

WL NEWS

ISSUE 24

LEISURE IN
FACE OF GLOBAL
CHALLENGES



APRIL 2020

WORLD
LEISURE
ORGANIZATION



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Editorial

Dear colleagues, dear friends,

With the current worldwide COVID-19 outbreak affecting people and organizations, it is clear that re-thinking the ways we work and communicate is crucial. The pandemic is predicted to last for several months and possibly much longer than expected, and it will probably impact on how organizations operate forever. Also, while the world's attention is on the global pandemic, several other long-term threats have been arising recently. Just before the coronavirus outbreak, we witnessed unprecedented fires in Brazil and Australia. The global climate crisis is real and has the potential to impact widely at natural world and humanity level.

Since the start of the COVID-19 outbreak, we have been focusing on looking at alternatives and finding new ways to deliver WLO programs, with a special focus on delivery of WLO events all over the world. The information and communication technologies will play a significant role in the upcoming future in terms of providing reliable and robust solutions for digital experience and participant engagement. At WLO we count with a great number of expert networks in this field, with wide knowledge in planning, organizing and providing online education content – and keep working towards providing different opportunities and benefits for the Leisure community of scholars, practitioners, policymakers and students.

In this issue of our monthly newsletter, we collect some fellow organizations' initiatives and reactions to this global crisis, while trying to make our humble contribution to the current debates about how Leisure can impact and be impacted by the pandemic.

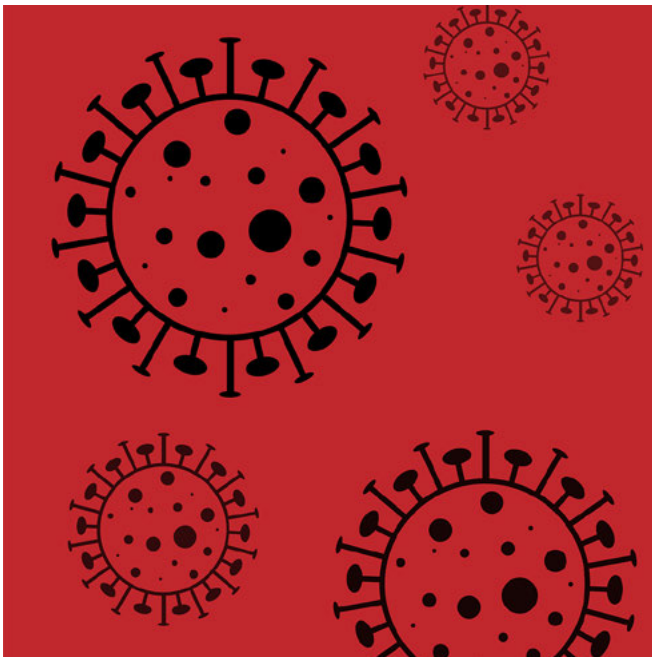
We take this opportunity to send our thoughts and courage to those most severely suffering from this crisis, as well as to thank those fighting the virus on the front line.

Yours sincerely,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO News



Leisure in times of COVID-19 – Make your voice heard!

The world is facing what is probably the most extended health crisis of our times. COVID-19 will for sure teach us many lessons, and some of them are certainly related to leisure. During the past weeks many colleagues have shared their observations about how leisure practices are changing in a situation of lockdown (and how this varies from country to country, from culture to culture). This crisis is also proving that leisure is a powerful tool to help people navigate difficult times. We would like to learn more about all these phenomena, collect information and then share it with the global leisure community. We would be very grateful if you would like to share your thoughts on this important issue by completing this short [form](#). Let's join forces to build something together in this difficult situation!

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Would you support leisure programs for the youth? Perhaps commit with the advancement of leisure research?

These are just some of the causes you can support by engaging with us through our donorship model. We are proudly a non-profit, non-governmental body of individuals and organizations dedicated to understanding leisure, advancing quality of life and well-being of individuals, communities and nations through leisure; promoting and understanding the benefits of leisure; and encouraging access and inclusion for all. Donations is one of the ways you can engage with us and support our mission and projects. Check our strategic working lines and choose the program you would like to support!

