

WL NEWS

ISSUE 30

REINVENTING
LEISURE IN A
'POST-PANDEMIC'
WORLD



JANUARY 2021





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Editorial

Dear members, dear colleagues,

First of all, from WLO we wish you all a Happy (and hopefully healthier!) New Year! These are tough times, yet we are very happy to have been able to adapt ourselves to keep running our activities, although in different formats. With the beginning of the new year, we start organizing ourselves for all the tasks we have planned to accomplish throughout 2021. We have adopted a new Strategic Plan for the organization, which we will be implementing until 2025. Moreover, we have welcomed new Board members. We also recommend you check our Encounters section, since we have conducted an interview with Dr. Stephen Anderson, who has for many years served our Board of Directors.

On another note, we have decided to focus this Newsletter issue on “Reinventing leisure in a ‘post-pandemic’ world”, in an attempt to stress the importance of understanding that habits within the leisure field are changing, and that in this regard, the COVID-19 pandemic has been a consciousness-raising event. Further insights on this matter can be read below, in an interview that VIU has conducted with WLO Chair, Professor Joanne Schroeder.

From our side, we are preparing ourselves for all the upcoming events the WLO is running this year: WL Hybrid Congress, WL Day, WL Expo, WL Festival... But for the moment, we are only providing on this issue more details on the first two!

We are also happy to announce that despite current circumstances and in times of uncertainty, we have been able to continue with other WLO programs and activities, like the Strategic Priority Grants (SPGs) Program! From all applications received, two proposals have been funded. Check the news below for more information on the recipients’ projects and stay tuned because the new call will be soon launched! Also, same as in all our previous issues, we are providing you with several articles of free access from our WL Journal!

We remind you that WL News is also a space for WLO Premium members to disseminate their contents. Don’t hesitate to use the “Submit your news here” button above, or contact us at media@worldleisure.org for your news to be shared with the WLO community!

Yours truly,



Dr. Cristina Ortega Nuere
WLO Chief Operating Officer

WLO News



WLO welcomes new members of the Board of Directors and its newly adopted Strategic Plan

After an open call for new WL Board of Directors members was launched in September last year, we are glad to welcome on board Dr. Cari E. Autry (East Carolina University, USA), Dr. Marcel Bastiaansen (Breda University of Applied Sciences, The Netherlands), and due to their successful reelection, to have again with us serving for the WLO three reelected members: Dr. Antonio Bramante (Leisure Management Consultant and Visiting Professor, Brazil), Zhongqiang (Victor) Ma (WL Games, Qingdao City, China) and Dr. Ling Ping (Hangzhou Normal University, China). We thank them for their willingness to contribute to the development of WLO's programmes and activities.

Additionally, we would like to give special thanks to our now former Board member, Dr. Stephen Anderson,

who for many years has served the Board and Executive Committee of the WLO. Dr. Anderson has always been an active Board member and has contributed in very varied ways to the WLO: he has chaired the Thomas and Ruth Rivers International Scholarship, the WL Strategic Priority Grants (SPGs) program and has been member of the Membership Committee. At the same time, this new year that begins is also an important one for the organization regarding its working strategy. 2020 was the last year for the organization to close its five-year Strategic Plan, giving way to a new beginning on which unforeseen circumstances like the COVID-19 pandemic (and hence the adaptation of all activities until that moment scheduled) has suddenly become a priority. We would like to thank Dr. Richard Hayes and Dr. Bree Hayes for their leadership in WLO Strategic Plan's development process. Keep reading this news for more information of the current WLO Board of Directors. For detailed information on the newly adopted Strategic Plan, please click [here](#).

Coming from The Netherlands, the USA, Brazil and China, five members are (re)joining the WLO Board of Directors, who will serve for the period 2021-2023. They have been elected by current members of the Board after an open nomination process that closed in November last year.

The newly (re)elected members of the Board are:

- Cari E. Autry – East Carolina University, USA
- Marcel Bastiaansen – Breda University of Applied Sciences, The Netherlands
- Antonio Bramante, Leisure Management Consultant and Visiting Professor, Brazil (reelected)
- Zhongqiang (Victor) Ma – WL Games, Qingdao City, China (reelected)
- Ling Ping – Hangzhou Normal University, China (reelected)

These new and reelected five members of the Board of Directors join the current Board members:

- Joanne A. Schroeder – WLO Chair, Vancouver Island University, Canada
- Lawal Mohammed Marafa – WLO Vice – Chair, The Chinese University of Hong Kong, Hong Kong
- Cristina Ortega Nuere – WLO Chief Operating Officer (COO), Spain
- Yvonne Klerks – Ministerie van OCW, The Netherlands
- Cari E. Autry – East Carolina University, USA
- Miklos Banhidi – Szechenyi Istvan University, Hungary
- Marcel Bastiaansen – Breda University of Applied Sciences, The Netherlands
- Antonio Bramante, Leisure Management Consultant and Visiting Professor, Brazil
- Giyasettin Demirhan – Hacettepe University, Turkey
- Zhongqiang (Victor) Ma – WL Games, Qingdao City, China
- Lénia Marques – Erasmus University Rotterdam, The Netherlands
- Ling Ping – Hangzhou Normal University, China
- Arianne Reis – Western Sydney University, Australia

- Carlos Alberto Rico – Universidad Nacional de Colombia, Colombia
- Atara Sivan – Hong Kong Baptist University, Hong Kong
- Maria Luisa de Souza Dias – SESCSP (Serviço Social do Comércio in the state of São Paulo), Brazil
- Lucetta Tsai – National Taipei University, Taiwan
- Marie Young – University of the Western Cape, South Africa
- Jane Zhou – Zhejiang University, China

We thank our Board members for accepting this new challenge, and express our satisfaction for counting on such a diverse and committed group of people conforming our main governance body.

We also take this opportunity to thank this year's leaving Board member, Dr. Stephen Anderson, whose mandate had expired, for his valuable contribution to the organization in the past years, and hope to maintain the collaboration with them through different mechanisms in the future. The composition of the current WLO Board of Directors can be checked [here](#).

