

WL NEWS

ISSUE 32

■ FOCUS: 2021 WL
HYBRID CONGRESS
ON 'LEISURE MAKES
LIFE BETTER'
(APRIL 15 – 21, 2021)

MARCH 2021





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WLO Premium
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Editorial

Dear members, dear colleagues,

The 16th edition of the World Leisure Congress has finally arrived! Since we first announced and started coordinating this event, many things have happened, being the most significant one the COVID-19 pandemic. This edition of the WL Congress was initially going to take place in October 2020, in the beautiful city of Pinggu-Beijing, China. We have put all our efforts and hard work in order to dodge and overcome in the best possible way all COVID-19 difficulties in order to be able to continue with this WL event. In doing so, we first took the important decision of postponing the congress, and finally decided to move forward on an interesting challenge: hosting the first WL Hybrid Congress.

Being the leisure industry one of the most affected by the pandemic, this outbreak sharply conditioned us to rethink our strategies for upcoming events and other ongoing or future WLO programs and projects, not only in the short and medium term, but also in the long run, in order to be prepared for the future of the organization. However, we stay as positive as we can, always trying to see every new challenge that arises as a new opportunity for the organization, to continue its development in a changing –and now more than ever uncertain– environment.

Focusing now on our main issue, from the 15th until the 21st of April, this edition of the congress will address the theme of *Leisure Makes Life Better*, by inviting a carefully selected panel of worldwide academics and professionals, in our aim to provide a space to learn from leading experts in the leisure field and network. The 16th World Leisure Congress will be organized in a hybrid format with the possibility of online and face-to-face attendance. The congress will not only bring us all together as a leisure community, but will also serve as a platform for knowledge sharing, networking and exchanging ideas in a new way. We are taking the best of the in-person congress, including the education sessions, keynote speakers and adding innovative and interactive formats to enhance the overall experience.

The congress will take place thanks to the collaborative effort of the World Leisure Organization (WLO) and the Pinggu-Beijing local partners: the People's Government of Beijing Municipality (principal organizer), and the Beijing International Studies University (main academic partner). We have jointly worked to carefully plan the content and format of the congress, inviting experts and setting up the different venues. For the purpose of reaching more people within the leisure community, this special edition of our newsletter WL News will be also edited in Chinese. It is a brief overview of what you can expect from these days regarding the congress, but also other activities like the celebration of the first World Leisure Day!

For the first time, the WLO will celebrate its newest international initiative: the World Leisure Day (WL Day). This aims to reinforce leisure as a social right and its importance in daily life, as well as to expand its possibilities of manifestation and promote reflection on the accesses and barriers that still exist for many people around the world. This first edition of the WL Day, under the theme 'Leisure for a Better Life' will be celebrated on Friday 16th April 2021, and will take place all around the globe. The program will be in both offline and online formats, including varied activities based on leisure content such as physical/sports, social, touristic, intellectual, artistic, virtual, and so on. Below we have prepared a full news about this initiative so that you can read more details and join us on this beautiful project that we are preparing!

In this Newsletter, we are also suggesting preparatory literature for the most curious readers. In addition, we hope this issue allows you to delve deeper into the theme of the congress and how it connects to leisure in the city of Pinggu-Beijing and beyond. We are truly excited about the 16th World Leisure Congress edition and hope this will prove an opportunity to learn and exchange ideas about one of the organization's main beliefs, which is that well selected leisure experiences improve quality of life for all, from childhood to later life. Looking forward to e-meeting you soon!