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The call to host the 2026 WL Congress call is open now!

Occurring biennially, the WL Congress is designed to attract participation from among academics, public and private sector practitioners, policy makers and from a range of disciplines including leisure in all its forms (tourism, culture, sports and recreation), with special interest in education, health, planning and many others, affecting or which are affected by leisure policy, development and practice. The Congress should make use of existing facilities (i.e. convention centres or university facilities) or those which can be provided on a temporary basis, and its activities should not be restricted to presentations or debates but can be complemented by festivals and programs for participants and the local community. In short, unlike the more traditional conferences, candidates will have the opportunity to come forward with imaginative ways in which the WL Congress could be staged to the benefit of the local and international community. The [2026 WL Congress bid](#) is now available, but you can also check how previous World Leisure congresses have been held [here](#).

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Diversity, Access and Inclusion Special Interest Group (DAI SIG)

In 1948, the United Nations Universal Declaration of Human Rights recognized the right of ALL to enjoy leisure time and to freely participate in the cultural life of the community. Despite this declaration, some populations are denied access and inclusion in leisure programs, facilities and services. For example, persons with disabilities often face societal barriers, and disability evokes negative perceptions and discrimination in many societies. Because of the stigma associated with disability, persons with disabilities are often excluded from community life, including leisure pursuits, which deprives them of opportunities essential to their social development, health and well-being. The WLO is committed to ensuring that all members of the community, regardless of age, gender, ethnicity or ability, have access to beneficial leisure facilities and services. The Diversity, Access and Inclusion Special Interest Group provides a forum for professionals to gain knowledge and support to advocate inclusion of underserved populations in leisure pursuits.

**Read more and join the
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Research



Leisure experience research – A new theoretical and empirical framework

By Dr. Marcel C.M. Bastiaansen

Senior lecturer and researcher in quantitative research methods,
Academy for Leisure and Events, Breda University of Applied Sciences
and
Department of Cognitive Neuropsychology, Tilburg University
The Netherlands

Located in the Netherlands, Breda University of Applied Sciences (BUas) is one of the currently five World Leisure Centres of Excellence. BUas is a specialist university focusing predominantly on the domain of leisure, including culture, tourism, hospitality, games, and media. BUas offers graduate and undergraduate degree programs in these domains, and is actively developing knowledge in these domains through its research programmes. One of the core research themes at BUas is that of leisure experiences.

Emotions play a crucial role in making leisure experiences memorable and meaningful. The bodily expression of emotions provides useful indicators of the emotional engagement during leisure experiences. In our Experience Lab we use quantitative measurements of heart rate, skin conductance and brain activity (electroencephalography) to study how people actually feel during their leisure experiences. This leads to new scientific insights into the intricate relationship between emotions and experiences, and to very practical recommendations to our leisure industry partners on how to improve and optimize the experiences they offer to their guests.

Emotions make leisure experiences special

In the tourism, hospitality and leisure industry experiences are the core economic offering (Pine & Gilmore, 1998, 2011). Tourists, guests and visitors are pursuing experiences that are both meaningful and memorable, and this creates a need for developing reliable and valid experience measures.

There is a growing consensus amongst scholars that *emotions are crucial ingredients for meaningful and memorable leisure experiences* (Bastiaansen et al., 2019). It is the emotions that are felt during any particular leisure experience that make the experience stand out from the many ordinary experiences of everyday life. This consensus is based on insights borrowed from experimental psychology (Jantzen, 2013), as well as from the groundbreaking work of Kahneman and co-workers (Kahneman, 2011).

The exact timing of when emotions happen during a particular leisure experience is thought to be an important determinant of how that experience is being evaluated after it has unfolded. One influential proposal, usually referred to as *peak-end theory*

(Fredrickson, 2000), predicts how the temporal pattern of lived emotions during an experience transforms into remembered experience: the emotional peak, and the intensity of the emotion at the end of the experience, are thought to be the most important predictors of experience evaluations. Peak-end theory has attracted much attention amongst researchers and experience providers alike, as the memorability of an experience is seen as essential to guiding future decisions about repeat visit and recommendation behavior (Kahneman, 2011; Zajchowski et al., 2016).

