

WL NEWS


ISSUE 49

A NEW EDITION OF THE WL EXPO & FORUM TAKES US TO HANGZHOU!

1/7/2023. Tour de France 2023. Etape 1. Bilbao (182km). Le peloton passant devant le musée Guggenheim © A.S.O./Charly Lopez

JULY 2023

**WORLD
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Editorial

Dear members, dear colleagues,

We are happy to share with you in this issue the news of a new successful edition, the 6th one, of the World Leisure Expo & Forum. A delegation of WLO Board members travelled to Hangzhou to attend this major event on the 6-7 June and meet our partner Hangzhou Municipal Government. In this issue we tell you more about this event and our trip to China.

I also had the opportunity to represent the WLO at the UNESCO Global Sports Conference MINEPS VII, which took in Baku, Azerbaijan, on June 26-29, 2023. This was a great opportunity to further connect with key actors in the sports field, as well as to learn about UNESCO's Fit for Life Alliance and the two newest OECD guides to measure the impact of global leisure events. In this issue we also tell you more about these two initiatives.

This issue is packed with other news and opportunities, such as the welcome of Lingnan Town as a WLO institutional member, or the open call for articles for a special issue of the World Leisure Journal on unstructured entanglements of human leisure and non-human animal life. We hope that this is interesting and useful for you.

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer





6th World Leisure Expo & Forum took place on June 6-7 in Hangzhou, China

On June 6-7, the 6th edition of the World Leisure Expo and Forum took place in the city of Hangzhou, Zhejiang Province, China, organized every two years in partnership with Hangzhou Municipal Government. This biennial event is a major exhibition showcasing some of the most innovative businesses in the leisure sector at different levels. This edition was celebrated in parallel to the 15th China (Hangzhou) Urban Exhibition Development Conference.

On this occasion and after three years with a lack of WLO high-level face-to-face events in China, a delegation formed by WLO Chair, Prof. Joanne Schroeder; WLO COO, Dr. Cristina Ortega; WLO Board members, Dr. Jane Zhou, Prof. Dr. Ling Ping and Dr. Lucetta Tsai,

attended this event which gathered Chinese and international high-level speakers, including authorities, practitioners and academics.

WLO Chair, Prof. Joanne Schroeder, Deputy Director of the Economic Committee of the 13th CPCC National Committee and Former Vice Minister of Commerce, Mr. Fang Aiqing, and Mayor of Hangzhou, Mr. Yao Gaoyuan opened the Expo and delivered welcome speeches to the international audience gathered at Hangzhou International Expo Center.

This event was also taken as an opportunity to acknowledge almost twenty years of close relationship and collaboration between WLO and Hangzhou Municipal Government. The city received a very special, significant and unique recognition by WLO as the World Leisure Innovation City for many reasons.

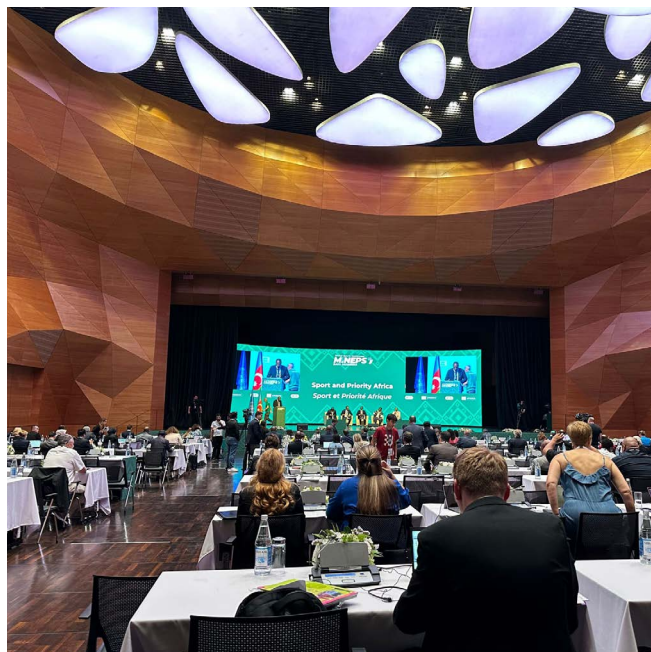
First, Hangzhou was acknowledged as one of the largest and leading digital cities in the world since this was recognized as the "Oriental Leisure City" in 2006, when the World Leisure Congress and the first World Leisure Expo were celebrated there. Since then, Hangzhou has been the first and unique city to hold this highlight event every two years and has become one of the world's most renowned international convention, conference, and exhibition centers at the forefront of the highest level of innovation.

