

WL NEWS

ISSUE 40

**NEW WORLD LEISURE
PATHWAYS PODCAST
SERIES!**

*Leisure
Pathways*




*Past, Present
and Future
Conversation's
Podcast Series*

WLO 70th
ANNIVERSARY

MAY 2022

**WORLD
LEISURE
ORGANIZATION**



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Editorial

Dear members, dear colleagues,

We are excited to finally bring on stage some of the things we have been working on behind the scenes in the past weeks and months. In this issue, we present you the new World Leisure Pathways Podcast Series, which we developed in the framework of our 70th anniversary this year, to cherish our past, present and future. You can already listen to the first episode! Amazing topics and speakers will be coming soon, stay tuned!

We also invite you to join the Global Leisure Debate – Responses to challenges on Leisure, Mental Health and Well-Being (on the 9 or 10 June 2022, depending on timezone), which is not just one more webinar, but the result of a working process that involved leading professional in the leisure sector – who helped us identified the main challenges in that thematic area – and top scholars in the leisure field – who will be the speakers at the event and try to give an answer to those challenges. Furthermore, you can now access for free a selections of *World Leisure Journal* articles by our three speakers!

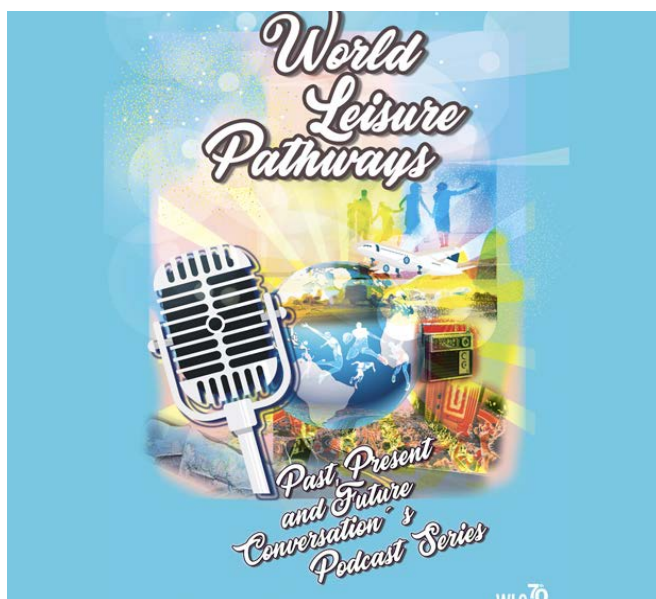
The issue is completed by original contributions in the Research and Policy sections, as well as with many updates about some of WLO Board members and staff's most recent work and activities. Finally, The Encounter offers you the opportunity to learn more about data management for the leisure industry though an interview with Martin Sheppard, Board Chair of ActiveXchange (among other hats!).

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO News



First episode of the World Leisure Pathways Podcast Series is now online!

The World Leisure Organization (WLO), as one of its 70th anniversary activities, is launching the World Leisure Pathways – Past, Present and Future Conversation's Podcast Series.

It is hard to summarize an organization that has been actively running for 70 years promoting leisure worldwide. Through this podcast series, and by diving into the past, the present and the future of WLO we will be reflecting on a wide range of topics in the leisure field and sector – such as leisure and gender, leisure education, leisure research, etc. – and meeting worldwide representatives that have been playing a key role in the organization. WLO Chair, Ms. Joanne Schroeder and WLO Chief Operating Officer (COO), Dr. Cristina Ortega Nuere introduce this Podcast Series in the first episode now online.

[Listen to the first episode here](#)



World Leisure Organization is presented at Western Sydney University

At the occasion of a team from World Leisure Organization (WLO)'s visit to Australia for the site evaluation of one of the potential hosts for World Leisure Congress in 2026, a seminar was organised on the 22 April by Western Sydney University (WSU), focused on the topic of challenges of recreational therapy. Dr. Cristina Ortega, Chief Scientific and Operating Officer of the WLO, Ms. Maria Luiza de Souza Dias, WLO Board member, and Dr. Mireia Iglesias, Communication and Events Coordinator, presented the WLO and how it can support and/or collaborate with professionals working in leisure and recreation-related fields. An expert in leisure studies, Dr. Ortega shared her knowledge and experience with a group of practitioners and some students, and talked about the power of leisure to heal our body and mind. The event was held in a hybrid format, at Parramatta South Campus of WSU and online via Zoom, organized by WLO Board member Arianne Reis.



