

WL NEWS


ISSUE 36

MEET THE
WORLD LEISURE
INTERNATIONAL
INNOVATION PRIZE
2021 WINNER!

DECEMBER 2021

WORLD
LEISURE
ORGANIZATION





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Editorial

Dear members, dear colleagues,

In this issue of *WL News*, we announce the winner of the World Leisure International Innovation Prize 2021, a wonderful project which you can learn more about in our Encounters section!

During the past weeks, we also had the opportunity to meet some of our partners and friends at different face-to-face events. As WLO COO, I attended the 43rd UNWTO Affiliate Members Plenary Session in the framework of the 24th UNWTO General Assembly in Madrid, Spain. I was also honoured to join the 2nd International Youth Conference on Leisure and Recreation organized in Hungary by the World Leisure Center of Excellence at the University of Pécs. Finally, members of the WLO Secretariat also travelled to Doha, to attend the Qatar Travel Mart and represent WLO as QTM's Association Partner.

Since our last issue, some important events happened online also, such as the first webinar organized by the WLO Leisure Management Special Interest Group (SIG) and two more webinars within the *New Leisure Studies: International Perspectives* webinar series.

As usual, this issue is completed with selected news about the latest research, industry and policy developments in the leisure field. Scroll down to read them all!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO News



World Leisure International Innovation Prize 2021 Winners

We are extremely happy to announce that the 2021 World Leisure International Innovation Prize winner is Garima Voyage Travel and Tours project called Trekking Routes in Nepal: Path for a Sustainable Development Model! Founded in 2017, Garima Voyage is a social organization that promotes sustainable business opportunities to local communities and territories. The Prize Committee also awarded “Highly Commended” status to: Good Boost, United Kingdom. Good Boost is a social enterprise delivering technology to support older adults and people with musculoskeletal (MSK) conditions, like arthritis and back pain, to take part in inclusive and accessible exercise sessions. The winners were awarded in a ceremony that took place on 21st October 2021, in the framework of the 5th World Leisure Expo and Forum and was hosted by the World Leisure Center of Excellence at Breda University of Applied Sciences. The ceremony was attended by Federica Riccadonna, representative of the winning project; Dr.

Cristina Ortega Nuere, WLO Chief Operating Officer; Dr. Marisa P. de Brito, representative from BUAs and Master Ceremony; Roland Kleve, BUAs Dean; Dr. Liliya Terzieva, Senior lecturer and researcher as well as the Coordinator of the Master in Imagineering Programme at BUAs; and Dr. Marcel Bastiaansen, BUAs lecturer and researcher, co-founder and director of BUAs’ Experience Lab, and member of the WLO Board of Directors. The full press release can be found [here](#).

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WLO takes part in the 43rd UNWTO Affiliate Members Plenary Session in the framework of the 24th UNWTO General Assembly

WLO Chief Operating Officer, Dr. Cristina Ortega, represented the World Leisure Organization as an UNWTO Affiliate Member (AM) at the 43rd Affiliate Members Plenary Session, held on November 30th in Madrid, Spain.

The AM Plenary Session was celebrated in the framework of the 24th UNWTO General Assembly for the first time this year, and it was included as the first official activity of the event. Representatives of 131 UNWTO Member States, including 59 Ministers and Vice-Ministers of Tourism, attended the Assembly from November 30th to December 3rd.

This annual meeting convened the Affiliate Members from all around the world to meet, discuss, share, and interact around a variety of topics, serving as a dynamic space to generate ideas, discuss the latest trends of the sector and work together towards fostering public-private collaboration and promoting good practices in the sector.

