

WV NEWS

ISSUE 37


**70 YEARS
ADVOCATING FOR
LEISURE WORLDWIDE!**

WLO 70th
ANNIVERSARY

"Advocating for leisure worldwide"

JANUARY 2022

**WORLD
LEISURE
ORGANIZATION**



**Are you a
WLO Premium
member?
Submit your
news here!**



Editorial

Dear members, dear colleagues,

This year is WLO's 70th anniversary. WLO has been promoting leisure as integral to social, cultural, economic and sustainable environmental development worldwide and for decades. As a member driven organization with a worldwide representation, and for 70 years, WLO has been pursuing its mission, vision and goals through its programs and activities that are developed according to four main strands: advocacy, research, education and knowledge transfer.

In 2022, we will keep working to provide a myriad of opportunities for our members and the global leisure community. This year we will see the celebration of the 17th World Leisure Congress in Dunedin, New Zealand. We will continue to promote the WL Charter for Leisure, as a powerful instrument to advocate for leisure and human rights. The second edition of the WL Day will be celebrated in April, under the leadership of the World Leisure Center of Excellence at Vancouver Island University in Canada. This will also be the year when we will move to Level 2-Expert level of our Knowledge Sharing and Networking Experience initiative, to continue building a space for action and change through ideas and networks related to the leisure field. We are working intensively to bring you a diversified offer of services and activities, for all of you to find the space of your interest within our network.

WL News will be for another year one of the main channels through which we will be communicating our news and announcing our activities in this very special year for us. This first issue brings already some important news from us and our partners.

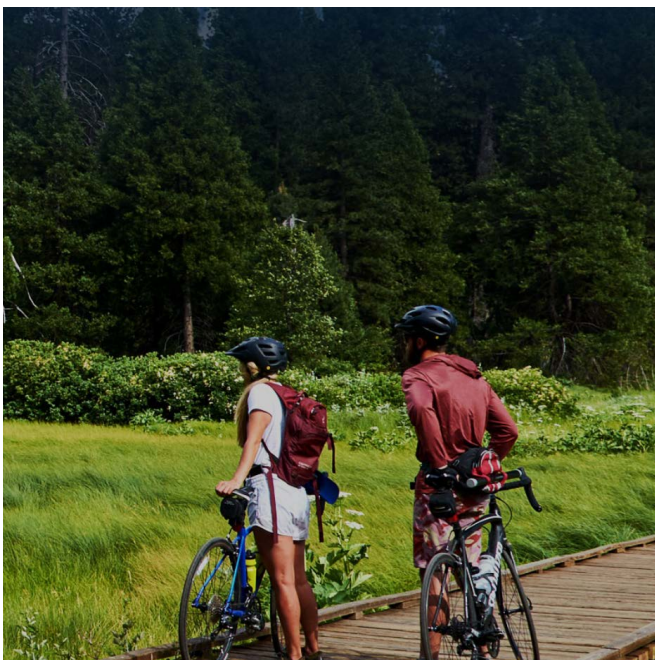
With new goals in the horizon, and despite the global challenges that organizations and individuals are facing, our efforts and dedication will assure that the road to advocate for leisure worldwide, with your company, will be a great drive!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO News



WLO becomes a signatory of the Glasgow Declaration on Climate Action in Tourism

World Leisure Organization (WLO) is proud to become a signatory of the [Glasgow Declaration on Climate Action in Tourism](#). The Glasgow Declaration on Climate Action in Tourism unites travel and tourism behind a common set of pathways for climate action, aligning the sector with global commitments and catalyzing collaborative solutions to the many challenges facing businesses and destinations globally. The Glasgow Declaration encourages the acceleration of climate action in tourism by securing commitments to reduce emissions in tourism by at least 50% over the next decade and achieve Net Zero as soon as possible before 2050. The Declaration was officially launched at the UN Climate Change Conference (COP26) in November 2021.

