

WL NEWS

ISSUE 50

**WLO PRESENTS ITS NEW BRANDING
AND WEBSITE!**



September 2023

Editorial

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

Dear members, dear colleagues,

It's been a while! During this time, we have been working on an important milestone for our organization: our new branding and website! This has been a long journey for which we have onboarded our community, and we are very proud of the result! We hope you like it as much as we do!

And this is not the only big announcement in this issue, there's more! Scroll down to learn about the winners of the World Leisure International Innovation Prize 2023 and the Thomas and Ruth Rivers International Scholarship 2023.

In this issue you will find also information about some our latest activity, an update from the Special Interest Group (SIG) on Leisure and Human Rights, a Call for Papers for a *World Leisure Journal* Special Issue on Visual Methods in/as Leisure Research, an invitation to join the PhD and Early Career Academic Workshop which will be organized in the framework of the World Leisure Congress in New Zealand... and much more!

We really hope you enjoy this carefully curated content and, as always, stay open to your feedback!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO News



WLO presents its new branding and website!

The past years have been challenging but also rewarding for WLO. Since 1952, WLO has been advocating for leisure worldwide, and as the legacy of our 70th Anniversary, we have decided to do a major rebrand in our logo. After months of work, this time with our rebrand, comes a brand-new improved [website](#).

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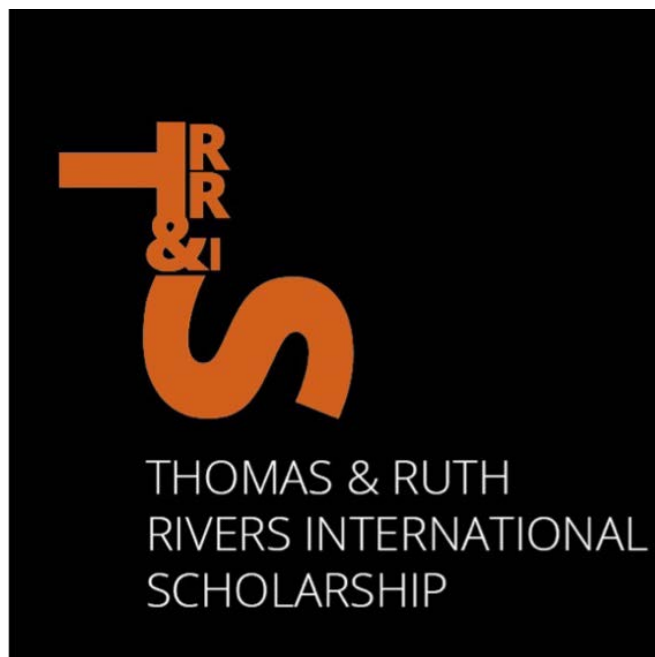


World Leisure International Innovation Prize 2023 Winner

We are extremely happy to announce that the 2023 World Leisure International Innovation Prize winner is [The Challenge Day](#) project presented by SESC São Paulo! Celebrated since 1995 on the last Wednesday of May, *The Challenge Day* is a sports and physical activity for health initiative of TAFISA (The Association for International Sport for All) which in the American continent is coordinated by SESC São Paulo, in partnership with ISCA (International Sport and Culture Association) and UNESCO (United Nations Organization for the Education, Science, and Culture).

Throughout 29 editions, the main objective reminded the same: improve the number of physically active people locally and, consequently, decrease sedentary behavior in the Americas, but the strategy, specific goals, theme, success indicators, and reach changed from time to time according to the society and new ideas from academia.

Click [here](#) to see the project's video!



Thomas and Ruth Rivers International Scholarship 2023 Winner

The Thomas and Ruth Rivers International Scholarship is biennially awarded to graduate students from leisure studies in college or university programs to grant them the amazing chance of taking part in the WL Congress. This year's winner is Leonardo Calix Soares, student in the master's degree in Sports Science for Health at the University of São Paulo. Through his research in the leisure field, he focuses on evaluating the amount of physical activity people spend in their free time and how campaigns and events can increase or decrease this volume. According to Leonardo, attending the 17th World Leisure Congress will provide him with a unique

opportunity to enhance his professional growth and development as he believes in the values of the event, especially when talking about creating more inclusive leisure for all, build with knowledge, ideas and social respect.

We congratulate Leonardo for his great achievement and are already impatient to listen to his research findings!

