

WL NEWS

ISSUE 34

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JULY 2021

WORLD
LEISURE
ORGANIZATION



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Editorial

Dear members, dear colleagues,

This issue of *WL News* is fully packed with opportunities, among which, a new call of our Strategic Priority Grants (SPGs) program, and a call for articles for a *World Leisure Journal* special issue on “Leisure, knowledge work and the digital nomad”.

Also in this issue, our member Marco Bevolo interviews Joanne Schroeder, WLO Chair and Co-director of the World Leisure Center of Excellence at Vancouver Island University – on the future of events.

Furthermore, we bring you a selection of *World Leisure Journal* articles on “Leisure and mental health”, available for consultation with free access.

Finally, the Encounter section features a video-interview with Prof. Atara Sivan, President of the World Leisure Academy, member of WLO Board of Directors and co-convenor of the Special Taskforce of the World Leisure Academy in charge of the latest revision of the *World Leisure Charter*. Prof. Sivan tells us more about this important document, the process that led to this latest version, who is it for and how to use it.

WL News will take a break for the summertime in the Northern Hemisphere, where the WLO's Scientific and Technical Secretariat is based, but we will be back in September with the latest news in the field of leisure. In the meantime, we hope you enjoy your leisure, so will we!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



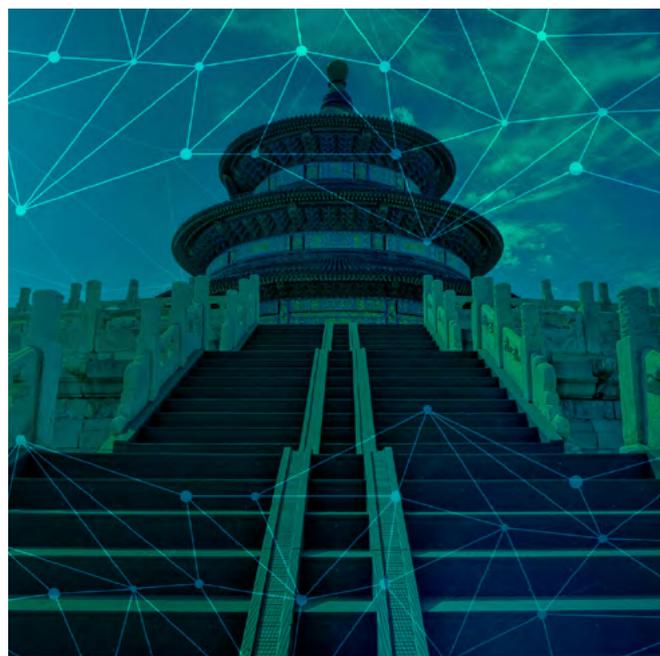
WLO News



WLO participates in the UN Global Compact Leaders Summit 2021

On behalf of WLO, Dr. Cristina Ortega Nuere, the WLO Chief Operating Officer, participated in the UN Global Compact 2021 Leaders Summit virtually, from June 15 to 16, 2021. The event aimed to elevate ambition for strategic collective action, with focused objectives and clear paths to recovery from the continued climate crisis, global pandemic, economic disparities and social inequalities. The annual Summit convened more than 25,000 leaders from business, Government, the UN, and Civil Society, to take stock of the state of progress, highlight the areas for greater influence, and drive collective action on focused issues to make lasting change. The event encouraged multi-stakeholder collaboration, innovative thought leadership, transparent reporting on progress and focused data driven initiatives in the process of recovery. WLO's objective to participate in this event was to learn from

