these contacts into new benefits for our members and the wider leisure community.

Some notes on WLO Board of Directors members and former members' work in the field of sports

On the occasion of the announcement of the agreement reached for the celebration of the WL Games in Laixi, Qingdao, in 2019, we asked some of the members – Mr. Ling Ping and Mr. MA Zhongqiang (Victor) – or former members – Dr. Lijun (Jane) Zhou – of our Board of Directors about the work they are doing for the promotion of sports through education, research, knowledge transfer and advocacy. The result is an extensive list of interesting projects, activities and publications. If you are interested in learning more about sports from any of these perspectives, this is certainly for you!

We asked some of the members or former members of the WLO Board of Directors (BoD) who are among the most involved in sports – BoD members Mr. Ling Ping and Mr. MA Zhongqiang (Victor), and former member Dr. Lijun (Jane) Zhou – about their work in this thematic area. Here a snapshot of their extensive work on this area. We invite you to contact them for more information on this work.

Mr. Ling Ping

- Is the editor-in-chief of the book *Introduction to Leisure Sports* (2018), published by China People's Sports Publishing Company, and second chief editor of *Overview of Leisure Sports* (2018), published by China Higher Education Press.
- Participated and delivered speeches on sports in different forums and conferences: the Forum of the Chinese Sports Science Committee (28-29th April 2018); the Forum of Famous People of Macau University of Technology, with a speech entitled "Status, Problems and Development Paths of China's E-sports Industry Development", and the editorial conference of professional sports textbook series at the Guangzhou Institute of Physical Education in China, where he delivered a keynote speech titled "Making foreign contributions to China, and the basic strategies for the construction of Chinese leisure sports textbooks".
- Has been deeply involved since March 2018 in the organization committee of the Hangzhou Asian Games in 2022.

Dr. Lijun (Jane) Zhou

- As a former WLO Board of Directors' member (2011-2017), Jane was involved in the Organization of the WL Expo in Hangzhou, the 2015 WL Games in Qingdao and the 2020 WL Congress in Pinggu.
- Has contributed to the leisure and sports theory and practice development in China, which has boomed during the period 2011-2018.





- Published 15 papers in peer-reviewed journals, five of which are in English: 1) "A Cultural Confrontation Western Impacts on Female College Students' Leisure Opportunities in Taiwan and China" (2015), *Social Indicators Research*, by Tsai, C. & Zhou, L.; 2) "Music Is Not Our Enemy, But Noise Should Be Regulated Thoughts on Shooting/Conflicts Related to Dama Square Dance in China" (2014), *Research Quarterly for Exercise and Sport*, by Zhou, L.; 3) "Gender and Used/Preferred Difference of Bicycle Routes, Parking Interaction signals, and Bicycle Type: Professional Middle Class Preferences in Hangzhou, China" (2014), *Journal of Transport & Health*, by Lusk, A., Wen, X. & Zhou, L.; 4) "World Leisure Chapter Program" (2011), *World Leisure Journal*, by Zhou, L. & Sarjit Singh Sekhon, and 5) "The history of sports and physical education in China" (2016), *World Leisure Journal*, by Tsai, C. & Zhou, L. The latter is available for consultation with free access until the end of June!

- Is the author of two monographs: *Evolution of Collegiate Sports Culture in China* (Zhejiang University Press, 2011) and *English for Sports and Physical Education: Specification and Application* (Zhejiang University Press, 2013).

- Has participated in 15 research projects on leisure and sport, amounting for a total funding of over 2.5 million RMB.

- Has delivered more than 10 speeches about leisure and sports in international and domestic conferences

Mr. MA Zhongqiang (Victor)

Mr. MA Zhongqiang (Victor) was authorized to bid on behalf of Qingdao City for the 2015 World Leisure Games at the 12th WL Congress at Rimini, Italy, in 2012. He was responsible for the marketing and foreign affairs during the implementation of 2015 WL Games. He also played a central role for the return of the WL Games to Laixi, Qingdao, in 2019, which has been just agreed, thus contributing to the further commitment of the city not only to the WLO as an organization, but to the promotion of leisure and sports more generally.

The friendship dimension of leisure studies

During a leisure travel to Porto, Portugal, Dr. Antonio Bramante, Invited Researcher of the Laboratory of Sport and Leisure Management at the University of Brasilia, Brazil, and member of the WLO Board of Directors, had the opportunity to visit Dr. Teresa Freire, Professor at the University of Minho in Braga, Portugal, and facilitator of WLO's [Special Interest Group \(SIG\) on "Leisure and Well-being"](#). On this occasion, besides living a true leisure experience in this beautiful Roman city, they exchanged their most recent publications at Braga's landmark. They also started to explore possibilities of developing comparative research and implementing study visits between the two countries. WLO is happy to learn about these exchanges, which give meaning to our role as a network.