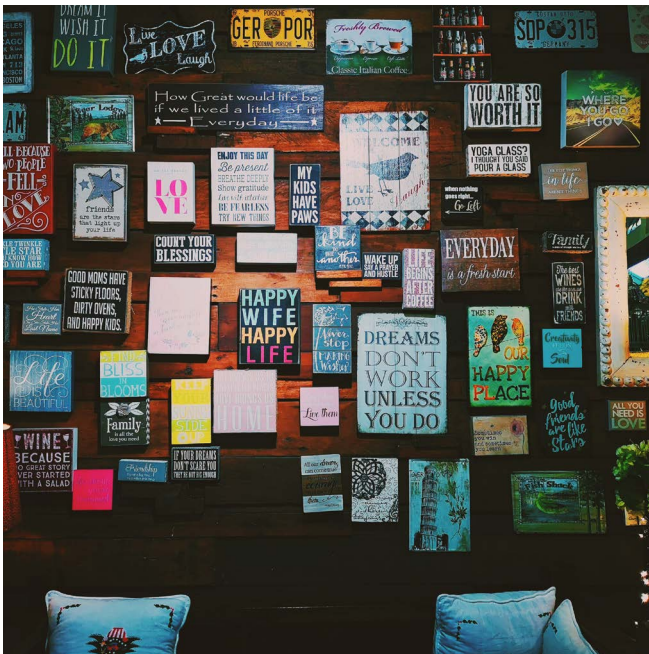


WLO COO Dr. Cristina Ortega meets representatives from World Active and International Association of Horticultural Producers

In the past few months, WLO Chief Operating Officer (COO) Dr. Cristina Ortega has met with representatives of different associations operating globally within the leisure field and other related industries, World Active and International Association of Horticultural Producers.

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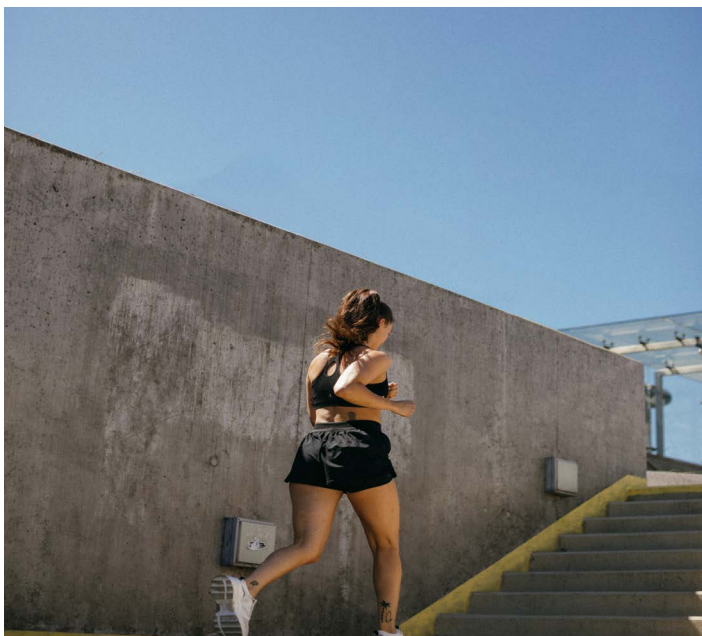
Research



you can stop participation at any point if you change your mind. Your responses will be used in journal publications and conference presentations. If you have any study related questions or if any problems arise, please contact Iryna Sharaievska at Clemson University at isharai@clemson.edu. Access the survey [here](#).

Survey: Higher education and innovation in the field of leisure around the world in the times of Covid-19 pandemic and beyond

The research team (TALS Global Relevance committee) is looking for information related to innovative techniques used in higher education in the leisure field and related areas around the world during the COVID-19 pandemic and beyond. This survey is conducted by TALS Global Relevance Committee in collaboration with World Leisure Organization. We would ask you to complete a short survey (10-15 min). All information collected during this study will be kept confidential. Participation in this study is also voluntary and



Timing of exercise 'more important' than type or length, in order to ensure health benefits

By Tom Walker

To fully benefit from exercise, timing sessions to optimally match the body's circadian rhythms is more important than the type or duration of the exercise, according to a report. A study published in the [European Journal of Preventative Cardiology](#) found that for getting the best benefit from exercise – in terms of preventing heart disease and stroke – the optimal time of day to move is between 8am and 11am. For the study, researchers – led by Gali Albalak at the [Leiden University Medical Center](#) – monitored 86,657 participants aged 42-76 over a period of six years, using wearable trackers to chart heart-rate data.

