

# Jun.'19

## **WL NEWS**

Issue 18. WL Board members' contribution to  
global leisure community and debates



**WORLD  
LEISURE  
ORGANIZATION**





# Editorial

Dear members, dear colleagues,

In this issue of *WL News*, we are very happy to announce the recent coverage of the *World Leisure Journal (WLJ)* by the Emerging Sources Citation Index (ESCI, an edition of the Web of Science). We take this opportunity to congratulate our excellent editorial team and publisher, thank you for your great work!

We also share with you the latest activity of some of our Board members, who have been very active in promoting leisure in its different dimensions in different spaces in Europe and Latin America. We also report on the ENCATC International Study Tour to Morocco, of which WLO was a proud partner.

And as usual, *WL News* brings you several interesting opportunities, like a call for papers for a special issue of the *WLJ* on Leisure, Community and Economic development. In the Publications section, among others, a selection of *WLJ* articles on the four subtopics of the WL Forum (October 2019, Hangzhou) are available with free access.

Let me remind you that you too can be part of this newsletter by mailing your content proposals to [media@worldleisure.org](mailto:media@worldleisure.org) (this is a members only benefit!). We are conducting a newsletter evaluation to keep improving the contents we offer you, and will be taking a short break during the summer time in this part of the globe. You will be hearing from us again in September. Until then, enjoy your leisure to the fullest!

Yours truly,

Dr. Cristina Ortega Nuere  
WLO Chief Operating Officer



# WLO Highlights



## The program of the most international World Leisure Forum to be coming soon!

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In the last issue of the newsletter, we announced the four subtopics of the WL Forum (18<sup>th</sup>-20<sup>th</sup> October 2020): Leisure and Rural Revitalization; Leisure and Sports; Leisure and the integration of Culture and Tourism, and Leisure and Industry Transformation. The program of this side event to the 4<sup>th</sup> edition of the WL Expo in Hangzhou already has 18 confirmed international speakers. We are working closely with the local team in China to be able to launch the program very soon. The WL Youth Ambassadors Committee will also contribute to the WL Carnival, an artistic and festive event also parallel to the WL Expo and Forum. Young artists from different will contribute to the Carnival with artistic, dance and music performances. Stay tuned for more information to be coming soon!



## 2019 World Leisure Innovation Prize to be awarded during the WL Forum next October in Hangzhou

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After the call for applications for the 2019 World Leisure Innovation Prize, closed last June 1<sup>st</sup>, the international jury is now working on the assessment of candidatures. The 2019 WL Innovation Prize Award Ceremony will take place during the WL Forum next October in Hangzhou. This year's call was particularly successful, with applications received from 12 different countries from around the globe, and applicant organizations ranging from cities and destination projects to NGOs, communities, research or independent projects. The winning project or program will be invited to present it at the WL Forum, with travel costs covered as part of the prize.

