

# WL NEWS

**ISSUE 43**

## **WLO TRAVELS TO BRAZIL**

**WLO** 70<sup>th</sup>  
ANNIVERSARY

**NOVEMBER 2022**

**WORLD  
LEISURE  
ORGANIZATION**



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WLO Premium  
member?  
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news here!**

# Editorial

Dear members, dear colleagues,

A few weeks ago, a WLO delegation travelled to Brazil to hold our annual Board meeting. In this issue of the newsletter we tell you more about this wonderful trip, which was made possible thanks to the collaboration of our partners and hosts by SESC and the World Leisure Center of Excellence at the University of Sao Paulo (WLCE USP).

Other highlights of our activity were the two webinars organized by two of our Special Interest Groups (SIGs): the launch of the SIG on Leisure and Human Rights and the webinar on “Managing Safe Places for Leisure” organized by the Leisure Management SIG.

In addition to that, we have some interesting opportunities open, such the call to host World Leisure Congress in your city in 2028, or our offer for students to become a member at a reduced free and win amazing leisure prizes!

This and much more, from us and from our partners, by just scrolling down!

Yours truly,

Dr. Cristina Ortega Nuere  
WLO Chief Operating Officer





# WLO News



## 2022 WLO Board of Directors Annual Meeting takes place in the framework of the Forum “Talking About Leisure” co-organized by SESC and WLCE USP in the state of Pernambuco, Brazil

The WLO Board of Directors hosted its 2022 Annual Board meeting from November 3rd to 5th in a hybrid format. WLO Board members attending on-site also participated in the parallel Forum “Talking About Leisure”, co-organized by Brazilian partners SESC and WLCE University of São Paulo and celebrated in the same facilities at SESC Guadalupe (Pernambuco, Brazil).

For one week, members of the organization had the opportunity to experience first-hand SESC’s brand new facilities in the state of Pernambuco, in the coastal town of Sirinhaém. In addition to their participation in the academic forum (“Talking About Leisure”/“Falando do lazer”), where they debated and discussed on several

issues such as leisure and social transformation, and leisure and personal development, a variety of activities and technical visits were also organized.

WLO Chair Prof. Joanne Schroeder, WLO COO Dr. Cristina Ortega, and WLO Board members Dr. Arianne Reis, Dr. Miklos Banhidi, Dr. Antonio Bramante, and Ms. Maria Luiza de Souza contributed to the different panels of the forum enriched with a multicultural approach involving academics and professionals from the Latin American region. Additionally, the WLCEs were represented by Dr. Ricardo Uvinha, representative of the WLCE University of São Paulo, who was part of the organizing team, as well as by Dr. Carolin Lusby, co-representative of the WLCE University of São Paulo and WL SIG Travel and Tourism Chair.

The Forum was broadcasted online in [Brazilian Portuguese](#) and [English](#) and gathered over a hundred viewers online. In the proximities of [SESC Guadalupe](#), located one kilometer from the coast and its impressive mangroves, the WLO delegates and conference’s attendees discovered and learned about the work of the shellfish farmers. This activity is the result of SESC’s inclusive approach focused on innovative ecological itineraries within the Environmental Protection Area of the Coral Coast.

In Recife, the capital of the state of Pernambuco, the participants explored the largest open-air urban technology park in Brazil, [Porto Digital](#). Porto Digital is one of the main technology and innovation hubs in Brazil and represents the new economy of the State of Pernambuco. Located in the historic downtown Recife, Recife Antigo, its performance encompasses Creative Economy, Information and Communication Technologies (ICT), as well as the future of cities through digital fabrication and the Internet of Things (IoT).



## **Join WLO with some special discounts! WLO Premium Student Membership and WLO Premium Individual Memberships opportunities**

As part of the World Leisure Organization 70th anniversary activities and actions, WLO is inviting leisure field (tourism, culture, sports, recreation) related students to sign up and join the WLO community. By joining the Premium Student Membership with a 50% discount you will have a direct opportunity to win amazing prizes! Also, new WLO members of any Premium Individual Membership will benefit from this 50% discount. Do not miss this unique opportunity to be part in the leading community and network of leisure professionals! The special discount on Premium Student Membership and Premium Individual Memberships is available until December 31st, 2022.