Yours truly,



Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



Context of the city of Pinggu

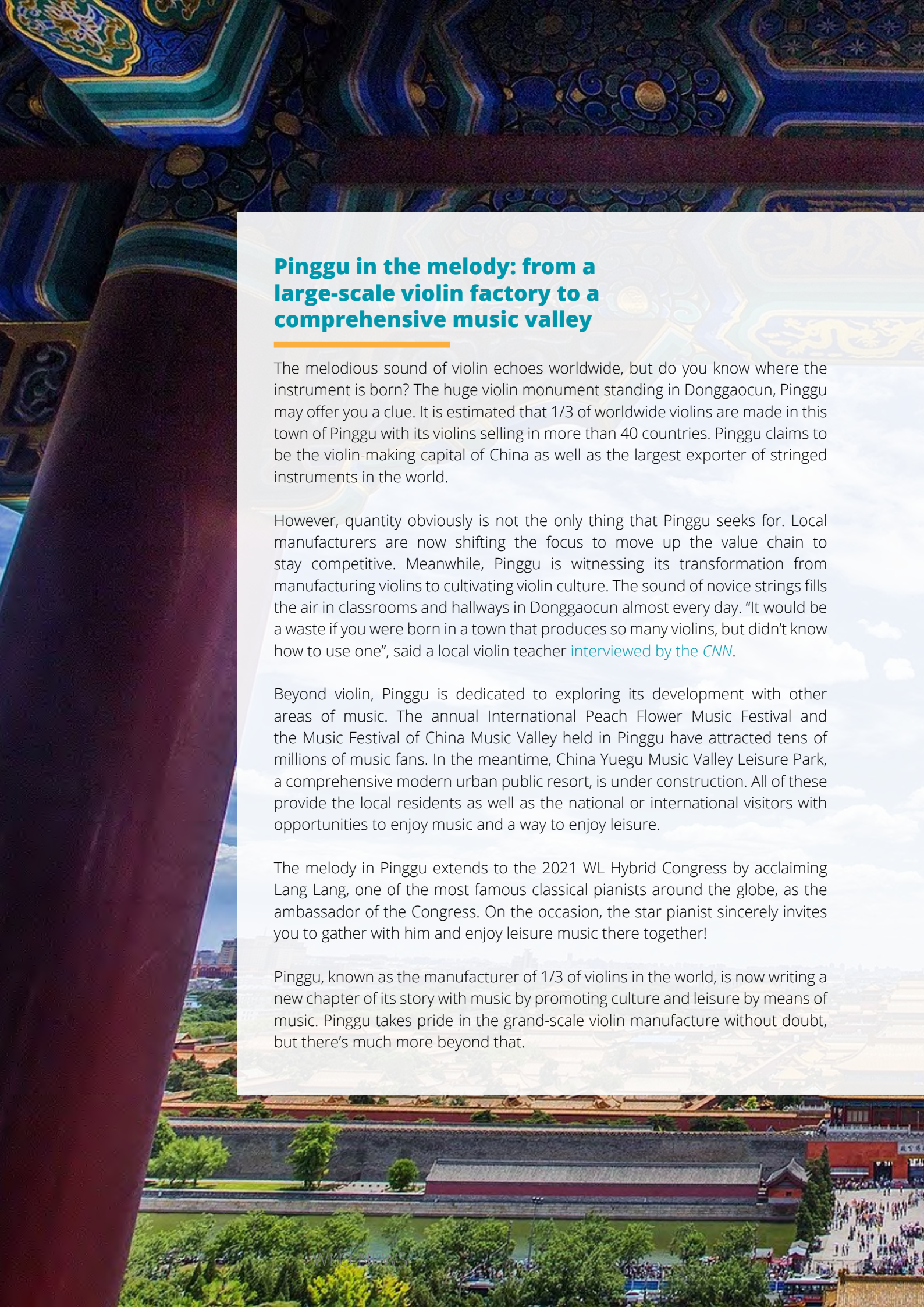
The World Leisure Congress has been rotating around the globe since 1988, and always working with fantastic destinations, cities and teams. Back in 2015, Pinggu-Beijing was officially announced to be the host for the 16th World Leisure Congress in 2020, which for aforementioned COVID-19 reasons has been postponed to 2021. Yet it's a great pleasure to work towards this event, now for the first time in a hybrid format. However, we would not like to leave you without relevant background information of the culturally vibrant city officially hosting this event, Beijing-Pinggu (China). In doing so, we have gathered some of the most interesting facts from the city which will make you miss and want to travel (even more!) to this city.

Charming Pinggu: Back Garden of Beijing, Leisure Valley for the World

Beijing, the capital city of China, attracts worldwide attention as a modern metropolis. Life with fast pace and work with high pressure are commonly found in people living there. However, when it calls for relaxation, Pinggu, the so-called back garden of Beijing, is definitely a preferential choice.