In fact, the venue of the World Leisure Expo & Forum, Hangzhou International Expo Center, is one of the most pioneering exhibition centers in the world and has unveiled a new era of the sixth generation of exhibition venue in China from hardware facilities to software service and from operation pattern to profit pattern. It is located closed to the city's West Lake, a UNESCO World Heritage site immediately west of the city, which

is among its best-known attractions. Additionally, in September 2015, Hangzhou was awarded with the Asian Games 2022, which will be celebrated in September 2023.

In the framework of the World Leisure Expo & Forum, the WL Executive Committee has the opportunity to hold a meeting at the beautiful location of West Lake International Expo Museum. They also visited some closed municipalities within the outstanding Zhejiang Province, such as Suichang, Keqiao and Sangyu.

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WLO participates in UNESCO Global Sports Conference MINEPS VII (June 26-29, 2023)

From June 26-29, 2023, the UNESCO Global Sports Conference MINEPS VII has taken place in Baku, Azerbaijan, for its 7th edition and the first after the pandemic. WLO has been among the few organizations invited by UNESCO Sports to participate as an observer within this conference which has brought together Ministries of Sports from all over the globe, high-level public authorities, development banks, athletes, and businesses to review progress and identify areas for action, especially in terms of data, training, and financing, in developing countries in particular. This was an opportunity for WLO to further connect and present its programs and initiatives to high-level national and supranational authorities, institutions and leaders in the leisure and sports fields at global level, for the benefit of our members and the advancement of the leisure field. The conference culminated with the launch of the [Fit for Life Alliance](#).





2023 Suichang International Leisure Conference took place on June 8-9 at the WLCE-ZJU Innovation Base in Suichang, China

WLCE at Zhejiang University organized on June 8-9 the 2023 Suichang International Leisure Conference at its Innovation Base center located in Suichang, China. The theme of the conference was “Smart Leisure, Bright Future” and it marked a significant milestone in Suichang County’s journey towards becoming a renowned international hub for leisure and innovation.

Suichang has set an ambitious goal of becoming a leading destination for outdoor sports and leisure activities in the Yangtze River Delta region. To achieve this goal, Suichang needs to unlock its full potential and achieve breakthroughs in leisure-driven development. Thus, this Conference provided an excellent platform for experts, scholars, and industry representatives in the fields of sports, culture, and tourism from both domestic and international backgrounds to engage in academic exchanges and industry discussions.

The city of Suichang also actively participated at the World Leisure Day. For instance, the Banchun Quan’ong Ceremony has joined this celebration for two consecutive editions. Also, it has been officially announced as the Innovation Base of the WLCE at Zhejiang University. Since 2018, this university has been an outstanding partner and contributor. Therefore, in the framework of this conference, WLO recognized the WLCE-ZJU with an Outstanding Contributor Award for its long-lasting, substantive, and pioneer contribution

to the organization and to the leisure and education fields, by means of excellence and innovation, dedicated and high-level academics and professionals and for continuously fostering social development, culture promotion and leisure events through China, regionally and at international level.

The conference was opened by Secretary of the Communist Party Committee of Suichang County, Mr. HU Gang, WLO Chair, Prof. Joanne Schroeder, and Deputy Director of the Zhejiang Provincial Sports Bureau, Ms. LI Hua. The WLO delegation formed by WLO Chair, Prof. Joanne Schroeder, WLO Vicechair, Prof. Dr. Lawal Marafa, WLO COO, Dr. Cristina Ortega, WLO Board member and director of WLCE-ZJU, Dr. Jane Zhou, and WLO Board member, Prof. Dr. Ping Ling, attended this conference and delivered some speeches based on their different academic and professional backgrounds and international experience.