WLO at the 2022 International Convention and Exhibition Cultural Activities and the first Global Digital Convention and Exhibition Summit in Hangzhou

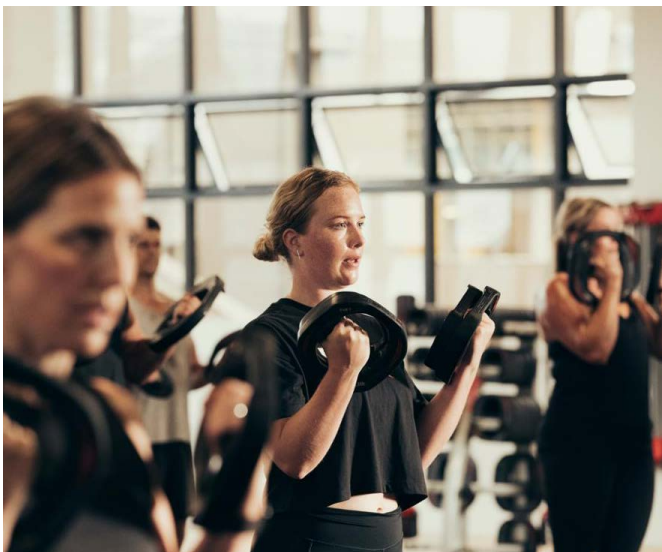
Dr. Cristina Ortega Nuere, World Leisure Organization's (WLO) Chief Operating Officer (COO), delivered a speech in pre-recorded video format at the 2022 International Convention and Exhibition Cultural Activities and the first Global Digital Convention and Exhibition Summit in Hangzhou, which took place on June 1, 2022. The event invited international organizations, industry experts, digital technology enterprises, domestic and foreign leading exhibition groups to discuss on the new ecology and the latest developments in the area of digital conventions and exhibitions. Dr. Ortega presented the WLO and reflected on the role of information and communication technologies in providing reliable and robust solutions for global digital experiences and participant engagement.



WLO visits the GO fit center in Madrid

Dr. Cristina Ortega Nuere, World Leisure Organization's (WLO) Chief Operating Officer (COO), and Dr. Mireia Iglesias, Events and Communication Coordinator, visited in April the GO fit leisure and sports center in the Spanish capital. They were guided by Dr. Alfonso Jiménez, Director of Research and Innovation at GO fit LAB, who explained the general and sport management policies in the centres, and the innovative air purification system put in place at GO fit facilities, which ensures the highest air quality. This system was installed during the pandemic, namely to protect users from infection, but it also grants them the benefits of working out in a clean air atmosphere. The visit was also an opportunity to discuss potential collaboration opportunities with Dr. Jiménez and the networks he is involved in, such as EuropeActive or the Active Leisure Alliance.

Research



Researchers crack the code for exercise motivation

By Frances Marcellin

Exercise scientists at the Les Mills Research Lab have identified the trait of automaticity – turning exercise into a habit – as the key differentiator between active and inactive people. Their research found 100 per cent of active people strongly agreed that exercise is an automatic aspect of their lives, whereas 92 per cent of inactive people disagreed. The researchers also explored which behaviours and conditions help to instil automaticity – discovering that these habitual behaviours can be learned with the right approach and support.

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From Spa Business

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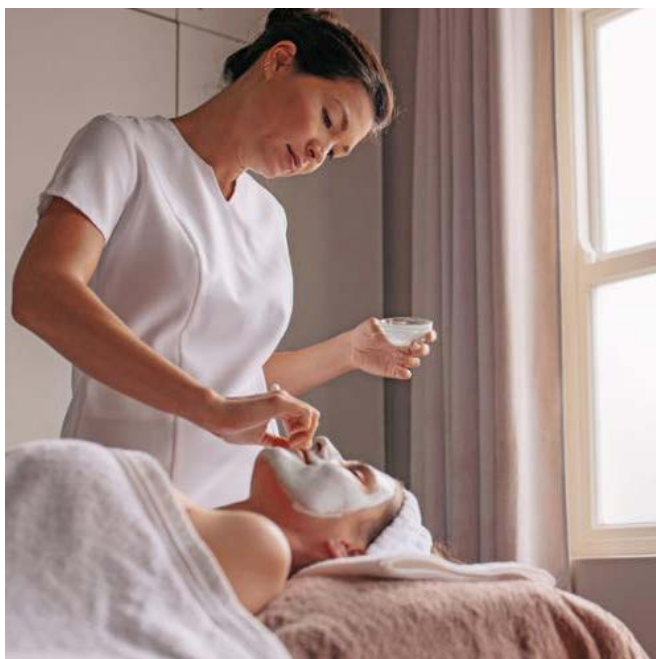
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Industry



