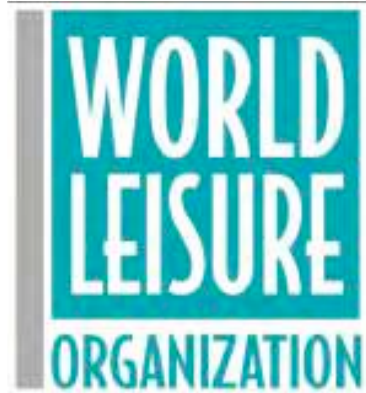




WORLD
LEISURE
ORGANIZATION

2012 WLC RIMINI

BOOK OF ABSTRACTS



Rimini World Leisure Congress
Book of Abstracts



André Thibault, Ph.D.
Editor

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Cedar Falls, Iowa 50614, USA
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Designed by Andre Thibault
Print produced in Canada and the United States
Library of Congress Cataloging in Publication Data

Thibault, Andre O. E., 1946

ISBN-13 978-1-881516-09-5
ISBN-10 1881516091

Introduction and Content

Introduction

By 2030, over 5 billion of the world's population will live in urban areas. Cities in the future will be where the development of the world takes place. Large, new metropolitan areas are expected not only in China and India but also in South America and sub-Saharan Africa. How will these new urban areas be planned? How will more established cities and towns evolve in the next 25 years? How will cities transform themselves to meet the growing demand and need for improved quality of life. In what ways, if any, will leisure influence the thinking of community policy makers, citizens, trade associations and entrepreneurs ?

If there is a period in the history of humankind when people are claiming more leisure time, it is now. As reflected in individual and collective behaviors and needs people often demonstrate that leisure and its values must be of great influence in shaping the city, its urbanism, its economy and its cultural specificity.

From September 30th to October 3rd, 2012, in Rimini, Italy, researchers, educators, professionals and government officials, from throughout the world, gathered to discuss the mutual influence of city and leisure. Individuals participating in the XII World Leisure Congress examined now and in the future, cities should be designed and growth smarter, healthier, wealthier in a leisure ambience. The XII World Leisure Congress provided an opportunity for individuals to share information on new developments in strategic and city planning, architecture, leisure provision and destination marketing.

From September 30 to October 3, 2012, delegates listened, debated and discussed how cities will be planned, transform themselves and address the challenge of meeting new social, cultural and economic demands. And, then also how these new city dimensions will influence leisure of their residents and visitors.

Conferences, workshops, panels and scientific and professional presentations offered a wide scope of expertise, experience and scientific knowledge and stimulate creative discussions among participants.

The program has been devised to consider four key aspects:

PEOPLE: Can we ensure that people are put first in all future developments?

PLACE: Can we successfully, plan, design or transform the urban environment to meet new demands for improvements to the quality of life?

PASSION: Can we identify how cities, products and services can be driven to success by their passionate advocates ?

PERFORMANCE: Can we identify key ingredients and the extent to which leisure contributes to the social, cultural and economic success of cities?

Content: diversity and quality of presentations

Two types of presentations were offered to delegates and are found in the *Rimini World Leisure Congress Book of Abstracts*

- Professional presentations based on a policy, an experience, best practices, a strategy, a program, a change or a development of space or equipment which brought about an improvement in the user's leisure experience and the set up of conditions for its accomplishment. Such presentations answered the following questions: why, what, how and must include the achieved results and effects.
- Scientific presentations based on a research approach were also included. Such presentations were required to bring forward a problem situation, a research issue, a reference framework, methodology, findings and discussions or propositions resulting from these findings.

All presentations were reviewed and ranked by at least two peers who used the following list of criteria.

Scientific presentations

40%: Internal quality (coherence, methodology)

30%: Relevance with Congress theme and sub-themes.

20%: Contribution to the knowledge development.

Professional presentations

40%: Internal quality (coherence, process)

30%: Relevance with Congress theme and sub-themes.

20%: Contribution to the knowledge development.

Reviewed and ranked abstracts that were included in the XII World Leisure Congress program are included in this document as presented by the authors.

This full document is available on World Leisure Organization Website at <http://www.worldleisure.org>.

The Scientific Program Committee was impressed by the general quality of papers presented and wish to thank all those who presented their work at this XII World Leisure Congress.



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Scientific Committee Chair
Rimini, Italy, September 2012*

Index of authors and presentations title.

Introduction and Content	3
Introduction	3
Content: diversity and quality of presentations.....	3
Index of authors and presentations title.....	5
Abdella, Amir Mustafa	15
Leisure and home-making, Dubai new residential space.....	15
Abrao Romera Liana.....	15
Leisure, consumption and beverages: An analysis of the advertisements at university parties.....	15
Acha-Any, Paul	16
COMMUNITY BENEFIT FROM TOURISM: MYTH OR REALITY	16
Ahrabi-Fard Iradge.....	16
Planned Leisure and Quality of Life: Fitness over Diet	16
Akyıldız, Müge, Argan Metin	16
Revisiting Serious Leisure Perspective: Serious Leisure Qualities in a Turkish Sample.....	16
Akyıldız, Müge; Argan, Metin; Argan, Gezmiş; Ayşe, Gezmiş	17
SPIRIT OF LEISURE: SPIRITUAL EXPERIENCES OF YOGA AND MEDITATION	17
Alves, Vania de Fatima, Noronha	17
Leisure, tourism and cultural diversity in Latin America	17
Andereck, Kathleen; Nyaupane, Gyan.....	17
Community Development Aspects of Festivals	17
Anderson, Stephen; Lusby; Carolin; Autry, Cari	19
Specialization in Ocean Cruising.....	19
Andres,Ried	19
The outdoor recreation experience: meanings and links to places and nature.	19
Ardahan Faik; Turgut Tevfik.....	20
Effect of Outdoor Activities on the Life Satisfaction: Turkey Case.....	20
Ardahan, Faik; Tevfik Turgut.....	20
Comparing the Motivational Factors of Recreational Fishers and Hunters, Life Satisfaction Level of Participants and Non Participants in these activities: Turkey Case.....	20
Ardekanian, Abbas; Hassani, Abbas.....	20
Leisure Education: Essential to the Welfare of Society (with an emphasis on Iranian traditional leisure)	20
Ardovino, Patricia, Fahey	22
Transforming Adult Male Residents on a State Minimum Security Forensic Unit Through Leisure Education	22
Atare, Franz; Omoghenemuko, Greg.....	22

Influence of city transformation on utilization of leisure parks and quality living among urban dwellers in Delta state - Nigeria.....	22
Auld, Chris; Cheung, Joanna; Duncan, MacDarlane	22
Dispositional factors influencing sustained volunteerism in Hong Kong.....	22
Azzini, Eduardo de Paula ; Marcellino, Nelson Carvalho	23
The disabled people's access to physical and sportive equipment for leisure	23
Barcza, Attila	23
Without the Iron Curtain – Developing changes of the tourism on the Hungarian-Austrian borderland.....	23
Baroncini, Daniela	25
"Moda, metropoli e modernità letteraria"	25
Bartle, LJ; Secerbegovic.....	25
Children's Mental Health - A Ticking Time Bomb	25
Bell, Heather; Gibson, Heather	25
Exploring teammate relationships in women's wilderness canoeing: The Yukon River Quest.....	25
Bence, Shannon.....	26
Assessing Young Adult Retention Strategies: A Canadian Example.....	26
Bendíková, Elena; Jančoková, Ľudmila ; Dobay, Beáta	27
PHYSICAL EDUCATION AS PRECONDITION FOR ACTIVE LEISURE TIME ACTIVITIES OF CHILDREN AND TEENAGERS IN SLOVAKIA	27
Berdychevsky, Liza; Gibson, Heather.....	27
SEXUAL RISK-TAKING IN TOURISM: YOUNG WOMEN'S PERSPECTIVES	27
Bevolo, Marco; Hardhorff, Arend.....	29
TRANSFORMING URBAN BRANDING THROUGH CITY LEISURE	29
Borkovits, Margit	29
The impact of social background and nutrition on physical performance – educational survey.....	29
Brasileiro, Fabiana Neiva Veloso; Martins, Jose Clerton De Oliveira.....	29
RECREATION AND LEISURE ACTIVITIES FOR COLLEGE STUDENTS OF FORTALEZA.....	29
Burtz, Randall	30
Cultural Competency of Municipal Leisure Services: Findings and Discussions of City and State Agencies.....	30
Carnicelli, Sandro	30
Reflecting on Serious Leisure: Conversations with Bob Stebbins.....	30
Caroline, Simões; Paulo, Borges	31
A view of Skateboarding at both sides of the Atlantic	31
Caroline, Simões; Paulo, Borges; Nayara, Maysa.....	31
Leisure in Indigenous Communities of the Paraná / Brazil.....	31
Carvalho, João Eloir.....	31
PARERE DEGLI INSEGNANTI E DIPENDENTI SUL L'IMPORTANZA DELLE ATTIVITÀ RICREATIVE DIMINUIRE PER IL VERIFICARSI DI BULLYING NELLE SUOLE PUBBLICHE.	31
Carvalho,João Eloir; de Oliveira, Marcelo Ponestki.....	33
GIORNATA MONDIALE DEL GIOCO: TRASFORMAZIONE SOCIALE DI TEMPO LIBERO SVILUPPO DELLA CITTA 'DI CURITIBA	33
Carvalho,João Eloir; Mocellim,Alesson John;Urio, Priscila Batista; Barbosa,Daphyne Domingues.	33
SCUOLA – LA TRASFORMAZIONI DELLO SPAZIO PER GIOCARE.....	33
Chan, Chung-shing; Marafa, Lawal M.	33

City Green Resources as a Brand in Hong Kong – Its Potential and Gaps	33
Chang, Seohee; Gibson, Heather	34
Different types of loyalty and the leisure-tourism connection.....	34
Cheung, Joanna; Auld, Chris	35
Organizational Settings and the Attributes of Volunteers in Hong Kong.....	35
Chin, Ming Kai	35
Integration of Leisure Time Physical Activity (LTPA) and Community Healthy Active Living through Interactive Technology	35
Chin, Ming Kai; Ruan, Bin; Edginton, Christopher, Mok, Magdalena; Mo, Ching	36
Engaged Scholarship: Bok’s Undergraduate Competency Framework and the Camp Adventure Child and Youth Services (CACYS) Service Learning Program	36
Chiu, Hoi Yan ;Marafa, Lawal	36
Local Perceptions on the Development of Nature Tourism in Hong Kong.....	36
Choe, Jaeyeon; Chick, Garry	37
Meditation as Leisure in America.....	37
Claudio, Augusto; Silva Gutierrez, Oliveira da Silva Adriana	38
Physical activities and quality of life: the importance of the play element.....	38
Codina,Nuria; Pestana, Jose Vicente	39
Physical activity (PA) as leisure among women along the life course: Initial and current influences and patterns of participation.....	39
Codina,Nuria; Pestana,Jose Vicente; Kleiber, Douglas A.	39
Self and identity issues in leisure research: Towards an integrative vision of their relationships.....	39
Codina,Nuria; Valenzuela, Rafael ; Pestana, José Vicente	39
Flow and music participation in primary school. Their relationships with the cultural capital	39
Cohen-Gewerc, Elie	40
Transformation, Leisure and Time’s signification	40
Cole, Zachary; Donohoe,Holly	40
Quantifying and mapping the social value of outdoor recreation resources in Sarasota Bay, Florida	40
Coles, Roger	41
Walking the Walk: The Benefits of Community Trails	41
Coles, Roger	41
Strategic Planning Made Easy: With Community Involvement.....	41
Couto, Ana ; Couto, Mauricio; Lemos, Katia	41
The Olympic values in sport and leisure: an intervention in the human formation	41
Dalakis, Adonios; Tsitskari, Eftimia; Kosta, George; Alexandris, Konstantinos	42
EXPLORING PARTICIPATION MOTIVES AND PARTICIPANTS’ INVOLVEMENT IN OUTDOOR RECREATION ACTIVITIES.....	42
deLisle, Lee	42
Transforming Roccantica: A Case Study of the Role of Festival Culture in Central Italy.....	42
Dhurup, Manilall (Roy)	43
The built environment and physical activity participation in a semi-urban area in Southern Gauteng	43
Dobay, Beáta; Bánhidi, Miklós	43
Characters of Water Tourism in Slovakia	43
Donohoe, Holly; Blangy Sylvie	44

ARE YOU A TICKING TIME BOMB? Lyme Disease and occupational risk for leisure and tourism professionals	44
Donohoe,Holly; Blangy,Sylvie; Mitchell,Scott	44
AN INDIGENIST PARADIGM FOR TOURISM RESEARCH: OBSERVATIONS FROM THE ARCTIC.....	44
Duan Xialei.....	44
Authenticity in Cultural theme parks: the case of Millennium City Park in Henan, China	44
Edginton, Christopher R.....	45
Hosting a World Leisure Congress and International Event	45
Edginton, Christopher R.....	45
World Leisure Chapters.....	45
Edginton, Christopher R.....	45
World Leisure: An Organizational Perspective.....	45
Ernst, Olaf; Doucet, Brian	45
A window on the (changing) neighbourhood: the role of pubs in contested spaces of gentrification.....	45
Estrada-González; Adriana Esther	45
Leisure and Tourism Transformation in Urban Sites: Fundidora Monterrey Case.....	45
Feres, Neto, Alfredo;Vieira, Luiz, Renato; Avalone, Pedro Fernando	47
Working with Leisure: the case of the social agents of the “City's Sport and Leisure Program” in Brazil.	47
Ferreira Isayama, Helder; de Souza Silva, Marcilia	48
INTERFACES AND LEISURE EDUCATION: THE CASE OF THE INTEGRATED SCHOOL PROGRAM OF THE CITY OF BELO HORIZONTE.....	48
Ferreira Isayama, Hélder; Noronha Ribeiro, Clarice	48
LEISURE IN PHYSICAL EDUCATION: ANALYSIS OF PROGRAMS SUBJETICS IN CURRICULUM COURSE OF BELO HORIZONTE – BRAZIL	48
Filgueira de Almeida, Dulce; Santos, Rosirene.....	48
The Dances and their meanings in the Kalunga Quilombola Community in Goiás/Brasil	48
Filippis, André; Marcellino, Nelson Carvalho	49
PROFESSIONAL TRAINING IN LEISURE ON PHYSICAL EDUCATION COURSES	49
Fokkema, Steffen.....	49
Intercity marketing: A horizontal network approach	49
Franco Amaral, Sílvia Cristina; Ferreira Ribeiro, Olívia Cristina; Cunha Pereira, Ana Paula; Okajima Nakamoto, Henrique; Brustolin, Gisela Maria; Stein Pizani, Rafael; Gontijo lopes; Carolina, Cruz dos Santos, Flávia; Miki Kikuchi, Deise.	50
Leisure and social changes: the case of Vila Holândia/ Campinas/ SP/Brazil.....	50
Frantzidis, Alexia; Herstine, James, Hritz, Nancy	50
Multi-Day and Multi-Event Festival's Economic Impact by Visitor Types.....	50
Gaál-Starhon, Katalin ; Savella, Orsolya; Hargitai, Dávid Máté	51
Tourism habits of handball match visitors.....	51
Georgescu, Luminita; de Oliveira Walter; Edginton Carole; Chin Ming-kai	51
Leisure, health, and quality of life: a holistic approach.....	51
Gilmore, Todd; Donohoe, Holly.....	53
A Study On Generalist Teachers' Competence to Deliver the Ontario Mandated Daily Physical Activity Program	53
Gilmore,Todd; Donohoe,Holly.....	53
A Study On Generalist Teachers' Competence to Deliver the Ontario Mandated Daily Physical Activity Program	53

Gomes, Christianne	53
LEISURE IN BRAZIL: AN ANALYSIS OF SOCIAL IMAGINARY	53
Gomes, Christianne; Elizalde, Rodrigo	54
LEISURE, GEOPOLITICS OF KNOWLEDGE AND LATIN AMERICA	54
Gou, Rui	54
Tourist Motivation and Satisfaction in Linear Cultural Heritage Routes: The Case Study of the Tea-Horse Road, China.....	54
Gresse, Cindy; Charlé, du P Meyer; Cornelia, Schreck	54
The role of a leisure-based program on the relationship of divorced single parents and their children: a literature review	54
Gresse, Cindy; du P Meyer, Charlé; Schreck, Cornelia,	54
The role of a leisure-based program on the relationship of divorced single parents and their children: a literature review	54
Grigoryeva, Victoria	55
Protected areas as a basis for sustainable development: a comparative analysis of protected areas in Stockholm and St. Petersburg.....	55
Halmová, Nora	55
OBESITY AND THE POSSIBILITIES OF ITS REMOVAL IN SLOVAK CHILDREN.....	55
Hawkins, Barbara	55
Conceptualizing and Measuring “Daily Life Activity”	55
Hawkins, Barbara	55
Designing parks and recreation facilities to promote active living by older adults: Project DEAL	55
Hebblethwaite, Shannon.....	56
A Tale of Two Settings: Three-Generation Family Leisure in Rural and Urban Contexts.....	56
Heeney Erin.....	56
The mutual gaze between residents of a small island developing state and a community of multi-national ocean cruisers.	56
Hibbins, Raymond	57
Design for Leisure Diversity in Urban Spaces	57
Horička, Pavol; Paška, Ľubomír	57
THE EFFECTIVENESS OF PLYOMETRIC EXERCISES IN DEVELOPMENT OF JUMPING EXPLOSIVENESS IN SPORTS GAMES.....	57
Hou, Jing-Shoung; Lee, Su-Hsin; Jian, Ming-Zuo	57
A Study of Camping Recreation Opportunity Spectrum and Recreation Experience.	57
Hsueh-Wen, Huang; Hsien-Che, Tu; Kung-Chung, Chen; Ching-Neng.....	57
Serious leisure characteristics in relation to leisure benefits: Canonical Correlation Analysis.....	57
Huang, Hsien-Che.....	58
Understanding Service Expectations in Different Identification Level Spectator: A Correspondence Analysis.....	58
Ivan dos Santos, Marcel; Nazareno Ferreira Borges, Carlo ; Aurélio Avila, Marco	58
PLANNING OF TOURISM AND PERSPECTIVE OF THE INTERSECTORAL ARTICULATION WITH CULTURE, LEISURE AND SPORT IN SALVADOR - BAHIA.....	58
Johnson, Amanda	60
Using Visual Research Methods in Leisure Research: Cautionary Notes	60
Johnson, Sarah; Joldersma, Thea; McCabe, Scott	60
TOURISM, WELL-BEING AND QUALITY OF LIFE: EXPLORING ISSUES THROUGH SOCIAL TOURISM.	60
Joubert, Etienne	60
THE ROLE OF SERVICE QUALITY IN CREATING CUSTOMER SATISFACTION OF LEISURE PROGRAMS: A CASE OF THE PUFFER ENDURANCE TRAIL RUN	60

Kanásová, Janka.....	61
CHANGES OF MUSCLE IMBALANCE OF 11 TO 15-YEAR-OLD PUPILS AND POSSIBILITIES OF ITS REMEDY.....	61
Katayama, Miyuki	61
Happiness / Fulfillment / Relief and Family Travel Pattern in Italy, Japan and Korea: an analysis with the Time Use Mindset (TUM) Scale	61
Kato, Shuji; Sawamura, Hiroshi	63
Recreation policy during Wartime.....	63
Kaya, İlke; Argan, Metin	63
THEMES OF RECREATIONAL SHOPPING AND SHOPPING CENTER ATTRACTIVENESS: A QUALITATIVE STUDY ON TURKISH SHOPPERS	63
KIM, Kwantae.....	63
Development of Adapted Alpine Skiing in Korea.....	63
Kimura, Fumika; Nakamura, Tateki	65
Development of the leisure education program for developmental disabilities children: Centering on the camp activity	65
Klerks, Yvonne	65
The international leisure manager of the future What does it take for the future leisure manager to operate successfully in a globalized world?	65
Lansfield, Jessica	65
Analyzing Community Organizations' Online Identities: What are Grass-Roots Organizations Currently Communicating?	65
Larissa, Michelle, Lara.....	66
SPORT AND LEISURE BODY PRACTICES IN AFRICAN DESCENT COMMUNITIES IN BRAZIL	66
Lavigne, Marc-André.....	66
Local Leisure Policies in Quebec City, Canada: Actors, Governance and Urban Regime	66
Leão Junior, Cleber Mena; Cavichioli, Fernando Renato.....	67
LEISURE AND SOCCER VIDEO GAME.....	67
Leão Junior, Cleber Mena; Cossio Baez, Marcio Alessandro; Aguiar, Rafael Moreira.....	67
THE RELATIONS BETWEEN INDIVIDUALISM AND COLLECTIVISM PRACTICES OF LEISURE.....	67
Leão Junior, Cleber Mena; Fabro Belão, João Carlos	68
TECHNOLOGY AND CYBERBULLYING	68
Leão Junior, Cleber Mena; Lazier, Tatyane Roiek; Carvalho, João Eloir.....	68
NEW TECHNOLOGIES ASSOCIATED TO LEISURE ACTIVITIES: FROM ONLINE GAMING TILL PRACTICING OFFLINE.....	68
Lee, Su-Hsin; Hou, Jing-Shoung.....	68
Rethinking of eco-tourism in tribes.....	68
Leeuwen van, Marco.....	69
Using Serious Games to Co-Create Happiness	69
Leung, Roberta Wong; Chew, Theresa	69
Asia Spa Institute, Example of Best Practices in Spa and Wellness Education and Training in Asia	69
Levy, Joseph.....	71
Motivation and Goal Orientations of Master Games Participants in Hong Kong.....	71
Lewis, Harriet	72
People before Profits: Sustainable Tourism, Leisure, and Economic Development for All.....	72
Lim, Christine; Chew, Seelek	72
Analysis of Factors Affecting Destination Perceptions in Leisure Travel.....	72

Liu, Xiao; Gray, Joey.....	73
Social Media’s Effect on Tourism—A Case Study of Couch Surfing.....	73
Liu, Yi-De	73
Cultural events and the development of cultural tourism: The experience of European Capitals of Culture.....	73
Luo, Bella	73
A Theoretical Framework of Leisure Education for Chinese University Students	73
Lupe, Aguilar; Perez, Vidal.....	74
LEISURE EXPERIENCE AND RECREATIONAL ACTIVITIES AMONG UNIVERSITY STUDENTS. YMCA UNIVERSITY.....	74
Ma, Shang-Min; Ma, Shang-chun.....	74
A Structural Model of Constraints Negotiation in Recreational Sports Participation with Type II Diabetes Patients.....	74
Ma,Shang-Min;Ma,Shang-chun.....	75
A Structural Model of Constraints Negotiation in Recreational Sports Participation with Type II Diabetes Patients.....	75
Maat, Veroniek	75
Accessible Tourism and ICT.....	75
Mailloux, Caroline	75
Facebook experience: The factors that characterize the experience of e-leisure on Facebook for adults.....	75
Manuel, Cuenca Cabeza; Ortega Nuere Cristina; Aguilar Gutierrez,Eduardo	77
The contribution of leisure and culture to creativity and innovation of a city/region	77
Marafa, Lawal; Hon Mei Sze, Macy	77
Accessibility and equity of parks and playgrounds in city communities.....	77
Marcelo, Roberto; Andrade, Augusti; Carmen Maria Aguiar.....	77
TRAJECTORIES WALKING IN THE CITY OF SÃO PAULO: THE SURVIVAL OF LEISURE.....	77
Marques, Maria Georgina; Martins Canedo, Rejane; Soares Sicaroni, Matheus.....	79
The quality of life and leisure of people with physical disabilities in the city of Patos de Minas MG Brazil.....	79
Masberg, Barbara; Eklund, Andrea	79
Transforming Women through Serious Leisure: the Roller Derby Case	79
McCormick, Bryan; Snethen, Gretchen.....	80
Recreation and Leisure as Facilitators of Positive Emotion among Adults with Schizophrenia	80
McKenzie,Sharon E.; Perreira, Glenda M. A.; Stavola-Daly, Frances	80
Geriatric Mental Health and the Role of Leisure Service.....	80
Minton, David	81
Sports Apps help improve participation through better information.....	81
Naidoo, Rowena.....	82
A school physical activity and nutritional intervention can influence learner’s afterschool leisure activities.....	82
Nimrod, Galit.....	82
Wired Joyfulness: The benefits of participation in seniors’ online communities.....	82
Nyaupane, Gyan ; Andereck, Kathleen	83
Understanding Nature Festivals and Events Participants’ Specialization, Motivations, and Spending Behavior.....	83
Omaña Aldana,Luis Omar;	83
Common Spaces Socializing, an Alternative to Create a Proper Use of Leisure in The Vulnerable Population.....	83

Oncescu, Jacquelyn; Giles, Audrey	83
Changing Relationships: The Impacts of a Rural School's Closure on Rural Families	83
Onder, Demet.....	84
CHANGE AND TRANSFORMATION OF LEISURE SPACE IN THE REPUBLICAN ANKARA.....	84
Ortega, Cristina; Cuenca,Manuel; Doistua,Joseba	84
On the global and the local in leisure experiences. Reflections from an investigation with young university students in Spain and Latin America	84
Otteman, Timothy; Irwin, Lori	86
The Gus Macker Experiment: Creating Event Organizers Through Undergraduate University Academic Credit.....	86
Pacheco,Reinaldo	86
AMATEUR FOOTBALL AS LEISURE PRACTICE - A STUDY ON THE USE OF TIETÊ ECOLOGICAL PARK.....	86
Paisley, Karen; Spencer, Callie	88
Negotiating Mormon femininity at the intersection of religion and leisure.....	88
Panagiota, Balaska Dimitrios; Kaimakamis, Konstantinos Alexandris.....	88
PERCEIVED CONSTRAINTS AMONG INDIVIDUALS IN DIFFERENT STAGES OF BEHAVIORAL CHANGES: A STUDY IN RECREATIONAL SPORT PARTICIPATION.....	88
Patočková Věra, Šafr Jiří.....	90
Determinants of Leisure and Cultural Participation in the Czech Cities	90
Payne, Laura; Pori, Maja; Pori, Primož ; Leskošek, Bojan ; Škof, Branko; Čoh, Milan.....	90
Exploring Links between Recreational Sport Participation and Emotional Well-Being among Slovene Recreational Runners	90
Penbrooke, Teresa.....	90
Healthy Communities: Strategies and Tools to Reposition Parks and Recreation.....	90
Penbrooke, Teresa.....	91
Financial Stability In Turbulent Times.....	91
Penbrooke, Teresa.....	91
Pro-Active Planning for Success.....	91
Penbrooke, Teresa.....	92
Keys to Relevance in Parks and Recreation	92
Pereira Rocha, Henrique.....	92
Implementation of the National Culture Plan of Brazil and the perspective of democratization and access to cultural leisure	92
Pestana, Jose Vicente; Castrechini, Angela; Codina, Nuria	93
Urban parks as leisure settings: Perception and use in three parks from Barcelona.....	93
Rhini, Mduduzi; Naidoo, Maliga	93
An investigation of lifestyle behaviour and an activity supportive environment and its influence on NCD among rural residents.....	93
Riches, Gabrielle	94
Embodied Resistance: Moshing and Embodiment within Urban Metal Music Spaces in Leeds	94
Roberson, Donald	94
Travel Guidebooks: Self-Directed Transformers of Travel	94
Robertson, Terrance; Long, Terry	95
Examining barriers to perceptions of personal wellness and independence of individuals living of with chronic health conditions and or permanent disabling conditions.....	95
Rollins, Rick; Murray, Grant	95
Cities and Nature; Examining Positive and Negative Impacts of Parks on Adjacent Communities.....	95

Rollins, Rick; Wilson, Lynn	96
Using Research to Develop Public Support for Urban Parks	96
Romero, Sheila; Madariaga, Aurora	96
The construction of a concept of educational leisure for childhood from the perspective of different agents.....	96
Romero, Sheila; Madariaga, Aurora; Lazhano, Idurre; Doistua, Josebaf	97
An accessible leisure offer as a decisive factor for the quality of life.....	97
Rose, Hilary; Hebblethwaite, Shannon	98
It's Not Cool Being in Choir: Generational Stake in a Choral Context	98
Sabbach, Jamie	99
Never Waste a Good Financial Crisis.....	99
Sato, Kei.....	99
An Investigation of Leisure Behavioral Characteristics through the Leisure Orientation Tendency.....	99
Savella, Orsolya; Gaál-Starhon, Katalin; Bánhidi, Miklós.....	100
Human benefits of tourism activities	100
Sawamura, Hiroshi; Kato, Shuji	101
How Did the Japan Recreation Association Portray the Activities of the Opera Nazionale Dopolavoro (OND) in Italy and the Kraft durch Freude (KdF) in Germany?.....	101
Schwartz, Gisele Maria.....	102
PERSUASIVE APPEALS TRANSFORMING LEISURE CHOICES: A PSYCHOLOGY OF LEISURE POINT OF VIEW	102
Schwartz, Gisele Maria; Santiago, Danilo Roberto Pereira; Kawaguti, Cristiane Naomi; Tavares, Giselle Helena; Figueiredo, Juliana de Paula; Nascimento, Amanda Mayara; Palhares, Marcelo Fadori Soares; Christofolletti, Danielle Ferreira Auriemo; Teodoro, Ana Paula Evaristo Guizarde.....	102
NEW PHYSICAL ACTIVITIES MOTIVATIONAL STRATEGIES IN LEISURE AMBIT: ADAPTED WEBGAMES.....	102
Shannon, Charlene.....	103
Leisure Education as a Critical Foundation: Getting Children who are Overweight to be Active	103
Silva, Susana; Carvalho, Paulo	104
The historic gardens: from the heritage dimension to its tourist potential.....	104
Silva, Tatyane Perna; Lopes da Silva, Cinthia	104
The Knowledge about Physical Education Students leisure activities of a Brazilian Educational Institution.....	104
Silva, Tiago; Pines Junior, Alipio Rodrigues.....	105
IMPROVISATION GAMES AS STRATEGY FOR EDUCATION WELFARE.....	105
Šimonek, Jaromír.....	105
CHANGES IN SPEED AND COORDINATION AS A RESULT OF AGILITY TRAINING AT SCHOOL P.E. LESSONS	105
Slawek Monika; Włodarczyk Bogdan.....	105
Participation in physical recreation among citizens of a large city case study: Lodz.....	105
Smith, Johanna	107
<i>The World Leisure Secretariat</i>	107
Soonyi, Choi	107
Aging and exercise influence health marker.	107
Souza, Priscila Aparecida Nicacio	107
EVENT'S FIELD DEVELOPMENT IN SÃO PAULO CITY, BRAZIL	107

Spencer, Callie; Paisley, Karen.....	107
“You know bimbo model is in!” The Bachelor as a leisure space for interrogating performances of femininity.....	107
Staiff, Russell; Bushell, Robyn	108
Liquid Heritage in a Mobile World: negotiating heritage/tourism transformations in the historic town of Luang Prabang, Laos.....	108
Stodolska, Monika.....	109
The Migrant City: Toward a New Transcultural Model of Quality of Life	109
Sturts, Jill; Ross, Craig; Kim, Kiboum	109
Factors Affecting the Retention and Attrition of Youth 8-14 Years Old in Instructional Youth Tennis Programs	109
Sturts, Jill; Ross, Craig; Young, Sarah; Kim, Kiboum	110
Indicators of Physically Active Friendly Communities: Measuring a Healthy Community for Youth 10-14 Years	110
Tachis, S., Tzetzis, G., Laios A., Costa G. & Petrogiannis, I.	110
Motivational factors affecting football game attendance and psychological commitment to a team.....	110
Tanaka Nobihiko	112
Can Green Tourism Create New Destinations in Satoyama Rural Areas? A Case Study of a Geographical Analysis in Mogami Area, Yamagata Prefecture, Japan	112
Tymviou, Eleni; Yfantidou, Georgia; Costa, George; Christodoulidou, Elpida.....	112
Sport activities which attract sport tourists, during on a sport event at their vacation	112
Vaugeois, Nicole.....	113
Accessibility to trails: Equestrian use, satisfaction and needs in British Columbia, Canada.....	113
Vaugeois, Nicole.....	113
Embedding Leisure in Community Planning - The Integrated Community Sustainability Planning in Canada	113
Wearing, Stephen; Goodall, Heather ; Byrne, Denis; Cadzow, Allison	113
Parks as catalysts for building and transforming city communities: Cultural diversity and family leisure in an urban national park	113
Yang, Jingchao; Ding, Nan	113
An Analysis of Doctoral Dissertation on Leisure Studies in China mainland	113
Yfantidou Georgia, Costa George, Polemitis Alexis, Mavrommatis George.....	113
Frame of Evaluation and Categorization in Sports Tourists’ Infrastructures	113
Yu-Chun, Lin.....	115
Beyond the urban-rural divide: The rescaling politics and new urban-rural relationships in Kaohsiung-Pingtung Metropolitan Region	115
Yuen; Felice	115
Building Juniper: Chinese-Canadian experiences and motivations for volunteering.....	115
Zhong, Eva.....	115
Transformation of Urban Historic District: Case Study of Foshan Lingnan Tiandi, Guangdong, China.....	115
Zhou, Lijun	117
Leisure Understanding, Participation And Constraints: A Case Study on University Students in China	117
Zimmermann, Jo An M.; Martinez-Ramos, Gloria; Meaney, Karen	117
Recreation Service Provision for Low Income Families: Perceptions of Service Providers and Residents.....	117

Abdella, Amir Mustafa **Leisure and home-making, Dubai new residential space**

Leisure and home-making, Dubai new residential space

Taking off from the intersection point of transnationalism and dwelling, home has been a significant site of change particularly amid the worldwide modernization waves that give force to the globalized concepts of quality of life and living standards translated in many cases by an explicit extension of leisure in life and urban space.

As the home-building practices are an inseparable part of the Dubai recent urban explosion story, the proliferation of the leisure-stylized residential areas complementarily constitutes the Dubai new global image. Sitting next door to and enmeshing with the spaces of landmark structures and carefully articulated leisure attractions are the residential communities that are designed, built and lived in together. From seaside beaches and marinas to desert golf courses and equestrian clubs that are anchoring the new neighbourhoods, the analysis goes to see to what extent the leisure lifestyle prints are made visibly integral to the construction of the new residential space in Dubai. On empirically profiling a select of established and ongoing developments, the study is looking at how far the residential landscape is configuring and being configured by the deliberate incorporation of urban leisure and in which ways.

The residential patterning and structure investigated is showing evidence of systematic integration of leisure with its wider choices beyond the conventional perception of amenity recreation. The overall housing image, delivery promises and media messages are as well brought to picture as to how they promote the leisurely lifestyles of the transnational executives and elites and its relation to their perception of good life and wellbeing abroad. The argument that can be put forward then, is that leisure provision is no longer ancillary to residential space or of limited recreational value. Rather, it is now giving shape to the spatial structures of neighbourhoods, guide architecture style and in many ways used to help create identity and give meaning. Furthermore, the provision of leisure perhaps intensifies and embeds at spaces of flows and could have greater role in people adjustments in a continuously globalizing world of extensive mobility.

Abrao Romera Liana **Leisure, consumption and beverages: An analysis of the advertisements at university parties**

The relationship established among leisure, youth and consumption represent a discussion theme in the humanity sciences and receive contributions from their different areas on account of the complexes and multifactuals aspects that are involved on the questions that follow the phenomenon. That subject gets more attention when the discussion center to this consumption are the drugs, lawful or unlawful, that are justified by the constantly raised number of users and the equivalent decreased age of use and experimentation. Among the lawful drugs, what call more attention are tobacco and beverages, spirit or brew. However, the focus to this study are the beverages, that has become through those years, the fuel of hours of leisure. The close relation between leisure and beverage consumption increases considerably and has the publicity, towards the youth, as their big ally. From the scenes of party consumption of beer, with settings marked by the relaxation in contexts like parties, beach, dance clubs, pubs, barbecues with friends and soccer supporters. All those places are known as a leisure situation, where is found a strong argument that establish a close relation between consumption of beverages and have fun. Considering that the interference from the publicity in the ways consumption exceed the limits of well assets and achieve other levels and products, whichever, music, cinema and others manifestations of art and culture, having the leisure as an important social space. This study, has as objective analyze posters of leisure activities oriented to youth public. The qualitative study in a sociological approach was developed by a combination of bibliographic and documental research. It can be presented as an analysis document, publicity material printed, folders related to university parties publicized at the places those students go, especially inside and nearby the university. Were analyzed public folders from university parties, which only 15,5% didn't mention any argumentative appeal, direct or indirect, related to beverages. 52,4% of the publicity related those universities parties as the mode Open Bar and 27,4% of the posters announced with a convincing argument some drink promotion, always in a value pretty lower than the sold in the common market, for example, beer for R\$0,50. In the end, others 4,8% of the posters analyzed promised, as a convincing way, the distribution of free beverages at the party such as beer and spirit. The principal target to experience the leisure oriented to youth public is directly related to consumption, especially of beverages. It is known the strong relation between drink and have fun, as if were obligatory do one to get the other. That idea is rectified and fortified by the public pieces oriented to the youth public. This study evaluated an aspect of the phenomenon and suggest some more serious study in the subject by researches that can subsidizes leisure policy that separate the entertainment from the consumption of beverages, besides some prevention policies to the negative consequences of that consumption.

Assistance obtained by FAPES (Fundação de Amparo à Pesquisa do Espírito Santo).

<i>Acha-Any, Paul</i>	COMMUNITY BENEFIT FROM TOURISM: MYTH OR REALITY	<p>Community participation and benefit from tourism ventures is generally regarded as the cornerstone of sustainable tourism. Hence the gains from tourism have been heralded as instrumental in the fight against poverty and helping to uplift disadvantaged communities through the provision of access to economic and social benefits. Paradoxically, tourism literature equally alludes to instances in which tourism has stripped local communities of their natural resources, desecrated their cultural heritage and degraded their social structures.</p> <p>This study assesses the perceptions of the residents of the Soshanguve community, a township in the outskirts of Pretoria, with regards to the contribution of tourism to the development of their community. The impact variables considered are economic, socio-cultural and environmental, while investigating the effect, if any, that community attachment has on the perception of the community members.</p> <p>The quantitative research method is employed through the use of a questionnaire to collect data from community members with some interest in tourism. Results reveal that most community members do not perceive tourism to have contributed significantly to the development of their community. Also noticeable from the results is the negative co-relation between community attachment of the respondents and the perception that tourism has failed to contribute to a better quality of life for community members.</p> <p>This research has far-reaching implications for tourism sustainability as the local communities are major stakeholders in tourism development. It also points to the necessity to prepare communities well in advance of tourism development. Tourism planners and developers should adopt a bottom-top approach rather than the reverse. With many tourists seeking the local experience and desiring to have close contact with the local people, it has become an imperative for local people to be involved in tourism development from the planning stage. Tourism education among community members should begin as soon the idea to include tourism in the strategic development plan is conceived. This calls for effective stakeholder participation in the tourism planning and development process.</p>
<i>Ahrabi-Fard Iradge</i>	Planned Leisure and Quality of Life: Fitness over Diet	<p>Increasingly, the relationship between health and leisure is a topic of researchers and those professionals providing community services. One's planned leisure can include developmentally appropriate fitness activities which contribute to living a healthier life. As obesity and overweight throughout the world have reached epidemic proportions, there is a need to more effectively understand how fitness activities contributes to well being.</p> <p>Health care providers insist on weight loss intervention since excess weight is linked to health problems (diabetes, CVD, cancer.....). Several researches including Wei et al. JAMA 1999 and Farrell et al. Obesity Research 2002 shows that relative risk of all-cause mortality rate among three groups of normal, over-weight and obese is the same if the component of fitness is included in the evaluation. Weight loss approach through food restriction has failed in US since over 90% of dieters have gained back weight and some exceeded their prior weight after three years. Fitness interventions improve health and enable individuals to lead a healthier life while one may or may not lose weight.</p>
<i>Akyıldız, Müge, Argan Metin</i>	Revisiting Serious Leisure Perspective: Serious Leisure Qualities in a Turkish Sample	<p>The primary aim of this study is to examine serious leisure perspective set out by Robert Stebbins (1982). Specifically, the main focus is to gain understanding of the serious leisure qualities in a sample of Turkish serious leisure participants. Because there exist relatively little research on serious leisure in Turkey and very little attempt has been made to understand serious leisure participants and its distinguishing characteristics, this study aims to explore the characteristics of the serious leisure in Turkey. Following a qualitative research frame the data were collected through focus groups. Focus group questions were created in light of the serious leisure literature (Gould, Moore, McGuire, & Stebbins, 2008; Stebbins, 1982; 1997; 2007; 2008). A total of 3 focus groups of serious leisure participants who differed in age bracket and activity type were conducted. Purposive sampling procedure was employed in this research to select potential focus groups. The first focus group consisted of the 10 university students studying physical education and sport. The second focus group included the 6 instructors of the physical education and sport school. Lastly, 10 serious folk dancers were selected for the last focus group interview. Focus group interviews lasted as average of 54 minutes (range 51-57 minutes). Through extensive ethnographic research, Stebbins (1982) identified six unique qualities of serious leisure, which are included perseverance, significant personal effort, leisure career, durable benefits, a unique ethos and identity with the pursuit. This study found new qualities not previously discussed in the serious leisure literature, including two qualities of serious leisure, personality and, interest and knowledge. Overall, according to results eight distinguishing qualities -perseverance, significant personal effort, leisure career, durable benefits, a unique ethos and identity with the pursuit, personality and, interest and knowledge- emerged in the context of serious leisure in a Turkish sample.</p>

Akyıldız, Müge; Argan, Metin; Argan, Gezmiş; Ayşe, Gezmiş

**SPIRIT OF LEISURE:
SPIRITUAL
EXPERIENCES OF YOGA
AND MEDITATION**

Besides physical, intellectual and social experiences gained through leisure time activities, spiritual experiences have also gained importance. Spiritual experiences mean that gaining high power awareness, gaining mystic and mysterious spiritual mood and refreshing of spirit. Spiritual experience as a leisure time experience means refreshing one self's spirits and getting a positive spiritual mood. In this study, it is aimed to examine spiritual experiences of people who participated in yoga and meditation activities.

For this purpose, data collection and analysis were done by a qualitative approach. In-depth interviews have been conducted to collect data and observation notes were taken by the researchers based on the assumption that observation is a critical method in all qualitative inquiry. Each researcher observed to regularly scheduled yoga and meditation sessions for 2 hours. Interviews made by using semi-structured interviews with 20 women, who participated in yoga and meditation sessions. Consistent with previous researches in spiritual experience of leisure, it was developed a set of broad questions for the interviews. The interviews were recorded with the consent of the informants and the length of each interview was between the range of 45 and 75 minutes. All interviews were recorded and transcribed verbatim and themes on spiritual experiences have been determined.

Three preliminary themes emerged from this study; exploring the spirit by connecting the link between body and mind, getting rid of effects that disturbs physical ego and finding spiritual ego. It is also revealed that yoga and meditation provide a different environment interaction and spiritual experience opportunity through its natural and calm atmosphere. Therefore, discovery of these three themes would aid researchers in construct development in future spiritual experience gained through leisure activities.

Alves, Vania de Fatima, Noronha

**Leisure, tourism and
cultural diversity in
Latin America**

Latin America was colonized almost entirely by the Ibero-American countries. Spain conquered most of the territory and Portugal colonized Brazil, the largest country in the continent and also the most populated which has today approximately 190 million people. The United Kingdom colonized lands also, and their influence is small when compared to the others. Aboriginal populations lived in these lands, such as the Incas, Mayas, Aztecs and thousands of indigenous ethnic groups, as is the case of Brazil, with everyone sharing with different cultural universes. To Brazil were also imported Africans who were the ones doing slave work. This mixture of social groups (Europeans, Africans and Indians) made Latin America develop a rich and multi-cultural diversity as expressed in religion, festivals, dances, art, literature, painting, sports, party celebrations and even through tourism, among others. These manifestations are increasingly present in the leisure practices of the people and through them, different subjects are created, both individual and collective plans. The goal of this work is to present some of these contexts.

Andereck, Kathleen; Nyaupane, Gyan

**Community
Development Aspects
of Festivals**

The purpose of this paper is to investigate the community development aspects of festivals. Most definitions of community development speak to economic and social progress of a community and include the ideas of citizen engagement, participatory processes and self-determination. Community festivals have evolved from the sacred organic events of antiquity into a modern festivity of secular commercialism (Foley et. al., 2012) regulated by boundaries of time and space (Coalter, 1990). Used as a strategy for American rural re-development in the 1970s (Green et. al., 1990; McGuire et. al., 1994; Wilson et. al., 2001) they emerged as some of tourism's fastest growing attractions by the 1990s (Crompton & McKay, 1997; McDonnell et. al., 1999). In the 21st century, community festivals are valued by government, business, and community organizers as economic generators (Jackson et. al., 2005; O'Sullivan & Jackson, 2002), a means to increase social capacity (Acordia & Whitford, 2006; Dunstan, 1994; Fredline et. al., 2003; Remington, 2003; Rollins & Delamere, 2007; Small et. al., 2005), and a tool to create branded identity (De Bres & Davis, 2001; Derrett, 2003; Jamieson, 2004).

Data were collected from randomly selected respondents at several events in two urban and one rural city in the southwestern U.S. The final sample size was 1,300. Respondents answered several questions about satisfaction with the events, the characteristics of their travel parties, and their demographic characteristics. They also answered questions about the importance of events to themselves and their communities: 1) events like this are important to have in a community; 2) this event is an important recreation activity for me; 3) I often attend events such as this one; 4) this event is an important asset to the community; 5) events like this contribute to my quality of life; 6) this event is positive for [the community's] image; 7) this event is an important community event for friends and family; 8) I support events like this in my community. Results indicate that residents do feel festivals are important for themselves and for their communities. All of the 8 community related items were rated 4.0 or higher (on a 5 point agreement scale).