On this occasion, Dr. Ortega presented the 17th World Leisure Congress to be celebrated in December 2022 in Dunedin, New Zealand. This project has been selected to contribute to the UNWTO Programme of Work 2022. WLO Chief Operating Officer together with other Affiliate Members and high-level public sector representatives also had the opportunity to debate on the importance of innovation, education, and rural development in rebuilding the tourism sector, and underscore the global tourism's commitment to restarting around the shared pillars of sustainability, innovation, and solidarity.

that took place on December 3rd, 2021. The topics of the conference were: the benefits of leisure activities on healthy lifestyle; influence of environmental changes on youth leisure; youth leisure and safety; and the role of youth in community development. The event provided a platform for young people around the world to introduce their research results and thoughts on leisure and recreation. WLO Chief Operating Officer, Dr. Cristina Ortega Nuere, gave a speech at the opening ceremony of the conference and also participated in the official inauguration of the World Leisure Center of Excellence at the University of Pécs. The winners of the WLYA Contest 2020/21 were felicitated in a regional award ceremony, during the conference.



WLO attends Qatar Travel Mart 2021 (QTM 2021), a three-day conference on "Tourism Development and Management"

WLO Chief Operating Officer, Dr. Cristina Ortega, represented the WLO at Qatar Travel Mart 2021 held from November 16th to 18th in Doha. This is the first exhibition of its kind in Qatar to promote both inbound and outbound tourism and to cater specifically to the travel and tourism industry.

QTM 2021 was a three-day exhibition and conference entitled "Tourism Development and Management Conference" and attended by 140 exhibitors, 14 pavilions and representatives from 34 countries and international organizations.

Dr. Ortega proudly announced the addition of WLO as one of the Qatar Travel Mart – QTM's Association Partners, while taking part in a great lineup of experts,



The 2nd International Youth Conference on Leisure and Recreation organized in Hungary

The 2nd International Youth Conference on Leisure and Recreation (IYCLR'21) was organized by the World Leisure Youth Ambassadors Committee of the WLO and the World Leisure Center of Excellence at the University of Pécs, Hungary. The conference was a hybrid event

industry leaders, academics, policymakers, consultants, and government officials sharing insights and best practices in support of the tourism development and recovery efforts of Qatar and the world.

WLO Chief Operating Officer also took part in the Regulatory Panel Discussion “Road to Recovery and How the Future Looks Like” together with the Cluster General Manager of the JW Marriott Marquis City Center Doha, Rick Enders, and the Ambassador of the Republic of Indonesia to the State of Qatar, H.E. Ridwan Hassan. Additionally, Dr. Ortega participated as an expert speaker at the Tourism Education and Training session, with the President of the World Tourism Association for Culture and Heritage, Nigel Fell; the president of the World Association for Hospitality and Tourism Education and Training, Philippe Francois; the Executive Dean of Al Rayyan International University College (ARIU), Dr. Ivan Ninov; and the Senior Manager of Academic and Business Development of the Institute of Tourism Studies, Andrew Debattista.

Finally, WLO team had the opportunity to meet local representatives to gain a deeper insight of the culture of the country and the vibrant city of Doha and learn more about their great potential in the leisure and tourism sector.

Research



“Designing Experiences: Conversation with RJ Rossman” – The first Leisure Management SIG webinar

The Leisure Management Special Interest Group (LM SIG) delivered its first webinar session titled, *Designing Experiences: Conversation with RJ Rossman*, on 30 November / 1 December 2021. The webinar was based on the book, *Designing Experiences* (2019) by RJ Rossman and Mathew Duerdan. The conversation with Bob Rossman successfully covered the principles of *Designing Experiences*, explained how the principles could be applied in leisure service management and scholarship. The brief presentation was followed by 20 minutes of comments and question / answers. A video of the 45-minute session is available on YouTube at: <https://youtu.be/dEbWTeCnG6A>

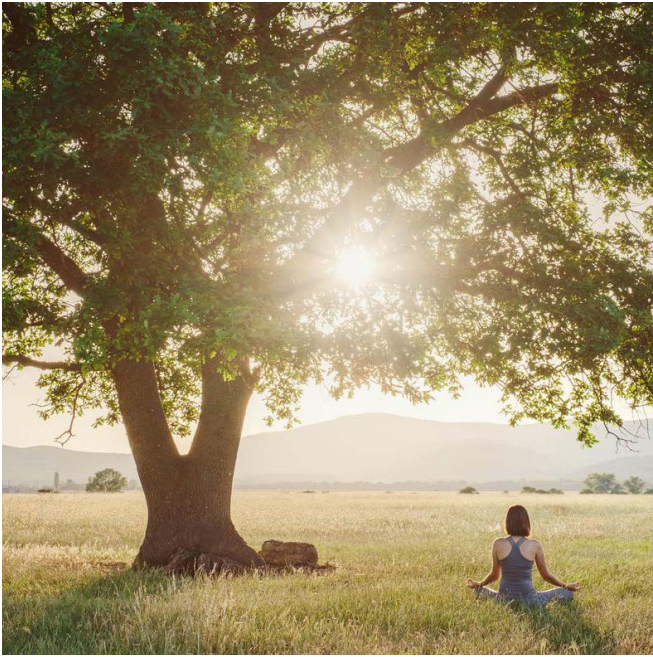
The webinar had 35 participants who indicated it was very successful:

- Nicole Peel – “Thanks for organising the session today it was interesting to understand more about this.”

- John Henderson – “This is a great topic, I have just ordered the book. Thanks so much!”
- Henrique Pereira Rocha – “The book’s theme brings a perception of the application of leisure concepts in the structuring and planning of activities and provokes interest in knowing the complete work.”
- Clayton Hawkins – “It has been fabulous to have people across half a dozen continents together. Thank you Robert, and thank you to WLO, Jo An, and John.”
- Patricia Carmo dos Santos – “Congrats WLO and LM SIG!!! Bob Rossman brought us light!”
- Britt Witt – “This was a great webinar.”
- Rachel Hyde – “This was great!! very informative, Thank you!!”

The LM SIG will deliver more seminars in 2022. Please check the LM SIG website for more information about its activities - <https://www.worldleisure.org/leisure-management/>

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WTA's 2021 survey reveals key consumer preferences for future wellness tourism and travel

By Megan Whitby

The Wellness Tourism Association (WTA) has unveiled the 2021 installation of its *Wellness Travel Consumer Survey* to help the hospitality and leisure industry gain a clearer understanding of wellness-minded consumers' priorities as they plan their post-pandemic travels. With nearly 2,500 respondents from 52 countries and territories, the survey was designed to reveal what assets, amenities, activities and offerings are important or unimportant to consumers when planning their future wellness travels. The top five offerings rated "extremely important" were as follows: a certified safe and clean hotel environment; a purified water system throughout the hotel; access to fitness activities in nature; a hotel environment with sustainable and green practices in place; guest rooms with an air filtration system to guarantee purified air.

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Industry



Global fitness industry gets back to live events

By Tom Walker

The global health and fitness industry is returning to a busy programme of live trade shows and industry events, following an 18-month period in which the pandemic disrupted gatherings. The 40th Annual IHRSA International Convention & Trade Show (IHRSA 2021) took place in October in Dallas, Texas, US, offering both an in-person and virtual programme and visitor experience. This was followed by the Inaugural IHRSA SMART Summit, which was held in Munich on 17-19 November. The 2021 Asia-Pacific Health, Fitness & Wellness Summit took place on 2 December and was an “immersive thought leadership and business development conference”.

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Leisure shift drives wellness real estate during the pandemic

By Megan Whitby

Hotels with wellness revenues exceeding US\$1m (€852,700, £731,700) generated nearly 75 per cent more in total revenue per available room (TRRevPAR) in 2020, compared to locations with wellness revenues of less than US\$1m. The figure was revealed in the latest Wellness Real Estate Report from Resources for Leisure Assets Global (RLA Global) – an international consultancy specialising in leisure and wellbeing in real estate. Findings showed hotels with significant wellness offerings were able to harness pent-up leisure

demand to drive both revenues and 65 per cent higher average daily rate (ADR), despite restrictions to travel. Roger Allen, group CEO of RLA Global, said: "Uncertainty and restrictions have meant that tourism now has a domestic leaning, with money being saved on flights and transfers, and reallocated to local hotel, leisure and wellness experiences. This meant hotels with major wellness offerings were better positioned, allowing them to drive revenue by attracting local guests to use their spa, F&B, leisure and sport facilities, pools and beaches."