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Research



From *Leisure Opportunities*

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Yoga can help cancer recovery

By Tom Walker

Cancer patients who practise YOCAS yoga can benefit from reduced levels of inflammation – helping their road to recovery and even preventing cancer from returning. The finding comes from research led by the [University of Rochester Medical Centre](#) in the US, published at the recent annual meeting of the [American Society of Clinical Oncology](#) (ASCO). Eligible participants were cancer survivors with insomnia. For the study, more than 500 people – with an average age of 56 – took part in a randomised control trial. All participants had received cancer treatment between two months and five years earlier.

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Network



LM SIG webinar: Future of Public Sector Leisure – A Conversation about Sport England’s Project

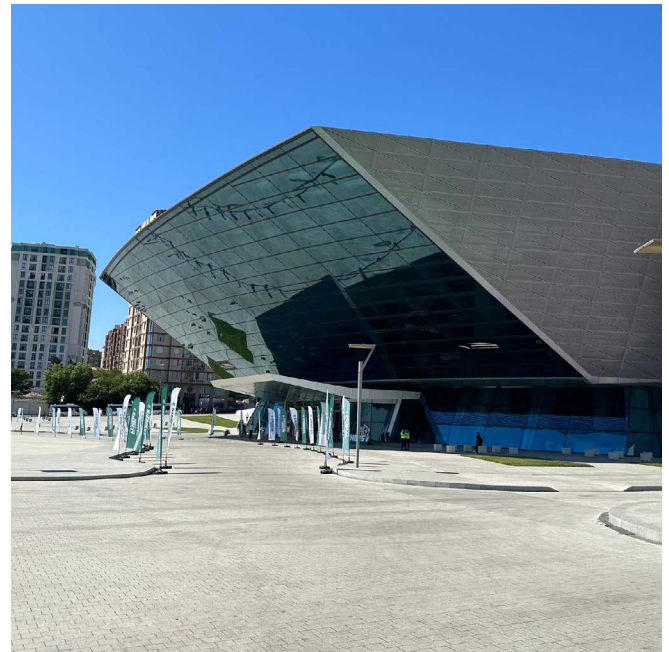
The WLO Leisure Management Special Interest Group (LM SIG) is hosting a webinar to explore Sport England’s recent initiative to reposition traditional public leisure into an active wellbeing service, designed to create healthier and more active communities. In late 2022 Sport England released a report, [The Future of Public Sector Leisure](#), to guide a shift of leisure to be focused on active wellbeing. The webinar will feature a conversation with Sport England staff and a guest to provide another national perspective. The aim of the webinar is to explore the why and how Sport England developed the Future of Public Sector Leisure project to inform leisure managers in other countries who may want to address similar challenges. The webinar will be delivered on the 1st August at 2pm CEST, and will be a conversation with Steve Welsh and Emma Bernstein from Sport England, and WLO Board member Professor Marie Young from University of Western Cape, South Africa. [Register to join the webinar](#)



Update from the WLO Special Interest Group on Leisure and Aging

The WLO Special Interest Group (SIG) on Leisure and Aging has well over 100 members involved in teaching research and practice on the subject. A bi-annual newsletter identifies research and communication opportunities as well as recent relevant publications; and an annual bibliography is organized to address the following subjects: coping with disability and illness in later life; games and other nonphysical leisure activities in later life; the influence of gender and other diversifying factors on leisure experience in later life; grandparenting and intergenerational leisure; leisure, aging and mental health; retirement and leisure; adventure, sports and physical activity in later life; technology, digital communications and media influences; travel and tourism in later life; volunteerism in later life. The upcoming World Leisure Congress in Dunedin, New Zealand will feature a session on some