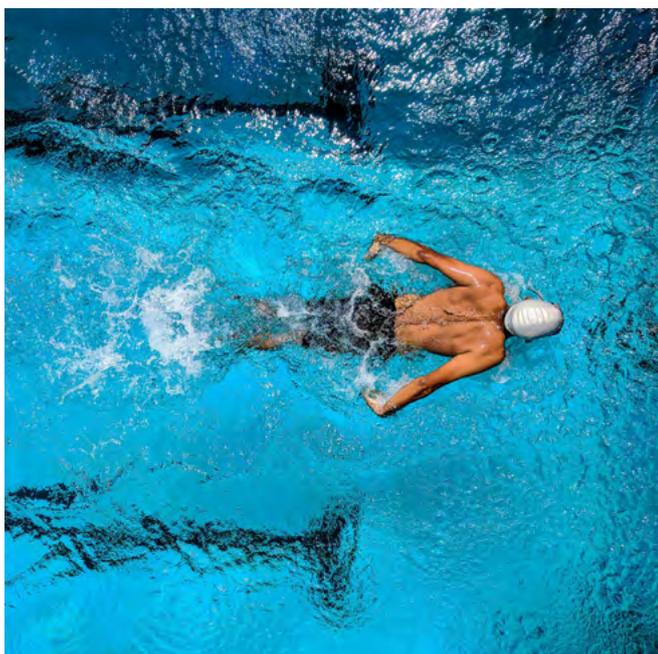
experts and participate in a global discussion that fostered development of measures to achieve a more sustainable, just and inclusive world. It was a great opportunity to network with peers from all across the globe who had similar interests and concerns.



Watch some extra presentations from the 16th WLHybrid Congress

Six presentations were not included in the Congress after being accepted from the peer review process. The Congress Scientific Committee Secretariat indicated that the papers "failed relevant review". WLO recognizes these presentations are an inclusive part of the Congress. Two presenters agreed for their papers to be shared via the WLO website. You can see a presentation from Nagata & Kono, "Enjoyment matters to experiencing meaning from leisure" and Tower, McDonald & Marriott, "Leisure planning: Historical and future perspectives" at: [16th World Leisure Hybrid Congress presentations](#).

Research



Exercise promotes a sense of purpose finds Harvard research

By Tom Walker

Physical activity gives structure and meaning to people's lives, according to new research. A study, published in the *Journal of Behavioral Medicine*, looked at how exercise affected more than 18,000 middle-aged and older men and women in the US. Led by Ayse Yemiscigil, a postdoctoral research fellow with the Human Flourishing Program at Harvard University, the study looked at people's responses to questions such as "I have a sense of direction and purpose in life" and "my daily activities often seem trivial and unimportant". The team then revisited people's attitudes a few years

later, correlated with the amount of exercise they did. The findings suggested that people's exercise habits may influence their sense of purpose in life – while the reverse is also true, as having a sense of purpose seemed to have a positive effect on how much they exercised.

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From *Leisure Opportunities*

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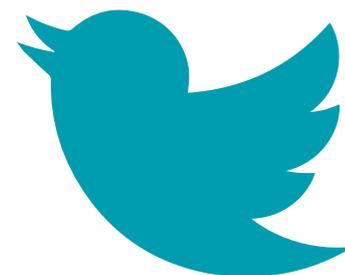
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The World Leisure Journal is now on Twitter. Follow @WorldLeisureJ and stay updated!



Industry



Major international business leaders spearhead initiative striving for better workplace mental health

By Megan Whitby

A coalition of global organisations and business leaders from BP, BHP, Clifford Chance, Deloitte, HSBC, Salesforce, Unilever and WPP have launched an international initiative to advocate for and accelerate positive global change for mental health in the workplace. Called [The Global Business Collaboration for Better Workplace Mental Health](#) (GBC), the initiative's vision is a world where all workplace leaders recognise, have the right tools and commit to taking tangible and evidence-based action on mental health and wellbeing in the workplace, enabling their workforce to thrive. The

founding CEOs stated: "As we look to rebuild from the pandemic, the business community must prioritise and invest in the mental health of all employees. "This is not just a business initiative, but a social imperative that will drive positive and long-lasting effects for society."

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Tourist numbers down 83% but confidence slowly rising

Source: [UNWTO](#)

International tourist arrivals were down 83% in the first quarter of 2021 as widespread travel restrictions remained in place. However, the UNWTO Confidence Index shows signs of a slow uptick in confidence. Between January and March 2021 destinations around the world welcomed 180 million fewer international arrivals compared to the first quarter of last year. UNWTO Secretary-General Zurab Pololikashvili comments: "There is significant pent-up demand and we see confidence slowly returning. Vaccinations will be key for recovery, but we must improve coordination and communication while making testing easier and more affordable if we want to see a rebound for the summer season in the northern hemisphere." The latest survey of the UNWTO Panel of Tourism Experts shows prospects for the May-August period improving slightly.