WLO scientific and technical office in Bilbao welcomes a new trainee

The WLO is highly committed to youth support and development, and to giving back to society some of what we learn and experience. With this in mind, this month we welcome our first trainee ever at the scientific and technical office in Bilbao! Her name is Sandra del Campo and she is a BA student of Modern Languages and Management at the University of Deusto. Keep reading to learn more about her profile. We take this opportunity to invite young people who are passionate about leisure and would like to join us for an educational and training stay, to send their CV and a motivation letter to secretariat@worldleisure.org

Traineeships are an opportunity to learn from future leisure professionals, benefitting from their refreshing ideas and ways of doing, while passing on some of our knowledge and training future WLO ambassadors. As one more proof of our commitment to the youth, the WLO warmly welcomes Sandra del Campo, the first trainee to join the scientific and technical office in Bilbao. She will be collaborating with the events and communication department, learning from a major practical experience such as the organization of the WL Congress in São Paulo.

Sandra del Campo is currently enrolled in a degree in Modern Languages and Management at the University of Deusto. This is giving her the chance to gain knowledge about different cultural topics (Gender Studies, Cultural Studies, Multiculturalism). In the same way, she is also improving her language skills, as she is studying French and Basque, and she follows her degree in English. Regarding management, she has already coursed Accounting, Basic Marketing and Business Economics, and is currently following courses on Advanced marketing, People Management and Management Control. She has also studied abroad for 6 months (Erasmus+) at the University of Manchester.

From an early age, Sandra has been interested in cultural events and activities. Since she was a child, she has practiced both classical ballet and painting. Not so long ago, she decided that she would like to relate her studies to her hobbies, and would like to become one day the management director of a theatre. Usually, you can find her attending conferences about culture, leisure and art and design, among others. Sandra has always enjoyed going to museums, and she also spends her time going to the theatre to see ballet performances, theatre plays and musicals.



2018 Field School, Sao Paulo

AUG 24 - SEPT 1



WLO Network



News from Quebec WL Chapter: *Journée nationale du sport et de l'activité physique*

On the 3rd May, Quebec celebrated the *Journée nationale du sport et de l'activité physique* (JNSAP, National day of sport and physical activity). The JNSAP invited citizens to discover or rediscover the pleasure of moving, of doing sports and practicing physical activities of all kinds and in all places. Under the campaign "Why do you move?" (*Pourquoi bouges-tu?*), citizens were invited to share their initiatives and activities via social media, and in the [Facebook page "Au Québec, on bouge!"](#) (In Quebec, we move!). Check the hashtags #jnsap and #onbougeqc to learn more about the development of this special date.

READ MORE... (in French)



Do not miss it!

Submission deadline 1st. July

WL COMMUNITY OF EXCELLENCE 2018 - OPEN CALL



Members' Voice



Basawaraj Gulshetty S. (India): "I joined the WLO to work more actively for the development of leisure in developing societies"

Dr. Basawaraj Gulshetty recently joined the WLO Board of Directors. He obtained his post-graduate degree from Karnataka University, and his doctoral degree in Sociology from Gulbarga University in 1993. He is the Chairman of the International Institute of Social Science Research Foundation in Kalaburgi, India. We thank Dr. Gulshetty for replying to our questions and are happy to be able to count on his long teaching and research experience.

Here we come again with a new Q&A session! In this case, we introduce you to Dr. Basawaraj Gulshetty, a professor and researcher on the sociology of leisure who recently joined the WLO Board of Directors.

In one sentence: What does leisure mean to you?

Leisure is what you do in your time free from regular activities.

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

I am the author of several books on the Sociology of Leisure and Tourism Studies. I have 36 years of teaching experience at both under-graduate and post-graduate level, and also as a research supervisor at MA and PhD levels.

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

Through the dissemination and organization of seminars, conferences, workshops and trainings.

How did you hear about WLO?

I first heard about WLO through the old WLRA International Centre of Excellence (WICE) in the Netherlands. I also participated in the WL Congress organized in Jaipur, India, in 1992, on the topic of Leisure Development.

Why did you decide to become a member of WLO?

To work more actively for the development of leisure activities in developing societies and countries, particularly in India and Asian countries.

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

I would encourage people and institutions to write articles and books telling the significance of leisure activities for developing societies in the 21st century. I would also like to encourage the younger generation, to give them more opportunities for the development of leisure.