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Industry



Pilates for all

Although Pilates is starting to attract more diverse audiences, many operators find their core demographic is still young women. Multiple pieces of advice on how to attract men to pilates classes as well are given:

“Talk to these audiences in their natural habitats. For example, hold an introductory ‘men only’ Pilates session at your local sports club, or offer a gentler paced session at a local senior home or in a church hall to help raise awareness of the benefits of Pilates and start building a community. Our work as operators is to create welcoming, supportive and inspiring environments and options for everybody to thrive in. I also

think that teachers need to feel empowered with knowledge and sensibility to welcome and guide these audiences with an individual approach so everybody feels understood, included, encouraged and accomplished. It all comes down to creating meaningful, personalised experiences.” – Jessie Blum

“Peak Pilates has also seen an increase in interest from sportspeople such as professional footballers, cyclists, runners and triathletes who now recognise that Pilates is a valid part of their training routine. Pilates is recognised by many healthcare professionals, such as physiotherapists and chiropractors. Studios should work in partnership with physiotherapy and chiropractic practices to encourage both men and older people to try this form of exercise.” – Howard Braband

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Policy



Measuring the Sustainability of Tourism

Source: *UNWTO*

With the support of the *United Nations Statistics Division* (UNSD), UNWTO has launched the initiative *Towards a Statistical Framework for Measuring the Sustainability of Tourism* (MST). The aim is to develop an international statistical framework for measuring tourism's role in sustainable development, including economic, environmental and social dimensions.

Measuring the Sustainability of Tourism aims to provide an internationally agreed statistical framework to measure the impacts and

dependencies of tourism on the economy, society and the environment.

As a living example of going beyond GDP, MST will support the production in countries of reliable, internationally comparable data on the performance of countries and subnational tourism destinations when it comes to the sustainability of tourism.

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Network



Update from the WLO Special Interest Group: Leisure and Human Rights

The Leisure and Human Rights Special Interest Group (SIG) was established in mid-2022, following the work of the World Leisure Academy Taskforce in reviewing and updating the *WLO Charter for Leisure*. This SIG differs somewhat from others in that it did not result from a coming together of an existing group of scholars already committed to the field, since there has not been a tradition of research in the leisure and human rights field. The aim of the SIG is to encourage colleagues to join in developing such a tradition. As the bibliography on the [Charter web-page](#) shows, there is a growing body of work focused on gender, race, disability and

children, in the specific areas of sport, tourism and events, sometimes referring to human rights and sometimes using the language of social justice. However, there is much work to be done to develop links between this sort of research and leisure and cultural rights as part of the global human rights system.

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The logo for Université du Québec à Trois-Rivières (UQTR) features the letters 'UQTR' in a stylized, blocky font. The 'U' and 'Q' are yellow, while the 'T' and 'R' are green.

Université du Québec
à Trois-Rivières

In memory of Mr. Luc Toupin, a message by Marc-André Lavigne from WLCE Université du Québec à Trois-Rivières

Surrounded by his loved ones, Mr. Luc Toupin passed away on September 10, 2023, at the age of 67. An influential leader in the field of parks and recreation for several decades in Quebec, Luc was widely recognized for his role as the General Manager of the 10th World Leisure Congress, which took place in Quebec City in 2008. His impact extended beyond borders as he contributed to various provincial organizations throughout his career.



WLO Board member Dr. Antonio Bramante participates at the International Symposium on Sport Sciences

In September 15, WLO Board member Dr. Antonio Bramante participated at the [International Symposium on Sport Sciences](#), promoted by the [Centro Estudos Laboratório Aptidão Física São Caetano Sul \(CELAFISCS\)](#), one of most prestigious scientific events in Brazil. For its 46th edition the theme was “Physical Activity, Sports and Sustainability” and was the first face-to-face event after three years of only online. Every year, this event gathers several experts and researchers from Latin America who come to São Paulo to present their most recent findings in their area of expertise. For more than three decades, Dr. Antonio Bramante belongs to the Advisory Board of this organization and, during the COVID period they published [Manifesto to Promote Physical Activity Post-COVID-19: An International Call for Urgent Action](#) dedicated to Physical Activity. English version can be found [here](#). Since then, CELAFISCS has created several resources to promote and disseminate this important document, specially through podcasts and videocasts.