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Policies



New Regional Policies on Culture in Europe and North America

Source: [UNESCO](#)

The Council of Ministers of Culture of South East Europe (CoMoCoSEE) [adopted a declaration](#) recognizing “the exceptionally important role of culture in sustainable social and economic development in line with the United Nations 2030 Agenda for Sustainable Development.” More specifically, the Ministers – who gathered in Athens, Greece on 25 May – recognized the importance of a holistic approach towards the cultural and creative sector, which focuses on the interdependence of the economic and social dimensions of culture. The Council (Education, Youth, Culture and Sport) of EU adopted conclusions on the recovery, resilience and sustainability of the cultural and creative sector at its meeting on 17-18 May. The meeting identified six priorities following the challenges of the COVID-19 crisis,

including improving access to funding, strengthening mobility and cooperation, and accelerating the digital and green transitions. A new report on how to close gender gaps in the cultural and creative sectors has been published by the EU Commission. The report [“Towards Gender Equality in the Cultural and Creative Sectors”](#) provides recommendations and an overview of over 250 good practices from across the EU to improve the working conditions of women.

17TH WORLD LEISURE CONGRESS

Leisure

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The poster features a background image of a beach at sunset with a dog in the foreground. At the top, there are icons representing various leisure activities: a person swimming, a person sitting on a beach, a person running, a person on a bicycle, and a person playing tennis. The text is in a mix of blue and white colors.



Working in the international sector, within an inclusive, multicultural team, committed to activating the human spirit, enriching cultural identities, and promoting sustainable growth is what I always wished for when I first started my university studies. WLO is the best possible combination of all of this. But more than that, what is even more important is the daily motivation to start working I feel every morning, because every day in WLO is very challenging and inspiring. Furthermore, I am so lucky I can say that beyond my colleagues, who are passionate about what they do and share with me everything they know, they have also become my friends

Maya Suárez Lorenzana, trainee at the
WLO Scientific and Technical Secretariat in Bilbao

Network



Award Ceremony for WLYA Contest winners

The winners of the World Leisure Youth Ambassadors contest were awarded in a special ceremony that took place on June 9th, 2021. The World Leisure Youth Ambassadors programme provides college and university students to connect on a local-to-global basis while gaining a broader perspective of trends, issues, strategies and advancing leisure worldwide. WLO invests in World Leisure Youth Ambassadors, by empowering them within the organization and the leisure community. For the contests of the year 2020-21, winners of the best artist, photographer, volunteer, and short film, were felicitated at the ceremony. In her speech at the ceremony, Dr. Cristina Ortega Nuere, the WLO Chief Operating Officer, said "This opportunity, such as the WLYA Awards, becomes a perfect occasion to prove that young people are an essential part of the recovery towards a brighter future, and to demonstrate

the power and value that leisure youth and future professionals bring to our organization and its network".



WLO members Marco Bevolo and Filiberto Amati interview WLO Chair Joanne Schroeder on the future of events

Professor Joanne Schroeder from the Department of Recreation and Tourism at Vancouver Island University, and WLO Chair, joined Filiberto Amati of Amati & Associates and WLO member Marco Bevolo in a program of conversations with thought leaders, functional to scope future landscapes of (business) events, which can be viewed [here](#). Joanne introduced herself as a "pracademic", a practice-led scholar, with the ability to juggle between theories and the actual reality of the business world and communities. There was talk about the WL Congress which was postponed from October

2020 to April 2021, in Beijing Pinggu, People's Republic of China, in order to redesign a live "in presence" event as a hybrid event, with direct participation on site in China, where contributors were in the room, whereas global attendance was interactively enabled in remote modality, digitally. There is no expected going back from the hybrid model of event design and management. This was also confirmed by Joanne's experience with virtual classroom activities, that were accelerated by the COVID-19 pandemic, where avatars and other AR/VR technologies and applications have rapidly become a necessary component of marketing, educational, and event hybrid strategies, that will be requested, e.g. in terms of asynchronous experience and augmented content modules. In terms of Joanne's vision of the future, the future will inevitably encompass the institutional world of WLO as well as her educational role. Leisure has always been, is and will increasingly be a key enabler of mental balance and social well-being. Perhaps never before as in the last 18 months, the global and local communities of citizens, tourists, and people in general have understood the value of leisure, by suddenly missing the opportunities to experience leisure. On the above basis, leisure will continue to form and offer opportunities to improve the human condition through events.