To begin analyzing what variables might affect perceptions of events and community development, the 8 items were combined into a single scale (alpha=.93, mean=4.3). Correlations and ANOVA were then used to determine if different groups had different ratings of the community development variable. The community in which the event was held was a factor in ratings, as was age, education, race/ethnicity, and travel party. There were no group differences

based on sex or income. To tease out more detail, a number of MANOVA tests were conducted to determine if group differences existed in the ratings of the individual community related items for some of the variables. Finally, the relationship between community development aspects of events and satisfaction with the event was tested. A significant positive correlation was found between community development and four dimensions of satisfaction. Implications of findings will be discussed.

**Anderson, Stephen;
Lusby; Carolin; Autry,
Cari**

**Specialization in
Ocean Cruising**

This study investigated specialization in ocean cruisers (Bryan, 1979, 2000). Bryan (1977/1979) proposed that participation in leisure activities falls along “a continuum of behavior from the general to the particular” and from novice to expert (pg.175). Donnelly, Vaske, and Graefe (1986) studied specialization of boaters, distinguishing between sail and power boaters and different sub categories like day boaters, cruisers and racers, with racers being the most specialized. Cottrell, Confer, and Graefe (2004) examined boater specialization using an additive index. Agreeing with Donnelly et al., they found day sailors and day motor boaters showed the lowest degree of specialization, while sail racers showed the highest degree of specialization. Methods: Cruisers were sent an electronic survey asking about four different specialization domains, which were assessed on three levels: low, medium, and high, and coded to assign an overall specialization score. The index ranged from 4-12, with 4 to 6 points classified as low specialization, 7 to 9 points medium, and 10 to 12 points high specialization. Results: Cruisers were highly specialized, with 88% stating it is or is central to their lifestyle and the vast majority receiving a score of 10 on the 12 point index. In the participation domain, 86% of respondents have been boating for 21 years or more. Fifty three percent received a three in this domain. Eighty three percent of respondents have at least one boat 32 feet or over in the equipment domain. In the skill domain, 60% of respondents were advanced or expert while 86% said they have taken boating courses. Seventy one percent of respondents have magazine subscriptions and only 44% have a boat club membership in the boating related interest domain. Only 34% earned a high score of three in the boating related interest domain while 44% were assigned a medium score of two. Discussion: The data from this study suggest cruisers are highly specialized as measured by the equipment they use, boating related interests, skill level and participation. The authors propose a model of cruising specialization based on the concept of social worlds (Ditton, Loomis, & Choi, 1992; Unruh,1979; Strauss 1984). It suggests that there is a social world of boating which people access freely and voluntarily. The sub-world of cruising is mediated by cruising websites such as latitudes and attitudes, the cruisers’ net and through organizations such as the Seven Seas Cruising Association. Sub worlds have their own magazines and web communities such as the power cruising magazine or trawler web community. One sub world consists of “snowbirds,” and refers to cruisers that migrate south in the winter to escape the cold weather up north. Another sub group consists of “long distance cruisers.” In conclusion, it was suggested that the leisure social world of cruising consists of several sub worlds based on preferences of cruising grounds, equipment owned and boat type. Within this social world, all cruisers are highly specialized in terms of commitment to the activity (it is their lifestyle), specialized cruising equipment, cruising friends and investment in the activity.

Andres,Ried

**The outdoor
recreation experience:
meanings and links to
places and nature.**

Dissemination of the evidence developed in the literature on the importance of the benefits of outdoor recreation activities (Kaplan & Kaplan, 1989; Driver, Brown & Peterson, 1991; Williams, Patterson, Roggenbuck, & Watson, 1992; Driver & Bruns 1999; Schroeder, 2000; Wilson, 2005; Louv, 2005), and the change in the distribution of the world's population , among other factors, have led to a notable increase in the need for contact with nature (Manning, 1999; Driver & Bruns 1999; Roundtable Table Recreation, 2004). For instance, in the United States of America alone, the number of visits to the National Parks during 2010 reported by the National Parks Service was 281,303,769; while for Spain in the same year the estimated figure was 9,500,000. These figures speak for themselves to demonstrate the importance of understanding the meanings of the leisure experience and relations with nature. On the basis of these statistics, we ask the following questions: What are the qualities and meanings which people attribute to their leisure experience in protected natural areas? How can the links which people establish with the countryside from their leisure experiences be understood and characterised? The theoretical references consulted for outdoor recreation activities were the work of Beverly Driver et al. (1996, 1999, 2000), the Attention Restoration theory of Kaplan & Kaplan (1989), and the Inclusion of Nature in Self theory of Schultz (2002). With respect to links with territory, the research was based on the work of Tuan (1977), Williams & Roggenbuck (1989) and Schroeder (2000, 2002). Qualitative methodology was chosen for this research, using the Post-Hoc approach proposed by Mannell and Iso-Ahola (1983). To identify the meanings of the outdoor recreation experience, the hermeneutical perspective proposed by Patterson, Watson, Roggenbuck, & Williams (1998) was used. The instruments used to identify and characterise links with places were: Place Attachment (Williams & Roggenbuck, 1989) and Special Places (Schroeder, 2002). The study sample consisted of 20 outdoor recreationists, from a protected natural territory in the Basque Country. The conclusion of this research was that the personal benefits of the outdoor recreation experience may be understood as meanings, and that they are connected to one another in a web of relations; it was detected in turn that some of them have a precursor character, i.e. they give rise to others. The links which the recreationists develop with the park are concentrated in six groups of meanings, two of which are particularly remarkable: a space which, as the result of an experience, is transformed into an important factor for the construction of personal and collective identity; and a place where family relations, friendships, and social relations in general are strengthened and consolidated.

1.Since 2007, more than half of the world's population lives in cities (World Watch Institute, 2007).

Ardahan Faik; Turgut Tevfik

Effect of Outdoor Activities on the Life Satisfaction: Turkey Case

The purpose of this study is to examine the life satisfaction (LS) levels of recreational outdoor activity participants as biking, mountaineering, trekking, hunting and fishing and non-participants of these activities in relation to some demographic variables in Turkey. This descriptive study includes outdoor activity participants and non-participant in any outdoor activities. The number of outdoor recreation participants according to the sport branches is not known exactly in Turkey. The sampling group of this study consists of 326 Mountaineers (MT) (Mage=36.25 ± 10.15), 331 cyclists (Mage=31.72 ± 9.79), 280 trekkers (Mage=40.04 ± 10.37), 183 Recreational Hunters (RH) (Mage=35.96 ± 10.53), 359 Recreational Fishers (RF) (Mage=35.90 ± 9.80), 284 Non Participants (NP) of these activities (Mage=31.35 ± 11.60), totally 1763 male participants (Mage=35.11 ± 10.74).

An electronic questionnaire form was sent to all members of mountaineering and cycling clubs under Turkish Mountaineering Federation and Turkish Cycling Federation, the RF and/or RH who are members of recreational fishing and/or recreational hunting groups and NP through social media as www.facebook.com by using the website www.docs.google.com to gather data. The link was open for getting answers between the dates 01-12-2011 and 01-04-2012. In the process of assessing data, the descriptive statistic means such as frequency (f), percentage (%), average (M) and standard deviation, and to examine the correlation between LS and activities in relation to some demographic variables Pearson Correlation test; to examine the differences between marital status and activities Independent Samples T-Test and to examine the difference between activity groups in relation to LS level One-Way ANOVA test have been used. Results have been assessed according to significant level 0.01 and 0.05.

As a result of this study, it was found that there is statistically significant correlation between LS and participating in outdoor activities in relation to some demographic variables. LS was found the highest for RF, but the lowest for NP and there is statistically significant difference between activities in relation to LS. According to results, it can be concluded that LS level is affected by participating in different outdoor activities as well as demographic variables age, income, and education.

Ardahan, Faik; Tevfik Turgut

Comparing the Motivational Factors of Recreational Fishers and Hunters, Life Satisfaction Level of Participants and Non Participants in these activities: Turkey Case

The aim of this study is to compare the motivational factors for participating in recreational fishing and hunting and the life satisfaction level of participants (PR) and non participants (NP) of these activities with respect to some demographic variables in Turkey. This is a descriptive study and the number of recreational fishers and hunters are not known exactly in Turkey. The sampling group of this study consists of 183 Recreational Hunters (RH) (Mage=35.96 ± 10.53), 359 Recreational Fishers (RF) (Mage=35.90 ± 9.80), 284 Non Participants of these activities (Mage=31.35 ± 11.601), totally 846 male participants (Mage=34.35 ± 10.816).

An electronic questionnaire form was sent to the RF and/or RH who are members of recreational fishing and/or recreational hunting groups and NP through social media as www.facebook.com by using the website www.docs.google.com to gather data. The link was open for getting answers between the dates 01-12-2011 and 01-04-2012. In the process of assessing data, the descriptive statistic means such as frequency (f), percentage (%), average (M) and standard deviation, and to examine the correlation between demographic variables and the factors for fishing and hunting Pearson Correlation test and to examine the differences between demographic variables and the factors for fishing and hunting Independent Samples T-Test have been used. Results have been assessed according to significant level 0.01 and 0.05.

As a result of this study, it was found that there aren't major differences between RH and RF in relation to the motivational factors for participating in recreational fishing or hunting. There are no statistically meaningful differences between life satisfaction level of RH and RF totally and with respect to some demographic variables. But there are meaningful differences between life satisfaction level of PR and NP totally and with respect to some demographic variables except 0-24 age groups.

Ardekanian, Abbas; Hassani, Abbas

Leisure Education: Essential to the Welfare of Society (with an emphasis on Iranian traditional leisure)

POSTER: The main aim of this paper is to examine the role of leisure education on the welfare of society, and the impact that it may have on the leisure practice of the people. The paper with a particular reference to the Iranian traditional leisure and profiting from the works that have studied the problems relating industrial revolution, community life and health, tries to find a solution for these problems in leisure and leisure education. For this purpose through an argumentative method, it attempts to develop a comprehensive understanding of the effects that industrial revolution had on societies and leisure evolution, and at the next step, considering the fact that Iranian people profited from a rich leisure tradition in the past, it tries to trace the importance of leisure education and leisure on the welfare of societies in such a complicated industrial era. The major argument presented in this paper will be that leisure has the capacity to represent in different forms in the minds of people and to lead them toward calmness, amusement, pleasure and a specific personal knowledge that is necessary for individual development and welfare of society. And it is through leisure education that we can demonstrate the importance

of leisure in twenty first century.

<i>Ardovino, Patricia, Fahey</i>	Transforming Adult Male Residents on a State Minimum Security Forensic Unit Through Leisure Education	Leisure Education can be a meaningful way to support the transformation of criminal offenders with mental illnesses who have been institutionalized for many years. Leisure Education can be an important part of the recovery process and can help prepare individuals for independent living. This study evaluated the effectiveness of a specific Leisure Education intervention called "Leisure Resources Modules" which has been implemented on the minimum security forensic unit of the Mendota Mental Health Institute (MMHI) in Madison, WI USA for the past 10 years. The modules studied were Overview of Leisure Resources, Use of the Telephone Book, Use of the Library, and Use of the Newspaper. The intervention was evaluated by examining scores from initial and post intervention screens from six years. These scores measured the competencies of adult males residing on the minimum security unit. Descriptive statistics were derived from the data and a Paired t test showed a significant difference at the .01 level indicating that the Leisure Resources Modules were an effective Leisure Education intervention for this population.
<i>Atare, Franz; Omoghenemuko, Greg</i>	Influence of city transformation on utilization of leisure parks and quality living among urban dwellers in Delta state - Nigeria	Over the past decade, there have been concerted efforts by state governments in Nigeria to transform major cities with the provision good roads network, street lighting and leisure parks. The purpose of this study was to examine the influence of these transformations on leisure parks' utilization and quality of life of urban dwellers in Delta state. Specifically, this study adopted a descriptive survey approach to quantitatively collect data from 150 subjects in Warri, Asaba, Sapele and Kwale recreation parks. The self structured instrument measured attitude to city transformation, utilization of leisure parks, aesthetic appreciation and preservation, perceived quality living and social networking. Data were analyzed with descriptive statistics and regressions. Results indicate that urban dwellers have positive attitude towards city transformation efforts. The provision of outdoor visual display units in parks increased utilization, promote social networking and aesthetic appreciation. Therefore city transformation and utilization of leisure parks promotes quality living.
<i>Auld, Chris; Cheung, Joanna; Duncan, MacDarlane</i>	Dispositional factors influencing sustained volunteerism in Hong Kong	<p>While it is widely acknowledged that volunteers make substantial economic and social contributions to communities, little is known about factors that influence sustained volunteer behaviour. This issue is increasingly significant as government transfers the responsibility for the direct delivery of services in a number of social and welfare areas to the third sector. However, such policies have placed pressures on third sector organisations that frequently encounter problems recruiting and retaining volunteers.</p> <p>The purpose of this study was to examine the relative contributions of a range of dispositional variables in predicting sustained volunteerism in different organisational contexts. The present study adopted the conceptual model of sustained volunteerism (Penner, 2002), which incorporates a range of factors that potentially influence volunteer behaviour. Data were collected by means of a self-administered questionnaire distributed to a sample of volunteers in five sport and nine non-sport third sector organizations in Hong Kong. A total of 867 responses were received and the data were coded, entered and analyzed using STATA.</p> <p>The results indicated that the predictive ability of dispositional attributes varied depending on the dependent measure of sustained volunteerism employed as well as the organisational context. For example, in terms of hours committed to volunteer behaviour, self-reported altruism was the only significant predictive dispositional variable for sport volunteers, whilst, ego enhancement, understanding and social motives were found significant in non-sport volunteers. Sport volunteers with lower scores for role identity and perceived social pressure were less likely to continue volunteering whereas for non-sport volunteers this was confined to those with lower role identity. Positive associations were found between likelihood of discontinuing to volunteer and social and career motives for sport volunteers and social motive and moral reasoning for non-sport volunteers. Sport volunteers with lower scores for empathic concern and non-sport volunteers with lower scores on ego protective, understanding and value expressive motives were more frequently considered stopping volunteering.</p> <p>This novel study has utilized an emerging conceptual model of sustained volunteerism in the Asian cultural context. While the results may differ for a Western sample, as third sector organisations in multi-cultural societies grapple with the conundrum of increasing responsibilities coinciding with decreasing levels of commitment to volunteering, the results may provide valuable insights into the means by which volunteers (both Western and non-Western) can be recruited and importantly, retained.</p>

**Azzini, Eduardo de
Paula ; Marcellino,
Nelson Carvalho**

**The disabled people's
access to physical and
sportive equipment
for leisure**

POSTER: The aim of this study is to check if the physical and sportive equipment in Piracicaba, a middle-sized town in the state of São Paulo, Brazil, allow the disabled person's access to it and if they are in accordance with the Brazilian laws, since the accessibility standards are laid down by Law # 10.098, 2000, and are regulated by the Brazilian Association of Technical Norms, under NBR 9050, 2004. Disability is any loss or anomaly in the psychological, physiological, or anatomical structure, resulting in a limitation or incapacity to perform a certain activity normally. Thus, a citizen under this condition has the right to attend, according to his/her possibilities, any leisure equipment in his/her town. So it is the public power's duty to promote the access and to adapt the structural conditions of these places. For the understanding of this study, we will characterize and identify the leisure equipment specifically in the physical and sportive segment, in which the practice of sports, walking, fishing, gym, and every activity that involves human movement or physical exercise should predominate. Thus we will identify the main physical and sportive leisure spaces in town so as to measure and observe the equipment conditions, listing the possible architectural barriers and failures in the full compliance to the technical standards in order to contribute to the equipment's improvement and its appropriation in the scope of inclusive policies. To do so, we will combine the use of literature, desk, and field researches. The literature research will be performed in the library systems of several Brazilian universities using the following keywords: accessibility, person with disability, and leisure equipment. For the desk research, we will conduct a survey in the general laws regulating the subject, in the Federal and State constitutions and in the organic law of the city of Piracicaba, for content analysis. In the third research we shall adopt the following procedures: (1) sampling – identify of physical and sportive public leisure equipment in the city of Piracicaba; chose the equipment to be investigated through non-probabilistic sampling, considering criteria of accessibility and representativeness (most used equipment and its location in the downtown and outlying neighborhoods); (2) data collection – semi structured guide, in which we will analyze the subject of the person with disability and his/her participation in the specific physical and sportive leisure content, considering the specifications in the present accessibility standards. The guide will be applied in the selected equipment through the participant observation technique. Thus, as a method, we will perform a case study in the city of Piracicaba, state of São Paulo, which chosen according to criteria of accessibility and representativeness (number and location of physical and sportive equipment), and conduct comparative studies between the equipment in downtown and outlying neighborhoods.

Barcza, Attila

**Without the Iron
Curtain – Developing
changes of the tourism
on the Hungarian-
Austrian borderland**

Introduction

The changes processing in Central Eastern Europe have caused transformations in the Hungarian tourism sector, too. Along the Lake Fertő, belonging to Hungary and Austria, the leisure and the recreation opportunities play more significant role in the tourism development strategies further among the attractions (Fertő-Hanság National Park, Neusiedler See-Seewinkel National Park, World Heritage Status).

Goals

The goals of the research process are the following, with regard to the Hungarian (Sopron-Fertőd small area) and the Austrian side (Nord-Burgenland) of the Fertő land:

- revealing the border connections and the spatial and temporal tourism changes,
- analysing the similar and different characteristics of recreation supply within the tourism that are typical of the region,
- examination the popularity of recreation opportunities and locales among the tourists and the regional residents.

Methods

The case abstract presents a given subfield of a comprehensive research extending over several years. The main elements of tourism and recreation supply in the region – on the Hungarian and the Austrian sides – were examined by secondary research via statistical data. Our own flow chart illustrates the results through SWOT analysis and figures. On the other hand the primer research – by the application of field trip and survey questionnaire (E:550) – examined what kind of development took place in the recreational supply of the region and what kind of characteristics the utilization and the popularity of these have.

Results

- The tourism development opportunities of the area were significantly restricted (up to 1989) by the strict Hungarian border guard system of the Iron Curtain.
- The continuance of the natural and regional values with a European reputation is due to the isolation caused by the border guard system. These values offer unique tourist attractions.

-The administrative obstacles of the border crossing were eliminated by the historical and political changes, the Hungarian political transformation, the EU connection and the Schengen process. Instead of the separating function of the border its contact function come to the front.

-The circumstances of the geographically uniform land are advantageous for the development of the tourism and particularly of the physical recreation possibilities.

-The tourism development based on the recreation attractions is dynamic, that appears on the Austrian side in a different order of magnitude, dominant and gone by the modern trends.

-The recreation opportunities of the other country are used in increasing degree, not only by the tourists but the border residents, too.

-Fertő land as a leisure, recreation locale is continually popular among the answergivers who have more contacts (workplace, school, rest) on both sides of the border. Their migration intentions are increasing, too.

Summary

The growing recreation opportunities can produce a favourable effect on the further development of the tourism of the region and indirectly on the formation of the residents' quality of life in the area, if the effect of the development tendencies will permanently exist or it will be growing.

<i>Baroncini, Daniela</i>	"Moda, metropoli e modernità letteraria"	<p>Questo intervento si propone di analizzare il tema del rapporto tra città e moda nell'orizzonte della modernità letteraria attraverso una scelta di autori e testi rappresentativi a partire dalla seconda metà dell'Ottocento. Si delinea così l'idea della metropoli come luogo fondamentale della vita moderna, scenario della nascita e dell'evoluzione delle mode, incarnate ad esempio nelle figure del dandy e della donna fatale. In tale prospettiva assume un particolare rilievo l'idea di Parigi capitale della moda nel XIX secolo (Baudelaire, Zola e Proust), tra Belle Epoque e cultura estetizzante, ateliers e grandi magazzini, oltre alla diffusione di mode orientali come il giapponismo; Londra e la nascita del dandismo; Roma dal "Piacere" di d'Annunzio alla Dolce Vita di Fellini e Flaiano, Hollywood sul Tevere, sino alla rivoluzione giovanile di Pasolini; Torino all'inizio del Novecento, tra nascita del cinema, esposizione universale ed espansione industriale; New York attraverso i ritratti letterari di Edith Wharton e Henry James sino a "Sex and the City"; l'esaltazione futurista della città - soprattutto Milano - come scenario tecnologico e industriale; ma anche l'immagine letteraria e artistica di Rimini dall'inaugurazione delle cure balneari sino alle mode giovanili nei romanzi di Tondelli e le tendenze attuali tra wellness e progettazione culturale.</p>
<i>Bartle, LJ; Secerbegovic</i>	Children's Mental Health - A Ticking Time Bomb	<p>By recognizing and adapting to mental health distress or disorders in children aged 6 to 12, you could be defusing a ticking time bomb! Join us as we address this critical need and highlight HIGH FIVE's new leading edge training, Healthy Minds for Healthy Children. Designed for coaches and recreation providers this session will provide insight and engagement strategies for common mental health distress or disorders that children could be experiencing. Participants will:</p> <ul style="list-style-type: none"> • Identify their critical role in fostering children's mental health in sport and recreation • Gain knowledge about children's common mental health distress and disorders • Experience easy to implement engagement strategies • Use a Strength-Based Decision Making Model to engage children • Gain communication strategies for discussing sensitive topics with children and parents <p>Healthy Minds for Healthy Children includes expertise from Dr. Stanley Kutcher and Dr. Wayne Hammond.</p>
<i>Bell, Heather; Gibson, Heather</i>	Exploring teammate relationships in women's wilderness canoeing: The Yukon River Quest	<p>At all ages, women's physical activity participation levels are lower than men's, and participation decreases further with age (CFLRI, 2010). Recently, however, middle age and older women's participation in teams sport appears to be growing. Sport participation is associated with physical and mental benefits (Wankel & Berger, 1991). Socializing and friendships are consistently reported by mid-life and older adults, however little is known about social relationships in older women's team sport. The purpose of this study is to explore how female paddlers experience teammate relationships in the context of an endurance race, the Yukon River Quest. The YRQ is a three-day, 460 mile wilderness canoe race completed by teams of eight to ten women in voyageur canoes. Eleven paddlers aged 37-60 from three women's teams participated in semi-structured interviews conducted in person or via email. Using thematic analysis grounded in a constructivist epistemology, four themes were identified. In Building teammate relationships, paddlers discussed relationship progression moving from group to team. This included unique contributions made by each participant, communication and learning body language, adaptation to group expectations and attributing conflict to the race context. Participants shared how the specific context and Demands of the YRQ affected their relationships and how they interacted with their teammates. They mentioned the possible danger of isolation during the race, taking care of teammates and going beyond their comfort zone. Time spent in practice and team activities is unavailable for other responsibilities, so paddlers negotiated the fit between their paddling teammates and Team within the life context. They spoke about the different backgrounds of their teammates and the life history commonalities they had, as well as compartmentalizing their paddling friends as separate from other friends and family. The final theme encompassed the varying ways that participants spoke in Characterizing their teammate relationships. The women expressed affinity for teammates, and some used fictive kinship terms, describing them as 'sisters', yet there were mixed feelings as to how long they thought these relationships would remain close after the YRQ race. Findings suggested that women-only team sport participants found benefits through forming close relationships with teammates, often describing them in fictive kinship terms as "sisters", situating teammate relationships within broader personal leisure contexts. Tierney and Venegas (2006) describe a fictive kin group as a "...tightly bonded group of individuals who have come together for a specific purpose" (p. 1691), whereas a peer group includes, "...shared participation in particular activities and behaviors" (p. 1691). These definitions suggest that membership in a peer group such as a sport team does not necessarily result in relationships that constitute fictive kinship. This research highlighted social aspects of women's sport experience which may be important in encouraging women to lead active lifestyles.</p>

Bence, Shannon

**Assessing Young Adult
Retention Strategies: A
Canadian Example**

POSTER: Rural communities' inability to attract and retain youth and young adults is often cited as the most critical component to rural revitalization. Between 1986 and 1996 Canada's rural communities experienced a 12-16% loss of youth ages 15-19 and an 18-22% loss of their young adults ages 20-29 (Malatest & Associates Ltd, 2002). More recently, Dupuy et al. (2000) reported that all Canadian Provinces continue to lose large portions of their younger populations. As Canada's rural communities continue to undergo complex economic, social, and technological changes, many young people migrate to urban centers to seek better employment and educational opportunities and are unlikely to return to rural areas (Argent, 2009; Chew et al., 2010; Garasky, 2002; Glendinning et al., 2003). The purpose of this study is to assess the effectiveness of existing retention programs within Western Canada and identify what existing strategies or other potential strategies are appealing to young adults.

Youth out-migration has immense impacts on rural communities (C.F., Garasky, 2002). The quality of life for many rural residents is intertwined with their community's ability to retain the young adult population as they are usually the most motivated and skilled (C.F., Garasky, 2002). Mitigating the impacts of youth out-migration is a challenge for rural communities as they are sent into a downward spiral of disappearing community services such as sports associations and secondary schools (Argent, 2009; Davies, 2008). This creates a smaller job pool for young adults to enter back into a rural community after attaining higher education, creating a decline in the young adult population.

To combat this issue, some Canadian Provinces and rural communities are attempting to mitigate the impacts of this problem by developing retention programs working to attract young adults back to rural communities. For example, the Province of Ontario offers bursary assistance that caters to physicians who are willing to relocate to Northern Ontario (Nestman, 1998). Yet fifty percent of the physicians buy out the program before completing their time requirement. Nestman (1998) states there is a need to conduct more research examining if current retention programs actually aid in the retention of young professionals.

This study will examine the effectiveness of the existing retention programs in Western Canada, and will identify what existing strategies or other potential strategies are appealing to young adults. The perspectives of young adults in five main professional disciplines, all in high demand in rural areas—education, business, tourism, agriculture, and the medical field—will be used to assess the attractiveness of current and potential retention strategies. Gaining young adults' perspectives would enable communities to better understand the needs and desires of young adults (Davies, 2008; Glendinning, et al., 2003). Currently, there is no clear understanding of which types of retention programs are successful. Until this is known, rural communities and governing bodies are limited in their potential to address the issue of young adult retention in rural communities.

*Bendíková, Elena;
Jančoková, Ludmila ;
Dobay, Beáta*

**PHYSICAL EDUCATION
AS PRECONDITION
FOR ACTIVE LEISURE
TIME ACTIVITIES OF
CHILDREN AND
TEENAGERS IN
SLOVAKIA**

POSTER: Introduction

Leisure time is a phenomenon which even ancient Greeks knew and regarded as human happiness. Aristotle considered it a sense of life. Leisure time has two significant roles – health regeneration by means of active rest and all-round development focused on self-fulfillment through activities people find interesting. The above-mentioned roles specify also the “health role” of leisure time as primary prevention of negative civilization and social effects. Therefore, it is necessary to emphasize the relation between physical education and leisure time of today’s children and teenagers.

Methods.

Analyses of documents done for the Ministry of Education, Science, Research and Sport of the Slovak Republic, 2011.

Results

According to surveys and findings from the health statistics of Slovakia, children start to lack physical activities in elementary schools. The number of pupils who are excused from physical activities due to different diseases and disorders is increasing (Labudová et al., 2005; Šimonek et al., 2005; Bendíková, 2011). Of all pupils at elementary schools, 4 to 6 percent have disorders and there are even 13 percent of students at secondary schools who suffer from various disorders (Labudová, Vajcziková, 2009). In this connection, the Ministry of Education of the Slovak Republic points out the fact that 70 percent of pupils and students spend “four hours of their daily free time playing on PC, surfing the net, watching TV and playing with mobile phones”. This fact may be supported by findings reached by the following authors: Junger (2000), Labudová (2005), Peráčková (2008). The Ministry of Education draws the attention to the fact that only every “third pupil” takes part in regularly organized sports activities. The weekly number of physical education lessons in elementary schools is not generally used, approximately 30% of pupils regularly excuse themselves for absence in physical education lessons because this subject is not graded, the level and efficiency of physical education lessons is decreasing because they do not sufficiently motivate pupils and students to acquire basic physical abilities and skills, schools do not use their equipment and personnel sufficiently to provide sports activities for children and teenagers; what is more, physical education teachers are not motivated to spend time with pupils also after lessons (Šimonek, 2010). Besides organized activities for children and teenagers in their free time, schools offer a selection of physical activities organized by sports clubs. What is more, school facilities organize hobby groups and non-governmental organizations also organize sports clubs. The total number of 424 leisure time facilities was comprised of 211 leisure time centres and 213 school leisure time and hobby centres (Antala, 2011).

Summary

Modern lifestyle of children and teenagers, which is in many cases hypokinetic, should include physical and sports activities as these belong to main attributes of human life which improve physical condition and health of people (Hendl, Dobrý et al., 2011).

Key words: leisure time, active rest, physical education, sport.

*Berdychovsky, Liza;
Gibson, Heather*

**SEXUAL RISK-TAKING
IN TOURISM: YOUNG
WOMEN’S
PERSPECTIVES**

While researchers have focused on the study of commercial sex tourism, there has been a tendency to regard the rest of tourism as “sex free” (McKercher & Bauer, 2003). Some scholars have examined non-commercial sex in tourism attributing it to feelings of situational disinhibition, liminoid, and anonymity (Apostolopoulos et al., 2002; Eiser & Ford, 1995; Maticka-Tyndale et al., 2003). The purpose of this study was to explore the link between risk-taking and non-commercial sex in tourism, with a particular focus on tourists’ perceptions, motivations, and strategies for related health intervention programs. The current findings are part of a larger mixed methods study. The data for this presentation draw upon 11 in-depth interviews with women aged between 19 and 24. The data were analyzed via phenomenological lens seeking to grasp the uniqueness of the individual experience, as well as to construct the universal and shared meanings of the investigated phenomenon, proceeding through the steps of reduction, variation, and synthesis (Moustakas, 1994). The women defined sexual risk-taking broadly as anything that puts them out of their comfort zone and identified physical, epidemiological, emotional, and social risk dimensions. The participants perceived that sexual risk-taking is more prevalent in tourism compared to everyday life. They attributed this to the “fun oriented state of mind” on vacation, compressed timeframe, perceived anonymity, and lack of judgment in tourism environments. Yet, they clarified that involvement in sexual risk-taking depends on the type of tourist experience, length, destination, and travelling companions. Alcohol was described as a “social lubricant” that loosens inhibitions. Drugs were classified into “uppers”-facilitators and “downers”- inhibitors, according to the type of drug. Non-judgmental companions were perceived as a rescue buoy as peers “got your back in case anything goes wrong.” Among the motivations for sexual risk-taking in tourism, the women listed exploration, thrill, fun, detachment from everyday routine and identity, boosts to self-esteem and confidence, as well as lack of expectations for continuity and/or potential consequences. Participants’ recommendations for information campaigns addressing sexual risk-taking in

tourism varied from not seeing the value of such an endeavor to emphasizing its importance due to tourists' tendency to "feel out of mind" and to get involved in risky behaviors that they would not consider otherwise. As to the design of the information campaign, some participants suggested employing scare and intimidation strategies, while others proposed using milder techniques that would not ignore the fun-focused state of mind, but encourage responsible sexual behavior. The importance of this topic cannot be overstated since sexual risk-taking on vacation may have mental and physical health consequences that carry over into everyday life. A deeper understanding of sexual risk-taking in tourism contributes to the elucidation of this facet of tourism experience as well as providing direction for health intervention programs aimed at reducing sexual risk behaviors among young adults.

*Bevolo, Marco;
Hardhorff, Arend*

**TRANSFORMING
URBAN BRANDING
THROUGH CITY
LEISURE**

The present contribution will be by Arend Hardhorff, City Council Member of Breda, NL, and MT Member at NHTV University of Applied Sciences, Breda, and by Marco Bevolo, Senior Lecturer at NHTV University of Applied Sciences and formerly Director for Philips Design with specific focus on urban outdoors and cultural trend research. The contributors will offer a triggering connection between macro-trends in urban branding at academic level and concrete policies and manifestations in the everyday of an emerging city in the landscape of Dutch lifestyles.

Marco Bevolo will open the session with a concise presentation related to his research work as PhD candidate at the University of Tilburg and his course supervision at NHTV. He will indicate from recent literature and from an educated insight a few lines of development in urban branding, that might connect to leisure management as opportunities. His presentation will be visual yet precisely referenced in bibliographic sources and in his permanent conversation with a world class network of experts in related matters.

Arend Hardhorff will respond to this opening presentation with a number of observations and remarks aimed at sharing the concrete experience of Breda, The Netherlands, in terms of urban re-qualification, innovative policies and the challenges of managing leisure for social progress in a time of budget cutting and diminished welfare. His contribution will be highly focused on leisure, yet bringing in the larger context of city policies and regional politics.

In conclusion, this session will offer an engaging immersion into the edge of the current debate around urban leisure and how urban leisure fits with city branding across political, social and cultural agendas, with a unique mix of theoretical references and practical case examples.

Borkovits, Margit

**The impact of social
background and
nutrition on
physical performance
– educational survey**

The successfulness of students at school is influenced by how the knowledge is attained. Family, media and the same age groups largely contribute to it. The recent Hungarian practice of home training is not so much attractive. A family is a very complex formation, which is influenced not only by economic possibilities- and habits but many other factors as well. Home training depends on the method of its constitutive thinking and human nature. It is essential if the given subculture recognizes the school performance and erudition.

There are a lot of evidences for facilitating or slowing of the improvement of a child by positive or negative effects of its environment. To nurture them, to protect them and to train them is the responsibility of their environment. Measurements up to the present were concentrated on the effects on the childhood development, but the factors that trigger or modify these effects are less concerned about. Development of a child depends on its environment. Theory of demand hierarchy is widespread in pedagogy. According to this theory demands, which inspire men to do activities, can be categorized in five main groups: physiological demand, safety demand, demand for love, competence reputation demand and self-realization. There are physiological demands on the lowest level of the hierarchy. The activity of the individual is driven by the presence of hunger, fatigue and lack of sleep. The one who is hungry and has not varied nutrition habit reacts in a different way on the stimuli coming from its milieu.

*Brasileiro, Fabiana
Neiva Veloso; Martins,
Jose Clerton De
Oliveira*

**RECREATION AND
LEISURE ACTIVITIES
FOR COLLEGE
STUDENTS OF
FORTALEZA.**

The changes experienced in the recent years in contemporary society concerning the rapid technological development, the greater availability of free time and the expansion of consumption habits put the leisure as a significant factor in these changes and as an increasingly important phenomenon to be studied and understood in the society today. As stated by Rhoden, Pinheiro and Martins (2010) understanding the concept of leisure in contemporary reappears as a subject of limited understanding, due to the plurality of meanings that takes in accordance with the various approaches and intrinsic interests. Thus, this study aims to understand the experience of leisure of college students from the city of Fortaleza seeking to elucidate some questions: how the subjects understand the leisure time that they have today? What is the importance of leisure in people's lives? What degree of satisfaction that individuals attribute to their leisure time? To this end, we use the analysis of quantitative data collected with students at the university of Fortaleza for a study of the experience of leisure in Iberoamerican context. The qualitative analyzes were based on studies developed in Latin America and Spain. The results show us that the understanding of the leisure experience of college students is related to the practices of leisure since they focus on the activity and the social time in which it produces itself, leaving aside the subjective nature of such experiences.

Burtz, Randall

Cultural Competency of Municipal Leisure Services: Findings and Discussions of City and State Agencies

From 2009 to 2012, the Washington Recreation and Park Association (WRPA) embarked on a mission to position the agency for statewide and national best practices and training to work with people of various cultures and abilities through their Cultural Competency Initiative. Cultural competence refers to the process by which individuals and systems respond respectfully and effectively to people of all cultures, languages, classes, races, ethnic backgrounds, disabilities, age, religions, genders, sexual orientation, and other diversity factors. Cultural competence recognizes, affirms, fosters, and values the strengths of individuals, families, and communities and protects and preserves the worth and dignity of each. Operationally defined, cultural competence is the integration and transformation of knowledge about individuals and groups of people into specific standards, policies, practices, and attitudes used in appropriate cultural settings to increase the quality of services, thereby producing better outcomes. Part of this initiative was directed at gathering information to provide recommendations on how the WRPA can increase and sustain knowledge, awareness, and understanding of culturally competent delivery of programs and services. A further goal was to provide the agency with a set of cultural competence standards (guiding principles) that the WRPA could promote to all individual and organizational members that create the framework for sustainable culturally competent services and program delivery. To this end, a series of 6 focus group meetings gathered information regarding what the participant's agencies were currently doing to ensure that they are culturally competent, what themes and cultural "hot button" topics they were seeing, and what resources they felt were needed to aid in the delivery of culturally competent services. Next, a survey was developed utilizing both the results from the focus group discussions, and questions previously used in a National Recreation and Park Association's (NRPA) survey on diversity and inclusion. From the survey, information was gathered regarding the importance of training in the areas of race/ethnicity, sexual orientation, disability, socioeconomic status, aging populations, and religious perspectives. The information gathered from the combination of sources allowed WRPA to develop a strategic plan which details the training desired, the agency's role in delivering that training, the preferred training methods requested by professionals, and the perceived barriers to the effective delivery of culturally competent services. The results of this study will enable other agencies to model this process for developing strategic plans and allow insight to the delivery of culturally competent programs and services. The process enacted by WRPA has allowed various municipalities throughout the state to model this survey. Data from the NRPA, WRPA, and key municipalities are compared and discussed for further insight.

Carnicelli, Sandro

Reflecting on Serious Leisure: Conversations with Bob Stebbins.

Serious Leisure is one of the most significant theories in leisure studies and this paper aims to reflect about the historical development the perspective. Indeed, after 30 years of the publication of 'Serious leisure: A conceptual statement' by the Pacific Sociological Review the use of the concept permeates different academic areas including tourism, sociology, criminology, economics, and arts. On the other hand not much has been published about the origin of the theory and reasons and rationale that contributed to the development of Serious Leisure. The understanding of the historical aspects of Serious Leisure contributes to a reflection about the issues that society faces regarding leisure as well as its future. In July 2011 the author visited Professor Robert Stebbins in Canada and collected over 5 hours of formal in-depth semi-structured interviews and 30 hours of informal conversation. This paper is based on a content analysis of both the data collected at the University of Calgary in Canada and the analysis of 30 academic publications that focused on the Serious Leisure Theory.

During the interviews and conversation Stebbins described all the intellectual process developed during a fifteen-year project elaborated in early 1970s and culminated in one of his main books 'Amateurs, professionals, and serious leisure' published in 1992. Professor Stebbins also focused on how the development of the serious leisure concept is based on his the personal life including his hobby (jazz player) and volunteering experience. Hobbies and volunteering, even if first cited in the 1982 Pacific Sociological Review publication, were definitely included in the perspective 1996 while casual leisure and project-based were added respectively in 2001 and 2005.

The future of the serious leisure theory was also a topic explored in the conversation with Professor Stebbins who emphasised the importance to spread the theory into different fields and cultures as well as the use of new enquiry methods. One of these new methods is the 'Serious Leisure Inventory and Measure' a 72 item scale published by Gould, Stebbins, Moore, and McGuire in 2008. Furthermore, Stebbins affirmed that the world is characterised by rapid social changes, including new and resurgent leisure activities. For this reason it is believed that serious leisure perspective has reached the level of maturity with enough flexibility to incorporate social and research-based changes.

*Caroline, Simões;
Paulo, Borges*

**A view of
Skateboarding at both
sides of the Atlantic**

POSTER: "Skateboard" is the act of skating on a board. It's uncertain when the practice of this sport began, it's known that it took place in the 60s in California, and since then, has been spread around the world. According to Honoré (2004, pg. 01) the practice of skateboarding at Brazil may have also started in the mid-1960s. At that time, the skateboard was called as "little surf" made of wheels of roller skates nailed to a wooden board. In Portugal, it came twenty years later, around 1980, starting in the capital Lisbon, but soon being spread across the country. The aim of this work is to point out a relationship between the practitioners of this modality from two both sides of the Atlantic: between Brazil and Portugal, considering cultural differences between countries presented, revealing if the reasons why they practice this modality is the same. The research methodology is an exploratory descriptive method, which features record, analyze, describe and correlate facts or phenomena without manipulating them. For acceptance into the sample, the participants are male and have aged 14 to 36 years. A questionnaire has been applied, which central question is the reasons that lead to start practice Skateboard, and it has been also evaluated through the questionnaire the social status of practitioners, through the 2012 Portuguese league table of occupations, but only using the column corresponding to the large group. This questionnaire has already been applied in Portugal, to 42 practitioners of Porto city, by students of the Faculty of Sport, University of Porto for the subject of Sport Psychology, and is being reproduced in Brazil by students from GEL - Leisure Study Group of State University of Maringá.

*Caroline, Simões;
Paulo, Borges; Nayara,
Maysa*

**Leisure in Indigenous
Communities of the
Paraná / Brazil**

POSTER: The concept of leisure is not usual when dealing with non-urban populations, since it is an urban-industrial phenomenon. However, with the dissemination of culture by the media and the strategies of the West interface with indigenous peoples, different expressions of non-indigenous villages have been found in Paraná, with demand among leaders (caciques) for public services within the recreational sports. Field research was made with groups Xetá, Kaingang and Guarani, in state of Parana, through collection (interviews, filming, tabs, field descriptions) in fifteen indigenous lands, leaving the questions: Leisure is a universal need? If traditional societies don't divide work of leisure, how can the recreation be inserted in this context? Is it correct offering leisure contaminated with non-Indian look for a people that seeks to keep its origins? The Indians want political leisure while still fighting for such basic issues as the right to exist? The development of leisure policies with indigenous groups can act in the generation and selection of content and specific processes to Xetá, Guarani and Kaingang groups. It is counterproductive to impose predetermined contents. Each fact comes from traditions and particular contexts, which does not imply neglecting totality. According to Leontiev (2010), to whom one cannot exactly classify as secondary or primary needs, it's necessary to inquire about the reasons associated with each need, since the historical transformation involves all requirements, including those that are a prerequisite for the physical existence of human beings. The conclusion is that the sport, as the leisure and self-affirmation of a group, seems to motivate the need of the Indians for more structured actions in this field, but is not enough to simply building courts or to implement existing programs, it is necessary to rethink the sporting needs of the Indians of Paraná, considering the ideas, such as from children and the elderly.

Carvalho, João Eloir

**PARERE DEGLI
INSEGNANTI E
DIPENDENTI SUL
L'IMPORTANZA DELLE
ATTIVITÀ RICREATIVE
DIMINUIRE PER IL
VERIFICARSI DI
BULLYING NELLE
SUOLE PUBBLICHE.**

Abramovay (2002), in una ricerca per l'UNESCO, sottolinea la violenza nel contesto sociale: il fisico, psicologico, politico, culturale, sessuale e verbale. Tra i comportamenti anti-sociali, ci sono quelli che producono la discriminazione e maltrattamenti di persone o gruppi, razziali, religiosi, politici. (Otero & Miranda, 2010). Tuttavia, la violenza tra pari non è facilmente visibile, che lo rende uno delle maggiori preoccupazioni della società contemporanea. Il bullying è definito come un comportamento crudele, ripetitivo e spesso, dove il più forte diventano più deboli oggetti di svago e divertimento durante il gioco e hanno suonato come un vero scopo, l'abuso e intimidire un'altra persona (Fante, 2005). Secondo Pereira (2002), il bullying ha varie forme, quali il bullismo, vittimizzazione, lo stupro, l'abuso, umiliare, minacciare, molestare sessualmente, può essere definita come l'abuso dei bambini. Il gioco, secondo Smith (2006) è un modo utile per acquisire competenze di sviluppo del bambino - sociali, intellettuali, creative e fisiche. Il gioco è sociale, il suo aspetto e sociodrammatico turbolenta richiede un coordinamento delle attività tra uno o più partner; giocare prestazioni intellettuali attraverso la promozione di competenze linguistiche e giochi di ruolo, il gioco costruttivo incoraggia lo sviluppo cognitivo e la formazione del concetto. Gli educatori ritengono che il gioco è il modo ideale per sviluppare la creatività e l'immaginazione, perché i bambini sono liberi di sperimentare con nuove idee e possono esprimersi, soprattutto nel gioco simbolico e fingere. A scuola è importante imparare a giocare, il che significa non avere un'idea precisa del processo. Il mondo moderno sta subendo profondi cambiamenti richiede una scuola di funzionare come un nuovo paradigma e un nuova idea di sviluppo umano (Neto, 2009). Questo studio, parte di una tesi di dottorato, è stato quello di identificare i benefici delle attività ricreative attraverso il gioco e giocare nello sviluppo di relazioni bambini socioafetivas per ridurre il bullismo.

METODOLOGIA: ricerca quantitativa attraverso l'uso di questionari, con 65 docenti, personale e organo di governo di quattro scuole pubbliche nello stato di Parana.

RISULTATI: i mezzi di intervento a livello scolastico, 83,3% degli insegnanti nelle scuole 1, 2 e 3 indicate le lezioni e il 90% di gioco e attività ricreative come azioni chiave. La scuola ha sottolineato i quattro lezioni (70,6%) e le conversazioni con gli studenti (41,2%) e ancora limitare la portata degli studenti (5,9%). L'assistenza fornita durante le lezioni e le prestazioni degli insegnanti nelle quattro scuole partecipanti, le azioni di intervento sono: parlare con gli studenti (50% a 83,3%) e il tempo libero e attività ricreative (41,2% 83,3%). CONCLUSIONE: I risultati mostrano chiaramente che, oltre a informazioni e formazione, attività di svago e ricreative sono visti come un valido strumento per lo sviluppo delle capacità relazionali tra i bambini, oltre che il piacere e la gioia che forniscono tali attività, le azioni sono state considerate di grande importanza nella lotta e ridurre il bullying.

