

Oct.'19

WL NEWS

Issue 20. All about the 4th WL Expo and Forum
in Hangzhou and side activities!





Editorial

Dear members, dear colleagues,

In the past few days, members of WLO Board of Directors and staff have been quite busy with the 4th edition of the WL Expo and Forum (18-20th October) in Hangzhou, China, and parallel activities. I would like to take this opportunity to thank all those who made this new edition of one of our flagship events possible. Special thanks go to our partners, Hangzhou Municipal Bureau of Commerce and Hangzhou Commerce and Tourism Group.

On top of having the opportunity to listen to top researchers in the field of leisure in the WL Forum, the WL International Innovation Prize was awarded these days in Hangzhou. I strongly encourage you to scroll down to read more about the amazing winning and highly commended projects in this new edition of the Prize! On behalf of the WLO, I also thank the projects' representatives for taking the time to travel to Hangzhou to join the WLO family and present their work, as well as our local partners for sponsoring these trips.

Finally, I would like to bring your attention to the Leisure Experience Research Opportunity, a new field research project implemented from the 19th to the 21st October. Students from WL Centers of Excellence and from other universities worked intensively on a research activity aimed to explore the resident, national and international visitors' experience when visiting Hangzhou. The work they have done is remarkable considering the limited time, and I would like to thank them for their dedication and passion.

It is certainly moving to meet members, Board members, old and new partners. I hope that we are able to convey some of the excitement for the future of our organization that we experienced these days in Hangzhou.

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO Highlights



The results of the 2019 International Innovation Prize have been announced!

The 2019 International Innovation Prize was awarded during the celebration of the 2019 World Leisure Forum on "Leisure City, Better Life". This edition of the award has been very successful, getting applications from 12 different countries from all around the globe. The awarded organizations have been the following: Aspire (winner); Cube Management, North Carolina State University – Department of Parks, Recreation & Tourism Management, and Awamaki (highly commended projects). The representatives of these organizations attended the WL Forum in order to present their proposals in front of an international audience.

The 2019 International Innovation Prize was awarded during the celebration of the 2019 World Leisure Forum on

"Leisure City, Better Life". WLO is honored to announce that this edition of the award has been very successful, getting applications from 12 different countries from all around the globe. Applicant organizations ranged from cities and destination projects to NGOs, communities, research or independent programs.

The evaluation committee, which is composed by international professionals and academics in the leisure field, decided to award one winning project and three highly commended, in order to give several outstanding projects this recognition. During the Award Ceremony, held during the WL Forum in Hangzhou, the representatives of the winning and highly commended projects were able to pick up their plaques and most importantly, present their projects in front of an international audience. See 2019 World Leisure International Innovation Prize Press Release [here](#).

From World Leisure Organization, we are very happy to share further information on the awarded projects:

Aspire – Project InstructAbility

The InstructAbility project began in 2011 as the only project in the UK and worldwide focused on enabling more disabled people access training and employment opportunities in the leisure and fitness sector workforce. It also aims at reducing the physical and attitudinal barriers they currently face. InstructAbility brings together a wide section of stakeholders to signpost disabled people to either become instructors or join fitness sessions as participants.

In so doing, the project has achieved objectives like increasing the number of disabled people working in the fitness industry, providing work placements to develop experience and challenge any existing negative perceptions to enhance their employability, creating

diverse role models encouraging and motivating others, and raising profile of issues to influence the whole sector to become more accessible to and inclusive of disabled people in the leisure industry (among others).

To maximize the learning from the program and reach as many people as possible, Aspire is producing a set of evidence-based guidelines for the whole sector, due to be published in 2019. These will support the increase in the number of disabled people, training providers and employers in the workforce. The guidelines are based on innovative academic research and will be of value to the global leisure sector.