As a signatory of the Glasgow Declaration, we commit to deliver plans aligned with the pathways to cut tourism

emissions in half over the next decade and reach Net Zero emissions as soon as possible before 2050.

WLO commits to:

- Support the global commitment to halve emissions by 2030 and reach Net Zero as soon as possible before 2050.
- Deliver a climate action plan within 12 months from becoming a signatory and begin implementing it.
- Align plans with the five pathways of the Declaration to accelerate and coordinate climate action in tourism.
- Report publicly on an annual basis on progress against interim and long-term targets, as well as on actions being taken.
- Work in a collaborative spirit, sharing good practices and solutions, and disseminating information to encourage additional organizations to become signatories and supporting one another to reach targets as quickly as possible.

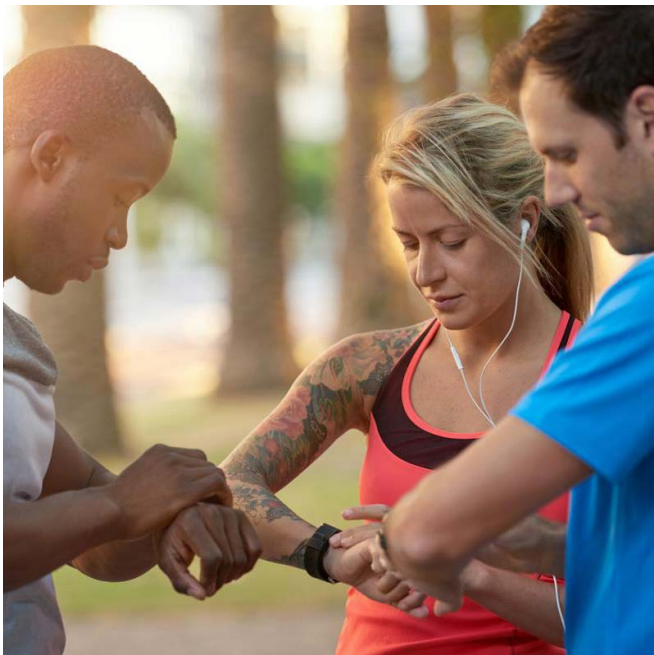
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WLO participates in ANZALS panel on “WLC2022: leveraging the legacy within the ANZALS community”

The Australian and New Zealand Association for Leisure Studies (ANZALS) held a panel discussion on 10th December 2021, that discussed how the ANZALS community, and the COVID-hit leisure sector, can successfully leverage the legacies of the 17th World Leisure Congress being held in Dunedin, New Zealand in December 2022. WLO COO Dr Cristina Ortega, WLC2022 Organising Committee Member Dr Willem Coetzee (University of Otago), Dr Arianne Reis (University of Western Sydney) and Dr Alana Thomson (Federation University Australia) participated in this discussion. Dr Cristina Ortega spoke about the role of the WL Congress in the organization as well as its impact on the hosting community. The economic, social, cultural, and environmental impacts of the Congress were also presented in detail. Dr Arianne Reis, on her turn, reflected on how ANZALS and WLO can work closer in 2022 and beyond to ensure the leisure sector and leisure scholars are able to leverage the positive outcomes and potential actions from hosting this event.

Research



ACSM Trends 2022 report is out – highlights wearable tech, outdoor fitness, and strength training

By Tom Walker

Wearable technology, outdoor exercise activities and strength training are among the trends expected to shape the worldwide fitness industry during 2022. The annual *ACSM's Health & Fitness Journal worldwide survey* – which predicts sector trends by surveying 4,500 health fitness professionals globally – has outlined the top 20 activities and industry shifts for 2022. The list shows the impact of the pandemic with tech, health-focused activities, individual exercise, and the outdoors all featuring heavily in the top 10. "Online training went from being the number 26 trend in 2020 to the number

one trend for 2021, likely due to a shift in the fitness market from clubs to homes because of the COVID-19 pandemic," the report states. "However, it has now dropped to the number nine spot for 2022, perhaps in anticipation of a return to normal, including more social interaction."