Short staffed spa industry

By Susan Harmsworth

The industry is facing a big staffing problem for a number of reasons: global spa development has exploded, and there has been an expansion in the home spa market triggered by the pandemic. Good therapists have found they only have to do three treatments a day to earn more than they did working for a spa. (...) One of the mistakes the industry makes is to not differentiate pay between experienced therapists and the young inexperienced ones.

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From *Spa Handbook*

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Policies



Accessibility to recreation opportunities through a network of equipment lending centers

By Dr. Marc-André Lavigne, Professor, World Leisure Center of Excellence (WLCE) at the Université du Québec à Trois-Rivières (UQTR), Canada

Making leisure opportunities accessible to all has long been one of the aims of public intervention in the recreation and sports sector. Accessibility and inclusion are tricky issues for recreation managers and policymakers since reducing the barriers to participating in meaningful leisure opportunities is often complex. Those constraints can be physical, financial, cultural, or temporal, among others, and influence how (potential) users perceive the opportunities available to them. Developing effective recreation programs and policies aimed at improving access for low-income citizens is far more complex than one could imagine. Some organizations reduce their registration fees, promote drop-in programs, or offer free access to recreational,

cultural, or sports facilities, but users sometimes struggle to get the equipment needed to carry on their activities. These added costs are often overlooked by recreation managers but have a significant impact on participation. The Government of Quebec (a Canadian province of 8.4 million inhabitants) announced this week an investment of \$40.7 million (US\$31.2 million; €30.0 million) over the next five years to create a network of equipment lending centers. The goal is to make accessible to all, in every region, a full range of sports and recreational equipment. The initiative is part of the government's strategy to reduce sedentary behaviors and introduce citizens to new sports, recreational, and cultural activities.

The program has three components. The first is the purchase of equipment which will then be loaned free of charge to any citizen who requests it. These purchases will be made, if possible, through local suppliers. Specialized equipment designed for seniors and people with reduced mobility will also be available.

The second component of this program is the creation of a network of equipment lending centers, operated by regional organizations well-implemented in their communities. The mission of those centers is to offer a direct service to citizens, schools, and local associations, and to promote the service. Each center will have its inventory of sports and recreation equipment, locally available to anyone.

The third component is the creation of a database, used by the centers to coordinate the regions among themselves. The implementation of this program is thus decentralized, but the coordination of the inventory can be operated at the provincial level. This database will also allow users to know what is available to them and how to get it.

For example, through this program, a family could borrow skates to take their child skating for the first time, a couple could rent specialized outdoor equipment for a weekend

even if they are spending time in another region than the one in which they reside, a person could borrow the required equipment for an art class taken in their community center, or a person with special needs could have access to specialized sports equipment.

This program is strongly inspired by a local initiative that originated in Quebec City, Accès-Loisirs, which for twenty years has been offering free subscriptions to recreation activities to low-income people, in collaboration with local organizations. Accès-Loisirs also collects new and used sports and recreation equipment to give it for free to low-income households.

What makes those projects interesting is how they redefine recreation financial assistance programs which, too often, simply rely on pricing policies (gratuities, subsidies or discounts). They implement new strategies – both at local and provincial levels – to reduce financial barriers to recreation participation.

[Read the French version here](#)



Network



The 3rd International Recreation and Sport Management Congress was organised in Turkey with the support of the WLO

The 3rd International Recreation and Sport Management Congress was organised by the Turkish Recreation Studies and Research Association on the 16-19 May 2022 in Antalya, Turkey. Under the topic "Recreation: manage differently, live well-manage differently, live better", the Congress brought together a wide range of stakeholders, especially researchers, industry professionals and public officials, who make efforts for the development of "recreation and sports management" will come together. The Congress was held for the third time this year and was attended by participants from different countries. The keynote speech was delivered by WLO Board member Dr. Atara Sivan, from Hong Kong Baptist University, and event received WLO's support through its Naming Rights program.