Cube Management – Project StreetVelodrome

StreetVelodrome is a UK national initiative, taking the form of pop-up, portable cycling velodrome, which started in 2014 by the cycling enthusiast Carl Thompson, to encourage more people to be active via cycle sport. It is as a result of this motivation that the idea of making this practice more accessible – by creating transportable cycling banks that can locate almost anywhere – arose. To give it purpose, a unique StreetVelodrome sport was created, as part of an exciting ‘event’ which people would want to engage with.

StreetVelodrome is engaged by local authorities (councils) in all parts of the UK and Ireland. A series of competitive races take place at the velodrome, featuring top professional riders as well as amateurs and children. Some events are city-based and many others take place in suburban and semi-rural locations. Since their purpose is specifically to engage with as many and as diverse a range of people as possible, community involvement is key to what StreetVelodrome terms “access events”.

North Carolina State University, Department of Parks, Recreation & Tourism Management – Project Health Matters: A Multi-Level Approach to Prevent Obesity in Low Income Rural Counties

Health Matters is a Centers for Disease Control (CDC) funded project designed to strengthen community partnerships, enhance healthy food access, and provide leisure opportunities to increase physical activity in four of North Carolina’s most under-resourced, rural counties with obesity rates greater than 40%. Health Matters works through Cooperative Extension with these communities to build on their existing strengths, with leisure service interventions playing a critical role. The project was recognized nationally due to their successful community engagement, sustainability of the project and innovative

and practical evaluation methods.

The Health Matters Associate has worked closely with staff from public health to implement local strategies like park renovations to provide residents with more access to leisure activities and facilities. This project has strengthened existing partnerships and leveraged new partnerships to use leisure to improve the health of residents in each county. Moreover, the program has enabled to continue connecting low-income families with access to healthy food and physical activity amenities in everyday leisure settings, such as schools, out-of-school programs, faith communities, and Parks and Recreation facilities.

Awamaki – Project Indigenous Women-led Sustainable Tourism in Rural Peru

Awamaki is a non-profit social enterprise located in the Sacred Valley of Peru. Since 2009, the organization has worked in the rural Quechua villages with Andean women to help them access the modern economy, so they can build better lives for their families. Although economic opportunities for women are rare in these villages, they are highly skilled in traditional Andean textile arts like spinning alpaca wool, natural dyeing, and weaving.

Three cooperatives have already participated in the organization’s sustainable tourism program in which they learn the administrative procedures and cultural expectations of hosting international visitors. The program involves working directly with indigenous artisans in order to create mutually respectful and transparent tourism experiences. Graduate cooperatives are equipped to partner with other tourism providers, such as agencies or guides, to offer sustainable tourism experiences.

Are you running an innovative project that fosters local, national or international leisure opportunities for the benefit of individuals and/or communities? Check the [webpage](#) and stay tuned for more news on the following edition of the World Leisure International Innovation Prize!





The 4th World Leisure Expo and Forum gathers international speakers in Hangzhou

The 4th World Leisure Expo took place in Hangzhou, China, from the 18th to the 20th October 2019. The WL Expo is a major exhibition showcasing some of the most innovative businesses in the leisure sector. Parallel to the WL Expo, the World Leisure Forum, on the 18th-19th October, gathered Chinese and international experts, who presented varied leisure research works under the main theme of "Leisure city, better life".

From the 18th to the 20th October 2019, in Hangzhou, the 4th WL Expo and Forum were celebrated in Hangzhou from the 18th to the 19th October 2019. Mr. Zhou Jiangyong, Member of the Standing Committee of the Provincial Party Committee and Secretary of the Municipal Party Committee, opened the Expo and delivered a welcome speech to the international audience gathered at Hangzhou International Expo Center.