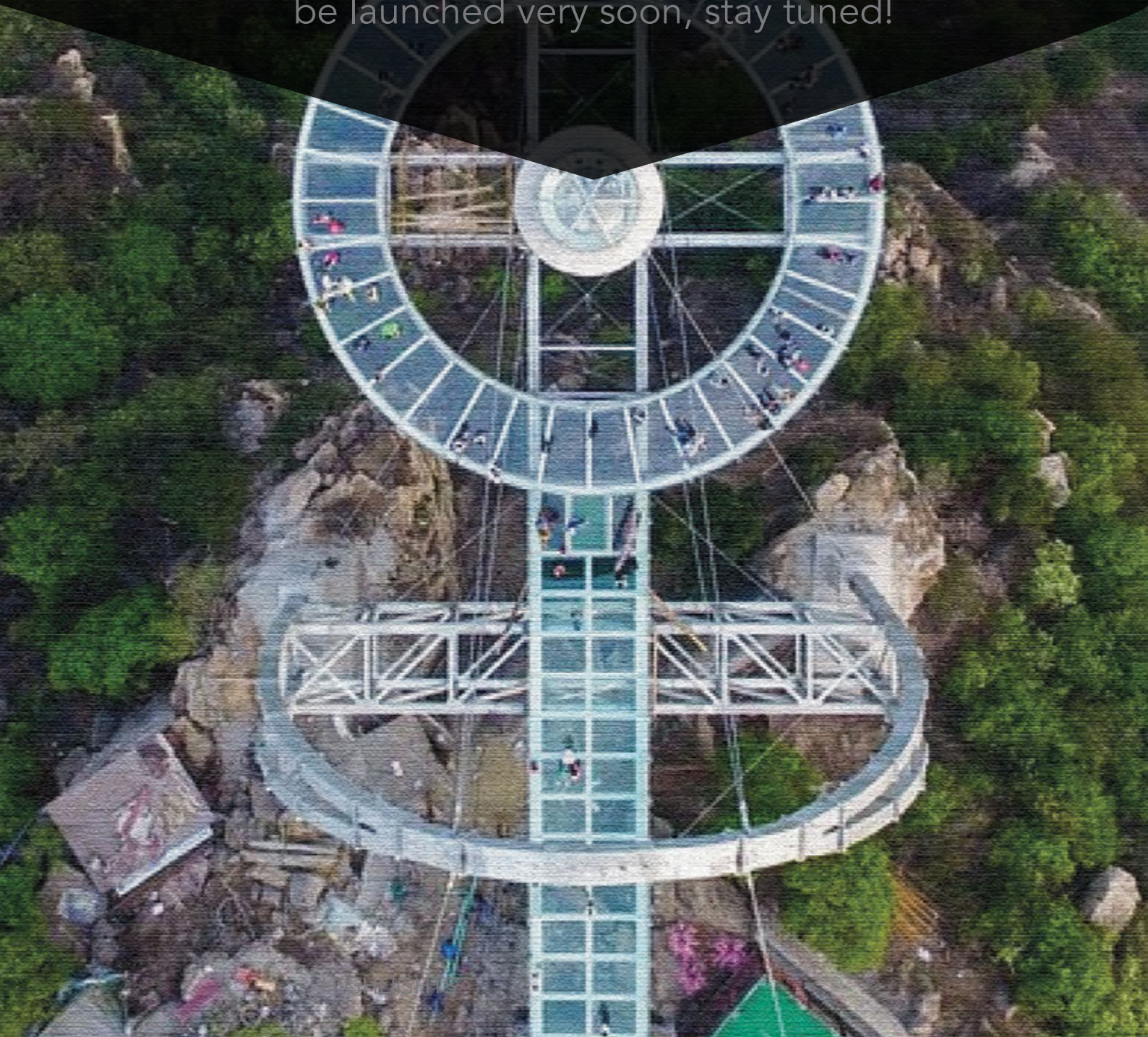


# 16<sup>th</sup> World Leisure Congress in Pinggu-Beijing

17<sup>th</sup>-23<sup>th</sup> October, 2020

"LEISURE MAKES LIFE BETTER"

Call for abstracts and Congress' website to  
be launched very soon, stay tuned!



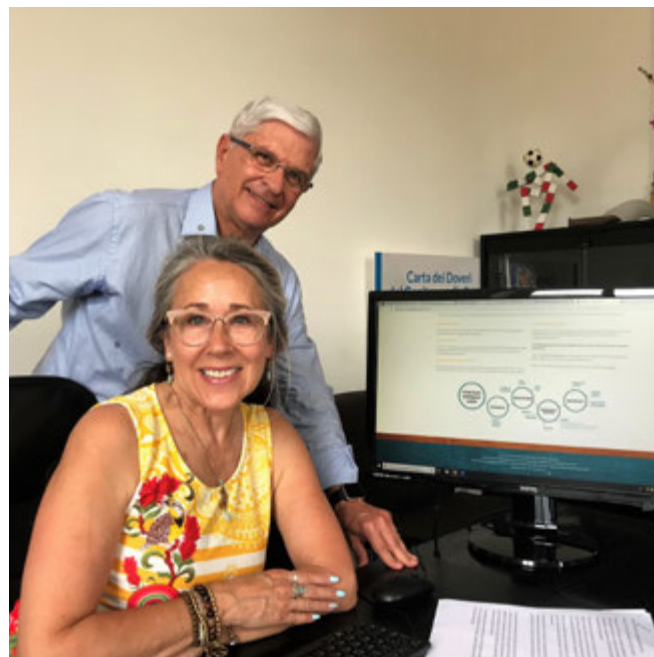


# WLO Insights



## The 8<sup>th</sup> International Conference on Tourism and Sustainable Development Goals

The Master programme of Social Science in Sustainable Tourism under the Geography and Resource Management department of The Chinese University of Hong Kong organized and hosted the second International Conference on Tourism and Sustainable Development Goals (SDGs). The conference was held on 17<sup>th</sup> – 18<sup>th</sup> May 2019. The conference brought together participants from all over the world who presented 38 papers and posters including 3 keynote speeches covering sustainable tourism topics that include culture and heritage, geotourism, tourism, smart tourism, conservation, social responsibility, environmental attitudes and specific tourism issues that relate to the SDGs. As part of the conference events, the delegates participated in a local field trip to the New Territories of Hong Kong. WLO Chief Operating Officer, Cristina Ortega, participated as a speaker, delivering a speech on “Empowering Rural areas to harvest the potential of sustainable cultural tourism”.