Vancouver Island University (VIU) interviews Professor Joanne Schroeder –VIU Recreation and Tourism Professor and WLO Chair– on leisure in times of pandemic



VIU Professor Joanne Schroeder

“We will continue to push for how important it is for all people to have access to recreation and leisure pursuits,” says Schroeder. “The reason why there is a World Leisure Organization that has consultative status to the United Nations is because the world acknowledges we are at a critical point. Countries with a better socio-economic status see leisure as a critical aspect of enhancing society. Yet in many areas of the world, the pursuit of leisure is only for the affluent while many workers are employed at little more than subsistence wages”.

Schroeder has more than 25 years of experience in public and non-profit recreation services encompassing a variety of leisure delivery experiences. She says the COVID-19 virus has created further opportunities for introspection on the way we spend our free time and perhaps insight on the way forward in a post-pandemic future. In her role as chair of the WLO board, she hopes to elevate the conversation of leisure across the globe. “The field of leisure is changing and it took the pandemic to make us look at what is happening. We need to examine how travel impacts our footprint across the globe, re-think local tourism, how can we as individuals support ourselves and our communities, the importance of getting out into our local parks and spaces and what's going to make our world healthier both environmentally and sustainably”.

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16th World Leisure Hybrid Congress

April 15 – 21, 2021 Leisure makes life better

Calling the global leisure field community to raise the voice and advocate for the importance and relevance of leisure! – 16th World Leisure Hybrid Congress on 'Leisure Makes Life Better' (April 15 - 21, 2021)

The 16th World Leisure Hybrid Congress – Leisure Makes Life Better – aims to provide the space to learn from leading experts in the leisure field and network, and for the first time it will be hosted in a hybrid mode, giving the opportunity for both a face to face and an online experience. The 16th World Leisure Hybrid Congress will surely gather influential experts and researchers to join the conferences online. Diverse topics in leisure field will be discussed in forums and subforums. Some of the topics of the latter are as follows: 1) Leisure and Agriculture; 2) Leisure Diversity, Access and Inclusion; 3) Leisure Education and Leisure Culture [focus on Chinese traditional culture]; 4) Leisure, Tourism and Hospitality; 5) Leisure Management for Social, Health,

Wellness, Environment and Economic Outcomes; 6) Leisure, Sport and Physical Activities; 7) Leisure, Cities and Urbanization; 8) Leisure and Well-being; 9) Entertainment and Leisure; 10) Leisure for Children and Youth; 11) Leisure and Aging; 12) Leisure and Innovation; 13) Leisure and Gender; and 14) Community and Economic Development. We are inviting the entire global WLO community to connect with each other, to share and explore new ideas, current challenges and opportunities! Online free registration can be done [here](#).

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The World Leisure Day, to be celebrated for the first time on April 16th, 2021

The World Leisure Day (WL Day) concept may seem new to some, in the sense that it has not been celebrated yet, but this is something the organization and close collaborators have been working on for years! In doing so, we are happy to announce that this 2021 will mark the beginning of what we hope will become a tradition for the following years: the celebration of the WL Day!

This international initiative 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 to access it. The WL Day is being coordinated by Dr. Antonio Bramante, chair of the WL Day Committee, together with the World Leisure Center of Excellence (WLCE) – Universidade de São Paulo (USP), in partnership with LAGEL – Laboratório de Gestão das Experiências de Lazer (Laboratory of Leisure Experiences Management) - and Sesc (Serviço Social do Comércio).

This first edition of the WL Day, under the theme of Leisure for a Better Life, will be celebrated on April 16th, 2021, through very varied activities which will take place all around the globe (in both on-site and online formats), and which we will soon announce. We encourage all of you to stay tuned for more information and join us in the celebration of the WL Day!



WLO Youth Ambassadors Program – A contest, an award and more opportunities for the youth!

The World Leisure Youth Ambassadors program provides college and university students with opportunities to connect on a local-to-global basis while gaining a broader perspective of trends, issues, strategies and advancing leisure worldwide. The “Meet a professional around the world” initiative will be resumed in the near future, so stay tuned! However, several opportunities are still open at the moment, from an international short film contest to a project about introducing successful online teaching methods on sports, music, dancing and handicraft by young people for young people, among others. We are already receiving contest-applications from all over the world, but deadline has been extended until Monday, 15th February, so don’t miss your chance! Go on reading to learn more and benefit from these opportunities!

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The results of the Strategic Priorities Grants (SPGs) program are here!

Designed to support members’ projects that further the development of leisure as a means to enhance the human condition, this programme awards SPGs of \$10,000 (USD) on average 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. From World Leisure Organization, we are pleased to announce that despite the current circumstances amidst the COVID-19 pandemic, we have been able to continue developing the SPGs program! From all applications received, two proposals have been funded: ‘Urban Green Space as a Health and Well-being Resource: a cross-sectional study of associations with Distance, Physical Activity, Screen Time, General Health and Overweight in Klang Valley, Malaysia’ and ‘Leisure and well-being across countries in the era of Covid-19: Trends and applications’

After a series of meetings and evaluations undertaken by the program’s committee, final decisions were made on which projects to grant. The applicants supported by the WL PSGs program on this occasion are the following:

[Urban Green Space as a Health and Well-being Resource: a cross-sectional study of associations with Distance, Physical Activity, Screen Time, General Health and Overweight in Klang Valley, Malaysia](#)

Children are naturally more physically active than adults, but due to present days' situation this is rather different. Kids are often busy with computer-related games or other deskbound works. Studies have also shown that green spaces benefit children in many ways. However, there is a lack of knowledge on how Malaysian children utilize these spaces. Knowledge about children's use of green spaces should be of special interest in the context of creating a well-being Malaysian community. Therefore, it is important to conduct a cross-sectional study of associations with distance, physical activity, screen time, general health and overweight in Klang Valley, Malaysia.