Professor Lin Zong-xian elected as new President of the World Leisure Chinese Taipei Chapter

The [World Leisure Chinese Taipei Chapter](#) elected its new President at the beginning of this year 2022. The new president is Professor Lin Zong-xian of the Department of Leisure and Recreation at National Formosa University in Taiwan. Dr. Lin Zong-xian obtained his PhD in the Department of Parks, Recreation and Tourism Management at Penn State University (USA) in 2004 and has been a university professor ever since. He has published numerous book chapters and academic articles, most of which in high-impact journals in the leisure field. WLO welcomes Professor Lin Zong-xian and publicly offers its support in his work as leader of the WL Chinese Taipei Chapter.



FREE ACCESS to *WL Journal* articles by the speakers at our next Global Leisure Debate

Thanks once more to our publisher Taylor and Francis, in this issue we offer you a selection of articles the *World Leisure Journal* that will let you know a bit more the work of our experts at the upcoming Global Leisure Debate – Responses to challenges on Leisure, Mental Health and Well-Being (9-10 June 2022, depending on timezone). The selected articles are: “A balanced and systematic leisure education service delivery model: connections to Eastern and Western perspectives” by John Dattilo (2016); “Are they having fun yet? Leisure management within amenity migration” by Joe Pavelka (2017), and “Where might the path less travelled lead us?” by Simone Fullagar (2011).



UNWTO Report: “COVID-19 and the Future of Tourism in Asia and the Pacific”

Source: [UNWTO](#)

Tourism in Asia and the Pacific has transformed dramatically over the last 2 decades due to the impacts of globalization, digitalization, rising disposable incomes, and shifting consumer preferences. The coronavirus disease (COVID-19) pandemic stands out as a pivotal moment in the trajectory of tourism development. It has accelerated some trends, such as digitalization, and is likely to have permanently altered consumer preferences. This report explores how different tourism market segments may have been impacted by the COVID-19 pandemic, and more importantly what this means for policy makers seeking to move tourism onto a more sustainable development pathway.

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Opportunities

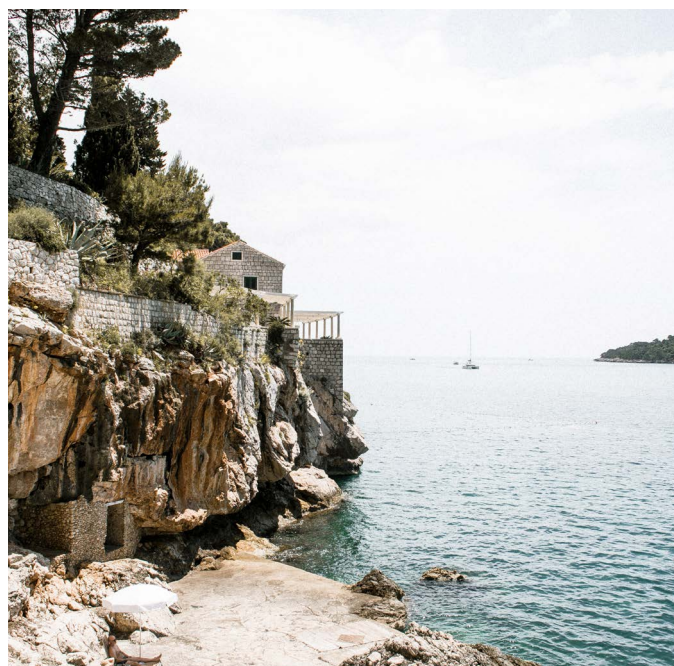


encourages communities to partner with professional associations, government agencies and universities to plan, organize and promote the event.

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Open call for hosting the World Leisure Congress 2028

The World Leisure Organization (WLO) is pleased to extend to you and your community an exciting opportunity to host the 2028 World Leisure Congress (WLC). This international event draws individuals from throughout the world into a dynamic scenery wherein leisure and its influence on social, cultural and economic development can be explored. The WLC is an event that can highlight an entire community and its commitment to enhancing quality of life through leisure. The WLO is committed to advancing scientific knowledge and best practice related to leisure through its biennial WLC. The event has been staged in Asia, Europe, North America, South America and Oceania. Latest editions, in the city of Sao Paulo (2018) and Pinggu/Beijing (2021), this last one in a hybrid format, hosted more than a thousand participants. The upcoming World Leisure Congresses will take place in Dunedin (2023) and in Breda/Rotterdam (2025). The World Leisure Organization





UNWTO calls on start-ups to join “Awake Tourism Challenge”

Source: [UNWTO](#)

UNWTO has launched the second edition of its global flagship competition under the name of “Awake Tourism Challenge”. The competition will identify innovators who are advancing solutions to 6 different challenges, as well contributing to the achievement of the Sustainable Development Goals (SDGs). For the 2022 challenge, UNWTO will focus on specific areas that can help the recovery of the tourism sector in a disruptive way, and which deserve extra attention right now. Applications are now open and will close 30 June 2022. The winning startups will be announced in October.