*Carvalho, João Eloir;
de Oliveira, Marcelo
Ponestki*

**GIORNATA MONDIALE
DEL GIOCO:
TRASFORMAZIONE
SOCIALE DI TEMPO
LIBERO SVILUPPO
DELLA
CITTÀ 'DI CURITIBA**

Poster: Il gioco, tra il ventesimo e l'inizio del ventunesimo secolo porta una diffusione delle opportunità e dei rischi per i bambini del mondo. Per i bambini, il gioco è la creazione e la scoperta, il mondo è il vostro parco giochi e gioco, come prendere il loro ruolo nel contesto sociale. Silva (2004) osserva che il gioco, il bambino comunica, usa la fantasia e la creatività, sviluppa la socializzazione, ha sperimentato con regole diverse, alla ricerca di soluzioni ai loro problemi e nuovi modi di pensare e di agire. Jarvis (2011) messo in dubbio l'utilità del gioco nello sviluppo del bambino, come base psicologica per le abilità sociali e intellettuali in età adulta in un ambiente sociale più complesso, chiamato "villaggio globale". OBIETTIVI: Nel 1999, l'Associazione Internazionale della sala giochi dedicato il mese di maggio a capitalizzare il "play" con l'obiettivo di salvataggio e incoraggiare il gioco nell'infanzia e riflettere sul gioco come momento di culturale e umano. METODOLOGIA: studio descrittivo, attraverso la relazione l'esperienza della "Giornata Mondiale del Gioco", organizzato dal Comune Sport, tempo libero e la gioventù di Curitiba - Brasile, in collaborazione con l'Università Cattolica del Paraná. SVILUPPO: si tiene il 26 maggio 2012, in alcune vie principali della città, con la gamma di attività per le diverse età e le prestazioni degli studenti di PUCPR Educazione Fisica, sperimentando soggetti Animation contenuti e intrattenimento: Giochi e giochi, una parte del curriculum. Erano le seguenti attività: giochi intellettive e tavolo, sala giochi, sala lettura e giocattoli riciclabili, officina d'arte (dipinti e pieghevoli), pittura del viso, giochi radicali (trampolino e climbing), sezione per bambini (scivoli, altalene e il castello), giochi gonfiabili, giochi ricreativi, circuito ricreativo giocattoli cantata e l'attività fisica. RISULTATI: Le attività si è svolta dal 10 al 17 ore su un tratto di 300 metri, con un insegnante e un team di 2-8 studenti responsabili della direzione di gioco. Vi hanno partecipato oltre 5000 bambini 2-6 anni, 3000 bambini dai 7 ai 12 anni e più di 3.000 adulti, oltre alla famiglia, delle arti dello spettacolo che si sono verificati nella stessa area del progetto. Hanno partecipato oltre 15.000 bambini e adulti, 20 professionisti SMELJ, due insegnanti e 147 studenti PUCPR. CONCLUSIONE: Il Play of the Day, organizzato dall'agenzia pubblica responsabile per le azioni che soddisfano il tempo libero, lo sviluppo, miglioramento delle relazioni e sociale e uno stile di vita attivo e sano e l'Università, con l'esperienza del curriculum, preparare gli studenti per il mercato del lavoro, è un atto di rilevanza per la società moderna. Il gioco deve rispondere alle esigenze di bambini e adulti, che soddisfano le loro aspettative, offrendo opportunità per la loro formazione come cittadini, libertà di movimento e di espressione. Brock (2011) sottolinea che la prospettiva di istruzione per il gioco, dovrebbe stimolare l'apprendimento e l'interazione, per i bambini e gli adulti giocare naturalmente a scoprire e adattarsi all'ambiente, imparare quello che e perché le cose accadono, ma soprattutto per divertimento.

*Carvalho, João Eloir;
Mocellim, Alesson
John; Urio, Priscila
Batista;
Barbosa, Daphyne
Domingues.*

**SCUOLA – LA
TRASFORMAZIONI
DELLO SPAZIO PER
GIOCARRE**

La scuola è considerata una zona che consente l'apprendimento e lo sviluppo, perché questo avvenga davvero è che i bambini hanno bisogno di autonomia per sviluppare il loro gioco e non sono limitati a uno specifico spazio all'interno della scuola. Con la fornitura di spazi adeguati, il bambino può sviluppare la propria creatività, migliorare il rapporto e quindi rispettino le differenze. Questo studio ha lo scopo di ricerca dal punto di vista dei bambini, se vi è spazio sufficiente per la pratica del gioco nella scuola. La ricerca quantitativa, descrittiva, con la partecipazione di 174 studenti nel 5 ° anno di scuola elementare, tra i 9 ei 10 anni, tre scuole pubbliche in diversi quartieri della città di Curitiba - Brasile. Per raccogliere i dati è stato utilizzato un questionario con 13 domande chiuse e due open space sul gioco nella scuola dove studiano, poi una analisi comparativa tra le scuole partecipanti. I risultati mostrano che il 96% della scuola I, II Scuola il 98% e 100% di studenti della III Scuola, suonando in qualche periodo della loro permanenza a scuola, in media il 93% degli studenti di tre scuole sottolineare il recesso, come momento opportuno per integrare e socializzare con i bambini della tua classe o altre classi. Maggior parte dei giochi si svolgono nel campo sportivo (60%) o sulla terrazza (42%), insieme alle tre scuole. Questo fatto giustifica l'impiego di campi da tennis coperti come azione standard nelle scuole pubbliche della città di Curitiba, per il comfort dei bambini nel loro modo di giocare, nelle giornate di sole e giornate piovose e fredde. Recenti studi affermano che l'ambiente aperto è molto importante per l'interazione tra i bambini, soprattutto quelli che non si riferiscono ogni giorno, perché in media l'85% degli studenti ha dichiarato giocare solo con i suoi migliori amici, indipendentemente dal sesso, relatarando ancora giocare con i ragazzi e le ragazze, i giochi sono preferenzialmente catch-up (%) e calcio (%). In relazione al luogo dove i bambini non possono giocare a causa di divieti imposti dall'organizzazione della scuola, ha sottolineato che l'aula non è un luogo adatto per il tempo libero, il 65% degli studenti ha indicato che gli insegnanti e il personale non consentire l'uso di questa zona, evidenziando come un luogo adatto per attività considerate gravi. Tuttavia, se un insegnante supervisore può verificarsi anche nelle battute in aula dal docente concilia gli obiettivi didattici con attività ricreative.

Sebbene la maggior parte (51%) degli studenti intervistati indicano gli spazi così grande, in discussione la necessità di un altro spazio per giocare inesistente a scuola, i dati mostrano la piscina (37%) e campo in erba sintetica (35%), ma perché la realtà del brasiliano dell'istruzione pubblica, si finisce per fare fuori del contesto sociale della scuola pubblica, che è in realtà solo una scuola privata. Si può concludere che ci sia spazio per il gioco a scuola, ma le strutture non hanno le condizioni che i bambini vorrebbero.

Chan, Chung-shing;

City Green Resources

Continuous urbanization is an inevitable global trend that brings a number of fundamental changes in various dimensions to cities. In a globalized world,

Marafa, Lawal M.

as a Brand in Hong Kong – Its Potential and Gaps

cities have increasingly competed for various types of resources and attention. In attempt to attract tourists, investors and professionals from other regions, cities have begun to study how to promote, market and even brand their competitive advantages and make these advantages sustainable.

Place branding is multi-disciplinary nature because places including cities can be viewed from different perspectives such as consumer products, images, corporate brands and clusters of services, etc. From a marketing perspective, cities are complex entities unlike products and services. Branding of cities involve more complex elements, structuring of spaces and relationships among stakeholders. This is a point for geographers to play an important role in studying the phenomenon beyond marketing discipline where the concept of branding originates.

It is observed that some cities have long identified their abundant city green resources such as urban parks and green spaces, as an advantage in promoting and marketing their cities as liveable and sustainable. Nevertheless, there appears a dearth of knowledge and theoretical development in studying ecological or environmental factors like green resources as themes for city branding. As a result, there is one basic question to be answered: Can city green resources be potentially used as themes in the emerging conceptualization and development of city branding?

Hong Kong has been officially branded as the 'Asia's World City' for more than a decade. After a brand review exercise conducted in 2008, there appears a call for a 'greener city' with 'a green living environment'. In fact, Hong Kong possesses rich resources of city greening such as protected areas, parks and green spaces, trees, urban forests and landscapes scattered around the territory. To achieve using these green resources as a city brand, what can be learnt from the concept and models of city branding? Can green resources be a successful theme for city branding in Hong Kong?

As part of a doctoral research, this presentation aims at: (i) introducing the conceptual framework built upon the city branding literature; (ii) establishing research questions on a study supported by some methodologies; and (iii) elaborating some preliminary findings based on a pilot study. The proposed research may contribute to filling a knowledge gap of utilizing city green resources as a theme for city brand.

*Chang, Seohee;
Gibson, Heather*

Different types of loyalty and the leisure-tourism connection

Leisure activity involvement (LI), leisure activity habit (LH), leisure activity commitment (LC), and leisure activity loyalty (LY) are different concepts from each other. LI and LH represent intentional and automatic components of individuals' identity-based leisure lifestyles, respectively (McIntyre, 1989; Triandis, 1977), whereas LC focuses on the perceived irrevocability of the initial action due to investment and costs and side-bets (Buchanan, 1985; Cialdini & Trost, 1998) and LY relates to favorable attitudes toward a specific activity, thereby having an intention to choose it first over other activities (Assael, 1998; Iwasaki & Havitz, 1998). Few studies have investigated how LI, LH, and LC are related to LY; also if LY is related to the leisure-tourism connection (LTC). The LTC assumes that tourism behaviors are rooted in leisure (Carr, 2002; Chang & Gibson, 2011). The purpose of this study was 1) to investigate if (and how) LI, LH, and LC influence LY and 2) if LY affects the LTC. A sample of 706 college students was surveyed online: 73% female (age M=24, SD=7.28). The questionnaire consisted of: favorite leisure activities (open ended), LI (lifestyles/identity, hedonic, social), LH (automatic, resistant, regular), LC (investment - time/money, regret if stop it, relevant activities extended from it, cost - lose touch with friends), LY (prefer to choose it first over other activities, recommend it to other people, spread positive words to other people), and LTC (a tendency to take part in favorite leisure activity during vacation (one dimension of multiple items), frequency of participation in it regardless of the main purpose of vacation, frequency of participation in it as the main purpose of vacation, the likelihood of participating in it as the main purpose of vacation in the next five years). The results of the multivariate analysis showed that all lifestyles/identity, hedonic, and social domains of LI have significant relationships with all LY items, but the findings of the univariate analysis revealed that lifestyles/identity had no significant relationship with recommend. Also, first choice, recommend, and positive words did not differ by social involvement. Further, automatic, resistant, and regular of LH significantly influenced all the loyal attitudes toward favorite leisure activity with the exception of a relationship between resistant and recommend. For LC, investment, regret, extension, and social cost had significant relationships with LY at the multivariate level, but social cost was not significantly related to first choice at the univariate level. For the relationship between LY and LTC, first choice and positive words of LY had significant relationships with the LTC, but recommend did not show any statistically significant relevance with all the LTC items. More specifically, first choice was significantly related to all the leisure-tourism connection behaviors, but positive words only had a significant relationship with a tendency to take part in their favorite activity on vacation. It is recommended to use direct marketing and social networking-centered marketing differently for effective strategies.

Cheung, Joanna; Auld, Chris

Organizational Settings and the Attributes of Volunteers in Hong Kong

Volunteers play an important role in delivering services across a wide range of areas from human services to sport and recreation. Without volunteers many programs and services would be severely affected in terms of quantity and quality. Recognizing the important economic and social contribution made by the volunteers, the United Nations declared 2001 as the International Year of Volunteers.

While there has been considerable research on volunteers, many studies have tended to be atheoretical and descriptive in nature. Furthermore, irrespective of the diverse array of service delivery settings in which volunteers operate (e.g. welfare/charities, leisure, sport,), few studies have attempted to examine the extent to which volunteers in different service contexts hold different perceptions of organizational attributes (e.g., organizational reputation, personnel practices, volunteer policies and management styles) and the implications for volunteer behaviour.

The purpose of this study was to examine the attributes of the volunteers within the context of the organization they serve and determine if there are differences between volunteers in different service settings, especially between human services and sport and recreation. The present study adopted the conceptual model of sustained volunteerism (Penner, 2002), which incorporated both dispositional and organizational factors that influence sustained volunteer behaviour. Data were collected by means of a self-administered questionnaire distributed to a sample of volunteers in a range of third sector organisations in Hong Kong. A total of 867 responses were received and the data were coded, entered and analyzed using STATA. The results indicated there are differences between volunteers from different service delivery contexts on variables including socio-demographics, motivation, job satisfaction, organizational commitment, perception of organizational justice, and the years spent volunteering in general and for a specific organization in particular.

This study is unique as no other research in Hong Kong to date has utilized multiple factors to study sustained volunteerism in the Asian cultural context. Hong Kong has specific characteristics compared with other countries in terms of cultural background, values and belief towards volunteering.

The results of this study have a number of implications for better understanding the contextual aspects of volunteer behavior. The results suggest that different types of voluntary organizations may need to adopt different approaches to the recruitment and management of their volunteers based on context specific organizational parameters. Consequently this may lead to improved volunteer retention rates as organizations utilize more focused, customized and sector relevant volunteer management strategies.

Chin, Ming Kai

Integration of Leisure Time Physical Activity (LTPA) and Community Healthy Active Living through Interactive Technology

It is well documented that biological mechanisms derived from physical activity provides health benefits for enhancing one's quality of life. Adopting a physically active lifestyle and engage in enjoyable leisure activities, involves a multitude of complex variables. Some of these variables include: personal factors, programmatic, social, environmental and other related concerns. As information has increased about the role that the environment plays in promoting or inhibiting physical activity even among individuals with very high motivation, the community providers need to consider how people interact with the environment to promote physical activity. Trans disciplinary collaboration is essential to create a healthy active living community.

This presentation paper would present cases and illustrations to draw the connections between leisure, physical activity and health through previous studies with innovative, integrative and holistic approaches in promoting lifelong healthy active living and wellness. The linkage would be further elaborated by stressing the role and importance of interactive technology within the holistic model of leisure and health. Through 21st century technology mediums, children and youth experience a variety of sensory distractions which enable the repetition of standards-based sport and fitness skill development. Kids may simultaneously watch wellness-themed animated videos, choose modern music, or learn valuable educational and social messaging while increasing their leisure time moderate to vigorous physical activity (MVPA). Educators can no longer ignore the growing body of research on the connection between LTPA and brain activity that shows that, even moderate exercise will, among other things, supercharge mental circuits to fight stress, sharpen thinking, and enhance memory. Consequently, innovative and creative technology mediums such as HOPSports can assist to fight the childhood obesity epidemic and accelerate learning through integration of math, science, art and music with LTPA by enhancing cognitive focus for optimal classroom learning. In this presentation, interactive technology will be used to demonstrate active living through the global Omniversity Model and Brain Breaks.

Chin, Ming Kai; Ruan, Bin; Edginton, Christopher, Mok, Magdalena; Mo, Ching

Engaged Scholarship: Bok's Undergraduate Competency Framework and the Camp Adventure Child and Youth Services (CACYS) Service Learning Program

A restructuring of higher education curricula to prepare graduates with knowledge, skills, and competencies for critical inquiry and reflective practice to address complex issues in becoming globally competent and lifelong learners is necessary. It is increasingly important for parks, recreation, leisure, and tourism programs to direct their attention to rethinking, reframing, and redesigning their curricular designs to take into consideration pedagogical changes as well as other evolving concepts or paradigms. Camp Adventure Child and Youth Services (CACYS) is a unique academic model that emphasizes service learning opportunities for students. The program is intended to enhance core competencies of undergraduates, while at the same time, enabling access to child, school-aged, and youth care career areas. This study utilizes Bok's framework of core competencies for undergraduate education to investigate the changes of college and university students participating in the CACYS service learning program. Communication, critical thinking, character development, citizenship, diversity, global understanding, widening of interests, and career and vocational development were the eight core competencies included in the study. A sample of 408 individuals from 14 CACYS staff development sites throughout the United States was participated in the study. Instruments consisted of a 56-item 7-point Likert-type Rating Scale on eight core competencies were used to analyse mean scores between entering and exiting the program in three phases. Phase I surveyed participants prior their initial participation in the CACYS staff development program. Phase II sought responses from participants after their participation in the CACYS staff development program. Phase III gathered information at the conclusion of participants' field experience. Results indicate that there was significant growth in all of participants' core competencies from the baseline to end through the entire program. The findings show that the eight core competencies can be taught and developed through an experiential service learning program. The study provides a framework for assessing outcomes and as such provides a model for increasing accountability not only in institutions of higher learning but also among those delivering parks, recreation, leisure, and tourism services.

Chiu, Hoi Yan ;Marafa, Lawal

Local Perceptions on the Development of Nature Tourism in Hong Kong

Hong Kong's rich biodiversity and unique historical background favour it in diversifying tourism activities. The recent unfriendly tour guide services, however, have indisputably brought adverse impact to the cities' tourism image. Considering over 25 million Chinese visitors came to Hong Kong in 2011, there is a need to expand the spectrum of local tourism and enrich tourists' travel experience, and foster a new travel culture and image for Hong Kong, a boisterous urban area.

Historically, many communities, especially those highly dependent on tourism, view tourism positively in economic aspect, improvement in community life style, conservation of natural and cultural resources, as well as concern about its negative impacts like increasing crime, traffic problem and alcoholism, etc. Besides, some other studies have tried to distinguish different groups of individuals sharing similar views towards tourism development, ranging from pro-tourism advocates to those who despise tourism. Nevertheless, most of the researches have neglected that local residents can also be local tourists. The comparison of opinions and perceptions between local community and tourists is also rare. The purpose of the present study, therefore, is to examine local residents' perceptions and preferences in nature tourism development in Hong Kong.

A questionnaire is set for the local people in seeking their interests and perceptions of promoting nature tourism to Mainland Chinese citizens and their preferences in nature travel in a city like Hong Kong.

Preliminary results show that advocates of promoting nature tourism in Hong Kong think that the beauty of Hong Kong's natural landscape should be promoted to allow more admiration, while dissenters worry that it will bring the negative impacts to these unspoiled areas. Both groups disagree strongly that the promotion of nature tourism could help relieve pressure for mass tourism, and they believe that the choice of tourist spots is more important than the planning of travel route in promoting nature tourism to Mainland Chinese citizens.

*Choe, Jaeyeon; Chick,
Garry*

**Meditation as Leisure
in America**

A substantial amount of research has demonstrated that leisure can reduce stress, help people cope with stress, improve mood, and contribute to overall health and well-being. Similarly, meditation helps individuals reduce stress and alleviate anxiety and depression, it is cost-effective and makes people more “insightful” about life. The similarities between leisure and meditation suggest that a comparative analysis of them may provide deeper insights into the ways in which both can contribute to improved quality of life. Moreover, since those who engage in meditation do so during discretionary or otherwise unoccupied time, thinking about meditation as a kind of leisure may be fruitful. Therefore, the purpose of this study is to examine the experience and outcomes of meditation as they compare with characteristics of leisure’s contributions to mental and physical health as reported in the leisure literature.

I used participant observation and in-depth interviews to study how individuals experience meditation and its outcomes. I collected data in the spring of 2011 with the Open Meditation Society at Penn State University and a Zen meditation group in central Pennsylvania. I conducted interviews with 16 individuals, including a Buddhist monk, a priest, a teacher, and meditators.

Results indicate that meditators experience stress reduction, spiritual health, self-actualization, flow, mood enhancement (emotion management), and quality of life enhancement, during both their leisure and their meditation. Therefore, meditation and leisure appear to provide individuals with similar outcomes. However, the meditation experience for beginning and veteran meditators differed. Inexperienced meditators reported that meditation can be hard work because they have to consciously concentrate, but doing rituals, praying, and meditating can still be calming and relaxing. They also enjoy the quiet time alone (just for themselves) because they always feel rushed. On the other hand, experienced meditators are interested in achieving higher level of freedom and complete relaxation from worries, thoughts and other external environments. They also focus on cultivating their minds by deep observation, and actively integrating meditation methods into their lives in both work and leisure. Nevertheless, the outcomes for both experienced and inexperienced meditators were similar. This study employs a new lens through which to examine positive experiences and outcomes derived from meditation that renders it similar to leisure.

*Claudio, Augusto; Silva
Gutierrez, Oliveira da
Silva Adriana.*

**Physical activities and
quality of life: the
importance of the play
element**

This paper presents the results of an investigation on the subject Physical Activity and Quality of Life (QOL), which sought to understand how physical activity is perceived by the users of a fitness center, as a factor of Quality of Live (QOL). QOL is a social representation that combines subjective parameters, such as welfare, happiness, love, pleasure and personal fulfillment, and other objectives ones, on which reference is created by the degree of economic and social development of a given society.

The health area usually uses the term hegemonically, from the reference of clinical medicine to describe the movement in which, from physical injuries, they offer indications of improvements in living conditions of a person. The expression used is quality of life in health, but the notion of health is functional and corresponds to a medicalized conception of health care.

Physical Education professionals have understood the relationship between physical activity and quality of life from two perspectives: On the one hand, from the discursive level, they understand the subjective and social benefits resulting from the completion of bodily practices; on the other hand, hegemonically, they understand the relationship between QOL and physical activity based on the biological benefits, as in the medical field, and from this view they develop their actions.

Objective:

This study aims to analyze how the influence of physical activity on QOL is perceived by users of a fitness center. It analyzes the perceptions of practitioners, how they feel this relationship.

Method:

To answer the research question: "How do the users of the fitness center Corpo e Saúde perceive the influence of physical activity in their QOL?", it was developed a qualitative case study. The sample comprised a group of women between 50 and 65 years old, physically active for more than 12 months in a fitness center (Gravatá/ Brazil). The investigative procedures used were participant observation and interviews.

Results:

We could verify three categories on the users perceptions:

- a) Pain relief: users related the disappearance of pain in the body after they joined the group of physical activities;
- b) The art of meeting: it was perceived as a factor of QOL social ties and community provided by entering the fitness center;
- c) Lifestyle: participation in the physical activities group allowed participants to identify themselves to an idealized active lifestyle.

Conclusion:

It was observed that physical activity practitioners perceive the relation of these practices to the improvement of their QOL. This relation is close to subjective perspectives, those related to the social ties built and adherence to an idealized lifestyle, and the objective perspectives such as the control of pain and body strengthening. Physical Education teachers should therefore avoid manichaeisms, reductionism and the hegemony of a biological view of this relationship, focusing on broad approaches of subjective and objective benefits of physical activity for QOL. Especially it is important to highlight the contribution of playful elements that promote sociability and a positive self-image.

Codina, Nuria; Pestana, Jose Vicente

Physical activity (PA) as leisure among women along the life course: Initial and current influences and patterns of participation

This study investigated the initial and current influences for doing PA as leisure, current levels of PA participation and future plans for it. Participants were 636 women aged 15 to 64 years old ($M = 38.3$; $SD = 11.5$). Factor loadings of influences were explored using Principal Components Analysis. Pearson bivariate correlations, t-test and ANOVA were used to show the differences among the influences, socio-demographic characteristics and present/future PA participation. The initial influences for joining PA were the assessment of health professionals, the primary socialization agents (such as family, school and friends), and the personal fulfillment; the current influences for continuing PA practice were the contact with others, the health benefits/self-care, and doing outdoor/family activities.

Correlations among the factors of initial and current influences showed that women who started practicing PA, influenced by primary socialization agents, continue on this practice due to the contact with others; concerning to the women that launched PA for personal fulfillment, the continuity on the practice lies in health benefits and self-care. Both initial and current influences also offered significant associations by age groups, living arrangements and employment status; other significant associations were found among influences and weekly frequency of PA, the length of PA sessions and the perception of future PA practice.

With regards to the initial influences, health professionals were determinant for women 50-64 yr. old, and in women whose weekly PA practice was five days or more. Primary socialization agents were more present in participants aged 15-29, and whose employment status was working and studying. Personal fulfillment was the strongest initial influence in women who perceive they will continue practicing PA in a future.

With respect to the current influences for PA practice, doing outdoor/family activities was especially important for four groups of participants: women aged 50-64, those who lived with a partner and children, 5-or-more-day/week practitioners, as well as who perceived themselves practicing PA in a future. Health benefits/self-care was an important current influence for women whose PA sessions were of 60 min and for practitioners who see themselves doing PA in a future. This perception about future practice of PA was also associated with the current influence of contacting with others.

In sum, the results put into manifest the importance of the relationships among initial and current influences (i.e., not a single factor), as well as their association with socio-demographic factors and the characteristics of PA practice, for explaining PA practice as leisure in women along their life course. These findings may be useful for designing and implementing psychosocial intervention programs addressed to make women both joining and keeping on practicing PA.

Codina, Nuria; Pestana, Jose Vicente; Kleiber, Douglas A.

Self and identity issues in leisure research: Towards an integrative vision of their relationships

Leisure has been a context in which self and identity issues have been studied from various perspectives (cultural, developmental, pedagogical, and social, among others), as well as with different research purposes (basic and applied). This complexity challenges an integrative vision of how leisure influences and is influenced by self and identity.

Recognizing this, the current paper presents the results of a descriptive, linguistic analysis of the PsycInfo database; specifically, references indexed until 2010 which included, in their titles, self or identity and leisure (as well as leisure related terms: daily activities, hobbies, holidays, recreation, and relaxation). These references were then analyzed according to their authors (institution affiliation and country where they worked), source and date of publication, participants' gender and age group, and keywords. A preliminary analysis shows 1,851 references (17 books, 69 book chapters, 463 dissertation abstracts and 1,302 journal articles), belonging to 3,028 authors, predominantly published in the last 20 years. With regard to the key terms, the analysis prompts two observations that may warrant further study: first, it is mainly leisure researchers —not affiliated with Psychology programs— who have contributed to the study of self and identity (basically, self-concept, self-esteem and self-efficacy) in the context of leisure; second, the ways in which leisure is associated with self and identity has provided meaningful insights into the impact of freedom, constraint, and enjoyment in the processes of self-construal, self-expression and self-determination. These results are of special interest to the different answers that may be given to the question about the suitability of studying self from the leisure standpoint.

Codina, Nuria; Valenzuela, Rafael; Pestana, José Vicente

Flow and music participation in primary school. Their relationships with the

POSTER : As a basic dimension of quality of life, universal access to cultural participation must be guaranteed to all citizens. Nevertheless, the formation of cultural capital, indispensable to aid this participation, depends strongly on family background. The goal of this study was to unveil key aspects of primary school students' optimal experience in music class, controlling for family background. Based on Bourdieu's ideas on cultural capital and Csikszentmihalyi's construct of optimal experience, we utilize a purposive sample of 5th and 6th grade primary students ($N=186$) to conduct nonparametric contrasts of our theoretical assumptions, such as, the key importance of family background to intrinsic motivation towards music practice. Our findings suggest that identification with, operation of and sustained engagement in music practice need to be understood as distinct moments in the itinerary of cultural

cultural capital

participation, which will operate different according to the different levels of original family cultural capital incorporated by any given student. We argue that the public school system, through the primary music teacher, must harness the implications that diversity of family backgrounds has on the processes of intrinsic motivation, optimal challenge and sustained engagement in music practice.

Cohen-Gewerc, Elie

**Transformation,
Leisure and Time's
signification**

Urbanization is a well known phenomenon which, now, not only Europe and North America is concerned with. In parallel to this process, we observe a qualitative change: nomadism. This modern nomadism involves willingness to move from one place, city, country, job, status, group, community, etc. to another. It means also an intensification of social structure precariousness. And, in this kind of environment one tends to feel disconnected from social, ethnical, and family connections, i.e. abandoned to himself.

We have to add to this uncertainty, the sensation that changes go faster and faster and that we are no longer able to really assimilate even a small part of this uncertainty.

Of course, the deep transformation of the social context becomes more acute when one leaves his regular schedule organized around his professional and societal obligations, or is dismissed from them. This sudden free time -which is a void space- we used to call "forced leisure", becomes a forced encounter with external and inner changes we could neglect or even ignore while being occupied by our different roles.

We do observe this common process which reveals again and again that "one cannot march towards the future empty handed" (Gonzalez-Pecotche, 1973, p. 273).

The universal law of time acts, inexorably, continuously. Montaigne said, before more than four centuries, that "The utility of living consists not in the length of days, but in the use of time; a man may have lived long, and yet lived but a little." (I, xix.)

Man/woman has the prerogative to decide either to change or be changed. He can adapt himself passively but he can consider every change and come to a personal decision how to define his/her attitude towards it; what space he/she will accord to this change and what concepts he/she decides to review, to adjust, to transform.

Time as synonym of life can be the best friend of us, but we should not betray this friendship, being worthy of time's essence: evolution and invention (Bergson, 1913).

*Cole, Zachary;
Donohoe, Holly*

**Quantifying and
mapping the social
value of outdoor
recreation resources
in Sarasota Bay,
Florida**

Outdoor recreation has seen continued growth over the last century with no evidence of slowing. Accompanying justification for outdoor recreation development, including tourism, traditionally reside in estimations of its monetary value in terms of annual return on investment. Indeed, accurate assessments of economic value regarding recreation and tourism has improved dramatically and remains highly beneficial to arguments by leisure professionals for continued political and administrative support in the face of dwindling fiscal resources. However, these efforts have focused almost exclusively on market values while failing to capture the social values assigned by participants and host communities. In order to arrive at a more comprehensive, accurate, and inclusive estimation of the value of outdoor recreation and tourism, tools are being developed to quantify, across landscapes, its non-monetary social value. Specifically, geographic information system applications such as SolVES (Social Values of Ecosystem Services) have utilized the emergent discourse of ecosystem services to model these values across space. While the modeling capabilities of the SolVES application is not limited to the social value of recreation alone, this presentation looks directly at its representation through a study conducted in Sarasota Bay, FL. In addition to providing a standardized quantification of recreation social value as an ecosystem service across a given landscape, the SolVES model provides for comparison of the spatial dispersion of its value between and amongst various user groups, as determined by perceptions of resource use and levels of place attachment. This enhanced functionality is very useful to managers dealing with the increasing recreational pressure being placed on resources and the corresponding conflicts that may arise as a result. The guiding principle of this work is to respond to management needs by developing a set of simple yet informative tools for collecting and evaluating the social value of outdoor recreation and tourism as an ecosystem service with the goal of aiding managers in making decisions regarding resource allocation.

<i>Coles, Roger</i>	Walking the Walk: The Benefits of Community Trails	<p>Leisure & Wellness have emerged as important social constructs of the 21st century. With the emphasis on health and fitness in today's society, trails are becoming just as important as streets and sidewalks in our communities. In a 2005 survey of potential home buyers by Brook Warrick of America found that 1) 92% want low traffic areas, 2) 79% want walking and biking paths and 3) 78% want natural open space.</p> <p>This session will examine the many benefits of trails and green ways affecting the local economy including: tourism, events, community improvement, property values, health care savings, fitness and leisure and general consumer spending.</p> <p>Any trail, long or short, is a valuable asset to a community. It provides free recreation for people of all ages and fitness levels, and offers opportunities to study nature or local history has an economic impact on your community.</p>
<i>Coles, Roger</i>	Strategic Planning Made Easy: With Community Involvement	<p>These are exciting times, times of both challenge and opportunity that demand the best we have to give. Strategic planning is a systematized and disciplined way of focusing the work of a city, county or township so that it is able to identify its goals and actions required to shape its future. Strategic planning is a process of gaining information, examining the past and current experiences. It is participatory in nature requiring dialog, community interaction of all ages and groups and provides shared ownership in the process.</p> <p>This interactive session will provide a practical and hands on approach to achieve the desired outcomes. We will learn directly how a city, county, township, international organization, hospital and schools develop a road map to meeting the future head on as it develops and reaffirms its vision, mission, values, goals and strategies to be successful and proactive for the future.</p>
<i>Couto, Ana ; Couto, Mauricio: Lemos, Katia</i>	The Olympic values in sport and leisure: an intervention in the human formation	<p>POSTER:The sports events which Brazil will host in the coming years will be a result of research and discussion in all social sectors. The choice of the city of Rio de Janeiro to host the 2016 Olympic Games represents the possibility of different legacy: Legacy of the event itself, the legacy application event; legacy of Brazil's image, Legacies of knowledge and Legacies of governance. It was believed in the possibility of generating information and knowledge through the production of scientific research in universities that this study was designed.</p> <p>When we talk about events, they are not necessarily or exclusively linking to the Olympic Games, even though they are the main manifestation of the Olympic movement. The Olympic Education plays a crucial role in the promotion of basic knowledge, understanding and tolerance in the multiplicity of cultural values that naturally present themselves.</p> <p>The Olympic letter states as Olympic values its excellence, friendship and respect. These values must be sought through the Olympic ideals, which are mass participation, education through sport, fair play (fair play) to promote the collective spirit of cultural exchange and international understanding, and finally the search of excellence.</p> <p>The movement which Brazil is about to live overlooking the games of 2016 aims to enable children and young people to practice sport, to participate in sport and search for excellence in sport. This motion argues that in the congregation through the practice of sport there is the development of consciousness, peace, democratization, humanism and culture. The purpose is, in this study how to evaluate the Olympic values which have been treated in the sport and leisure.</p> <p>Expected to impact the projects to be developed, so that they are aware of this new phase of the sport and leisure in Brazil and the Olympic values can be used as an axis in its activities and thereby in order to contribute to human development.</p> <p>The research is being done with high school students from private schools, with athletes from gymnastics and physical education professionals.</p> <p>The method of data collection is throughout semi-structured interview that seeks to identify if the participants know the Olympic values, how these values are worked in during their sports activities and how these values are perpetrated in leisure time by young people.</p> <p>The interviews are still being analyzed, but early results point out that Olympic values are not treated in the environment of the sport, there is no concern with values education and the young protagonists in their leisure time just know what they see on television, encouraging fair play, but without a context. We stress the urgent need for intervention on physical education professionals in training on the human values education. As a guiding theme in the period of mega events in Brazil, it is a good opportunity to establish contents focused on Olympic education and thus to transpose values excellence, friendship, respect beyond the sport and also significantly influence to the youth in their leisure time.</p>

*Dalakis, Adonios;
Tsitskari, Eftimia;
Kosta, George;
Alexandris,
Konstantinos*

**EXPLORING
PARTICIPATION
MOTIVES AND
PARTICIPANTS'
INVOLVEMENT IN
OUTDOOR
RECREATION
ACTIVITIES**

The purpose of this research was the investigation of the relationship between participation motives and the degree of involvement that participants in outdoor activities show. In addition, the above issues were further examined by gender, age and frequency of participation of our respondents in outdoor recreation activities. 637 participants in outdoor recreation activities was the sample of our research, which was carried out from July until October of 2010 in the region of Eastern Macedonia & Thrace. The survey comprised 339 men (53.22%) and 298 women (46.78%), who were divided in five age groups and five different degrees of participation frequency in outdoor recreation activities. There was low degree of interaction between motivation and involvement ("attractiveness" for three of the following motivation factors "socialization, improvement and nature, $p < .05$ ") and ("self-expression" for one motivation factor "socialization, $p < .05$ "). There was low degree of interaction between motivation and gender ("family" $t = 2.556$, $p < .05$). There was no interaction between involvement and gender. There was low degree of interaction between motivation and age groups ("projection", $F_{4,620} = 2.500$, $p < .05$) and "family", $F_{4,629} = 6.482$, $p < .05$). There was high degree of interaction between involvement and age groups ("attractiveness", $F_{4,620} = 8.169$, $p < .05$ and "self-expression" $F_{4,627} = 10.875$, $p < .05$). There was low degree of interaction between motivation and participation frequency ("nature" $F_{4,628} = 3.186$, $p < .05$). There was very high degree of interaction between involvement and participation frequency ("attractiveness", $F_{4,620} = 17.156$, $p < .05$ and "self-expression" $F_{4,627} = 18.445$, $p < .05$).

deLisle, Lee

**Transforming
Rocantica: A Case
Study of the Role of
Festival Culture in
Central Italy**

Purpose of Study:

This professional presentation is designed to examine the best practices of governmental agencies and community groups in the development and execution of a heritage based historical festival in the town of Rocantica, Italy (est. 760 AD). Maintaining a unique cultural identity is a critical factor for the continued vitality of small villages. Of particular significance is the analysis of the local governmental agency referred to as the Office of Pro Loco, a volunteer based agency dedicated to the promotion of individual towns within the region. The role of the Office of Pro Loco impacts not only festival organization but affects other leisure activities such as local tourism and summer programs for residents, particularly children. The presentation will examine resident attitudes towards the social significance of festivals and the role of volunteerism in the planning and execution of the festival.

Background:

Local festivals are perhaps the most important element of continued community support and pride for residents of smaller towns. They also have the potential to support economic growth in agricultural areas devoid of manufacturing and technology based economies such as the Sabina region. Aside from the passion for calcio, (soccer), one's ties to the home village is a source of pride, and a reason for celebration. Festivals provide the mechanism for the retention of past cultural traditions, a reason to return to the village for those who have moved away, and a genuine opportunity for renewal, both culturally and economically.

Benefits:

Attendees will receive a detailed account of the festival culture in this region of Italy.

Attendees will understand the significance of festivals as important cultural and economic activities in the continued cultural sustainability of the village of Rocantica

The presentation will add to the body of knowledge concerning festival management in Italy.

The presentation will also contribute to the international research interests of the tourism, event and festival management community.

According to my Italian colleagues, festivals and special events are not the subject of much study in Italy. The European branch of the International Festival and Events Association (www.ifeaeurope.org) promotes the sharing of research and best practices in festival management but does not have significant representation from Italian universities.

Of Note: Video of the festival planning and execution will be used to highlight the scope and impact of the event.

***Dhurup, Manilall (Roy)* The built environment and physical activity participation in a semi-urban area in Southern Gauteng**

Public health researchers over the years have drawn the attention to the effects of community environments on health conditions such as physical inactivity. Physical inactivity has been reported to be the second leading risk factor for chronic diseases after smoking and contributes significantly to total mortality. A review of literature suggests that the built environment can facilitate or constrain physical activity participation. The purpose of the study was to examine the influence of the physical environment on physical activity participation among semi-urban residents. A structured questionnaire assessing physical activity participation and the built environment was administered among 148 respondents in a semi-urban township in Southern Gauteng. Results indicate that respondents' physical activity participation ranged from mild to moderate with majority of the respondents not meeting the minimum physical activity guidelines (30 minutes or more a day, most days of the week of at least moderate physical activity). In addition, the results indicate that the built environment or the lack thereof play an influential role in the physical activity participation. Perceived access to various destinations, street planning in the neighbourhood, places for walking and cycling, neighbourhood surroundings, safety from traffic and safety from crime seem to prohibit residents from physical activity participation. Government, policy makers and environmental planners need to take cognisance of future planning in the development of user-friendly environments so that residents can meaningfully participate in physical activity.

***Dobay, Beáta; Bánhidi, Miklós* Characters of Water Tourism in Slovakia**

Introduction

Slovakia is located in Central Europe has lot of natural resources for tourism on its territory of 49 036 km². Our country doesn't have a seaside, so water tourism is based on 49774,8 ksm long rivers and hundreds of lakes. In the High Tatras 175 lakes (3 km²) offer special experiences, on a higher altitude environment.

Goals and methods

The goals of the study was to analyse the conditons of water tourism in our contry and get an anwer, how local citizens spend their water holidays. In our research beside the environmental we have been using a questionnaire to ask adult travellers (n = 2965), about their travelling habits. The number of respondents were 38,5% females and the 61,5% males. 69% of the trials were aged 26-55 older 7%, and rest under 25. 42% off them live in villages and 52% in towns. .The datas were analysed statistically with SPSS 17 program.

Results

Before Slovakia has joined the European Union 617 km waterways served as a border line. It has blocked the water tourism development, but also made the travels much difficult. After the political changes in the 1990s longer water tours were opened for international tourists. This time also mining industry has changed, and many of them have to be closed. Beside this areas many lakes offered excellent opportunities for water tourism. The country has also rich hot water springs (1470), 17 of them are known interantionally and nationally as healing water.

Many adults in Slovakia has large experience with water holidays. Already in the childhood 72% of the trials participated in summer water camps. Today 42% of them would like to spend their holidays at the lakeside, or 31% at the riverside. Slovakia doesn't have a seaside, but many Slovaks (52% are planning to go there in the near future. During their holiday respondents spend more than an hour in water and 70% of them practice sports on the beach.

Summary

We believe very much that Slovakia has great water holiday resorts, which offers good opportunities for active holidays also at the waters. But because the short summer saison its difficult to compete with holiday programs from southern countries programs. Our opinion is to extend the saison a good solution can be to support more water camps, to organize old and new water sports activities (independent from weather issues). Also passive tourism products should be developed, like visiting natural sites, wildlife, organizing more boat trip etc.

*Donohoe, Holly;
Blangy Sylvie*

**ARE YOU A TICKING
TIME BOMB? Lyme
Disease and
occupational risk for
leisure and tourism
professionals**

Lyme Disease is the most common tick-borne illness in North America and Europe. It is transmitted to humans through the bite of a tick carrying the *Borrelia burgdorferi* bacteria. In the 1970s, Lyme Disease was discovered in the United States and the full symptom complex was subsequently described. In the proceeding decades, the spatial reach of the infection expanded beyond endemic regions of the northern-eastern United States and it is now reported in all 52 states and in dozens of countries worldwide. Symptoms begin days or weeks after infection and they are similar to the flu (e.g. chills, fever, muscle pain, headache). If left untreated, the infection can spread to the brain, heart, and joints causing cognitive impairment, paralysis, cardiac problems and death. The literature indicates that participating in outdoor activities (e.g. hiking, gardening), visiting Lyme endemic areas (eg. rural tourism, ecotourism), and working in rural environments are the most significant risk factors for contracting the disease. The very nature of the leisure and tourism profession [particularly outdoor recreation and nature tourism professionals and researchers] presents an occupational risk for contracting Lyme Disease. Through the personal narratives of leisure/ tourism researchers who contracted the infection while working in endemic areas, this presentation will provide an overview of Lyme Disease, the potential risks to leisure and tourism professionals, as well as its impacts on both the professional and leisure lives of those affected.

*Donohoe, Holly;
Blangy, Sylvie;
Mitchell, Scott*

**AN INDIGENIST
PARADIGM FOR
TOURISM RESEARCH:
OBSERVATIONS FROM
THE ARCTIC**

The Indigenous research paradigm is an alternative to scientific research processes. It privileges Indigenous voices by honouring and representing their knowledge, customs, traditions, and it relies on Indigenous models of power, truth, ethics and social justice. A number of principles, practices, protocols, tools, and techniques are evolving for operationalizing Indigenous research. This paper critically assesses the opportunities and challenges of operationalizing Indigenous research in the tourism domain. To ground the discussion and the recommendations that follow, we relate our analysis to our experiences working with the Cree, Inuit, and Saami people to develop Indigenous tourism and by extension, improve the quality of life in their Arctic communities.

Duan Xiaolei

**Authenticity in
Cultural theme parks:
the case of Millennium
City Park in Henan,
China**

Authenticity has become one of the hot topics in tourism research since MacCannell (1973, 1976) introduced this concept to sociological studies of tourist motivations and experiences. In the past, visiting theme parks was considered to have no relation with authenticity (Schudson 1979; Stephen 1990; Urry 1990). This study aims to investigate the role authenticity plays in cultural theme parks. Cultural theme park or historic theme park is one of the most important subclasses of theme parks in China, which is constructed based on deep cultural connotation. It is a combination of amusement park and history and culture. An increasing number of cultural theme parks have been developed in China since the 1980s. However, to date, few studies were conducted on the authenticity concept applied in cultural theme parks and whether or not different types of authenticity concepts bring authentic experience to visitors. This study will attempt to address this apparent lack of knowledge.

This study has triple objectives. First, authenticity concepts that are currently applied in the cultural theme park will be examined from the perspective of planners and park management. Their perception on authenticity can help understand the philosophy of designing the park as well as their expectation on park visitors. It aims to find whether authenticity is considered as an important element inside cultural theme park and what type of authenticity the park management is expecting visitors to perceive.

The second objective of the research is to identify the perceived authenticity in different products from the perspective of park visitors. The identification of perceived authenticity from perspective of visitors can reflect whether the goals of park planners and management are achieved. Furthermore, the importance of different types of authenticity is expected to be recognized.

The third objective of the study is to put forward relevant recommendations to fill the perception gap between park management and the visitors. Those recommendations are expected to stimulate further discussion on authenticity in cultural theme park.

These three steps will allow an integrative perspective to investigate the application of authenticity concept in cultural theme parks.