[MORE INFO...](#)



## ONLY FOR STUDENTS!

Join WLO with a special discount and win an experience!

As part of the World Leisure Organization 70th anniversary activities and actions, WLO is inviting World Leisure Centers of Excellence network students to sign up and join the WLO community. By joining the **Premium Student Membership** with a **50% discount** you will have a direct opportunity to win one of the prizes from below. Do not miss this unique opportunity to be part in the leading community and network of leisure professionals! The special discount on Premium Student Membership is available until **31st of December 2022**.



### Knowledge experience

The knowledge experience prize will give you the opportunity to learn and experience by taking part in one of the dedicated youth ambassadors programmes (WL Field School, Leisure Research Experience Opportunity,...)



### Travel experience

The travel experience prize will be covering the flight and registration to the 2023 World Leisure Congress taking place in Dunedin, New Zealand.



### Leisure experience

The leisure experience will be covering the winner annual membership in a desired, leisure, sport, cultural, or recreation center.

## How to do it?

Go to the following website link, choose the Student Premium Membership and enter the discount code. Stay tuned! Winners will be announced January, 2023.



<https://www.worldleisure.org/become-a-member/>

**Discount code: wlonewmember50**

[Terms & Conditions](#)



## WLO attends PCMA Convening EMEA 2022 in Vienna and IMEX America in Las Vegas

From September 28th to 30th, WLO Communication & Events Coordinator Dr. Mireia Iglesias attended [PCMA Convening EMEA](#) in Vienna, Austria, one of the biggest events' industry conventions bringing attendees from over 40 countries with different background and specialties. The conference brought events' practitioners together to solve the new challenges faced by the industry and also to deliver new value and solutions to the global changes.

Additionally, the 11th edition of the [IMEX America](#) in Las Vegas took place from October 11th to 13th at the Mandalay Bay. Dr. Mireia Iglesias also attended this event which gathered over 10,000 events' industry professionals and where exhibiting companies representing more than 180 countries promoted their services at nearly 400 booths.

The WLO presence and representation at these events offers valuable and rewarding opportunities to learn from the best experiences and professionals, to engage and collaborate with potential partners and members of the organization, as well as to introduce our international events such as the WL Expo, WL Congress, WL Festival and WL Games, among other programs.



**Managing Safe Places for Leisure**  
A Conversation with Professor Corey Johnson - Professor of Social Justice at North Carolina State University



## LM SIG Webinar – Managing Safe Places for Leisure, a Conversation with Professor Corey Johnson takes place on September 27th

WL SIG Leisure Management webinar series continued with its third encounter, on this occasion together with Dr. Corey Johnson, the Karla A. Henderson Distinguished Professor of Social Justice at North Carolina State University. On September 27th, 2022, Dr. Corey Johnson shared his experience and insights about power relations between dominant and non-dominant populations in the context of leisure. The webinar's focus on LGBTQIS2+ communities discussed how leisure managers can deliver safe places for inclusive leisure experiences. The YouTube video of the webinar is available from the LM SIG website (including links to relevant documents) or [here](#).





## LEISURE AND HUMAN RIGHTS: WL SPECIAL INTEREST GROUP

### *Leisure and Human Rights: Launch of the WLO Special Interest Group (SIG) and Research Invitation*

Speakers: inaugural co-chairs of the SIG



Atara Sivan, President, World Leisure Academy; Professor, Hong Kong Baptist University



Tony (A.J.) Veal, Adjunct Professor, University of Technology Sydney



## Leisure and Human Rights webinar takes place on October 24th and launches the new WLO Special Interest Group (SIG) and Research Invitation

The launch of WLO SIG on Leisure and Human Rights occurred on October 24th, 2022, through a webinar which proposed a collaborative research project, 'Holding nation states to account for leisure rights'. The online seminar, conducted by the SIG's co-chairs Dr. Atara Sivan and Dr. Tony Veal, included presentations on these two elements and invitations to participants to comment on both the Special Interest Group and the proposed research project and to express interest in becoming involved.