Leisure and well-being across countries in the era of Covid-19: Trends and applications

Facing the challenges brought up by COVID-19, this research project grows from the synergies provided by WLO membership, gathering in the first stage a na-

rower group of Special Interest Groups (SIGs), under the common research theme of "Leisure and well-being across countries in the era of Covid-19: Trends and applications". The project aims to understand and (re) build a (new) era of leisure research and methodologies, highlighting new concepts, perspectives, actors and guidelines in a common and shared effort to reestablish leisure as a force for human growth and development, capable of improving well-being and quality of life for all.

Do you have a project idea in mind and consider it matches WLO's mission and [Strategic Plan](#)? Don't worry if you missed previous calls, because the SPGs program is launched every year! Stay tuned for updates on the announcement of the new call... We can't wait to read your initiatives!



WLO and Sesc webinar on 'Trends and Perspectives of Leisure post-pandemic' – Ibero-American Debate: "Leisure in New Times" (December 10th, 2020)

Sesc - Social Service of Commerce is a Brazilian private organization supported by entrepreneurs in businesses, tourism and services, and its main objective is to provide wellbeing and quality of life to professionals working in these sectors and their family members. SESC's initiatives stem from a solid cultural and educational project that has borne the mark of innovation and social transformation since it was established by the business and services community in 1946.

Sesc's network in the state of São Paulo includes 43 centers dedicated to culture, sports, health and food, children and youth development, senior citizens and social tourism, among others.

However, considering the COVID-19 pandemic, the Sesc's centers suspended their presential activities in March 2020, starting to promote numerous digital actions on different social networks and platforms, aiming to keep active the links with our members - and to promote artistic entertainment presentations, physical activities guided by professionals and formative/educational activities for all community, in all subjects and areas acted by Sesc.

In leisure field, some of these formative activities were promoted by webinars, debates and a documentary exhibition, based on the reflections launched during the 2018 World Leisure Congress, held at Sesc Pinheiros center, in São Paulo.

On December 10th, 2020, in order to highlight the importance of thinking about studies and practices in the leisure field after the COVID-19 pandemic –since this phenomenon goes beyond previously known borders, such as those apparently existing between the real and the virtual, the public and the private space, work and free time, among many others– Sesc and WLO promoted the 'Ibero-American Debate online: Leisure in New Times', bringing together five leading researchers from Brazil, Spain, Chile, Uruguay and Mexico. About 200 participants joined the event, from Brazil, Mexico, Guatemala, Costa Rica, Argentina, Chile, Colombia, Cuba, Ecuador, Peru, Uruguay, Venezuela, Spain, Nigeria, Germany and Romania. Among the topics covered, scenarios and perspectives of leisure in the current context caused by the COVID-19 pandemic and their effects in

the socio-cultural and economic aspects were debated, especially considering the reality in Ibero-America.

The main aspects discussed and which are relevant to emphasize are: the possible transformations of leisure from other enjoyment forms, considering the different contents like digital leisure, sportive practices, manual practices and bricolage and others; the new perspectives on concepts, meanings, and space of this phenomenon in daily life; a possible increase in the barriers to access due to the worsening of the economy, age and gender inequalities; new implications due to home/office working; the incorporation of practices hitherto not assimilated as leisure and which, because of staying at home, became ways for self-knowledge and personal development; the valuation of relationships and simple things; the commercialization of leisure; leisure experienced through social networks vs. the overuse of screens and their implications; and the necessity of creativity in creating new leisure practices.

Social life, in general, was quite affected due to isolation, and the implications that the pandemic has also brought to the living conditions cannot be ignored, such as work and non-work, violence, and mental health. Several countries faced these issues, and each of them tried to find strategies that could serve for learning and/or inspiration for each other. In the leisure field, institutions, organizations, and the community mobilize to critically analyze the process experienced and think about new perspectives for a still uncertain future.

In this way, some questions need to be further and deeply analyzed, such as:

- considering that people developed different relations with leisure experiences during the pandemic, how to guarantee –as professionals in the leisure field– that the new leisure experiences can be enriching for all?
- once the relationship between public spaces and private spaces was totally changed during this moment, how to think about sustainability and the care for the environment during leisure practices, especially adventure or leisure practices on nature?
- we agree that leisure is a powerful strategy to keep and improve the quality of life and wellbeing for all. But can we affirm that leisure experiences in this isolation moment are being real opportunities to exercise the critical sense and creativity to most people?

These and other questions could base other encounters and future debates, not only in Ibero-America but also all over the world. One aspect that cannot be missed is that, probably, the concept of 'leisure' needs to be revisited and updated after this pandemic. We are excited with the possibility to keep this conversation!

Regiane Cristina Galante

Mediator in the Ibero-america Debate, PhD in Leisure Studies from Campinas University and Deputy Manager of Sesc São Carlos, a Sesc Center in the State of São Paulo. (Brazil).

Invited Speakers:

Adriana Estrada González

PhD in Leisure and Human Development from the Universidade de Deusto, Spain.

Professor at the Faculdade de Administração da Universidad de Monterrey (Mexico).

Andrés Ried Luci

PhD in Leisure and Human Development at the Universidad de Deusto.

Professor at the Pontificia Universidad Católica de Chile, at the Villarica Campus (Chile).

Christianne Luce Gomes

Doctor in Education, and post-doctor in Political and Social Sciences.

Professor at the Universidade Federal de Minas Gerais (Brazil).