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Wellness in 2030: McKinsey predicts hot future wellness trends

By Megan Whitby

COVID-19 is accelerating interest in wellness as more consumers have been faced with the importance of taking care of their health and wellbeing. As a result, the market's abuzz with growth as more businesses look to satisfy new demand with innovative solutions. Recent predictions from McKinsey suggest the future of wellness will be tech-heavy, personalised, interconnected, and dominated by the following six wellness categories: Health, Fitness, Nutrition, Appearance, Sleep, Mindfulness. McKinsey analysts reminded wellness businesses that in order to keep up in the next generation of the wellness market and make lasting change, they need to nail down their e-commerce and marketing strategies, pursue data partnerships, reinvigorate the shopping experience, update their value propositions, and consider consumers as a whole person.

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Industry



What motivates members to return to the gym? A US study reveals the trends

By Tom Walker

Location and cost are the top considerations for consumers when it comes to choosing a health club – while concerns about being around unvaccinated people is a top reason for not returning to gyms. The findings come from the *State of the Fitness Industry Report 2021* by Mindbody, which surveyed both consumers and wellness brands to understand how the fitness industry shifted during the pandemic – and where it's headed in the months to come. The survey shows that more than a third of health club members still choose their club either due to the location (37 per cent), or by cost (36 per cent) – a trend witnessed before the pandemic. What has changed, however, is that the cleanliness of a studio or club is now a key consideration too, with

exactly a third (33 per cent) of consumers listing it as a reason to choose a club.

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Global wellness economy will be worth US\$7trn by 2025

By Megan Whitby

The global wellness economy will grow by 9.9 per cent annually and reach US\$7trn by 2025, according to new research by the Global Wellness Institute (GWI). Named *The Global Wellness Economy: Looking Beyond Covid*, the report was unveiled on 1 December – the first day of the 2021 Global Wellness Summit (GWS). The paper provides new market data on the overall wellness economy and for each of its 11 sectors, as well as exploring how COVID-19 impacted the industry, which markets fared best and worst and what the future holds for the sector. The report predicts that Wellness Tourism (20.9 per cent), Thermal/Mineral Springs (18.1 per cent), Spas (17.2 per cent) and Wellness Real Estate (16.1 per cent) will be the top four fastest-growing sectors between 2020-2025.

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Policies



Indigenous languages: Gateways to the world's cultural diversity

Source: [UNESCO](#)

As we enter the International Decade for Indigenous Languages beginning in 2022, an alarming number of languages – a majority of which are Indigenous languages – are under threat worldwide. A study published in December 2021 by the Australian National University (ANU) raises the alarm on the future of linguistic diversity, underlining that of the world's 7,000 recognized languages – 6,000 of which are Indigenous languages – around half are currently endangered, with 1,500 particularly at risk. Against that landscape, the UNESCO World Atlas of Languages unveiled last November, provides a comprehensive online instrument to monitor linguistic diversity worldwide through multidimensional indicators, track languages in danger and promote multilingualism. Inseparable from Indigenous languages, Indigenous cultures – which

embody the intrinsic relation between culture and nature – are equally threatened with extinction as put forth by the UN Permanent Forum on Indigenous Issues. In many countries, laws and policies addressing Indigenous Peoples' cultures and languages are fragmented over several institutions, meaning that there is little impact for and limited participation of Indigenous Peoples. The UNESCO-led International Decade for Indigenous Languages is an opportunity to step up mainstreaming cultural and linguistic diversity into sustainable development efforts.

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Joanne Schroeder

WLO Chair and Director of the World Leisure Center of Excellence at Vancouver Island University



“Improving the human condition through leisure is not a mission for the light of heart. However, for 70 years, a multitude of international, inspiring leaders, both in early career and seasoned, have contributed their time, innovative ideas, and service to that mission. In the broadest sense, improving the human condition is about human relationships and interactions that matter with each other and the environment.