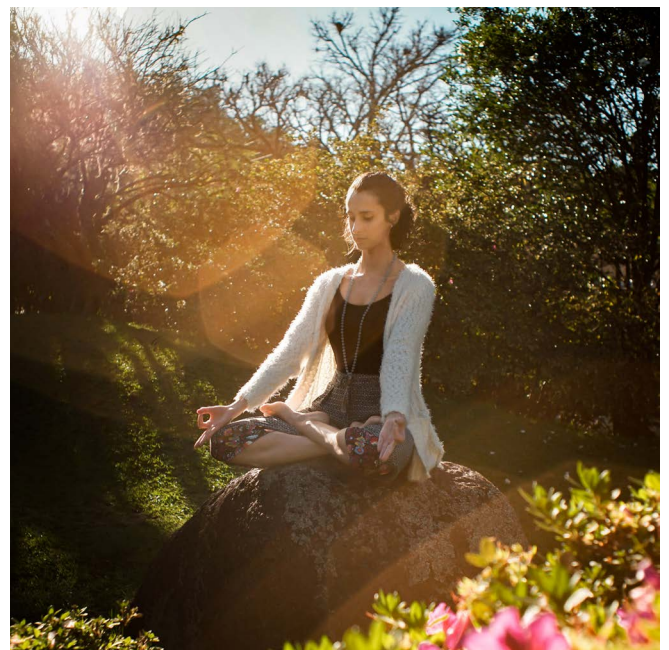
of those themes, and a webinar is being organized in cooperation with WLO's Leisure Management Special Interest Group. New members are welcome, but a digital, thematic annotated bibliography will be provided upon request for anyone interested. For more information, contact co-chair Douglas Kleiber [here](#).



UNESCO launches the project Fit for Life Alliance

The UNESCO Global Sports Conference MINEPS VII (Baku, Azerbaijan, June 26-29, 2023) – in which the WLO was represented by its Chief Operating Officer Dr. Cristina Ortega – culminated with the launch of the project [Fit for Life Alliance](#). Powered by a global compact of partners, Fit for Life uses data driven sport interventions to tackle intersecting crises in physical inactivity, mental health, and inequality. Indeed, it was deeply emphasized the lack of standard research methodologies and data to analyze the impact of physical activity in different aspects of our society, such as those mentioned before.

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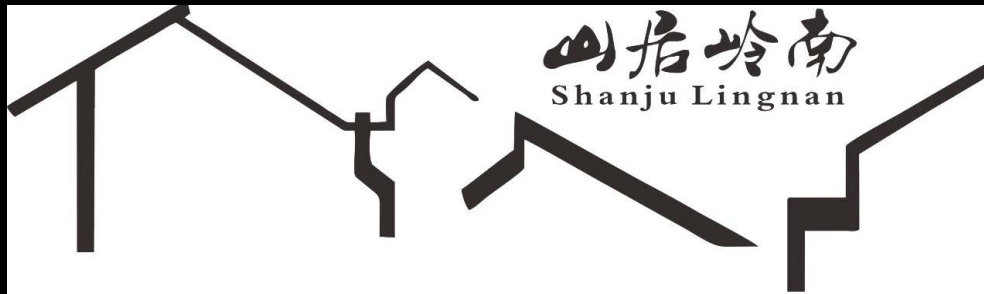




WLYA International Leisure Leadership Training Camp is organized in Hungary

Organised by the World Leisure Youth Ambassadors (WLYA) program – under the coordination of Dr. Miklós Bánhidi, professor, chair of WLYA, Dr. Lee Kwan Meng, WLYA supervisor Malaysia, Dr. Beata Dobay, asc. professor, WLYA supervisor Selye University SK, and Dr. Paul Dragos, asc. Prof. University of Oradea, Romania – the International Leisure Leadership Training (ILLT) is a series of training events to train and develop talented young people who could undertake projects of programs to plan and organize a series of leisure and recreational activities (outdoor, adventure, and/or environmental, tourism, arts and culture based) while developing organizing and leadership skills. The purpose of this project is to educate future leaders to be able to plan and lead leisure products and services. During the training program participants will be equipped with the capacity, knowledge and skills to be a future professional in the leisure industry. The project was developed in three consecutive phases: it started with a webinar series; then participants were required to prepare a leisure project in their home environment, using their leadership skills, and finally the results were shared in a physical training camp, which was organized at the end of May in Hungary.

Download the project full report [here](#).



We welcome Lingnan Town as a WLO institutional member!