Cristina Ortega Nuere

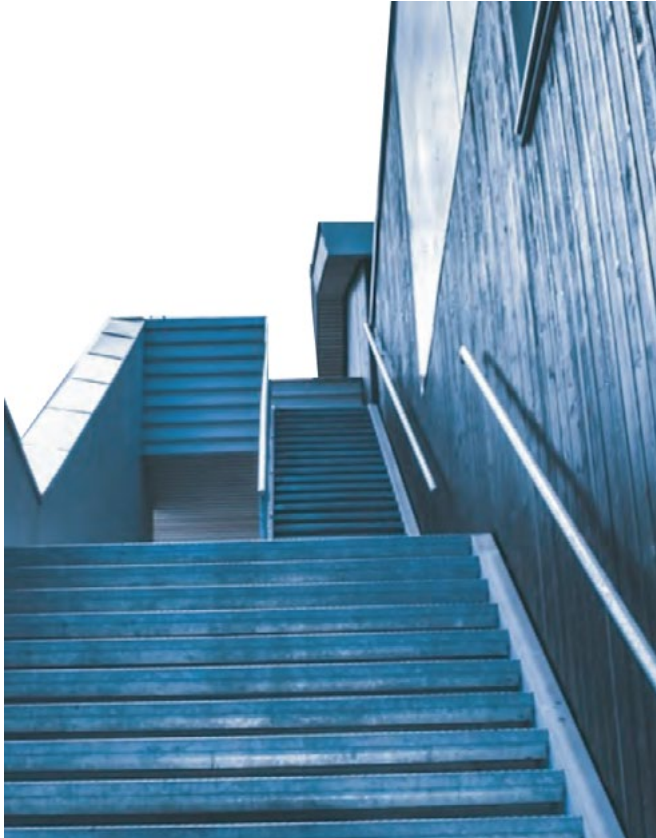
Chief Academic and Operational Officer of the World Leisure Organization (WLO).

Professor at the masters' course at Universitat Oberta de Catalunya (Spain).

Ricardo Lema Álvarez

PhD in Leisure and Human Development from the Universidade de Deusto, Spain.

Professor and Coordinator of the Course of Educational Recreation at the Universidad Católica del Uruguay (Uruguay).



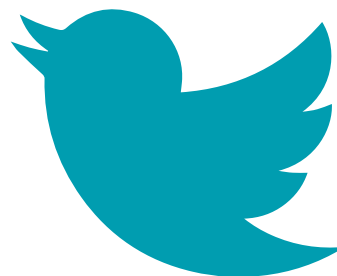
What is it like to do an internship at WLO?

Whether you are an undergraduate or postgraduate, at WLO there is a place for curious minds willing to work within an international organization's setting and to pursue a career in leisure studies and/or related fields. After an initial orientation, you will start contributing to the different projects and activities immediately! WLO internships provide students with an opportunity to internationalize their professional careers. From WLO, we aim at incorporating an international team for our upcoming events. Indeed, new students from the different WLCEs will be joining us throughout the year to accomplish this task. This is also a new opportunity for us to keep adapting to current circumstances and to give our maximum in keep fostering leisure as a contributor to the improvement of the human condition.

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Research



Leisure and well-being across countries in the era of coronavirus19: Trends and applications

By Teresa Freire, chair of WLO SIG on Leisure and Well-being and 2020 SPGs recipient.

The Coronavirus-19 crisis brought to everyday life a handful of unprecedented transformations, which still require further analysis and adaptation. Researchers try to understand the current impacts and anticipate the forthcoming consequences of this crisis through every field of knowledge. Leisure science is no exception. From the closure of cultural and recreational facilities, postponement of festivals and celebrations, constraints to health and fitness activity, and a set of new considerations to take into account when planning touristic events and travels, a new global order may have altered the role of leisure activities, experiences, and contexts in society. At a glance we see children confronted

with new approaches to play; adolescents devoided of outside home relationships and activities, some of the most critical tools for growth; adults who struggle with accumulating tasks and mixed routines, while working from home; and older people being challenged with demanding technological skills requirements if needs of social connection are to be accomplished. The pandemic has undoubtedly moved our social lives to an online dimension. Even within smoother sanitation and social distancing measures, forms of interaction and full access to leisure as a primary source of meaningfulness in life and well-being may have been seriously affected.

This scenario is a matter of concern for leisure stakeholders and society in general due to leisure's acknowledged association with the concept of positive development along life span while concomitantly contributing to the community and national development, being a central component to global human life. As advocated by the World Leisure Organization (WLO), leisure plays an essential role in providing individual engagement, a sense of belonging, enhancing social relationships, and contributing to the quality of life and well-being.

Besides, we now witness disparate stages of development of the virus in other regions of the world, which reminds us of the pressing need of building the full picture of how leisure is experienced at individual and social levels and how it could be potentialized across different countries. Besides, we now witness disparate stages of development of the virus in other regions of the world, which reminds us of the pressing need of building the full picture of how leisure is experienced at individual and social levels and how it could be potentialized across different countries.

Although there is still insufficient scientific data from this outbreaking moment concerning leisure concepts and issues, some ideas have been already advanced:

- An analysis from some WLO board members and colleagues initial reflections on the impact of COVID-19 on leisure highlighted seven significant emerging issues: 1) the shift to home-based activities; 2) the proliferation of online offerings and use; 3) the growing need to connect; 4) the inequality accentuated across countries concerning access to technology; 5) the resilience and survival of leisure industry; 6) the growing demand for psychological support, and; 7) the enhanced acts of helping hands and voluntarism (Sivan, 2020);
- Research from The Netherlands suggests focusing on the leisure experience to support the leisure industry with evidence-based knowledge on how to create safe and enjoyable experiences (van Leeuwen et al., 2020);
- Data from South Africa stress the need of developing policies and practices for leisure, tourism, culture, sports, events, and social businesses, where contact and/or masses of people are involved (Young, 2020);
- The main conclusions emerging from research concerning the socio-economic impact of the COVID-19 pandemic on nature-based programs in the educational, therapeutic, training and leisure areas show the need for social and institutional acknowledgement of nature-based programs and the necessity of more systematic funding (Borelli, Gigli and Melotti, 2020);
- Some reflections on cultural leisure through Covid-19 pandemics underline that digital initiatives seem to indicate the way forward as a new form of culture consumption (Marques & Giolo, 2020);
- Considerations on what needs to be accounted in future research brings to light the call on developing a home-bound optimal leisure lifestyle (Dieser, 2020) and the re-appraisal of leisure practices, considering previously neglected features as, for instance,

environmental sustainability (Lashua, Johnson & Perry, 2020);