## WL Board member Antonio Bramante delivers a presentation at the Panathlon International meeting in Genoa, Italy

[Panathlon International](#) was created in 1951 in Venice and it first spread throughout Italy and then to several other countries, especially in Europe and Latin America. It is the association of all “Panathlon Clubs”, essentially based on the voluntary work of its Club members. Panathlon is an International Movement for the promotion and spread of culture and sport ethics, according to the official recognition of the International Olympic Committee, and it aims to deepen, divulge and defend the values of sport as a tool for enhancing the individual and as a vehicle of solidarity between men and women. Antonio Bramante belongs to Panathlon International’s Committee on Culture, Research and

Education, as representative of Latin America Panathlon Clubs. Five other people complete this Committee, from Canada, Italy, England, Belgium and Switzerland. The Committee's major agenda is to debate international documents related to "fair play", sport ethics and governance. Every two years, an international congress is organized debating present and future issues related to these matters.



### **WL Board member Carlos Alberto Rico travels to Costa Rica to discuss on recreation public policies**

Costa Rican National Olympic Committee and Belén's County Committee for Recreation and Sports invited WL Board member and contact person for the Latin American WL Chapter, Carlos Alberto Rico, to deliver a conference at the International Seminar on Olympism, Governance and Sports Management. This was an opportunity to discuss about national and local recreation public policies, in different spaces. After his conference about "Planning sports activities facilities in the service of the community", and the workshop on "Projects direction and management" in the Seminar, there was an intensive agenda of meetings and conferences in which the perspectives and challenges for the development of the recreation sector were discussed. In the framework of this trip to Costa Rica, Carlos Alberto Rico also delivered a conference on "Recreation public policies: perspectives and challenges" for the Sports and Recreation Minister and the Costa Rican Institute of Sport and Recreation (ICODER). Both actors are in the process of making a public policy for sports, recreation and physical activity. He also visited the Belén County, one of the most developed in the country, where he provided advice for the Free Belén Program (*Programa Belén Libre*), which uses recreation for decreasing the risk of psychoactive substances consumption and insecurity.

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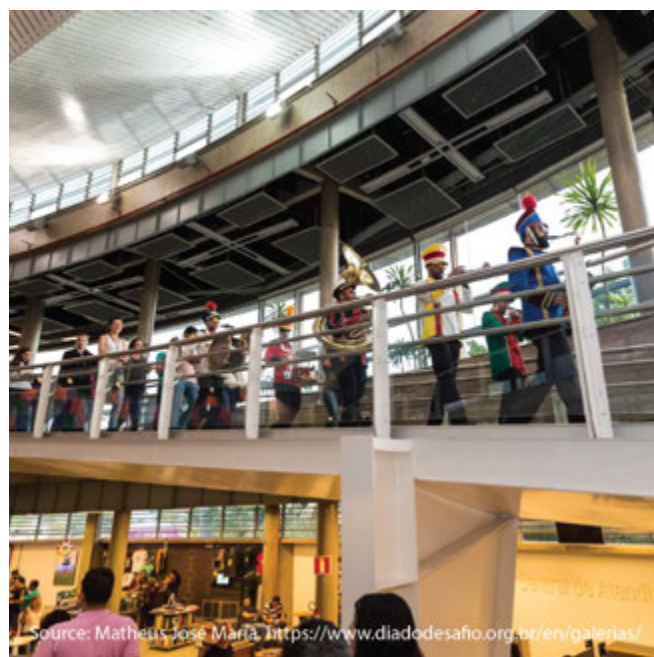
# WLO Network



## VIU celebrates its 10<sup>th</sup> anniversary as WLCE!

Vancouver Island University (VIU) World Leisure Centre of Excellence (WLCE) will be celebrating their 10-year anniversary from the date of the signing of the WLO agreement with Chris Edgington and Ralph Nilson in September 2019. Plans are in place to celebrate with an Open house and the official launch of a new logo, in September 2019. Two Vancouver Island University students, Patricia Verhage and Vanessa Lugin Moraes, have both worked as interns at the WLO office in Spain in May and June. Neil Carr from the University of Otago, which is also part of the WLCE network, visited VIU in June to further explore the development of the WLCE network's activities and opportunities.

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## Challenge Day 2019 coordinated by Sesc São Paulo in the American continent

The Challenge Day, an event held annually on the last Wednesday of May, has reached its 25<sup>th</sup> edition on this May 29<sup>th</sup>. More than 3,500 cities of Brazil and other countries such as Argentina, Chile, Colombia, Costa Rica, Cuba, Guatemala, Mexico, Honduras, Nicaragua, Peru, the Dominican Republic, Uruguay and Venezuela took part of this dispute. The global action has the main goal of pushing the adoption of healthy habits and the regular practice of physical activities, as well as the integration and cooperation between communities. Created in Canada, the event is coordinated worldwide by TAFISA – The Association For International Sport for All and by Sesc São Paulo in the American continent. Besides, it has the support of institutions like the United

Nations Educational, Scientific and Cultural Organization (UNESCO) and the International Sport and Culture Association (ISCA), as well as the local governments' cooperation.