In the present context of a highly uneven world, Leisure Matters. It mattered 70 years ago, and it matters now, and for another 70 years we will keep striving to advocate for its societal benefits and positive impacts.

Thank you to those who have committed to the World Leisure Organization, both past and present. You have amplified, promoted, advocated, and brought international awareness and action to leisure, and for that we celebrate YOU and the ORGANIZATION that supported your efforts”.

Network



The First Innovation Base of WLCE at Zhejiang University established in Suichang

The World Leisure Center of Excellence at Zhejiang University (WLCE-ZJU) is very pleased to announce that Suichang County has officially been confirmed as its first Innovation Base in China. After rounds of reports, meetings, and discussions, WLCE-ZJU and Suichang Culture, Radio, Television, Tourism and Sports Bureau reached an agreement on achieving the leap-forward transformation and upgrading of Suichang's culture, sports and tourism by co-founding the Innovation Base. Relying on the Innovation Base, WLCE-ZJU is empowered to provide think-tank consulting service, convene international conferences, conduct multi-level research, and study tours for Suichang County in the near future. Meanwhile, WLCE-ZJU is able to expand programs including field school, international study tour, LERO (Leisure Experience Research Opportunity) to the Innovation Base. Professors and students of the

global WLCE network are all welcomed to join us in Suichang! In this sense, the Innovation Base is no doubt a win-win outcome for both sides.

It is believed that the year of 2022 will witness more milestones of the Innovation Base in Suichang. WLCE-ZJU and Suichang County send their sincerest invitation to all WLO family members around the world and everyone who's interested to visit the Base or participate in the subsequent activities carried out there.

Know more about Suichang County

Located in the southwest of Zhejiang Province, Suichang County is well-known for its abundant natural resources including verdant mountains, limpid rivers, steep cliffs, winding mountain paths. Its forest coverage rate reaches 83.5%, which makes Suichang a natural oxygen bar. What's more, there are tens of star-level scenic areas in Suichang waiting to be explored.

In terms of culture, once you step into Suichang, you'll feel the diversity of its culture. The Buddhist culture in Thousand Buddha Mountain attracts numerous devout visitors, the time-honoured "red culture" in Wangcunkou leads us back to the history, and the babbling and melodious Kunqu Opera in Tang Xianzu Memorial Hall guides us to the enduring love story in Ming Dynasty. Different cultures converge here, making Suichang more vivid and energetic.

In recent years, Suichang is making full use of its resources to drive the local sports and leisure industry. Multiple sports and leisure projects, such as cross-country race, marathon race, river tracing, diving, paddle boarding and kayaking, enrich the tourists' experience and also boost the local economic development.

Another thing you must experience in Suichang is its nice homestay and delicious food. There are many

different styles of homestays in Suichang. Some are built on mountains, some lie in bamboo forests, some are full of artistic charm, and some seem to be the home of your grandma. Featured homestays there offer you perfect ecological environment and high-standard service, allowing you to slow down and ease away, to smooth out your anxiety and soothe your lost soul.

Suichang is also a food paradise, where you can try hundreds of healthy and tasty cuisines. With natural food materials and exquisite cooking skills, Suichang people are always willing to serve you the best food and show you their characteristic Suichang-style food culture.

In all aspects, Suichang is a wonderful place for WLCE-ZJU to establish its first Innovation Base. Welcome to Suichang! Let's meet in the WLCE-ZJU Innovation Base and explore more about this beautiful county together.



Capitals of Culture planned in 2022

Source: [ASEF](#)

With the new year come the launches, and hopes, for the Capitals of Culture planned in Europe and Asia in 2022. Following the disruptions of the past two pandemic years, when the European Capitals of Culture programmes had to be postponed and curtailed, there is much anticipation. There are three European Capitals of Culture for 2022. In the ASEM region, Kaunas in Lithuania joins Esch-sur-Alzette in Luxembourg (with Novi Sad in Serbia as the 3rd partner ECoC city). Kaunas promises "One big stage for Europe". The spectacular opening will involve over 800 artists in more than 100 events. In East Asia, the competitive title is the Capital City of East Asia, bringing China, South Korea, and Japan together. Last year the Culture Ministers agreed that China would have two cities to sit alongside the other two. In 2022 the four cities are Wenzhou, Jinan, Oita prefecture, and Gyeongju.