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Policies



Culture: the bedrock of sustainable development

Source: [UNESCO](#)

Culture's cross-cutting impact in contributing to sustainable development across policy domains has been recognized for over 40 years. Indeed, whilst the global shutdown of the cultural sector due to the COVID-19 shed light on its fragility, it also spotlighted its resilience and its vital role across sectors, from public health awareness-raising campaigns to its capacity to heal collective trauma. Attention is once again being focused on culture in broader global public policy debates. In the run-up to the UNESCO World Conference on Cultural Policies and Sustainable Development— Mondiacult 2022, to be held in Mexico in September next year, the concept of culture as a global public good – our source of meaning and energy, our well-spring of creativity and innovation – represents a potent engine for social development and economic growth whilst opening up new perspectives for

sustainability in achieving our shared 'vital set of common goals'. In an historic first, world leaders, meeting in Rome, Italy, for the 2021 G20 Summit in October also vowed to prioritize culture as part of post-COVID recovery, as well as incorporating it into the economic group's broader work to bolster economic and social progress.

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Sarjit Singh Sekhon

“My involvement with the Ministry of Youth and Sports Malaysia brought me in contact with recreation and leisure activities. I was the founder member of the Malaysian Leisure & Recreation Council (MARFIMA) and with the support of academics from the local universities we supported the Government’s mission to promote leisure and recreation activities amongst the communities and particularly the youth of Malaysia. I was CEO of the 2002 WLO Congress in Kuala Lumpur, Malaysia. As a member of WLO, I can directly work towards the inclusion of leisure and recreation in the policies of the public sector”.

Network



17th World Leisure Congress to be included in the UNWTO Programme of Work 2022

Recently, WLO has been greeted with the exciting announcement that the 17th World Leisure Congress has been selected as one of the proposals to be included within the UNWTO Programme of Work 2022. Every year a great number of outstanding projects wish to be part of this process, and from WLO we are very proud that UNWTO has considered that our Congress, to be held in 2022 in Dunedin, New Zealand, is worth to have the opportunity to contribute.

These last years, it has been our major responsibility to put all possible efforts to find sustainable solutions in the short, medium, and long term, and to adapt our programmes and projects to the current challenges towards a sustainable development and a global recovery of leisure and tourism, since these activities are integrally related to some extent and, consequently, the leisure field has an impact in tourism.

On this occasion, the 17th World Leisure Congress will be celebrated from December 12th to 16th 2022 and will be co-hosted by the World Leisure Center of Excellence University of Otago. It will offer a unique opportunity to put leisure and tourism in the global agenda and its inclusion as a priority in national and international policies towards a sustainable recovery. Also, in the framework of the Congress, aiming to reach a wider range of audiences and to foster social transformation, two side educational events will be organized: WL International Field School and WL Study Tour.

As an UNWTO Affiliate Member (AM), WLO was invited to present this project at the 43rd Affiliate Members Plenary Session, held on November 30th in Madrid, Spain. Representing the organization, WLO COO, Dr. Cristina Ortega, attended to this session that was celebrated in the framework of the 24th UNWTO General Assembly for the first time this year.

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Second season of *New Leisure Studies: International Perspectives* webinar series

As part of the WLO Global Leisure Debates program, we bring to you another season of New Leisure Studies: International Perspectives webinars after the successful edition of last academic year by staging virtual encounters on contemporary issues in leisure. It started with a webinar on “Use of technology in the contemporary leisure industry across the world” that took place on 5th November. The second webinar was on 3rd December which discussed “Work/ Leisure Balance — Future Perspectives”. The goal of this series is to bring together scholars from around the world to discuss practical solutions to the most pressing issues in leisure. The initiative is being organized together with these WLO partner organizations: Australian and New Zealand Association for Leisure Studies (ANZALS), Canadian Association for Leisure Studies (CALs), China-International Leisure Research Association (CILRA), Leisure Studies Association (LSA), Sociology of Leisure (RC13), and The Academy of Leisure Sciences (TALS). Stay tuned for the announcements of future webinars!