Every year, the last Wednesday of May, different cities from Latin America face each other in the Challenge Day, a friendly competition that encourages their population to exercise throughout the day. The winner city is that which gathers the largest number of inhabitants taking part in the challenge, compared to its total population. The pairs of cities, divided by number of citizens, were raffled at the 2018's edition for a three years competition that continues until 2020. In other words, those pairs have been partners this year and will keep adding strengths to raise the number of active people during the following one. Beyond the challenge among cities, each pair classifies itself, as a unit, on a new ranking: City + City. This calculates the sum of both cities results, and it is updated each year, stimulating the exchange of good practices between towns, so that together they reach a better global result.

Furthermore, several activities took place throughout Latin America. One of the highlights is the city of São Paulo, competing with Caracas, Venezuela's capital. Together, both cities lie within the fourth place in their category – more than 999,999 inhabitants – on City + City ranking. In Brazil's most cosmopolitan city, actions were spread around bus and train stations, public squares, companies and all Sesc facilities. At Venezuela's capital, schools made their students embrace the challenge and practice many different physical activities.

Brazil also pushed healthier habits to its children, and schools were a target of the action in many cities across the country. Santos, a seaside town of São Paulo state, held its popularly-known "night race", which is as well a tradition in Alegrete, a countryside town in Rio Grande do Sul.

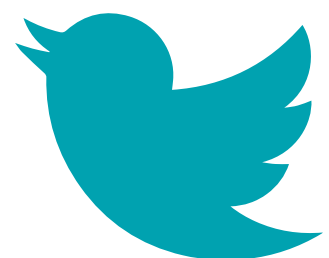
With regard to Peru, Mexico, Dominican Republic and Cuba organized walks and sports such as volleyball and soccer in public spaces. All events were free of charges and supported by their city halls.



## WLCE University of São Paulo ranks 1<sup>st</sup> in Latin America in NTU ranking

Recently, the [University of São Paulo \(USP\)](#) has been ranked as the 51<sup>st</sup> most important scientific institution by the National Taiwan University (NTU), in the "Performance Ranking of Scientific Papers for World Universities". Moreover, the USP has overall achieved the first position in South America for all international rankings. The USP is part of the World Leisure Centers of Excellence network.

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## WLO partners ENCATC in its 9<sup>th</sup> International Study Tour to Morocco

33 educators, researchers, artists, cultural professionals, and decision makers from 10 Countries gathered in Morocco from 10-14 June for the 9<sup>th</sup> ENCATC International Study Tour, organised in partnership with *MedCulture*, *The World Leisure Organisation*, and with the support of the *Creative Europe Programme of the European Union*. An intense five-day programme took participants on exciting study visits to Cultural Institutes and inspiring cultural venues, including lectures, cultural tours, and interactive discussions with leading cultural management and policy experts and influencers in Morocco.

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## The ARTS RIGHTS JUSTICE Programme creates the ARJ Library, hosted by the University of Hildesheim

Source: [Agenda 21 for Culture](#).

The Arts, Rights, Justice (ARJ) program has been created with the aim of strengthening and expanding structures for the promotion and protection of artistic freedom. Being part of the overall [program](#), the ARJ Observatory provides access to knowledge, undertakes research and gives new insights into the sector of freedom of artistic expression and the protection of artists at risk. One of its components is the [ARTS RIGHTS JUSTICE LIBRARY](#), which provides a worldwide freely accessible digital library with the most relevant publications on arts freedom and artists protection. The program encompasses an annual academy at Hildesheim Kulturcampus, Germany, accompanied by a public forum in Berlin; a series of satellite workshops (ARJ Laboratories) in partner regions; and an open access online library.

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## New network of young cultural heritage professionals emerges from a UNESCO/EU project

Source: [UNESCO](#).

"Heritage has the ability to transcend language and it is an inherent part of our identity. It is a way to understand each other better". This is how Victoria Kelly, one of the 28 participants to the European Young Heritage Professionals Forum, described the effect of cultural heritage on people and societies. With a background in both tangible and intangible cultural heritage, the young practitioners from the 28 Member States of the European Union used the five-day Forum to discuss the multifaceted realities of working in the field of cultural heritage at the local, national, and international levels. As a new generation of professionals and Cultural Heritage Messengers, they bonded over a common vision for heritage, in which tangible and intangible heritage are inextricably linked and the active participation of local communities is indispensable for their protection and safeguarding.

