

# Nov.'19

## **WL NEWS**

Issue 21. Start picturing yourself in our thrilling  
2024 WL Congress destination!







Dear members, dear colleagues,

We have very important announcements to make in this issue. First, we reveal the hosting city for our World Leisure Congress in 2024. Pinggu-Beijing in 2020, Otago in 2022... where will it be next? Second, we are very happy to welcome Laixi, Qingdao, among World Leisure Communities of Excellence. Finally, our new website is also presented in this issue.

It is also important to highlight that this will be the last issue of the year. We will be back in January with a renewed WL News, after the implementation of the suggestions for improvement we gathered through an evaluation survey.

The last issue of the year is always a special one. On this occasion, we see many great memories when we look back, and a lot of excitement ahead. We hope that 2020 will bring us even closer in the promotion of leisure as a means to enhance the human condition, and that we can meet at a WLO event somewhere around the globe.

See you very soon.

Yours truly,

Dr. Cristina Ortega Nuere  
WLO Chief Operating Officer



# WLO Highlights



## The Netherlands to host the WL Congress in 2024!

From WLO, we are delighted to announce that the 2024 WL Congress will be organized by the World Leisure Center of Excellence (WLCE) at Breda University of Applied Sciences (BUas), in cooperation with the Centre of Expertise in Leisure, Tourism and Hospitality of the Netherlands (CELTH) and other partners. Under the overall theme of "Leisure for a better society", the event is planned to last four days, be celebrated in Rotterdam and Breda cities, and gather 1,000 leisure experts from around the globe.

BUas, in cooperation with CELTH and Rotterdam Partners, prepared a detailed bid drafted under the overall theme of the 2024 WL Congress "Leisure for a better society". The event is planned to last four days and be celebrated in the cities Rotterdam and Breda.

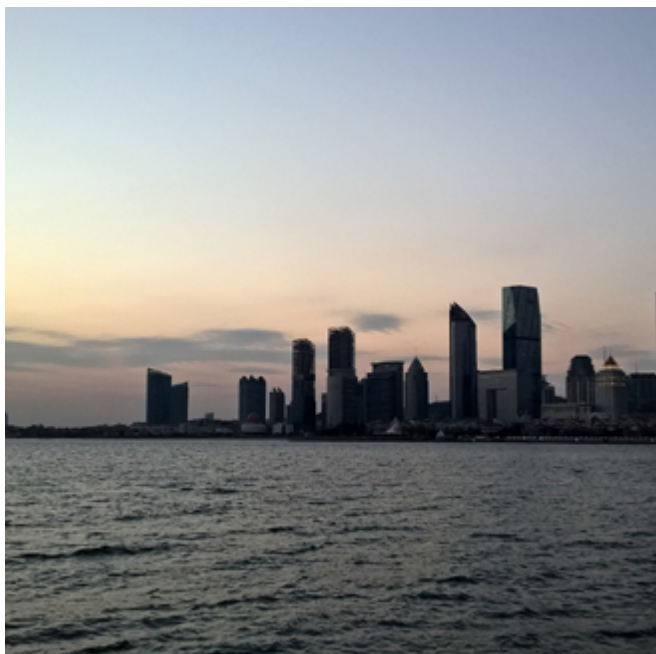
With CELTH and its partner institutions from across the Netherlands, the program of the WL Congress will also partly focus on visiting leisure developments in various cities and regions in the Netherlands.

WLO treasurer and Board member Ms. Yvonne Klerks, together with Dr. Marcel Bastiaansen also from BUas, attended last October the 2019 WL Expo & Forum, where Rotterdam-Breda's candidature was unanimously approved by the WL Board of Directors reunited in Hanzhou, China. Ms. Yvonne Klerks stated that "organising the World Leisure Congress will be a unique opportunity for the Netherlands, Breda University of Applied Sciences and its partners to share our knowledge in the field of leisure with academics from all over the world and the business community in and around the Netherlands".

WL Congresses are celebrated every two years, and each edition covers a different topic and is held in a different country. WLO works together with scientists, governments and entrepreneurs on knowledge development and education aiming at raising awareness on the organization's belief that all individuals in the world must have the right to free time and quality of life.

Stay tuned for upcoming information on the 2024 WL Congress!