However, evaluating peak-end theory, or better even, putting it to practical use for the leisure industry, is a tricky business. Measuring the ebb and flow of emotional engagement while an experience is unfolding is difficult at best. Traditional approaches to studying experiences predominantly rely on questionnaire or interview data collected after the experience has unfolded, thus ignoring the waxing and waning of emotions during the experience. One step closer to better understanding the relationship between the temporal patterns of emotional engagement on the one hand, and the memorability and/or meaningfulness of a leisure experience on the other hand, is to try and have guests reconstruct the experience after it has ended.

Work from our Experience Lab (Strijbosch et al., 2019), based on self-reported, reconstructed temporal profiles of emotional engagement, suggests that during a leisure experience of watching a short VR movie, the average emotional engagement (measured as valence – positive or negative feelings - and arousal – the intensity of the feeling – better predicts the overall evaluation of the experience than the emotional peaks and ends. These findings challenge peak-end theory.

Measuring emotions

The theoretical development and empirical question sketched above poses methodological challenges to studying tourism, hospitality and leisure experiences. Measurement tools are needed that capture the moment-by-moment, second-by-second changes in emotions in detail. This requires understanding how they are expressed.

Emotions are responses to personally relevant stimuli, and are expressed at three levels (Ekman, 2016): in *phenomenology* (how does it feel to the person in question), in *behavior* (what does a person do when feeling a particular emotion), and in *physiology* (which bodily changes occur when an emotion is felt. Therefore emotions can be measured at each of these three levels of expression: phenomenology through self-report,

behavior through observation, and physiology through recording bodily changes (for a more detailed discussion, see Bastiaansen et al., 2019; Mauss & Robinson, 2009).

Physiological measures, i.e. bodily responses resulting from emotions, seem to be particularly useful (in addition to the well-established self-report measures) for studying experiences, for different reasons. First, such measures have sub-second precision and therefore can provide detailed time information about the waxing and waning of emotions during an experience. Second, experimental psychological research has established in detail – at least in carefully controlled laboratory settings – how different electrophysiological measures vary as a function of emotional valence and arousal. And third, recent technological developments have made it possible to continuously record electrophysiological measures while people are freely engaging in leisure activities (walking through a museum, being in a guided tour, or sitting on a roller coaster), by using wearable recording devices (for example wristbands looking just like a slightly oversized watch) that make measurement unobtrusive and enable high ecological validity.

Skin conductance as a tool for measuring leisure experiences in real time.

In the past two years, in our Experience Lab we have attempted to establish whether recordings of *electrical skin conductance* can be reliably related to leisure experiences. A change (an increase) in electrical conductance of the skin occurs when sweat glands on the palm of the hand or the sole of the feet are being activated. This activation consistently happens when an emotion is being experienced. By attaching high-end, fitbit-like wristbands on people while they are enjoying a leisure experience, we were able to measure rapid changes in skin conductance. These signals, when properly analyzed, are a reliable indication, second-by-second, of the level emotional arousal of people as they experience unfolds.

In a wide range of different research projects, we have demonstrated amongst others that skin conductance changes can be meaningfully related (1) to the events that occur during a roller coaster ride, (2) to specific exhibits in a museum, (3) to the different locations of a guided tour in an outdoor museum, (4) to the changes in landscape during a leisurely bike ride, and (5) to the different scenes of a musical show in a theatre. All of these different findings are currently in the process of being published as scientific journal articles, and have in multiple cases served as useful input to the respective leisure providers for redesigning and/or optimizing their experiential offerings.