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24th UNWTO General Assembly documents are now available

Source: [UNWTO](#)

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. All documents related to this event and other meetings, including resolutions and presentations, are now available on the [UNWTO website](#).

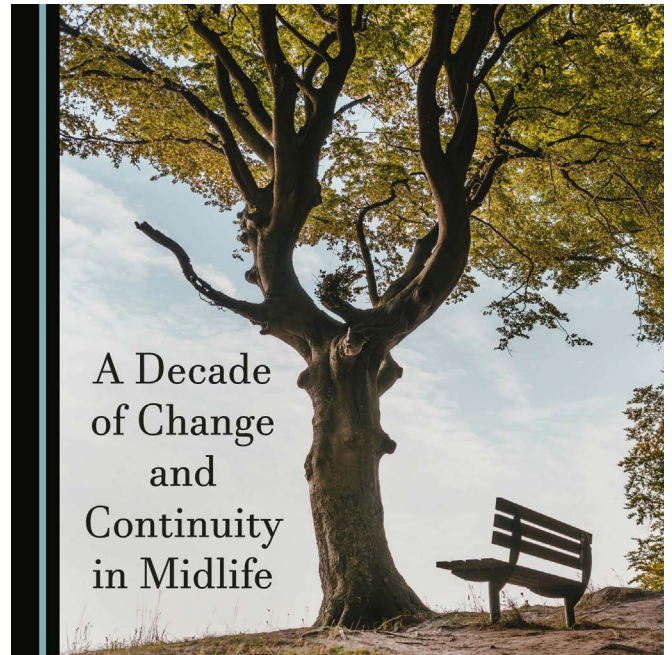


Publications



FREE ACCESS to the “most read” *WL Journal* articles

The World Leisure Organization is celebrating its 70th anniversary this year. On this special occasion, we bring to you a selection of the “most read” *World Leisure Journal* articles on different topics related to leisure and tourism, available with free access. Also included is an article from 2013 written on the history of the WLO. We would like to thank our publisher Taylor and Francis for their generosity. The selected articles are: [Leisure management: all about the “what” and the “who”](#) by Jo An M. Zimmermann and John R. Tower; [Digital heritage tourism: innovations in museums](#) by Trilce Navarrete; [The relationships between leisure and happiness](#) by R. W. Robertson; and [History of the World Leisure Organization: a 50-year perspective and analysis](#) by Christopher R. Edginton.



A Decade of Change and Continuity in Midlife

A unique study on aging: *A Decade of Change and Continuity in Midlife*

The book, *A Decade of Change and Continuity in Midlife*, was published in mid-2020 by Cambridge Scholars Publishing and has been written by WLO member Dr Gaylene Carpenter and Dr Jean Stockard, from the University of Oregon. For ten consecutive years, a group of middle-aged adults told researchers about their wants and desires, their life stresses and strains, their sources of happiness and joy, and their perspectives on how their lives were – or were not – changing. This book summarizes the results of this unique and unprecedented study. This book provides important guidance for scholars and researchers of aging. It also offers fascinating insights for practitioners working with midlife and older adults, as well as for the reader anticipating or experiencing the midlife years. The book can be purchased [here](#).



Global Tourism Plastics Initiative Releases First Progress Report and Welcomes More Signatories

Source: [UNWTO](#)

The Global Tourism Plastics Initiative has welcomed a further 21 signatories, taking the total number past 110. The new signatories have been announced alongside the launch of a [first annual report](#), which makes clear the significant progress made in tackling plastics pollution in tourism over the past year. The Global Tourism Plastics Initiative unites the tourism sector behind a common vision to address the root causes of plastic pollution. It is led by the United Nations Environment Programme (UNEP) and the World Tourism Organization in collaboration with the Ellen MacArthur Foundation. Despite the challenges posed by the COVID-19 pandemic, Accor, Club Med, Hong-Kong and Shanghai Hotels, Iberostar, Melco, Six Senses have all reported continuous efforts to implement their commitments to tackle plastic pollution. Together, they have eliminated over 108 million plastic items and packaging in 2020, totalling around 804 metric tons.