<i>Edginton, Christopher R</i>	Hosting a World Leisure Congress and International Event	World Leisure Organization (WLO) provides an opportunity for organizations and communities to work collaboratively in hosting various types of international events. Such events are designed to promote: 1) knowledge dissemination; 2) exploration of new ideas; 3) partnering of activities; 4) co-hosting of events; and 5) community celebrations. Various types of global events offered by WLO include: 1) congresses; 2) conferences; 3) games; 4) festivals; 5) exposition and trade shows; and symposia, workshops and colloquia. WLO organizes its events into three basic categories: 1) convened events ~ ones controlled by WLO; 2) sponsored events ~ events which advance WLO and has a direct presence; and 3) supported events ~ events which advance WLO and the organization has no direct presence. When selecting program sites, the following factors are considered: 1) leisure environments; 2) leisure as transformation; 3) products/service innovation; 4) legacy elements; and 5) partnerships.
<i>Edginton, Christopher R</i>	World Leisure Chapters.	The World Leisure Organization's (WLO) Chapters Program was established in 2001 to enable groups to associate formally with the organization and promote its goals locally. The objectives of the program are as follows: 1) affiliate to support the goals of WLO; 2) creation of opportunities to actively participate in WLO events; 3) provision of professional leadership and community service opportunities; 4) professional and personal development; 5) opportunities for networking and relationship building; 6) participation in WLO's United Nations activities; and 7) promoting amenity among colleagues with the leisure profession. Rights and privileges of chapters include: 1) use of the WLO logo; 2) recognition through WLO media and events; 3) access to WLO website; 4) access WLO materials and publications; and 5) support from the WLO Secretariat. Currently, there are four World Leisure Chapters: Chinese Taipei Chapter (2003); China Chapters (2007); Hong Kong Chapter (2008); and Quebec Chapter (2009).
<i>Edginton, Christopher R</i>	World Leisure: An Organizational Perspective.	The World Leisure Organization (WLO) was established in 1956 as a nonprofit, nongovernmental association of persons throughout the world. The primary goals of WLO focus on discovering and fostering those conditions which permit leisure to serve as a force to optimize collective and individual wellbeing. The organization promotes leisure as being integral to social, cultural and economic development. Its priorities include: 1) linking to UN Millennium Development Goals; 2) enhancing research and scholarship; 3) advocating for leisure; 4) expanding educational opportunities; 5) strengthening partnership and collaborative relationships; and 6) expanding membership. WLO's organizational framework includes a 20-member Board of Directors supported by the Secretary General, program associate and various program managers. Among its programs and services include World Leisure Congresses, World Leisure EXPO, World Leisure Summits, World Leisure Centers of Excellence, the World Leisure International Innovation Prize, World Leisure Commissions, <i>World Leisure Journal</i> , World Leisure Chapters and World Leisure Academy.
<i>Ernst, Olaf; Doucet, Brian</i>	A window on the (changing) neighbourhood: the role of pubs in contested spaces of gentrification	This article examines the effects of gentrification on non-gentrifying groups through the lens of the interactions and perceptions which can be found in local, neighbourhood pubs. By interviewing predominantly non-gentrifying Dutch customers in four different pubs in the rapidly gentrifying Indische Buurt neighbourhood in Amsterdam, we uncovered discourses which are both welcoming to, and cautious of, the gentrification of the neighbourhood. Three themes were examined: changes in the neighbourhood, changes in the role of pubs within the neighbourhood and changes in the interactions between different groups of customers within these pubs. In many respects, the process of gentrification is welcomed because it represents, and is experienced as something 'Dutch' coming into the neighbourhood after years of immigration. Divisions between gentrifiers and non-gentrifiers are not experienced as starkly as is often portrayed in the literature. However, there is a sense that one's pub is impervious to the changes in the rest of the neighbourhood, a discourse which must be taken into account when drawing any long-term conclusions from this study.
<i>Estrada-González; Adriana Esther</i>	Leisure and Tourism Transformation in Urban Sites: Fundidora Monterrey Case	During the last decades, it has been well practiced the idea of investing in tourism development through urban sites revitalization. Usually, cultural projects and tourism infrastructure promote urban revitalization. Urban sites may be converted into tourism destinations. They could be either small cities or megalopolis, touristic traditional cities or recently promoted tourist sites. The inclusion of cultural venues, leisure centers, business / convention centers, and tourist attractions are main features to evaluate the tourist level of a place. However, natural resources in a destination may offer a sense of place, such as climate / weather conditions, topography, region's vegetation or water affluent. As well, cultural resources, as historical places, ethnic customs and even local food are also source of attractions. To think about urban tourism, it is necessary to conduct serious research and develop an inventory of assets available in the proposed site. Conservation on historic buildings and built infrastructures could be one of the most ambitious projects. Revitalizing convents and monasteries, castles and palaces, caves, bullfight arenas, wind mills are only few examples of this tourism trend. Cultural tourism is nowadays on the most rapidly expansion sectors in the industry,

becoming a key character for urban, architectural and functional revitalization.

This paper aims to present the case of Fundidora Monterrey, a century-old steel factory. It closed in the 1980s, staying abandoned for more than 15 years. Later on, through the initiative of the government, the social and the private sector, the land was recovered and the infrastructure slowly started to be restored.

Today, this land hosts a Business / Convention Center, one auditorium, one sports arena, a hotel, a theme park, three museums, a cinema hall, an interactive-scientific steel museum, and many other multi-purpose areas, all of them using part of the original factory infrastructure.

Its revitalization provided, at the beginning, a magnificent leisure area for the local community. Suddenly, it became a tourist spot not to be missed by foreign visitors and tourists

*Feres, Neto,
Alfredo;Vieira, Luiz,
Renato; Avalone,
Pedro Fernando*

**Working with Leisure:
the case of the social
agents of the “City's
Sport and Leisure
Program” in Brazil.**

Leisure is defined by the Brazilian State as a “social right”, according to the Federal Constitution in its 6th article. In this direction, it is assumed that leisure gains relevance as a concept and instrument of intervention, concerned with social inclusion, which can be related to what is being called “Geographies of Leisure” (Aitchison, 2002)¹, becoming, therefore, the focus of social public policies. In Brazil, the first specific federal program toward leisure was created in 2004 and it is called City’s Sport and Leisure Program (CSLP). Taking into account that the program is relatively new, there are just a few researches about its specific issues, and this is the reason why the present one, conducted from the year 2006 up to 2011, intends to understand how the social agents’ training and performance impact the CSLP. Data from 2009 indicate that the program was present in 182 municipalities, with 3256 social agents being trained at that time (SUASSUNA, 2009)². The fieldwork was conducted between the years 2006 to 2009, using questionnaires, with a statistically valid sample, which was analyzed with the statistical program SPSS version 15.0, and supplemented with documentary data and direct observation. Findings suggest that the training is strongly based on the elements of popular education, namely, the need to build collective solutions, strengthening of the local identity and consequent improvement of the belonging feeling, the rescue of the dialectic between popular expressions and dialogue with the “new” and “modern”, among others. On the other hand, it was possible to identify contradictions inside the training process, if we consider the latter, such as the overvaluation of the individual to the collective (largely as an extension/reflection of capitalist society), the common sense of community workers about the concepts of sport and leisure, strongly identified with the hegemonic values of elite sports in a context of its leisure manifestation etc. Therefore, it is possible to state that the social agent training is characterized by important and significant improvements toward the democratization of leisure among low income population living at the large and medium-sized city’s outskirts, but at the same time it did not overcome the pyramidal model of sport, and all the consequences overdue to this fact, such as the reproduction of the elite approach and the overvaluation of the fittest, which is understood as being a barrier toward inclusion in physical leisure activities.

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**INTERFACES AND
LEISURE EDUCATION:
THE CASE OF THE
INTEGRATED SCHOOL
PROGRAM OF THE
CITY OF BELO
HORIZONTE**

POSTER: Leisure is a phenomenon that presents a complexity historical, social and cultural, and establishes relations with other dimensions of life of individuals, among them labor, economy, education, politics. It can also be viewed from an educational process that involves experiences, interventions, apprenticeship, awareness, playfulness and change in perception of social reality. Thus, this study intends to ponder the interfaces between leisure and education in practice full time, and your goal is to analyze the relationship between leisure and education in the Integrated School Program (IEP) of the municipal school of Belo Horizonte, from texts of educational policy and educational process. Therefore, it is intended to identify and analyze the prospects for leisure and education in the documents relating to the government plan, the curricular proposals of municipal schools and the political-pedagogical project of the program, understand the concepts of leisure and education appropriate for majority coordination, regional coordination, coordination teacher, cultural agent and monitor, from his speeches, plans and actions, to describe and analyze the strategies used in education and leisure, its contents and evaluation methodologies. The methodology for this study combine the bibliography research, the document research and field research. The literature search will be performed from the collection of integrated libraries of the Federal University of Minas Gerais and the Digital Library of Theses and Dissertations, having as north the terms leisure, public education policy and education. The desk research will be conducted based on written sources, which are the documents relating to the creation and deployment program in the city of Belo Horizonte and the propositions of elementary school curriculum. The field research, in turn, is a case study in a school located in a region of high social vulnerability, as this is an important indicator in the implementation of the program and which is defined by criteria of the municipal administration. Data collection in the search field will give through semi-structured interviews applied to individuals responsible for implementing, planning and implementation of educational program. The content analysis of documents and interviews will be made based on Bardin (2008) with observation the chronologic three poles, that mark different phases of analysis (pre-analysis, material exploration and processing of results). The analysis of the relationship between leisure and education program in Integrated School is necessary for the understanding of educational processes and understanding of the meanings, values, conceptions that permeate the leisure and education in this program. From the study of interfaces between leisure and education in the program and the concepts that underlie the actions of social actors directly linked to the implementation, may raise questions that lead the debate on leisure and education, and identify training principles and guidelines professional formation. The search is in progress, the dissertation in the early stages of writing and with the prospect of completion in 2012.

*Ferreira Isayama,
Hélder; Noronha
Ribeiro, Clarice*

**LEISURE IN PHYSICAL
EDUCATION: ANALYSIS
OF PROGRAMS
SUBJETICS IN
CURRICULUM COURSE
OF BELO HORIZONTE –
BRAZIL**

Physical Education has provided a significant contribution to increasing the scientific, educational and cultural construction of leisure in Brazil, especially in higher education. In Brazil, initiatives are implemented in different levels of undergraduate and graduate programs in Physical Education, which insert matters relating to leisure as well as specific disciplines and further studies in professional training curricula in physical education, post-graduate level specialization, master's and doctoral degrees; conducting scientific meetings, publication of specific journal on the topic, development of extension projects with the community; laboratory studies and research projects on leisure, among other relevant actions. We also highlight a significant presence of physical education professionals working with leisure. There is thus an increase in the possibilities of action in this area, mobilizing new opportunities and challenges in the labor market, focused primarily on the perspective of consumption. ese discussions helped to pass this knowledge to integrate, in a systematic manner, the professional training curricula in physical education since the 60s. Therefore, the objective of this research is to diagnose and analyze the content developed in disciplines related to leisure in the curricula of undergraduate courses in Physical Education in Higher Education Institutions public and private city of Belo Horizonte - Brazil. The methodological referrals were based on a combination of research literature and documents. In the literature review, research documents were analyzed programs of disciplines that have, as a central theme, leisure. Then we conducted semi-structured interviews with teachers of subjects related to leisure and the data were analyzed using the technique of content analysis. Most of the institutions surveyed, the number of discipline is limited to 1 or 2, with reduced hours, indicating a possible incompatibility that presents the data found mainly on the site of some institutions that demonstrate the importance of training professionals may act with leisure experiences in the labor market. The contents worked show a diversity of possible topics that can be worked and associated with the issue of leisure, as highlighted Isayama (2002) proposed the possibility of guiding principles that can be worked into the curriculum in physical education courses. This study demonstrates that it is necessary to contextualize the subjects of the day to day student, with the region in which it is inserted, with the profile of the public that it will work, thus leading to increased interest and improvement of professional practice. It is also important to think about a curriculum that is not structured not only by market demand, but by the needs of that particular society, the development of culture, for an equal education, democratic and non-hierarchical, based on the purpose of that leisure is a right.

*Filgueira de Almeida,
Dulce; Santos,*

**The Dances and their
meanings in the**

Paraphrasing Almeida and Suassuna (2010, p. 59), the stories and social relations that constitute the group are revived during the dances and, while dancing, people take their places in society, revealing the identities of the bodies and mechanisms of resistance or acceptance regarding new cultural patterns. Based

Rosirene

**Kalunga Quilombola
Community in
Goiás/Brasil**

on this understanding, this work intends to comprehend the meaning of dances for young people belonging to the Kalunga community of Teresina de Goiás (located in the State of Goiás, Brazil). We sought to analyze the transitional processes that have been taking place in the daily life of the Kalunga community in relation to the reception of the dances (values and practices) between the generations of older adults and young people. An ethnographic research using interviews and direct observation as techniques was carried out in the community. The interpretation of the information took place on the grounds of authors who discuss the topic in the field of social science in dialogue with physical education. As a conclusion, we can affirm that the bodies intertwine in the feasts and dances and promote dancing dialogues established between generations. The ritual system, constituted by means of feasts and dances, reveals the senses and meanings of the dances as a cultural resistance strategy, while allowing for the reconstruction of the past and the re-signification of the present of this social group analyzed. This way, we observed the establishment of hybridization processes between traditionalism (older adults' dance – sussa) and modernity (youth's dance – forró), revealing multiple influences between traditional culture and the cultural industry, resulting in other cultural patterns.

ALMEIDA, Arthur José Medeiros; SUASSUNA, Dulce M. F. A. Esporte e cultura: análise acerca da esportivização de práticas corporais nos jogos indígenas (Sport and culture: an analysis of the sportization in the body practices in indigenous games). *Pensar a Prática (UFG)*, v. 13, p. 1-1-16, 2010.

*Filippis, André:
Marcellino, Nelson
Carvalho*

**PROFESSIONAL
TRAINING IN LEISURE
ON PHYSICAL
EDUCATION COURSES**

POSTER: The present research assumes that the studies on leisure may be seen as a proposal to be discussed in the processes of professional training in the undergraduate courses in Physical Education, both for its physical-sportive and cultural contents and for the relation between recreation and education, which makes it necessary to rethink the construction of this knowledge in the training process. The theoretical foundation is based on several authors, with special emphasis to Marcellino (2010, 2011), who understands leisure as a cultural manifestation, and Isayama (2002, 2008, 2010), in the relation between Physical Education as a university course in and the professional action in the field of leisure. Our aim is to investigate the relations between professional training in leisure studies and its relations with the labor market. To do so, we make use of literature review, desk research, and field research, if necessary. The literature review was performed through the Library Systems of the Methodist University of Piracicaba (Unimep) and the State University of Campinas (Unicamp), besides scholar websites and Capes's Theses database, in the last five years, through the following techniques: (1) initial literature survey after the following key-themes: Professional Training, Physical Education, and leisure; (2) textual analysis; (3) interpretative analysis; and (4) critical analysis (SEVERINO, 1993). The desk research (BRUYNE, 1991) has been used to analyze the courses' pedagogical projects and teaching plans by means of content analysis (GIL, 2002). The courses were selected due to their location in the State of São Paulo, where the labor market is more developed, and involved three private and three public institutions. Observations were made through comparative study (BRUYNE, 1991) to check the possible similarities or contradictions between the universities. As a discursive process, it makes use of dialectical historical materialism, according to Gramsci (1978), in its historical approach of intellectuals and in the recovery of the value of acting in the cultural plan, seeking structural changes. A field research will be conducted, if necessary, by means of interviews with the coordinators of the investigated courses. The material analyzed until now shows that there is a relation between the professional training in leisure in the Physical Education courses and professional action; that the Physical Education courses are spaces for professional training in the area, but it must be approached in other courses in order to contemplate the pluri and multiprofessional character, in search for the interdisciplinary works inherent to the transversality of the object of study – leisure; and, finally, that there are few disciplines directly linked to studies on leisure, in the Physical Education courses, and when they exist, they are reduced to recreation, in activities with no basis or contextualization.

Fokkema, Steffen

**Intercity marketing: A
horizontal network
approach**

This paper reviews theories on target groups in city and region marketing. Although many scholars consent that a multitude of stakeholder groups, or even a network, should be involved, three of those groups are repeatedly centred as target groups: investors, tourists and residents. However, one pivotal group, the group of (potential) sister cities, has too often been overlooked.

As a product of the interdependent contemporary world, bilateral town twinning has grown explosively lately. Particularly in the European Union, local governments actively search for cross-border cooperation for political, cultural and economic reasons. Currently, cities often find themselves entangled in complex, so-called paradiplomatic networks of peers, civil society and other non-state actors.

By linking city marketing to this relatively new phenomenon of paradiplomacy, a more comprehensive approach to urban marketing is proposed; one in which cities do not only focus their branding on the three aforementioned audiences, but also on (potential) sister cities. The findings of this paper demonstrate that whereas intra-city networks have found their way in city marketing theory and practice, inter-city networks have not received the attention they deserve. Horizontal co-operation and co-creation are rapidly becoming a necessity for every city with international aura.

Franco Amaral, Sílvia Cristina; Ferreira Ribeiro, Olívia Cristina; Cunha Pereira, Ana Paula; Okajima Nakamoto, Henrique; Brustolin, Gisela Maria; Stein Pizani, Rafael; Gontijo lopes, Carolina, Cruz dos Santos, Flávia; Miki Kikuchi, Deise.

Leisure and social changes: the case of Vila Holândia/ Campinas/ SP/Brazil

POSTER: The study resulted from questions about how residents of an urban-industrial neighborhood in the district of Barão Geraldo, on the outskirts of Campinas, state of São Paulo, Brazil, use their leisure time. The idea is to investigate a unique situation, rather than a fundamental topic, since, theoretically, the discourse on shorter work days has been and is in vogue, and the advance of land occupancy in cities like Campinas appears to defy any logic of urban planning (ROCHER, 1989). We had assumed that the changes had promoted loss of leisure time sociability (SIMMEL, 1983), especially in body practices enjoyed during this time. Thus the study attempted to understand these issues. We considered the time between 1970 and 2011. Three methods were employed to collect data: questionnaires about the perception of leisure time and social changes applied to at least one representative of each household in the community with their consent; interviews on oral history aiming to revive the memory of residents considered significant in order to understand changes in places used for body practices during leisure time; and ethnographic observations using the field diary as a tool and current forms of appropriation of these space by the residents. The questionnaires enabled an initial approach to the residents and the identification of relevant elements for a broad understanding of the reality studied. Based on this we established points for further attention, including spaces, subjects and forms of appropriation of the former by the latter, which were investigated by ethnography and oral history. The places that were a reference for leisure time up to the mid-1990s were the streets, the school, the neighborhood association, the Anhumas Stream (Ribeirão Anhumas) and the huge free spaces that existed in neighborhood surroundings, including a large area of Native Forest. The practices were playing bocce, soccer, various open air games, circus, bathing in the river, and fishing, and festive interaction among all the people who lived in the neighborhood. Nowadays, these free spaces have been taken over by gated condominiums, the Anhumas Stream is no longer fit for bathing, the streets for some remain a place of leisure. Although the school is still a reference, it is no longer an open space constantly used by the residents. A place called Casarão do Barão, the Baron's House, now exists. It is a cultural space that was donated by the company that created several of the gated condominiums as a counterpart required by Brazilian environmental law – where some leisure activities take place, run by volunteer groups. There are a few social projects that take turns to use the school and the Rhodia club which is now no longer within the company (next to Vila Holândia) and is now located 2 km away. The most relevant body practices are soccer, playing in the street and walking, especially for the elderly.

Frantzidis, Alexia; Herstine, James, Hritz, Nancy

Multi-Day and Multi-Event Festival's Economic Impact by Visitor Types

The purpose of this study was to determine the economic impact from a multi-day and multi-event festival in the Wilmington, NC area and to determine the differences in spending between visitor types. Locals were defined as those living in the immediate Wilmington area. Day visitors for this study were defined as those traveling at least 30 miles or more from their reported home. This distance was adopted due to the geographical area of the Wilmington community.

The project/study was conducted in Wilmington, NC from early February through late September 2011. The project was a coordinated attempt between UNC Wilmington and the NC Azalea Festival Committee to ascertain the total economic impact and significance of a multi-day, multi-event festival on the local economy. The study was conducted via face-to-face survey interviews at 8 venues covering 14 festival events. Some of the events required advance registration. Other events included were ticketed events. Other events were free and open to the general public.

In addition to focusing on the local, day visitor and overnight visitor spending impacts of the festival, the study also calculated the festival spending impact itself and an estimated value of the total number of volunteer hours committed to the festival. These 3 factors taken together were used to calculate the total economic impact of the festival. The study economic model only used what was considered to be "new" spending to calculate the total economic impact. A total of 2,083 festival attendees participated in the study. The results indicate that the festival had a total economic impact of more than \$50 million (\$50,344,000). Over \$48 million of this amount was defined as the local and visitor spending impact. Other interesting monetary and non-monetary results were recorded. The study concluded that the NC Azalea Festival is a strong and important economic engine in Wilmington, NC and its surrounding communities. Earlier "best estimates" of the total economic impact of the festival had been placed in the range of \$3 - \$8 million.

**Gaál-Starhon, Katalin ;
Savella, Orsolya;
Hargitai, Dávid Máté** **Tourism habits of
handball match
visitors**

Introduction

In case of accentuated sport events tourism and sport connect closely together. A great sport event is an excellent opportunity for improvement image of the organizer country, of the sport club, and of the city that ensure place. Moreover this occurrence generates important investments and developments that facilities can be beneficial for local habitants and also for visitors further on. Veszprém has such a notable handball club as MKB Veszprém that in the last decade has become world-famous.

Methods

This article is absolutely limited to methods of quantitative such as crosstabs, correlate analysis and regression analysis that confirm great fascination of Veszprém handball club from marketing and tourism point of view. Collection of data was made by questionnaire (at time of transmitting abstract) of 775 person in way of online.

Results

Passive sport tourism is attached by mass of people whose primary motivation is the sport event and there are few with secondary motivation. However next to this they have other motivations in their everyday life and in their course of tourism that can be reachable, and can make active. By results of this study marketable tourism attractions can be built progressively for passive sport tourists according to their demands and expectations. With our survey we can reveal new, still not examined opportunities of education (outside institution) in pedagogical and touristic point of view.

Summary

A club became famous by sport can be a great marketing instrument. For utilization of this opportunity it is important to discover socio-cultural background, motivation and level of demands of supporters because of connection with other extant supplies in the city. By doing informal learning more intensive and conscious we can get closer to expansion of interest and activity, thus to cultural fund of passive sport tourists.

Leisure has known an important development of knowledge and leisure experience is now associated with local, geographical, climate, cultural and nutritional factors, all combined to better promote health and quality of life.

The absence of pollution and stress, associated with a pleasant and varied scenery helps reaching the wellbeing status and cultivating certain feelings of joy and happiness, with relaxing and recreative effect at the same time.

The aim of this project is to sustain the development of assessment instruments that will lead to the identification of intergenerational differences regarding the attitude towards leisure experiences between intercultural and intracultural approaches.

As **objectives** we established:

1. to identify the contextual variables that supports the construction of the research design;
2. to develop research tools;
3. to identify, construct and validate a model of transgenerational adaptation of people's attitude regarding leisure, health and quality of life.

The **scope** is to realize a retrospective analysis in order to highlight the policies for public health promotion from the perspective of integrating the intercultural dimension with the emphasis on the identification of the pattern of attitudinal changes and the future trends.

The **strength points** of this project can be summarized to:

- consolidates the human relations and social interaction;
- solidifies the relationships with governmental and nongovernmental organizations;
- implies exchanges of experience;
- provides experiences of best practice.

Also, there are some **opportunities** regarding:

**Georgescu, Luminita;
de Oliveira Walter;
Edginton Carole; Chin
Ming-kai** **Leisure, health, and
quality of life: a
holistic approach**

- promoting cultural traditions with impact on health and lifestyle;
- establishing the lifestyle priorities (diet, physical activities, rest etc.);
- identifying those elements that facilitate a healthy lifestyle within each population group from an intercultural perspective.

In conclusion, the expected **outcomes** are:

- assessment of people's motivation for leisure;
- delimitation and configuration of an active lifestyle from intercultural perspectives.

*Gilmore, Todd;
Donohoe, Holly*

**A Study On Generalist
Teachers' Competence
to Deliver the Ontario
Mandated Daily
Physical Activity
Program**

The development, implementation, and evaluation of policies play an important role in promoting health behaviors such as physical activity and by extension, the reduction of childhood obesity. The Ministry of Education in Ontario, Canada recently mandated a policy requiring daily physical activity (DPA) for Ontario elementary students in grades one through eight with the ambition of contributing to the health and wellbeing of school-aged children in the province. Using Ford's Motivation Systems Theory as a framework, a study was initiated to evaluate teacher's perceived competency in delivering the DPA program. In the spring of 2012, an Internet-based survey was circulated to teachers in the Simcoe-Muskoka Catholic School Board in Ontario. This presentation will introduce the DPA program as well as the results of the study with a specific focus on its potential to enhance physical education in Ontario schools and by extension, the potential for DPA to contribute to the health and wellbeing of school-aged children. A discussion of the study's utility in other contexts outside of the province of Ontario will conclude the presentation.

*Gilmore, Todd;
Donohoe, Holly.*

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Gomes, Christianne

**LEISURE IN BRAZIL:
AN ANALYSIS OF
SOCIAL IMAGINARY**

Nowadays, the word leisure can have different meanings in different contexts, but in the Brazilian studies it supports some kind of relationship with the ludic experience of socio-cultural practices, considering the time/space available and the attitude of people in this kind of experience -marked by a feeling of freedom (even if only imagined), driven by the pursuit of well-being and enjoyment of the lived moment. We can say that every society and social group is handled differently and represents different forms of leisure. Considering these arguments, this paper aims to present a synthesis based on research that articulated bibliographic information and dialogue with 31 experts, scholars and managers with acknowledged experience in the field of leisure in Brazil (Gomes, Pinto, 2009). When speaking of leisure, the Brazilian experts consulted reinforced the social imaginary that Brazil is the country of soccer, carnival, dances, music, popular festivals and the samba. In fact, the diverse cultural experiences mentioned by the experts are widespread in Brazil. That does not mean, however, they are actually experienced by the Brazilian population. In the end, a person can become just an alienated spectator of these activities. Moreover, in big cities like Rio de Janeiro, Salvador and Recife, for example, even though we can find different ways for celebrating the carnival, we found out that the most widespread carnival practices are those that are the more commercial. The carnival is considered a typical experience of Brazil, but day by day, it is being redefined, viewed and treated as a profitable product of the so-called cultural industry of entertainment. It is important to understand the social imaginary of leisure in Brazil is a part of a broader process of constitution of subjects and groups, taking into account the differences and peculiarities that mark the life of each of them. We are made up of different identities, which can be transient and even contradictory. This leads us to emphasize the notion of identities in the plural, to explain the diversity of ways of thinking, being, doing and living in the time/space/opportunity for free choice of the subjects, in what we call leisure. It is possible to perceive that leisure is a field through which you can think and understand what each society is. As a support for multiple meanings, it can offer a path to knowledge of problems and possibilities that emerge in each situation. In that way, leisure can aid the process of thinking on broader issues, as it is closely linked to other dimensions of social life. Support: CAPES/CNPq/FAPEMIG.

*Gomes, Christianne;
Elizalde, Rodrigo*

**LEISURE, GEOPOLITICS
OF KNOWLEDGE AND
LATIN AMERICA**

All knowledge is geo-historically fixated, reinforcing values that reflect the local peculiarities of the context in which it is produced. What may be true in one historical, political, and cultural context, or within a specific theoretical proposition, in other situation or in another context may not have validity or relevance. Unfortunately, many Leisure Studies reproduce theories developed in other realities as universal and valid in any context. In general, Latin Americans occupy a position as receivers of the knowledge produced in other parts of the world, mainly in Europe and North America, disseminating them as if the adopted theories and concepts were universal. Obviously, much knowledge produced in different continents can be useful and necessary for helping the studies about leisure in distinct contexts, but it should not be assumed and incorporated in a decontextualized manner and without a critical position if we are to avoid the perpetuation of invisible domination networks that generate, in Latin America, the coloniality of power and of knowledge. It is urgent to become conscious that our actions as professionals and researchers on leisure are not neutral: they are always social and political; they leave footprints and have various effects and impacts. For this reason, in the last years some Latin American scholars on leisure are committed to the production of contextualized and critical knowledge about leisure that will enable them to contribute, in some way, to the search for alternatives regarding the serious problems experienced daily in the region, such as social inequity, armed conflicts, marginalization, and the various forms of violence. In this sense, leisure as a transformational learning capability can change the inherent logic of a consumer model of over-exploitation and waste, concentration of wealth, and social exclusion by allowing a critical view of social reality and an alternative perspective to the current unsustainable lifestyle. This would be encouraging a potential shift against the existing social model, and confronting the trend of blind consumerism and evasion by connecting the human subject with his own being and his social and historical context. Latin American Leisure Studies can commit, thus, to the development of critical and contextualized knowledge, able to collaborate with the transformation of their realities in the sense of becoming more human, equitable, caring, solidary, just, and sustainable. Such an approach requires a change of mind, widely incorporated at the level of discourse, and also in urgent need of becoming concrete actions in everyday experiences of leisure and in the production of knowledge on this issue in Latin America. Support: CAPES/CNPq/FAPEMIG.

Gou, Rui

**Tourist Motivation
and Satisfaction in
Linear Cultural
Heritage Routes: The
Case Study of the Tea-
Horse Road, China**

Recent years have seen significant changes in tourism means of cultural heritage in China. Tourists are not only satisfied with sightseeing, but more focus on the culture background of monuments through variable interactive leisure methods. Thus, linear cultural heritage has become a new hotspot of tourism research. Because it involves a wide range of heritage elements contains both tangible and intangible cultures on the linear area. However, whether linear cultural heritage tourism has the potential to develop? And how to make the balance between the ambition to develop and the willing of conservation is the crucial topic to study.

This study aimed to investigate tourist motivation and satisfaction in linear cultural heritage routes based on case study of the Tea-Horse Road, to survey satisfaction, motivation factors (pull factors and push factors), behavior and behavioral trend of tourists toward traveling along the Tea-Horse Road.

At the end of the paper, based on rational thinking about linear cultural heritage planning and management in China, some suggestions are proposed from macro, medium and micro levels and the aspect of institution to current tourism planning of the Tea-Horse Road, which lineal cultural heritage can be protected more effectively while contributing to society.

*Gresse, Cindy;
Charlé, du P Meyer;
Cornelia, Schreck*

**The role of a leisure-
based program on the
relationship of
divorced single
parents and their
children: a literature
review**

Divorce is one of the major causes of single-parent households. Among the understandable difficulties families face as a result of divorce, other difficulties such as the lack of time for family bonding and family leisure directly affect the wellbeing of both the parents and the children. The aim of this study was to evaluate the role of a leisure-based program on the relationship of divorced single parents and their children. This study was completed by reviewing literature in the field of family leisure and relevant literature regarding the importance of the relationship between divorced single parents and their children. Books, journals, dissertations, theses and internet sources published between 1993 and 2011 were consulted, identified by means of the keywords, to give a theoretical exposition of this study and to prepare for it. Research found that divorced single-parent families face financial difficulties and time constrains. Given that the household responsibilities are not shared and there is only one person owning an income, resulting in no time or money to spend on leisure activities. Therefore divorced single parents should make time to spend with their children and find a balance between core and balance family leisure activities. Leisure programs have the potential to develop relationships and improve family bonds.

*Gresse, Cindy; du P
Meyer,
Charlé; Schreck, Corneli*

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<i>a,</i>	divorced single parents and their children: a literature review	children. Books, journals, dissertations, theses and internet sources published between 1993 and 2011 were consulted, identified by means of the keywords, to give a theoretical exposition of this study and to prepare for it. Research found that divorced single-parent families face financial difficulties and time constrains. Given that the household responsibilities are not shared and there is only one person owning an income, resulting in no time or money to spend on leisure activities. Therefore divorced single parents should make time to spend with their children and find a balance between core and balance family leisure activities. Leisure programs have the potential to develop relationships and improve family bonds.
<i>Grigoryeva, Victoria</i>	Protected areas as a basis for sustainable development: a comparative analysis of protected areas in Stockholm and St. Petersburg.	<p>Environmental protection issues appear to most significant in large cities. According to the European Commission experts, more than half of the world's population lives in cities, and in Europe the figure is no less than 80%.</p> <p>This article discusses a key role of protected areas for sustainable development, especially in the urban environment, for the maintenance of ecological balance and the conservation of both landscape and biological diversity and for the improvement of the quality of life of urban residents.</p> <p>This study focuses on the comparative analysis of protected natural areas of St. Petersburg and Stockholm. The purpose of this study is to investigate and increase the understanding of how protected urban areas can be a basis for sustainable development, and more specifically, to find effective ways to manage urban ecosystem services. The comparative analysis of protected natural areas of St. Petersburg and Stockholm is conducted.</p> <p>The study suggests the urgency of using the positive experience of Stockholm, which has been declared by EU experts the first Green Capital of the Europe in 2010, in making more effective the functioning of St. Petersburg's protected areas.</p>
<i>Halmová, Nora</i>	OBESITY AND THE POSSIBILITIES OF ITS REMOVAL IN SLOVAK CHILDREN	<p>Obesity is a serious current worldwide problem. Wide professional public deals with its incidence, but the methods and possibilities of its removal are always only in the theoretical level. The author of the contribution analyzes the state in Slovakia. There are 8-12% obese children. Experts monitor basic somatic indicators, such as weight, height, BMI index, skinfold thickness. The author distributed a questionnaire trying to find the frequency and quality of physical activities in obese children and methods of their nutrition. It is obvious from the results that the quality and habits in nutrition are not sufficient. The volume of physical activity has a negative impact on obesity incidence and thus also other related health troubles. The author also submits proposals in order to improve the state using various intervention programmes of exercises and the methodology of their application in the school, as well as out-of-school physical education and sport.</p> <p>Acknowledgements: This article was elaborated with the support of the grant scheme KEGA No. 029UKF-4/2011 Model Programmes of Activities Focusing on the Prevention and Remedy of Lifestyle Diseases in Adolescents.</p>
<i>Hawkins, Barbara</i>	Conceptualizing and Measuring "Daily Life Activity"	<p>This presentation discusses the contribution of Daily Life Activity to the health and well-being of older adults. Currently, there is little consistency among studies concerning what activities are assessed or how they are measured. No single conceptual basis for activities exists in the literature. Structural equation modeling was used to examine engagement in everyday activities for the purpose of empirically testing a model for Daily Life Activity. The final measurement model was specified by 9 indicator variables, 3 first order latent variables representing different activity types (productive activity, social network based activity, leisure activity), and one second order variable representing overall Daily Life Activity. These results point toward the formulation and refinement of a model for other researchers to use in the conceptualization and measurement of Daily Life Activity.</p>
<i>Hawkins, Barbara</i>	Designing parks and recreation facilities to promote active living by older adults: Project DEAL.	<p>The need to create communities that promote active living is stronger than ever. Project DEAL (Designing Environments for Active Living) is an evidence-based approach for evaluating the design of community recreation and park environments regarding the capacity of the environment to promote active living. DEAL is based on three environmental domains: (a) the built/hardscape domain, (b) the programmed/service domain, and (c) the psycho-social/aesthetic domain. DEAL contains three components: (a) evaluation protocols, tools, and data analysis procedures; (b) qualified assessor training program and performance criteria; and (c) reporting guidelines and templates. The presentation will provide detailed information on project DEAL – Designing Environments for Active Living including case study data.</p>

*Hebblethwaite,
Shannon*

**A Tale of Two Settings:
Three-Generation
Family Leisure in
Rural and Urban
Contexts**

The purpose of this interpretive study was to understand the experience of family leisure in three-generation families (i.e., among grandparents, parents, and adult grandchildren). Specifically, rural and urban families were compared to understand similarities and differences in their experiences. Guided by Bronfenbrenner's (1979) ecological theory, the rural and urban contexts were examined for their interaction with the family 'microsystem', specifically their impact on family leisure.

The study of rural families has garnered recent attention in the leisure studies literature, suggesting that family leisure for rural mothers differs somewhat from those of urban mothers of young children (Trussell & Shaw, 2007). Despite aging Western populations and the acknowledgment of the important role that older adults play in the family system, research that includes grandparents in the study of family leisure remains sparse. Similarly, studies of family relations among three-generation families is steadily growing, but most studies focus on grandchildren when they are young children. In the period of emerging adulthood, family leisure has been found to be contradictory, providing opportunities for the expression of generativity (Hebblethwaite & Norris, 2011) as well as intergenerational ambivalence (Hebblethwaite & Norris, 2010). Additionally, family deepening, whereby family relationships gain strength and cohesiveness through family leisure, has been shown to occur in families whose family leisure experiences were unique, shared, interactive, purposive, challenging, and required sacrifice (Palmer, Freeman, & Zabriskie, 2007). This supports the need for a more contextual understanding of family leisure, including three-generation families and examining the rural vs. urban experience.

Snowball sampling was used to recruit 21 three-generation families (i.e., one grandparent, one parent and one adult grandchild) in three provinces in central and eastern Canada. Interviews were conducted separately with each family member, resulting in 63 semistructured interviews that were transcribed verbatim. Ten families lived in urban centres (population 200,000 to 2.4 million). Eleven families lived in rural centres (population 2,000 to 20,000). Data were analyzed using the constant comparative method (Glaser & Strauss, 1967).

The similarities among urban and rural families support Shaw & Dawson's (2001) theory that family leisure is purposive and that family leisure was an important context for family making (Bella, 2002). The regularity of the family leisure experiences was greater for rural families and often focused on engagement in organized sport. There was a stronger emphasis on family making for urban families at family cottages and vacations with an emphasis on leaving the hectic pace of the city to get away together and build family relationships. The rural context provided families with more frequent and intimate time together to engage in family making and an intergenerational transmission of values. A better understanding of the broader ecological context of family leisure, therefore, can result in a more nuanced understanding of this phenomenon.

Heeney Erin

**The mutual gaze
between residents of a
small island
developing state and a
community of multi-
national ocean
cruisers.**

The mutual gaze is a complex two-sided visual construction of the tourist's impression of the host and the host's impression of the tourist. This new and emerging theory on host-guest relations has evolved from Urry's tourist gaze to thoroughly examine the relationships that exist between tourists and hosts. The purpose of this study was to evaluate how a range of factors influence the construction of the mutual gaze between residents of a small island developing state and a community of multi-national ocean cruisers. Ocean cruisers, people who live on and travel by private sailing yacht, live an alternative lifestyle and represent an alternative form of tourism; however, limited research exists on ocean cruisers, especially in regards to host-guest relations. The West Indies have become a popular destination for many ocean cruisers from around the world and many small island developing states have adapted to accommodate this sector of the tourism industry. Ocean cruisers spend anywhere from one night to many months in a community, contributing to the economic activity through provisioning and to the social fabric of the community through volunteering and attending local events. However, little is known about how such activity contributes to the development of the host community or how it is perceived by the host community and ocean cruisers.

The mutual staging of experience and individual perceptions expressed between ocean cruisers and the host community was examined during in-depth semi structured interviews and through participant observation. Factors such as stereotypes, intercultural and interpersonal tensions, and power relationships were considered in the shaping of the mutual gaze. Preliminary findings from research conducted in May and June 2012 in Carriacou, Grenada, a small island developing state in the West Indies will be presented along with recommendations for further research. Carriacou relies heavily on the presence of ocean cruisers for the economic development of its communities. Understanding the relationships and interactions between groups may help to guide the future development of Carriacou for its residents and as a destination for ocean cruisers. People interested in host-guest relations, sailing as leisure and travel, alternative lifestyles, and tourism development in a small island developing state context may find this presentation useful.

Hibbins, Raymond

**Design for Leisure
Diversity in Urban
Spaces**

We live in a globally mobile environment where there is increasing debate about legalising same-sex unions, where same-sex couples are coming out and where they are more visible in urban spaces. The media paradoxically, features items on the children of same-sex unions as well as paedophilia, the safety of children, whether for public education and enlightenment, increasing volumes of sales or voyeurism. The debate is robust on these issues around the world. Despite this increasing exposure and rhetoric there remain extensive examples of discrimination in the community and the workplace, and homophobia and gay-hate crimes in leisure spaces in urban settings.

This paper will report on a study of the effects of migration on gender identity construction among Chinese gay males. In particular, the focus will be on the leisure activities of these gay males in urban environments and their need to practice circumspection in these environments where they experience the effects of stereotyping, ethnocentrism, racism and homophobia. The sample of males was part of an ethnic minority who experience physical and verbal abuse to the extent they had to be closeted in familiar and safe places. There are restrictions on their movements and the leisure activities they could engage in.

The voices of the men will be used to elaborate on their lived experiences and a critical social constructionist perspective will be used to analyse the data. The focus will be on the fractured and mobile nature of identities and the importance of context on the construction of identities.

The implications of the findings for leisure planners and urban designers in terms of equality of opportunity in the participation of activities and for design of spaces will be explored especially in the context of a multicultural society. Are these minorities marginalised and segregated to the point where they can't share the rich and diverse leisure experiences of the broader society? Is there an underlying heteronormativity in urban planning? Reference will be made to the effect of choices between ethnic and gay identification on identity construction and to the multiplicity of identity in an increasingly multicultural and hybrid society.

*Horička, Pavol; Paška,
Lubomir*

**THE EFFECTIVENESS
OF PLYOMETRIC
EXERCISES IN
DEVELOPMENT OF
JUMPING
EXPLOSIVENESS IN
SPORTS GAMES**

The goal of the work is to verify the effectiveness of special plyometric exercises in relation to speed and speed-strength abilities. The set of exercises was realized during 7 weeks in a basketball team - juniors. The effectiveness of the experiment was evaluated by the changes in the level of motor tests. In the experimental group there was improvement in all seven monitored criteria. Statistical evaluation showed that all the results obtained are statistically significant at the chosen level of significance. The results confirm the validity of the use of plyometrics in the development of jumping explosiveness in sports games

Acknowledgements: This article was elaborated with the support of the grant scheme KEGA No. 029UKF-4/2011 Model Programmes of Activities Focusing on the Prevention and Remedy of Lifestyle Diseases in Adolescents.

POSTER: Campsite development and construction with various comprehensive service facilities created diverse camping experiences in Taiwan. This study aim to discover campsite preference of campers by measuring Recreation Opportunity Spectrum (ROS) and experience prior and after camping with diverse types of campers in different campsites, future more to provide marketing policy and management of campsite.

The study initially classified the campsites in Taiwan into three selected different types to conduct a questionnaire survey. In total, 347 valid questionnaires were collected. The results showed (1) Camping Recreation Opportunity Spectrum has seven factors: "Infrastructure", "Consumption", "Attractive", "Resource-related", "Skills and knowledge", "Availability", and "Itinerary planning". (2) Four types of campers were classified by cluster analysis of leisure opportunity demand and ROS: "resource type", "planning type", "landscape type" and "random type". (3) Resource type and planning type campers will focus on the completeness of camp facilities. Landscape type campers will focus on nearby landscape and local characteristics. Random type campers do not have special requirements of campsites. 4.) Different campsites have significant differences in expectations and experience prior and after camping when evaluated by different types of campers.

*Hou, Jing-Shoung; Lee,
Su-Hsin; Jian, Ming-
Zuo*

**A Study of Camping
Recreation
Opportunity Spectrum
and Recreation
Experience.**

POSTER: The purpose of this study was to examine the relationship between serious leisure characteristics and leisure benefits. Subjects (N=525) were recruited from an annual badminton tournament, NCKU open, in Taiwan. NCKU open has highly reputation of Taiwan non-official tournament. This event normally has around 2,000 current college student participants who love badminton sport and willing to give their extra time and energy to cultivate their skills. Canonical correlation analysis indicated two significantly meaningful variate pairs (R-c1 =.595, R-c2 =.283) between six characteristics of serious leisure assets and three leisure benefits. Inspection of the canonical loadings suggested that for the first significant function, when one perceived higher

*Hsueh-Wen, Huang;
Hsien-Che, Tu; Kung-
Chung, Chen; Ching-
Neng*

**Serious leisure
characteristics in
relation to leisure**

**benefits: Canonical
Correlation Analysis**

lasting benefits associated with badminton activity, one's perceived psychological and social benefits were high. For the second significant function, one's physical leisure benefit is positively related to one's identity with the badminton activity but negatively related to their perception of lasting benefits. On the contrary, one's psychological benefit is positively related to their perception of lasting benefits but negatively related to group identity. Collectively, these data suggest that not all characteristics of serious leisure are associated with positive leisure benefits and deserve further investigations.

Huang, Hsien-Che

**Understanding Service
Expectations in
Different
Identification Level
Spectator: A
Correspondence
Analysis**

POSTER: This study comprises two stages that empirically investigate and evaluate the importance and performance of service elements' expectations of professional baseball live spectator in Taiwan. Study I was designed to collect the perception of spectators' service elements' expectations – 2 focus groups meetings of experienced live spectators, which help to identify 34 potential service elements in 6 service factors, such as participant characteristics; venue services; subsidiary services; game affair services; medical, sanitation and disable services; and social and educated services). This stage helped the study to develop an appropriate research instrument for the evaluation of the importance of service elements' expectations to Taiwan professional baseball (TPB) spectators. Study II collected 1020 questionnaire survey samples and used correspondence analysis approach to map different identification level TPB spectators' expectations and its performance into four meaningful groups: 1) services should maintain; 2) services need to improve; 3) impractical services and 4) wasted services.

The results of this study highlight the fact that all identification level spectators have similar perceptions of the importance of 34 service elements and only 2 service elements that high identification spectators were different from other two level spectator groups. However, regards of performance, the result implied that spectator with higher identification level have lower satisfy criterions on service elements performance. In other words, higher identification level spectators were easier be satisfied than lower identification level ones. For High identification level spectators, they illustrated the core service, such as participant characteristics and venue services. They also believed that "subsidiary services" and "social and educated services" were useless to them for attending a sport event. Medium and low identification spectators were have a similar perception than high identification ones but more critical in service element performance.

Consequence, the study concludes that, in academic, the successful use of correspondence analysis approach provided another potential typology for understanding spectator behaviour. In practical, the study provided valuable information for a practitioner, included qualitative data of collecting what service element important and quantitative data for identifying what service elements were worth maintaining or need to be improved to help the business know about their customer. Final, in managerial, the study identified several service elements not meet spectators' expectations, which were due to the different motivations or purpose of attending a sport event. This conclusion implied a further research perspective and also assisted managers for designing more effective service packages that meet their target market.

*Ivan dos Santos,
Marcel; Nazareno
Ferreira Borges, Carlo
; Aurélio Avila, Marco*

**PLANNING OF
TOURISM AND
PERSPECTIVE OF THE
INTERSECTORAL
ARTICULATION WITH
CULTURE, LEISURE
AND SPORT IN
SALVADOR - BAHIA**

Public events organized by the department of culture, leisure, sport and tourism are set in spaces that consist of people from diverse social backgrounds, from businesspeople, public administrators, and the local community. The study highlights the city of Salvador, capital of Bahia state that has a strong boost to the tourism sectors allied to culture, leisure and sport. This is due to the city's rich, both tangible and intangible, heritage, originating from the period of colonial Brazil and the miscegenation of the black, native, and white peoples who lived and still live here today. These characteristics make up Salvador, an image linked to the black culture that "impregnates" the cuisine, religion, tradition and festivals, such as Carnival. Moreover, the architecture within the city, composed mainly by Pelourinho, along with the Barra Lighthouse and the Lacerda Elevator, contribute to Salvador's cultural identify. The most important tourist destination in Northeast Brazil stands out as the most influential urban center for the other municipalities of the State, functioning as the main provider of services and equipment, especially those related to leisure and culture. Thus, tourism and leisure make up an important field in the symbolic economy and monetary Salvador. Considering the above, we raise the following questions: How is the planning and execution of public policies on tourism managed, and is there integration and intersectoral planning between the sectors of culture, leisure, and sport, the publicity and promotion of which have made Salvador a major tourist destination in Brazil? This paper investigates the planning and execution of tourism policies developed in Salvador from the "Salvador Turismo" and Its relation with the "Secretaria Municipal de Educação, Cultura, Esporte e Lazer". An analysis of municipal planning and sector integration and cooperation therein was done using qualitative data collected from various sources, such as interviews and documents, which underwent content analysis by categorization of responses according to their relevance to the study (BARDIN, 2009). The results were assessed with reflective dialogue which drew from theoretical framework, which showed that the sectors of culture, tourism, sport and leisure are not integrated, intersectoral articulated in the design, planning, and evaluation of public policies, which increases the efforts dispersion, resources, projects that could be done in partnership for the

benefit of the population. Furthermore, it was realized that the growth and development of tourism while important to the economy, did not allow changes in standard of living of Bahia, considering that there is evidence of the lack of participatory planning at the municipal level in contrast with the participation of civil society in the "Conselho de Turismo do Polo de Salvador e entorno", proposed by other development plans of the governance of State of Bahia.