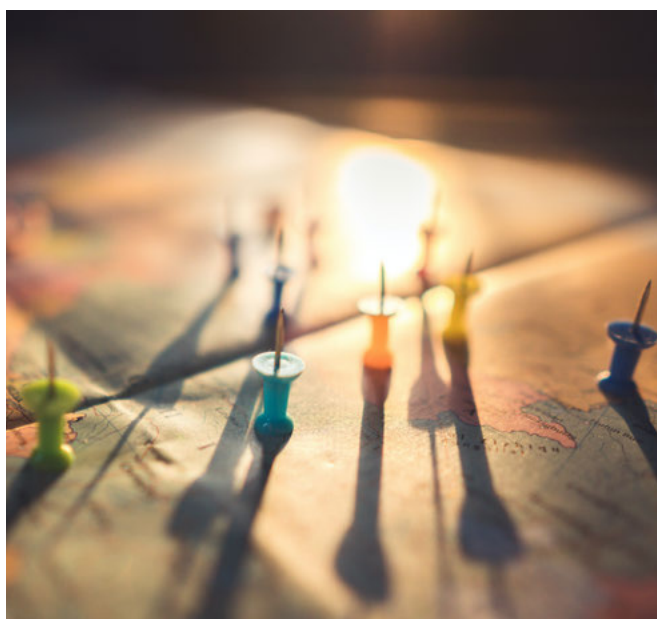
In conclusion

At Breda University, we are developing the contours of an innovative theoretical and methodological framework that unpacks experience into its constituent elements, with a strong emphasis on emotions as the building blocks that make experiences memorable and meaningful. In our view, this new framework, and the initial empirical support we have observed for it in recent years, greatly contribute to a deeper understanding of how visitors, tourists, and guests experience leisure offerings, which in turn better enables our industry partners to provide their customers with the best possible experiences.

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Industry



New visual data website offers “live” monitoring of COVID-19’s effect on global leisure industries

By Tom Walker

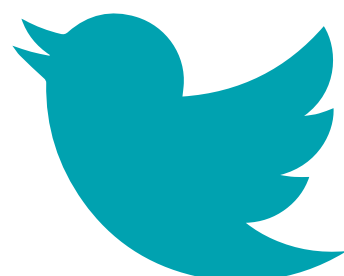
Technology firm Purple WiFi has launched a live data website, offering a real-time, visual representation of the effects of the COVID-19 (Coronavirus) pandemic on leisure industry sectors globally. Utilising the company’s billions of footfall data points, Purple’s data scientist team has constructed the live charts to help visualise the impact felt in a number of sectors. Among the key findings is that cancellations and postponements within the US sports market has led to an 87 per cent decrease in the number of visitors to stadiums, arenas and other sports venues across North America – costing the industry an estimated US\$5bn. The US hospitality sector is one of the industries worst hit, with a 77 per cent decrease in hotel guests across the region, while restaurants have seen a significant decline in footfall too.

Retail, however, has yet to be affected in the same way that other industries have across the US and Canada, with data showing just a 13 per cent dip in footfall traffic. To view the [live data feed](#), [click here for the Purple website](#).

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Policies



What policies will “save” Leisure?

If there is a sector affected by the spreading novel coronavirus, this is without doubt the Leisure sector. Theater, museums, leisure centers have closed to protect the health and safety of visitors and staff. Major events, from the 2020 Summer Olympics in Tokyo to the Cannes Film Festival are delayed, postponed or cancelled. The halt of movement of people across borders has seized any travel-related activity impacting a lot the leisure travel sector.

The leisure industry itself is looking for alternatives to this challenge. Many institutions have moved onto technology platforms, several conferences and meetings have also taken the digital route. Creativity prevails: live-streaming of concerts to audiences around the world, virtual tours of famous museums and galleries, online festivals allow people to experience art from the comfort of their living rooms. Sports and physical activity have

also taken another twist: people look for alternatives to train at home, via e-classes, or recorded material. Also neighborhoods have never seen so many people jogging. Travel sections of newspapers wonder how to talk about travel when it's grinding to a halt and turn to their audiences and create reader-generated columns where their readers can propose to fellow travel readers what they can do over a weekend wherever they are. Because one day we will travel again.

The world needs the leisure sector. The United Nations, in its “[Global Call to Creatives: An Open Brief from the United Nations](#)”, issued its first-ever global call to creatives to help spread the public health messages on the coronavirus using a cultural quirk in ways which make the messages effective, accessible and shareable. But in the same time, in these turbulent times, many leisure organisations and professionals rely on government for support. Sector stakeholders in different parts of the world are mobilizing and already discussing with government officials the aftermath of the crisis. Support to freelancers, artists, cultural professionals has been announced in different countries.