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Publications



WLCE at Vancouver Island University releases fifth volume of case studies

The World Leisure Centre of Excellence (WLCE) at Vancouver Island University is privileged to share its fifth volume of case studies, Special Issue – Focus on Student Research, as part of the Innovative Leisure Practices series. The volume has been edited by WLO Chair Joanne A. Schroeder and Suzanne de la Barre of Vancouver Island University. As in past compilations, the case studies presented in this 2021 edition of Innovative Leisure Practices (Vol. 5) are varied in nature and represent a diverse range of relevant leisure interests, issues, and practices. Significantly, the intention, with the release of this volume, is to highlight the innovative applied work of undergraduate and graduate students at masters, doctoral and postdoctoral levels of study. The full case volume can be found [here](#).



FREE ACCESS to WL Journal articles on 'Sustainable trekking for development'

In this newsletter issue, we introduced the winner of the World Leisure International Innovation Prize of 2021. Through their project *Trekking Routes in Nepal: Path for a Sustainable Development Model*, Garima Voyage Travel and Tours have been developing new trekking routes in a district of Nepal, with the aim to provide sources of economic, social, and cultural development for rural and mountainous communities in the district. To give a deeper insight into how trekking and related tourism activities can lead to sustainable development, 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: [Development of Tourism in India: A Case-Study of Darjeeling Himalaya](#) by Professor B. Bhattacharya; [Tourism in poor regions and social inclusion: the porters of the Inca Trail to Machu Picchu](#) by Alexandra Arellano; and [Tourism in](#)

Developing Societies: Some Observations on Trekking in the Highlands of North Thailand by Phillip Dearden.

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WLO activities published in *Gulf Times* Special Supplement

Gulf Times, the leading English daily newspaper in Qatar, released a special supplement on Travel, Tourism & Hospitality in December 2021. We at WLO are honoured to be included in this issue under the section 'Tourism Education for Sustainable Growth'. The article defines how the different programs and activities at WLO help in achieving the mission, vision and goals of our organization. These include international events like the World Leisure Congress, the World Leisure Games, and the World Leisure Festival, which bring together different stakeholders from around the world to share knowledge and experiences in leisure. Our educational programs include the World Leisure Centers of Excellence (WLCE) network, the World Leisure International Field School and many virtual opportunities like the Global Leisure Debates.

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UNWTO and Netflix partner to rethink screen tourism

Source: [UNWTO](#)

UNWTO and Netflix have partnered on the publication of a report which looks at the role of film and series as drivers for tourism and cultural affinity. Cultural Affinity and Screen Tourism – The Case of Internet Entertainment Services, goes beyond the traditional concept of screen tourism and explores how the online distribution of films and TV series can strengthen cultural ties between countries and build bridges between communities while at the same time fostering tourism as a pillar of the 2030 Agenda for Sustainable Development. Based on extensive desk research and the results of a series of surveys, it sheds light on how best to maximize the social, economic and cultural benefits of screen tourism and offers both policymakers and the private sector recommendations on how to leverage internet entertainment services (IES) to promote unique and shared culture and traditions.

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Opportunities



Call for abstracts for WL Congress 2022 to open in February

The 17th World Leisure Congress is scheduled to take place in New Zealand in 2022. Within the main Congress programme, WL Congress 2022 will feature special sessions (90 minutes). The special session aims to focus on a specific topic of interest for World Leisure Organization members and non-members. The special session proposals are currently being reviewed. Following the review, a call for abstracts will open on 7 February 2022. This is the time when individuals can submit abstracts that either relate to a specifically named session, or which align more broadly with the congress themes. Stay tuned to the [official website](#) of the WL Congress 2022 for all updates!

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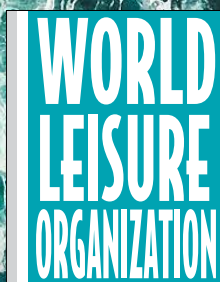
Encounter



Encounter with... Federica Riccadonna, from Garima Voyage Travel, presenting the 2021 World Leisure International Innovation Prize winner

This Encounter is a video-introduction to the project *Trekking Routes in Nepal: Path for a Sustainable Development Model!*, by Garima Voyage Travel and Tours, the winner of the World Leisure International Innovation Prize 2021. Congratulations to the winning team for this excellent project!





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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