Located in the eastern part of Shaoxing, Zhejiang, Lingnan Town sits at the junction of three counties of China. With its forest coverage rate of 71.4%, Lingnan Town is known as “natural oxygen bar”. Here, you will be surrounded by natural resources including Fuzhi Mountain, Yintan Stream (the tributary of Cao’e River), the Quaternary glacial remains and antique rice terraces. Particularly, Fuzhi Mountain, recognized as a 4A-level scenic spot in China, is a representative area of the local tourism. Also, you can find a plenty of cultural resources: the former site of Taiyue Temple, Xu Ao Battle Exhibition Hall, series of intangible cultural heritages, etc. Lingnan Town enjoys several national and provincial honors for its breathtaking sightseeing and its sustainable development. In recent years, Lingnan Town pays much attention to its development in regards to sports and leisure. In 2022, it positively participated in the World Leisure Day and joined World Leisure Organization as a WLO member.



Publications



of culture, sports and business events, and 2) Impact indicators for culture, sports and business events.

[Read more...](#)

Measuring the impact of sport, culture, and business events – Launch of two new OECD guides

Source: OECD

Global events, such as the Olympic and Paralympic Games, world expositions, sporting championships, arts festivals and trade fairs, can be a catalyst for development at both local and national levels. Global events encourage external investment, boost tourism, grow trade, raise the profile of places and bring communities together. They can be used to galvanise commitment to policy priorities and accelerate investment. Fully leveraging the benefits of global events, however, requires significant upfront and long-term planning as well as well-designed monitoring and evaluation frameworks. The OECD launched on 6 July two new guides on: 1) [How to measure the impact](#)



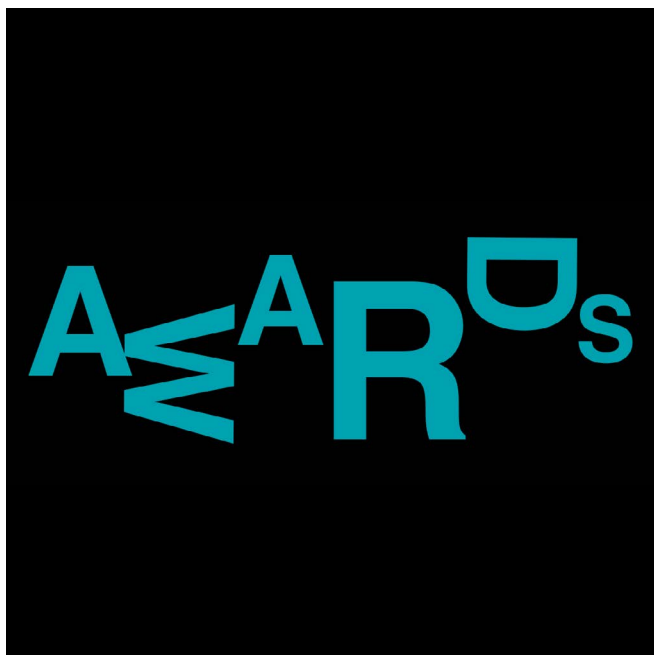
Understanding and Quantifying Mountain Tourism

Source: *UNWTO*

This study, jointly developed by the Food and Agriculture Organization of the United Nations (FAO), the Mountain Partnership Secretariat and the World Tourism Organization (UNWTO), addresses the need for relevant data and provides information to improve our understanding of mountain tourism. The study also identifies trends and provides a set of recommendations to advance the measurement of mountain tourism, including the enhancement of official tourism statistics through the use of big data and new technologies.

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Opportunities



World Leisure Organization Awards: time to recognize talent!

WLO is glad to present the open calls for our three biennial Awards. The Cornelis Westland Humanitarian Award seeks to recognize an individual or organization that has made significant and sustained contributions to the worldwide leisure movement, advancing human concerns. The George Torkildsen Literary Award is presented to an individual who has made a significant contribution to the recreation, parks, and leisure service literature by advancing innovative ideas, thoughts and/or philosophical perspectives. Finally, the Hillel Ruskin Memorial Scholar Lecture Award seeks to perpetuate and recognize the contributions of the namesake of this award by sponsoring a scholarly lecture focused on advancing concepts related to leisure, leisure education and leisure policy development during the 17th World Leisure Congress in Dunedin, New Zealand. Nominations should be sent by 15 September 2023 to

WLO Secretariat as per the corresponding [calls](#). For more information about each of the Awards, selection criteria and application process, please visit WLO website at: [WLO Awards](#).