In his opening speech of the WL Forum, Mr. Hu Wei, Vice Mayor of Hangzhou Municipal Government, highlighted the contribution of culture, and literature and poetry more specifically, to build the imageries around West Lake in Hangzhou, a UNESCO World Heritage Site. Mr. Hu Wei also remarked the importance of international cooperation for a city like Hangzhou, which intends to become a meeting point for all people to gather around leisure and tourism. Guest Ivana Vala Magatova, Consul General of Slovakia, presented her country as

a remarkable destination for nature and experience sports, with numerous heritage sites. Slovakia and China cooperate in different fields like tourism, economy, education.

Dr. Roger Coles, WLO chairman, shared some interesting data about "Tourism: the growth in Asia", the region currently experiencing the fastest growth in tourism, together with the Middle East. Different studies have proven already that terrorism will not prevent travelers to get to the places they would like to know. New forms of tourism are emerging, like *voluntourism*, one of the most booming segments of the travel industry, from restoring coral reef to protecting endangered animals. With some of these phenomena strongly expressing in China, the WLO will look to this country to learn from its experience in developing and implement a national strategy for the enhancement of the human condition through leisure.

Prof. Song Rui, from the Chinese Academy of Social Sciences, delivered a presentation on "Leisure: measurement and Realization of Better Life", and claimed for long-term strategies in the field of leisure at national level, but also for stronger efforts for the measurement of leisure activities' impact in terms of better life. Prof. Pang Xuequan, Dean of the Academy of Tourism and Leisure at ZJU, on his turn, focused on the integration of culture and tourism, and agreed on the importance of policymaking in the sector, while the industry also plays a major role in this integration. The West Lake in Hangzhou was again mentioned as a symbolic case of how culture can power the development of tourist destinations.

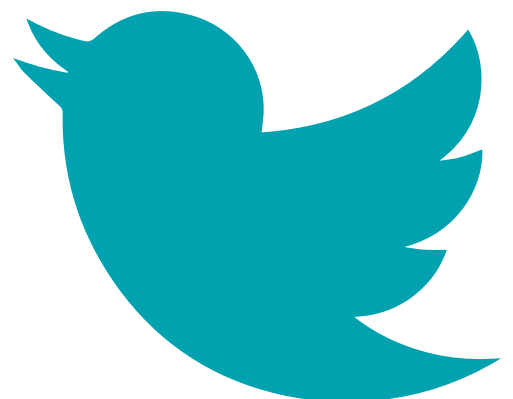
Dr. Marcel Bastiaansen, from the Breda University of Applied Sciences (BUAS) and Tilburg University, delivered a speech on "Novel approaches to understanding and measuring leisure experiences". Dr. Bastiaansen reflected on what makes experiences meaningful and memorable, and presented the work done at the BUAS' Experience lab to measure emotional engagement resulting from leisure and tourism experiences.

Mr. Gao Shunli, Special Invited Researcher of the Tourism Research Center of the Chinese Academy of Social Science, argued in his presentation that a "new stage in national leisure development" in China would benefit from several factors: a higher degree of "leisure awareness", more emotionally significant leisure experiences, the promotion of healthier lifestyles and favorable settings at home, and finally the transformation of the tourism industry, among others.

WLO Board member Dr. Stephen Anderson, from East Carolina University, shared a research on “Learning to Sail... on Land: Virtual Reality Sailing Simulation for People with Physical Disabilities”, conducted together with Dr. Cari Autry. The preliminary findings of the research show that learning to sail on land contributed to their quality of life. A second phase of the project will allow participants to apply the acquired cognitive and physical skills to sailing on water.

Mr. Ma Zhongqiang, also a WLO Board member, delivered a presentation on the experience of Laixi, Qingdao, in organizing the WL Games in two occasions, and how they boosted the city's development around leisure.

As a closure of the first day of the WL Forum, the 2019 China Urban Recreationalization Index was presented. The day after, the WL Forum was organized in four parallel sub-forums, on Leisure and Rural Urbanization, Leisure and Sports, Leisure and Cultural Travel Integration, and Leisure and Industrial Transformation. Representatives of the winning and highly commended projects of the WL International Innovation Prize also had the chance to present in the WL Forum.