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Publications



FREE ACCESS to *WL Journal* articles on 'Leisure and mental health'

Mental wellness is extremely important for maintaining physical health and improving the overall quality of life. The COVID-19 pandemic affected our daily routines and forced us to stay locked inside our homes for an extended period of time. This caused stress to a lot of people and has degraded their mental well-being. Leisure can have a positive impact on people's health during such difficult times. Recreational activities that allow us to relax, or trying new things which provides us a sense of self-esteem, can help tackle anxiety and stress. To give a deeper insight into how leisure affects mental health, we bring to you a selection of *World Leisure Journal* articles on this topic, available with free access, courtesy our publisher Taylor and Francis. The selected articles are: [Engagement in serious leisure as practice for coping with the stress of daily life](#) by Tali Hayosh; [Linking recreation and health with people](#)

[living with chronic conditions](#) by Martha Barnes, Heidi Lauckner and Susan Hutchinson; and [The relationship between outdoor recreation and depression among older adults](#) by Keith M. Christensen, Judith M. Holt and Justin F. Wilson.



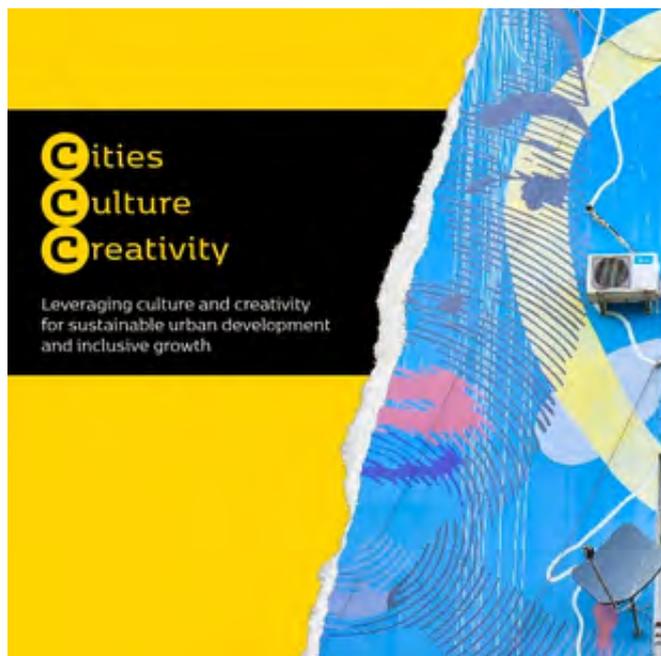
UNWTO launches publication titled "Accessibility and Inclusive Tourism Development in Nature Areas - Compendium of Best Practices"

Source: [UNWTO](#)

The publication "Accessibility and Inclusive Tourism Development in Nature Areas - Compendium of Best Practices", which was presented at the Expert Meeting on Accessible Tourism held in May 2021 at FITUR Next, is now available in the UNWTO E-Library. It is the result of

the work carried out in the last months by the Working Group on Accessible Tourism, coordinated by UNWTO and chaired by the Spanish Network for Accessible Tourism (RedEstable). This publication addresses the relative lack of research carried out into the topic of accessibility in nature areas to date. Through multiple cases studies and examples of best practices drawn from UNWTO Affiliate Members and other organizations, it illustrates different ways of designing and implementing projects aimed at improving accessibility in nature and so enabling persons with disabilities to travel to these areas.

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UNESCO and World Bank launch framework for action for creative cities' recovery, development and economic growth

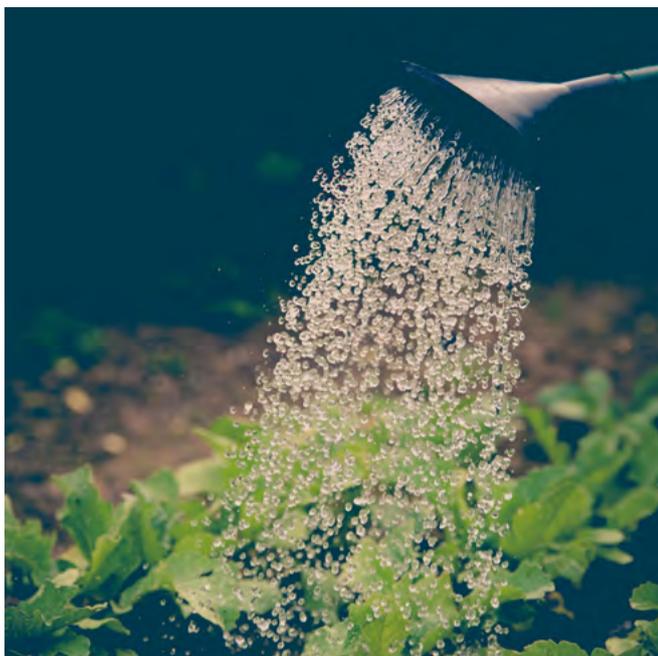
Source: [UNESCO](#)