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Upcoming events



ABOUT

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be moderated by WLO Chair, Ms. Joanne Schroeder. As a pre-event experience, a series of [short videos by our experts speakers](#) are now ready to watch! This event is part of the WLO's 70th Anniversary programme of activities.

[READ MORE...](#)

Global Leisure Debate – Responses to challenges on Leisure, Mental Health and Well- Being (9-10 June 2022, depending on timezone)

#WLO70Anniversary

After the success of the first online discussion groups, we are happy to announce the Global Leisure Debate – Responses to Challenges on Leisure, Mental Health and Well-Being, which will take place on the 9 June (3 pm PDT Vancouver; 4pm MDT Alberta); 6pm EDT Philadelphia) or the 10 June (8am AEST Brisbane). We are extending this invitation to meet you in an online space for brokering ideas, stimulating debate, and offering creative solutions to the leisure field. On this occasion, and for this topic, we will count with three exceptional international speakers addressing the challenges identified from the professional sector: Dr. John Dattilo, Penn State University (US); Dr. Simone Fullagar, Griffith University (Australia), and Dr. Joe Pavelka, Mount Royal University (Canada). The event will



**LEISURE
MANAGEMENT
WEBINARS
SERIES**

Crisis Preparedness
A Conversation with Patrick Hammer, Director Parks and Recreation

Induced by the WLO Special Interest Group (SIG) on Leisure Management

Become a member of WLO – there is a free trial
<https://www.worldleisure.org/>

What do you do when a crisis hits your community? How do you deal with floods, fire storms, health crises, etc? The Crisis Preparedness Webinar will address a range of crises to explain how park and recreation departments prepare and cope with the 'unexpected'.

Patrick Hammer, Erie Colorado's Director of Parks and Recreation, will explain his personal experiences when responding to an unexpected crisis in the community. Crises impact on a leisure department's staff, the community, infrastructure including buildings and information technology, finances, customer service and overall operations. Crisis preparedness is the process of establishing systems and processes for a parks and recreation department to plan, act and recover from an event. A focus on planned resilience will assist all park and recreation departments to be better prepared when the unexpected happens.

The webinar will take place as a conversation with Patrick Hammer to explore his personal experiences managing a parks and recreation department during a series of crises. The conversation will also explore how crisis preparedness principles can be applied in leisure management practices and research.

Who should attend?
The webinar is designed to be of interest to leisure managers, programmers, scholars and students.

DATES

WESTERN HEMISPHERE	EASTERN HEMISPHERE
07 JUNE 2022	08 JUNE 2022
6PM	8AM
7PM	Earlier

Registration:
Register your interest to join the webinar at <https://bit.ly/3PwQApw>

Format:
The webinar will be 45 minutes. For 20 minutes followed by an open comments, questions and discussion.

More information:
This is the Leisure Management Special Interest Group Webinar series. More information at <https://www.worldleisure.org/leisure>

New Leisure Management Webinar: Crisis Preparedness – A Conversation with Patrick Hammer (7-8 June 2022, depending on timezone)

What do you do when a crisis hits your community? How do you deal with floods, fire storms, health crises, etc? The Crisis Preparedness Webinar will address a range of crises to explain how park and recreation departments prepare and cope with the 'unexpected'. In a new webinar organized by the [WLO Leisure Management Special Interest Group \(LM SIG\)](#), Patrick Hammer, Erie Colorado's Director of Parks and Recreation, will explain his personal experiences when responding to an unexpected crisis in the community. The event will take place on the 7 June 2022 (6pm American Eastern Time Zone; 7pm Brazil) or the 8 June (8am Eastern Australia Time Zone; earlier in Asian time zones). The session will be recorded so those who cannot attend will be able to view the YouTube recording of the webinar. The webinar is designed to be of interest to leisure managers, programmers, scholars and students.