From the WLO Secretariat we would like to call on you to help us map different policies that have been announced or already put in place in support to the leisure sector in your own countries.

You can send us an email at secretariat@worldleisure.org or fill in the [form](#) we have created.



"After becoming a member of the WLO, I asked myself why I'm late! I joined the WLO since leisure is something that happens every moment of my life, both as an individual and as an academic studying in this marvelous field. There is everyone under this big roof of leisure and looking through this window with those experts makes feel good. WLO promotes amenity among practitioners and academics and I joined it to build my professional career with those people. Being a member of WLO also gives unique opportunities to understand how broad leisure is and to learn more from our allied fields.

WL Chapters have a very important mission and my first plan is to organize Turkey Chapter to build network among Turkish Leisure Association and other Chapters to support the goals of WLO"

Bulent Gurbuz, PhD. Professor, Department of Sport Management, Ankara University, Turkey; President, Turkish Leisure Association.

Network



Just released: Sesc TV's documentary "Ócio, Lazer e Tempo Livre"

Source: [Sesc TV](#)

The documentary "Ócio, Lazer e Tempo Livre" has been recently released by Sesc TV. This material includes some reflections on the importance of leisure in today's society and the restrictions to its practices by scholars and researchers from around the world: Abena Busia (Ghana), Alberto Acosta (Ecuador), Alon Gelbman (Israel), Danilo Miranda (Brazil), Esperanza Osorio (Colombia), Fernando Mascarenhas (Brazil), Michel Maffesoli (France), Ricardo Uvinha (Brazil) and Simone Rechia (Brazil). Sesc São Paulo was the local organizer of the 2018 World Leisure Congress in the Brazilian city.

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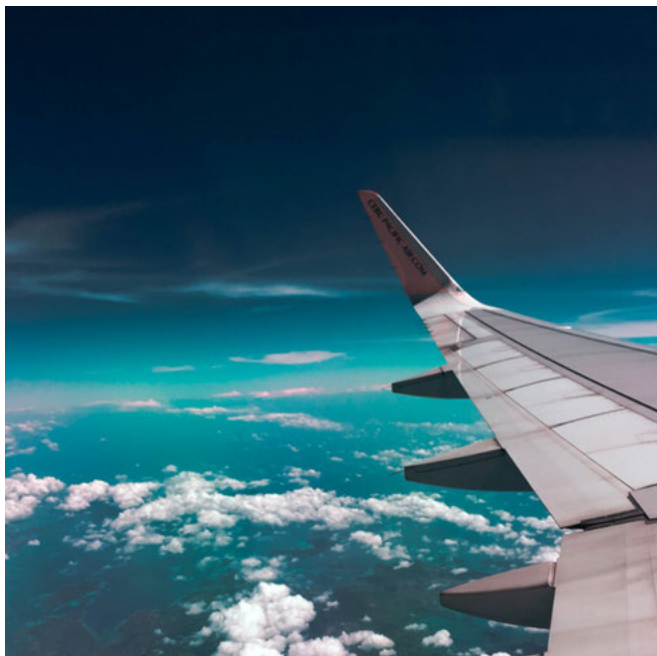
United Nations mobilizes globally in fight against COVID-19

Source: [UN](#)

With the coronavirus crisis spreading to more countries with broader social and economic implications, the United Nations is mobilizing its global workforce to help affected Governments to contain or slow the onslaught of this deadly disease. While the World Health Organization (WHO) continues to lead the global fight against the spread of the novel virus, commonly known as COVID-19, other United Nations entities are also rolling out their responses to the pandemic, which has forced Governments, businesses and people worldwide upend their activities. With the epicentre of coronavirus infections shifting from East Asia to Europe, countries that have experienced a rapid outbreak could share

lessons with those Governments facing the worsening situation or countries that are preparing for such a scenario. UN News wrote a [story](#) about how countries now facing the COVID-19 pandemic can learn from China's experience.