UNESCO and the World Bank have partnered for the first time in a joint initiative to enable the cultural and creative industries in cities as part of their recovery and development during and after the COVID-19 pandemic. In their position paper published on 21 May, UNESCO and the World Bank present the *Cities, Culture, and Creativity Framework* for action for cities to be more creative by enabling sustainable ecosystems in which cultural and creative industries can attain their full potential to contribute to economic growth, urban vibrancy, social inclusion and innovation. *Cities, Culture, and Creativity* draws on global studies and lessons learnt from nine different cities in all regions, which

have collaborated with the World Bank and UNESCO, and have harnessed their creativity, achieving positive socio-economic outcomes. It highlights integrated policies and interventions in six areas that can enable the emergence of creative cities: urban infrastructure and livability, skills and innovation, networks and financial support, inclusive institutions and regulations, uniqueness and the digital environment. The framework is expected to be implemented through a series of joint UNESCO-World Bank pilot projects in different regions of the world.

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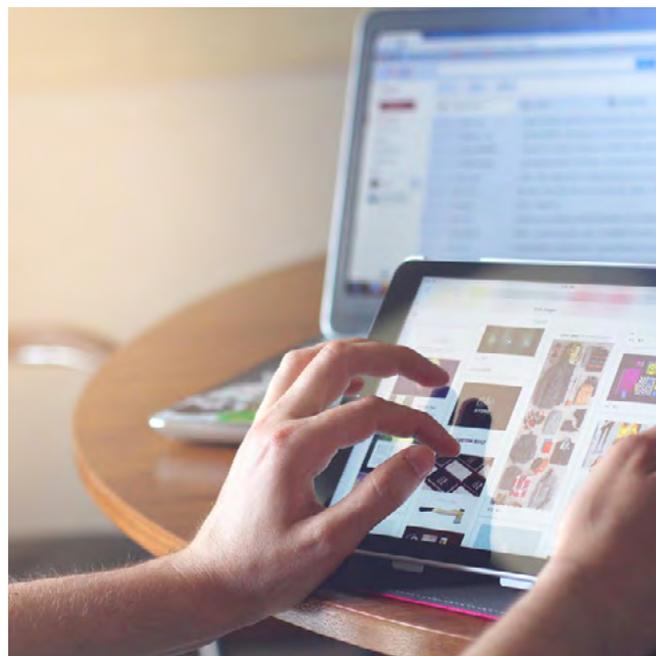
Opportunities



OPEN CALL for WLO Strategic Priority Grants (SPGs) (Deadline: Friday, August 27th, 2021; for WL Premium members only!)

Designed to support members' projects that further the development of leisure as a means to enhance the human condition, every year the Strategic Priority Grants (SPGs) program awards up to \$10,000 (USD) per project supporting leadership, advocacy, research, education, and engagement initiatives which promote socio-cultural development, encourage sustainable economic growth, or improve people's quality of life. Learn more about SPGs call and granted projects [here](#).

** If you are not a WL Premium member yet, learn more about the opportunities and benefits and join us here: [WL Membership](#)*



CALL FOR PAPERS for the *WL Journal* special issue on "Leisure, knowledge work and the digital nomad" (Deadline: March 21st, 2022)

The *World Leisure Journal* invites submission of papers for a special issue on "Leisure, knowledge work and the digital nomad", guest-edited by Marko Orel from Prague University of Economics and Business. The growth of the digital economy has made it possible for knowledge workers to perform work-related tasks remotely. This has been amply demonstrated during the 2020-21 COVID-19 pandemic when millions have spent considerable periods working from home. Post-pandemic, it appears that many of these will transfer to a 'hybrid' mode, working remotely for some days of the week and in the office for the rest. However, digital nomads, or neo-nomads, exploit the phenomenon to

the full, working remotely on a full-time, on-going basis, using the freedom this offers to move their residential location to optimise lifestyle, leisure and travel/touristic goals, both domestically and internationally. Frequent changes of an employer are also possible for digital nomads due to the portability of their digital skills. The special issue will cover a broad range of topics and perspectives on digital nomadism and leisure, including evidence-based research papers, systematic reviews and conceptual scholarly pieces. All submissions will be peer-reviewed. Article Due Date is March 21st, 2022.