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## Guatemala partners with UNWTO to launch Sustainable Tourism Observatory

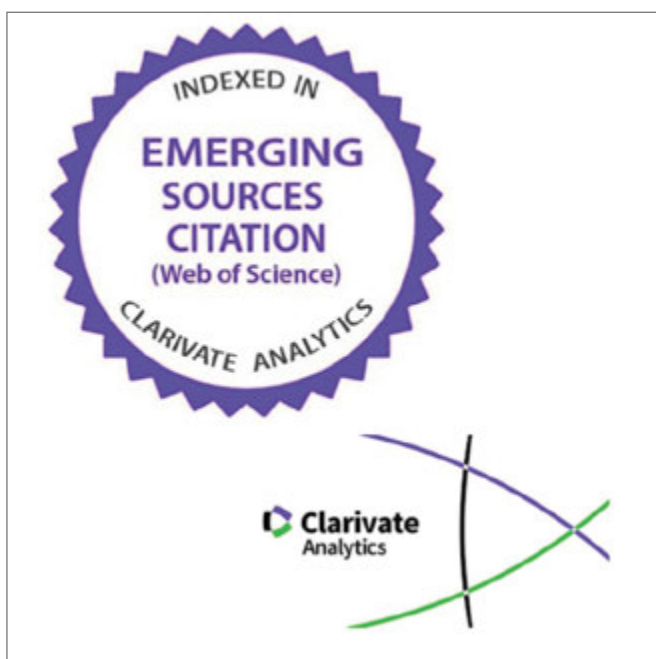
Source: [UNWTO](#).

UNWTO has welcomed Guatemala into its International Network of Sustainable Tourism Observatories (INSTO). The Central American country becomes the 26<sup>th</sup> member of the global network which is committed to the systematic collection of data on the impacts of tourism at the destination level. The new Observatory is located in the city of La Antigua Guatemala, a UNESCO World Heritage Site and a leading tourism destination. Led by the Instituto Guatemalteco de Turismo (INGUAT) and supported by the Guatemalan government, the Observatory will periodically collect data and scientific evidence as it monitors the effect tourism has on the historic city. This data will then be used to assess how tourism can best be used to help drive sustainable growth and development.

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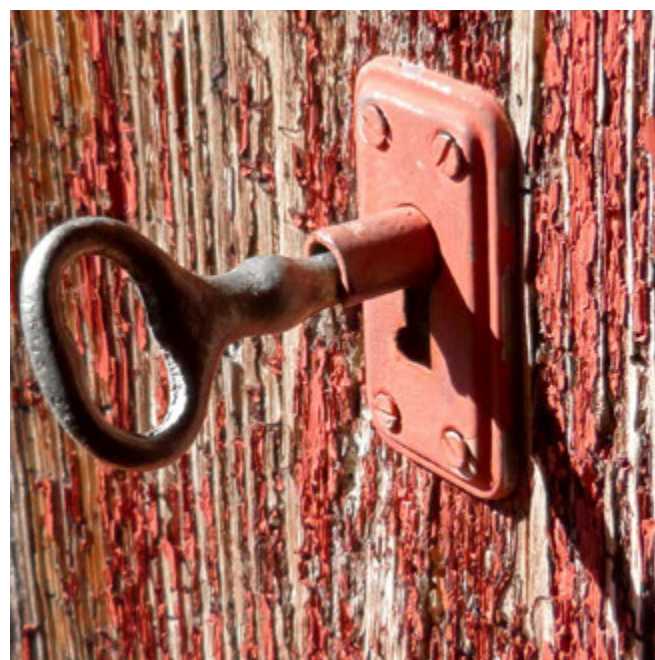


# Publications



## World Leisure Journal now covered in the Emerging Sources Citation Index (Web of Science)

The *World Leisure Journal*, published by Taylor & Francis, has been accepted for coverage in the Emerging Sources Citation Index (ESCI), a Web of Science (WoS) edition. Contents in this index are evaluated by Clarivate Analytics for inclusion in Science Citation Index Expanded™, Social Sciences Citation Index®, and Arts & Humanities Citation Index®. Web of Science database certifies the quality and solidness of the content it offers to researchers, authors, editors, and institutions. Coverage in ESCI proves the efforts of the *World Leisure Journal's* editorial team to provide the scientific community in the leisure field with high quality and highly relevant contents.