WLO Insights



Local, national and international students research on the visitors' experience in Hangzhou, China

The Leisure Experience Research Opportunity brought together 12 students from Brazil, Canada, China, Hong Kong and Hungary – from WL Centers of Excellence and other universities, who worked during 3 days on a fieldwork focusing on resident, national and international visitors to the Chinese city of Hangzhou. As a result of this work, a written report and an oral presentation were produced and delivered to Hangzhou Municipal Bureau of Commerce and Hangzhou Commerce and Tourism Group, with recommendations on how to improve the marketing and further develop Hangzhou's tourism sector.

The overarching goal of the Leisure Experience Research Opportunity, a 3-day research project, was to provide insights into how resident, national and international visitors of Hangzhou experience some of the various leisure attractions of the city. The approach was explicitly a cross-cultural one, with an emphasis on the communalities and differences in experiences between national and international visitors from different continents and cultural backgrounds. 12 students participated in this project, from WL Centers of Excellences (WLCEs) but also from other universities, from Brazil, Canada, China, Hong Kong and Hungary.

The students were divided in groups and experienced a full-day visit to some of the prominent leisure attractions of the city of Hangzhou. During that day, they took extensive and detailed auto-ethnographical field notes about their experiences, by writing down what they experienced, by taking pictures, and by recording short videos of the highlights that they encountered. After that, individual experiences were shared with the rest of the groups, and six main themes were identified: Cultural experience through leisure; Leisure accessibility; Social connection; Outdoor leisure activities; Leisure and safety in Hangzhou, and Experiencing self-enhancement, self-fulfillment and time for yourself. The two research deliverables – a written report and a verbal presentation – were organized around these six themes.

The main findings of this 3-day research work were presented to representatives of Hangzhou Municipal Bureau of Commerce and Hangzhou Commerce and Tourism Group, who provided their support to make this project possible. Representatives of these institutions congratulated the students for their work and thanked them for their helpful recommendations.



WL Board member Dr. Lawal Marafa joins UNWTO's World Committee on Tourism Ethics

From World Leisure Organization, it is our pleasure to announce that one of our Board members, Dr. Lawal (Mohammed) Marafa has been appointed member of UNWTO's World Committee on Tourism Ethics (WCTE), which is the body responsible for interpreting, applying and evaluating the provisions of the Global Code of Ethics for Tourism. Dr. Lawal Marafa is a professor at the Department of Geography and Resource Management in the Chinese University of Hong Kong, where he also serves as the Director of the Sustainable Tourism Postgraduate program. For us this is a new step in our reinforced rapport with UNWTO, which translates in a closer participation in the UNWTO Working Group on support of the SDGs, among others.

We are happy to announce the appointment of WLO Board member Dr. Lawal Mohammed Marafa, from the Chinese University of Hong Kong, as member of UNWTO's [World Committee on Tourism Ethics \(WCTE\)](#), body responsible for interpreting, applying and evaluating the provisions of the [Global Code of Ethics for Tourism](#).

As an affiliated member of UNWTO, WLO has a strong commitment with this organism. Throughout this year, our COO, Dr. Cristina Ortega has been engaged in the UNWTO Working Group on support of the SDGs, keeping WLO aligned with these goals. Therefore, it is as a result of the organization's and in particular of Dr. Marafa's willingness to spread the value of following the principles of sustainable tourism that he was

nominated in the first place as a potential candidate of this committee.

We are excited about strengthening the organization's bonds with UNWTO and being able to work more closely to disseminate the Code of Ethics for Tourism through our Board member's involvement, in order to ensure the inclusion of socially responsible policies and fair practices in tourism development. Congratulations Dr. Lawal!