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Opportunity to be co-chair of the WLO Special Interest Group on Leisure and Aging

Requirements for this position are willingness to keep track of what is happening – world wide – on the subject of leisure and aging and report that two times per year; ability to promote cross-cultural collaboration on the subject; and ability to recruit a co-facilitator to do the same. WLO [Special Interest Groups](#) (SIGs) work towards the future challenges in the field of leisure research, education, knowledge transfer, and advocacy. Member-generated and member-driven, SIGs provide a space for WLO members to meet and work together at a global level.

For more information on this opportunity, contact Leisure and Aging SIG chair Dr. Douglas Kleiber at: dkleiber@uga.edu



PhD Opportunity in Leisure Studies at the Breda University of Applied Sciences (Deadline: August 23rd, 2021)

Source: [BUAs](#)

The Academy for Leisure and Events at the Breda University of Applied Sciences, which is a World Leisure Center of Excellence, is looking for a suitable candidate for a PhD vacancy in Leisure Studies. The candidate will be responsible for a research project that analyses leisure experiences, more specifically how digital (enhancement) of events affects or improves how the event is experienced. The project sits at the crossroads between events research, digital entertainment, and experience design and experience measurement (using the neuroscientific toolbox of BUAs' Experience Lab). Publication of research in international scientific and peer-reviewed journals is expected within this job. Moreover, part of the work at BUAs will involve teaching and supervising students in research projects, depending on the candidate's expertise and personal interests. The candidate should have completed an MSc or MA degree in Leisure or Tourism studies or an MSc or MA degree in a related field of knowledge or social science discipline. The application deadline is August 23rd, 2021. Starting date for the position is ideally on 1 October 2021, but later dates can be considered.

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Call for papers by the *International Leisure Review* (Deadline: April 15th, 2022)

The *International Leisure Review* has launched a call for papers on all aspects of leisure, recreation, and related issues from authors throughout the world. The *International Leisure Review* is the official fully refereed journal of Taiwan Leisure Association. The Journal aims to publish studies of theoretical, applied and professional interest. Contributions may be in the form of original articles reporting the author's research, reviews of a topic or issue, or case studies. Proposals for sets of papers addressing a common theme or issue are also encouraged. Manuscripts and other proposals, and books for review should be emailed to the Guest Editor, Dr. Marie Young of the University of the Western Cape, South Africa at myoung@uwc.ac.za. The deadline for submission is April 15th, 2022.

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UNWTO opens call For 'Best Tourism Villages'

Source: [UNWTO](#)

UNWTO is recognizing villages across the world harnessing the power of tourism to provide opportunity and safeguard their communities, local traditions and heritage. This initiative will identify villages taking innovative and transformative approaches to tourism in rural areas in line with the Sustainable Development Goals (SDGs). "Tourism can be a driver of positive change for rural communities all around the world," said UNWTO Secretary-General Zurab Pololikashvili. "We want to recognize the uniqueness of each village and showcase the best initiatives to make tourism a means for a better future in rural areas. As we restart tourism, we work to ensure that we leave no one - and no village- behind." UNWTO Members States can present up to three villages to be assessed by the Initiative. Applications will close on July 31st, 2021. The selected villages will be announced in October 2021, on the occasion of the 24th session of the UNWTO General Assembly (Marrakesh, Morocco).