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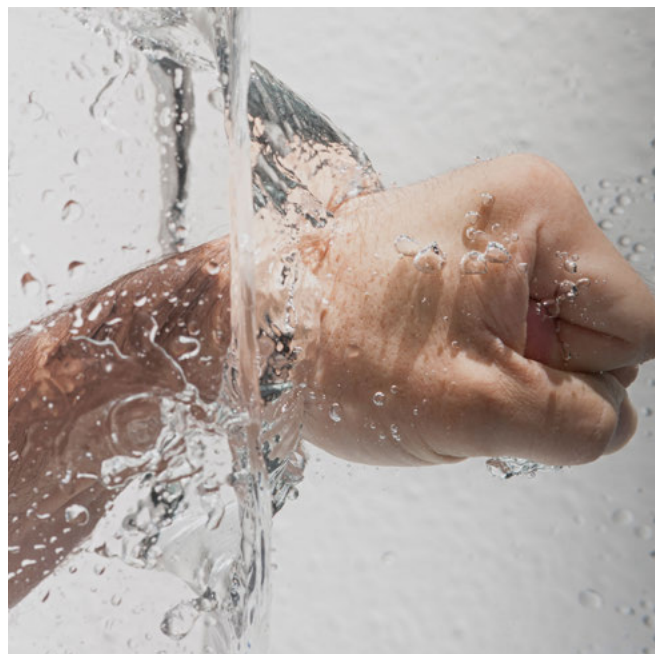


Putting people first – Tourism and COVID-19

Source: [UNWTO](#)

UNWTO calls upon the sector and travelers to address this challenge with sound judgment and proportionate measures. Tourism is currently one of the most affected sectors and UNWTO has revised its 2020 forecast for international arrivals and receipts, though emphasizes that such any predictions are likely to be further revised. Against a backdrop of travel restrictions being introduced, UNWTO underscores the importance of international dialogue and cooperation and emphasizes the COVID-19 challenge also represents an opportunity to show how solidarity can go beyond borders. The tourism sector, like no other economic activity with social impact, is based on interaction amongst people. [UNWTO has been guiding the tourism sector's response](#) on several levels and continues to coordinate closely with WHO and other United Nations agencies.

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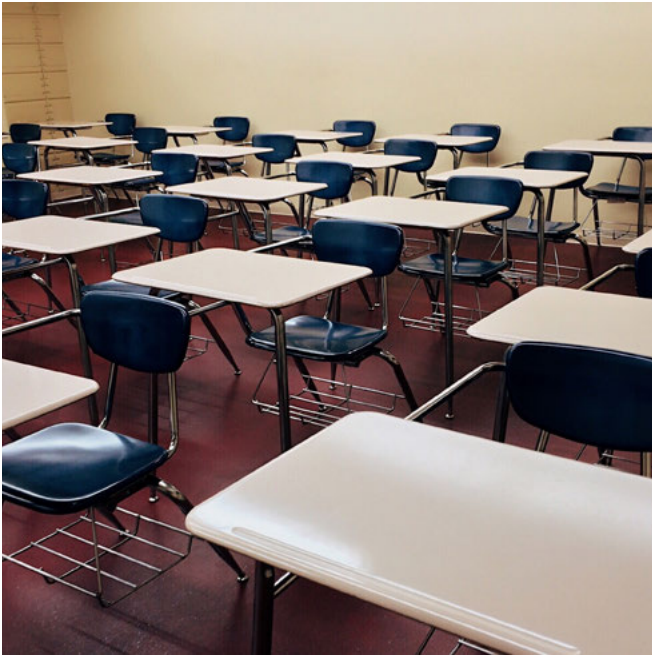


Cities for Global Health – collective responses to global health emergencies

Source: [Cities for Global Health](#)

The global crisis generated by the COVID-19 outbreak is pushing cities of all shapes to give immediate answers to an emergency that is seriously threatening not only citizens' health, but the social cohesion, the economy and the infrastructures of our territories. While the virus spreads regardless of administrative boundaries, territorial scales or weather conditions, affecting millions of individuals simultaneously in different ways, it drives us to overcome management barriers. In metropolitan spaces, the collaboration of central cities and peripheries can make a huge difference to ensure that quality of life is not further threatened under scenarios of fragility and that no one is left behind.