Pinggu is located in the east of Beijing, serving as a bridgehead in the endeavour to drive the coordinated development of the Beijing, Tianjin and Hebei region. Whenever you visit it, no matter it's in the blooming spring or fruitful autumn, this district will never fail to impress you with its diverse charm of history, nature and modern development. It enjoys the reputation as the home of Chinese calligraphy, the seat of China's Music Valley and the manufacturer of 1/3 violins all around the world. In addition, with the desire to be a city for leisure activities, Pinggu provides a series of vibrant leisure experiences including the Peach Flower Festival, the International Peach Blossom Music Festival, the Pinggu Cultural Fair, etc.





Pinggu in the melody: from a large-scale violin factory to a comprehensive music valley

The melodious sound of violin echoes worldwide, but do you know where the instrument is born? The huge violin monument standing in Donggaocun, Pinggu may offer you a clue. It is estimated that 1/3 of worldwide violins are made in this town of Pinggu with its violins selling in more than 40 countries. Pinggu claims to be the violin-making capital of China as well as the largest exporter of stringed instruments in the world.

However, quantity obviously is not the only thing that Pinggu seeks for. Local manufacturers are now shifting the focus to move up the value chain to stay competitive. Meanwhile, Pinggu is witnessing its transformation from manufacturing violins to cultivating violin culture. The sound of novice strings fills the air in classrooms and hallways in Donggaocun almost every day. "It would be a waste if you were born in a town that produces so many violins, but didn't know how to use one", said a local violin teacher [interviewed by the CNN](#).

Beyond violin, Pinggu is dedicated to exploring its development with other areas of music. The annual International Peach Flower Music Festival and the Music Festival of China Music Valley held in Pinggu have attracted tens of millions of music fans. In the meantime, China Yuegu Music Valley Leisure Park, a comprehensive modern urban public resort, is under construction. All of these provide the local residents as well as the national or international visitors with opportunities to enjoy music and a way to enjoy leisure.

The melody in Pinggu extends to the 2021 WL Hybrid Congress by acclaiming Lang Lang, one of the most famous classical pianists around the globe, as the ambassador of the Congress. On the occasion, the star pianist sincerely invites you to gather with him and enjoy leisure music there together!

Pinggu, known as the manufacturer of 1/3 of violins in the world, is now writing a new chapter of its story with music by promoting culture and leisure by means of music. Pinggu takes pride in the grand-scale violin manufacture without doubt, but there's much more beyond that.



Green Pinggu: An eco-friendly way to the beautiful future

As a national demonstration zone for ecological civilization, Pinggu's strategy truly reflects the philosophy of sustainable development. Moreso, in terms of living conditions, Pinggu focuses on creating ecological urban and rural areas by increasing the green cover and improving the quality of water resources, which could provide residents even with an outstanding eco-friendly living environment.

Another example is the "China Agricultural Science and Technology Valley" project, through which Pinggu is vigorously developing scientific and technological innovation agriculture, combining intelligent equipment with high technologies. These can thoroughly solve the pollution problem and reduce carbon emissions, making an important contribution to a coordinated development for the future.

Furthermore, at tourism level, Pinggu relies on the rich natural resources and human heritage to upgrade a number of tourist attractions, such as Jinhai Lake Scenic Area, Qinglong Mountain Scenic Spot (Yuyang International Ski Resort), Jingdong Stone Forest Gorge, Jingdong Grand Canyon Scenic Area, Yaji Mountain Scenic Area, etc., which have attracted tens of thousands of visitors. Those beautiful resorts enrich people's leisure time and have an influence on their attitude towards life. After all, leisure makes life better!



Pinggu in the Drifting Scent of Ink: Home of Chinese Calligraphy

When you are in China, you may encounter an old gentleman having a brush pen and a bucket on his hands on a square. Guess what he is doing? Answer revealed! He is practicing Chinese calligraphy using water instead of ink. Such a scene is increasingly common in China nowadays. As the home of Chinese calligraphy, Pinggu is no exception. The drifting scent of ink there has never ceased!

Its current profound calligraphy atmosphere dates back to years ago. In 2009, the locally born calligrapher Wang Youyi, who is well-known as a leading figure of seal script, launched “Shangyuan Calligrapher Gathering”, held in Pinggu, and the past decade has already witnessed 11 grand gatherings of seal script in Chinese calligraphy world.