## Laixi, Qingdao, designated a World Leisure Community of Excellence

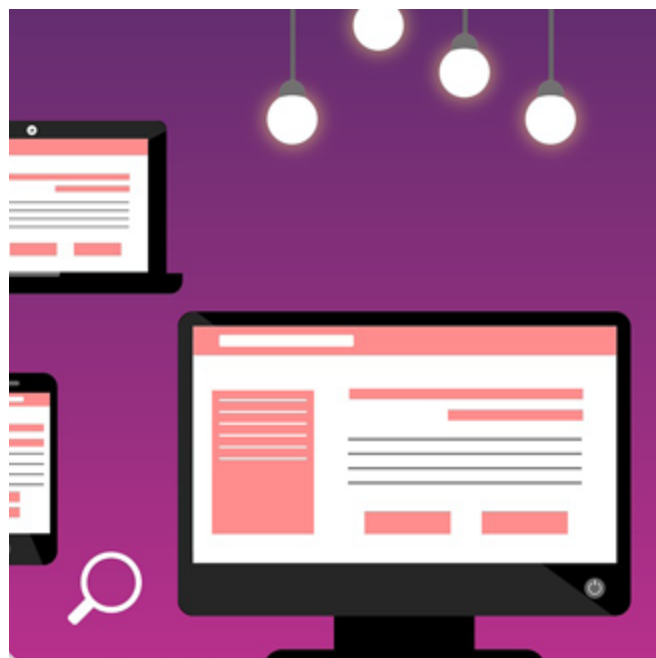
The WLO announces that Laixi, Qingdao, in China, is joining our WL Communities of Excellence network. This Chinese community has shown a remarkable institutional and political commitment for the promotion of leisure as a means to improve their citizen's quality of life, as proven by the two successful and city life-changing WL Games hosted by the city. The decision was made in the last Board of Directors meeting (Hangzhou, October 2019), and it recognises Laixi, Qingdao as a WL Community of Excellence for a 3-year period.

In October 2019, the WL Board of Directors members, reunited in Hangzhou, unanimously agreed to recognise Laixi, Qingdao, as a World Leisure Community of Excellence for 3 years. The Chinese city of Laixi, Qingdao, has hosted two WL Games which, as expressed by local institutions and key stakeholders, have had a major impact on bringing leisure and sports to the forefront of citizens' lives.

During the last edition of the WL Games held in Laixi, Qingdao, from May to October 2019, over 20 different events were organized, among which a cycling competition, 3-people basketball games, international and Chinese chess, drone contests and many more. The WL Games were participated by thousands of people, and widely covered by media.

The title World Leisure Community of Excellence is given to communities that have successfully used leisure in all its forms to reinvent themselves and to improve the economic, social and cultural lives of their citizens, and

that have made substantive contributions consistent with advancing the mission of WLO. In so doing, WLO brings global attention to the excellence communities have achieved through working together with their citizens to promote leisure as a means to enhance the human condition.



## WLO new website launch: We want to be closer to you!

WLO is very happy to present you our new website, with which we hope you feel comfortable as community members and users, whatever the device you are navigating with! We have updated the information that was already available (our main events, programs, a webpage containing the different *WL News* issues), but we have also created new spaces with extended material. For instance, newly introduced within the new WLO website is the dedicated internal site for WL Members.

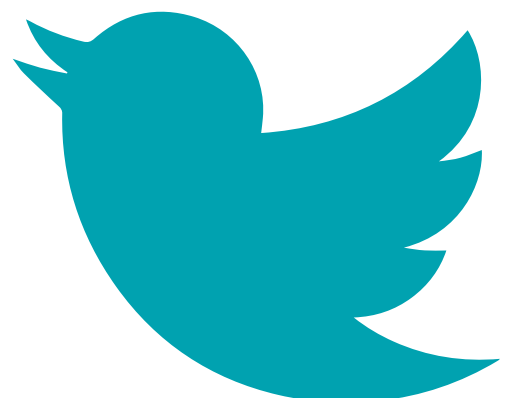
As an international organization representing various types of communities, with a great number of programs, we must admit that getting high-level engagement with the different community members is not always as easy as we would like to!

The launch of the new WLO website becomes an important step forward for WLO, not only in terms of layout improvement, but also because its robust and flexible technical aspects will allow to further develop it for the benefit of WL Members and its community in the near future.

The content layout and information has been organized considering the effective navigation and user-friendly assets in mind. More so, an integrated mobile friendly optimized design provides the visitor with an easy way to find any kind of information on the go. One of the most relevant and new aspects introduced within the new WLO website is the dedicated internal site for WL Members, with the most updated and relevant information with a simple click.

