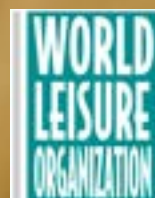



WV NEWS

ISSUE 35

THE CHARTER FOR
LEISURE IS NOW
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SEPTEMBER 2021





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Editorial

Dear members, dear colleagues,

Within this issue's WLO News section, we are happy to announce that the WLO Charter for Leisure is now available for consultation in six different languages. We also tell you about the intense, ongoing process to develop WLO's Work Plan for the next 5 years. I personally would like to take this opportunity to thank all Board members for the enormous effort they are doing and the enthusiasm they are bringing to this process.

In the Research section, we present you, thanks to the contribution of the WLO Special Interest Group on Leisure Management (LM SIG), an analysis of the social, health and economic benefits of the aquatic industry to Australia, produced by Royal Life Saving Australia and PricewaterhouseCoopers Australia.

Finally, we stay active in our relations with other leisure actors across the globe. By way of example, and as detailed below, WLO will participate in the 60th Annual ICCA Congress, will be contributing as an association partner at the Qatar Travel Mart 2021, and supports 3rd Leisure Congress on "The New Era of Wellness" organized by SESC in Brazil.

All this and much more just scrolling down, enjoy your reading!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO News



5th World Leisure Expo and Forum in Hangzhou, China, 2021: “Digital Smart Future, Livable Paradise”

The 5th World Leisure Expo and Forum is a biennial event taking place between October 15th and 17th in the city of Hangzhou. The WL Expo & Forum is a major exhibition showcasing some of the most innovative businesses in the leisure sector at different levels. Parallel to the WL Expo, the satellite event World Leisure Forum and Development Summit, will be held on 15th October, dedicated to diverse audience and interests, with the theme of Digital Intelligence Leisure, Common Prosperity.



The WL Charter is now available in six different languages

In 1948, the United Nations Universal Declaration of Human Rights recognised the right of all to enjoy leisure time and to freely participate in the cultural life of the community. The *WLO Charter for Leisure* outlines the implications of this historic declaration for: governments at national, regional/provincial and local levels; commercial organizations; education institutions; professional bodies; non-government organizations; and individual citizens. The third revision of the 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. The WLO Charter for Leisure has been translated into different languages to assist professional and academic colleagues and organisations and individuals around the world in pursuing their aims to secure leisure benefits for all. The Charter is now available in the following languages: [English](#), [Spanish](#), [Chinese](#), [Arabic](#), [French](#), and [Russian](#).



WLO Board of Directors develops the organization's Work Plan for the next five years

In October 2019, the WLO Board of Directors, the Chief Operating Officer (COO), and WLO Secretariat staff met to review WLO's mission and vision statements in preparation for evaluating a list of strategic priorities and proposed a set of action steps to be used to provide a detailed working path for a new strategic plan. The resulting conclusions were used to inform the draft of a new strategic plan. After all the necessary reviews and revisions that were undertaken to prepare the *World Leisure Organization Strategic Plan 2021-2025*, it was finally approved by the Board of Directors in September 2020. Over the last few months, WLO Board members have been actively involved in the transformation of this Strategic Plan into a Work Plan 2021-2025, which will determine the main projects and actions to be implemented by WLO over the next five years. One of the priority issues for a sustainable, strong, and resilient Work Plan is to be adaptable to the new global changes and challenges resulting from the pandemic, whose early effects began a few months after the approval of the Strategic Plan. Our goal for the upcoming months will be to continue putting all our efforts to make it happen in the best possible way.

Research



Health, social and economic assessment of the Australian aquatic industry

Royal Life Saving Australia (RLSA) and PricewaterhouseCoopers (PwC) Australia have produced an analysis of the social, health and economic benefits of the aquatic industry to Australia. The total benefit was valued at \$A9.1 billion which is equal to \$A352 per Australian. The research looked at the 2,113 publicly accessible aquatic facilities across the country, finding almost 90 percent of Australians live within a 20-minute drive of their nearest pool. Some of the headline figures include:

- \$A2.8 billion of economic activity
- \$A2.5 billion value of health benefits
- \$A3.8 billion value of social benefits.

PwC found the industry provided a social return on investment of \$A4.87 for every dollar spent operating an aquatic facility in a capital city or \$A2.18 in regional Australia. RJ Houston, RLSA National Manager – Aquatics, said “Putting a dollar value on the role of the community pool is very difficult. Beyond preventing drowning deaths, the aquatic industry has been shown to boost health by reducing the burden of disease, improving mental health outcomes and reducing absenteeism. The social benefit is where the aquatic industry has traditionally been under-recognised. Bringing people together, supporting marginalised groups and supporting early learning are some of the critical ways these public pools support their local communities.”