Such Chinese calligraphy exhibitions not only attract people's attention but also motivate the locals' passion for learning calligraphy in everyday life. As per estimation, around 40,000 people, accounting for 10% of the whole population, are learning Chinese calligraphy in Pinggu. Besides, the local authority is dedicated to consolidating its fame as the home of the Chinese calligraphy by promoting wider participation in this refined art. Up to 2019, a total of 125 calligraphy training sessions had been established, covering various communities, schools and even government departments. It is no exaggeration to say that the scent of ink is drifting everywhere in Pinggu.

At present, Pinggu has established itself as a place with six “**st**” in Chinese calligraphy field, according to [CCTV](#):

1. The first “Advanced County of Calligraphy” in Beijing;
2. The first suburb holding a national-level exhibition of Chinese Calligraphers Association (CCA);
3. The district with most national-level CCA members in Beijing;
4. The first “Home of Chinese Calligraphy” in Beijing;
5. The district owning the most compelling calligraphy cultural brand;
6. The district with the widest calligraphy lover groups.

Have you ever found the Chinese calligraphy enchanting? Do you want to smell the fragrant scent of ink there? Or even give it a shot to write the beautiful Chinese calligraphy with a brush pen? Join our 2021 WL Congress in Pinggu without any hesitation!



**"From the World Leisure Organization,
we have no better place to imagine
than the captivating city of Beijing-
Pinggu for the celebration of our
16th World Leisure Hybrid Congress –
Leisure Makes Life Better."**

WLO – Joanne Schroeder, WLO Chair

Since this year is a very special one, as we are facing an uncertain reality, the congress will be celebrated in a hybrid mode, with online and face-to-face experiences together with experts in the field, including academics, professionals and emerging scholars. Welcoming participation from all over the world, regardless of location.

This promises to be a very enriching opportunity for all of us, and we would like to invite the entire leisure field community

to connect with each other, to share and explore new and stimulating ideas.

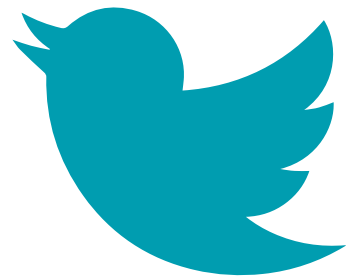
I am sure that, all together, we will be able to raise awareness in every corner of the globe about the leisure importance and the current challenges and opportunities we are facing. An unforgettable experience full of inspiration is waiting for us in the City of Beijing-Pinggu!" Join us and be part of the celebration!

Pre-Congress activity: 2021 WLO General Assembly

Once every two years, matching the celebration of the biennial World Leisure scientific congresses, the organization convenes the WLO General Assembly meeting, to which all members of the organization, regardless of their membership model, are free to attend. This has been an exceptional year, and hence, the General Assembly meeting will be taking place in special conditions. However, we do not want to miss the chance to meet our members, nor the opportunity to introduce them the most relevant highlights of the World Leisure Organization. In doing so, members of the WLO have been invited to join us online on Wednesday, 14th April at 4PM (CET) for a different yet special gathering. If you are a member of the WLO and wish to attend the 2021 WLO General Assembly meeting, please register [here](#).



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**WORLD
LEISURE
DAY** 16.04.2021

World Leisure Day 2021 – WLO's newest international initiative!

(Friday, 16th April 2021)

From the World Leisure Organization, we are excited to celebrate in 2021 for the first time our newest international initiative: [World Leisure Day](#) (WL Day). This aims to reinforce leisure as a social right and its importance in daily life, as well as to expand its possibilities of manifestation and promote reflection on the accesses and barriers that still exist for many people around the world.

Currently, International Days are a key element on the way to achieve the United Nations mission, vision and goals, namely the maintenance of international peace and security, the promotion of sustainable development, the protection of human rights, and the guarantee of international law and humanitarian action. International days are occasions to educate the general public on issues of concern, to mobilize political will and resources to address global problems, and to celebrate and reinforce achievements of humanity.

The WL Day could not happen in a better time to remind us of the crucial role leisure plays in order to prevent an unprecedented setback after decades of progress in human development. During these turbulent times the entire world is going through due to the COVID-19 pandemic, the human need for health and well-being has become one of the greatest contemporary challenges, for individuals and at a global level. Also, the lack of access to leisure activities over these months has impacted the physical, mental and emotional balance of people all over the world. This whole situation has further increased social inequalities even though no one has been exempted from its terrible consequences.