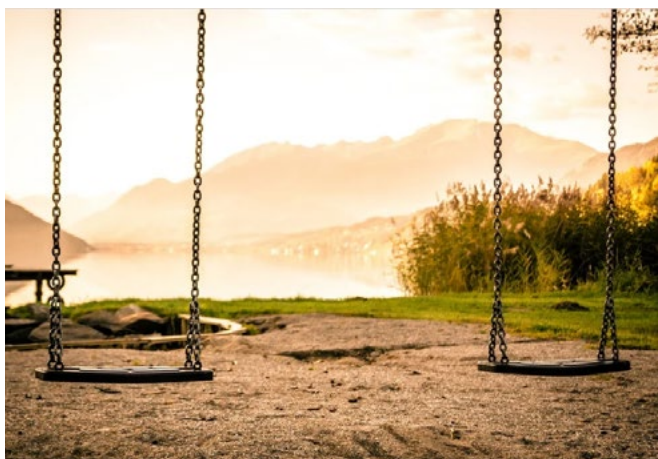
- Questions on how to sustain developmentally oriented forms of youth leisure in times of crisis and how to support youth with few resources (Ettekal & Agans, 2020) are emerging from out-of-school time programs disruption during the pandemics;
- Recognition of this period as an opportunity to start a new era of leisure research and methodologies to capture what is new or what we need to rebuild in life and positive leisure science (Freire, 2020).

In this line of thought, we encounter a joint endeavor between the needs that have emerged from the pandemics and the urgency to (re)conceptualize leisure in this context: promoting well-being and reestablishing desirable quality of life levels and sustainable development.

To overcome these challenges, our SIG Well-Being and Leisure has proposed, under 2020 Strategic Priorities Grant, a research project entitled "Leisure and well-being across countries in the era of coronavirus19: Trends and applications". This project aims to collect data on leisure and well-being across ages and countries, considering the course of events brought about by Covid19, with the overall purpose of bringing forward trends and applications that may determine a new or revised framework in the leisure field, considering leisure activities, experiences and contexts. We aim to understand and (re) build a (new) era of leisure research and methodologies, highlighting new concepts, perspectives, actors, and guidelines in a shared effort to reestablish leisure as a force for human growth and development, capable of improving well-being and quality of life for all. We are also aware that, being the current coronavirus crisis the focus and trigger of this research and keeping in mind leisure (re)conceptualization, other defiant issues with a less tangible impact so far on leisure field, such as sustainable growth, climate change, social inequalities, among others, may join this fray and so we aim to draw guidelines that already consider clues to anticipate the full range of global challenges that may come in the way in near future or set off new avenues of investigation.

In accordance, the aims of this project are as following:

- To produce scientific knowledge (on leisure and WB) to support research, advocacy, knowledge transfer, and education, as stated in the WLO's mission;
- To know about the pandemic period and post-pandemic variables of leisure and variables related



to WB (psychological variables);

- To collect data from different countries and age samples that may help researchers, practitioners, and key stakeholders in the field of leisure (re)building a (new) paradigm, adapt to current challenges and face upcoming social situations, interpersonal relationships and experiences;
- To provide comparison analysis (between countries, ages, etc), making use of data analysis/data science to know about patterns and individual differences;
- To explore practices and experiences within different countries, discussing culture and science concerning leisure and well-being;
- To develop new synergies and contribute to the growth of the extended networks (inside WLO, academic settings or in the community);
- To build international networks to share and discuss instruments and/or other resources;
- To conclude, trends, applications, and guidelines contributing to new opportunities for enhancing WB through leisure worldwide.

Considering that this project arises from common concerns from WLO members in the most recent gatherings, we intend to merge all possible inputs from inside the organization and potential partners in the scientific field community. In this sense, we want to create a task force integrating the WLO SIGs. This task force's mission will be contributing to the project design development, using SIG's specific and valuable inputs. The WLO will support the whole project, and we will invite all members to participate according to the defined aims and tasks along time. Finally, we also foresee to promote some events targeted to assure continuous advocacy of the progressively attained conclusions among a more general audience, contributing to raising the profile of leisure and WLO's mission in public policy.

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Industry



Promoting physical activity to be a key priority in EU's five-year strategy

By Tom Walker

Promoting physical activity as a preventative healthcare measure has been listed as a key priority in the European Union's five-year strategy. The EU Work Plan for sport (2021-2024), published in the month of December last year, lists three priorities for the EU's work. One of these is "promotion of participation in health-enhancing physical activity". To achieve this, the plan calls for cross-sectoral cooperation with relevant institutions. The plan was published following a meeting of the Council of European Ministers of Sport.

In a statement, the group said: "We must increase participation in sport and health-enhancing physical activity in order to promote an active and environment-friendly lifestyle, social cohesion and active citizenship."

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Lynne McNees: Spa visits will become part of broad approach to global wellbeing

By Megan Whitby

"It's tempting to think that 2020 changed everything in the spa and wellness industry," said Lynne McNees, president of the International Spa Association (ISPA), "but in many ways, it also reaffirmed so much of the core of what our industry is about." Reflecting on 2020, she said that spas' commitment to healing and wellness has become crucial to so many during a tough 2020, as the pandemic illustrated how essential spa treatments and services can be to global health and wellness. "Mindfulness, meditation, the importance and healing potential of human touch and the need to seek relief from stress – all of these were critical in the lives of so many people this year," she explained. In 2021, as the industry's recovery continues, McNees is optimistic that visiting spas will continue to be seen not as a luxury, but as a vital part of that shift toward a broader approach to wellness..