Johnson, Amanda

Using Visual Research Methods in Leisure Research: Cautionary Notes

Visual research methods have been used as a research tool in a wide range of disciplines to engage diverse groups and communities. Using visual research methods, researchers have successfully investigated farmers' attempts to explain and change their farming practices (Beilin, 2005), analyzed hikers and canoers' photos to identify important views and places (Chenoweth, 1984), studied attachment to high amenity places (Stedman et al., 2004), and examined mental health among rural Canadian Maritimers (Collier & Collier, 1986).

Visual research methods provide the means through which research participants can narrate their values, beliefs, and experiences. In recent years, scholars have extolled the advantages of using visual methods in social science research. McKay and Couldwell (2004), for example, categorized the advantages of visual methods as methodological, conceptual, and practical. In addition, Stewart and Floyd (2004) suggested visual research "provides a different kind of data that repositions research questions in ways that verbal information is not able to do" (p. 445). Visual research methods, as a result, are becoming increasingly prevalent in leisure research.

The present research used photo-elicitation to understand community in the context of a local farmers' market. In this research the use of photographs was a meaningful method to engage participants and gain knowledge and insight about the farmers' market community. Despite recognition and evidence of the advantages of photo-elicitation this method was not without its drawbacks. This presentation will highlight and expand upon the potential shortcomings of using photo-elicitation as a primary method of data collection in ethnographic research.

Three unique challenges of using visual methods in this ethnographic inquiry may have affected the research results and outcomes. First, participants felt uncomfortable taking photographs in an everyday place. Second, participants expressed concern that it was difficult to capture the true experience of the farmers' market – the noises, smells, and emotions – in photographs. Finally, participants commonly expressed anxiety about the quality of their photographs. Apprehension about photography skills and abilities may have a) prevented participation in the research altogether or b) resulted in overlooked sentiments and opinions because participants did not feel comfortable about presenting and representing their photographs. Drawing on participant reflections these challenges and will be further discussed during the presentation.

In leisure studies, visual research methods commonly complement traditional qualitative methods. While it is generally recognized that "photo interviews yield different and often 'richer' data than that obtained from verbal interviewing alone" (Dempsey & Tucker, 1994, p. 61) results of this research emphasize potential weaknesses of visual research methods and suggest areas of caution for leisure scholars undertaking visual methods.

There has been a recent renewed interest in well-being that has occurred in a range of areas from theory, research and policy. Well-being is currently at the heart of UK government policy with the UK's Office for National Statistics (ONS) developing well-being measures to gain a clearer understanding of 'how society is doing'. Using well-being to gain a better understanding of society and to influence policy could have an effect for certain groups in society especially those experiencing disadvantage and social exclusion. Further exploration and development of subjective well-being (SWB) measures is needed to compliment and build on current work in both measuring SWB and using SWB to influence policy and practice.

An area where measuring SWB could be beneficial is in social tourism, this is where disadvantaged members of society receive financial support in order to participate in leisure travel. There are already a number of benefits that have been identified arising from social tourism including; improvements in family relationships, confidence, self-esteem and a broadening of experiences. These benefits have some common elements shared with areas measured in SWB. But what actually constitutes SWB is a problem with a varying number of definitions of the concept alongside it being used interchangeably with Quality of Life (QOL) and happiness. The aims of this paper are to discuss the interchanging concepts of SWB, QOL and happiness and also propose a model to measure SWB for social tourists. The paper presenting findings from a study of a two-step survey assessing changes in well-being amongst social tourists and brings to light issues and ways to implement these findings into policy in the public, private and voluntary sector.

*Johnson, Sarah;
Joldersma, Thea; McCabe, Scott*

TOURISM, WELL-BEING AND QUALITY OF LIFE: EXPLORING ISSUES THROUGH SOCIAL TOURISM.

Joubert, Etienne

THE ROLE OF SERVICE QUALITY IN CREATING CUSTOMER SATISFACTION OF LEISURE PROGRAMS: A

In a demanding and diverse corporate market any organization wanting to make a profit should adhere to certain business principles in order to stay economically competitive. The product of the leisure service organization of tangible and intangible factors making it difficult to market and sell their product as compared to organization in the manufacturing industry. The quality of the "product" or service, made up of tangible and intangible factors therefore becomes the benchmark for the leisure service organization to ensure prolonged economic participation in an ever changing business environment. A service of high quality will therefore ensure higher profit and more opportunities for the leisure organization.

This study assessed the service quality of the Salomon PUFFER endurance Trail Run in Table Mountain Nature Reserve as a leisure event. Service quality was

**CASE OF THE PUFFER
ENDURANCE TRAIL
RUN**

assessed by 33 participants completing the SERVQUAL questionnaire specially adapted to an endurance event like the PUFFER. Questions addressed issues on 5 SERVQUAL dimensions namely: Responsiveness, Reliability, Tangibles, Assurance and Empathy as well as the awareness and usage ratings of certain tangible and intangible aspect not necessarily part of the 5 dimensions mentioned. Questions were answered on a 5 point Lickert style scales ranging from strongly agree to strongly disagree. The organizers were rated as excellent on all 5 dimensions with ratings of over 60% on average with only physical facilities as tangible factor receiving a lower score. The conclusion of the study is that both tangible and intangible factors plays a role in the overall impression participants have on the leisure event. Therefore if leisure event organizers can deliver on the combination of these dimensions the more the quality of the service will be perceived as high, resulting in satisfied customers and also ensuring repeat customers for future events.

Kanásová, Janka

**CHANGES OF MUSCLE
IMBALANCE OF 11 TO
15-YEAR-OLD PUPILS
AND POSSIBILITIES OF
ITS REMEDY**

The work brings forward the results of our pedagogical research, the aim of which was to obtain and widen the knowledge on developmental changes of muscle imbalance of 11 to 15-year-old pupils and possibilities of their remedy using compensation exercises during physical education and sport lessons. The objects of our observation were 32 pupils of elementary school in Nitra, which were subject to our observation in the consecutive 6th, 7th, 8th and 9th forms. Totally 5 measurements of muscular imbalance were realized. An experimental programme focused on three most frequently shortened muscles, weakened muscles and broken motor stereotypes was implemented during 4 months between 2nd and 3rd measurements. Muscular imbalance was examined using the method by Janda (1982) modified for the purposes of physical education by Thurzova (1992). A high incidence of muscular imbalance was found in all 11 to 15-year-old pupils, with the differentiated incidence of the most risky muscular groups regarding age and sexual dimorphism. Results of the experiment have shown a positive effect of application of special exercises during P.E. and sport lessons, focused on the remedy of muscular imbalance. Having accomplished the experiment, without adequate compensation procedures, the motor system of observed pupils responded by the commencement of reversible changes – by an increase in the incidence of indicators of muscular imbalance.

We can assume that by early and adequate application of special exercises within P.E. and sport lessons it is possible to positively affect the incidence of functional disorders of the motor system of 11 to 15-year-old pupils in the following signs – shortened muscles, weakened muscles, broken motor stereotypes.

Acknowledgements: This article was elaborated with the support of the grant scheme KEGA No. 029UKF-4/2011 Model Programmes of Activities Focusing on the Prevention and Remedy of Lifestyle Diseases in Adolescents.

Katayama, Miyuki

**Happiness /
Fulfillment / Relief
and Family Travel
Pattern in Italy, Japan
and Korea: an analysis
with the Time Use
Mindset (TUM) Scale**

Nowadays the Gross National Happiness is paid attention instead of GDP. Psychologists have also published many papers on positive aspects of human nature especially from 1990s. Some research using Big Five personality scale (Energy, Agreeableness, Conscientiousness, Emotional stability and Openness), showed that "Energy (also called 'extroversion') subscale has strong correlations with the subjective well being index. ♦QUESTION: how is the subjective experience of calmness like BUTAN people related to the psychological indexes? Their calmness seems to be opposite to "Energy". Katayama has developed a concept named "TIME USE MINDSET (TUM)", which may provide a clue to answer the question above. People have three different types of mindsets: Relief, Humor, and Achievement. At the sight of the very same situation, for example, an individual can activate Relief Mindset and have subjective relaxing time and space, or activate Humor Mindset and have babbling time and space. Furthermore, they can move to Achievement Mindset and try to develop their records or improve some kind of their own standards. Katayama has developed TUM scale and conducted several studies to validate the scale. ♦PURPOSE is to report a part of the research result. ♦METHOD: Participants were working fathers or working mothers with more than one child younger than 10 years of age, living in Italy, Japan and Korea ♦PROCEDURE: A questionnaire survey was conducted using the Internet in 2010. Participants: Italy (male:149, female: 153), Japan (170,162), Korea (150,157). ♦RESULTS and DISCUSSION: As for the percentage of fulfillment / happiness, "spending time with the family" was most frequent. It is known that one of the most popular leisure activities is travel and family travel is popular. As there could be many patterns for travel itself, the role expectation cues from the situation is unclear. So people should switch on one specific Time Use Mindset in motion. "Suppose you travel with your family for more than one night's lodging, what type of travel do you want?" 5-point responses were collected for 8 travel types. TUM was explanatory available. This presentation focused only on the Relief Mindset. The significant correlation between Relief Mindset and travel types desired by females was more than that of males in each country. Especially, Italian females who switch on the Relief Mindset in motion strongly wished a travel without doing anything, enjoying the local food, and even visiting the historical monuments with an interpreter. Italian females could see the relaxing elements in a variety of types of pastime activities. Moreover, they might be more skilled at being relaxed during the family travel than males. Italian males had also special figures. ♦MODEL: 1. Three Time Use Mindsets exist→2. Switching on the Mindset → 3. Being fascinated by the specific elements in the situation before experiencing a situation → 4A. Expectation of how to enjoy (repeated experience) / 4B No expectation of how to enjoy →5. Encountering a situation → 6.

Subjective experience → 7. Happiness Presentation is given in English with HANDOUTS IN ITALIAN provided at the presentation location.

*Kato, Shuji;
Sawamura, Hiroshi.*

**Recreation policy
during Wartime**

This study examines the processes through which recreation policy progressed during wartime, and looks at how they evolved.

During World War II, recreation, called Koseiundo (recreation) in Japan, was the purview of the Japan Recreation Association (JRA), the predecessor of today's National Recreation Association of Japan established in 1938 to organize the International Recreation Congress scheduled to be held at Tokyo in 1940. At the time of its inception, the association was administered by the Physical Strength Bureau of the then Welfare Ministry. Thereafter it was swiftly transferred from bureau to bureau: the Existence Bureau in 1941 and the National Health Bureau in 1943.

At the time, Japan was ruled by a militarist government. Recreation activities generally focused on improving the physical and mental wellbeing of a people struggling with issues such as chronic tuberculosis and the decline in physical strength of the nation's soldiers. As the war intensified, more initiatives were added to further raise the nation's spirits and fitness. Indeed, one of the conspicuous characteristics of the JRA in the latter stages of the war, i.e., in and after 1943, when the association was under the control of the National Health Bureau, was the organization of martial arts like kendo and judo as recreational activities. Prior to that, the Physical Strength Bureau and the Existence Bureau has promoted activities such as swimming, athletics, table tennis, tennis, skating, basketball, and volleyball. These sports are, notably, team events, and through these the authorities sought to promote discipline, a vital aspect of life in the military, in addition to improving the people's physical strength.

Another major policy of the WWII era was the physical strength test. This involved testing people's strength and rating them elementary, intermediate, or advanced level, and awarding them with badges according to their grade. Through this policy, the Welfare Ministry hoped to make the population stronger. Subsequently, a martial arts version of the test was introduced in the latter stages of the war to gauge kendo ability and, in an attempt to further raise the people's spirits, there were also proactive campaigns to encourage activities such as singing military songs.

These campaigns were sparked by the International Recreation Congress held in 1936, and were pursued with particular vigor to improve the physical strength of the Japanese people, the decline of which was seen as problematic. Also, because many of the activities of the JRA were team events, they were seen as useful for promoting discipline, a vital aspect of life in the military. As such, they were promoted widely under the guidance of the national government and the JRA.

This study aims to examine recreational shopping as an activity experienced by consumers with fun and pleasure. The literature and researches on recreational shopping are very limited, thus the purpose of the current study is to provide a new and different contribution to the literature regarding recreational shopping. In this regard, studies on recreational shopping are of importance in order for marketing managers of shopping centers and retailers to get advantages in competition. Therefore, discovery of the themes of recreational shopping would offers a theoretical frame for future studies. In this sense, the main purposes of this study are (1) to emphasize the position and importance of recreational shopping in the literature and retail environment, (2) to explore themes of recreational shopping tendency and attractiveness aspects of shopping centers affecting recreational shopping tendency. In order to achieve these purposes, qualitative research design was adopted and semi-structured interviews with open-ended questions were conducted in this research. A total of 20 interviews with shoppers in the shopping mall in Eskisehir, which is the city in the middle of Turkey, were conducted. Results revealed three themes related to recreational shopping tendency, which are "exploration", "shopping" and "emotional experiences". Five preliminary themes associated with shopping center attractiveness emerged from this study, which are included "ambient", "design", "layout", "variety" and "entertainment". Overall, this study makes contributions to shopping mall managers and the organizers of recreational activities.

*Kaya, İlke;
Argan, Metin*

**THEMES OF
RECREATIONAL
SHOPPING AND
SHOPPING CENTER
ATTRACTIVENESS: A
QUALITATIVE STUDY
ON TURKISH
SHOPPERS**

KIM, Kwantae

**Development of
Adapted Alpine Skiing
in Korea**

Adapted alpine skiing (AAS) is a winter sport for people with disability and it became popular after World War II with the return of injured veterans. For a long period, AAS was used as one of a tool for the rehabilitation and pastimes. Organized activities for skiers with disability (SWD) dated back to the late 1940s when a sub-organization under Austria Ski Association was established and an amputee skier guide book was published in the late 1950s. During the 1960s, a number of adapted skiing organizations in Europe and America were rapidly developed. Initially, AAS was mainly a recreational sport for amputees. Eventually, AAS evolved into a competitive sport. In 1974, the first international competition for SWD entitled the World Disable Alpine Championships was held in France. Two years later, AAS was included in the first Paralympics Games held in Örnsköldsvik in Sweden. For decades, European countries have been considered to be dominant competitors in AAS competitions. It is expected that the development and popularity of AAS will be accelerated and increased in Asian countries following

Korea's successful bid to host the 2018 Winter Paralympic Games in Pyeongchang.

*Kimura, Fumika;
Nakamura, Tateki*

**Development of the
leisure education
program for
developmental
disabilities children:
Centering on the
camp activity.**

POSTER: Why: After 2002, Japanese school reform includes establishing systems to support students with developmental disorders. So there are more considering about the treatment program from soft sides and hard sides for school children than for adults. But it is not enough. Because many programs for them are, 1) focused on adjust to only school lives, 2) focused on their unhealthy sides based on their disability traits. So it is hardly to say that these programs main purposes are to educate and support the participants' whole life and to make better their well-being. And we intend to develop a leisure education program that purpose is to acquire well-being sustainable for developmental disability children. Furthermore, one has to point out that this program was constituted centering on the camp activity because participants' whole lives were focused on from education and support.

What: This program was constituted by two programs 1) ordinary program, and 2) special program. Ordinary program was on Sunday and it was held in three months five times. One period of treatment is 3 months, so this program has 4 periods a year and special program is in the last period. The ordinary program has five contents. They were 1) cooking activity, 2) craft activity, 3) field trip activity, 4) sports activity, 5) nature activity. The reason why the program was constituted by these contents was, we considered that participants' can suppress their negative moods and we can assessment their skills for the special program especially camp activity during the ordinary program.

How: Before participation in this program, we made exchanges of views with participants' psychiatrist, and did the assessment to their family by interview. And we maintain close contact with not only the psychiatrist but also participants' family to have a common understanding about their support plans. The ordinary program was held for about three hours of an afternoon. Registration of the participants was through the introduction of the psychiatrist or participants' mothers, now. The participants include not only the children who diagnosed as developmental disabilities but also who did not diagnose anything and were Neurotypical. Furthermore, one has to point out that in Japan school year is from April to March (next year), and August is in their longest school holidays. But in this program, the term started from September and the special program, camp activity was as a last special program. Because at the turn of the school year, many different things come up at their schools, so in this program, we maintain ordinary condition.

The achieved results and effects: Many of the participants of this program had problem about adjustment to their schools or to their family. After participation in this program, most of the children and their parents changed for the better. For example, some children come to be able to follow the rules, hear someone speaking and tell how they feel. And now, we heard that the troubles at their schools or homes with other children or their family decreased. This program had made achievements.

Klerks, Yvonne

**The international
leisure manager of
the future What does
it take for the future
leisure manager to
operate successfully
in a globalized
world?**

To be able to put people first in future developments it is of vital importance that the people that will be making the future policy plans are well aware of international developments and of the different, cultural perspectives on leisure. Immerging students in an international environment seems therefore of vital importance. The key question is what should be offered by an educational system to enable the students to meet future needs and wants in the field of leisure in an ever changing international environment? In this session we will discuss how NHTV Breda University of Applied Sciences prepares the future international leisure manager for this interesting position. Also the challenges faced by the university in achieving this will be addressed.

Lansfield, Jessica

**Analyzing
Community
Organizations'
Online Identities:
What are Grass-
Roots Organizations
Currently**

With the markets constantly fluctuating and the Canadian government reducing its portfolio, Canadians are engaging in local communities or neighborhoods for support, direction, and connection. Community organizations within Victoria, British Columbia Canada are at the heart of local grass-roots movements, but little analysis has been done on the messages that these organizations are communicating. The aim of this research is to identify, describe, and analyze community associations' mission statements, objectives, and social media updates that are available online and easily shared with community members. Google search engine and a keyword search strategy were used to find the community organizations and their messages. Nvivo software will be used to quantitatively and qualitatively analyze the content of the eligible materials. Materials from ten community associations are included in this research project. The findings from the content analysis will be completed by June 21, 2012. At this time, the research team anticipates a difference in content based on solution-focused or problem-focused messages. Preliminary analysis of the data also suggests that involvement within community associations' centers around improving the environment, individual health, sustainability, or local food sources. Community organizations can use this analysis to evaluate their

Communicating?

own online identities and communication to create resources that better address the needs or goals of their community members. Government officials, health care professionals, and related businesses can use this analysis to foster ties with local community organizations to improve local relationships and work with community organizations to address the concerns of community members.

Larissa, Michelle, Lara

**SPORT AND LEISURE
BODY PRACTICES IN
AFRICAN DESCENT
COMMUNITIES IN
BRAZIL**

This research is the result of a mapping of sport and leisure body practices existent in the empirical reality of 27 African descent communities (called maroons), located in southern Brazil, Paraná State, from 2008 to 2011, funded by the Ministry of Sports (Federal Government) and the Araucária Foundation (State Government). Our work, at the present moment, is aimed to present and discuss the mapping of sport and leisure body practices in African descent communities in Paraná, bringing reflections on the factors that influenced this setting. For this, three issues guided the undertaken investigation. The first concerns the condition of being maroon in today's society, which is marked by conformity and resistance actions from the community, formed in the midst of a historical process of exclusion and, more recently, supported by laws that seek to minimize the damage caused to these social groups. The second concerns the sport and leisure body practices found in these communities, which are influenced by the religious forms of life organization in a society marked by social inequality. The third discusses the maroon cultural diversity pointing to elements that bring together and pull apart the African descent, as well as the urban life desires that bring them a sense that inequalities are minimized. The survey was done based on theoretical incursions in the literature concerning the topic and oriented by the ethnography (GEERTZ, 1989) in order to understand how sport and leisure body practices occurred in the investigated communities. The researchers were inserted in the field during three days in each of the 27 surveyed communities to understand their daily lives and identify their sport and leisure body practices, and four of them were selected for immersion for more 25 days. We conclude, with the investigation, that the sport and Leisure body practices in African descent communities in Paraná occur through conversation groups, soccer games, games, swimming in the river, trails, fishing, religious ceremonies, tours, cooking, blessings, dances, capoeira, television, internet, and others, built among Catholic and Protestant religions influences. These communities, made up largely of black people, rarely have body practices focused on the appreciation of black culture. Only in one of the investigated communities it was noticed the strong presence of African-Brazilian religion in the body practices of some of its members through dance, music, cooking, rituals and blessings. Thus, although sport and leisure body practices are hardly recognized by African descents as social rights to be claimed, since they elect other priorities, the field immersion led us to identify these practices as propellers of the very everyday life and of life in its existential meaning.

Lavigne, Marc-André

**Local Leisure Policies
in Quebec City,
Canada: Actors,
Governance and
Urban Regime**

This presentation explores the place given to leisure policies in the theories of urban politics, or more broadly, in local policy analysis. There is a lack of theoretical framework to analyze local leisure policies, which is common to urban social policies in general. Urban policy analysts have spent little energy to understand the specific characteristics of leisure policies and the relationship between civil society and the City, especially in an "enabling rather than providing" local strategy. Not only are policy analysts to blame for this, but it is also clear that the leisure community has not given much to attention leisure policies in general. As leisure professionals, we came to understand well the objects we have to advocate in our policies, but not the policy-making process itself or how policies evolve in a local or global context. Based on an analysis of four dimensions – the role of the actors engaged in the formulation and the implementation of local leisure policies, the mechanisms used for collaboration and the intrinsic and extrinsic factors that influence those policies – we studied the Parks and Recreation Department of Quebec City, Canada. The analysis yielded interesting insights on the impact that interests, institutions and ideas have on the policy area, which is usually associated with participative and collaborative governance. Therefore, the presentation will focus on six major themes: 1) The role of public administration – namely the Parks and Recreation Department – in the local governance of their sector; 2) The relation between local associations and the Parks and Recreation Department as the driving force of a sectorial governing coalition; 3) The role of elected officials in the policy subsystem; 4) The importance of the exchange of resources in local governance and mechanisms – formal and informal – that facilitate partnerships; 5) The influence of supralocal governments in the local policy process and 6) The difficulties in the adaptation of regime theory analysis to more social local policies as we found that the emergence of a symbolic regime has little impact on leisure policies.

*Leão Junior, Cleber
Mena;
Cavichioli, Fernando
Renato*

**LEISURE AND
SOCCER VIDEO GAME**

Throughout its history, soccer engenders a process of development and transformation, by which some variations are developed, including: street, synthetic grass, lounge, beach and table soccer as well as foosball and digital soccer. This last format has been used more recently in contemporary society, enabling the use of technology insertions to allow individuals to play football video games. Digital soccer, according to the Brazilian Confederation of Digital and Virtual Soccer (2012), is the practice of playing soccer in any electronic equipment in a virtual manner, where the player controls the whole team by means of an electronic control without having physical contact with his opponent. This study sought to analyze the reasons why the competitors attended the 6th Brazilian Championship of Digital Soccer. The study, of qualitative nature, was developed as a field research and used the interview as technique for data collection. The intentional sampling was comprised of 10 subjects, ages 18 to 27 - average 23 - years and 05 months - enrolled in the Brazilian Championship of Digital Soccer, held in Brasilia, Distrito Federal, Brazil. The interviews were conducted during the tournament, in the 24th and 25th of September 2011, by the researcher itself. Given the short space reserved for the discussion of the results the effort was concentrated on issues related to leisure. The results indicate that the contestants were playing electronic games of soccer since their childhood. In addition, they also practiced soccer in the streets and fields near their homes with their friends. All participants played video games for fun, before or after activities such as studying, working, walking. Currently, they still play video games before or after going to college or going to work. We note that according to the competitors the experience as a child and the maintenance of this practice in adolescence has favored the choice to participate in championships of digital soccer. A large portion of the competitors reported that the activity of playing video games helps with relieving the stress of daily life, and is considered a well-enjoyed time of leisure. Electronic games, video games, and, in this particular case, digital soccer, are used as a strategy to kill time and to escape the stress of work, providing a pleasant time of leisure. Therefore, in this study group, we can observe that the reason that led them to participate in a Championship of Digital Soccer is simply the fact that since childhood they have been having a pleasurable experience with videogames, in this case, digital soccer.

*Leão Junior, Cleber
Mena; Cossio
Baez, Marcio
Alessandro;
Aguiar, Rafael Moreira*

**THE RELATIONS
BETWEEN
INDIVIDUALISM AND
COLLECTIVISM
PRACTICES OF
LEISURE**

The individualism are two aspects to of the separation of the individual of their group membership and self-confidence, the same occurring with collectivism in integrating family solidarity and interdependence. In individualism, we can relate this question with practical forms of Leisure, the manner in which we can respect the autonomy of human beings. Have collectivism, emphasizes the common good and social harmony above individual interests, collectivism has a tendency to cooperation. The group belonging is more important than for the individual. The present study aimed to verify that the relationship between leisure, individualism and collectivism and how these relationships can be regarded as forms of socio-cultural and individual. The study was developed by means of bibliographic research, where through surveys and reviews based on existing literature on the subject we seek to answer our questions. If leisure situate within the culture, experienced in their free time-released, as indicated by Marcellino (1987), personal development and social hereof in relation to leisure can be understood as an attribute of cultural education, broad dimension of life human, we found that besides implementing projects to seek recreation that can bring benefits to society, we must create opportunities for open access activities, as one of the outstanding issues that can generate a strong individualism is the economic activity, in which money gives, on one hand an impersonal and second, increases with the autonomy and independence. Leisure is one way of socialization that every human being has to be with each other, to meet others, learn about the life of the same and thus having dialogue, besides being a form of social inclusion, and is a way to enable the construction of bonds which promote the development of collectivism. We understand through this work, we can study not only the society as a whole, but by parts, we can also understand how individuals behave and how they respond to certain external stimuli, so that there may be improvements in both the question of coexistence, and in improving the quality of life. The look of the society is focused on these studies, which analyze the relevant values for each individual and for understanding the individualism / collectivism of the same, we must remember that the criterion of orientation of each is related to external stimuli that arise throughout life, and values that are linked to the human need may vary with time and the need of the individual. Keywords: Individualism. Collectivism. Leisure.

Leão Junior, Cleber Mena; Fabro Belão, João Carlos

TECHNOLOGY AND CYBERBULLYING

The media never rests in showing that violence has had a significant and scary increase, and also that new forms of violence are spreading in society. In educational institutions, the manifestations of violence are unleashed in different ways, affecting teachers, staff and specially students, regardless of age. Among these manifestations, a phenomenon, which has been largely discussed in both the school environment and in society, called cyberbullying takes place. It is the intentional act of a child, teen or even adult, who employs new information technologies available in the Internet (e-mails, text messages, blogs, photoblogs, twitter, facebook, skype, MSN, etc.) to denigrate, threaten, humiliate, or perform any other violent act against another person, teenager or adult. Facts that trigger very often the practice of bullying and cyberbullying. The difficulty of the aggressor in dealing with these distinguishing characteristics of the victim, makes impossible, for both individuals to live in harmony in their environment. A cyberbullie (that who practices bullying in the internet without identification or without offering the victim the possibility of defending himself) may become the victim in the next moment. These changes of role, where the aggressor is mistreated and the mistreated offends can be verified quite frequently. Abusers often act blatantly in order to impose their "will" or to become the center of attention in a specific environment. They feel satisfied because they can get "power" and pleased by the threats, beatings and humiliation of the victims. While most of these events end with no physical consequences for those involved, some victims may experience depression and low self. Attempts of suicide have also been registered. This study is under development in a public school in the city of Curitiba, Parana, Brazil. For all these reasons and reflections, the research of this topic is of paramount importance. The objective is to collect first-hand material in several areas and from both genres. One highlight of this work is the attempt to identify which gender practices and suffers more with cyber bullying so as to subsidy other studies in the area and to warn society to the importance of intervening against this phenomenon.

Leão Junior, Cleber Mena; Lazier, Tatyanne Roiiek; Carvalho, João Eloir

NEW TECHNOLOGIES ASSOCIATED TO LEISURE ACTIVITIES: FROM ONLINE GAMING TILL PRACTICING OFFLINE

The study sought to analyze the transposition of electronic games to the practice, in order to provide students with a leisure experience through electronic games. The study used both descriptive and quantitative methods, employing a questionnaire with closed and open questions. For the selection of the participants the intentional sampling method was used, that is, one in which the researcher is interested in the opinion, action and the intention of certain elements of the population. The sample was composed of 40 children, of both genders and between 04 to 13 years old, enrolled in rural schools - Center for Basic Education Legru - on the countryside of Porto União, Santa Catarina, Brazil. The study was conducted as follows: a) discussion and debate about video games and electronic games; b) play with the video-game X-Box 360 coupled with Kinect (device that can capture body movements with a camera), c) transposition of games - virtual - to the practice without the appliances - real - by applying the activities proposed in the video-game in practical activities of leisure. These were developed in 8 practical classes - two weekly meetings with 45 minutes each - in which the children acted as players in the activities, first with the videogame and then without it. The electronic game of reference was the "Dance Central 2", which dance as its main activity and consists of the carrying out of the steps proposed. The results after stage and "a" and "b" were that: a) 65% of respondents knew of the existence of electronic games by watching them on television; b) when asked about the way you play electronic games, they all answered "with a control", therefore, none of the respondents knew the system or this way of playing, they didn't believe that they could play video games without the control, as proposed by the research, c) when asked about how these games could be part of their classes, 55% responded highlighted the throwing, jumping, running, dancing and playing (the use of body movements). The video games were then turned off and the practice of dance without it was initiated. We conclude that in this population the experience of dancing as proposed by the videogame, without using a control so that everyone could play at the same time, provided great opportunities for the active participation of the children. It was possible to observe the active movement of the body by the students, facilitated by a video game that played known songs and demanded a body practice known by the players, although presented in a new format. Therefore, it can be emphasized that the main contribution of the study was to offer the participants an experience by which they realized that you can play virtually without the use of control.

Lee, Su-Hsin; Hou, Jing-Shoung

Rethinking of eco-tourism in tribes

Eco-tourism is often applied as a representation of nature, culture and environmental education of aboriginal tribes, and also a development of the tribal economy. However, tourists and tourism may cause negative impacts on the traditional tribal culture, spirit, value, and living system, which are concerned by the researchers and practical groups. Based on the care of traditional Aboriginal culture and tribal subjectivity, this study explored how indigenous retain "original and pure" cultural values when in contact with the outside world under the process of modernization, and achieve the learning spirit from other cultural differences. This paper presents preliminary conceptual framework of Aboriginal life and culture as the essence of the original "essential tourism". In the case of Taiwan Wulai Fusan tribe, the proposed deepening of four levels of eco-tourism concept are: (1) the original pure spirit: respect for and understanding of the spirit of traditional Aboriginal culture, values and institutions; (2) the original pure life: to experience and learn Aboriginal cultural landscape and lifestyle; (3) the original dedication and interactive: generate response and care between Aboriginal people and land interaction; (4) the original essential travel: tourism industry mode which feedback to the aborigines local life. The final recommendations for the Aboriginal tribes promotion of eco-tourism to be embedded in the ethnic landscape of daily life and cultural traditions in order to produce the action as the main clan, and to develop eco-tourism promotion as the foundation.

Leeuwen van, Marco

Using Serious Games to Co-Create Happiness

Leisure activities are often fun, stimulating and life-enriching. The cliché image, projected through endless television commercials and print ads, is that most of these activities – especially when they involve computers, internet and social media - belong to the young and youthful. In this presentation, I will challenge these preconceptions by discussing what a specific implementation of the leisure toolbox in an ICT context can do to help improve the lives of elderly people. Using ICT to address health and lifestyle problems of elderly people raises profound conceptual issues. I intend to investigate the main psychological, ethical and philosophical dimensions of a concrete case – the ‘Fondness’ serious game currently in development by researchers from NHTV University. ‘Fondness’ is a serious game in the ‘Tamagotchi’-tradition, intended to stimulate elderly people in executing their daily tasks, and in general maintain an active and healthy lifestyle. Information gathered via the user’s active interaction with the game throughout the day will be available in a data cloud accessible to the user’s formal and informal caregivers. As suggested above, the psychologically salient context for the end user in this case is the context of leisure time. Leisure is about freedom, creativity, using the imagination, exploring and pushing boundaries... but also about relaxation, regeneration and self-reflection – brief moments of fun, life-changing experiences, and everything in between. The main connection between leisure and healthcare, then, is that both aim to improve the quality of life. The ‘active ingredient’ of leisure that I will focus on is the stimulation of optimistic participation via the co-creation of meaningful experiences. The meaningful experiences, for the end user, serve to promote wellbeing, and should occur at two levels: both within the game (i.e. the kinds of activities that cohere into a meaningful and effectively beneficial whole) and regarding the context within which the game is to be used (using the game is not the end goal, but a means to stimulate health and wellbeing, which means the use of the game is to be embedded in a broader experiential, social and ethical network). To develop an adoption strategy for the end users (the elderly themselves, but also healthcare professionals and informal caregivers), we need scripts inside and outside the game to optimize the support network for the serious game users. I make some suggestions based on concepts, insights and theories from (the philosophy of) psychology (positive psychology; embodied embedded cognition), philosophical anthropology (especially concerning human-computer-interaction) and leisure science (stimulating shared responsibility and the co-creation of values). The core questions to be answered in this presentation are: how can leisure help improve the lives of elderly people? Which psychological and social dynamics govern the co-creation of meaningful experiences for the end users when this co-creation is mediated by technological tools? How and why can the solutions employing these tools be expected to work? Which ethical issues need to be taken into account?

*Leung,Roberta Wong;
Chew,Theresa*

Asia Spa Institute, Example of Best Practices in Spa and Wellness Education and Training in Asia

Asia Spa Institute (ASI) was set up in light of the rapidly rising development and innovative growth opportunities in the spa and wellness industry in the Asia Pacific region that have grown exponentially over the past several years.

Established in 2005 Asia Spa Institute was founded as a response to meet market demands for quality training and to raise, develop and uphold professional standards of the spa and wellness industry. It is dedicated to networking highly qualified spa professionals at all levels and developing their careers to ensure spa, hotel, and resort clients achieve a superior guest experience that far exceeds their expectations.

ASI is a centre dedicated to continual learning and training through formal education as well as practical, street-smart master classes and hands-on, project based workshops. All spa courses are conducted by world-class trainers, teachers and practitioners that are industry movers and shakers and global authorities in their respective areas of expertise.

We offer much-needed training and upgrading opportunities for the industry’s stakeholders and expose regional stakeholders to an ample range of resources to stay up-to-date with changing times and emerging trends.

ASI curriculum is tailored specifically to supply the necessary skills to raise professional standards and to give appropriate recognition to the spa and wellness industry. While the programmes target industry players such as local and regional spa owners, managers and supervisors, it also aims to attract parties who are interested in gaining the necessary business knowledge and essential skills to stand out and succeed in today’s fast changing global environment.

In 2006-2007, ASI proudly partnered with the prestigious Ivy League Cornell University for the first series of Spa Executive development programs in Singapore, Malaysia and Japan.

In August 2008, Asian Management Association (AMA), with the support of the Association of International Management (AIM) UK, awarded Asia Spa Institute with Prestigious Professional Enterprise Certification (PEC). The distinction marks Asia Spa Institute’s unique position in Spa Training qualifying it to be an icon that commands respect and learning worthiness, and honors the professionalism and progressiveness of an organization.

ASI currently holds spa management master classes and other related spa courses in Singapore, Malaysia, China, Japan and extending to India, Thailand and

Dubai.

An ASI Education provides training and support that emphasizes the development of knowledge and skills, professional preparation, working with self-understanding, choosing the best career pathway, and educating clients about how to maintain optimal health.

Motivation and Goal Orientations of Master Games Participants in Hong Kong

Introduction

One of the most profound demographic changes shaping the future leisure delivery service system is an “Aging” society that will be healthier, better educated and much more “leisure literate” than any previous “Senior” generation.

Purpose of the Study.

This study reports on some of the underlying motivations and goal orientations of a group of “Seniors” in Hong Kong, participating in a rapidly growing form of leisure expression- Master Games.

Review of Literature

A very extensive review of the literature in a variety of related fields such as education, social psychology, physical education and leisure sciences may be summarized as following: Individuals with task-oriented goals focus on self-referenced perceptions of personal competence and personal development with an emphasis on mastery of skills, working hard, developing lifetime skills and improving from one point of time to the next. The task oriented individual is also motivated to “seek success.”

On the other hand, the ego-oriented goal individual focuses on surpassing or exceeding the performance of others and preferably with low effort and low risk. This individual is also motivated to “avoid failure” as opposed to “seek success.”

Methodology

A total of 160 participants (108 men and 52 women) at the Hong Kong Master Games, participated in the study. The subjects were divided into three age groups : 30-39 (n=32); 40-49 (n=96); 50 plus(n=32). Convenient sampling method was used and the selected eight Master Sports events were: tennis, orienteering, distance run, swimming, badminton, squash, lawn bowls and gate ball. The measuring instruments used for the study were the “Participation Motivation Inventory” (Gill et al, 1983) and “Task and Ego Orientation in Sport Questionnaire (Dude and Whitehead, 1998).

Results

The data was analyzed using both univariate and multi-variate statistics (MANOVA) with the Wilks’ Lambda significant value determined for each of the eight participation motives. The rank order of participation motive scores from the highest to the lowest were as follows: Fun, Affiliation/Friendship, Fitness, Skill Development, Achievement/Status, Team Atmosphere, Energy Release, and Miscellaneous.

The Tukey tests indicated that the oldest participants(50 plus) had significantly higher mean ego orientation scores than the youngest participants (30-39). They also had significantly higher mean task orientation scores than the 40-49 year-old age group.

Discussion

After comparing the eight dimensions of participation motives, “Fun and Affiliation/friendship” are the most influential motivators. For the goal orientations of leisure sport participation, most participants take part in order to meet their Task orientation needs.

Conclusion

The participation motives and goal orientations of men and women are similar. Older participants have higher mean scores on the following seven motivational factors, Fun, Achievement/Status, Team atmosphere, Fitness, Energy release, and Affiliation/Friendship, than the younger participants. Fun is an important motive for all participants.

Lewis, Harriet

People before Profits: Sustainable Tourism, Leisure, and Economic Development for All

Sustainable tourism in an urban setting creates major ideals for development. The creation of sustainable tourism evokes high ideals of equity, cooperation, conservation, and an improved quality of life for the local population. However, many tourism development critics contend that sustainable tourism does not live up to its mantra, and at times pose the question “Sustainable for whom?”

Historically and in recent years, oftentimes tourism destinations located in regions that have either been colonized or experienced extreme poverty have not benefited from the revenues generated from the industry because of external ownership that causes economic leakage. According to Goodwin in Currin (2002), “Economic leakage occurs...often in developing countries because unfettered foreign development and investment are allowed in hopes of gaining significant revenues from tourism growth (p. 13). Oftentimes, the government has allowed foreign entities that have invested in these endeavors to take the revenues out the country with little benefit or positive impact to the country. There is no sustainability and Beekhuis in Currin (2002) contends that, “Leakages arise as a result of large ownership percentage held by foreigners or corporations and much of the revenue generated leaves the host country and returns to the country of investment origination” (p.13). It is understood that countries need investment in order to promote development in a region—however, at whose expense? Does the creation of leisure for foreigners, have a negative impact on the leisure of the local population?

Knowledge management (KM) is a concept that allows organizations to encourage its members to share what they know, the skills they have in order to maximize their performance and that of the organization. It is about valuing human capital. In the context of this study, the concept concerns indigenous knowledge, which includes the thoughts, experiences, feelings, culture and abilities of the original peoples of a nation, as well as the local population that has inhabited a region for centuries.

The research methodology employs case studies of different local micro- and small- businesses (MSEs).

This article explores ways in which governments, and sustainable tourism and leisure development agencies within these governments can establish systems and policies that will promote and encourage economic development endeavors in a sustainable way, building on the existing knowledge of the local inhabitants, benefiting MSEs, and ultimately creating a better, fair, and more equitable society.

Lim, Christine; Chew, Seelek

Analysis of Factors Affecting Destination Perceptions in Leisure Travel

In recent years, tourism has become one of the fastest growing sectors of the world economy and its contribution to the economic development of countries has become more significant. However, many countries still lack the knowledge in advancing this sector of the economy. There is a need to examine destination perceptions in order to facilitate the planning and development of a country’s tourism sector, and to sustain it in the long run.

Destination perception is the process of attaining awareness of the place to visit by organizing and interpreting the images, feelings, thoughts and culture of a country. A tourist destination is a complex tourism product comprising several ‘pull’ factors of the place/environment. Tourists’ perceptions of a destination would be influenced by the attributes of these factors. Past studies have demonstrated the importance of perception as a valuable concept in understanding the destination selection process of tourists. The formation of the tourist destination perception consists of accumulating, forming, deciding, visiting, sharing (experiences), returning (home), and modifying the experience in the destination. These also suggest that tourists’ actual experience at the destination does have an impact on their perception of the place, and ultimately their intention to revisit the destination and/or positive recommendations of the place to others.

Research on destination perception has been largely focused on developed countries. However, in recent years, there has been a growing interest in China’s tourism industry. According to the World Tourism Organization, China will be the number one tourist destination in the world with inbound tourist arrivals estimated at 210 million by 2020.

China is a growing economy with abundant resources, rich culture and heritage as well as beautiful sceneries. It is a popular tourist destination for Singaporeans. However, there is a lack of studies on the perceptions of China as a tourism destination by Singaporeans before and after their visit. The purpose of this study is to examine whether Singaporean tourists’ perceptions of China change significantly after their visit to the country. Specifically, this study examines the importance of perceived attributes of six destination pull factors on Singaporeans’ pre-visit evaluation and post-visit perceptions of China.

The factors and their respective attributes examined include price, information source, infrastructure, safety, tourism attractions and social factors. We tested several hypotheses related to these factors to see if they were positively associated with changes in destination perception of the country. Non-probability sampling design was adopted and data were collected using survey questionnaires. The results of the study confirmed that all the factors except infrastructure, were significantly associated with changes in destination perception of Singaporeans after visiting the country.

<i>Liu, Xiao; Gray, Joey</i>	Social Media's Effect on Tourism—A Case Study of Couch Surfing	<p>The purpose of this research is to explore the social media's effect on traveler's behaviors using Couch Surfing (CS) as a case study. Couch Surfing is a global social network that allows registered members (CSer) to interact online, which further fosters hosting, visiting, and local CS group activities. More specifically, this paper will explore the effect of CSers' online participation on their offline participation. Online participation refers to CSers' involvement on www.couchsurfing.org, such as couch surfing website login frequency, message sending/replying rate, CS reference rate. Offline participation refers to group activity participation, surfing, hosting, and traveling with others. Data is collected through the non-profit organization www.couchsurfing.org. Data will be analyzed using ANOVA and regression. The study hypothesizes that CSers' higher online participation is positively correlated to their offline participation.</p>
<i>Liu, Yi-De</i>	Cultural events and the development of cultural tourism: The experience of European Capitals of Culture	<p>Cultural tourism is one of the largest and fastest growing global tourism markets and the cultures are increasingly being used to promote cities and to increase their competitiveness and attractiveness. One of the major forms of cultural tourism development undertaken throughout Europe in recent years has been the staging of a growing number of cultural events. The event of European Capitals of Culture (ECOC) is probably the best example of the new trends of cultural tourism in Europe, which is therefore used in this article to demonstrate some of the key issues surrounding the development of cultural tourism via cultural events.</p> <p>First, for many cities across Europe, the role of ECOC event has been central in developing a tourism destination and attracting a tourism market in the achievement of an experience economy. The evidences show that cultural events can successfully attract tourists to new regions and in turns contribute to the development of cultural tourism. Secondly, cultural events can be a boost to the urban regeneration, whose heritage recovery and new cultural facilities become a way to make them stand out from other areas and a factor for changing their city image to make it more appealing and to stimulate the development of cultural tourism. More and more frequently, cities have employed ECOC events in the process of rebranding or repositioning themselves.</p> <p>Furthermore, cultural events can be a vehicle to improve the environment of cultural supply, benefit the cultural industries and to stimulate cultural tourism demands. Finally, cultural tourism development requires a diverse range of actors to work together effectively, namely partnerships need to be built among difference actors. The study highlights the fact that cultural events have the potentials to build up social capital, enhance social cohesiveness and create sense of place and identity, which are all crucial to enhance the cultural attractiveness of a city.</p>
<i>Luo, Bella</i>	A Theoretical Framework of Leisure Education for Chinese University Students	<p>Prior researches suggest that leisure experiences have a significant impact on the development of physical and mental health for university students. Since university students will be the future of the society, their leisure awareness, leisure capability and leisure style will undoubtedly influence the leisure level of the society. Additionally, there is evidence that leisure education contributes positively in the transition from youth to the adulthood. However the fact is that, despite the availability of a large amount of leisure time, students can not make wise use of it, which leads to leisure-boredom and unhealthy social behavior. Moreover, due to the lack of physical activities, overweight as well as mental and physical illness begin to emerge as a huge problem.</p> <p>Therefore, the main objective of this study is to propose a framework to educate university students how to spend leisure time by taking part in physical activities. We start with a comprehensive literature review of leisure education models proposed in United States, which have been widely adopt in practice to develop a series of leisure programs, curriculums and leisure services. However, all of these models are developed based on the Western culture backgrounds, which may not be applicable in China, where the research of leisure education is still at an early stage. Current researches in China primarily focus on demonstrating the necessity of leisure education and investigating the current state of leisure attitudes and activities among university students. Thus far, no work has been conducted based on the leisure education model.</p> <p>Capitalizing on the available leisure education models, in combination with the current state of leisure education in China, this study aims to construct a theoretical leisure education framework suitable for university students. The framework will be primarily physical activity based, and it consists of nine key elements, as well as the detailed implementation strategies of these key elements and expected outcomes are provided. It is worth highlighting that the construction of the theoretical framework only serves as an initial step, future works will evaluate the applicability of the theoretical framework through extensive empirical-based studies, which hopefully would eventually lay the foundation for the practices of leisure education.</p>

Lupe, Aguilar; Perez, Vidal

LEISURE EXPERIENCE AND RECREATIONAL ACTIVITIES AMONG UNIVERSITY STUDENTS. YMCA UNIVERSITY

The present investigation took place at the YMCA University. The research sample was integrated with women and men from accounting, business administration, law, sport and physical activity sciences, systems engineering and leisure administration. The humanistic leisure theory (Cuenca: 2003) and the serious leisure perspective (Stebbins: 2008) gave the theoretical bases to analyze the recreation and leisure practices. Leisure barriers, desires and satisfaction were identified. Field research was done from August to December 2009, the leisure and recreation practices questionnaire integrated with 22 questions.