In a very fast speed moving world, web and information technologies, the team keeps working on daily basis to provide the best navigation and content sharing experience, always being compliant with the data privacy processes regulations. Check out WLO's privacy policy [here](#), and Cookies policy [here](#).

Stay tuned, check it out and do not miss any of the opportunities and open calls that are open at the moment, available at: <http://bit.ly/37zKIKq>



# WLO Insights



## Taotao, the mascot of the 2020 WL Congress, is presented at the 3rd China (Beijing) Leisure Conference

The 3rd China (Beijing) Leisure Conference is the last annual conference in preparation for the 2020 WL Congress in Pinggu-Beijing. WLO Chairman, Dr. Roger Coles, WLO legal advisor, Mr. Jack Agrios, and WLO Chief Operating Officer, Dr. Cristina Ortega, participated in the event in representation of the WLO. Taotao, the official mascot of the 2020 WL Congress, representing a peach, a symbol of the hosting city of Pinggu, was also presented in this event.

As in the two previous years, a China (Beijing) Leisure Conference was organized in October 2019, paving the way for the 2020 WL Congress in Pinggu-Beijing. This year's event included a Forum and an exhibition. Several

representatives of the WLO attended this event. WLO Chairman, Dr. Roger Coles, and WLO legal advisor, Mr. Jack Agrios, addressed the audience during the opening of the Forum and the exhibition, while WLO Chief Operating Officer (COO), Dr. Cristina Ortega, delivered a conference on "Cultural Tourism and Cultural Festivals".

WLO COO expressed: "The 3rd China (Beijing) Leisure Conference was an opportunity to learn more about Pinggu-Beijing's extremely rich offer in terms of culture and leisure, which we positively believe will be an added value for the colleagues joining us there next year". WLO chairman added: "We are very impressed on the infrastructures being built to welcome our Congress delegates".

Taotao, the mascot of the 2020 WL Congress was also presented at the 3rd China (Beijing) Leisure Conference. It is inspired by a peach, symbol of Pinggu, where the fruit is grown in big numbers.

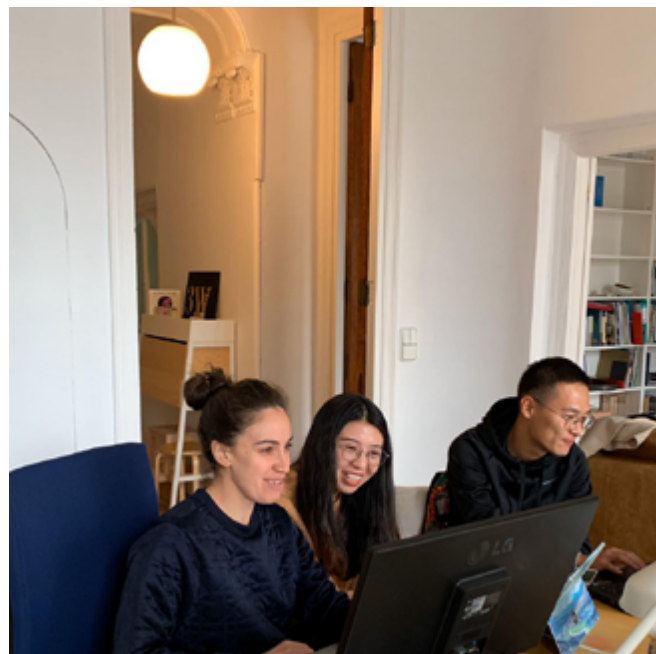
We congratulate the local team for a new successful conference and look forward to seeing what they are preparing for 2020!





## WL Board members participate in the 3rd Sports & Leisure Fashion Week and the 2019 Keqiao Forum on World Leisure City Development

The 3rd Sports & Leisure Fashion Week and the 2019 Keqiao Forum on World Leisure City Development took place in Keqiao, China, on October 21st, 2019. Hosted by the People's Government of Keqiao District, Shaoxing City, organized by Keqiao District Education and Sport Bureau, and co-organized by Keqiao Media Group, the events counted with the participation of WLO chairman Dr. Roger Coles, WLO Chief Operating Officer Dr. Cristina Ortega, and WL Board member Dr. Miklos Banhidi, who delivered keynote speeches. Keqiao is a WL Community of Excellence, with a strong focus on creativity in the field of fashion and textiles. In 2017, Keqiao District also won the World Leisure International Innovation Prize with the project "Leisure for All: Leisure Sports Booming in Keqiao District".