This first edition of the WL Day, under the theme *Leisure for a Better Life*, will be celebrated on April 16th, 2021, after the fruitful online debate from March 26th where the organizers discussed the importance of the World Leisure Day and that served as a warmup for what is to come. WL Day will take place all around the globe, and the program will be in both offline and online formats, including varied activities based on leisure content such as physical/sports, social, touristic, intellectual, artistic, virtual, and manual. Some initiatives will also be performed, such as art workshops, physical sports training and artistic experiences, etc.

WL Day will connect us and bring us information on the current situation of leisure, which is so unsure nowadays, and will promote leisure as a real matter of interest for citizens. It will also manage to mobilize the political will and resources necessary for human development and to achieve the Sustainable Development Goals (SDGs). On the other hand, for professionals, academics, etc., it will help us to analyze the level of relevance of this issue today, and to know first-hand the current involvement of the local communities from different regions, and how their lives have been affected by the pandemic and their access to leisure in particular, etc.

WL Day is definitely an inspiring initiative, and it was born as a legacy following the 2018 World Leisure Congress in São Paulo, Brazil. The WL Day 2021 is being coordinated by the World Leisure Center of Excellence/ USP (Universidade de São Paulo) together with Sesc (Serviço Social do Comércio) and LAGEL, the Laboratory

of Management of Leisure experiences. Currently, the World Leisure Organization boasts seven Centers of Excellence in Leisure Studies, located around the world. Each year, a new Center will be in charge of the event's organization.

The WL Day will count on the participation of different partners as well, invited organizations and people of all ages from Brazil and Latin America, as well as from the other Centers of Excellence in Leisure Studies located in Canada, China, The Netherlands, Hungary, and New Zealand, which will play an important role in the event dissemination.

As part of these International Days commemorations, social media and communication networks play an essential role in raising public awareness of the problems that these days aim to highlight and ensure that their powerful message reaches all corners of the globe. For this reason, we encourage all of you to stay tuned for more information and join us in the celebration of WL Day, by participating in our activities or suggesting new ones, by exchanging ideas and thoughts, etc. and by connecting altogether in order to inspire and motivate people from all generations and to see a glimmer of hope.

International days are also a tool for encouraging States to adopt or ratify protocols or treaties on their particular topic. Specifically, for the World Leisure Organization and its members, WL Day would also be a unique opportunity to promote worldwide our letter of leisure rights, Charter for Leisure, whose first version dates back to 1970, approved by the International Recreation Association, and which has recently, in the past year 2020, been revised and updated by the World Leisure Organization. For the elaboration of this Charter for Leisure, the World Leisure Organization took the floor of the Universal Declaration of Human Rights, approved in 1948 by the UN, and specifically of its articles referring to the right to leisure as a human right (Art. 24 and Art. 27).

Join and follow us on Instagram [@worldleisureday](#) or through our [dedicated WL Day website](#).



FREE **articles from** ***WL Journal***

For the full enjoyment of the congress, preparatory readings can always help to better understand the topics under discussion. For those avid readers seeking for a detailed preparation of this event, we have selected relevant articles of our World Leisure Journal related to the overall theme of the Congress 'Leisure makes life better'. In doing so, we have covered this section with articles that address the different thematic areas to be discussed during the congress' forums and subforums. These articles from the World Leisure Journal are available with free access thanks to the generosity of our publisher Taylor and Francis.

Features of the Leisure of Farmwomen of Haryana State (India)

Bimla and Mamta Neerjs Dilbaghi (2007)

This study is based on surveys that were conducted in the villages of the state of Haryana in India and aimed to explore the leisure experiences of the women employed in farming. The results indicated that leisure for farmwomen differed from its traditional meaning.

Gender and cultural diversity in sport organisations

Dr. Tracy Taylor (2001)

The objective of this study is to provide insight and create awareness about social inclusion in sport. Players and staff of the community sport clubs in Australia were interviewed about their opinions on gender and cultural diversity. It was discovered that most clubs tried to include more female players; however, they lacked concern about cultural diversity.

Social Transformation: The Value of Traditional Leisure Culture of China Revisited

Ma Huidi and Liu Er (2009)

Leisure has been of prime importance in the history of Chinese culture. However, due to the increasing modernization and the rise of consumerism in the society, the conventional meaning of leisure has been lost. This paper aspires to discover a fresh outlook towards change and development of a sustainable community by reminiscing about the traditional leisure customs.