Some of the main results addressed the importance that women give to participate in leisure activities, women and men found time and money barriers to participate in leisure and recreation practices. The ludic dimension was the most important for all students and it was related to serious leisure practices.

In achieving the objective of recreational activities, the student's sex remains one of the most important variables in order to identify their leisure and recreation practices. It turns out that men were more interested in practicing sports and women on the use of computers and watching television. The results showed that men engaged more in active leisure activities and women in more passive leisure activities.

Further research is needed to determine the influence of gender on women's participation in leisure activities, since Mexican families have a very strong cultural and family tradition regarding men and women roles. In really early stages women are advised what to do and what not to do, encouraging male participation in decision making and active activities.

However, it was found coincidence on men's and women's participation on the play dimension. Both perceived time as the most important barrier when deciding to participate in leisure activities. Women see in money the second most important barrier. In order to have satisfying leisure activities, the students reported that leisure expectation was related to the level of leisure satisfaction they had. Men reported to be more satisfied with their participation than women.

The influence of friends on leisure participation was related to negative and positive leisure activities. Family remains as the most important influence when decisions are made on their leisure activities since most of the students are living with their families.

The present study aims to confirm the measurement models of psychological well-being, recreational sports constraints, and recreational sports negotiation; and to test a structural model applying structural equation modeling with a sample of type II diabetes patients in Taiwan. Since most of the current negotiation studies are conducted with samples in North America, findings based on a sample drawn from Taiwan can be useful for cross-cultural validation (Ma et al., 2012). Patients with type II diabetes were chosen as the target population of this research because initiating and maintaining regular recreational sports participation remain difficult challenges (Donahue et al., 2006), and this would lead to their subsequent health deterioration (Cobiac et al., 2009). In this regard, a better understanding of recreational sports negotiation processes in these patients will help develop effective interventions for constructive and healthy participation in recreational sports. A purposive sampling method was used to collect the data at ten hospitals in Taiwan. Out of 310 participants, a total of 268 valid questionnaires were collected. The data analysis was conducted in two stages. First, EFA and CFA were conducted on PWB, RSC, RSN to examine their dimensionalities and psychometric properties. Based on that, the proposed structural model was empirically tested using structural equation modeling. The constructs of PWB, RSC, and RSN were confirmed with higher-order confirmatory factor analysis using LISREL 8.72. Findings provided partial support for the proposed structural model ($\chi^2=6787.77$, $p<.01$; RMSEA=.08). This study found that while the degree of patients' psychological well-being has a significant positive impact on their constraints in recreational sports participation ($r=.56$), a significant negative influence of patients' psychological well-being was found on their recreational sports negotiation efforts ($r=-.25$). However, no significant direct effect was found between psychological well-being and recreational sports participation. Consistent with the previous research findings (Alexandris, Kouthouris, & Girgolas, 2007; Ma, Yue, & Ma, 2012), a direct negative effect of recreational sports constraints ($\beta =-.46$) and a direct positive effect of recreational sports negotiation efforts ($\beta =-.30$) on patients' resulted participation in recreational sports were found in this study. Contrary to previous research findings (Hubbard & Mannell (2001); Wilhelm Stanis et al., 2009) supporting a boosted effect of constraints on negotiation efforts, our study found no significant effect of constraints on type II diabetes patients' negotiation efforts. Future research needs to further look into the relationships between the dimensions of psychological well-being and those of leisure constraints to explain why there is a positive relationship between these two constructs.

Ma, Shang-Min; Ma, Shang-chun

A Structural Model of Constraints Negotiation in Recreational Sports Participation with Type II Diabetes Patients

*Ma,Shang-
Min;Ma,Shang-chun.*

**A Structural Model of
Constraints
Negotiation in
Recreational Sports
Participation with
Type II Diabetes
Patients**

The present study aims to confirm the measurement models of psychological well-being, recreational sports constraints, and recreational sports negotiation; and to test a structural model applying structural equation modeling with a sample of type II diabetes patients in Taiwan. Since most of the current negotiation studies are conducted with samples in North America, findings based on a sample drawn from Taiwan can be useful for cross-cultural validation (Ma et al., 2012). Patients with type II diabetes were chosen as the target population of this research because initiating and maintaining regular recreational sports participation remain difficult challenges (Donahue et al., 2006), and this would lead to their subsequent health deterioration (Cobiac et al., 2009). In this regard, a better understanding of recreational sports negotiation processes in these patients will help develop effective interventions for constructive and healthy participation in recreational sports. A purposive sampling method was used to collect the data at ten hospitals in Taiwan. Out of 310 participants, a total of 268 valid questionnaires were collected. The data analysis was conducted in two stages. First, EFA and CFA were conducted on PWB, RSC, RSN to examine their dimensionalities and psychometric properties. Based on that, the proposed structural model was empirically tested using structural equation modeling. The constructs of PWB, RSC, and RSN were confirmed with higher-order confirmatory factor analysis using LISREL 8.72. Findings provided partial support for the proposed structural model ($\chi^2=6787.77$, $p<.01$; RMSEA=.08). This study found that while the degree of patients' psychological well-being has a significant positive impact on their constraints in recreational sports participation ($r=.56$), a significant negative influence of patients' psychological well-being was found on their recreational sports negotiation efforts ($r=-.25$). However, no significant direct effect was found between psychological well-being and recreational sports participation. Consistent with the previous research findings (Alexandris, Kouthouris, & Girgolas, 2007; Ma, Yue, & Ma, 2012), a direct negative effect of recreational sports constraints ($\beta =-.46$) and a direct positive effect of recreational sports negotiation efforts ($\beta =-.30$) on patients' resulted participation in recreational sports were found in this study. Contrary to previous research findings (Hubbard & Mannell (2001); Wilhelm Stanis et al., 2009) supporting a boosted effect of constraints on negotiation efforts, our study found no significant effect of constraints on type II diabetes patients' negotiation efforts. Future research need to further look into the relationships between the dimensions of psychological well-being and those of leisure constraints to explain why there is a positive relationship between these two constructs.

Maat, Veroniek

**Accessible Tourism
and ICT**

One of the European's Network for Accessible Tourism (ENAT) goals is to provide information and strategic advice on accessible tourism policies to public bodies, regions, cities, businesses and organizations. ENAT aims to encourage and support stakeholders in Europe and in other parts of the world to increase access to tourism.

By joining the new 'thematic network' with the name eAccess+, ENAT wants to support the opportunity to eliminate barriers for tourists with a disability to participate and use tourism facilities. eAccess+ has been started by 25 European organizations, aiming to improve and spread implementation of accessible ICTs, so helping to ensure that technologies and services can be used by everyone. ENAT is a partner in this EU funded initiative and aims to recruit stakeholders from the tourism and travel sector and advocacy groups to the network.

ENAT focuses on Self Service Terminals (SST's) and devices. Tourists with a disability face problems with SST's such as ticketing machines and information kiosks, but also with joining museums tours, booking accommodations and attractions, and using World Wide Web. Online booking systems are often hard to use and the rare alternative booking systems are often complicated and discriminative. To encourage the tourism industry to increase the use of accessible SST's and accessible websites, ENAT joined the eAccess+ project. ENAT can inform its members (approximately 300) about the eAccess+ project and stimulate them to support the network and join the online HUB. As such, potential new stakeholders from ENAT to the network can communicate with other stakeholders within the network to realize web accessibility and accessibility of SST's. ENAT tries to involve tourism operators, as well as companies or universities developing alternative online booking systems or SST's.

Mailloux, Caroline

**Facebook
experience: The
factors that
characterize the
experience of e-
leisure on Facebook
for adults**

The purpose of this presentation is to present our preliminary results as well as the impacts of such findings on new aspects of leisure and on public leisure administrators. This project aims to better understand and learn about this emerging social phenomenon based on the new e-leisure definition by Nimrod & Adoni (2012). By documenting the experience of e-leisure on Facebook as experienced by adults, we intend to fill a critical lack of scientific literature on the subject and lay the foundation for further researches.

First of all, note that the positioning of the Social Web in recent has allowed users to be at the center of the network, to socialize and become creators of content they can freely share. One of the applications of the Social Web is the popular social networking sites (MySpace (2003), Facebook (2005), Twitter (2006)). These sites regroup individuals in online communities and suggest simple ways to communicate with functions such as message boards, mini blogs, email and instant messaging. The most visited social networking site, in Canada as well as internationally, is Facebook. Indeed, 45% of Canadians use it (NetTendances, 2010). On Facebook, one can socialize, create mini-blogs and articles, share links, photos and videos, create and share informative contents or

art as well as play network or solitary games, to name only a few options.

While Nimrod & Adoni (2012) point out that «new communication and information technologies, personal computers, the Internet and mobile technology have profoundly changed the standards and practices in all areas of life» and that «[...] the new communication technologies have become both a source of information and entertainment». Fox & Lepine (2012) add that «computer-flavored leisure is one of the fastest growing segments in terms of participation.». Thus, with about 11% of the world population (over 800 million users) who is actively using Facebook to create and share content, socialize, engage in the recreational uses and online applications available, it seems to be much more than just a communication tool. One can even think that the practice is more than utilitarian. Consequently, it is reasonable to wonder whether the use of Facebook can be seen as a potential new leisure.

Since leisure has always evolved with social progress and is influenced by technological advances, it is natural that new practices are introduced. The emerging practice of e-leisure on Facebook remains minimally investigated although it is one of the most popular segments of e-leisure. The study of this emerging practice of leisure is very timely and desirable. It seems important and highly relevant to fill this knowledge gap by studying the phenomenon in depth. We chose qualitative research methods at an exploratory level. Data will be collected through 15 semi-structured interviews. We put our focus on adult Quebecers who are currently employed, are parents of at least 1 child under 12 years old and use Facebook outside of professional obligations.

*Manuel, Cuenca
Cabeza; Ortega Nuere
Cristina; Aguilar
Gutierrez, Eduardo*

**The contribution of
leisure and culture to
creativity and
innovation of a
city/region**

The paper reflects on the contribution of leisure and culture to creativity and innovation of a region. The study was carried out by the Institute of Leisure Studies of the University of Deusto, located in the Basque Autonomous Community, Spain, a region that has made innovation a sign of its identity, with the goal of confronting its Second Great Economic and Social Transformation, in which leisure and culture play a fundamental role.

The study is a first inquiry into the specific aspects in which leisure can contribute to increase creativity and innovation, and more concretely into the social innovation of a region. We define social innovation as the collective change in values that changes the referents and forces us to reformulate the meaning of actions. Leisure is a value highlighted by sociological studies in recent years.

It is very difficult to understand present-day society without the contribution of leisure as an important pillar of development in the 21st century. It is enough to stop and think about what is the meaning today, economically and culturally, of tourism, the world of spectacle, television, sports, modern music, theme parks, games of chance or museums. The human experience of leisure is everywhere and in everyone. It is present in games, sport's practice, travel, vacations and weekends full (or empty) of music, celebration, etc. Its absence can be seen in boredom, lack of creativity, initiative, integration ... and, consequently, in sadness and 'meaninglessness'.

Leisure has become a source of economic and social development at global level. Nevertheless, the transforming force of leisure resides in the way of conceptualising it, understanding it and making it a reality. With the purpose of shedding light into the idea of leisure as a Transforming Force.

The paper proposes four main ideas: the transformer strength of leisure; the value of people (people who innovate and learn by enjoying are people who enjoy learning); the role of leisure and innovation in the organizations; and the promotion of innovation and creativity by means of good practices of leisure

*Marafa, Lawal; Hon
Mei Sze, Macy*

**Accessibility and
equity of parks and
playgrounds in city
communities**

Neighborhood parks and playgrounds play important roles in communities. When properly located, they tend to create harmony in environmental and social aspects as people patronize them. In the fabric of parks, playgrounds provide a resource for socializing and inclusive space. This resource is mostly accessible and useful to all categories of visitors. In order to continue to use the parks for the benefit of the population, it is important to evaluate the importance performance of such parks in a neighborhood.

In compact and densely populated cities where such parks are accessible to people, there are increasing concerns of environmental degradation and the healthiness of the community in general. In this research, participant observation, questionnaire survey and interviews were conducted at three different parks in Hong Kong. From the results, it is believed that with effective management and by applying the IPA framework, the urban parks can be useful resources for a sustainable society.

The research aims to rescue a history of the city of São Paulo, the formation and transformation of urban space in the same areas of leisure, from the practice of walking. In the 1970s, public politics based on ideology of green and health promotion through the habit of exercises physical, began the construction of squares and parks for leisure active population. Examples are parks Piqueri and Carmo. The ideal of physical well-being instilled healthy habits in the population that has to resort to the parks for walking. Currently, besides the squares and parks, streets and avenues are used for hiking. The High Costa e Silva is an example of the transformation of urban space: restricted to vehicle traffic on Sundays is used as recreational space. The village of São Paulo Piratininga of January 25, 1554, was the only village in the interior of Brazil in the first two centuries of colonization. Of scarce resources, the village isolated and separated from the coast - the core economic and social time - Sierra Paranapiacaba. The cargo transportation and travel from the village of São Vicente, on the coast, the plateau Piratininga were conducted on foot. The tours, called "ways of the sea," came the 70 km long. They were narrow trails, open in the woods by Indians and settlers, linking the coast to the highlands. The road of Lorraine in 1792, was the first benefit held by the Portuguese Crown and that made an impact, because you could drive with the use, albeit cautiously, horses and mules. Until the mid-nineteenth century, many preferred to walk rather than travel to animals such as the walking route was considered safer. The discovery of gold in Minas Gerais and Cuiabá, the illusion of emeralds and hunting to the Indians by frontiersmen led the expansion of the Sao Paulo area, in 1711, was elevated to city status. The development of the city in his initial three hundred years is due to people who literally walk, formed the city. Between 1920-1980 the decisive breakthrough occurred in the urban sprawl and industry. Rural areas remains were taken by the accelerated growth of the city as a consequence of the rise of the index population. Some sites identified as places of leisure, as the farms of wealthy families or the banks of the Tiete River, were expropriated. The emergence of new neighborhoods that quickly became crowded, brought the problem of lack of space for leisure activities of the population in general. The literature and everyday observation allowed the analysis of the uses of walking in Sao Paulo, as a necessary means for survival in colonial times, resulted in the formation of the city, and later as a way of the most popular leisure in

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Andrade, Augusti;
Carmen Maria Aguiar*

**TRAJECTORIES
WALKING IN THE
CITY OF SÃO PAULO:
THE SURVIVAL OF
LEISURE**

contemporary society, led to the transformation of its urban spaces.

*Marques, Maria
Georgina; Martins
Canedo, Rejane;
Soares Sicaroni,
Matheus*

**The quality of life
and leisure of people
with physical
disabilities in the city
of Patos de Minas MG
Brazil**

We know that several aspects of disabled people's social life such as leisure, transportation, income, and especially physical activity can promote better life quality through its physical, social and emotional benefits. Leisure is an important component in the lives of persons with disabilities and it is often associated with life satisfaction. Therefore, the objective of this study was to investigate the perception that people with disabilities active individuals and non practitioners of physical and leisure activities have about their quality of life in the city of Patos de Minas - MG Brazil. The study included 100 people with physical disabilities, 45% female and 55% male, whose average age is 42.06 years old (+13.80), randomly selected from a survey of all people with disabilities in ADEFIPAM - Association for the Physically Disabled of Patos de Minas. The sample was assessed using a general information and socio-demographic questionnaire, covering aspects such as physical activity, participation in leisure activities, education, income, type of disability, transport and housing. A sample was applied to assess life quality perception through the WHOQOL – a brief questionnaire containing 26 questions, of which 24 are distributed in four domains: physical, psychological, social relationships and environment. The results showed higher values and consequently higher life quality level in the psychological (75.78) and social (75.08) and lower values in the physical (65.40) and environment (62.51). Concerning income, people with higher income had better quality of life with a statistically significant difference $p \leq 0.005$ in physical (72.96 ± 17.11) and environment domains (72.94 ± 12.91). As for participation in leisure activities individuals who participate in these activities had higher scores, with statistically significant differences in all domains. When compared the physically active individuals (20%) to non-practitioners (80%), we found higher levels of life quality in physically active individuals compared with sedentary ones in the physical, psychological and social domains, with a statistically significant difference $p \leq 0.005$ only to the physical (72.85 ± 10.71). It was concluded that people with disabilities in the city of Patos de Minas-MG have a better perception of life quality in the psychological and social domains and those who do some physical activity have better perception of life quality in the physical domain, demonstrating the need to review policies to provide physical activities and leisure for this population as well as improving accessibility to such participation.

*Masberg, Barbara;
Eklund, Andrea*

**Transforming
Women through
Serious Leisure: the
Roller Derby Case**

Serious leisure is the systematic pursuit of an activity in which an individual gains special skills, knowledge, and experience (Stebbins, 2008). Further Stebbins has identified six qualities of serious leisure; perseverance, leisure career, significant effort, durable outcomes, individual outcomes, group outcomes, unique ethos, and identification with the pursuit. Internationally, roller derby is one of the fastest growing women's sports. In 2006 Roller Derby Worldwide had 160 leagues registered. Today 1,234 leagues are registered. The newest version of roller derby is played on a flat oval track with two teams vying for points. Each team is composed of four blockers and one jammer. Points are earned when the jammer, passes each opposing player. Blockers either block opposing jammers or assist their own jammer through what is called a pack. The purpose of this study was to investigate women's flat track roller derby as a serious leisure activity and the impact participation is having on its members. Leagues in English speaking countries were e-mailed requesting the membership participate in the research by completing an on-line survey. Respondents self-selected, and 2,417 members responded. For this article the responses of members belonging to leagues in the United States were analyzed ($n=1,597$). Respondents live in every state and the District of Columbia. The average age of the respondents was 31.93 years. Ninety-seven point one percent (97.1%) of the respondents indicated that roller derby is their most important leisure activity or one of their more important leisure activities. Respondents were asked to rank the reasons they joined roller derby and also why they continue to participate. The three highest ranked reasons for joining roller derby were: (a) I was looking for a new way to get exercise; (b) I wanted to add something new and different to my life; and (c) Roller derby might fit my personality. The three highest ranked reasons for continuing are: (a) Roller derby has added richness to my life; (b) I like the idea of overcoming obstacles as a team; (c) I like the social interaction. Respondents were asked to either agree or disagree with a series of 31 statements regarding their perception of their body and fitness before they joined roller derby and then currently. In a comparison of the means before joining roller derby and currently, 26 of the means were significantly different. For example, the statement "I constantly worry about being or becoming fat," had a 3.69 (5=Strongly Agree, 1=Strongly Disagree) mean before starting roller derby and a mean of 2.75 currently. Roller derby positively impacts participants' health and self-image, and infiltrates many other aspects of their life. Roller derby is a serious leisure activity which characterizes Stebbins serious leisure qualities.

*McCormick, Bryan;
Snethen, Gretchen*

**Recreation and
Leisure as
Facilitators of
Positive Emotion
among Adults with
Schizophrenia**

Schizophrenia is a severe mental illness that significantly affects the functioning of those diagnosed. Modern antipsychotic medications have addressed some of the symptoms of the disorder, yet significant functional deficits remain. Given the higher rates of unemployment among this group, leisure and recreation may provide beneficial opportunities to experience positive emotion. The role of negative emotion in human evolution has been widely attributed to protective factors, yet the role of positive emotion has received less attention. Fredrickson's (2001, 2005) broaden and build theory of positive emotion posits that positive emotions, such as interest, contentment, love and joy broaden elements of experience such as perception, attention, motivation, and reasoning as well as build enduring resources such as improved interpersonal relationships, social support, hope and personal agency.

The purpose of this study was to identify if leisure and recreation behavior significantly contributed to positive emotion among adults with schizophrenia.

Method. Forty-five adults with a diagnosis of schizophrenia were recruited from day treatment programs in the US. Data were collected using experience sampling method. Data were also collected on psychiatric symptoms. Self-reported activities were assigned a code from the International Classification of Functioning, Disability, and Health (ICF) Activities and Participation (section d). Activities were grouped into five relevant chapters for analysis and the final chapter (community, social and civic life) was comprised almost exclusively of recreation and leisure activities. The chapter containing recreation and leisure activities was subsequently sub-divided into entertainment (principally television viewing) and non-entertainment. Positive emotion was created as the mean of four emotion items (happy, cheerful, relaxed and satisfied). Hierarchical linear modeling (HLM) was employed to examine positive emotion.

Findings. Findings indicated that activities were mostly community, social, and civic life (33.5%) or self-care (31.6%), while recreation activities were primarily entertainment in nature (73%). HLM analyses indicated that a significant portion of the variance in positive emotion ($ICC=0.61$; $p<.001$) was accounted for by between person effects. In addition, positive symptoms of schizophrenia (e.g. hallucinations, delusions) were significantly associated with positive emotion ($\gamma= -0.09$; $p<.05$), yet no ICF chapter was associated with positive emotion. When entertainment/non-entertainment recreation and leisure variables were entered, only non-entertainment recreation and leisure was significantly associated with positive emotion ($\gamma=0.45$; $p<.001$).

Discussion. For people with schizophrenia it appears that recreation and leisure that is non-entertaining is better than entertainment (like television) in generating positive emotion. Because of the role positive emotions can have in recovery, this finding speaks to the need for both leisure service providers as well as rehabilitation providers to consider how engaging leisure may contribute to both well-being and improved functioning.

POSTER: Mental disorders are common in the United States and Internationally. It is estimated that approximately 26% of Americans 18 and older suffer from some form of mental disorder in a given year. Of those individuals, 20% of older adults experience mental health disorders that are not a normal part of aging. It is the leading cause of disability in the US and Canada. At least of half of those with mental disorder also meet criteria for two or more comorbid conditions. In the elderly, the risk of depression increases with other illnesses and when ability to function becomes limited. The role and value of recreation and leisure in mitigating depression and other mood conditions in older adults is paramount. Researchers have demonstrated that boredom and lack of meaningful experiences in later life leads to behavioral and negative health consequences. Referencing the latest research on recreation and leisure, this session will present best practice approaches to addressing the needs of community dwelling older adults dealing with mental illness. The presenters will provide practical strategies and methods of coping that can be used and taught to older adults who are still living in the community.

*McKenzie, Sharon E.;
Perreira, Glenda M. A.;
Stavola-Daly, Frances*

**Geriatric Mental
Health and the Role
of Leisure Service**

Minton, David

**Sports Apps help
improve
participation
through better
information**

Swimmers in the UK have made Splashpath their most popular health and fitness app of 2011. Apple's App Store Rewind (UK) 2011 list shows Splashpath was the most popular app in the health and fitness category.

Splashpath helps consumers find out where and when to swim, check updates to pool timetables, improve their swimming, make friends, take challenges and record activity. Splashpath is free to consumers, allowing them to easily find a swimming pool with all public and private pools listed.

Already around 60,000 swimmers are registered and in January 2012 alone, Splashpath has been viewed by 80,000 unique visitors and a record 1,301 consumers registered in the week after the Rewind was published. There are over 100,000 timetable sessions listed and over 800 sites have embedded Splashpath in their websites enabling swimming timetables to be displayed clearly and be kept up to date. The Splashpath app can also record swims, complete goals and compete with each other users.

Splashpath is a marketer's dream. As any professional involved pre-Splashpath with promoting swimming timetables will tell you, it's a nightmare! Sessions and times are constantly changing making printed literature often out of date. Operators have also traditionally had to produce a pdf often hidden in the website without the ability to update on a regular basis. Embedding Splashpath into your organisation's website allows the individual pools to update their information, meaning customers always has access to live information.

Splashpath evidences the consumer trend of ever increasing appetite for mobile digital information. As keen swimmers the app was created out of frustration over lack of readily available information on when and where we could swim.

The app has provided an answer to both operators and consumers who are also driving development of a new gym app and individual apps based on the 26 Olympic sports.

Northampton Leisure Trust is a good example of how one town can use this new technology and as a more recent entrant to Splashpath with about 130-260 swimmers at each of their 3 pools now – growing at a steady rate of 5-10 swimmers per day.

- 1) They've added the pool programming into Splashpath (20 mins per pool).
- 2) They put up a few challenge teaser posters around their pools to encourage interest, these can be printed off any size you like free of charge.
- 3) They have now managed to embed timetables on their website here -
http://www.northampton.gov.uk/site/scripts/documents_info.php?documentID=122&pageNumber=2
- 4) They've added the Splashpath link to downloadable and printable timetables here -
http://www.northampton.gov.uk/site/scripts/download_info.php?fileID=593
- 5) They've included details about the partnership on their Facebook page - <http://www.facebook.com/TrilogyGym>
- 6) And tweeted about it - <http://twitter.com/#!/NLeisureTrust/> and here <http://twitter.com/#!/Nsport>
- 7) A DJ from a local community radio station with approx 30,000 daily listeners blogged about the trust using Splashpath -
<http://inspirationfmradiojerrysblog.blogspot.com/>

Naidoo, Rowena

A school physical activity and nutritional intervention can influence learner's afterschool leisure activities

Introduction: The opportunity for children to be physically active during school hours is rapidly decreasing in schools worldwide. Physical activity (PA) intervention studies have been shown to increase learners PA participation during school hours as well as afterschool. However, afterschool leisure activities such as television and computer games have increased at the expense of activities that require energy expenditure like bicycling, playing sports and games. The purpose of this study was to determine the effects of a nutrition and physical activity programme (NAP) on learners PA participation during school hours and on afterschool leisure activities.

Methods: A purposive sample of eleven (three urban; four peri-rural; and four rural) primary schools in KwaZulu-Natal, South Africa participated in an 18-month school-based intervention programme. Learners (n=798) aged 10-15 years completed a NAP questionnaire and participated in a battery of fitness tests pre- and post-intervention. Principals and educators volunteered and were trained to implement the intervention in their respective schools. Educators were interviewed pre- and post-intervention. The intervention was designed to introduce various methods of PA within the school curriculum. Incremental changes and instructional strategies were made to lessons and not the entire lesson plan changed. Classroom-based intervention materials were developed to provide cost-effective and more importantly a sustainable intervention.

Results: Post-intervention results showed a significant ($p \leq 0.05$) increase in number of sporting activities learners engaged in during lessons. Educators reported that learners were motivated to participate in PA, including indigenous games and various sports (cricket, football, netball, volleyball) during lunch-breaks. However, a significant ($p \leq 0.01$) decrease in afterschool leisure activity participation was demonstrated post-intervention. A percentage decrease in the participation in activities like dancing (13%), running (11%), and playing games (11%) was evident post-intervention. Bicycling remained unchanged pre- and post-intervention. Forty-five percent of learners participated in sporting activities such as soccer and netball with their friends pre-intervention. This increased to 50% post-intervention. An eight percent increase was shown in the participation in indigenous and traditional games post-intervention. Thirty-one percent of learners participated in physical activities more than five times per week pre-intervention. This increased to 39% post-intervention.

Discussion and Conclusions: Findings show that a school-based NAP intervention can promote positive short-term effects on learners PA participation during school hours as well as on selected afterschool leisure physical activities. Further research needs to assess the long-term effects of the intervention.

Keywords: Physical activity, nutrition, afterschool leisure activities, classroom-based intervention

Nimrod, Galit

Wired Joyfulness: The benefits of participation in seniors' online communities

Purpose: The literature on older adults' use of the Internet often demonstrates that leisure is one of the main functions of the Internet for older users, and that participation in online communities that are dedicated to older adults is a significant trend in elders' leisure-use of the Internet. However, little is known about the benefits of participation in such communities. The purpose of the present study was to fully understand the benefits of participation in seniors' online communities as perceived by community members themselves. **Method:** The study combined quantitative and qualitative methods. It was based on an online survey of 218 members of 16 communities. Respondents were presented with the Paragraphs About Leisure - Form E (PAL-E), developed by Tinsley and Kass (1980). This scale includes a list of 27 paragraphs describing psychological benefits of participation in leisure activities. Respondents were asked to rate the relevance of each paragraph to their experience of participation in seniors' online communities. In addition, they were invited to describe what the communities meant to them, and share their thoughts, feelings, and experiences. For that purpose, they were provided with a blank text page where they could write freely about their experiences. **Findings:** Factor analysis of the benefits data identified seven factors that explained 68.5% of the variance. RMA test showed that the most salient benefit of participating in seniors' online communities was 'Joyfulness', followed by 'Stimulation' and 'Companionship'. 'Service', 'Self-expression', and 'Autonomy' were less reported, and 'Standing out' was the least reported benefit. Whereas some of the free texts echoed these benefits, many respondents related to the place the communities have in their lives. The most frequent comments described the impact the communities have on members' offline reality. After grouping the various effects discussed, they were divided into three categories: 'impact on social life', 'impact on interests and activities', and 'instrumental contribution'. **Conclusions:** Participating in online communities can keep seniors socially engaged even when their offline social networks shrink due to friends' disabilities and deaths. Therefore, participation may be regarded as effective adaptation to the inevitable limitations and losses that people face as they age. The communities provide a virtual sphere where older adults can meet new friends with whom they can chat, play, and exchange ideas, information, and emotional support. They also offer members a sphere for expressing their abilities and being of service. In addition, the communities often affect members' offline activities, social life, and performance of daily tasks. Therefore, they offer various mechanisms for enhancing seniors' well-being and promoting successful aging.

<p><i>Nyaupane, Gyan ; Andereck, Kathleen</i></p>	<p>Understanding Nature Festivals and Events Participants' Specialization, Motivations, and Spending Behavior</p>	<p>Understanding Nature Festivals and Events Participants' Specialization, Motivations, and Spending Behavior</p>
<p><i>Omaña Aldana,Luis Omar;</i></p>	<p>Common Spaces Socializing, an Alternative to Create a Proper Use of Leisure in The Vulnerable Population</p>	<p>The rapid and improvised housing developments that affect the periphery of Latin American cities, especially in Venezuela, resulting from population growth, mass migration of peasants and foreign cities ...; generate unrest and instability in the population that lingers long inhabiting these localities . In this critical scenario, the interaction among the most vulnerable population such as adolescence and early adulthood, usually ends in an inappropriate use of free time due to temperament rebellious nonconformity and complexity in the bio that characterizes .</p> <p>Theorizing about the problematic situation posed, it is appropriate to reflect more deeply about the causes that lead to a significant percentage of adolescents and youth to get involved in the underworld of drug and alcohol abuse and its many derivations such as domestic violence and street , prostitution, abandoning the project of life, which reflects a state of society in general commotion.</p> <p>However, this research is the result of doctoral studies in Humanities, conducted at the University of the Andes, Venezuela, which is included in the qualitative mode, based on the philosophy of Social Constructivism and Action Research Partner Transforming critical and, in order to restore balance biopsychosocial vulnerable groups, through the creation of communal socializing spaces (community settings shaped by collective use would walk, banks, mini-stage culture (s) of chess and ping pong ...). In this context, the research design provides the Hermeneutic Dialectic method and / or phenomenological description, analysis, design, test, evaluate and modify social reality in the community under study, designing a new human relations and quality of lives of urban dwellers in the context of modern urbanism.</p>
<p><i>Oncescu, Jacquelyn; Giles, Audrey</i></p>	<p>Changing Relationships: The Impacts of a Rural School's Closure on Rural Families</p>	<p>Rural communities are essential to Canada's social, environmental, and economic wellbeing. Canadian natural resource-based industries sustain a strong economic base that benefits both rural and urban regions. However, resource-based communities across Canada are facing numerous challenges related to economic social restructuring, globalization, urbanization, and technology. More specifically, the population is declining which limits the financial means to support community programs, social and education services, and infrastructure in rural communities. As a result, rural school closures are increasing. This is problematic because the school-community relationship in rural regions is multifaceted and highly valuable. Schools have long been identified as the central hub of rural communities and are places for socialization and the development and strengthening of community identity. The school not only connects rural families to one another, but also to the larger community. As such, the impact of a school closure has the potential impact rural families and the larger community.</p> <p>The purpose of this study was to investigate the impact of a rural school closure on rural families. Through a qualitative case study methodology we employed multiple methods of data collection including observations, focus groups with adult residents, and semi-structured interviews with adult residents and rural families. The findings show that leisure-related school activities developed and maintained valued interpersonal relationships between parents, children, and the broader community; however, since the school's closure, relationships within the community have shifted. As a result, rural families have experienced a sense of disconnection from their community and family, but have also established new relationships and social activities in outlying communities.</p> <p>This paper demonstrates the complex ways in which both the presence and absence of school-based leisure activities can impact families and their relationships within rural communities. The numerous shifts in the interpersonal relationships of members of rural families appeared to have occurred as a result of the school's closure, which emphasizes the valuable link between rural schools, leisure, and interpersonal relationships. The disconnection between the rural families and the larger community is problematic for rural communities, because it is putting their future at risk. It is important for society that these regions continue to exist and that the quality of life for rural residents and families is maintained.</p>

Onder, Demet

**CHANGE AND
TRANSFORMATION
OF LEISURE SPACE IN
THE REPUBLICAN
ANKARA**

From the beginning of urban life, cities have produced leisure spaces for the large concentrations of people. They have provided recreation, entertainment and cultural spaces besides their primary functions. However, the form and geography of leisure activities available to urban populations have never remained static. As the city grows, both the leisure activity and its geography are subject to change and transformation. Therefore, leisure has not a static essence which can be defined for all times and all civilizations, instead it has a dynamic sense; its meaning, forms, and geographies change continuously depending on the evolution of sociospatial structure of the city. In other words, leisure space has been produced and reproduced historically.

Therefore, in this study leisure activity is handled as a change and transformation problem through the history of the city. In order to comprehend the motivation and the factors behind the leisure activities, it is important to dig into the history of the city and follow the forms of leisure and the transformation of how the citizens experience "leisure". In this sense, this paper concentrates on the formation and transformation of leisure activity in urbanization process. It argues that to understand the structure of present-day geography of leisure, the change and transformation of leisure space has to be analyzed in a historical context.

The study is conducted through analyzing the historical change patterns of leisure activity in the city of Ankara. Since Ankara has travelled a unique route in its epic transformation from a small town into a metropolitan city, each face of its transformation constitutes excellent cases for analyzing the dynamics of change and transformation in leisure space. The changing leisure space in Ankara during the Republican Period is analyzed in three periods: 1923-1950 (establishment period), 1950-1980 (spreading period), 1980-present (fractured period). As a result of this analysis, it is deduced that the meaning of leisure space and its geography has changed from socialization space to consumption space and from in-town to out-of-town locations respectively. In other words, leisure space was decentralized.

*Ortega, Cristina;
Cuenca, Manuel;
Doistua, Joseba*

**On the global and
the local in leisure
experiences.
Reflections from an
investigation with
young university
students in Spain and
Latin America**

During the past century leisure underwent a process of modernization and democratization without historical precedents. The increase in the availability of entertainment in recent decades has favoured the development of research on the phenomenon of leisure and its possibilities. In this way, the interest in the use of free time has moved towards the theorising of leisure in itself, which has ended up affecting leisure understood as a human experience. This is the concept of leisure that has burst into the 21st century.

From an economic point of view, Jeremy Rifkin (2005: 184) states that a very significant part of the success of this experiential option is due to the change from industrial commerce to cultural commerce. Be that as it may, it seems certain that, at present, the so-called "Consumer Experience" is an area of increasing interest both in enterprise management and in academic circles interested in leisure (Payne and Frow, 2008; Patricio; Fisk and Cunha, 2008). This interest is not new: Tinsley and Tinsley (1986), the Word Leisure (1993), Iso Ahola (1999), D. Kleiber (2000) and Cuenca (1998, 2000, 2004) have previously stated that leisure experiences can satisfy deep psychological needs.

Against this background of interest in experiential leisure, the communication reflects on the need to specify the theories related with these modes of understanding leisure based on up-to-date empirical results. In this specific case we contrast the results of a questionnaire on the experience of leisure, applied to university students in Spain and Latin America. The objective is to clarify what aspects associated with leisure experiences could be considered common at global level and, therefore, generalizable, and which would correspond to the specific circumstances of the students' environment. The investigation has been carried out thanks to OTIUM, the Ibero-American Association of Leisure Studies. This association is composed of eight Universities from 6 Ibero-American countries. The study sample consists of 476 subjects. The margin for error in the total of the sample is +/- 4.5 for a 95% level of confidence, under the assumption of maximum indetermination ($p=q=50\%$).

The results, which are serving to review the theories of leisure developed in the University of Deusto (Spain), contribute important data of interest related to the understanding of experiential leisure and its incidence. As a preview of the results, we can state that it is a shared global feeling: the positive conception of leisure, the multidimensional nature of the experiences, the interest in playful, creative and environmental-ecological activities or the perception of the emotional benefit provided by leisure experiences. Whereas they are conditioned by the differentiated context: The degree of satisfaction, the perceived barriers, the experience of the dimension of solidarity in leisure, or festive leisure.

These and other conclusions will be discussed in detail in the oral presentation of the communication, which will demonstrate the correlation between the

data analysed and the theory of Humanist Leisure defended by the authors.

*Otteman, Timothy;
Irwin, Lori*

**The Gus Macker
Experiment: Creating
Event Organizers
Through
Undergraduate
University Academic
Credit**

As the event industry continues to grow in both the United States and globally, universities have followed suit by offering academic programs enabling students to earn credentials valued by industry professionals. These credentials may be coursework with practical application features or industry-specific degree programs. Some universities purposely design fieldwork as experience-based training within their curriculum. Instead of simply lecturing about skills or behaviors, students have the opportunity to learn from real-life experiences.

This experiential learning approach to education allows for real-life experience and “teachable moments” that are a realistic part of developing as professionals. Kolb argued that the learning process involved knowledge as “created through the transformation of experience” (Kolb & Kolb, 2008). People gather and process information from a multitude of sources, but ultimately learn by doing. “There is no discipline in the world so severe as the discipline of experience subjected to the tests of intelligent development and direction” (Dewey, 1938). One regional, public university in Michigan not only embraced the tenets of experiential learning with its event management students, but were entrusted with the production of an extremely successful franchised event by Gus Macker, LLC.

In 1974, the Gus Macker 3-on-3 Basketball Tournament was formed in a small town in Michigan and since then has grown into a national phenomenon offering over 1,200 events in cities with populations ranging from 5,000 to over 8 million people. In the last 39 years, the Gus Macker organization has provided recreational basketball tournaments for over 2 ½ million players and 25 million spectators. This recreational basketball event, with a variety of additional festival components, is organized and managed in every host city by a volunteer workforce recruited by the sponsoring body.

Usually hosted by a city or convention and visitors bureau, in 2009 one university chose to not only host the event, but to train and educate university students as their key volunteers while also providing them with academic credit toward a degree in event management. For this first time in Gus Macker history, current undergraduate students at a university were entirely responsible for the organization and management of a Gus Macker tournament with the blessing and encouragement of the Gus Macker organization. This professional presentation will highlight the three-year history of event production by students and how:

- 1) volunteerism was mobilized in a university community for a nationally recognized event;
- 2) this event provided a legacy of philanthropy to the university’s recreational facilities;
- 3) the class was structured to provide comprehensive outcomes regarding competition events and festivals, while also enabling students to gain hands-on experience with the organization and management of the event;
- 4) the students implemented sustainable practices and strategies for current and future events and;
- 5) the format of this new paradigm can be structured for both rural and urban communities.

The amateur football in Brazil is a phenomenon of leisure not confined to playing professional football. It reveals the struggle for the occupation of urban spaces. There are few studies on this reality: Bacelar (1991), Santos (2001), Hirata (2005) and Tokuyochi (2006). This research conducts qualitative observations and interviews in the Ecological Park of Tietê (PET), space in the city of Sao Paulo where the amateur football survived. The city fields have been victims of urban sprawl. It is presented the result achieved in research on the public use of PET’s football fields. The research includes analysis of the literature on the football’s social significance, the process of popular appropriation of public spaces for leisure and the role of managers as facilitators of such appropriation. Eleven interviews were conducted with managers, users of the fields, team leaders, organizers of local business and leagues. It may be noted how much the football culture is not confined to sport. It was observed that the bars in the nearby communities serve as headquarters and meeting place of members of the football teams. It was observed the raffle of games for a competition held in one of the bars in the nearby community, which indicates the range of sociability stimulated by football practice. It is noted the involvement of families on Sunday, day of greater use of the football fields, although the activities do not favor the participation of women and children. It is important to realize the potentialities of adding other activities to the football practice, so that these different audiences can be addressed with educational activities. There are groups who are concerned with promoting community activities, although there is confusion between what is public space and private space. There is some privatization of public space by the users of the football fields, encouraged by the very absence of the State in promoting the right to leisure, as the fields’ infrastructure is precarious. It can be observed a network of social actors who make the PET fields an income opportunity for their teams and small local businesses, dependent on the football championships, since their trade is on the edge of the field. There are referees, league organizers and team leaders to help move a small local economy related to this activity. It was also analyzed the relationships between users and managers of public spaces. There is difficulty in doing this type of research in the Brazilian public

Pacheco,Reinaldo

**AMATEUR
FOOTBALL AS
LEISURE PRACTICE -
A STUDY ON THE USE
OF TIETÊ
ECOLOGICAL PARK**

administration. There is no tradition of research in this area. Nearly a year after the application, it could have access to managers and documents. The relationships established between park managers and users of the football fields do not seem to be conflicting: they seem to be comfortable. However, this indulgent attitude deepens the absence of the State of public space and makes difficult the democratization of leisure space use and the search for alternatives to other public urban parks that are facing the same problem - not knowing how to manage the use of football fields in the so-called "football country".

*Paisley, Karen;
Spencer, Callie*

**Negotiating Mormon
femininity at the
intersection of
religion and leisure**

“Femininity is an artifice, an achievement” (Bartky, 1990, p. 65). Femininity is a socially constructed discourse that women both participate in and resist (Duke & Kreshel, 1998). This discourse defines what it means to be woman for a particular group of individuals. As feminist poststructuralists, we hold that the female subject is not formed in advance of the discourse, but is created within and by the discourse. As such, a woman’s agency then is in a perpetual state of ongoing constitution by the discourse and its inscribing processes (St. Pierre & Pillow, 2000). Hence, for women, negotiating femininity is critical to our senses of self and location within a patriarchal society. Duke and Kreshel (1998) draw on Foucault’s (1979) Discipline and Punish to present the idea that institutions socialize women into ideas of femininity as a way to discipline them into preserving the dominant order. We argue that one such institution is religion and, more specifically, the culture that results from doctrine. We also argue that religion is often overlooked or blatantly not discussed as a potential influential force. In this study, then, we focus on the intersection of religion (specifically the Mormon church, or the Church of Jesus Christ of Latter-day Saints) and leisure with respect to negotiating femininity.

Having been raised, separately but similarly, as southern Christian women, we were both sensitive to the conflation of religion and femininity in our own stories. With this in mind, we facilitated group and individual conversations with three college-aged Mormon women during the spring of 2012. Dialogue revolved around what it meant to be a Mormon woman, how those messages were conveyed and by whom, and how these women negotiated this femininity in the multiple settings of their lives. Although we were keenly aware of power differentials between all of us, as feminist researchers, reciprocity was vital to these relationships, which we enacted through transparency and openness to questions about our own experiences.

Leisure played two distinctly different and important roles with respect to Mormon femininity. First is providing an opportunity for socialization through leisure, in the form of Young Women (a program for girls ages 12-18), into a habitus (Bourdieu, 1980) of “good Mormon woman.” Habitus, as a “structuring structure” (Bourdieu, 1992), is an embodied representation of schemes of perception, thought, and action which are defined by institutions of power in which one lives (in this case, the Mormon church). Mormon femininity has physicality, both in appearance (“modesty”) and deportment (active service to others). Leisure also provided an opportunity for these women to intentionally perform “good Mormon woman.” Daily life presents “temptations,” often via popular culture (movies, TV, dating, music). At the most basic level, experiences were either selected or avoided based on assessment against rote verbiage from church-produced literature: Ask yourself, is it “uplifting?”