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Call for articles – *World Leisure Journal* Special Issue on Unstructured entanglements of human leisure and non-human animal life

Edited by Paul Tully, Neil Carr, Kate Dashper, and Carol Kline, this special journal issue aims to facilitate knowledge advancement and dissemination in the following areas: Animals in human leisure experiences; Debates of animal wellbeing, welfare, rights, and justice, and progression of methodological approaches and philosophical underpinnings for studying animals in leisure studies. Abstract deadline is 31 July 2023 and manuscript deadline is 30 November 2023.

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Call for articles – *Frontiers in Sports and Active Living* Special Issue on Leisure and Trauma

Edited by WLO Board member Dr. Arianne Reis, a call for a special issue on Leisure and Trauma on *Frontiers in Sports and Active Living* is now open until the 23 October 2023. Leisure can play an important role in promoting healing and recovery from trauma. Trauma can have a significant impact on a person’s well-being, mental health, and quality of life. Trauma-informed care, an approach to healthcare that recognizes and responds to the impact of trauma, has increasingly become a standard of care across health and human services. With the evolution of the biomedical model across health services and the use of trauma-informed care practices increasing it is timely to understand the role leisure plays for those who have experienced trauma.

This special edition seeks contributions that will further advance leisure in all its capacities to increase the interconnections occurring in health and human services. More specifically, what we’re looking for is empirical or theoretical contributions that explore the relationship between leisure and trauma, particularly in health and well-being care settings.

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Upcoming events



Register for the 17th World Leisure Congress in Dunedin, New Zealand (December 11-15, 2023)

The 17th World Leisure Congress will take place in Dunedin from December 11-15, 2023, hosted by the Department of Tourism at the University of Otago, a World Leisure Center of Excellence (WLCE). The Congress will bring together leisure professionals from academia, government and industry to promote informative, stimulating and challenging discussion on the latest issues in leisure. At the moment, abstract submitted for presentation at the Congress are being assessed and results are being communicated to authors. Registration is open! Don't miss the opportunity to be part of the major leisure Congress at a global level!

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Registration is now open for the MOVE Congress 2023!

ISCA's MOVE Congress is back! Early bird tickets are now on sale for this major event dedicated to recreational sport and health-enhancing physical activity. Under the motto Level up. Shape up. Power up., the conference will bring together over 350 change-makers from more than 50 countries in Madrid, Spain, on 15-17 November 2023. The International Sport and Culture Association (ISCA) is the lead organiser of the conference together with Spanish partners Fútbol Más and Deporte para la Educación y la Salud (DES). The conference is supported by the European Union through projects including Icehearts Europe, Placemaking and Sport, European Grassroots Esports, IRTS Ukraine and an EU4Health programme operating grant.

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Encounter

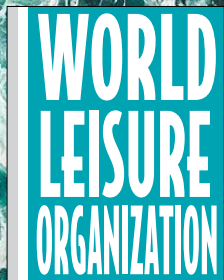


Encounter with Dr. Najmeh Hassanli, University of Technology Sydney Business School (Australia)

Dr. Najmeh Hassanli is a Senior Lecturer at the University of Technology Sydney Business School, Australia. She combines her academic expertise in business and leisure with her commitment to conduct research that fosters positive societal change. She aims to amplify the voices of the disadvantaged and underrepresented groups in society through her work. Najmeh is currently leading a research project on the role of leisure in facilitating the settlement of refugees in Australia and is also a member of the Australian and New Zealand Association for Leisure Studies (ANZALS) Board. We had the opportunity to interview her during a recent visit to WLO Secretariat's office in Bilbao, Spain, where she shared very insightful information about her different research areas in leisure and tourism, in sustainable tourism and the relationship with local food, as well as in leisure and refugees. [Click here to watch!](#)

[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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