A strategic process to anticipate the digital blurring of urban work and leisure

Marco Bevolo and Filiberto Amati (2020)

This paper is based on the idea that the boundaries between work and leisure are getting blurred due to the technological advancements in cities. In regard to this, the concept of luxury and people's way of consuming it, is being studied.

Leisure, Health and Well-Being

Dr. Roger C. Mannell (2007)

This paper recapitulates the previous literature on how leisure affects the health and well-being of a person. The impact of leisure on other aspects such as work, personal relations and family dynamics is also considered to study the influence of leisure on an individual's health.

Leisure and Ageing Well

Dr. Sherry L. Dupuis and Murray Alzheimer (2008)

This paper details the current role that leisure plays in making sure that the older adult population ages well which is becoming very essential for reducing the stress on the healthcare systems. It also talks about the lack of availability of leisure to neglected communities which can make them vulnerable.

Childhood and leisure: Are leisure tools responsible for the evolution of 'Little Adults'?

Rashmi Jain (2010)

This paper studies how the developments in technology, easy accessibility of leisure tools and other factors that have changed the childhood of children in the modern age, are accountable for the emergence of a phenomenon called 'Little Adults'.

Digital heritage tourism: innovations in museums

Trilce Navarrete (2019)

This paper studies the emerging role of digital technology in museums and how it brings innovation into the heritage tourism industry by giving rise to the digital heritage tourist who seeks learning beyond what is available in the physical museums.

How park and recreation agencies engage in community development

Sydney L. Sklar, Cari E. Autry and Stephen C. Anderson (2014)

In this study, officials from park and recreation centres were provided with a questionnaire that measured their perspective on community development, its importance to their centre and how their centre contributed towards it.

Re-Framing Questions: Assessing the Significance of Leisure

Dr. Susan M. Shaw (2007)

There is limited research on leisure in relation to other fields of study, so this paper aims to explore the relationships between leisure and dimensions such as social and political systems. The role of leisure in policymaking, societal development and eradication of universal problems is studied.



WILP

**2021
International
Innovation Prize**

Upcoming events



WLO to close the 2021 year with the celebration of the 5th WL Expo & Forum

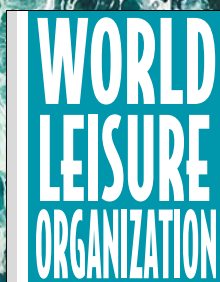
The World Leisure Organization will also close the year 2021 celebrating another event... No more and no less than the 5th WL Expo and Forum! The WL Expo & Forum is a biannual event taking place in the city of Hangzhou. It is a major exhibition showcasing some of the most innovative businesses in the leisure sector at different levels. Parallel to the WL Expo, we encounter different satellite events dedicated to diverse audiences and interests. For instance, the World Leisure Forum, the WLCE Leisure Experience Research Opportunity (LERO) for the youth, and the World Leisure International Innovation Prize Award Ceremony. Taking place for one week during late October, the overall theme of the upcoming edition of the WL Expo & Forum will be 'Digital smart future, livable paradise'. We are now closely working with the local team in Hangzhou to think of several possibilities in order to ensure the best experience for all participants involved, even with current COVID-19 restrictions. Stay tuned because further information about this event will come very soon!

[READ MORE...](#)



Save the date for the 2022 WL Congress in Dunedin, New Zealand (12-16 December 2022)

We are already warming up the engines for the 17th World Leisure Congress! This will be hosted in Dunedin (New Zealand), and is planned to take place on 12-16 December 2022. The overall theme of this WL Congress will be 'Leisure - Learn well, live well'. *Learn well* reflects how we learn through leisure and the strong education focus in Dunedin, which is home to one of the world's leading universities. *Live well* reflects how leisure contributes to individual and community well-being at local, regional and international levels. The leisure industry plays a crucial and evolving role in this well-being. Together, these components speak to the relevance and application of academic leisure theory and research to the practice of living well. We will keep our leisure community updated about this event, but until further details arrive, we recommend you watch this amazing promotional video of the [2022 WL Congress](#) that the local team in Dunedin has shared with us!



WORLD LEISURE ORGANIZATION (WLO)

World Leisure Organization is a non-profit organization registered in the State of New York in Special Consultative Status with the UN Economic and Social Council since 1990.

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