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COVID-19 Educational Disruption and Response

Source: [UNESCO](#)

The number of children, youth and adults not attending schools or universities because of COVID-19 is soaring. Governments in 113 countries have closed educational institutions in an attempt to contain the [global pandemic](#). According to UNESCO monitoring, 102 countries have implemented nationwide closures, impacting over 849.4 million children and youth. A further 11 countries have implemented localized school closures and, should these closures become nationwide, millions of additional learners will experience education disruption. UNESCO is providing immediate support to countries as they work to minimize the educational disruption and facilitate the continuity of learning, especially for the most vulnerable.

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UN SDG:Learn – A unique gateway to SDG-related learning products

Source: [UN SDG:Learn](#)

UN SDG:Learn is a United Nations initiative that aims to bring relevant and curated learning solutions on sustainable development topics to individuals and organizations. Through the collaborative efforts of the United Nations, multilateral organizations, and sustainable development partners from universities, civil society, academia and the private sector, UN SDG:Learn provides a unique gateway that empowers individuals and organizations through an informed decision when selecting among a wealth of SDG-related learning products and services that are currently available. UN SDG:Learn consists of three main components: The Platform, which enables a smart navigation through the growing wealth of various [learning solutions](#) including courses, tutorials, podcasts, etc.; The Partnership, which engages in regular exchange on learning methodologies, tools and courses relevant for SDG learning; and The Programme, which will feature and offer joint learning initiatives that will be co-designed as part of the UN SDG: Learn Partnership to ensure integrated learning support to countries.

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Publications



ILO: Global Employment Trends for Youth 2020: Technology and the future of jobs

Source: [ILO](#)

Incorporating the most recent labour market information available, Global Employment Trends for Youth sets out the youth labour market situation around the world. It shows where progress has or has not been made, updates world and regional youth labour market indicators, and gives detailed analyses of medium-term trends in youth population, labour force, employment and unemployment. The 2020 edition discusses the implications of technological change for the nature of jobs available to young people. It focuses on shifts in job characteristics, sectors and skills, as well as examining the impact of technological change on inequalities in youth labour markets.

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Opportunities



Call for PAPERS – *World Leisure Journal*: Special issue on Benefits and Threats of Travel and Tourism in a Globalized Cultural Context (Extended deadline: 30th July 2020)

This special issue of the *World Leisure Journal* will focus on travel and tourism in an international context. Recent decades have witnessed tremendous increased international and domestic travel in an increasingly globalized world. A steady growth of the industry has led to many threats and negative impacts globally. This special issue will cover empirical research (both qualitative and quantitative), and systematic reviews. Examples of evidence-based practice pertaining to tourism are also encouraged. All submissions will be peer-reviewed. Studies focusing on the relationship between leisure and tourism, as well as tourism from

the global perspective and in non-dominant contexts (such as for example social tourism, volunteer tourism) are particularly sought. Potential authors are strongly encouraged to contact the Guest Editor, [Professor Carolin Lusby](#), to discuss potential submissions to assure topics fit the special issue. The submission deadline has been extended until Thursday, 30th July 2020.

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Call for PAPERS – *The International Leisure Review* (Deadline: 15th June 2020)

The International Leisure Review invites papers on all aspects of leisure, recreation, and related issues from authors throughout the world. The Journal aims to publish studies of theoretical, applied and professional interest. Contributions may be in the form of original articles reporting the author's research, reviews of a topic or issue, or case studies. Proposals for sets of papers addressing a common theme or issue are also encouraged. Material will be considered for publication on the understanding that such material is original and unpublished work, not currently under review by any other journal or publisher, or already accepted for publication elsewhere. Manuscripts and other proposals, and books for review should be sent to [Dr. Cari Autry](#), guest editor of *The International Leisure Review*. The submission deadline is Monday, 15th June 2020.