Publications



WORLD LEISURE JOURNAL

Just released publications by *World Leisure Journal*

We invite you to read a selection of publications during the month of September by World Leisure Journal:

Research Article:

Risk-Taking: Liquid Modernity and Extreme Outdoor Practitioners

Èric Vande-Vliet, Eduard Inglés, Pau Mateu & Lluç Montull

Note:

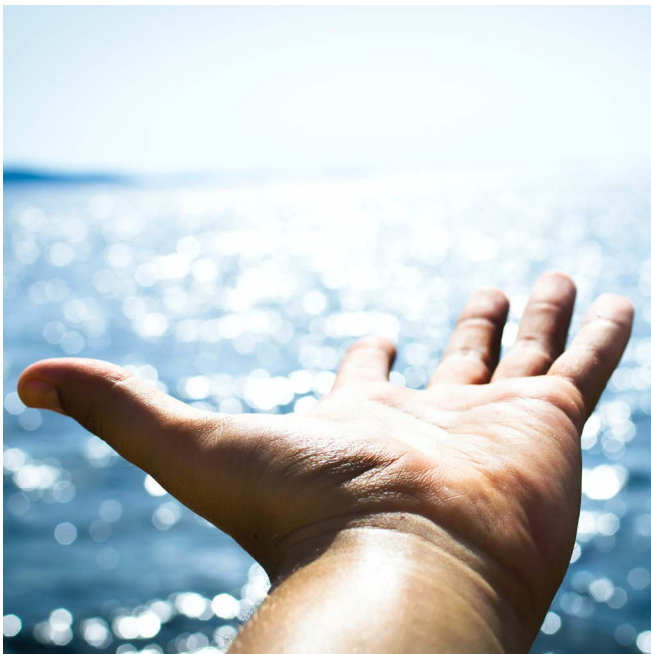
From the Global North to the Global South: the contribution of equestrian sport and leisure to children's informal learning

Carlos Monterrubio & Sandy Silva

Book Review:

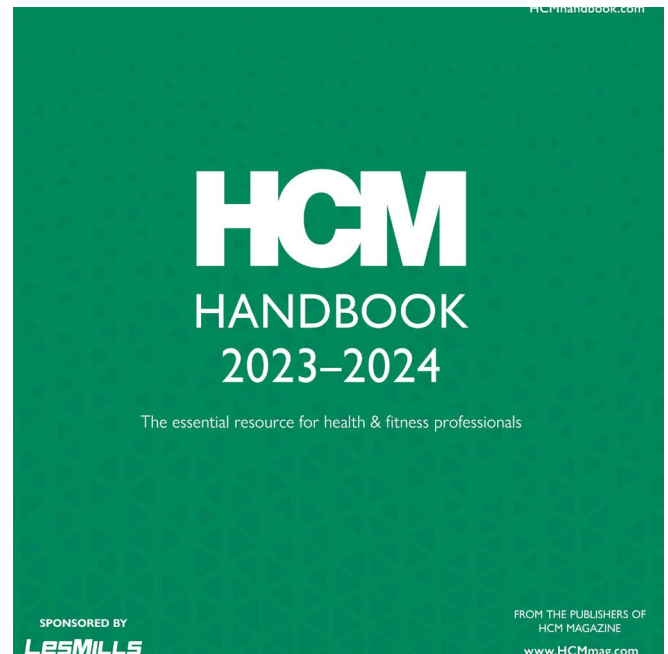
Leisure myths and mythmaking
edited by Brett Lashua, Simon Baker and Tryo D. Glover, Abingdon, Oxon: Routledge, 2023, 123 pp., £120 (Hardback), ISBN: 978-1-03-228577-1

Rachael Ironside



FREE ACCESS to *WL Journal* articles during October

We bring you a selection of the *World Leisure Journal* articles which will be available for free access consultation during October. We would like to thank our publisher Taylor and Francis for their generosity. The selected articles are: “Leisure practice and its relations to cognitive vitality for seniors attending community organizations” (2019) by Louis-Pierre Auger, Baptiste Fournier, Charles-Émile Desgagnés-Cyr, Manon Parisien, Kareen Nour, Michel Fournier, Danielle Guay & Nathalie Bier; “Leisure, Health and Well-Being” (2011), by Roger C. Mannell, and “Solo female travellers’ memorable experiences: positive encounters with male strangers” (2021) by Chiu-Ping Su & Tsung-Chiung Wu. The first two articles are granted free access on the occasion of the International Day of older persons – 1st October – and the World Mental Health Day (WHO) – 10th October –, respectively. The last article, on its turn, is part of the Global South Leisure Perspectives.