The new WLO SIG on Leisure and Human Rights' goals will focus on the promotion of research and teaching on the topic of human rights and leisure, based on the principles set out in the WLO Charter for Leisure, and on the enhancement of the profile of leisure rights among governments, leisure policymakers, practitioners, and researchers and within the UN human rights system.

With the research invitation to collaborate on the project 'Holding nation states to account for leisure rights', colleagues from around the world were invited to join in this collaborative research project to investigate the performance of individual nation states in regard to their respecting, protecting, and fulfilling of the human right to leisure, using a common conceptual and research framework. Individual state reports will be published as journal articles and also possibly on-line.

Further details of the Special Interest Group and the proposed research project can be found at: [www.worldleisure.org/leisure-and-human-rights/](http://www.worldleisure.org/leisure-and-human-rights/)

# Research



## **WLCE Vancouver Island University launches the Indigenous Ecotourism Training Program (IETP) Report “Enhancing Community Capacity and Evaluating Place-Based Pedagogy in Indigenous Tourism”**

The WLCE at Vancouver Island University, in partnership with the Heiltsuk Tribal Council and the North Island College both from Canada, has recently launched a report based on the findings and considerations after years of implementation of its [Indigenous Ecotourism Training Program \(IETP\)](#) titled “Enhancing Community Capacity and Evaluating Place-Based Pedagogy in Indigenous Tourism”.

The IETP academic program offers a unique, innovative, community-based program that aims to improve learning outcomes for First Nations students, through hands-on

training in communities that are operating Indigenous ecotourism businesses. Its recent report, whose research started in 2020 with the intent to evaluate the program after five years of implementation, aimed to complement the capacity-building program with a research component to benefit six First Nations located in the coastal region of British Columbia, by informing and supporting the development of Indigenous-led tourism.

This collaborative research was divided in two streams, Mapping of Tourism Assets, and Evaluation of the Place-Based Pedagogy Within IETP; it included partners from First Nations’ communities and students from the 2021 IETP cohort to assist with the inventory of the tourism assets in the partner communities. Additionally, an evaluation of the place-based pedagogy used in IETP was completed in each community. By capturing and evaluating the experiences of students, instructors, stakeholders, and community partners, the participants could better understand Indigenous ways of learning and knowing, informing education models moving forward.

To read the full report, click [here](#).



# Industry



## New study investigating leadership in global health and wellbeing industries launched by Wisdom Works

*By Megan Whitby*

Wisdom Works Group (WWG) has launched a study into leadership across the global wellness economy, as well as the adjacent industries of healthcare and human potential and development (...) WWG says recent research indicates leaders globally are struggling both with their personal wellbeing and leading wellbeing for their teams and organizations. A Deloitte report indicates 76 per cent of c-suite leaders say the pandemic has negatively affected their wellbeing and that only 56 per cent of employees said their company's executives care about their wellbeing.

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From *Spa Business*

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# Policies



## Crisis Preparedness A Conversation with Patrick Hammer



## Crisis preparedness in Leisure Management

*By Patrick Hammer, Director of Parks and Recreation Town of Erie, Colorado, United States*

Note: This piece follows the webinar on the topic organized by the WLO Special Interest Group (SIG) on Leisure Management, which can be watched [here](#).

Catastrophic weather events, acts of mass violence, health pandemics, cyber-attacks to operating systems or just sudden conditional changes in daily operations can leave recreation and leisure organizations and communities emotionally, physically and financially reeling. Being able to proactively plan for crisis events, including defining roles and responsibilities, is becoming as integral to an organization's operation as having a strategic business plan.