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Call for APPLICATIONS – International Fund for Cultural Diversity (16 March-27 May 2020)

UNESCO accepts applications for the [International Fund for Cultural Diversity \(IFCD\)](#) from 16 March to 27 May 2020. The IFCD finances initiatives that stimulate the Cultural and Creative Industries in developing countries. The Fund is known among cultural professionals around the world as a champion in the funding of innovative and dynamic projects. Over the past 10 years, the IFCD has provided more than 8 million USD to 114 projects in 58 developing countries. At the heart of the Fund is its commitment towards sustainable development. Creative sectors have an immense potential to contribute to prosperous societies – both economically and culturally. From bringing cinema to rural communities in Senegal to strengthening music production in Tajikistan, it invests in creativity, and creativity transforms societies.

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Mobility Funding Guides for International Cultural Exchange in Asia and Europe

Since 2012, the [Asia-Europe Foundation \(ASEF\)](#) and [On the Move \(OTM\)](#) have jointly presented the *Mobility Funding Guides for International Cultural Exchange* for the 51 countries of the Asia-Europe Meeting (ASEM). These guides provide a comprehensive and updated list of funding opportunities for the cultural mobility of artists and cultural practitioners in Asia and Europe, where cultural mobility is defined as “the temporary cross-border movement of artists and other cultural professionals”. The international approach of the Mobility Funding Guides is crucial as it positions the discussion on the funding of cultural mobility in a global perspective in order to better respond to local needs and interests from the cultural sector. It also serves as a tool for funders and policy makers to identify areas that still need to be funded and/or supported. Although ASEF and On the Move will continue to update the Guides regularly, you can check the latest editions available at the moment [here](#).

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Check the open call for nominations for 2020 WLO Awards!



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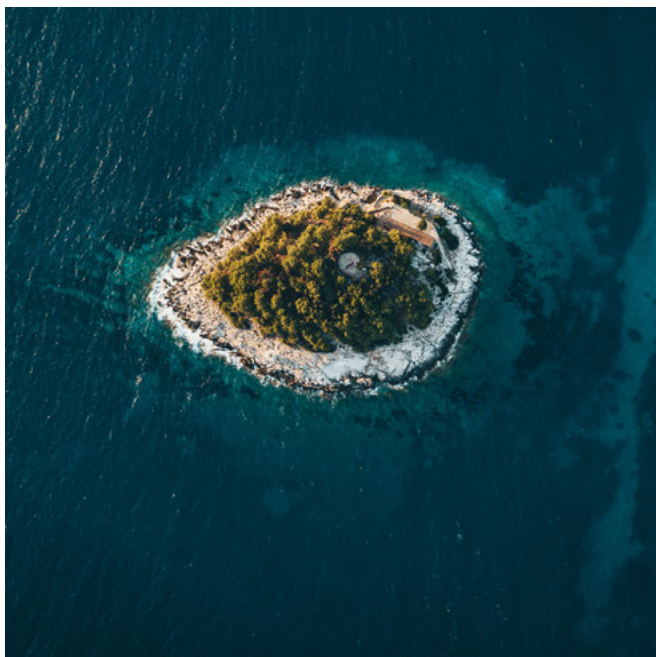


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Upcoming events



Virtual Island Innovation Summit (6-11 September 2020, ONLINE)

The Virtual Island Summit is a free and entirely online event designed to connect global islands to share their common experiences. The event is performed through a digital platform in order to maximize opportunities for participation and minimize harmful greenhouse gas emission. The Summit will imitate a traditional in-person event with opportunities to interact with speakers and other attendees, with the goal of creating an online community. This event covers all 17 of the United Nations Sustainable Development Goals (SDGs), in addition to other topics pertinent to island communities.

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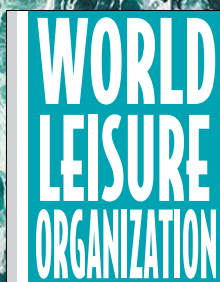
Encounter



Encounter with... Dr. Marie Young about Leisure, Wellness, Safety and much more!

Dr. Marie Young is a WLO Board member and a faculty member of the Department of Sport Recreation and Exercise Science at the University of the Western Cape in South Africa. In this conversation, among others, she tells us about the "Wellness in Western Cape" program, promoted by the Department of Health, and how this program contributes to improve quality of life through leisure in communities suffering from safety issues.





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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