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Opportunities



Call for European artists by Culture Next Cities Fund for Culture (Deadline: February 25th, 2022)

Source: ASEF

An open call for European artists has been launched by Culture Next Cities Fund for Culture, seeking proposals for *Visions for Culture in a Sustainable Future*. The Cities Fund for Culture is designed and tested by Culture Next network as an alternative financial mechanism and a bottom-up solution to complement the European Commission's top-down funding structures. The organisers will select seven European artists (citizens or residents of any European country, inside and outside the European Union) to work individually or collectively and share their visions for culture in today's changing world. Submit your 2,000-character Vision for Culture in a Sustainable Future [here](#), before February 25, 2022.

Upcoming events



Theme for International Women's Day 2022: "Gender equality today for a sustainable tomorrow" (March 8th, 2022)

Source: [UN Women](#)

The theme for International Women's Day is, "Gender equality today for a sustainable tomorrow", recognizing the contribution of women and girls around the world, who are leading the charge on climate change adaptation, mitigation, and response, to build a more sustainable future for all. The United Nations Observance of International Women's Day under the theme, "Gender equality today for a sustainable tomorrow", will be marked by a high-level virtual (TBC) event on Tuesday, 8 March 2022, 10–11.30 a.m. EST. The Secretary-General of the United Nations, the President of the General Assembly, the Chair of the Commission on the Status of Women, the Executive Director of UN Women as well as gender equality and climate change activists and celebrities will participate. The event will be followed by a high-level panel discussion and musical performances.

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9th WORLD SUMMIT ON ARTS & CULTURE STOCKHOLM 2022

31 May – 3 June 2022

The 9th World Summit on Arts and Culture to take place in Stockholm (May 31st–June 3rd, 2022)

Source: [IFACCA](#)

The 9th World Summit on Arts and Culture is co-hosted by the Swedish Arts Council and the [International Federation of Arts Councils and Culture Agencies \(IFACCA\)](#). The Summit is a highly participatory platform that fosters exchange between representatives from government, cultural and non-cultural sectors and civil society, which is open to IFACCA Members and the wider international community. The Summit will bring together leading policy makers, researchers, managers and practitioners from the arts, culture, and related sectors from around the world to explore artistic freedom as a fundamental pillar of cultural policy and examine how we can – and why we should – safeguard artistic freedom. It is scheduled to take place in Stockholm, Sweden from 31 May–3 June 2022. Registration for the 9th World Summit is open [here](#).

Encounter

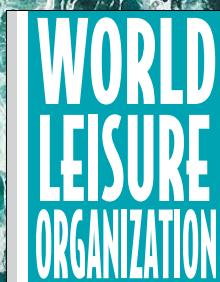


(Re-)Watch the 1st Leisure Management Webinar “*Designing Experiences* – Conversation with RJ Rossman”

Rossman and Duerdan’s (2019) book, *Designing Experiences*, received a Silver Medal in the 2021 Axiom Business Book Awards Business Intelligence/Innovation category. It is special for a leisure-based understanding of experience delivery to receive recognition from business publishers. A lot of the material is a direct descendent of leisure studies programming material. On the 30 November 2021, the first webinar in the series organized by the Leisure Management WLO Special Interest Group (SIG) offered the opportunity to join a Conversation with Bob Rossman to learn how *Designing Experiences* can be used to guide leisure management service and scholarship. Click play if you were not able to join this webinar or simply want to re-watch it!



Designing Experiences- A conversation with JR (Bob) Rossman. WLO - Leisure Management Webinar Series



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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