## (Free access) WL Journal articles on the subtopics of the WL Forum

In this issue we bring you a free access article on each of the subtopics of the WL Forum: Leisure and Rural Revitalization; Leisure and Sports; Leisure and the integration of Culture and Tourism, and Leisure and Industry Transformation. The selected articles are, respectively: [“‘Grannie’s got to go fishing’: meanings and experiences of family leisure for three-generation families in rural and urban settings”](#), by Shannon Hebblethwaite (2014); [“Women’s Resistance and Empowerment through Wheelchair Sport”](#), by Candace Ashton-Shaeffer, Heather Gibson, Marieke Holt and Cynthia Willming (2001); [“Integrating Western and non-Western cultural expressions to further cultural and creative tourism: a case study”](#), by Anna Catalani (2013),

and ["From Leisure as Ideology to Leisure as Industry: Changing Leisure Policies in China"](#), by Ning Wang (2005). Thanks to our publisher Taylor & Francis, you can check them with free access from now and until the end of the month, enjoy the reading!

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## **New report on “Creating synergies between cultural policy and tourism for permanent and temporary citizens”, by Greg Richards and WL Board member Lénia Marques**

This report results from the collaboration between the Secretariat of the UCLG Committee on Culture and the Institute of Culture of the City of Barcelona (ICUB), in the framework of the implementation of the Leading Cities Programme in Barcelona. The project aims at analysing the culture-tourism relationship from the perspectives of cultural policies and sustainable development, identifying the critical elements to be addressed locally and contributing to the reflection that this debate arouses at an international scale. “Creating synergies between cultural policy and tourism for permanent and temporary citizens”, prepared by policy advisors Greg Richards and Lénia Marques, delves into the challenges defined in the previous report “The Relationship Between Culture and Tourism in Barcelona: Current Context and Challenges” (UCLG-ICUB, 2018), mapping out some of the issues that have emerged from other previous analyses as well, including case studies from five cities facing similar concerns and focusing on the

driving factors which are currently bringing culture and tourism, and permanent and temporary citizens, closer together.

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## **New publications on Tourism and Events by scholars at WLCE at the University of Otago**

A recent report on “International Self-drive Visitors’ Awareness of Road Safety in New Zealand” by Neil Carr and Ismail Shaheer received widespread media attention. As reflected in this [1 News Now piece](#), “Tourists taking to New Zealand roads have far worse knowledge of the rules than expected”. In addition to that, the book [Sustainable Tourism and Indigenous Peoples](#), by Anna Carr, Lisa Ruhanen, Michelle Whitford and Bernard Lane, has been published by CRC Press. Finally, a book on [Marginalisation and Events](#), edited by Trudie Walters and Allan Stewart Jepson, has been published by Taylor & Francis Group.





## Chinese museums to get smarter with the “express train of digital technology”

By Andy Knaggs

Increasing use of digitalization and technologies such as artificial intelligence (AI) and virtual reality (VR) are to be used in China’s heritage sector to deliver smart museums that have the capabilities to reach more people. The plans were announced at the recent Digital China Summit by Guan Qiang, deputy head of China’s National Cultural Heritage Administration (NCHA). Guan said the organization was promoting the use of AI, VR, augmented reality, immersion display and smart guidance to the country’s fast-growing cultural heritage sector. China had less than 350 museums in 1978 and now has more than 5,000. “Cultural heritage resources should take the express train of digital technology to reach more people,” said Guan, who added that the NCHA is building a nationwide database of cultural relics and that big data is being increasingly used in cultural heritage protection.

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## UNWTO/UN Environment Report Notes: Sustainability as key for tourism policies

Source: [UNWTO](#).

Countries around the world are integrating sustainability in their tourism policies, but the evidence on the results of their implementation remains limited, as stated in the research carried out for the first “Baseline Report on the Integration of Sustainable Consumption and Production Patterns into Tourism Policies”. The Baseline Report, prepared by UNWTO, in collaboration with United Nations Environment and with support from the Government of France, is the first global assessment of sustainable consumption and production (SCP) factors within national tourism policies. Advancing SCP practices in the tourism sector is essential if the sector is to contribute effectively to sustainable development and the 2030 Agenda. With this in mind, the One Planet Sustainable Tourism Programme aims at scaling up SCP practices that boost the efficient use of natural resources in tourism while producing less waste and addressing the challenges of climate change and biodiversity.

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# Opportunities



## Call for PAPERS: special issue of the *World Leisure Journal* on Leisure, Community and Economic development

The leisure industry reaches into every aspect of living today, from local and global communities to the influence of economic stability and instability on individuals, organizations and continents. Leisure services have proven to be an effective concept in the development of various communities. Often regarded as an economic justification or political influencer for community issues such as parks and protected areas, tourism product development, community facilities, social programs, festivals and events and accommodation development. The role of leisure and community development brings focus on socioeconomic equity, identification of individual and community needs and evokes a partnership between the community and other sectors.

This special issue of the *World Leisure Journal* will cover a range of topics and perspectives with contributions from international authors. Empirical research (both qualitative and quantitative), systematic reviews, and examples of evidence-based practice pertaining to leisure, community and economic development are invited. All submissions will be peer-reviewed.