The Australian aquatic industry employs more than 67,000 employees, with women making up almost three-quarters of the workforce.

A copy of the report and further information is available from: <https://bit.ly/3g34ZOv>



Fitness is most popular physical activity globally according to study by Ipsos for the World Economic Forum

By Tom Walker

Fitness is the world's most popular physical activity and more than 50 per cent of people would like to spend more time exercising. The figures come from the new [Global Views on Exercise and Team Sports](#) study by Ipsos – conducted with the World Economic Forum – which explores attitudes to physical activity and sport in 29 nations. Among the report's findings were that the five most frequently practiced team sports and activities in a normal week are fitness (20 per cent of those questioned), running (19 per cent), cycling (13 per cent), Football/soccer (10 per cent) and swimming (9 per cent). It also showed that almost six in ten citizens across the 29 markets say they would like to do more exercise (58 per cent), with the biggest obstacle being lack of time (37 per cent). People from the Netherlands are the most physically active of the 29 nations studied, spending 12.8 hours a week – almost two hours per day – doing physical exercise or team sports.

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Exercise should be prescribed for depression, finds report from the John W Brick Mental Health Foundation

By Tom Walker

People with depression should be prescribed exercise and then monitored for the first 12 weeks of their regime – similar to the way physical therapy is used to help people recover from injuries. The recommendation comes from a new report – Move Your Mental Health – which summarises data from 1,158 studies and reviews 20+ types of physical activities in relation to mental health outcomes. Out of the 1,158 studies, 89 per cent (1,029) reported “significant positive relationships” between physical activity and mental health outcomes. Overall, three to five 30-45-minute moderate to vigorous exercise sessions per week appear to deliver optimal mental health benefits.

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Industry



Republic; Vichy, France; Baden-Baden, Germany; Bad Ems, Germany; Bad Kissingen, Germany; Montecatini Terme, Italy; and Bath, UK.

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Eleven historic spa towns in Europe achieve UNESCO World Heritage status

By Megan Whitby

The United Nations Educational, Scientific and Cultural Organization (UNESCO) has honoured 11 European spa towns and added them to its esteemed World Heritage List. The new transnational serial World Heritage Site is composed of The Great Spa Towns of Europe which comprise 11 famous historic thermal spa towns and cities in seven countries. Each town was founded around natural mineral springs and their inscription onto the list will bring them better protection and enhanced cooperation in the fields of heritage conservation, balneology/health, tourism and promotion. The group includes the following locations: Baden bei Wien, Austria; Spa, Belgium; Karlovy Vary, Czech Republic; Mariánské Lázně, Czech Republic; Frantiskovy Lázně, Czech



European health club revenues fell by a third in 2020

By Tom Walker

The number of active memberships across European health clubs fell by roughly 10 million – or 15.4 per cent – during 2020, a year defined by the pandemic. Clubs, studios and gyms across the continent had a total of 54.8 million members in December 2020 – a significant fall from the 64.8 million members in 2019. The figures come from the European Health & Fitness Market Report, compiled by Deloitte and published on 23 June, 2021 by industry body EuropeActive. The report also shows that revenues fell by nearly a third (32.9 per cent), from the record level of €28.2bn in 2019 to €18.9bn in 2020. The top 15 European fitness operators achieved total revenues of €2.6 billion in 2020.

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Policies



G20 agrees first declaration on culture

Source: [UNESCO](#)

The Ministers of Culture of the G20 group of the world's largest economies agreed on 30 July for the first time in history on a G20 Declaration on Culture that firmly positions culture as a major engine for sustainable socio-economic recovery in the wake of the COVID-19 pandemic. It includes five key priorities identified by the Italian Presidency on: the protection of cultural heritage; culture and climate change; culture and education; cultural and creative industries; and culture in the digital transformation. The Declaration - agreed in Rome, Italy, at the Colosseum, a UNESCO World Heritage site - will feed into the overall process of the G20 Summit of Heads of State and Government, due to meet later this year. The inclusion of culture echoes the progressive broadening of the scope of the G20's discussions in recent years to a more global reflection on contemporary societal issues.

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Quote from member – **Naresh Nayak**

“To start my career with hospitality and discover new concepts in the tourism sector excites me as I find that my career and my holistic grasp of this profession benefit greatly from both experiences. Leisure also plays an important part in influencing the tourism and hospitality sector in helping individuals develop and promote the development of inclusive communities. I look forwards to being part of WLO as an active researcher to network and interact with industry partners. I would love to see high content and be a part of further dialogues between scholars. Given the worldwide worries about climate change, environmental degradation and broader sustainability practices, the WLO will provide an ideal venue for people from different countries to discuss their own historical experience on how to achieve a sustainable future”.