To the extent that “good Mormon woman” habitus exists, it is problematic to ignore the role of religion in leisure and the negotiation of femininity. Research has shown that sport and active recreation is associated with multiple physical, psychological and sociological benefits, which are important dimensions of quality of life (Garret et al. 2004). The present study aimed to investigate leisure constraints as perceived by individuals in different stages of behavioral change, as they were developed in the Transtheoretical Model (Marcus et al. 1992d). Constraints were defined as “the factors that are assumed by researchers and perceived by individuals to inhibit or prohibit participation and enjoyment in leisure” (Jackson, 1991, p. 279). Crawford and Godbey (1987) proposed that constraints can be categorized into: Intrapersonal, Interpersonal and Structural (Alexandris & Stodolska, 2004; Alexandris et al. 2002). According to the Transtheoretical Model (Prochaska et al 1988), as specifically applied in health and exercise behaviour (Annesi et al. 2010), individuals change their behaviour by progressing through five subsequent stages: Precontemplation, Contemplation, Preparation, Action and Maintenance (Berry et al., 2005). The sample of the study consisted of three hundred (N=300) individuals, aged between 31 and 55 years old, who completed two questionnaires: a) the Stages of Behavioral Change (Marcus et al., 1992d), b) the Leisure Constraints (Alexandris & Carroll, 1997). In terms of the stages of behavioral change, the results indicated that largest proportion (37.3%) of the respondents was in the Precontemplation stage, followed by those who were in the Contemplation (28.3%) and the Preparation (13.7%) stages. In terms of the perception of constraints, individuals who were in the three lower stages of behavioral change (Precontemplation, Contemplation, and Preparation) scored higher in ‘intrapersonal’ and ‘interpersonal’ constraints, than individuals who were in the two higher stages (Action and Maintenance). More specific, the individuals who were in the Precontemplation stage were shown to have higher intrapersonal constraints than individuals who were in the other stages of Behavioral change. It has to be emphasized that, according to the hierarchical model of leisure constraints (Alexandris & Carroll, 1997), the intrapersonal constraints are those that block recreational participation. This is a difficult group to be targeted by sport marketers and practitioners. However, it has been proposed (Alexandris & Carroll, 1999) that intrapersonal constraints can in a large degree be removed with the development of appropriate strategies. On the other hand, it is positive that almost 30% of the respondents stated that they were in the Contemplation stage and another 14% were in the Preparation stage. This is a good target group for sport marketers and practitioners, since these individuals express willingness to participate. They should be targeted with appropriate promotional strategies. Finally, 11% of the sample was in the Maintenance stage; these individuals are committed sport participants. This is a group that should be further studied by sport marketers in order to use it as a “model” group for

*Panagiota, Balaska
Dimitrios;
Kaimakamis,
Konstantinos
Alexandris*

**PERCEIVED
CONSTRAINTS
AMONG INDIVIDUALS
IN DIFFERENT
STAGES OF
BEHAVIORAL
CHANGES: A STUDY
IN RECREATIONAL
SPORT
PARTICIPATION**

sport promotion. The theoretical and applied values of these results are discussed.

*Patočková Věra, Šafr
Jiří*

**Determinants of
Leisure and Cultural
Participation in the
Czech Cities**

The presentation deals with the topic of leisure activities of Czechs with the special attention to the cultural participation. The social changes that took place in the Czech Republic after 1989 brought not only the important changes of the Czech society but significantly influenced also the conditions for leisure participation, whatever the changes in the time structure are concerned or the emergence of the new forms of leisure participation as well as important changes of the leisure infrastructure. In addition, these changes have been also influenced by increasing globalization.

We focused on the issue how the leisure participation itself and its determinants have changed during the period of nearly thirty years. Based on the analysis of the quantitative data from the sociological survey from the 80's of the last century, i.e. from the period shortly before the fall of the iron curtain, and based on the data from the recent large representative survey that took place in autumn 2011, the presentation follows the issue whether we can witness the change in the socio-demographic determinants of culture participation and degree of urbanization.

Further we explore cultural participation in more detail focusing on its dimensionality, especially how diverse spheres of cultural consumption differ in the connection to the level of urbanization. In this part the contribution is based only on the analysis of the quantitative data from the large survey from 2011. There can be distinguished the dimension of the "urban culture" that is tied to the existence of the cultural infrastructure and the professional production (for example the theatre going and the cinema going etc.) and the "local culture", in which the own involvement of the people living in the neighbourhood plays one of the important roles (for example the traditional celebrations, amateur theatre performances etc.) and that is predominantly connected with living in small municipalities. We examine how the manifestations of the local culture are presented in the urban environment, and whether they are connected to the position in the social structure similarly as the participation on the urban culture. Finally, we focus on the question how the participation on culture and social activities in these two spheres contributes to the identity with the locality where people live.

*Payne, Laura; Pori,
Maja; Pori, Primož ;
Leskošek, Bojan ; Škof,
Branko; Čoh, Milan*

**Exploring Links
between
Recreational Sport
Participation and
Emotional Well-
Being among Slovene
Recreational
Runners**

While the physiological benefits of physically active leisure are well established (Keysor, 2003; Pate, Pratt, Blair, Haskell & Macera et al., 1995), less is known about the psychological/emotional benefits and costs of physical activity, particularly among adults who participate in recreational running. Thus, the overall aim of this study was to examine the relationship between recreational sport participation and selected aspects of mental health among a sample of Slovene recreational runners. A survey was sent electronically to everyone registered for the 2010 Ljubljana Marathon. This method yielded 1,324 usable survey responses for a 23% response rate. 50.3% of respondents were women and 49.7% men, with a mean age of 37 years. Frequency of recreational sport participation was measured by asking respondents how many times per week they typically engage in any recreational sport activity. Mental health was measured with a perceived stress scale (Curry, 2004), where respondents marked how often the 9 signs of stress (i.e., sleeplessness, body weight fluctuation, pessimism, fear, failure, anger, nightmares, lethargy, fatigue) occurred within the last month (from 1- never to 4 - regularly). Satisfaction with life was measured using Diener et al.'s (1985) scale in which respondents answered five statements about how satisfied with life they are on a 5-point scale (1=strongly disagree to 5=strongly agree). Composite scores for stress and satisfaction with life were computed with principal component analysis using the Andersen-Rubin method. The relationship between frequency of recreational sport activity and stress and satisfaction with life were evaluated with general linear models. Results indicated that most respondents are physically active 2-3 (47%) or 4-5 times per week (38%), they run/jog 3.4 (SD=1.2) times per week, with average weekly running distance of 35.3 (SD=18.9) km. Findings also indicated at least once per week respondents confront anger (Me=1.86) and exhaustion (Me=1.81). Overall, more frequent participation in sport activity was associated with lower stress levels, while controlling for age, gender and education (adjusted R²=.064, p=.001; n²part=.018, p=.001). Also, more frequent sport participation was also associated with more positive ratings of life satisfaction, while controlling for age, gender and education (adjusted R²=.048, p=.001; n²part=.024, p=.001). It is plausible that adults who are more actively engaged in recreational sports experience the signs of stress less often and that they are more satisfied with their lives. Moreover, since middle aged adults are often at risk for developing a number of chronic conditions (e.g., overweight/obesity, diabetes, arthritis, hypertension), it is important for healthcare providers and parks and recreation agencies to encourage adults to adopt and continue participation in enjoyable physical activities such as recreational sports. Implications for future research and program design and deliver will also be discussed.

Penbrooke, Teresa

**Healthy
Communities:**

The health care issue is front and center. The Healthy Communities Surveillance and Management Toolkit helps communities learn how to demonstrate that their public parks and recreation are a catalyst in creating healthy communities. This session provides an overview of the steps needed for assessment, policy creation, financial analysis, and management process to create and validate a method for building healthy communities and gaining credibility as a public

Strategies and Tools to Reposition Parks and Recreation

health provider.

Penbrooke, Teresa

Financial Stability In Turbulent Times

Relying on tax dollars as the primary source of funding is no longer the only option. Alternative funding is scarce. Learn a useful and progressive approach to planning for financial stability.

Needs Identification: Historically, the primary source of funding for public parks and recreation services were tax dollars. In today's economy, this is no longer the case. Additionally, the scarce funding that is available is aggressively sought after leaving many agencies to do more with less. To perpetuate the issue, agencies are expected to offer a greater variety of services to growing and more diverse populations, all the while maintaining high quality standards. This session will explore the economic and political environment in which we work, highlighting the importance of positioning our agencies to be successful. An introduction to a useful and progressive approach leading to financial sustainability includes the importance of analyzing the community's values, the agency's vision, intensive assessment of the agency's current services determining those that are "core" to values and vision, and the development of a cost recovery and subsidy allocation philosophy.

Session Objectives

1. As a result of attending this session, participants will learn content such as: be introduced to a useful and sequential approach intended to assist in the organization in its quest for financial, and ultimately, organizational sustainability
2. As a result of attending this session, participants will learn skills such as: learn why organizational values and vision are the fundamental basis for justifiable and defensible decisions
3. As a result of attending this session, participants will be able to apply what they learned to their work by: learn two solid and logical methodologies being utilized by organizations across the country that identify "core services", and direct a subsidy allocation and cost recovery philosophy

Penbrooke, Teresa

Pro-Active Planning for Success

Now, more than ever, parks, recreation and leisure agencies need have valid plans in place to help agencies move forward, even if that means making cuts. This session will give an overview of the different types of plans you can complete, when to do which type, and how to get them done well with the least amount of resource investment. Taught in a way that is applicable for all levels of staff and decision makers, you'll learn why there is no one single "Master Plan" template for agencies, how planning affects your revenue streams, and how to determine what you need done at different times. We'll cover master and strategic plans, feasibility studies, and needs assessments. Handouts and sample documents will be provided.

Learning Outcomes (Performance objectives and course outline):

Participants will:

1. Learn about the different types of plans that can be done and what they typically contain.
2. Identify how to determine which portion of plans can be done in-house, by an outside consultant, or in combination.
3. Discern how the various innovative tools work, which plans to use when, and create a strategic action list to take back.

Penbrooke, Teresa

Keys to Relevance in Parks and Recreation

Session Description

Our roles in parks and recreation have changed. We are faced with economic challenges, changing demographics, differing opinions, and ever evolving philosophies. There have been many innovative tools and methodologies created in the last 10 years to help us address not only these concepts, but how to deal with them and make tough decisions. This session will provide an overview of the need for our evolution in overall community relevance, some driving concepts, and then provide summaries of the key positioning ideas and methods for making necessary and pro-active changes as they are needed to ensure our agencies abilities to survive and thrive in the future.

Needs Identification

Obesity rates are rising, budgets are being slashed, many community recreation and parks programs are in peril, and public health studies indicate that lack of movement on a daily basis is decreasing. We have an obligation as public providers and guardians of public tax dollars to address these issues. This session will highlight creative concepts and innovative and effective methodologies to make decisions and articulate solutions for leadership, programs, facilities, trails, parks, transportation options, public health, and services in ways that help address all of these challenges.

Learning Objectives

- Discuss and better understand our roles and how to articulate them.
- Identify various new trends, tools, and techniques to collect and convey information.
- Learn how to define and articulate our relevance in the new economy

Pereira Rocha, Henrique

Implementation of the National Culture Plan of Brazil and the perspective of democratization and access to cultural leisure

This communication aims to highlight public policies for culture foreseen in the implementation of the National Culture Plan of Brazil that will help the access to the cultural leisure by the Brazilian population. This is the first National Culture Plan (PNC) to be implemented in the country, characterized as a set of principles, objectives, guidelines, strategies and goals that should guide the public government and society in the formulation of cultural policies. Its preparation started from seminars and public consultations in 2005 and was formalized at the end of 2010, following three guiding principles that complement each other: the culture as a symbolic expression, such as the right to citizenship and as a potential for the economic development. Comprehending studies of leisure policies as analysis, evaluation or design of political intervention processes in the ambit of leisure, we try to consider in this communication guidelines, strategies, actions and targets set at PNC that foresee the planning and implementation of programs that favor access policies to the cultural leisure.

The concept of cultural citizenship acquired as a social right in the Brazilian Constitution of 1988, together with education, health, work, housing and leisure. Thus, the PNC brings principles that protect the cultural leisure such as: freedom of expression, creation and pleasure; cultural diversity; respect for the human rights; the right of all to art and culture; and the democratization of the formulation instances of the cultural policies. Consecutively, the PNC has the following items as objectives: to recognize and value the Brazilian cultural, ethnic and regional diversity; to value and disseminate the artistic and cultural assets; to universalize the access to art and culture; to stimulate the critical and reflexive thinking around the symbolic values; to decentralize the implementation of the cultural public policies; and to consolidate consultation and participation processes of society in the formulation of cultural policies.

The main guidelines of the PNC that favors the cultural leisure are foreseen in the chapter related to the "Access", which determines to universalize the access of the Brazilians to art and culture, qualify cultural environments and facilities for the people's education and pleasure and allow developers to access the conditions and means of cultural production as means for the full exercise of citizenship and for the subjectivity and social values formation. We therefore consider the Brazilian PNC as an innovative model for the country, built through a public consultation process and that foresee the attendance of its implementation through the National Information and Cultural Indicators System (SNIIC) as from 2012. With its implementation in the next ten years it will be possible to observe the expansion of the cultural leisure experiences as a free activity with no utilitarian purpose, enabling human experiences both from the standpoint of the spectators and the creative expressions achievers, according to the needs and intrinsic benefits to each individual.

*Pestana, Jose Vicente;
Castrechini, Angela;
Codina, Nuria*

**Urban parks as
leisure settings:
Perception and use
in three parks from
Barcelona**

Parks are physical settings, as well as spaces that elicit diverse leisure experiences coming from their use (i.e., activities people perform while visiting them). In Barcelona, its extensive network of parks and gardens has grown due to an urban renewal addressed to create greener public space. As a matter of fact, in 2009 there were 10,771,312 m² of green urban (approximately 6.6 m²/person, according to Barcelona Parks and Gardens Institute). Drawing on these data, this contribution looks for users' leisure experiences in three urban parks from Barcelona city: Joan Miró, Pegasus and Estació del Nord, (similar in surface, equipments and closeness to housing and schools facilities). Participants were 300 park users (100 by park), who answered a questionnaire about frequency of and time devoted to visit the park, activities performed there, space valuation and general satisfaction with the park. Final sample had 130 men and 167 women aged 16-91 (M = 43.17; SD = 17.56 — 3 cases were discarded due to incomplete information).

Results show significant differences according to the park studied. So, Joan Miró's was the most positive valued by its environment, preservation, design, facilities, as well as its possibility of meeting different groups. Pegasus's is visited more for men than women; moreover, its visit frequency is the highest among the three parks, and is the best valued for going with children or meeting with others. Finally, in Estació del Nord park was emphasized its lighting, being preferred for walking, resting and dog-walking activity.

Discussion deals with parks' characteristics that could have influenced these differences and the potential of place attachment in explaining leisure site use patterns. Future directions are also pointed out; an understanding of the foundations of space and time appropriation may allow urban parks managers to begin to manage settings in ways consistent with the meanings users' associate with the setting.

This contribution comes from "Uses, perceptions and conflict in urban public spaces: Identity, interaction, insecurity" (reference PSI2010-21214-C02-02), research supported by the Ministry of Science and Innovation from Spain.

POSTER: Studies in South Africa have indicated, obesity and its co-morbidities, such as diabetes and hypertension, are placing an enormous burden on the state's health resources, as much as that of infectious diseases caused by HIV/AIDS. According to the Medical Research Council's Chronic Diseases of Lifestyle report, the prevalence of overweight and obesity in South Africa is high, with more than 29% of men and 56% of women classified as overweight or obese. The prevalence of obesity has proven to be a threat to the health of people, not only in developed countries, but more so in the developing nations. Anecdotal evidence suggest that obesity is increasing exponentially even in countries where mal-nutrition was evident. Global figures estimate that people with type 2 diabetes, which is largely attributed to physical inactivity, is approximately 150 million and is expected to double by 2025. Furthermore, about 80% of people who have diabetes live in low and middle income countries. It is also important to note in some African communities being overweight has cultural implications. Being overweight has positive inferences in these communities, resulting in people desiring to be overweight. It is therefore imperative that precise roadmaps and major determinants must be identified and interventions which seek to address this impending pandemic be implemented. The relationship between physical activity and health is well established, and parks have been identified as an important resource to encourage disease prevention through physical activity promotion. Recent studies show a connection between environmental factors within a community and the physical activity levels of its residents. In addition, built environment and structured recreation settings are associated with increased intensity of physical activity. The purpose of the literature review is to establish the relationship between lifestyle behaviour patterns, and the physical environment and facilities, to determine to what extent these factors contribute to obesity and the subsequent increase in NCD within a rural community in Ntambanana, KwaZulu-Natal.

Key words: leisure, obesity, physical inactivity, NCDs

*Rhini, Mduduzi;
Naidoo, Maliga*

**An investigation of
lifestyle behaviour
and an activity
supportive
environment and its
influence on NCD
among rural
residents**

Riches, Gabrielle

**Embodied
Resistance: Moshing
and Embodiment
within Urban Metal
Music Spaces in
Leeds**

This paper attends to leisure and urban theory by examining embodied heavy metal performances in urban heavy metal spaces within Leeds, UK. This paper redirects our attention to how subcultural leisure practices feels, it shifts our theoretical understandings of bodies in leisure spaces as an instrument and relocates it as the primary mechanism from which both the self and the spaces it inhabits emerge (Driver, 2011). Such a focus allows an investigation into the ways in which metal spaces in Leeds are actively constructed, re-constructed, and inscribed with meaning through practices that involve the dynamic and subversive movement of bodies. By examining moshpit practices within marginal, urban metal spaces, this paper offers a more nuanced understanding of how spaces are created and territorialised through embodied practices that involve the capacities of moving bodies in diverse and often, contradictory ways.

The moshpit, a redeeming subcultural dance in heavy metal culture, is a distinctive way of using the body in a form of individual and collective expression, shaped by the environment in which the behaviour is born (Lau, 2005). The presence of moving bodies within marginal music spaces not only physically transforms marginal spaces but alters the imaginative, affective and social qualities of this space (Lefebvre, 1991; McCormack, 2008). Metal music spaces in Leeds are located on the peripheries, hidden away from the public domain, where metal fans can actively engage in subcultural practices such as moshing and headbanging that demarcate these spaces as heavy metal territories. As moshpits emerge and are fostered in metal spaces this subcultural leisure practice becomes an embodied form of social resistance and critique to mainstream sensibilities. The moshpit provides an opportunity for fans to physically embody the music, play with darker aspects of existence, formulate new identities, release pent-up frustrations of mundanity, and rebel against normative social conventions while fostering a strong sense of community (Palmer, 2005).

This paper offers an embodied ethnographic and autobiographical account of the emotional, corporeal and experiential aspects involved in moshpit participation within marginal, metal spaces in the urban context of Leeds, UK. The paper contributes to existing dialogues around leisure, spatial mobility and embodiment but challenges leisure scholars to rethink broader theories of leisure and urban spaces by attending to the importance of subcultural performances such as moshing that offer embodied narratives of resistance, rebellion, critique, and collective self-expression.

Roberson, Donald

**Travel Guidebooks:
Self-Directed
Transformers of
Travel**

Problematic Situation. Most research on travel is based on mass tourism and often ignores issues of the independent traveler. Travel guides have increased in recent years. From the "Lonely Planet" to "Let's Go" there is a wide variety of book and an increasing competition among this market. Because of the capacity of travel to influence the individual, as well as the host, we want to focus on the potential of travel as a tool of education as well as a time for leisure experience. Research Issue. Therefore, the purpose of this study is to investigate the use of individual travel guides during travel. Research questions are: How useful are these travel guides?, What is the role of this travel guide in your trip?, and What is the impact of this travel guide? Reference Framework. Self-directed learning is a significant aspect of adult education. Self directed learning, experiential learning, and leisure learning are connected. Self directed education occurs outside the formal class and within the context of everyday life based on ideas of Lindeman, (1928). Also, one of the central components of education is that of reflection, especially critical reflection (Brookfield, 1985; Candy, 1991). Although many people appear to learn on one's own, there is often a foundation of social support in self-directed learning (Tough, 1971). Essentially, self-direction is the natural way that adults learn (Knowles, 1984). SDL often occurs in leisure SDL is particularly suited for learning topics of self-enrichment and can take place at home, libraries, outdoors and other nontraditional places of learning (McGuire et al. 1996). Methodology. I have interviewed travelers in the country of Croatia during the summer of 2011. I approached approximately 70 individuals or small groups of travelers that were using a travel guide. If they speak English, then I would explain the research and ask if they were interested. I asked them to show me the travel guide, and ask them the research question. After it was over I would record the information in a hand held recording device. I ask the following questions: Tell me about your trip. Tell me about your travel guide. How do you use it? What do you like about it. Anything else you want to say about this travel guide. In order to find out more information about travel guides I created a questionnaire and gave it to tourists in Prague, Czech. This took place at a popular tourist restaurant that caters to tourists needs. I asked do you speak English, are you a tourist, and would you care to fill this out. Findings and Discussion We have 70 interviews with tourists during their tourist activity. We have 110 questionnaires with tourists during their tourist activity. This is a research in process. Initial Findings: 1. Tourist guides are a liberating part of travel. 2. It is the exception, when independent travelers do not use some travel guide. 3. Tourist guides became a potential transformative partner in the travel. 4. Experiential learning, leisure learning is taking place among those who are using tourist guides. 5. Many are using these over the internet or have been downloaded.

*Robertson, Terrance;
Long, Terry*

Examining barriers to perceptions of personal wellness and independence of individuals living of with chronic health conditions and or permanent disabling conditions

The percentage of individuals living with lifestyle related chronic health conditions, genetically related chronic diseases, and those with disabling conditions has increased globally the past few decades. This growth is expected to increase in the coming decades and will have significant effects on health care costs and other related community resources including recreation/social services. Individuals living within the community and considered to be a part of these vulnerable population groups will continue to have complex and diverse health and wellness needs. The need for the use of comprehensive, systematic, diagnostic and programmatic approaches has been suggested by researchers, policy makers, and service providers. To this end some have suggested the use of a healthy community approach, where a specific geographic or self-defined community creates a specific inventory of individual needs, capacities, and capabilities, then collaboratively and collectively design, build and implement systematic interventions along with comprehensive assessment and monitoring systems designed at health promotion and disease prevention. A holistic wellness approach based in, for and by individuals with chronic health conditions and/or disabilities within a community. Research questions for this study were: What are the critical indicators/criteria supporting the need for a healthy community approach for vulnerable populations? Is there agreement between service providers, subjects, and policy maker measurements relative to the needs and service elements of a said? Based on preliminary needs assessment data from a regional service provider network, the research methodology used in this study consisted of a comprehensive literature review, secondary data analysis (service level benchmark information from other States), focus groups (n=40), structured interviews (n=320) and a geographically representative sample of State level survey of self-reported independence needs (n=200). Standardized surveys were completed in person with individuals residing independently within their respective communities and each was living with permanent disabling conditions and/or other chronic health conditions. Subject pools members for each of the represented distinct groups (individuals with disabilities/chronic health conditions, policy makers, and consultants) participated in a Delphi study. Results confirmed 3 primary or leading indicators of independence and twelve primary areas of needs/measures were identified. Individual survey results indicated personal health status, communication (technology), physical and social access (transportation/accommodations) to services and goods including civic engagement (social connectedness/inclusion) of all types were the most frequently reported barriers to independence. Inactive (sedentary) lifestyle, poor or limited healthy eating choices/access, and social isolation were identified as contributing factors to poor health status and/or low perception of self-wellness. Civic engagement, worship, social and recreational opportunities were identified as leading factors to positive health self-perceptions (personal/community wellness)

*Rollins, Rick; Murray,
Grant*

Cities and Nature; Examining Positive and Negative Impacts of Parks on Adjacent Communities

Protected Areas such as national parks can and do mitigate biodiversity loss, protect ecosystem function and integrity, and generate significant socioeconomic benefits (such as park related tourism). However, an increasing number of studies have suggested that protected areas can lead to marginalization of local communities, increases in human- wildlife conflicts, inequity in the flows of costs and benefits, the exacerbation of poverty, and the erosion of support for conservation. These concerns are particularly conspicuous when examined in the developing world, but may be evident in developed countries like Canada.

This argument posits that leisure (though appropriate tourism) can contribute in a positive way to this challenge, and provide for vibrant communities, sustainable environments, and a viable tourism industry. Accordingly, this paper focuses on Pacific Rim National Park, located on Vancouver Island in British Columbia, Canada, and three nearby communities: Tofino, Ucluelet, and the First Nations (aboriginal) village of Esowista. Through focus groups, and 200 interviews completed with a random sampling of households, we examined community support (attitude) toward the park, perceived positive and negative impacts on the communities, and the possible reasons for differences in perceptions.

Attitudes toward the park were mainly positive in each community, with the exception of Esowista where opinions were more divided. Variability within communities is correlated to perceived benefits to the community (e.g. protects biodiversity, protects access to natural areas, provides employment and business opportunities, contributes to improved infrastructure, etc), and to perceived costs (e.g. entrance fees, increased prices for goods and services, inflated property values, and induced shortages of drinking water during peak tourism season.) Contrary to expectations, support for the park was less correlated to other variables identified in our literature review: length of residence in the community, employment in tourism, employment in the park, involvement in park management, or income levels.

In the First Nations Village of Esowista, perceived benefits were rated generally lower, and perceived concerns were rated higher, compared to the other communities in the study. For this community, attitudes are linked to park creation and other developments in the region have compromised their access to traditional resources and poverty is chronic (over 60% unemployment).

These findings are discussed within the context of a larger international study comparing study sites in Ghana, Tanzania and Canada.

Rollins, Rick; Wilson, Lynn

Using Research to Develop Public Support for Urban Parks

Parks play an important role in the urban landscape in Canada, providing many benefits, including outdoor recreation opportunities, scenic vistas, habitat protection, and places for wildlife to exist. In order to provide these benefits, parks must be located in the right places, and be of the right size and configuration. In urban areas, this can be very challenging, and many urban park agencies struggle to locate the financial resources to acquire and manage parks. This paper describes a Canadian urban park agency, the Capital Region Parks (CRD Parks) located in Victoria, BC, Canada, and how this agency confronted this challenge through innovative planning and applied research.

Historically, there has been plenty of room for people and nature to co-exist in this region, but urban expansion in the 1990's made the region's natural environment one of the most at-risk areas in Canada. Many prominent natural areas once assumed to be unchangeable features of the landscape had already been developed for housing or industry. Although a number of areas were needed to be added to complete the Regional Park system, the budget for CRD Parks contained no provisions for acquiring new parks.

Parks staff decided on an ambitious strategy involving a proposal to increase property taxes by \$10.00 per household in the Regional District, in order to create funds to acquire new parks. To determine public support for this tax, research was undertaken using a mail survey with a random sample of 3560 residents of the region. The results revealed strong public support for regional parks, and moderately strong support for the proposed parks tax from 65% of the sample, even from those who had not visited a regional park in the previous 12 months (55% support).

As a result of the survey research and subsequent referendum (that showed 72% supporting the tax), a decision was made in 2000 to establish the CRD Parks Land Acquisition Fund. The fund was set up for a ten year period, during which time a flat tax of \$10 per household was added to property taxes collected each year to be used for acquiring new parks. By 2012, this fund had raised \$10, 699,400 for acquiring new parks. With these resources, CRD Parks were able to approach other funding partners, such as the Land Conservancy of British Columbia, to raise an additional \$5,472,050, bringing the park acquisition fund up to a total of \$16, 171,450. To date this fund has been used to acquire 15 parcels of land, which includes 2 new parks and 13 additions to existing parks. The success of this program of applied research and community engagement has become a model for other Canadian cities.

Romero, Sheila; Madariaga, Aurora

The construction of a concept of educational leisure for childhood from the perspective of different agents.

As a request from Micropolix Foundation, taking into account the approach to leisure as a right and vital experience for all citizens, The Institute of Leisure Studies of University of Deusto carried out this study about the concept of leisure that different agents taking part in the educational leisure for children have. To deal with it, the work team raised a flexible, open and participatory project that pretends to establish an educational approach into the leisure offer for children in the Community of Madrid. This project collects the opinion of different agents: public sector, private sector and the field of families, so as to consider the necessities, demands, interests, priorities, concerns and future challenges.

The project is framed to respond scientifically to the necessities of children related to leisure from an educational perspective of intervention. For this, an strategic approach to work with the agents that take parte in the leisure of children has been made, the project also wishes to promote an innovative dynamic of relationships between all the agents involved.

The work engaged by Microplix Foundation to the Institute of Leisure Studies of University of Deusto has the following general objective: to construct a concept of educational leisure for children, based in a collective approach, so as to be a tool to improve public and private services in the Community of Madrid. The purpose of the study is to improve children well-being and quality of life through the development of leisure, understanding leisure as an integral experience of people, a basic human right, a field for quality, inclusive, participatory, relational and sustainable intervention, and a factor for human, social, economic, cultural and environmental development.

To reach this purpose the following specific objectives have been set:

- To identify the group of agents that take part in leisure for children.
- To collect the perspective and opinion of experts (public and private agents) and families related to the educational leisure for children.
- To gather the keys that every agent attributes to educational leisure for children.
- To create a concept of educational leisure for children that collects the views of all the agents involved.

**Romero, Sheila;
Madariaga, Aurora;
Lazhano, Idurre;
Doistua, Josebaf.**

**An accessible leisure
offer as a decisive
factor for the quality
of life**

This communication is part of an investigation that analyzes disabled young people's leisure in the Basque Country. This study is financed by The Basque Youth Observatory and created by the investigation team of the Institute of Leisure Studies of the University of Deusto. This study has an integral nature, constructed on a humanistic perspective of leisure and on the defense of the right to leisure for all citizens.

The project is based on the analysis of the reality of these three concepts: leisure, youth and disability. The main purpose of the investigation is to improve the well-being and quality of life of disabled youth, through the development of a leisure with the following characteristics: an integral experience for the person, a basic human right; a field of quality intervention, inclusive, participatory, relational and sustainable and, a factor for social human, economic, cultural and environmental development.

The study aims to propose a global strategic of intervention, for what it is necessary to take into account all the aspects of the reality in which we want to intervene: from the regulation frame, to the demands of the users about the leisure offer. This communication is presented so that the reality related to leisure of the disabled young people is known better in the Basque Country, and the analysis and diagnosis of the leisure offer directed to this group, from the public and profit and nonprofit private agents taking part in leisure, as well as from the associations that work in the scope of disability. Without an appropriate offer for this group, their life quality, compared to the rest of the population, could be worse.

In order to achieve this objective, specific goals have been established, which represent the different stages of the work, analyzing:

- The leisure services and programs for young people offered by the areas of the youth and social services of the public administrations.
- The leisure services and programs for young people offered by the associations of people with disabilities.
- The measures taken to facilitate the access to disabled people to leisure equipments for young people, and also those, where young people usually go, although actually are directed to general public.

So as to collect the information, both qualitative and quantitative approaches have been chosen, through this, we pretend to obtain an picture of the leisure offer for disabled young people, related to the agents, the accessibility of the equipments and the social inclusion of the leisure services and programs offered. For this picture to be even more accurate, both, the opinion of the agents that work with leisure and young people, and also of the association that work with people with disabilities have been taken into account.

To sum up, all the present information leads to the main conclusions that foster the design of a leisure offer for everyone that develops the improvement of the quality of life of citizens.

*Rose, Hilary;
Hebblethwaite,
Shannon*

**It's Not Cool Being in
Choir: Generational
Stake in a Choral
Context**

As leisure has positive and negative outcomes for adolescents (Fredricks & Eccles, 2010), there is growing interest in studying adolescent leisure. Research on parental influence on and involvement with adolescent leisure is limited (Fredricks, Simpkins, & Eccles, 2005); the purpose of this study is to fill that gap by drawing on literature from multiple disciplines.

We report results of an exploratory qualitative study that uses the generational stake hypothesis (Bengtson & Kuypers, 1971) as a sensitizing concept to understand parents' perceptions of adolescents' involvement in an extracurricular activity (i.e., choral singing). According to Bengtson and Kuypers, parents overstate solidarity and understate conflict in relationships with their adolescents; adolescents, in the process of separating from parents, do the opposite.

Participants were recruited through announcements at a community choir. To participate, parents had to sing in a community choir and have a child who also sang in a choir. Seven mothers and three fathers (including two married couples) participated, reporting on nine adolescents (nine girls; one boy). The average age of parents was 52 (17 years for adolescents).

Semi-structured interviews, an hour in duration, were conducted. As part of a larger study, parents were asked about their child's choral singing, their involvement in their child's singing, and their own choral involvement. Interviews were audio-recorded and transcribed verbatim. Pseudonyms were used to ensure confidentiality.

Although informed by the sensitizing concept of generational stake, data were coded openly (Strauss, 1987), and were grounded in parents' experiences, and their perceptions of their adolescents' experiences. At the same time, the data were compared with existing literature.

The constant comparative method (Glaser & Strauss, 1967) was used for data analysis. Analysis began with open coding, and was followed by axial and selective coding (Strauss, 1987). Preliminary findings show five themes: a) pride in adolescent's abilities; b) valuing choral music as an activity; c) desire for togetherness; d) recollections of own changing needs; and e) acknowledgment of adolescent's developmental needs.

As suggested by the generational stake hypothesis, parents spoke about their experience of choir in terms of solidarity with their adolescent, but spoke about their adolescent's experience of choir in terms of separation from the parent. There was also support for the concept of purposive leisure (Shaw & Dawson, 2010), in which family members—especially mothers—engage in leisure activities not only for their own sake, but for the sake of their goals for their children.

By qualitative research standards, we have a rich, extensive data set that sheds light on a topic that is rarely studied (e.g., Fredricks et al., 2005): parental influence on adolescent leisure. Furthermore, we have drawn on literature from multiple disciplines, including leisure studies and family studies, to strengthen our study. Implications for future research and practice will be given.

Sabbach, Jamie

**Never Waste a Good
Financial Crisis**

“As we entered our third consecutive year of budget reductions, we utilized the Service Analysis & Financial Strategies planning process and identified areas where we had significant duplication of services. In particular, one of our community centers presented itself as area for possible divestment and savings. As a result of discussions with the community, the city council and other city leaders, an agreement was reached with the Boys and Girls Club to operate the facility with contract provisions ensuring that all ages are able to continue to utilize the center. The change in management occurred in October 2010 and will save the City of Plano \$508,000 annually while continuing to provide much needed services to the community.” Amy Fortenberry, Director City of Plano, TX Parks and Recreation Department

The Service Analysis & Financial Strategies (SAFS) planning process is an action based strategy which identifies those services an agency should be in the business of providing, and how best to provide those services effectively and efficiently. The process is intended to lead agencies to focus on delivering higher-quality service in a focused way, reducing wasteful, unnecessary duplication of service and investing in those services which either meet a community need or provide an opportunity for return on investment.

This methodical process challenges the notion that public sector agencies can realistically be all things to all people (so-called “mission creep”). A systematic approach, the process filters all agency services through the following four criteria.

1. Alignment with organizational purpose
2. Financial viability
3. Market position
4. Other key provider/competitor coverage

This analysis results in the identification of critical data, information and financial strategies including but not limited to:

- §Tax Use and Revenue Enhancement Strategies
- §Pricing Strategies and Methods
- §Revenue Generating Opportunities
- §Cost of Doing Business
- §Core Businesses
- §Entitlement Services

Sato, Kei

**An Investigation of
Leisure Behavioral
Characteristics
through the Leisure
Orientation
Tendency**

*Savella, Orsolya; Gaál-
Starhon, Katalin;
Bánhidi, Miklós*

Human benefits of tourism activities

Introduction

It is obvious that globalization and technical development generate inactive lifestyle, which leads to several health problems. Passive leisure and lack of exercise are harmful for individuals (health) and also for society (public health). On the other side active leisure like sports can contribute a lot to mental physical and social health in the society. Physical active lifestyle helps to improve public relations, quality of life, and promote economic and social development.

These facts should be not different during holidays. But we know exactly, that tourist travel to different locations first of all to rest and to relax, which means to live an inactive program. There is also a contradiction, that many people buy sport equipments before their holiday, because they hope to experience some challenge (sport) activities.

To find out more about these issues, we started a survey among the travelers in Hungary

Goals and methods

In the research we were looking to get answers to the following questions:

- What are the motives and expectation, to travel away from home?
- What kind of factors influence their decisions of participation?
- What are the priorities during their holidays?
- What are the benefits of the journey, how do they feel after returning home?

In our study we have been analyzing 2212 Hungarian adults aged from 22 to 65.

Results

In the statistic analysis we found some interesting issues:

- The main motivations for the Hungarians while travelling are to spend time with families and friends, and also 40,1 % of them want to experience physical activities.
- Hungarian buy sport equipments first of all for practicing sports 40,5% and just 7,5% before holiday.
- The Hungarian tourists travel away to rest and experience new things, and when they return many of them feel recharged socially (47,2%) and mentally (47,9%). Also after holiday many Hungarians feel fit (47,2%), which means holidays served to almost half them positive benefits.

*Sawamura, Hiroshi;
Kato, Shuji*

**How Did the Japan
Recreation
Association Portray
the Activities of the
Opera Nazionale
Dopolavoro (OND) in
Italy and the Kraft
durch Freude (KdF)
in Germany?**

POSTER: This study examines how the wartime Nihonkoseikyokai (Japan Recreation Association, JRA) reported on the activities of its Italian and German counterparts, the Opera Nazionale Dopolavoro (OND) and the Kraft durch Freude (KdF), respectively, in its journal, Recreation in Japan. It also seeks to identify the reasons behind such reporting.

OND

In wartime Italy, recreation was promoted by the OND (which translates as “after labor”), an organization set up under the control of the Fascists in 1925. The OND’s main activities were art education, general education, and physical training.

Art and general education included promotion of amateur dramatics, establishment of traveling theaters, creation of outdoor theaters, and discounted entry, as well as holding musical events, film screenings, radio broadcasts, building libraries, and holding a range of contests. Through these efforts, the OND educated the Italian population in the arts, and a broad, rounded education overall as a means of developing a more useful workforce.

Physical training included tug-o’-war, ball sports, rowing, swimming, gymnastics, excursions, travel, camping, and mountain climbing. Through these activities, the Fascists sought to develop among the population the physical strength to contribute to the building of a fascist state.

KdF

In Germany, recreation was the purview of the KdF (which translates as “strength through joy”), a sub organization of the German Labor Front. Its main activities were sport, travel, leisure and amusement enterprises, social education, and national beautification campaigns.

Sporting activities included guidance and subsidies to promote sport at factories for workers, as well as expansion and funding of sports facilities in rural villages. Sports such as gymnastics, swimming, skiing, and marksmanship were promoted. The KdF also held national physical strength examinations.

Travel projects included creating swimming beaches and building ships for overseas travel (including the KdF Schiff and cruisers called the Robert Ley and the Wilhelm Gustloff).

Meanwhile, leisure and recreation enterprises included aid for traveling drama troupes and film screenings, while social education focused on ethnology, eugenics, economics, and natural sciences. National beautification campaigns sought to beautify factories and farms.

Conclusion

The OND and KdF were state regulation designed to develop useful workforces and control how people used their free time, all under the name of raising the cultural level and improving the health and physical strength of the respective countries’ peoples.

Schwartz, Gisele Maria **PERSUASIVE
APPEALS
TRANSFORMING
LEISURE CHOICES: A
PSYCHOLOGY OF
LEISURE POINT OF
VIEW**

This study aims at understanding the processes and strategies of persuasion for leisure proactive behavior, highlighting the emotional appeals of the practices involved in leisure context. The research question of this qualitative study was: How persuasive appeals transform leisure choices? The arguments were based on a literature review and four theories were taken as references to the discussion, namely: the Flow Theory proposed by Csikzentmihalyi, Bandura' Self-efficacy Theory, the Reverse Theory from Apter and the Theory of Social Motivation studied by Argyle.

The possibility of living significant emotional experiences is a relevant factor when dealing with persuasive reasons for adherence to leisure activities. Csikzentmihalyi (1992) proposed the Theory of Flow, evidencing that this deep satisfaction derived from participation in challenging activities is born from the state of flow produced during the activities, in which the required skill level and the challenge properly are high and similar.

The question relating to activities that meet the requirement of certain levels of competence can also be identified as a key element of persuasion, since, as the theory of self-efficacy of Bandura (1977) claims, since when there is a predominance of a certain level of skill which leads to success in a particular activity, it tends to persuasively establish for the individual. In terms of motivational aspect, Apter (1982) evidenced two motivational states in Reverse Theory. One of them was directly associated with longer lasting activities, with an anticipation of the satisfaction for achieving a certain goal, and one was related to more immediate experiences, where satisfaction is directly focused on activity itself. However, in both cases, there are sources of pleasure, even of different natures, that can dissuade someone to make decisions.

Argyle (1998, 2000, 2001) emphasized the increasing intensity of positive subjective states and the autotelic perspective generated by participation in leisure context activities, in his Theory of Social Motivation. Each type of activity with or without more evident physical activity can represent a different but effective source of positive mood states, due to high levels of social components involved in many of these activities. Experiencing social interaction with joy and happiness, the overcoming of challenges, the possibility of meaningful learning in diverse spheres of living and feelings of singular emotions, seem to be therefore the main persuasive appeals relating to leisure.

It can be concluded that for better understanding the persuasive appeals for adherence to various practices in leisure context, should be taken into consideration not only the intrinsic motivational factors, but also the subjective appeals directly involved with these leisure practices, which seem to be similarly capable of persuading the adoption of proactive behavior transforming leisure choices. It becomes explicit the need for deeper understanding the affective-emotional process in the dissemination and development of attitudes and behaviors expressed in leisure context.

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elo Fadori
Soares; Christofoletti, D
anielle Ferreira
Auriemo; Teodoro, Ana
Paula Evaristo
Guizarde* **NEW PHYSICAL
ACTIVITIES
MOTIVATIONAL
STRATEGIES IN
LEISURE AMBIT:
ADAPTED
WEBGAMES**

Poster: In the literature on Psychology of Leisure, there is a consensus on the urgent need to adopt new motivational strategies to encourage regular exercise practice and decrease the rate of obesity and sedentary lifestyle in all cultures. These strategies should meet the expectations and interests of people in different age groups, to increase the chances of adherence to regular physical activities. With technological advances, new features have become of great interest and were involved in the scopes of work and leisure, such as the Internet and virtual games. However, in the context of the researches these resources still receive little attention, since they suffer prejudice due to being associated with the possibility of encouraging sedentary lifestyle and individuality. In an attempt to reverse this paradigm, an adaptation for webgames was created to be experienced with the body, which can allow more social interaction, and especially enjoyable physical activity. The adapted Webgames represent a reinterpretation of the proposed stimulus in virtual games, transposing them to the sports court or open environment, using the body, which absorbs the suggested content from the virtual game stimulating similar movement, such as Tetris, PacMan, and others. This strategy, besides being attractive can increase the chance of participation, due to the novelty involved. It is interesting to spread this new option for Leisure Professionals, so they can take these new stimuli caused by bodily experiences with virtual games, in order to enrich the motor repertoire and promote regular practice. But how is the acceptance of this proposal by future professionals in this area? To answer this intriguing question, this study was developed, aiming at investigating the level of acceptance of future professionals from Physical Activity area to the proposed insertion of adapted Webgames in the context of leisure interventions. The study comprised an exploratory research, using the observation technic as instrument for data collection, during 5 sessions with adapted webgames. An intentional sample comprised 61 students of a Brazilian State University participated of the study. Data were descriptively analyzed and indicated good acceptance of this strategy. There was a presence of great creativity and fun. It was also observed the alternation of negative emotional states, due to insecurity in face of the new proposal and positive moodstates, due to the joy and cooperative behavior observed. It is suggested further studies focusing on these strategies in order to contribute to expand new opportunities for effective actions in leisure ambit.

Shannon, Charlene

**Leisure Education as
a Critical Foundation:
Getting Children who
are Overweight to be
Active**

Childhood obesity has been declared an epidemic by the World Health Organization (2003). Physical inactivity among children is identified as one of the causes. In addition to the influence of the physical environment and social models, children's level of physical activity has been associated with individual psychological factors including self-efficacy (Hagger, Chatzisarantis, & Biddle, 2001), body image (Slater & Tiggemann, 2010), and activity preferences (Epstein, 1998). Leisure education is a process that can help individuals identify barriers to participation and develop the knowledge, attitudes, and skills to overcome those barriers (Robertson, 2007). The purpose of this study was to explore the role of leisure education in helping children who were overweight overcome barriers to being physical activity within both the family and community context.

The study involved parents with children who were overweight and were participating in a Paediatric Lifestyle Management Program (LMP) – a childhood obesity intervention program. Parents in the LMP received guidance and support in areas of nutrition, child health, and leisure education throughout the 12-week program. The leisure education component included a group education session, a leisure education resource manual with exercises for parents to do with their children, and at least 4 one-on-one sessions with parents to discuss their experiences with providing leisure education to their children and on-going goals. Semi-structured interviews were conducted with 32 parents prior to and following their participation in the LMP. Case notes of discussions with parents during leisure education sessions were also kept. Interview transcripts and case notes were analyzed using grounded theory procedures to establish themes within the data (Strauss & Corbin, 1990).

The findings suggested that leisure education processes are important in preparing children who are overweight and their parents for positive physical activity experiences. Helping children to identify active and passive interests; identifying activities in which children perceived they are skilled or could be skilled with instruction; engaging them in non-active pursuits (e.g., board games, creative activities) that developed confidence and self-esteem, and taking gradual steps to lessen television and video game time while supporting other choices (including non-active choices such as reading) were perceived by parents to increase their children's readiness and willingness to participate in physically active pursuits. Many parents also described the leisure education process as important in helping them gain knowledge and skill for creating and supporting positive physical activity experiences within their family. Often parents were provided with guidelines for physical activity (how often and for how long children need to be active) without support in helping children with more complex issues such as low self-esteem or identified preference for passive pursuits. Leisure education can be valuable in supporting parents and children in adopting strategies for reducing sedentary behavior and increasing physical activity.

*Silva, Susana;
Carvalho, Paulo*

**The historic gardens:
from the heritage
dimension to its
tourist potential**

The second half of the XX century point out the extension of the heritage concept to other dimensions besides the built monument, motivated, among others, for the growing interest in landscapes, natural monuments and sites.

Transverse to the different civilizations and societies, the gardens have become into cultural and historical documents of great importance, essential to the preservation and strengthening of cultural memory and collective identity of a society and is therefore one of the richest expressions and the most delicate of the cultural and landscape heritage.

