

# WLO NEWS

ISSUE 54

**WLO BOARD OF DIRECTORS WELCOME  
TWO NEW MEMBERS!**



February 2024

# Editorial

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

Dear members, dear colleagues,

In this month's issue of *WL News*, we spotlight significant updates and initiatives across the WLO's wide range of activities. We welcome new members to our Board of Directors, and report on our participation, as an Observer NGO, at UNESCO's 17th Session for cultural diversity, showing our commitment to the promotion of leisure as a fundamental component of cultural expression and diversity.

Research updates emphasize the evolving dynamics of leisure and wellness, including the benefits of balancing strength training with cardio for heart health, and the Industry section highlights the Global Wellness Summit's predictions for 2024's top wellness trends, as featured by our partner Leisure Media.

The issue also highlights the findings of a recent investigation carried out at the Observatoire québécois du loisir on the success factors in equipment lending, and in the Encounters section we share with you an video-interview with the Director of the Observatoire and Chair of the WLCE Université du Québec à Trois-Rivières and, Dr. Marc-André Lavigne.

As usual, the issue is completed with publications, upcoming events and opportunities for the whole leisure community! Scroll down for this and much more!

Yours truly,

Dr. Cristina Ortega Nuere  
WLO Chief Operating Officer



# WLO News



## WLO welcomes new members of the Board of Directors

After an open call for new WL Board of Directors members was launched in September last year, we are glad to welcome on board Prof. Dr. Ricardo R. Uvinha (University of Sao Paulo, Brazil) and Dr. Alixon Reyes (Adventist University of Chile, Chile). We welcome and thank them for their willingness to contribute to the development of WLO's programmes and activities! Additionally, we would like to give special thanks to our now former Board members, Mrs. Yvonne Klerks and Prof. Dr. Ping Ling, who for many years has served as WLO Treasurer, Board and Executive Committee member and Board and Executive Committee member, respectively.

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## WLO attends the UNESCO 17th Session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions as an Observer NGO

Following the appointment of World Leisure Organization (WLO) as an Observer NGO to the UNESCO 2005 Convention for the Protection and Promotion of the Diversity of Cultural Expressions, WLO COO, Dr. Cristina Ortega, attended from February 27 to March 1 the 17th Session of the Intergovernmental Committee for the Protection and Promotion of the Diversity of Cultural Expressions held at UNESCO Headquarters in

Paris. This status allows WLO to participate in the committee's sessions, contributing its insights and expertise in the field of leisure as a fundamental component of cultural expression and diversity.

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## **WLCE University of Otago unveils the WL Field School 2023 mural**

The WLCE at University of Otago Business School has recently unveiled a new mural, a collaborative effort between international students participating at the WL Field School 2023 and local artists Aroha Novak and Jess Thompson, at its Clyde St entrance. This artwork, a result of the "Multiplicities of Leisure: Seeing from Other Lenses" Field School program organized by the World Leisure Organization and the WLCE University of Otago represents a visual pepeha, symbolizing inclusivity and diversity. Students from WLCE Vancouver Island University and Texas State University participated and immersed in a program that culminated in this vibrant representation of unity and diverse perspectives.

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# Research



## Update from the Diversity Access & Inclusion (DAI) WLO Special Interest Group (SIG)

By the DAI SIG Co-Chairs Dr. Lisa Mische Lawson and Dr. Nicole Peel

During the World Leisure Congress, DAI SIG members provided input on short-term and long-term goals, shared opportunities for collaboration, and recruited a co-chair. DAI SIG members were updated on recent DAI activities. A survey of DAI SIG members showed group members focus on diverse populations including children, people with disabilities, Indigenous people, people experience poverty and other vulnerable and/or marginalized populations. At the time of the 2023 WLC, priorities included recruiting a co-chair, Dr. Nicole Peel, updating the

DAI SIG Website, and disseminating information to members through a newsletter. The first issue of the DAI SIG newsletter is being crafted at the moment. If you would like to stay updated about this group's activities, you can join the SIG by becoming a WLO member!

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## As the strength training trend gathers pace, researchers highlight the benefits of keeping up the cardio

By Kath Hudson

While strength training gives valuable muscular gains it doesn't give the heart health benefits of aerobic exercise, according to new research from Iowa State University. The newly-released research – *Aerobic, resistance, or combined exercise training and cardiovascular risk profile in overweight or obese adults* which was published in the *European Heart Journal*, found that either full cardio or half-strength, half-cardio are the most effective exercise programmes to protect the heart.

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# Industry



## Global Wellness Summit predicts 2024's top 10 wellness trends

By Megan Whitby

The Global Wellness Summit (GWS) has released its annual Future of Wellness report, forecasting what will make waves in the diverse world of wellness in the year ahead. Predictions in the 120-page report range from climate-adaptive wellness – offering new ways for us to cool our communities and homes as climate change takes hold – to the transformative effects of tech-supported art in the wellness space.

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## Tech: Digital Futures: progress report

Consumer expectations are rising all the time, but nowhere more than in relation to digital. UK Active's Dave Gerrish explains how the industry is shaping up. Organisations across the UK health and fitness and leisure sectors are at different levels of maturity when it comes to digital transformation and although they're making strides, improvements can still be made to enable them to reach a wider audience and reduce inequalities by enabling better access.