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Policies



Cultural Policies' Progress at the Regional Level - Europe and North America

Source: [UNESCO](#)

European Union (EU) ministers of culture and the audio-visual sector welcomed the substantial budget increase allocated to the Creative Europe programme for the period 2021-2027, during a meeting last December. The programme will receive a 0.6 billion EUR boost to support the cultural and creative sector and it aims to be more inclusive, focus more on gender equality and provide greater support to the music sector. Also, the European Commission has published a new strategy to boost renovation, entitled A Renovation Wave for Europe – Greening our buildings, creating jobs, improving lives, to accelerate progress towards the objective of becoming carbon neutral. And as part of the programme for Climate Heritage Week, the Climate Heritage Network, in partnership with Europa Nostra and the International Council on Monuments and Sites (ICOMOS) and with the support of the European Investment Bank Institute, organized an event exploring how heritage can contribute to the European Green Deal.

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Opportunities for women in tourism increasing across Middle East

Source: [UNWTO](#)

Fewer than one in 10 tourism workers in the Middle East are women though this proportion is steadily increasing, new research has found. The Regional Report on Women in Tourism in the Middle East, released in January 2021 by the World Tourism Organization (UNWTO) and the Ministry of Tourism of the Kingdom of Saudi Arabia, highlights the progress that has been made, as well as opportunities to further advance gender equality in the sector. The new publication, which complements the Global Report on Women in Tourism, Second Edition, was compiled within the framework of the Saudi Arabia G20 2020 Presidency. It highlights the positive steps that have been taken at a policy level in recent years while demonstrating the work still needed to achieve UN Sustainable Development Goal 5 in the Middle East, particularly when compared with other world regions.

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“I am so glad that WLO introduced the online internship during the pandemic and it felt like the perfect opportunity to gain exposure on how things work behind-the-scenes in the leisure and events industry. It has been only a week into this internship and I’m really excited about learning new things and enhancing my knowledge and skills. It is an honor to work with such dedicated and hard-working people from diverse backgrounds, who are there to guide me at every stage. I feel that this internship will be a major step toward achieving my career objectives. I’m really looking forward to the next few months of this exceptional learning experience”.

Apeksha Juneja, intern at the WLO Scientific
and Technical Secretariat

Network



Portugal hosts UNWTO crisis committee on harmonization of cross-border travel procedures

Source: [UNWTO](#)

The Global Tourism Crisis Committee met for the last time in 2020, to continue advancing coordination and cooperation among all parts of the sector. The virtual meeting of the Committee, established by the World Tourism Organization (UNWTO) at the start of the pandemic, was hosted by Portugal ahead of its Presidency of the Council of the European Union, beginning in January. It was accompanied by in-person meetings of the highest political level between the UNWTO leadership, Prime Minister António Costa and the Ministers Foreign Affairs, Augusto Santos Silva. This seventh meeting was focused on ensuring efforts to restart tourism are coordinated and harmonized in terms of cross border travel both pre and post-vaccine. UNWTO Secretary-General Zurab Pololikashvili called for more explicit affirmation from governments and international organizations that safe travel is possible and so tourism can restart responsibly.

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Tourism back to 1990 levels as arrivals fall by more than 70%

Source: [UNWTO](#)

International arrivals fell by 72% over the first ten months of 2020, with restrictions on travel, low consumer confidence and a global struggle to contain the COVID-19 virus, all contributing to the worst year on record in the history of tourism. According to the latest tourism data from the World Tourism Organization (UNWTO), destinations welcomed 900 million fewer international tourists between January and October when compared with the same period of 2019. This translates into a loss of US\$ 935 billion in export revenues from international tourism, more than 10 times the loss in 2009 under the impact of the global economic crisis.

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Harnessing potential of social media: New partnership between UNESCO and EU

Source: [UNESCO](#)

UNESCO and the European Union are launching a new project entitled 'Social Media for Peace' to strengthen the resilience of civil society to potential harmful content spread online, in particular hate speech inciting to violence, while enhancing the promotion of peace through digital technologies, notably social media. The new project will last for 36 months and is funded by the Instrument contributing to stability and peace to the height of €3 M, and involve three pilot countries: Bosnia and Herzegovina, Indonesia and Kenya. As the UN Agency with the mandate to promote and protect freedom of expression, UNESCO will rely on its convening power to bring together major relevant stakeholders to pilot a dialogue gathering among others, representatives of social media platforms, of national authorities, of civil society organizations promoting freedom of expression, conflict prevention and peace building organization and conflict-affected communities.

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UNWTO and CNN partner for Global #Restarttourism Campaign

Source: [UNWTO](#)

After partnering back in May for a campaign asking the world to be patient, responsible and "travel tomorrow", the World Tourism Organization and CNN International Commercial (CNNIC) have teamed up again to celebrate the transformative power being unleashed as the restart of tourism gets underway. Centred around a 45-second film launched on 14th December, 2020 and broadcast exclusively on CNN International until January 2021, this message will reach millions of households. The campaign affirms UNWTO as the unifying voice behind the global restart of tourism while harnessing the influence and prestige of the CNN brand to reach global audiences at scale. The #RestartTourism video highlights tourism's unique ability to adapt and innovate and generate opportunities for sustainable development. CNNIC has long committed to these same values and the partnership between UNWTO and CNN is further strengthened through this broadcast.

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Become a member and join WLO community!