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## Internship opportunities at Play Sport 4 Life (Cape Town, South Africa)!

Play Sport4Life (PS4L) is a non-profit organization based in Cape Town, South Africa. Their mission is to help improve the lives and well-being of their disadvantaged communities by providing athletic opportunities and using sports as a vehicle for a healthier lifestyle. PS4L has been involved in an internship program for the past



3 years. They are looking for both local and international volunteers to join their program. They place the intern in a school environment from 8:30 am to 2:30 pm to teach physical education alongside one of their coaches. Interns are exposed to physical education, exercise, health and overall well-being. They have partnered with Caring Society consisting of an EU-South Africa consortium of 6 universities. The average duration of the internship is 6 months (a full semester) but this varies. The program provides practical, hands on experience with the children in local schools. They offer transport and accommodation which is in close range to tourist spots as well as the city centre for convenience. The program is educational and extremely fun for all involved. Many of their previous interns have struggled to leave as they have become so attached to the children and the beauty Cape Town has to offer, it was described by them as "life-changing, eye opening and a once in a lifetime experience". But don't take their word for it, follow the link to [their video](#) to see what they had to say!

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## NET Africa is looking for young environmental professionals!

NET Africa is an environmental management and auditing NGO, that promotes governance and accountability for Africa's natural capital. It launches the weekly Wetlands Sustainability Report to raise awareness about the holistic value of wetlands as well as the importance of making the links between Sustainable Development Goals (SDGs), citizen participation (particularly ingenious populations and gender-related issues) in environmental

management, conservation, and wetlands. Each week the report features different aspects of the value of wetlands across Africa, focusing on a wide range of environmental, social, cultural, economic, political and sustainable issues. Currently, the NGO is recruiting young environmental professionals, who have recently completed their university degree to contribute to their weekly sustainability report (write about wetlands, SDGs and people participation in Africa on a voluntary basis). Candidates (20-35 years) will need to be based in Africa.

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## JOB OFFER: Assistant Professor position in the Department of Tourism Administration, Bogazici University (Istanbul, Turkey)

[Bogazici University](#) is a public university in Istanbul, Turkey. Its [Department of Tourism Administration](#) offers a four-year undergraduate program in Tourism Management and a master's degree in Sustainable Tourism Management. The position of Assistant Professor in the area of Culture and Cultural Heritage Management entails carrying out teaching at the graduate and undergraduate levels, as well as research in the field of cultural/tourism management and cooperation with other faculty members on projects concerning tourism, destination management and cultural management.

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## New course in English at the Graduate Program in Tourism at USP

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World Leisure Center of Excellence (WLCE) at the University of São Paulo (USP) is offering a new tuition free course on Leisure, Culture and Society, in English, at the Graduate Program in Tourism. The course starts in August and lasts till November. Foreigners students are very welcomed. Apply before the 5th July by sending an e-mail to [turismo-each@usp.br](mailto:turismo-each@usp.br)

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# Upcoming events



## 30<sup>th</sup> ENAREL – Encontro Nacional de Recreação e Lazer (November 14<sup>th</sup>-16<sup>th</sup>, 2019)

ENAREL is a technical-scientific event which was born from the initiative of a group of teachers and researchers from the leisure and recreation field, in 1989, in Brasília, Distrito Federal. From 1989 to 2019, several Brazilian states hosted the event and took the responsibility to propose subjects that were in line with local-global reality. In the 30<sup>th</sup> edition, the proposal has as its central subject “Leisure and aging in the digital era”. The objective is to discuss topics that are directly related to this central idea. The event’s program will include keynote speakers, lectures, round table discussions, workshops and presentation of new research results. This event is endorsed by the WLO, thanks to which WLO members will enjoy a reduced fee.

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## WLCE University of Otago to participate in several events during the following months

The [Australia and New Zealand Association for Leisure Studies \(ANZALS\) Conference](#) will take place in Queenstown from 10<sup>th</sup>-13<sup>th</sup> December this year. This is an event co-hosted by the University of Otago, Lincoln University and Queenstown Resort College, which has drawn over 130 abstracts. Moreover, the [2020 International Adventure Conference](#) will be held in Queenstown, in December next year. This event will bring leading tourism researchers to the Southern Hemisphere for the first time! Additionally, it should not be forgotten that the WLCE University of Otago will host the [2022 WL Congress](#). The initial phase of planning has already started, so stay tuned for further details in the following months!