The need to know and safeguard this heritage led to gardens experience changes and opportunities through specific international measures, in particular since the late 60's with the establishment by the IFLA of a Section addressed to the gardens of historic interest, and the founding of the International Committee of Historic Gardens and Sites. In subsequent years several conferences, symposia and studies formalized the importance of its preservation achieved in 1981 with the publication of the Florence Charter which established a new direction and a specific protection for gardens, being since then, the main document guiding the actions perpetrated by countries relative to historic gardens. In addition to celebrating it as a "living monument" and consider it as a testimony of a culture, a style, an age, and the originality of a creative artist, the garden is also seen as a place of enjoyment, meditation and repose.

While attraction in itself for its own value, and within the competitive and demanding tourist context, the historic garden heritage has been identified as a strategic tourist resource of territories, and sometimes incorporates elements of identity and image of those territories, principally cities. Just think that some of the most famous tourist sites are gardens or are associated to gardens, because they are attractions in themselves, such as Central Park, Versailles or Keukenhof, because are World Heritage as Kew Gardens and Classical Gardens of Suzhou, or because they are scenery or the cause of world events and festivals such as the Chelsea Flower Show, Floriade or Rendez-vous aux jardins.

A phenomenon to several authors, visiting gardens mobilizes in the United States more than 40 million tourists/visitors, exceeds 16 million in Britain and 25 million in France. In Portugal, the main focus of search is located in Madeira Island, where only the top 3 gardens attract over 650.000 visitors, with economic benefits above 3.5 million euros. On the Continent, the Serralves Garden (Oporto) takes visitors on the order of 100.000, the Palace Marquês de Fronteira Gardens (Lisbon) near 80.000 and the Botanical Garden of Coimbra more than 11.000 visitors.

This work intends to reflect about the course of the historic garden, from the heritage dimension institutionalized within the framework of documents and actions, to the importance it has acquired as a touristic/recreational resource with a huge potential to know and explore, analyzed under a national and international perspective.

*Silva, Tatyane Perna;
Lopes da Silva, Cinthia*

**The Knowledge
about Physical
Education Students
leisure activities of a
Brazilian Educational
Institution**

POSTER: Leisure only seen as a resting and fun moment loses its main feature to provide personal and social development and the opportunity to face to face contact, which today is being replaced by the virtual. In this way, it's essential that leisure professionals are prepared to act in our society the way it's today, and are fitted with knowledge so they can have an effective action for the population in order to create opportunities for varied leisure experiences as well as encourage the practice of a critical and creative leisure. Thinking of this framework, this paper aims to investigate what physical education students understand by leisure and its relations with the professional practice in physical education. The investigation was conducted with physical education students of a Brazilian private college. Semi-structured interviews were conducted with 14 students of the course, seven of the first year and seven of the last year. We chose to interview two groups of students with different characteristics, being that the group of the first year students had no contact with the subjects about leisure, so their knowledge is coming from personal experiences, school and common sense. On the other side, the group of last year students attended the subjects offered about leisure, with access to an institutionalized knowledge, so they can answer the questions based on their own experiences and this knowledge. We observed that in general there isn't much difference between the answers given by the students entering the course and those who're ending. We note that their answers are closely related to knowledge from common sense, because when asked about leisure, their answer are related to their own experiences, as well related to rest, fun and relaxing. The interviewed people didn't mention the personal and social development as a target of the leisure activities. We found that the last year students of the course gave approximate answers of the common sense of view, and a functionalist view of leisure, where it is related only to the physical and sporting content, emphasizing only the rest and fun as a target. Also, we realized that the students of both years show some need of classes that make the combination of theory and practice, as well as pointing out the relations between leisure and the other aspects of life, such as work, family, school, culture, gender, age, and others. In this sense, we think about a formation that uses the cultural contents of leisure activities (physical and Sporting, manual, social, artistic, intellectual and touristic) such as its targets (rest, fun and personal and social development), In a way that the compromise and the disciplinary character of the leisure activities can be recognized.

Silva, Tiago; Pines Junior, Alipio Rodrigues.

IMPROVISATION GAMES AS STRATEGY FOR EDUCATION WELFARE

This study was designed to analyze how children engage with the proposal for improvisation games experiences, used as creative strategy in education for well-being within the leisure environment. The study of a qualitative nature was developed through bibliographic and field researches and it was used the observation technique as an instrument for data collection. It was part of the study a purposeful sampling of 81 children with an average age of 7 years and 10 months enrolled in Elementary School I of Green Book School, São Paulo, Brazil. The activities were performed during 6 practical classes with two 50-minute weekly meetings, in which children were players-actors in many thematic improvisations proposals using objects. The information resulting from observation has been written in a field journal and was later analyzed by categories, involving personal, collective and artistic levels of involvement and action. The results indicate that children showed great joy, wellness, motivation and pleasure in the proposed improvisation activities, showing good performance in three observation levels during the experiences. The improvisation games were presented as an interesting educational strategy during the construction and reconstruction of actions, through creativity, incorporating common and obvious elements, which are catalysts of new psychological, sociological and artistic processes.

Šimonek, Jaromír

CHANGES IN SPEED AND COORDINATION AS A RESULT OF AGILITY TRAINING AT SCHOOL P.E. LESSONS

The work deals with the possibilities of development of complex motor ability – agility – in the school conditions. A cross-experimental study was used to obtain relevant research data. Two groups – one experimental and the other reference one were randomly selected to apply the special programme of agility exercises during two 3-month-long periods during the school year 2011/12. The special programme was implemented in experimental groups during 15 minutes at each P.E. lesson 2-times a week during 3 months. After three months the experimental and reference groups were mutually exchanged and the programme was implemented in the former reference groups. The former experimental group did not do any special programme. Positive changes are expected under the influence of the special programme of exercises in both experimental groups, while no significant differences are expected in the reference groups with a standard programme. In order to reach scientific research data, the following statistical methods will be used: Wilcoxon's test and Mann-Whitney's test. Based on the research we shall be able to offer special recommendations for the teachers of P.E. and trainers

Acknowledgements: This article was elaborated with the support of the grant scheme KEGA No. 029UKF-4/2011 Model Programmes of Activities Focusing on the Prevention and Remedy of Lifestyle Diseases in Adolescents.

Slawek Monika; Włodarczyk Bogdan

Participation in physical recreation among citizens of a large city case study: Lodz

Physical recreation is gaining particular importance in the postmodernist times, in which the advancing deification of technology directly leads to the general hypokinesia of the society and, consequently, to dangerous civilizational diseases. This fact places physical recreation at the axiological top of the "new lifestyle" hierarchy, oriented towards finding new solutions and services in the sphere of the sustainable life style.

This points to the need for studying both, the phenomenon of recreation itself and the space in which it occurs. The current evaluation of recreation infrastructure, the study of the social and economic factors of recreation development, as well as defining the strategies (plans) for developing and promoting recreation, are the main issues in the presented study results. Theoretical and methodological achievements will be the foundation of similar studies, also comparative, conducted in other large cities of Poland, Europe or the world.

The **subject of the study** comprises:

1) Łódź inhabitants, with a particular consideration of:- persons who actively participated in physical recreation at chosen sports and recreation centres [N = 1101];- a group of Łódź inhabitants [N = 1328] based on quota sampling in 61 housing estates in the city;

2) recreational development of Łódź, with a particular consideration of:- all-year-round, indoors sports and recreation facilities.

The **object of the study** includes:

- the essence of the physical recreation in a large city

- the perception of the recreational space of the physical activity among the inhabitants of Łódź,

The time range of the study: October 2009 – February 2011. Identification of sports and recreation facilities in 61 housing estates [N = 100; NR = 187]. Field study method – inventory card. Survey conducted among the clients of sports and recreation centres [N = 1101] – survey method – questionnaire and

interview questionnaire, observation sheet. The study of Łódź inhabitants, conducted in a representative group [N = 1628], selected by quota sampling – the survey conducted by means of a questionnaire.

The **spatial range of the study** includes the whole area of the city, divided into 61 housing estate units.

The aims of the study:

- defining the indirect demand-creative factors, which determine the professionalisation of sports and recreation services in a large city (the example of Łódź).
- making a spatial inventory of the all-year-round sports and recreation facilities in Łódź; evaluating the localization, equipment and number of the sports and recreation facilities in the urban space.
- identifying the main motives and barriers of physical recreation, mentioned by the clients of the sports and recreation facilities and the city inhabitants.
- studying the opinions of the clients of the sports and recreation facilities and the city inhabitants, regarding sports and recreation facilities.
- discussing the desired model of a sports and recreation facility in a large city.
- creating an optimum model of the large city inhabitants' participation in recreational physical activity.
- recommendations for the physical recreation development in a large city.

<i>Smith, Johanna</i>	The World Leisure Secretariat	<p>The affairs of the World Leisure Organization (WLO) are managed and administered by the World Leisure Secretariat. The Secretariat is located at the University of Northern Iowa in Cedar Falls, Iowa USA. The functions of the Secretariat include: 1) member services; 2) communications; 3) inter-organizational relations; 4) board support; 5) commission support; 6) newsletter; 7) congress co-ordination; 8) website development and maintenance; and 9) archives and records. The WLO Secretariat can be reached at secretariat@worldleisure.org or by telephone at 1-319-273-6279. The WLO Secretariat fax number is 1-319-273-6413. The website can be accessed at www.worldleisure.org</p>
<i>Soonyi, Choi</i>	Aging and exercise influence health marker.	<p>Research Issue : Rule exercise make low health problem with aging like Obesity, blood cholesterol, sindromx. we measured health marker and it is compared with exercise and age generation with aging. Reference framework : Aging is changed physical activity, lungs function, body fat, blood cholesterol, heart disease and blood glucose. This article is that rule exercise and aging influence health marker with age group. Methodology : Subject visited Public health center 2008~2010. Total Age group(n=917) divided from teenage(n=47), twenties(n=113), thirties(n=198), forties(n=243), fifties(n=243), sixties(n=73). and Rule Exercise(n=432) and no Exercise(n=470) divided 3times per a week. Subject measured strength of grasp(right, left), sit-up, toe touching, Vo2max, whole body reaction time, one leg standing, standing high jump, total lung capacity, FEV1.0%FVC1%FVC, basal metabolic rate, Free fat mass(kg), Fat mass(kg), %Fat, Waist/Hip ratio, Glucose, TC, HDL, STG, Hemoglobin and TC/HDL. 2 by 5 Factorial ANOVA analysis with Spss13.0(sig=.05). Findigs and discussion : All measurement make statistical significnatly(.05) lower with aging(p=.000). and all aging group is statistical significant(.05) different (p=.000). Exercise and age group interaction effect is statistical significant different(p=.000). Fifties is lower value all measure than other age group. Fifties group highest TC/HDL. That group need to aerobic exercise and megement. and Teenage group hightst %fat. this group more study after social, education, psychology approach for more physical activity.</p>
<i>Souza, Priscila Aparecida Nicacio</i>	EVENT'S FIELD DEVELOPMENT IN SÃO PAULO CITY, BRAZIL	<p>The performance of Sao Paulo tourism event, occupying the 18th position in the ranking of ICCA - International Meetings Congress & Convention Association, the cities that received the most international events in 2009, motivated the present study aimed to investigate "What historical factors facilitated the development of the event thread in São Paulo?" Having Critical Theory as Methodology, using the method and techniques Qualitative Research Document and Bibliographic research that resulted in the descriptive level. Sao Paulo, 300 years after stagnation, developed from the coffee economy, because the need for disposal of production required to pass through the capital. The urbanization has intensified in the transition of the century by political factors: the abolition of slavery, Proclamation of the Republic and World War I triggered the phenomenon of immigration. The flow of capital market activity generated, making the city an important scenario in the national political context. Scenario for political events and cultural events showed its vanguard in with the Week of Modern Art, 22. In 1940 disponibilizava basic tourist infrastructure: Campo de Marte Airport, Municipal Theatre, Congonhas Airport, the Interlagos Circuit, etc. Industrialization, marked with the crisis of 29, moved from the plantation to the investment industry, which was instrumental in the population explosion, with the migration that supplied the demand for labor-intensive and urban expansion, with the construction of tenements for housing these workers. This economic model favored tourism business, but the city did not have space for holding events, celebrating its 400 years of founding the Biennale was inaugurated Ibirapuera, the space for holding trade fairs and in 1959 the first Congress was held the ABAV - Brazilian Association of Travel Agencies. Demonstrating the close relationship of the event thread with industry, in 1967 the city ceded to the Federation of Industries to build an area of the Park Anhembi complex built for holding events, current SPTuris - São Paulo Turismo S / A, public company tourism and events in the city of São Paulo, the same year he was inaugurated Alcantara Machado Trade Fairs and Promotions Limited. the first Brazilian company specialized in organizing congresses and conventions. In 1985 was founded the SPCVB - St. Paul Convention and Visitors Bureau, the first in Latin America, which brought together the interests of the market in promoting tourism and the city instituted the 82 COMTUR - Municipal Tourism Council, consultative and deliberative organ with mixed composition between public, private and third sector, whose character was assigned to the Executive SPTuris. With 42,000 HU's, two airports connected by a complex system of transportation, food from 52 countries, 75 parks, dozens of spaces for events and thousands of cultural attractions, it was found that the results achieved by the city in the segment was the result of political factors -geographic and historical-cultural triggered by the coffee economy in the nineteenth century and industrialization in the nineteenth century.</p>
<i>Spencer, Callie;</i>	"You know bimbo	<p>Leisure experiences of viewing reality TV have been overlooked as sites for cultural inquiry even though leisure scholars are uniquely positioned to advance research into such spaces. On January 2, 2012, the first episode of the sixteenth season of ABC's TV show, The Bachelor, aired. Wildly successful, millions of</p>

Paisley, Karen

model is in!:" The Bachelor as a leisure space for interrogating performances of femininity

viewers tuned in to watch the action for two juicy hours every Monday night for twelve weeks. We were two of those millions. The purpose of our study was to interrogate how we experience femininity in the leisure setting of watching *The Bachelor*. Specifically, how does that experience write us as women, and how do we, in turn, write culture by writing each other and ourselves? As feminist researchers, we chose duoethnography as it overlays well with feminist research praxis.

We video-taped ourselves watching each episode of *The Bachelor*, wrote reflections on each Monday night's experience, and then re-watched and took notes on the 25 hours of video footage of ourselves. This paper presents the stories of our data based on our leisure experiences of watching *The Bachelor*, specifically highlighting how we experienced and constructed femininity in this space.

Villenas (2000) uses the idea of "baring one's breasts" to explain how as women researchers, we must, at the intersection of "writing culture and being written by culture" (p. 75) become vulnerable, in a sense exposing our own breasts, in order to interrupt the way in which we traditionally have understood and represented women's lives in our research. In recognizing that nothing is innocent, women as writers of culture are challenged to bare their own breasts, practicing reflexivity of their own power in what they are choosing to write and how they are choosing to represent. Most importantly, the "baring breasts" metaphor asks women writers to make their voice present in their writing. We aim to "own it," to bare our breasts, to present our two sometimes similar, sometimes divergent stories of our own femininity as gleaned from and experienced in conjunction with our interactions with *The Bachelor* television show and with each other.

Because we are writing about our leisure experiences, presenting our work in a fun, pleasurable way might draw the reader in, creating ties with the lived leisure experience. Our presentation will look like episode of *The Bachelor*. The one-on-one dates will present each duoethnographer's individual reflection on the question: "How did I experience femininity during this leisure experience?" On the group dates we share dialogue with one another, and in "The Women Tell All" section, we unabashedly critique our own performances of femininity and feminism. We read the women on *The Bachelor* as hyper-performing femininity and compulsory heterosexuality. Our own hyper-performances for each other and our reactions to both our own and the women's performances are read together as part of a script. We do not offer a conclusion, but a "troubling" questioning of and reflecting upon our experiences and representations. Mobility theory accepts a priori that modernity is better explained as a liquid state rather than a solid state (Bauman 2000). The key elements of liquid modernity, as described by Bauman (who coined the term) are movement, speed, constant adaptability and shape-changing, space is more significant than time, patterns and configurations are temporary, the individual has enormous agency compared to the past, consumerism and social disintegration occurs simultaneously with social reintegration. We are not suggesting that 'liquid modernity' is a condition uniform across all geographies and societies; we are suggesting that most countries exhibit to a small or great degree, some or all of these characteristics. However, while liquid modernity is a general description that contrasts solid-state modernity with that of the 21st century, mobility theory provides the tools to analyse movements and flows, networks and assemblages. The mobile paradigm, as Urry called it (Urry 2006), arises from the observation that movement rather than stasis best expresses how things are (Urry 2006). Such thinking has always imbued knowledge systems in Asia, and so it is somewhat ironic that western theory considers this way of thinking 'new'. Like Bauman, Urry considers we are 'dwelling in motion' (Urry 2006) and that the social is best understood as emergent rather than structural; things are not dependent on boundaries and categories to have meaning and social relations are non-linear, unpredictable, simultaneous and complex. Heritage is best understood in the 21st century as a social and emergent phenomenon (Daly & Winter 2012), rather than a theory and practice of conservation that serves social, cultural and political agendas (and provides the means, tools and conceptual apparatus for protecting material culture and natural places) and we face up to the intricacies of heritage entanglement with other social entities that are also emergent rather than structural; are dynamic, liquid in form and synchronous (tourism, community, spirituality/religion, politics, communication and performing arts, material culture, nature/ecology etc), then how to make sense of 'heritage' in a world of accelerated change and a world characterized as that of liquid modernity? Ontological distinctions characterized by borders and internal logics are no longer a credible way to think about or deal with the ever-expanding complexities brought about by constant change and sheer intensity and density of inter-relationships. Heritage, up until the 'Asian Century' was about holding back the ravages of time by intervention and mediation. However today, especially where change is considered the supreme order of things – in Asian cultures – new conceptual scaffolding is required if the challenges of protecting the past/present for the future are to be realized in a world that bears little resemblance to the one which gave birth to the (western) praxis of heritage. Liquid heritage in a mobile world is examined in an Asian context. Luang Prabang, the former royal capital of Laos and then a French colonial town and now a World Heritage site, provides just one example of these processes at work.

Staiff, Russell; Bushell, Robyn

Liquid Heritage in a Mobile World: negotiating heritage/tourism transformations in the historic town of Luang Prabang, Laos.

Stodolska, Monika

**The Migrant City:
Toward a New
Transcultural Model of
Quality of Life**

Introduction

Although the literature on the quality of life (QOL) among ethnic minorities has been expanding (Ashing-Giwa, 2005), little is known about the relationship between QOL and leisure among immigrant populations residing in major metropolitan centers. Kagawa-Singer et al. (1988, 2010) proposed a transcultural framework, which considers QOL to be a cultural construct where individuals seek to fulfill the three universal needs for: (1) safety and security, (2) a sense of integrity and meaning or purpose in life, and (3) a sense of belonging as an integral member of one's social network. Building upon Kagawa-Singer's transcultural framework, the goal of this project was to examine factors affecting QOL among first generation immigrants residing in an established immigrant gateway city (Singer, 2004) and the relationship between leisure and QOL.

Methods

The study reexamines qualitative data collected by the author in three separate research projects conducted between 2001 and 2012 in Chicago, IL, U.S. All three projects used qualitative in-depth interviewing as a method of data collection and focused on adult first generation immigrants from Latin America, Korea, and Poland. All of the projects included questions related to the effects of individual, family and community factors on immigrants' QOL

*Sturts, Jill; Ross, Craig;
Kim, Kiboum*

**Factors Affecting the
Retention and
Attrition of Youth 8-
14 Years Old in
Instructional Youth
Tennis Programs**

POSTER: The concern of inactivity among youth in the United States has become a focal point of healthy communities across the nation. Participation in a recreational sport activity, such as tennis, in early childhood can result in a higher level of physical activity as well as sustainability of participation throughout life. While a large number of youth enroll in beginner tennis lessons, the return rate of those youth who continue to the intermediate level is significantly low. This pilot study examined relationships between factors influencing the intention to Continuously Participate in Tennis Activity (CPTA) among youth 8-14 years old. These factors included: Motivation for Tennis Activity Participation (MTAP: physical competency, social support, and enjoyment), corresponding Experience values in the Instructional Tennis Lesson (EITL), interaction terms between MTAP and EITL, and Presence of Family Participating in Tennis Activity (PFPTA). In addition, mean differences in MTAP and EITL were compared by gender and PFPTA. Over six months, 42 children 8-14 years old were recruited from those who had enrolled in beginner youth tennis lessons. While the MTAP was collected prior to engaging in the tennis lessons, the EITL and CPTA were administered at the completion of each lesson. Participants were asked to complete each questionnaire two times in two selected lessons. Thirteen participants completed both lessons. A total of 55 data sets were used for analyses.

Results of independent samples t-tests indicated that girls had higher scores in both MTAP and EITL than boys, but the results were not significant ($p > .05$). However, youth participants who had a family member playing tennis experienced higher levels of MTAP ($t = 3.87, p < .001$) and EITL ($t = 2.78, p = .008$) than those that did not. Regression analysis was conducted and predicted the CPTA scores. Results showed that three motivation types were not significant. Similarly, two types of the EITL (physical competency and social support) couldn't significantly predict CPTA while the enjoyment level experienced in the lesson was significant ($t = 2.28, p = .027$). Finally, four predictor models were able to account for 47.1% of the variance in the CPTA score ($F(4, 44) = 9.81, p < .001$). Two predictors were significant predictors including PFPTA ($t = 2.93, p = .005, \beta = .405$) and an interaction term of physical competency ($t = 2.05, p = .046, \beta = .332$) while the other two were not significant.

Results indicated that initial motivation and actual experiences in the lessons were critically important factors predicting participant's intention to continue involvement in tennis lessons regardless of gender. However, the results of regression analysis indicated that most variables are not a significant predictor of the CPTA. Rather, family members who play tennis and the child's physical competency were critical. These families may show more attention to children who play tennis, spend more leisure time playing tennis, or encourage them to keep practicing tennis. The findings suggest that tennis instructors identify the primary motives of their participants and parents and provide a quality program to best meet their needs.

Sturts, Jill; Ross, Craig; Young, Sarah; Kim, Kiboum

Indicators of Physically Active Friendly Communities: Measuring a Healthy Community for Youth 10-14 Years

POSTER: When studying trends in public health and behaviors of youth, it is important to gather comprehensive data that measures both the health of children and adolescents and their individual communities. Few reliable and valid indicators/criteria exist to measure how physically active friendly a community (PAFC) is from a youth perspective, leaving park and recreation professionals and youth service providers with minimal options to promote healthy living and PAFCs.

Research questions for this study were: 1) What are the critical indicators/criteria supporting youth in a PAFC? 2) Is there agreement between youth and practitioner measurements of a PAFC for youth 10-14 years?

The research methodology used in this study consisted of a: comprehensive literature review; content analysis; online Delphi resulting in a consensus of five indicators and 28 criteria identifying PAFCs; MAUT model with 10-youth and 25-college seniors with career interests in working with youth.

Results

Five indicators (Parental Influence, Facilities, School, Walking, and Access to Facilities) and four to six criteria for each indicator were identified and weighted by each group. Both the youth and the college students indicated that Parental Influence appeared to be the most critical indicator followed by the Facilities indicator. Youth participants indicated that Access to Facilities was the least important indicator while college students suggested the Walking indicator was least important. Additionally, the following criteria were most important: 1) parents encouraging physical activity (PA); 2) parental support; 3) parks as a PA facility; 4) sidewalks; 5) parent's willingness to play and exercise with their children; and 6) safety. College students indicated that the availability of PA facilities and parents' efforts were the most critical criteria.

The findings provided implications for how two features within any community--parental influence and facilities--can be instrumental in creating a PAFC for youth.

Parental Influence. The Parental Influence indicator was ranked most important by both groups. Even as life demands increase, the need for parents to make themselves available to actively participate with youth is important in establishing a healthy, physically active lifestyle. Further implications for youth service providers include providing family-based programming, allowing parents and children to participate together in recreational activities promoting health and PA.

Facilities. Proximity, accessibility, safety of parks, walking/bike trails, sidewalks, and other areas to play were important to youth. Thus, it is essential for park and recreation agencies to develop, promote, maintain, and utilize safe areas in providing services and programming.

This study utilized triangulated research methods and a youth perspective to begin learning what constitutes a PAFC for youth. While this study represents a start to more research involving the youth perspective, it is evident the creation of PAFCs requires a team effort with park and recreation professionals, parents, and youth service providers all playing critical roles.

Tachis, S., Tzetzis, G., Laios A., Costa G. & Petrogiannis, I.

Motivational factors affecting football game attendance and psychological commitment to a team.

The study of motivation in sports fans research involves two fundamental steps. The first step is to develop a list of motivational factors to capture the variety of motivating forces that stimulate and shape behavior. The second one is to examine the relationship between these factors and the behaviors of sport fans. Football in Greece is the most popular spectator sport. There was a huge increase in the interest for football in Greece after the win of Euro Cup of 2004 by the Greek National Team.

Method

The goal of the study was to test the ability of the speed scale to explain game attendance and psychological commitment of fans. Greek fans in a football game participated in the study. A random sampling procedure was used to select 290 season tickets holders. The SPEED scale (Funk, Filo, Beaton & Pritchard, 2009) was used measuring five different concepts. Behavior was assessed by two items measuring past behavior "number of home games attended last season" and "number of away games attended last season". A three-item commitment scale (Neale & Funk, 2006) was used to measure the level of psychological commitment to the team.

Results

The motives were highly rated for all SPEED facets "Socialization" (M=5.34, SD=1.38), "Performance" (M=5.96, SD=1.10), "Excitement" (M=5.59,

SD=1.24), "Esteem" (M=5.35, SD=1.59), "Diversion" (M=5.81, SD=1.33).

The results of the model indicated that 24.7% ($R^2=.247$, $F=5,916$ $p<.001$) of the variance in home game attendance was explained by two of the SPEED facets, "Socialization" (Beta=.286, $t=2.768$, $p=.007$) and "Esteem" (Beta=.308, $t=2.566$, $p=.012$). Also, the SPEED facets indicated no relationship with away game attendance ($R^2=.100$, $F=1.987$ $p>.05$). The regression model indicated that 35.5% ($R^2=.355$, $F=10,032$ $p<.001$) of the variance in psychological commitment of fans was explained by facets of Socialization, Excitement and Esteem.

Discussion

For Greek fans, during this period, the socialization probably is a chance for external interaction, an opportunity to overcome the daily problems. Probably, there are other constraints that affect Greek fans' decision to attend an away game, as economical and hostile behavior from opponent's fans. Individuals who reported higher levels of psychological commitment to a team were more like to agree that attending games in a Greek stadium provided the chance for interaction with other spectators, for excitement and increase esteem.

Implications

The results of the study provide a number of potential applications for sport management practitioners, such as post-game celebrations, video or visual clips portraying a team's traditional style of play en route to a victory and a focused type of communication.

Directions for Future Research

It is clear that more work is needed. Future research efforts should also examine the relationship between motives and involvement with attitudinal and behavioral loyalty of Greek fans.

Tanaka Nobihiko

Can Green Tourism Create New Destinations in Satoyama Rural Areas? A Case Study of a Geographical Analysis in Mogami Area, Yamagata Prefecture, Japan -

Green tourism is a leisure activity involving enjoying nature, culture and communication through agriculture and forestry experiences while staying several days in a rural area. This kind of rural area is often called 'Satoyama' in Japan.

In Japan, green tourism is expected to provide income and job opportunities for Satoyama rural residents and therefore many municipalities have been tackling green tourism projects for several decades.

However, these Satoyama areas originally had traditional tourism resources and facilities before green tourism projects started. For example, Japanese people have traditionally enjoyed hot-spring (onsen) bathing, visiting shrines and temples, and playing sports in Satoyama areas since ancient times. Generally speaking, municipalities expect green tourism to create new tourist destinations, economic income and job opportunities. Therefore, it is important to verify whether green tourism achieves these objectives in Satoyama rural areas in Japan.

In view of the above, in this study we developed geographical and numerical methods to answer the question. We conducted a geographical grid analysis in the Mogami Area, Yamagata Prefecture, Japan and created a method to verify whether green tourism projects can create new destinations outside existing traditional tourist areas.

First, using the existing National Database for Tourism Information, all tangible existing tourist resources and facilities in the study area were identified. Also, using the Green Tourism Database compiled by Yamagata Prefecture, all tangible green tourist resources and facilities in the study area were identified.

Then, each resource and facility was assigned a score of one to four points according to its importance in terms of Satoyama management. These points were summed up in 1-km square grid units and basic potential maps of traditional tourism and green tourism were created, respectively. These grid maps were then smoothed using a 5-by-5-grid filtering method to create the final potential maps. Finally, high-potential sites were identified and categorized.

As a result, 47 potential peaks of traditional tourism and 33 potential peaks of green tourism were recognized in the area. These high-potential sites are connected like a bunch of grapes.

The correlation of potential scores between traditional tourism and green tourism was quite low ($R^2 = 0.17$). This result indicates that the green tourism projects are successfully creating new tourist destinations in Satoyama rural areas, and promoting income and job opportunities for Satoyama rural residents.

This work was supported by KAKENHI of the Japan Society for the Promotion of Science (JSPS) (Grant-in-Aid for Scientific Research (C) 24580226). The aim of this study was to investigate the sport activities which attract /will attract sport tourists during on a sport event at their vacation. The sample consisted of 352 responses from Greece and Cyprus. The process of collection of data was on February 2010- September 2011 with the presence of the researcher in Cyprus and Greece prior or after the event or training. For the completion of the study, the equivalent questionnaire by Gibson and Yiannakis (2002) was used, which has been proven to be valid and reliable according to the literature. The questionnaire was in the English language and was translated in Greek by Yfantidou, Costa and Michalopoulou (2007). It consisted of 11 demographic questions, 26 questions regarding sports activities, 34 questions concerning activities responders liked to participate in during their holidays, and 21 questions concerning their basic human needs. A 5 tiered Likert scale was used (1- 5, not at all- very much). The descriptive statistics, frequency analysis and also one way Anova tests were used for the analysis of the results. The descriptive statistics showed that the greatest percentage of the tourists were men (71.7%), singles (44.3%) graduates of four years graduate/university (43.1%), with full time employment (72.1%). Their age was between 17-39 years old (77.9%), with an annual income between € 20.000 - 60.000 (50.7%). Their country of origin was primarily Greece (44.3%). After the completion of the descriptive analysis the high score appeared on cycling (3.27) and on hiking (3.21). One way Anova showed that there were differences between age and sea bike, beach volley, beach soccer, kite surf, wind surfing, water ski, water sports, horse-riding, climbing, archery, aqua aerobic, surfing, water park and flying fox.

Tymviou,Eleni;Yfantidou,Georgia;Costa,George;Christodoulidou,Elpida

Sport activities which attract sport tourists, during on a sport event at their vacation

<i>Vaugeois, Nicole</i>	Accessibility to trails: Equestrian use, satisfaction and needs in British Columbia, Canada	As the world becomes more urbanized, the supply of leisure venues for more tradition rural pursuits can become challenging. This study was conducted to understand the use patterns, satisfaction and suggested enhancements among equestrian trail users in the province of British Columbia, Canada. The study was conducted as a multi-partner research initiative among a collaborative body of equestrian groups in the province who advocate for enhanced trail access. Using an online survey during the spring of 2012, the partners obtained a strong response from the equestrian community which enabled them to develop profiles of trail users. The equestrian trail users helped to identify strategy for the province and encouraged the development of more information on existing trail networks, enhanced access to parks and protected areas, and improved infrastructure to enable access. This presentation will present the highlights of the study and will be useful to both researchers and practitioners in sport, parks, trails, and tourism.
<i>Vaugeois, Nicole</i>	Embedding Leisure in Community Planning - The Integrated Community Sustainability Planning in Canada	As sustainability becomes a core issue for urban centers, efforts to address quality of life has emerged in many forms. Within Canada, the Federal Government encouraged communities to embed sustainability through the use of Integrated Community Sustainability Plans. For communities that developed a plan, opportunities to apply for funding through a Federal Gas Tax were made available. This presentation will highlight the origins of the ICSP movement in Canada and illustrate how leisure has been incorporated into the ICSP of a selection of urban centers. The presentation will highlight the importance of collaborative, non sectoral planning to address the complexity of issues in communities today but it will also highlight the practical challenges in doing this. This presentation will be valuable for those involved in leisure planning and management as well as those interested in sustainability.
<i>Wearing, Stephen; Goodall, Heather; Byrne, Denis; Cadzow, Allison</i>	Parks as catalysts for building and transforming city communities: Cultural diversity and family leisure in an urban national park.	The focus of this paper is on how the use of parks can act as building blocks, in cultural diverse communities, to develop a sense of ‘community’ it focuses on how families and strategic communication with them can direct their leisure towards parks use. The basis of the paper comes from a research that sort to enable analysis of how open public spaces contribute to the ways migrating and indigenous communities negotiate with their new home and new countrymen. Open public space may allow the deployment of both excluding and including strategies, on the part of immigrants and pre-existing residents. This is considered particularly important by park management in trying to encourage use of parkland and on avenue that is considered important is the targeting of families as a mechanism for achieving this. Urban parks provide significant leisure and recreation benefits to the diverse Australian population. Their close periphery to the home provides many opportunities for a wide range of leisure activities. Parks act as a focal point for people within the community, enabling them to spend time with family and friends. A productive urban space can enhance family satisfaction, interaction, self-sufficiency, and can strengthen a sense of community identity.
<i>Yang, Jingchao; Ding, Nan</i>	An Analysis of Doctoral Dissertation on Leisure Studies in China mainland	This paper, which refers to excellent doctoral dissertation from 1999 to 2011 by searching with search term “timing”, key word “xiuxian” and “xianxia” (means “leisure” in Chinese)in CNKI (China National Knowledge Infrastructure) China Excellent doctoral dissertation Full-text Database, gives us a brief statistical analysis of doctoral dissertation on leisure studies. Based on the dissertation, the paper analyzes some aspects of them such as dissertation’s number increase, completion date, unversities, professional background, year distribution, research hotspots and so on. The authors of this paper try doing our best to connect with the authors to know the fields which they study on. From a certain extent, it reflects the current status and characteristics of leisure studies in China mainland.
<i>Yfantidou Georgia, Costa George, Polemitis Alexis, Mavrommatis George</i>	Frame of Evaluation and Categorization in Sports Tourists’ Infrastructures	The development of criteria and specifications for the infrastructures of sports tourism creates positive results as much for the local organizations and businesses as for the interested tourists / users. The aim of the present study was the creation of a frame which could be used for the evaluation and categorization in sports tourists’ infrastructures of Cyprus. Five questionnaires were developed for the creation of a theoretical frame that would best satisfy the infrastructures of sports tourism. Important information was gathered by individuals with regard to the particular infrastructure, from the personal observation of the researchers at the sports infrastructures, from bibliographic information relative with the urban legislation, the existing classification of tourist lodgings based on the international rating system “stars” and according to the specifications which determine the relative world federation. This frame is constituted by the basic questionnaire which can correspond in the general criteria and specifications of sports infrastructures and include 32 7-Likert scale questions. The determination of criteria was based on the levels of land-planning specifications, building specifications, services, personnel and other special conditions as much for the creation of infrastructures / facilities as for their successful promotion. Four specialized questionnaires 7-Likert scale were then

developed which concern football (10 questions), swimming (13 questions), cycling (13 questions) and scuba diving (13 questions). The sample of the study was 317 people. The statistical analysis was separated in three stages: 1) descriptive analysis for each tool separately, 2) exploratory analysis and 3) examination of the reliability of measurements as much for the factors that were exported from the exploratory analysis as for the variables that constitute each factor. The results revealed ten factors for the general questionnaire: (a) Criteria of athletes services accommodation, (b) Criteria of local services, (c) Criteria of transportation, (d) Criteria of technological services at sports facilities, (e) Operational criteria of sports facilities (f) Equipment criteria at sports facilities, (g) Urban design criteria for sports facilities, (h) Additional criteria at sports facilities, (i) Satisfying criteria of basic needs at the accommodation places and (j) Rehabilitation criteria at sports infrastructures. One factor was revealed for football infrastructures (basic criteria), one for the swimming infrastructures (basic criteria), three factors for cycling (basic criteria, services criteria, criteria of cases of contingencies) and four factors for scuba diving (services criteria, information criteria, safety criteria and additional services criteria).

<i>Yu-Chun, Lin</i>	Beyond the urban-rural divide: The rescaling politics and new urban-rural relationships in Kaohsiung-Pingtung Metropolitan Region	<p>The purpose of this study is to increase understanding of the governance systems of metropolitan region after the new administrative divisions, five metropolises, in Taiwan in 2010, particularly Kaohsiung-Pingtung Metropolitan Region. Since the late 1980s, two research themes will exert tremendous influence on the urban and regional development and the central role they play as a foundation for governance systems across the world: (1) Globalization and neoliberalization: These processes are intensifying and, in combination with deterritorialization and rescaling, drive increased competition and changes in the state role play in spatial systems. (2) New Regionalism and city-region governance: These concepts have been used as the basis for keeping global competitiveness in the local context, and refer to a strategic and political level of administration and policy-making, extending beyond the administrative boundaries.</p> <p>However, the process of urbanization and urban expansion is increasing eroding the rural and farmlands. Particularly in peri-urban area or urban-rural fringes, the rural land is seen as the urban reservation area and provided the necessary service of urban expansion. Therefore, the landscape of peri-urban areas and urban-rural fringes are facing intensely changes with the formation of city region, and also bring the potential crises with the unbalance development of rural and urban area. The methodology used is two pronged: (1) Literature reviews that are both global and local. (e.g. Journal articles, grey data, and news reports, etc.) (2) Focus group discussions in field case areas. (e.g. related scholars and experts, governmental officers, social organizations, etc.)</p> <p>More specifically, in opposition to most city-region researches focus on the political and economic integration in relating to exchange, interspatial competition and globalization. This study highlights the tensions around social reproduction and sustainability across the metropolitan-region, in which urban-rural unbalance would be more serious. The study proposes a multifunctional landscape concept to deal with urban-rural fringes and rural area to reshape the new urban-rural relation. In the meantime, it proposes the strategic suggestions for the policy thinking on improving the governance systems of metropolitan-region, and for the strategic learning on enhancing the balance development among urban and rural areas as well.</p>
<i>Yuen; Felice</i>	Building Juniper: Chinese-Canadian experiences and motivations for volunteering	<p>The socio-cultural landscape is going through significant changes in certain areas of the world. In Canada, the percentage of visible minorities is increasing at a rapid rate. Numbers have tripled over the past two decades with 5% of Canada's population representing visible minorities in 1981 and 16% in 2006. Chinese account for the second largest visible minority in Canada. With these socio-demographic changes, researchers have highlighted an increasing importance in examining the leisure experiences of racial and ethnic minorities. This presentation will highlight the findings of a study that explored the motivations of Chinese-Canadians who were involved in the development of a residence for older adults and place of gathering for the Chinese community in a mid-sized Canadian city. Data were collected through semi-structured interviews with thirteen volunteers and analyzed using open, axial, and selective coding. Personal benefits such as skill development, self-satisfaction, and personal well-being have been recognized as primary motivational factors affecting the pursuit volunteering. However, findings of this study suggest that Chinese-Canadian volunteers were mainly interested in contributing to the well-being of their community. While the purpose of the project was to build a community centre and residential home for Chinese seniors, volunteers were motivated by a desire to create community. Social capital, particularly strong ties, both contributed to and challenged the motivations and experiences of volunteers. Concomitantly, weak ties were developed between Chinese sub-groups (e.g., Mandarin, Cantonese, Taiwanese) and between the Chinese and larger mainstream communities. Discussion will explore the role of social capital, particularly strong ties, as a critical component of engaging individuals who may be more aligned with an interdependent or collectivist self-construal. The discussion will also consider the implications of leisure experiences that are organized as praxis (e.g., creating community) rather than product.</p>
<i>Zhong, Eva</i>	Transformation of Urban Historic District: Case Study of Foshan Lingnan Tiandi, Guangdong, China	<p>1-Introduction: With a population of 1.3 billion, China has been undergoing an unprecedented speed of urban expansion and market-orientated transition in recent decades. The tidal wave of globalization and urbanization inevitably changes and formulates the future landscape of urban areas and city life. This is most acute in places of heritage value where the local culture with its built heritage is being transformed into a product for tourist consumption in the city core areas (Noha, 2003).</p> <p>Under the trend of globalization and re-localization, the historic and cultural resource is re-adaptive and revitalized by both producers and consumers. However, little attention has been drawn on users' perceptions and experiential interpretation of the dynamic transformation of historic districts. Especially in the complicated modern society with tourists' changing motives, needs, preference, expectation, and leisure pattern, how does the narratives of place been perceived and consumed? To what degree it is controllable and manageable for visitors to perceive the urban regeneration as a successful Tourism Recreation Product (TRP)? This study is an attempt to address this issue.</p>

2. Research Question: Through applying Model of Tourism Transformation (Dietvorst's, 1995), to investigate what makes urban regeneration project a successful TRP for residents and tourists.

3. Research Objectives: (1) To investigate visitors' perception and tourist-recreational experience of urban historic districts as a TRP; (2) To apply and verify Model of Tourism Transformation (Dietvorst's, 1995) by identifying elements of reproduction and symbolic features in the process of historic resource transformation, both from producers and consumers' perspectives; (3) To explore the internal mechanism of successful tourism-recreation resource transformations based on the applied model.

4. Methodology: The study adopts a descriptive research design using qualitative approaches to collect and analysis the data. The selected case study "Foshan Lingnan Tiandi" is a mix-use, city-core redevelopment project with residential, commercial and heritage elements, situated in the prime location of Chancheng District Foshan, one of the best-preserved and largest old towns in China and the world. Being the first foreign recipients among other US projects, its master plan won the American Institute of Architects (AIA) Honour Award for Regional & Urban Design in 2009.

To achieve the objectives proposed in the study, in-depth interviews of users and sem- structured interviews of providers will be conducted, employing convenience or snowball sampling strategies. The target interviewees involve the residents living in the historic district, tourists, and designers/ planners/ promoters of Shui On Land company as the developer of the urban regeneration project. Apart from the interviews, participant observation and the Caption evaluation method will also be used to explore and investigate the relationship between users' materialised consumption and symbolic interpretation.

Zhou, Lijun

Leisure Understanding, Participation And Constraints: A Case Study on University Students in China

China has witnessed tremendous social transformation in the last three decades due to the introduction of the “open door” policy and economic reforms in the late 1970s, which has resulted in great changes in Chinese culture and identity considerations. University students, as one of the most energetic and creative groups of individuals in the society, are playing and will play an important role in leading leisure lifestyles in China in the future. The purpose of this study was to examine the understanding of leisure (xiuxian in Chinese), leisure patterns, and constraints among university students in China.

Undergraduate students (N=321) from Zhejiang University, located in southeast coast of China, participated in the research in June 2010. Descriptive statistics, Independent-Samples t Test, and ANOVA were adopted to analyze the data collected. Differences in terms of gender, age, grade, and academic field in leisure participation and constraint were also examined.

Most university students (93.5%) believed that leisure was either important or very important. Rest/relaxation, activity, and enjoyment were reported as three most frequently cited definitions for leisure for both males and females. Generally, Chinese students were involved in more passive activities during their spare time. The top five of their most frequently participated in leisure activities include phone call/ short messages to friends, listening to music, watching TV, reading and using a personal computer. In contrast, in answering the question about activities that students had not tried before but would like to, outdoor activities, such as horseback riding and camping, were scored the highest. Further, results showed that students experienced the greatest constraints from lack of time and money. T-test and ANOVA results revealed significant differences (P<.05) in leisure patterns and constraints in accordance with gender, grade, age, and academic field.

The research implied that Chinese university students’ view of leisure was not comprehensive, though they had realized the importance of leisure. To them, leisure was most often regarded as activities in which they participated after work or study hours to relax and gain enjoyment. It was suggested that Chinese universities should give students more proper instructions on the importance of leisure and appropriate leisure participation. Further studies on leisure constraints, especially intrapersonal and interpersonal constraints, and the effects of leisure on university students’ identity development were recommended in Chinese settings.

Zimmermann, Jo An M.; Martinez-Ramos, Gloria; Meaney, Karen

Recreation Service Provision for Low Income Families: Perceptions of Service Providers and Residents

Children from low-income families repeatedly face barriers that negate engagement in healthy behaviors on a daily basis. Limited financial resources often impact a low-income family’s access to safe outside areas to play. This investigation focused on families living in three Housing Authority (HA) complexes in a central Texas community. All of the residents live at or below the poverty level. Collectively 232 families and 345 children reside in these complexes and 67% of the residents are Hispanic. The purpose of the study was to identify the relative impact of social determinants (personal and environmental factors) on the daily health, nutrition, and physical activity of low income children and adolescents living in HA complexes. Interviews were conducted with Site Managers of the three HA complexes, as well as local recreation providers. Focus groups were conducted with HA residents (children, adolescents, parents, and caregivers). Focus groups (n=8) were conducted in both English and Spanish in homogenous language groups. Demographic information such as age, socioeconomic status, language, education, and acculturation was collected from each group. After the interviews were transcribed, a constant comparative analysis of the data was used to identify patterns and relationships or links of patterns in the data (Glaser and Strauss, 1979). The data showed very different perceptions between the residents and recreation service providers regarding the availability of recreation programs and facilities for low income residents. The residents felt there were limited recreational resources available to them. In addition, the cost of participation in programs was prohibitive. The residents also revealed difficulties with transportation to and from recreational facilities and services. The HA managers of the three housing complexes who we interviewed not only confirmed what the residents had reported but went into more detail about the factors which constrain the residents from participating in programs outside of those offered by the HA. On the other hand, representatives from several community agencies reported that they offer many low cost programs and had financial aid available for all members of the community. At least one of the managers did not appear to recognize where the HA complexes were as they indicated taking programs to the low income residents but then listed completely different complexes than the ones under discussion. Based upon the data from the interviews and focus groups there appear to be significant barriers to low income residents participating in physical activity recreation programs. Some of these barriers correspond to structural constraints found in recreation literature (Crawford, Jackson & Godbey 1991; Samdahl & Jekubovich, 1997), while others seem to stem from a lack of knowledge and understanding on the part of providers. One of the results of this research has been the spearheading of an effort to educate community leaders regarding the needs of low income residents in the community as well as assisting in negotiations with recreation service providers to make more recreation resources available to HA residents.