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Upcoming events

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WLO to contribute as association partner of Qatar Travel Mart 2021 (November 16th–18th, 2021)

The WLO will be contributing as an association partner at the Qatar Travel Mart 2021. Qatar Travel Mart will offer a venue to begin the journey of recovery and strengthening of the Travel and Tourism sector. The exhibition will offer the most sought-after travel destinations, real-estate development projects and up-to-date Sports, MICE, Cultural, Leisure, Luxury, and Medical tourism trends to the most discerning upscale market and provide insights and fresh perspective on the future of tourism by bringing together the industry's thought leaders, experts, and stakeholders. As an association partner, WLO will be supporting and advising on the objectives and content of the Tourism & Travel Conference program. The event is scheduled to take place from November 16th to 18th, 2021 at the

Doha Exhibition and Convention Center. All effective measures are being applied to protect the health and well-being of the exhibitors and visitors. More information about the event can be found [here](#).



WL Knowledge Sharing & Networking Experience: topics defined for Expert level to take place in October and November

The [Knowledge Sharing and Networking Experience initiative](#), open to the entire leisure community, is expected to build a space for action and change through ideas and networks related to the leisure field. Level 1 (Engage level) of this program was successfully completed by the end of 2020. In this level, with the participation of the entire leisure community, open debates between different networks were stimulated and new ideas were brought to light. At Level 2 (Expert

level) we will invite experts on the field for a deeper dive of discussion, solution generation and leisure future impacts. Following an open consultation, which was highly participated by our members and partners, the topics for this Level 2 will be: Leisure, mental health and wellbeing; Leisure education, and Inequalities and barriers on inclusive leisure practices. Level 2 will be organized in October and November. More information on the specific dates, format and how to participate to be coming soon!



1st Global Youth Tourism Summit (GYTS) to be organized by UNWTO (August 23rd–25th, 2021)

Source: [UNWTO](#)

Sustainable development and peace cannot be achieved unless we involve young people and create the conditions that allow them to reach and unleash their full potential. UNWTO, the specialized agency of the United Nations responsible for the promotion of responsible, sustainable and universally accessible tourism, is designing and implementing the Global Youth Tourism Summit. The GYTS is a global series of international events where children and youth will develop, share and discuss their innovative ideas, vision and proposals for the future of sustainable tourism within the global framework of the UN Agenda 2030 and 17 Sustainable Development Goals (SDGs). The 1st Global Youth Tourism Summit will take place in Sorrento (Italy) from 23 to 25 August 2021.

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Special 6-part online training series on “Post-Covid social media strategy” (July 1st–August 4th, 2021)

ENCATC, the European network on cultural management and policy, invites members of WLO and their partners for an exciting training opportunity to help not only their own institutions, but also for other cultural projects they are working on, or to prepare for the communication work packages of upcoming or future projects. ENCATC is organising a special 6-part online training series for a “Post-Covid social media strategy” taking place from July 1st - August 4th in the frame of the ENCATC Breakfasts. This training series is under the guidance and expertise of trainer, Christopher Hogg, a playwright and lecturer in Creative and Social Media at Royal Holloway. It will be valuable for arts and cultural institutions, and cultural projects and their partners communicating with their audiences online to help their communication staff to:

- Improve and build up social media knowledge and skills to benefit their institution;
- Learn how to have a successful social media strategy in a post-Covid context;
- Become better digital storytellers with more impact;
- Create meaningful and well-structured digital content;
- Nourish and strengthen long-term relationships with audiences.

[Registration](#) is open! Join ENCATC for the entire training series or choose from the 6 topics most interesting for your institution!

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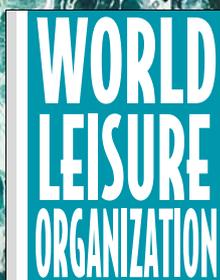
Encounter



Encounter with... Prof. Atara Sivan, on human rights and the *WL Charter*

A new revision of the *World Leisure Charter* was conducted by a Special Taskforce of the World Leisure Academy over the period 2017-2019 and was approved by the WLO Board of Directors in 2020. Prof. Atara Sivan, President of the World Leisure Academy and member of WLO Board of Directors, was the co-convenor of this Taskforce, together with Prof. Tony Veal. In this conversation, Prof. Sivan tells us about the collaborative process leading to this new version of the *WL Charter*, and encourages policymakers, educators, recreators and everyone in the field of leisure to make use of the comprehensive, ready-made set of materials of this important document for the advocacy for leisure and human rights. The newest edition of the *WL Charter* has been translated into all UN languages – Arabic, Chinese, French, Russian, Spanish – plus Portuguese and Japanese. All language versions will be made available very soon, stay tuned!





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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