2019 Leisure and Sports Forum at WL Center of Excellence at Zhejiang University

On the 15th October, at Zhejiang University (ZJU), local and international researchers, including some WLO Board of Directors members, exchanged about their most recent research work at the 2019 Leisure and Sports Forum. The forum was organized in four sessions: Leisure and Society; Leisure, Sports and Technology; Leisure and Landscapes, and Leisure and Sports. Read more to learn about the participants and the wide range of topics addressed during the Forum. ZJU was recently recognized as a World Leisure Center of Excellence (WLCE).

Students and members of the WLO Board of Directors were welcome by Jane Zhou and Cehn Weiying, deputy director of the Office of Global Engagement at Zhejiang University (ZJU). The College of Education at ZJU, organizing the Forum, attaches great importance to internationalization, as proved by the college recently joining [World Leisure Center of Excellence \(WLCE\)](#)

network, with the aim to further contribute to research in the field of sports, a pillar of Chinese national economy. Dr. Roger Coles, WLO Chairman, acknowledged ZJU's international prestige, ranked among the top 100 in the world. WLO Board member, Jane Zhou, on her turn, introduced ZJU and the WLCE. She presented ZJU's partnerships around the world. The WLCE at ZJU's main research areas are: Leisure Culture and Industry, Exercise and Health, and Leisure Education. In 2018-2019, WLCE at ZJU has produced 39 articles in top academic journals (including SSCI-indexed journals), and numerous research projects.

The Forum was organized in three consecutive sessions, participated by both international and ZJU researchers, who presented their most recent work on different areas: Leisure and Society; Leisure, Sports and Technology; Leisure and Landscapes, and Leisure and Sports.

In the first session, moderated by Dr. Richard Hayes, on Leisure and Society, Dr. Atara Sivan, from Hong Kong Baptist University, presented the results of a research project on "Life beyond schooling", aiming to investigate young people's choices and participation in their most important and interesting leisure activities. Dr. LYU Jiaying, associate professor at ZJU, presented a longitudinal study observing the moderating effect of leisure on the relation between residential mobility and depression among older adults.

Session 2 was moderated by Dr. Marie Young, and it focused on Leisure, Sports and Technology. First presenter in the session was Dr. Stephen Anderson, who shared the results of a research exploring sailing as a potential therapeutic intervention for people with disabilities, developed together with Dr. Cari Autry at a Simulation Lab at East Carolina University. The research presented by Dr. WEN Xu interrogates how technology and big data could be used to further explore the relation between physical activity and health. To close the session, SONG Xian, a doctoral researcher at ZJU, presented an ongoing research on fine hand movement.

In the third session, moderated by Dr. Cristina Ortega, on Leisure and Landscapes, Dr. Miklos Banhidi, from Széchenyi István University in Hungary, explored the concept of smart cities in relation to leisure, and posed the question about how the WLO could get more actively involved in environmentally sustainable development. Dr. Lawal Mohammed Marafa, from The Chinese University of Hong Kong, delivered a presentation on a study exploring visual and sound characteristics of spaces which are linked to tranquility. As a result of this work,

researchers are trying to connect with policymakers to see how the concept of tranquility can be incorporated into urban planning. In the same session, Ms. Yvonne Klerks presented the research work done at the WLCE at Breda University of Applied Sciences, characterized by a strong interdisciplinary approach within domains.

Dr. LING Ping was the moderator of the fourth and last session, which focused on Leisure and Sports. First in this session, Dr. HUANG Cong's research questions "Is adiponectin good or bad for muscle fitness?". After him, Dr. LIU Lucen presented a study focusing on non-Western, Maori cultural influences on the perception of risk of female participants in *waka ama* (canoeing). Finally, Dr. QIU Yajun, from ZJU, delivered a presentation on a study exploring 19 women's serious leisure physical activity.

This was a great opportunity for learning about the latest research being conducted on different aspects of the leisure theory and practice.