## The WL Scientific and Technical office in Bilbao welcomes new trainees!

We are very happy to introduce you our new trainees here at the Scientific and Technical Office in Bilbao, Gloria and Xiao Zheng, from Zhejiang University (a World Leisure Center of Excellence). They arrived earlier this month and will stay with us for three months, until the beginning of February 2020. Gloria and Xiao Zheng are working with us in very varied tasks, among which we should highlight the preparation of the 2020 WL Congress in Pinggu, China! They are also contributing to the dissemination of our News section in China, translating the newsletters into Chinese. We are very happy to count with so competent and committed trainees!

# WLO Network



## Board member Dr. Antonio Bramante represents the WLO at ENAREL event (Brazil)

The 30th Brazilian National Recreation and Leisure Meeting was held in Curitiba from the 14th to the 16th November. Attended by more than 200 participants, the event counted with official WLO endorsement. Dr. Antonio Bramante, member of the WL Board of Directors, represented the WLO in this important event.

The main theme of the 30th Brazilian National Recreation and Leisure Meeting (Curitiba, 14th-16th November) was "Leisure and Aging in an Era of Technology". ENAREL had the attendance of, approximately, 200 participants and substantial part of event was simultaneously broadcasted online through Facebook.

The program included nine workshops, three institutional meetings (Brazilian Association of Leisure Studies on Graduate Programs and Research, Recreation Brazilian Association and Sport Science Brazilian Collegiate); opening and closing key-note speeches; two round-table debates; two major conferences; presentation of 70 research papers and 50 posters and two sessions of five thematic groups. There were also cultural performances and new books presentation.

We thank Dr. Antonio Bramante, member of the WL Board of Directors, for representing the WLO at this event. Dr. Bramante was a guest of the Organizing Committee to be part of the opening ceremony as WLO representative. He also presented a workshop on "Development of Strategic Tools for the Management of Leisure Experiences", and was the general coordinator of the five thematic Groups, exploring the overall theme of event at different locus: public sector, private sector, NGOs, Social/Recreation Clubs and the University. After two meetings, this group was responsible of writing "Charter of Curitiba – ENAREL 2019". Finally, Dr. Bramante, delivered a closing keynote speech exploring the theme "Leisure, Market and Society".





## UNWTO's Global Report on Women in Tourism

The United Nations World Tourism Organization (UNWTO) has launched the second edition of the [Global Report on Women in Tourism](#). Published in 2010 for the first time, this publication provided a first look and a baseline study on the situation of women in the tourism sector. Now, this second edition of the report considers how the situation has evolved since then and provides a thorough assessment of tourism's contribution towards United Nations Sustainable Development Goal 5 – to achieve gender equality and empower all women and girls. The report has an extended geographical scope, additional in-depth industry analysis, and contains a rich tapestry of case-studies that illustrate how women around the world are using tourism as a vehicle for empowerment and development.

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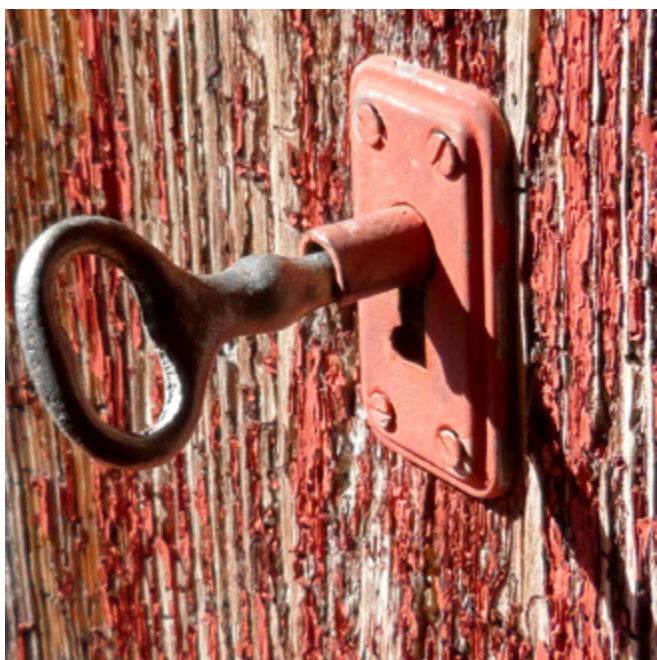
## WLCE Vancouver Island University celebrates its 10th anniversary!