Network



WLO participates in the 60th Annual ICCA Congress

WLO will be attending the 60th Annual International Congress and Convention Congress (ICCA) organized in the Congress Hubs in the city of Paris between the 24th and 27th, October 2021. WLO, as part of the ICCA Association Advisory Group, has been actively involved for some years now, in the different engagement activities delivered by ICCA. For WLO, ICCA, and specially its annual congress has become the platform to gain the latest research and expert perspectives in the business and educational events, and get hands-on experience with cutting-edge event technology and new tools for successful association related programmes and events. More information about the congress and why join can be found here: <https://icca2021.com/icca-congress/>



SESC organizes 3rd Leisure Congress on "The New Era of Wellness"

The 3rd SESC Leisure Congress on "The New Era of Wellness", was organized by the Serviço Social do Comércio - Departamento Regional do Rio de Janeiro from September 23-24, 2021. SESC was the local organizer of WL Congress 2018 in Sao Paulo. The 3rd SESC Leisure Congress aimed to present strategies that could be developed for the resumption of leisure actions in the areas of Tourism, Hospitality, Sport, and Recreation, using the UN guidelines on the "Sustainable Development Goals" as a reference. The Congress was held in a hybrid way, with the official opening on 23rd September and thematic tables and presentations of the works taking place on 24th September. The methodology used in the development of the themes to be addressed at the Congress comprised roundtables and presentations of academic papers providing

debates on the themes. There were seven cycles, divided among the 16 speakers, where each one had between 15 to 20 minutes of speech. The tables were composed of national and international experts in the areas of Tourism, Hospitality, Sport, and Leisure. This event received WLO's endorsement through WLO Naming Rights programme.



Glasgow Declaration aiming to accelerate climate action to be launched in November

In preparation for COP26 in November of this year, UNWTO in collaboration with UNEP and a group of partners (VisitScotland, Tourism Declares a Climate Emergency and the Travel Foundation) worked together to draft a document which has come to be known as the Glasgow Declaration. Taking into consideration the recent climate related risks and extreme unprecedented events, the Glasgow Declaration is crafted timely to act as a catalyst for increased urgency across travel and tourism. It addresses the need to accelerate climate action during COVID-19 recovery and beyond. The Declaration is aiming to:

- define a clear and consistent sector-wide message and approach to climate action in the coming decade, aligned with the wider scientific framework and urgency to act now
- outline the pathways and specific actions that will accelerate tourism's ability to transform tourism and achieve net zero as soon as possible
- encourage signatories across all sectors of tourism to demonstrate their public support for scaling up the sector's response to the climate emergency

The Declaration will be supported by an online platform housed on the One Planet Network website and together with a repository of recommended actions, publications and tools. The final document will be publicly released within the framework of the One Planet Sustainable Tourism Programme, enabling organizations to become signatories to the Declaration and demonstrate their public commitment.



Digital tools to revitalize tourism

Source: [UNWTO](#)

The World Tourism Organization (UNWTO) continues to energize the restart of tourism based on sustainability and innovation. An agreement with MUST Travel & Tech places a digital tool at the service of tourism, allowing users to share their experiences to promote the reactivation of the sector with a view to sustainability. Presented during the UNWTO Mayors' Forum in Porto, Portugal, the tool is an opportunity for the advancement of smart cities, as well as destinations that incorporate technology and innovation in their development. Already operating in 60 countries, MUST aggregates all the information of interest to travellers in one place. By also integrating key information and analysis from UNWTO, it aims to become a leading tourism application and generate opportunities for destinations.

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Publications



Removal of Plastic from the World Leisure Journal issues

In their aim to reduce the environmental impact across their business, our publisher Taylor & Francis has been observing their use of plastics, which have a detrimental effect on the planet, animals and water sources. Over the past 12 months, they have trialed a few different mailing options. They came to the conclusion that the only way to truly future-proof our journals and ensure that we do as little harm to our environment as possible is to completely remove all plastic packaging from our journal mailing, termed “naked mailing”. From the WLO, we appreciate this important step in reducing the environmental impact of our use of plastics and have implemented these changes in our issues of the World Leisure Journal.



FREE ACCESS to WL Journal articles on 'Fitness and health'

Regular exercise and physical activity are very important to maintain good health. It helps to protect you from many diseases, keeps your body and mind sound, and improves your quality of life. The Covid-19 pandemic resulted in the closure of all gyms and fitness centres for a long period of time. But people gave different interpretations to fitness during the pandemic and thought of innovative ways to indulge in physical activity. To give a deeper insight into what physical fitness means for people and how it was interpreted during the pandemic, we bring to you a selection of [World Leisure Journal](#) articles on this topic, available with free access. We would like to thank our publisher Taylor and Francis for their generosity. The selected articles are: [Outdoor skills education: what are the benefits for health, learning and lifestyle?](#) by Jana Raadik Cottrell and Stuart P. Cottrell; [Exercise and freedom](#) by Seppo E. Iso-Ahola; and [Interpretation of leisure sports in the pandemic situation of COVID 19](#) by Ping Ling.