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The International Summer School "Measure Leisure – Study & Fun" is organized by the WLCE at the University of Pécs (21-20 August 2022)

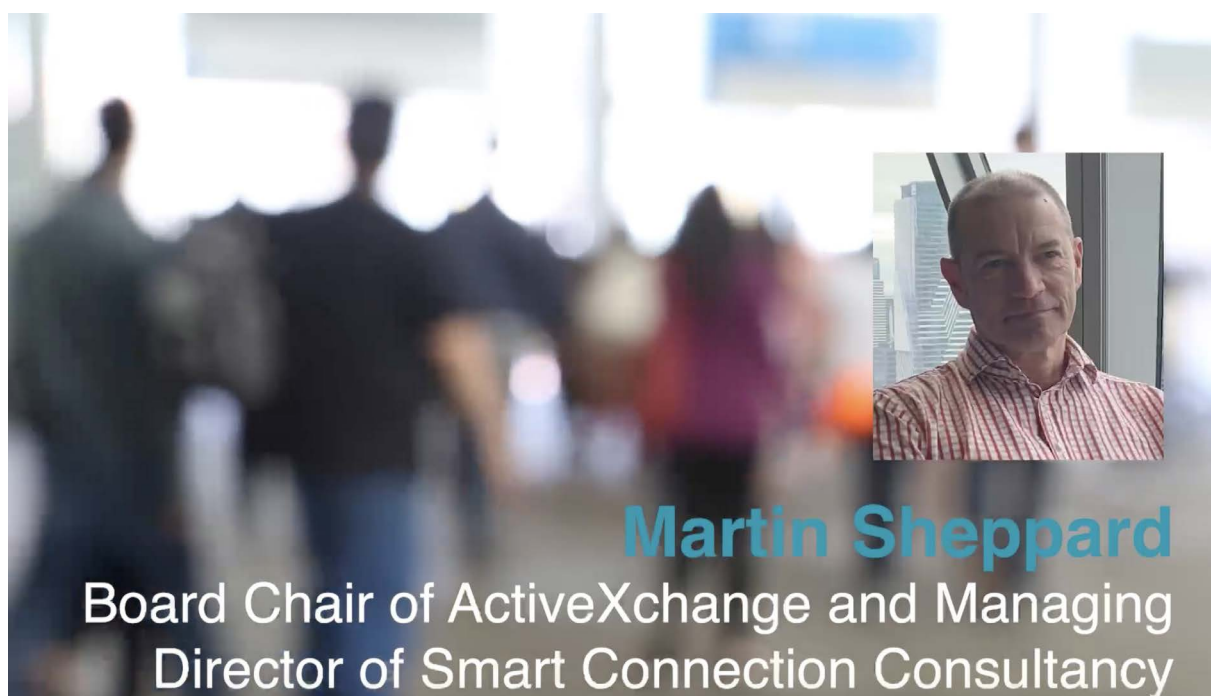
The International Summer School "Measure Leisure – Study & Fun" is organized by the World Leisure Center of Excellence (WLCE) at the University of Pécs, Hungary, and will take place on the 21-29 August 2022. Delivered in English and awarding 6 credits (European Credit System), the goals of the Summer School are: to offer seminars and workshops for students in formal and informal settings led by university professionals; to provide a platform for international and local students to learn special skills in research and practice, and to help students developing in professional fields and skills, such as using research tools, recording and analysing data and publishing results. Application deadline is the 30 June 2022.

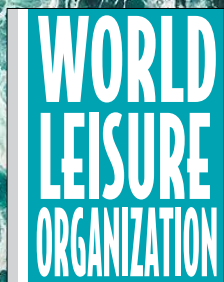
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Encounter

Encounter with... Martin Sheppard, Board Chair of ActiveXchange, on data management for the leisure industry

Martin Sheppard is Board Chair of ActiveXchange, an organization that securely brings data, decisions and operations into one platform for the leisure industry to make better informed decisions. Sheppard is also the Managing Director of Smart Connection Consultancy, Founder and Curator of the Australian National Sports Convention and sits on the Board of EngageRM. With over 40 years in the leisure industry, initially in the UK, working and managing Community Leisure Centers, then developed the Client function for contracting facilities out, Chairing the UK's ILAM Contracts Panel before emigrating to Australia in 1997. His networks within sport, government and with leisure venues together with his understanding of sports technology places him in a favourable position to understand the transformation that data management and evidence based decision making can have on the planning and management of organisations. We had the opportunity to discuss with him on this and much more. [Click to watch!](#)





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.

Scientific and Technical Office -
Arenal 1. Segunda Planta 48005
Bilbao, Spain - www.worldleisure.org