While the particular circumstances and events that occur in moments of crisis are varied and unpredictable, the steps taken during the response and recovery do not have to be. Being able to breakdown what is likely to be a complex situation, and creating opportunities for incremental decision making sets in motion an

understandable path to recovery. A small amount of preplanning can go a long way in providing clarity and direction for staff, and reassurance for community members.

There are generally three phases to navigating a crisis. Within each phase there are four focus areas to be accounted for;

### Crisis Phases

1. Pre-crisis preparation
2. During the crisis
3. Post-crisis evaluation and recovery

### Focus Areas

1. Financial (budget resources, access to reserves)
2. Assets and Infrastructure (facilities, parks, playgrounds, trails, lakes)
3. Operations (programs, daily services)
4. Human Capital (staff, customers, community members)

Identifying beginning and ending points to each phase provides clarity and keeps chaotic situations manageable. Good organizations have a plan for each phase and employees understand their roles from start to finish. For example, a facility maintenance employee may play a significant role in debris removal after a flood, but may not have a role in meeting with the community months later to discuss rebuilding. One role is not more important than the other, they just serve different purposes at different times.

Valuable time and resources are wasted, and public trust is diminished, in times of crisis if leaders do not have a baseline understanding of the organization's financial resources, assets and infrastructure, core operations and services, and employee resources. The more that is known about the focus areas before a crisis, the easier it becomes to evaluate and make decisions when something



unexpected occurs. The byproduct of having a plan in place is the ability to allocate resources quickly and safely where they are needed most.

Applying this phasing framework to crisis management creates a digestible process to monitor, identify impacts, and make informed decision for the things that matter most to an organization. It is also important to create a shared understanding of what constitutes a crisis and who has the authority to put the plan in motion. As an example, a crisis event can be thought of as an event that disrupts normally planned operations for more than 72-hours, and the executive director and emergency personnel will make the determination when to initiate the plan.

Crisis events will always be complex and timelines can last months to years. No plan is perfect, no one solution fits all, but having a plan in place before you need one puts an organization at an advantage.



## **Minke Ypma**

**Student at WLCE Breda University of Applied Sciences  
and intern at the WLO Secretariat in Bilbao.**

“The internship at the World Leisure Organisation helped me to broaden my horizon in the world of leisure. While studying leisure studies, I realized that I was really interested in how to use leisure as a tool to contribute to the human growth and well-being of people. The internship gave me the opportunity to show what is going on in the world of leisure and how ideas are put into practice. To be part of the WLO team and having your own tasks is very valuable as you learn a lot by engaging in their activities, especially as it works with people from all around the world. The team is always happy to help, not only with your internship at WLO but also outside of it. You are welcome to share your difficulties and they will make sure you are having a great time in the lively city Bilbao, which you will love immediately when you get here. I would recommend this internship experience to everyone who wants to dive deeper into the world of leisure”.



# Network



The biannual Civil Society Forum has provided since 2017 a valuable framework for exchange and cooperation among civil society organizations with interests and activities in the fields covered by the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions. It constitutes an important platform for dialogue, which is essential to enable civil society organizations to share their current concerns and to discuss priority issues related to the effective implementation of the 2005 Convention.

## WLO participates in the online consultation with civil society organizations in the framework of UNESCO 2005 Convention

As a civil society organization that have already been admitted to the work of the governing bodies of the [UNESCO 2005 Convention](#), the WLO participated on last November 5th, 2022, on an online consultation for the preparation of the preliminary proposals in the framework of the fourth Civil Society Forum organization.

In February 2022, at its fifteenth session, the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions requested the Secretariat to prepare these preliminary proposals. During this online gathering, WLO had the opportunity to share its main considerations and expectations regarding the organization of such a forum.