Publication of first International Standard on Accessible Tourism for all, led by UNWTO, Fundación ONCE and UNE

Source: [UNWTO](#)

The International Organization for Standardization (ISO) has published the world's first standard on accessible tourism, ISO 21902 Tourism and related services – Accessible tourism for all – Requirements and recommendations. This is an international standard offering guidelines to ensure access and enjoyment of tourism for all on an equal basis. The World Tourism Organization (UNWTO), [Fundación ONCE](#) and [UNE \(Asociación Española de Normalización\)](#), led the development of this pioneering, cross-cutting standard on an international level, focusing on accessible tourism throughout the whole value chain of the tourism sector. It is hoped that the standard will become a key tool for enforcing the right of everyone to enjoy tourism and leisure. Because of the way in which environments, infrastructure and a wide range of tourism services have been conceived, tourists with disabilities often face challenges starting from the actual planning of their trip and including their experience in the destination. This standard aims to trigger change.

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Opportunities



Open call for nominations for the WLO Board of Directors (Deadline: November 8th, 2021)

WLO is currently seeking international leisure field scholars and professionals who want to invest their time and commit in strengthening our organization. WLO board seats are open to any WLO member in good standing, and members appointed will serve a three-year term beginning 1st January 2022. More information about the open call for nominations and board members characteristics needed for the 2022-2024 term can be found [here](#). Expressions of interest should be sent to secretariat@worldleisure.org as an e-mail attachment in PDF file, no later than November 8th, 2021. Further instructions about the application can be found [here](#).



Call for nominations for the UNESCO Memory of the World International Register (Deadline: November 30th, 2021)

Source: [UNESCO](#)

UNESCO is inviting new nominations for its [Memory of the World](#) International Register, which lists documentary heritage items of world and historical significance. Documentary heritage can include materials from a variety of fields and forms, including visual, audio, paper and digital, among others. Any person or organization, with the prior written consent of the owners or custodians, may submit nominations through the National Commission for UNESCO or, in the absence of a National Commission, the relevant government body in charge of relations with UNESCO. [The General Guidelines of the Memory of the World Programme](#), which were approved by the UNESCO Executive Board during its 211th session, provide detailed information regarding the selection criteria as well as the nomination process. The deadline for the nominations is November 30th, 2021.

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Upcoming events



QTM 2021 aiming to strengthen the tourism sector (November 16th - 18th, 2021)

The WLO will be contributing as an association partner at the Qatar Travel Mart 2021, which is a first of its kind exhibition in the country that aims to support and strengthen the competitiveness of tourism industry of Qatar. A great lineup of experts and industry leaders will share insights and best practices during a three-day conference entitled "Tourism Development and Management Conference". WLO will be supporting and advising on the objectives and content of the Conference program. NeXTfairs, the organizers of QTM 2021, announced that the event has attracted more than 75 local and international companies covering various sectors such as: airlines, hotels and resorts, tour operators, DMCs, cruise lines, transportation and travel technology companies. Rawad Sleem, Co-founder & General Manager of NeXTfairs, explained that the wide participation of both local and international companies reflects the great confidence in the Qatari market. Moreover, it confirms the start of the recovery phase of tourism and hospitality from the repercussions of Coronavirus, especially that Qatar's global tourism attractiveness is now higher than ever as the World Cup 2022 countdown draws closer. Watch this [video](#) to know what you can expect at the event.

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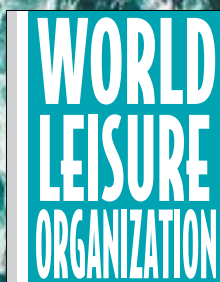


World Sports Tourism Congress being organized in Spain (November 25th-26th, 2021)

Source: [UNWTO](#)

The World Tourism Organization (UNWTO) and the Catalan Tourist Board (Agència Catalana de Turisme) are organizing the World Sports Tourism Congress which will take place from 25-26 November 2021, in Lloret de Mar, Catalonia, Spain. Within the framework of the 2030 Agenda for Sustainable Development, this congress seeks to explore the relationship between sports tourism and sustainable and inclusive development and how sports tourism can serve as a tool for tourism dispersal, differentiation and deseasonalization. In line with this, the congress will challenge all participants to further explore these topics and discuss innovation and current and future trends in the sector, as well as successful governance and private sector strategies. All the information about the programme and the registration process can be found [here](#).





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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