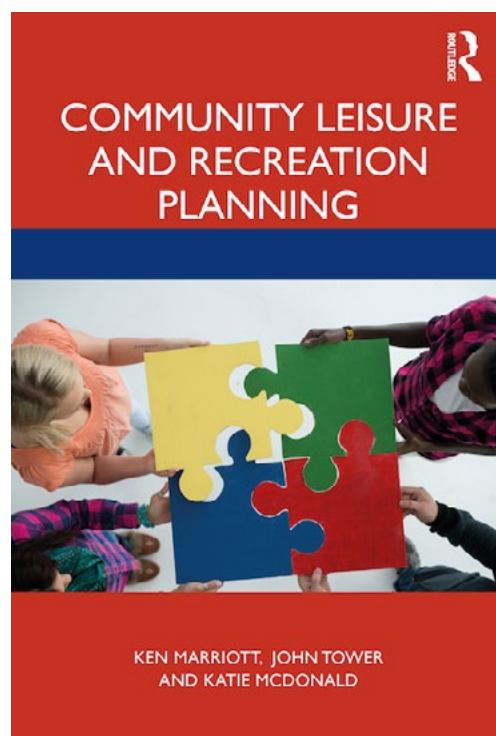
Publications



FREE ACCESS WL Journal articles on "Reinventing Leisure in a 'post-pandemic' world"

From webinars to cultural activities bringing closer communities in confinement, during this crisis we are witnessing how new leisure participation activities flourish all around the world. It is a time for listening, but also one for making your voice heard, and leisure can certainly provide a means for expression. In this context and following the main guiding thread of this Newsletter, we delve deeper into the issue of COVID-19 and the importance of reinventing leisure. In doing so, we bring you a selection of World Leisure Journal articles on the topic, available with free access. The selected articles are: "[Thinking about leisure during a global pandemic](#)", by WLO Chair Joanne Schroeder, Suzanne de la Barre, Garret Stone and Janet McKeown; "[Cultural leisure in the time of COVID-19: impressions from the Netherlands](#)", by WLO Board member Lénia Marques and Guilherme Giolo; and "[Citizenship and leisure in pandemic times](#)", by Danilo Santos de Miranda. We thank our publisher Taylor and Francis for their generosity.

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New book available on 'Community Leisure and Recreation Planning'

Dr. John Tower, former WLO Board member and current Co-Chair (with Jo Ann Zimmerman) of the WLO SIG on Leisure Management, together with his colleagues Katie McDonald and Ken Marriott, are pleased to announce the publication of their new book: Community Leisure and Recreation Planning. It explains an up-to-date, evidence-based approach to planning community leisure and recreation programs, facilities and services. It introduces readers to key theory and best practice in the planning of effective leisure and recreation planning projects. More details about the book are available from Routledge.

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The Missing Pillar

Culture's Contribution to the UN Sustainable Development Goals

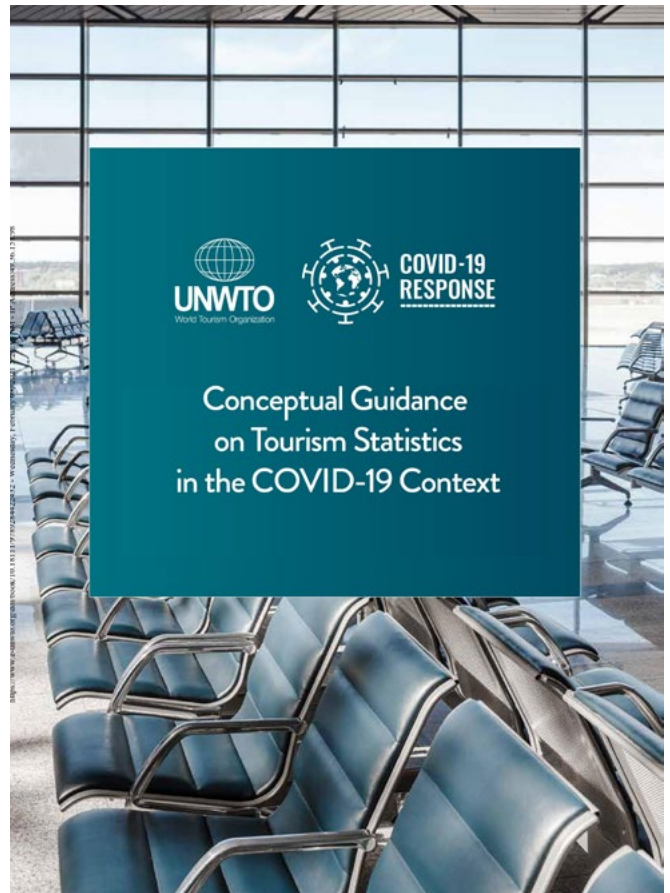


The British Council publishes report entitled "The Missing Pillar. Culture's Contribution to the UN Sustainable Development Goals"

Source: [Agenda 21 for Culture](#)

In last September, the British Council published a very important report entitled "The Missing Pillar. Culture's Contribution to the UN Sustainable Development Goals". The report explores the place of culture in the SDGs through research, policy and practice. It analyses where arts and culture as a sector and as a creative process can fit within a number of goals, including their targets and indicators. 11 British Council programmes provide examples of cultural initiatives around the world, tackling a variety of issues and cutting across sectors, such as sustainable fashion, creative inclusion, and cultural heritage protection. The recommendations from the report advocate for the SDGs to be more accessible to the cultural sector, for them to be embedded in the delivery of cultural initiatives based on local needs, and for their impact to be measured accordingly.

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Newly released report on "Conceptual Guidance on Tourism Statistics in the COVID-19 Context"

Source: [UNWTO](#)

According to UNWTO, the measurement of tourism should follow the two existing United Nations statistical standards: the [International Recommendations for Tourism Statistics 2008](#) and the [Tourism Satellite Account: Recommended Methodological Framework 2008](#). With new situations emerging from the unprecedented COVID-19 pandemic, some clarifications needed to be made to these standards to ensure the consistency of the relevant data and keep them in line with international standards. This publication serves as a reminder of the main concepts and definitions used in tourism statistics. It also provides conceptual guidance on the main data and indicators of the UNWTO's statistical database related to situations arisen in the context of the COVID-19 crisis.

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Opportunities



Job Opportunity at the Breda University of Applied Sciences – Assistant Professor (Deadline: March 7th, 2021)

Source: [BUas](#)

The Academy for Leisure and Events at the Breda University of Applied Sciences is looking for a suitable candidate for the post of Assistant Professor / Lecturer and Researcher in Leisure Studies. As an Assistant Professor, the candidate will develop educational materials and teach within the university's scientific (BSc and MSc) programs in Leisure Studies. The main teaching subject concerns quantitative research methods and also supervising student research projects and orchestrating other relevant courses and seminars, depending on the candidate's expertise and personal interests. Also, part of the work is conducting scientific research in the area

of Leisure Studies. Research activities should ideally be both aligned with the candidate's personal interests and current research as well as with the ongoing research program of the research group. Publication of research in international scientific and peer-reviewed journals is expected within this job. The candidate should have relevant work experience and a PhD in Leisure Studies or a related field of knowledge or social scientific discipline. The application deadline is March 7th, 2021. Starting date for the position is ideally on April 1st, 2021, but no later than September 1st, 2021.