Seminar on Leisure Sports and Social Development at Hangzhou Normal University

On the 14th October, a Seminar on Leisure Sports and Social Development was held at Hangzhou Normal University, China, attended by numerous students and a group of WLO Board of Directors members and another international speakers. After a group discussion on the proposal to create a China Leisure Sports City Evaluation Index, international scholars delivered individual presentations, on different aspects: from the characteristics of happiness to the concept of sports areas as major ecological resources in the city, among others.

The Seminar on Leisure Sports and Social Development held at Hangzhou Normal University, China, on the 14th October, started with a round table discussion around the potential development of a China Leisure Sports City Evaluation Index. Different questions were posed, such as the understanding of the concept "sports city", how should leisure sports cities be created, or how to measure the impact of leisure sports cities in urban economy.

The discussion was followed by individual presentation on a diverse set of topics related to leisure and sports. Dr. Cristina Ortega, WLO Chief Operating Officer, presented the Culture and Creative Cities Monitor, an example developed recently in Europe, in the field of culture, which can provide inspiration to develop a sports index. Dr. Atara Sivan, from Hong Kong Baptist University, reflected on how leisure education (understood as leisure for, about and through leisure) can contribute to

the development of skills outside the classroom – skills such as reflective thinking and creativity, or e-literacy. The following presenter, Dr. Stephen Anderson from East Carolina University, reviewed some common characteristics of happiness, as well as some ways to build social capital, as a means to become happier.

In her presentation, Dr. Bree A. Hayes, from the Hayes Group Consulting, pointed at leisure and exercise as the perfect antidote to stress. She argued that non-rigorous forms of leisure/exercises, such as walking in a museum or listen to a symphony, have multiple benefits, such as mood elevation, or sleep improvement in quality and quantity. Dr. Miklos Banhidi, from Széchenyi István, Hungary, delivered a presentation on festivals as a possible way to engage with the community for local development. Finally, Dr. Lawal Marafa, from The Chinese University of Hong Kong, focused on the dependence relation between sports and the environment, and mentioned some examples of efforts made to promote sustainability of sports – for instance, by converting sports areas into major ecological resources for cities, or by building facilitates and infrastructures that are environmentally friendly.

WLO Network



New report available on Culture in the implementation of the 2030 Agenda! The campaign turns into Culture 2030 Goal

Members of the *Culture 2015 Goal* campaign have taken the occasion of the UN SDGs Summit (24-25th September 2019, New York, US) as a perfect opportunity to update the campaign, turning it into *Culture 2030 Goal*, with the publication of a report entitled: "[Culture in the Implementation of the 2030 Agenda](#)". The report takes stock of the first four years of the Sustainable Development Goals and the 2030 Agenda, from the perspective of culture, spreading the significance of the role that culture plays in the implementation of the Sustainable Development Goals (SDGs).

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UNWTO's Global Tourism Economy Forum (Macao, China, 15th October 2019)

On the occasion of the 2019 edition of the Global Tourism Economy Forum, government representatives and key public and private sector decision-makers met in Macao, China, to explore the challenges and opportunities facing the global tourism sector today. Aligned with the "Beautiful Life" initiative of Chinese President Xi Jinping, UNWTO highlighted during this forum the importance of diversification, creativity and innovation to ensure that the sector's unique potential as a driver of sustainable economic growth and social inclusivity is fully realized. UNWTO Secretary-General Zurab Pololikashvili stated that "smart tourism is key to managing the ongoing growth in tourism numbers in a responsible and sustainable way and ensuring that the many and varied benefits that come with this are felt as widely as possible".

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Publications



Health Foundation calls for joined-up policies to secure futures of young people

By Tom Walker

The [Health Foundation](#) has called for a more joined-up, whole government approach to policy-making, in order to ensure the future health of young people. The charity said the government should address the fragmented funding streams that currently exist – and also focus on helping local councils create communities in which young people thrive. The Health Foundation made the call as it published the final report from its wide-ranging Young People's Future Health inquiry. In the report, titled [A healthy foundation for the future](#), the charity sets out a range of factors that are putting the UK's 12-24-year-

old at risk of ill-health later in life. "At a time of deep division in society – not least between generations – this report brings to life the experiences of young people growing up today", said Julia Unwin CBE, who acted as a strategic adviser to the inquiry.