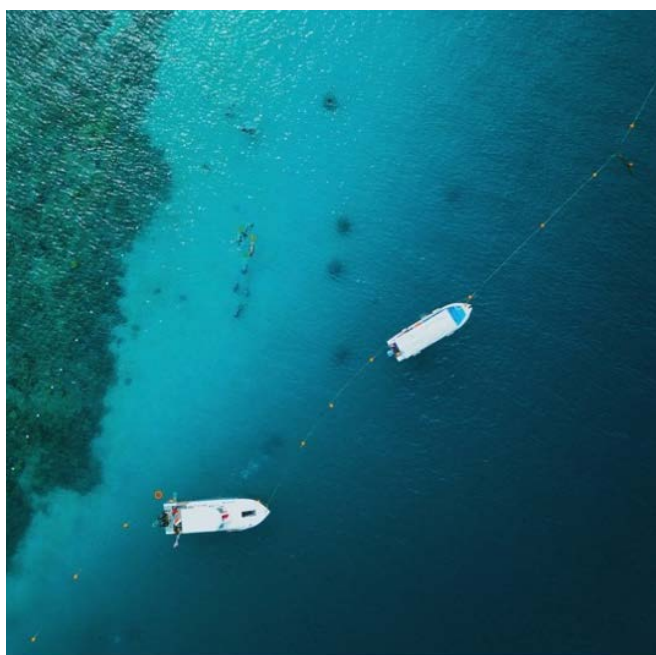


Check out the latest edition of the Health and Club Management (HCM) Handbook, a reference guide for the global health and fitness industry

Edited by our partner Leisure Media, the latest edition of the HCM Handbook, the ultimate reference guide for the global health and fitness industry, is now out! As well as being packed with insight, research and trends, plus a who's who of operators and event listings, the HCM Handbook includes profiles of key industry suppliers.

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Opportunities



Open call for WLO Board of Directors 2024-2026

WLO is currently seeking international leisure field scholars and professionals who want to invest their time and commit in strengthening our organization. WLO is looking for thought leaders to assist WLO in empowering organization's strategy, projects, and community, advocating for the leisure field and supporting our members worldwide. The advancement and growth of WLO would not exist without the commitment and passion of our volunteer leaders! WLO Board seats are open to WLO Premium members, and members appointed will serve a three-year term beginning January 1, 2024. More information about the Open Call for nominations and Board

members characteristics needed for the 2024-2026 term can be found here: [Open Call for WLO Board of Directors \(2024-2026\)](#). Expressions of interest should be sent to secretariat@worldleisure.org as e mail attachment in PDF file, no later than November 14, 2023. We look forward to working with you to enhance our dynamic and international community!

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Calls for Papers for a *World Leisure Journal* Special Issue on Visual Methods in/as Leisure Research

Abstract deadline: 31 January 2024

Manuscript deadline: 01 October 2024

This Special Issue of *World Leisure Journal* invites submissions that (re)centralise visual methods in leisure research. Within wider and increasing attention to sensorial research (e.g., Pink, 2015), visual methods offer creative, critical and immersive approaches to leisure research.

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UNWTO opened multiple calls for experts needed in the world of tourism

Source: [UNWTO](#)

They posted a call for a coordinator for the development and delivery of the “Training on Management of Nature-based Tourism Destinations” in Lebanon. Moreover, they are looking for help in order to deliver two courses and two webinars on the same topic. Experts are needed as well in the content creation and delivery of the Online Certificate Programme with the same name. Considering the Online Certificate Programme, they are looking for an audiovisual production company to help with content creation.

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Upcoming events



Final countdown for the 17th World Leisure Congress in Dunedin, New Zealand (11-15 December 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. Don't miss the opportunity to be part of the major leisure Congress at a global level!

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PhD and Early Career Academic Workshop at the World Leisure Congress in New Zealand (11 December 2023)

The purpose of this full day workshop is to provide a high-quality learning and networking opportunity for PhD scholars and early career researchers. Workshop activities seek to develop knowledge and skills for the later parts of the PhD journey and into the early stages of academic careers. As such, the workshop is a great opportunity for emerging academics to network with fellow scholars and internationally recognised academics. Panel members will share their own experiences and insightful advice into strategic thinking and approaches for developing a successful long-term academic career. Hands-on workshop components will offer opportunity to engage with other participants in reflection and problem-solving exercises.

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UNWTO international conference on accessible tourism

Source: [UNWTO](#)

Following the first landmark conference on accessible tourism in Europe, hosted by San Marino in 2014, we will gather again – on the 16 -17 November 2023 in San Marino – in this unique international platform for governments, destinations, and the private sector to demonstrate the importance of making tourism accessible for all, including persons with disabilities and specific access requirements.

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Encounter



Did you miss the LM SIG webinar on Future of Public Sector Leisure? Watch it here!

On August 1, the Leisure Management Special Interest Group hosted a webinar on Future of Public Sector Leisure – A Conversation about Sport England’s Project, together with Steve Welch and Emma Bernstein from Sport England, and Board member Prof. Marie Young from University of Western Cape, South Africa. Through a conversation about the recent Sport England’s report on Future of Public Sector Leisure, which provides a framework to reposition traditional public leisure into an active wellbeing service, designed to create healthier and more active communities, the webinar explored 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.

[Click here 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.

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