# Publications



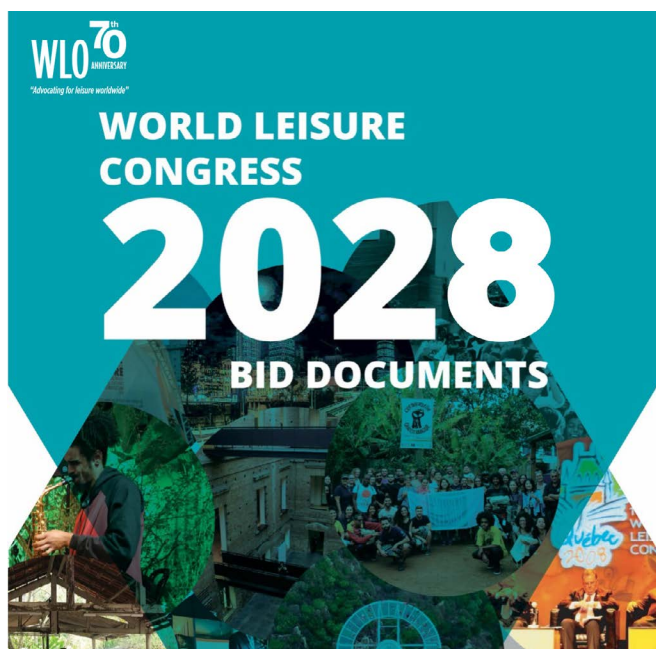
## **New Editorial Board of the *World Leisure Journal***

The World Leisure Organization would like to announce the new Editorial Board of the *World Leisure Journal* (WLJ). It is with great excitement that we greet this diverse and truly global Editorial Board with members based in over 20 countries. Members of the Editorial Board undertake a key role in supporting the Editor-in-Chief to maintain the high standards and academic excellence of our publication, and delivering the strategic plan of the journal. We are delighted to initiate this new period of collaboration and jointly achieve our aim to stimulate and communicate research, theory and critical thought in regard to all forms of leisure through their diverse disciplinary perspectives.

[READ MORE...](#)



# Opportunities



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

# Upcoming events



## 5th UCLG Culture Summit to be celebrated in Dublin in 2023

Source: [UCLG](#)

On October 12th, 2022, in the framework on the 7th UCLG World Congress held in Daejeon, Republic of Korea, the UCLG Executive Bureau announced that Dublin, Ireland, had been chosen as the host city of the next UCLG Culture Summit, to be held in 2023 (exact dates to be confirmed soon). The Summit will discuss the “Culture Goal” proposal, championed by the #culture2030goal global campaign, and included in the final declaration of UNESCO’s Mondiacult 2022 Conference held in Mexico City in September 2022. The Summit will also emphasize that culture is an integral part of sustainable cities and promote the sharing of experiences and innovations from cities across the world. The programme of the Summit will ensure that special attention will be paid to the relation between cultural policies and the climate emergency, the connection between culture and gender equality; as well as the role that cultural rights play in addressing the growing inequalities in our societies.

[READ MORE...](#)



# Encounter

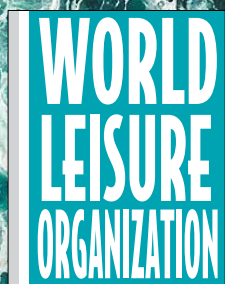


## World Leisure Pathways Podcast Series – Leisure and Gender with Prof. Karla A. Henderson and Prof. Heather Gibson

In this podcast episode, Karla A. Henderson, PhD., Professor Emerita in the Department of Parks, Recreation, and Tourism Management at North Carolina State University, and Heather Gibson, PhD., Professor in the Department of Tourism, Hospitality and Event Management at the University of Florida and WL SIG Leisure and Gender Chair, give us some relevant insights on gender equality and the inclusion and visibility of women in global leisure agendas. First, they put us in the context of the creation of the Task Force on Women from the World Leisure and Recreation Association (former World Leisure Organization) in the 1980s, and its evolution through the following decades to what it is today. Also, they discuss about the foundation of the early feminist leisure studies and its main actors as well as some current challenges and future perspectives on leisure and gender research and the feminist presence at WLO, among other relevant topics on the field. [Click to listen!](#)







## 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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