The 10th anniversary of VIU's World Leisure Center of Excellence was celebrated on November 29, with a special edition of PechaKucha Nanaimo with the theme "Putting Leisure on the Map". The event was held at Vancouver Island University and brought together VIU representatives, faculty members, visiting scholars, students, alumni and community members on an evening filled with fun and inspiring stories related to leisure research and practice. The speakers, including former students of our MA in Sustainable Leisure Management (MA SLM), two visiting scholars from the Netherlands and Finland, and a MA SLM student from Tanzania shared their stories in a PechaKucha style that is 20 slides, 20 seconds each.

The World Leisure Organization joined the celebration through a video call from WLO chair, Dr. Roger Coles, a video from Dr. Cristina Ortega, and a video from WLCE Brazil, sent by Dr. Ricardo Uvinha, from the University of Sao Paulo.

Congratulations to the VIU WLCE team, we are very happy to cooperate with such a committed team!

# Publications



## FREE ACCESS WL Journal articles on leisure and events

We thank our publisher Taylor and Francis for granting free access to a new set of articles of the *World Leisure Journal*. On this occasion, coinciding with the announcement of the city hosting the WL Congress in 2024, and the designation of Laixi, Qingdao – host of a major leisure event, the WL Games – as a WL Community of Excellence, we offer you a selection of articles on leisure and sports events. The articles are: “[Factors influencing the inspirational effect of major sports events on audience sport participation behaviour](#)”, by Girish Ramchandani, Themistocles Kokolakis and Richard Coleman (2014); “[The appeal of fairs, festivals, and special events to adult populations](#)”, by Gaylene Carpenter (1995), and “[Leisure events and regional economic impact](#)” (1999). These articles will be available with free access until the end of the year.

## 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





## Six major art museums offer curatorial training to students from underrepresented backgrounds

By Andy Knaggs

Twelve new students have been enrolled in the Andrew W. Mellon Undergraduate Curatorial Fellowship program, with the selected entrants to be given specialised training and mentoring from six high profile art museums in the US. The new class is the fifth to enroll in this two-year program which seeks to increase curatorial talent from historically underrepresented communities.

As well as giving the students hands-on experience in a museum setting, assisting curators and staff on exhibitions, collections and programs, the fellows are also matched with a curatorial mentor at each of the museums, who must attempt to enrich the academic experience and broaden the fellow's understanding of art and art history. High Museum of Art director Rand Suffolk said the fellowship program had already had a remarkable impact on the institution, adding: "Bringing diverse perspectives to museum leadership will help to ensure that our organizations remain relevant and essential in our communities".

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

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



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# Opportunities



## CALL FOR ABSTRACTS – Pinggu-Beijing WL Congress 2020 (New 2nd submission deadline: 31st 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 Beijing Municipal Commission of Tourism, the Pinggu District Government and the WLO. 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 [Pinggu-Beijing 2020 WL Congress](#). Did you already submit yours? The second call is now open! Submission deadline is January 31, 2020.

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## CALL FOR PAPERS – WL Journal special issue on Leisure, Community and Economic Development

This special issue of the *WL Journal* focuses on one of our [WL Special Interest Groups](#) (SIGs): Community and Economic Development. Empirical research, systematic reviews, and examples of evidence-based practice pertaining to leisure, community, and economic development are invited. All submissions will be peer-reviewed. Topics for this special issue include but are not limited to: The roles of economic development and leisure of the new immigrant and refugee communities; The landscape of systemic change in leisure and community and Circular economy as community development, among many others. Potential authors are strongly encouraged to contact guest editor ([joanne.schroeder@viu.ca](mailto:joanne.schroeder@viu.ca)) to discuss potential submissions to assure topics fit the special issue. Article due date is December 20th, 2019.