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From *Leisure Opportunities*

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WL Journal articles on Urban Leisure available with free access!

The 4th WL Expo and Forum just took place in Hangzhou, China, under the theme “Leisure City, Better Life”. As a follow up of the debates held these days in China, here we offer you a selection of *WL Journal* articles on urban leisure. [“Urban governance and public leisure policies: a comparative analysis framework”](#), by Marc-André Lavigne (2013); [“Women’s leisure and leisure satisfaction in contemporary urban China”](#) by Bob Lee and Aihua Zhang (2012), and [“Political Constructions and Social Realities of Exclusion in Urban Leisure: the case of elderly women in Stoke-on-Trent, England”](#), by Euan Hague, Chris Thomas and Stephen Williams (2011). The articles will be available with free access until the end of November thanks our publisher Taylor & Francis!

Opportunities

2020 Beijing-Pinggu World Leisure Congress **CALL FOR ABSTRACTS**

LEISURE MAKES LIFE BETTER
17th-23rd October, 2020

Call for ABSTRACTS - Pinggu-Beijing World Leisure Congress 2020: 2nd submission deadline 10th January!

From the 17th to the 23rd October 2020, the 16th edition of World Leisure Congress will be celebrated in Pinggu-Beijing. The event will be hosted by the Beijing City Government and co-organized by World Leisure Organization (WLO) and Beijing Municipal Commission of Tourism and the Pinggu District Government. The Congress, themed "Leisure Makes Life Better," aims to promote the concept of leisure for all and throughout the whole year. We invite you to submit your abstract to one of the [fourteen thematic areas](#) of the Beijing - Pinggu 2020 World Leisure Congress. Did you already submit yours? The second abstracts submission deadline will be January 10th, 2020.

[READ MORE...](#)

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 December 2019

Upcoming events



First Colloquium on the Contribution of Recreation (2nd November, Buenos Aires, Argentina)

For those of you in South America, the 1st Colloquium on the Contribution of Recreation will be held in Buenos Aires, Argentina, on Saturday 2nd November. This colloquium is organized by the Permanent Recreation and Free Time Forum. For further information on the application procedure, send an e-mail to espacioforobuenosaires@gmail.com

[READ MORE...](#)



Save the date for the INSTO Asia Workshop in Siem Reap, Cambodia (18-20th November, 2019)

As a supplement to the annual Global INSTO Meetings of UNWTO, UNWTO and the Ministry of Tourism of Cambodia, in collaboration with the Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO), will organize the INSTO Asia Workshop to further advance the dialogues among the established and potential observatories in Asia-Pacific region and strengthen knowledge about the regular monitoring of tourism at the local level. In this context, the workshop will start with an overall introduction to the concept and importance of observatories as well as a review by the Monitoring Centre for UNWTO Sustainable Tourism Observatories (MCSTO), detailing its experience in establishing, managing and monitoring the existing 9 observatories in China.

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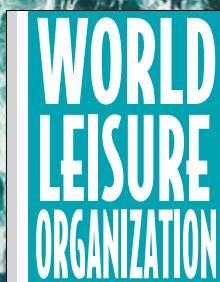
Encounter



Encounter with... Hilary Farmiloe, manager of InstructAbility, the winning project of the 2019 WL International Innovation Prize

It is our great pleasure to share with you this interview to Hilary Farmiloe, manager of the InstructAbility project at Aspire. The project, which focuses on enabling more disabled people access training and employment opportunities in the leisure and fitness sector workforce, is the winner of the 2019 World Leisure International Innovation Prize. We had the chance to have a conversation with Hilary in Hangzhou, where she presented the project in the World Leisure Forum. Click play and learn more about this highly innovative project!





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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