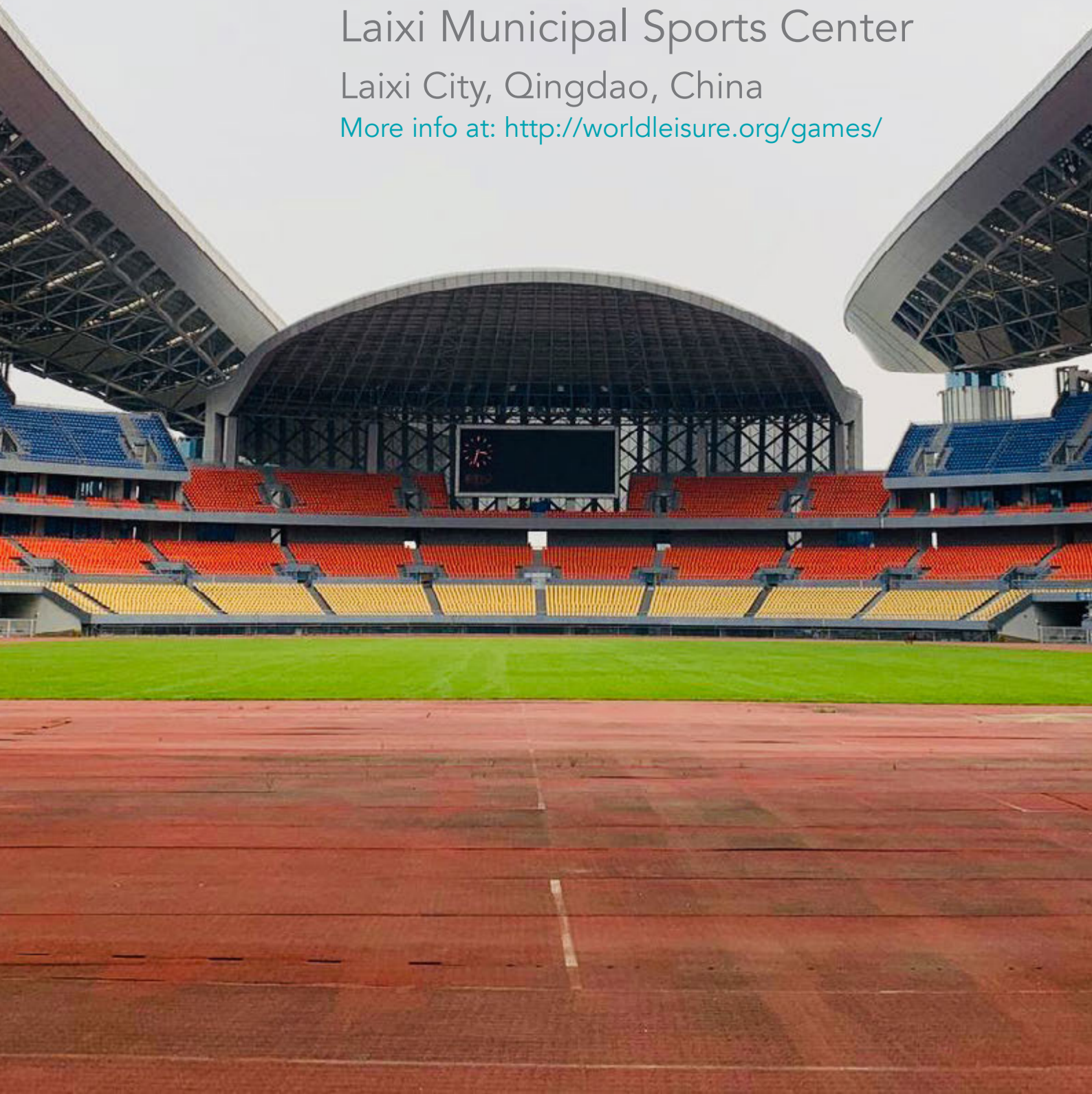
# World Leisure Games Opening Ceremony

July 27<sup>th</sup>, 2019

Laixi Municipal Sports Center

Laixi City, Qingdao, China

More info at: <http://worldleisure.org/games/>





# Encounter

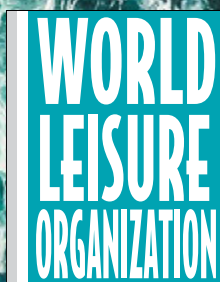


## Encounter with... **María Eugenia Jenkins,** on leisure in Costa Rica and much more!

María Eugenia (Maru) Jenkins is a passionate woman and we are very happy to count her among our members! We met her at the ENCATC International Study Tour to the Emirates a few years ago, and we had the opportunity of sharing a new learning experience on the occasion of the International Study Tour to Morocco, recently organized by ENCATC in partnership with the WLO. In this context, WLO Chief Operating Officer, Cristina Ortega, interviewed Maru to learn more about her, as well as about leisure in Costa Rica and Latin America.







## 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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