Publications



(FREE) ACCESS a selection of *World Leisure Journal* articles on sports

We have selected some of the recent, most relevant articles on sports published in the *World Leisure Journal*. Thanks to Taylor and Francis' generosity, they will be available with free access until the end of June. The selected articles are: "[Identifying enablers and barriers: shaping collaborative sport governance theory](#)" (2018), by Ian O'Boyle and David Shilbury; "[Factors influencing the inspirational effect of major sports events on audience sport participation behaviour](#)" (2014), by Girish Ramchandani, Themistocles Kokolakis and Richard Coleman; "[Enhancing Youth Development Through Sport](#)" (2004), by Steven Danish, Tanya Forneris, Ken Hodge and Ihirangi Heke, and "[The history of sports and physical education in China](#)" (2016), by Chiung-Tzu Lucetta Tsai and Lijun Zhou. Read and spread the word, sharing is caring!

[READ MORE...](#)



UNWTO has just released the April 2018 Edition of the *World Tourism Barometer*

This issue of the UNWTO World Tourism Barometer (vol. 16, issue 2) and the accompanying Statistical Annex presents an analysis of outbound tourism based on international tourism expenditure and departures data for source markets for 2017. Additionally, it updates of the preliminary results for international tourist arrivals and receipts in 2017 reported by destinations around the world included in the January 2018 Advance Release. Furthermore, this issue includes an analysis of airline results and of hospitality markets in 2017.

[READ MORE...](#)



Opportunities



Groups of young musicians are invited to join the 2018 Young People's Concert at the Hangzhou Citizen's Leisure Festival

The 2018 edition of the Young People's Concert (YOUPECO '18) will take place from the 25th to the 30th October in the framework of the Hangzhou Citizen's Leisure Festival. Groups are invited to apply to take part in this cultural production aimed at providing young musicians and dancers from different countries with an opportunity to show their talents on international stages and demonstrate for peace, joy and quality of life. YOUPECO is organized by the [Young People's Leisure Network \(YPLN\)](#) with the endorsement of the WLO. The application form can be downloaded [here](#). A total of up to five groups will be selected and application will be open until the 22nd June 2018.

[READ MORE...](#)



OPEN POSITIONS: Apply and develop your professional career!

Looking for a job in the professional leisure sector? Prepare your CV today and apply to one of the offers selected for you by our partner [Leisure Media](#).

- Aptus Recruitment (Devon, UK) – [Director of Enterprise and Business Growth](#).
- Beyond Escapes (Devon, UK) – [Operations Manager \(Live-In\)](#). Closing date: 21 June 2018.
- Trinity School (Croydon, UK) – [Hockey Coach and Deputy Sports Club Manager](#). Closing date: 13 June 2018.

Find these and many more offers of leisure management posts at [Leisure Opportunities!](#)

[READ MORE...](#)



Upcoming Events



Márk Bánhidi Memorial: International Table Tennis Competition within the International Game Festival (NEJ)

A new edition of the Márk Bánhidi International Memorial competition is being organized by Pápa Table Tennis Association in Hungary. The competition will count on the participation of invited players from [Zhejiang University](#) and [Nantong University](#), China. The registration deadline for international participants is the 1st June 2018.

[READ MORE...](#)



Register now for the European Heritage Awards Ceremony

The winners of the 2018 [EU Prize for Cultural Heritage / Europa Nostra Awards](#), Europe's top honour in the field, will be celebrated during a high-profile event in the evening of 22 June at the Berlin Congress Centre. The European Heritage Awards Ceremony is a highlight of the European Cultural Heritage Summit that will be held in Berlin from 18-24 June. It is organised by Europa Nostra and the European Commission and has the support of the Creative Europe programme of the European Union. As a contribution to the European Year of Cultural Heritage, the heritage achievements recognised in 2018 will have a significant European dimension.

[READ MORE...](#)

Registration!
is now open!
Become a WLO
Member and get
50% discount!



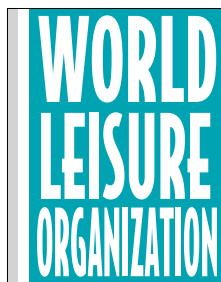


Encounters

Encounter with... Dr. Miklós Bánhidi, member of WLO Board of Directors and Professor at Széchenyi István University (Hungary)



Dr. Miklós Bánhidi is a Professor at [Széchenyi István University](#) (Hungary) and a member of WLO Board of Directors. He is very engaged with the promotion of opportunities for young people, as well as with the development of cross-national exchanges in the field of sports.



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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