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## CALL FOR APPLICATIONS – Visiting Scholars Program at Vancouver Island University

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Vancouver Island University (VIU) is seeking applications from scholars with research and teaching expertise in leisure, sustainability, innovation, community development and related areas, for their upcoming "Visiting Scholars Program". Visiting Scholars are an integral component of two initiatives at VIU: the [Master of Arts in Sustainable Leisure Management](#), and the World Leisure Center of Excellence (WLCE). The Master prepares emerging leaders to create innovative approaches for providing recreation and tourism opportunities in ways that respect and enhance communities, natural settings, and local economies. Accordingly, the program is designed to bring local and international leaders to VIU to engage with students, faculty, and the Vancouver Island region. Scholars who are interested in joining the program for the 2020-2021 academic year are encouraged to submit the application form and a current CV by January 15th, 2020.

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## Strategic Priorities Grants (SPGs) – 2nd deadline for applications on December 15th, 2019

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The call for the Strategic Priorities Grants (SPGs) program is open now and until the 15th December 2019! This WLO initiative launched a first call during the first semester of this year, and is offering now a new opportunity in a second call for applications. We encourage potential applicants to check the guidelines and apply! The SPGs program tries to support members' projects that are aligned with the WLO's mission, vision, and [Strategic Plan](#). Proposals that are both innovative and address WLO strategic priorities will receive the highest priority. Examples of projects that may be funded include: Research assessing the impact of practices aligned with the mission of WLO; Dissemination of activities; Leisure curriculum development; Projects that support underserved populations; Development of leisure learning resources and knowledge transfer; Collaborative projects with WLO partners, NGOs and other relevant organizations; Advocacy projects raising the profile of leisure and WLO in public policy; Sustainability projects targeting finances, communications, marketing, membership and Enterprising or social entrepreneurial activities/ideas/events that promote and enhance the scope and aims of WLO.

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## **Graduate Assistantships at the Department of Retail, Hospitality and Tourism Management, The University of Tennessee, Knoxville, TN – United States**

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The [Retail, Hospitality, and Tourism Management Department \(RHTM\)](#) at the University of Tennessee, Knoxville, is recruiting PhD applicants to join their innovative team. The program offers advanced doctoral courses and exceptional experiences for students to gain an in-depth knowledge of key theories, source relevant literature information, employ appropriate research methods, and to apply them when conducting research. The deadline for international students' applications is February 1st, 2020 to enter the fall semester. Applicants should complete an online application on the following website of UT graduate admissions <http://bit.ly/33kuT6X>  
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# Upcoming events



## 2019 International Conference on Sustainable Tourism and Inclusive Development in Hong Kong

The International Conference on Sustainable Tourism is an annual event organized by the Chinese University of Hong Kong (CUHK) since 2012. This year's conference – to take place at CUHK from 14th to 15th May 2020 – will further explore the United Nation's 17 Sustainable Development Goals (SDGs) that aim at confronting global sustainability challenges and acting for people, planet and prosperity. Based on this universal vision, sustainable tourism has been asserted by the UN as a key driver for development in achieving these SDGs. Looking beyond the 2019 conference that addressed the relationship between tourism and these SDGs, the 2020 conference continues to articulate the critical position of sustainable tourism and explore its role and potential in contributing to inclusivity of a sustainable world.

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## 4th UNWTO/UNESCO World Conference on Tourism and Culture in Kyoto, Japan

The 4th UNWTO/UNESCO World Conference on Tourism and Culture responds to the calls for action from the past three Declarations on Culture and Tourism. The theme of the 2019 World Conference "Investing in future generations" will concentrate on cultural transmission, community and capacity building. This conference will continue the discussion on how the tourism and culture sectors can work more collaboratively together and increase public-private partnerships to ensure the protection of cultural heritage and the promotion of new cultural expressions. Save the dates for the 12th-13th December in Kyoto, Japan!

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# Encounter



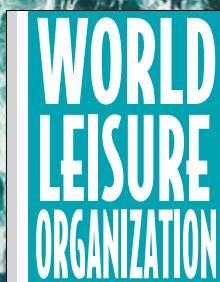
## Encounter with... Andy Moss, director of Cube Management (UK), whose project StreetVelodrome was recognized as Highly Commended in the 2019 WL International Innovation Prize

Andy Moss is the CEO of Cube Management, the UK company which developed the project StreetVelodrome, recognized as a Highly Commended one in the last edition of the WL International Innovation Prize. 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. Play to listen to Andy tell more about this amazing project!

Watch [this video](#) for more information about StreetVelodrome. You can also contact Andy Moss, Cube Management CEO, at [amoss@cubemanagement.co.uk](mailto:amoss@cubemanagement.co.uk)







## 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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