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Call for Case Study Submissions on Heritage and Sustainable Development (Deadline: February 15th, 2021)

Source: [ASEF](#)

ASEF has opened an international call for case studies on heritage and sustainable development for the Sustainability Thematic Debate Team, a thematic grouping of OURWORLDHERITAGE, an open, strategic initiative of concerned citizens and organizations from across the globe who believe in the need to strengthen the protection of World Heritage as a common resource. The call invites heritage management bodies, NGOs, local community representatives, universities and experts to submit case studies illustrating the relationship of heritage and sustainable development. 10 case studies per region (Africa, Arab States, Asia and Pacific, Europe, Latin America and Caribbean, and North America) that represent the 3 proposed categories (cultural, natural, mixed sites, including cultural landscapes and sites in danger) will be selected, to demonstrate how sites are conserved and managed sustainably, how their conservation contributes to local socio-economic development, and how sustainable development practices improve the protection of the cultural and natural heritage. The deadline to submit the application form with outline information is February 15th, 2021.

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Invitation for Article Submission – Special Issue at Sustainability journal on “Changing Tourist Behaviors for Sustainability” (Deadline: March 3rd, 2021)

Sustainability is an international, cross-disciplinary, scholarly, peer-reviewed, and open-access journal of environmental, cultural, economic, and social sustainability of human beings. It provides an advanced forum for studies related to sustainability and sustainable development and is published semi-monthly online by MDPI. For this special issue entitled “[Changing Tourist Behaviors for Sustainability](#)”, an invitation has been published to submit articles for publication. The submission deadline is the March 3rd, 2021. Submitted papers should not be under consideration for publication elsewhere. Authors are also encouraged to send a short abstract or tentative title to [Ms. Eliza Marin](#), Assistant Editor of this Special Issue.

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World Heritage Volunteers Campaign – Fostering Youth Commitment towards World Heritage

Source: [UNESCO](#)

The UNESCO World Heritage Centre announced the selected projects of the World Heritage Volunteers (WHV) 2020-2021 Campaign, under the theme of Fostering Youth Commitment towards World Heritage. WHV 2020-2021 is a joint campaign, a first in the history of the Initiative, as the implementation of the projects under the WHV 2020 campaign was postponed to 2021 due to the COVID-19 global pandemic. As such, 55 action camp projects will be implemented from February to December 2021 at 55 World Heritage properties and sites on the Tentative Lists, by 49 organizations in 32 countries around the globe. The projects will provide empowering and enriching opportunities to young people and enable them to go beyond borders to some of the most outstanding places in the world. National and international volunteers will work together with the local communities to preserve our common cultural and natural heritage, through concrete hands-on and awareness-raising activities. Keep reading to learn more about how to join this unique experience!

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Upcoming events



ECOSOC YOUTH FORUM 2021 – commemorating its 10th Anniversary (April 7-8, 2021)

Source: [UN](#)

The Economic and Social Council (ECOSOC) Youth Forum will be held on April 7-8, 2021. The Forum provides a global platform for a candid dialogue among Member States and young leaders from around the world on solutions to challenges affecting youth wellbeing. It also serves as a unique space for young people to share their vision and actions as well as to provide youth perspectives on the implementation of the 2030 Agenda and the SDGs. The 2021 Forum's discussions will be guided by the overall theme of the 2021 ECOSOC and HLPF: "Sustainable and resilient recovery from the COVID-19 pandemic, that promotes the economic, social and environmental dimensions of sustainable

development: Building an inclusive and effective path for the achievement of the 2030 Agenda in the context of the decade of action and delivery for sustainable development". Youth leaders from around the world will have the opportunity to engage with government representatives, youth delegates, policymakers and other relevant stakeholders in civil society and the private sector. Stay tuned for more information!

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Galleries Curate: RHE unites contemporary galleries across the world (January – May 2021)

Source: [ASEF](#)

Galleries Curate: RHE is the opening exhibition and website for an international collaboration between contemporary art galleries around the world, brought together by the Covid-19 pandemic to share a dialogue between their programmes. The exhibition opened on January 4th, 2021 and will continue in stages, with works added by participating galleries until May 2021. Following the inaugural exhibition RHE, Galleries Curate plan to invite new participants and add further curated chapters to a global conversation of thematic relationships between galleries, artists, and their audiences. RHE is a platform for exhibitions, performances, and public interventions that loosely address the theme of water—geographically, politically, economically, or metaphorically. Involving projects with twenty-one galleries, both online and on-site, RHE was conceived to span regions, markets, cultures, and audiences around the world, circulating both within and outside of traditional white-box exhibition spaces.

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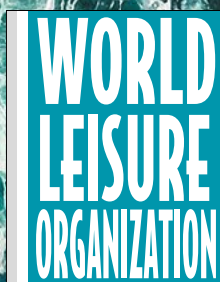
Encounter



Encounter with Stephen Anderson

On this Encounter we are interviewing our most recent former Board member, Dr. Stephen Anderson, who for many years has served the Board and Executive Committee of the WLO. Dr. Anderson has always been an active Board member and has contributed in very varied ways to the WLO: he has chaired the Thomas and Ruth Rivers International Scholarship, the WL Strategic Priority Grants (SPGs) program and has been member of the Membership Committee. On this interview, we ask him about the research project he is developing together with Dr. Cari Autry on Virtual Reality Sailing for recreational therapy, as well as about his years on board... We can't thank him enough for all the work done and all the moments shared with him throughout these years!





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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