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# Policy



## **The Observatoire québécois du loisir identifies success factors in equipment lending**

The Observatoire québécois du loisir, a research team based in the World Leisure Center of Excellence (WLCE) at the Université du Québec à Trois-Rivières in Canada, is investigating the implementation of equipment lending centers. This initiative has focused on identifying key success factors based on interviews with key stakeholders involved in European equipment lending initiatives. The goal of this publication is to facilitate and provide guidance for the implementation of regional banks and mobile recreational and sports equipment units, which Quebec is currently considering. Several success factors have been identified through these interviews. These include the importance of

offering a simple, flexible, easily accessible, and free service, as well as the significance of having nearby outdoor locations and infrastructures that are freely accessible. Additionally, cooperation and networking have been recognized as fundamental to the success of such initiatives. However, the interviews have also brought attention to various issues and challenges associated with setting up equipment lending centers. Questions have been raised regarding the potential conflict between state-funded initiatives and private enterprises, the long-term viability of an equipment lending model based on trust, and the effectiveness of these centers in promoting accessibility. Furthermore, concerns have been raised about managing the availability, storage, training, and transportation of the equipment involved in these initiatives.

[READ MORE \(in French\)...](#)

# Network



## Twistic and WeavAIR startups win the UN Tourism Hospitality Challenge

Source [UN TOURISM](#)

The second edition of the UN Tourism Tech Adventures, along with Infecar is focused on Tourism Technologies and Solutions for Hotels and New Business Models. More than 120 entrepreneurs from nearly 70 countries around the World have presented their projects in the competition for startups focused on technologies and solutions in tourism for hotels and new business models created by UN Tourism and promoted by Infecar. The challenge, which serves to identify entrepreneurs in the sector,

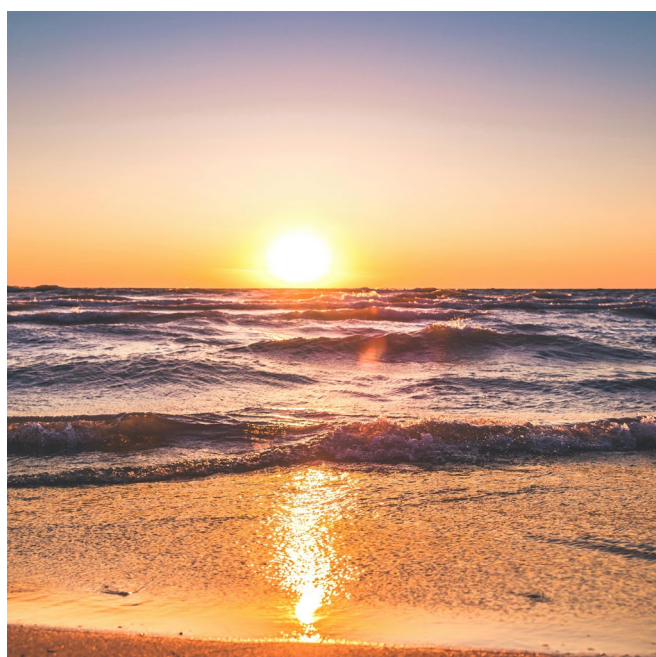
has culminated its edition with the election of ten finalists from around the world and two winners, the startups Twistic and WeavAIR.

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# Publications



## Check out the 'Leisure Society' podcast!

This is the Podcast of a group of leisure-related journals: *Annals of Leisure Research*, *Leisure Studies*, *Leisure Sciences*, *Leisure/Loisir*, *Journal of Leisure Research*, *World Leisure Journal*, *International Journal of Sociology of Leisure*.

[Access the podcast here](#)

## WORLD LEISURE JOURNAL

### New free access publications by *World Leisure Journal*!

A selection of Free Access publications by World Leisure Journal will be available during the month of March:

#### **Global South Paper of the Month**

The Korean Wave during the coronavirus pandemic: an analysis of social media activities in Indonesia

Adiwan Fahlan Aritenang, Riela Provi Drianda, Meyriana Kesuma & Nadia Ayu

#### **World Wildlife Day**

Article

Millennials as consumers of wildlife tourism experiences

Anneli Douglas, Pierre Mostert & Liandi Slabbert  
World Leisure Journal, Volume 64, Issue 4 (2022)

### **International Women's Day**

Understanding women's "incremental" leisure repertoires in the family leisure space  
Kathy Lloyd, Wendy O'Brien & Caroline Riot  
World Leisure Journal, Volume 61, Issue 1 (2019)

### **International Day of Happiness**

Exploring the relationship among leisure engagement, affective and cognitive leisure involvement, and subjective happiness: a mediating role of leisure satisfaction  
Hideo Matsumoto, Shintaro Sato, Akira Asada & Koichi Chiashi  
World Leisure Journal, Volume 60, Issue 2 (2018)



## **These are some of the recently published contributions of the *World Leisure Journal***

We bring you a selection of publications during the month of February by *World Leisure Journal*:

### **Research Article**

Influence of leisure experiences on smartphone addiction and emotional distress  
Namyun Kil, Jun Kim, Chungsup Lee, Jaesung Park, Junhyoung Kim & Jaehyun Kim

Addressing leisure interest conflicts surrounding the transgressive human-animal relationships of unhoused people and their pets  
Daniel Bisgrove

The phenomenon of the loss of vacations  
Valentýna Himmellová & Ivo Jirásek

### **Book Review**

Leisure resurrected: Rekindling the fire of early Christian communities  
*by Jeffrey Paul Crittenden, Eugene, OR, Pickwick, 2023, pp. 168, ISBN 978-1-6667-5117-8*  
Robert A. Stebbins (FRSC)

# Opportunities



## **WLCE at Breda University of Applied Sciences (BUAs) is recruiting a Professor of Leisure in a Social Context (apply by the 12 April 2024!)**

As a professor (1,0 fte) at Breda University of Applied Sciences (BUAs) you will work at the Academy for Leisure & Events (ALE). You will become part of a team that works with colleagues, students and partners to make positive impact in and through the use of Leisure and Events. In an ever-changing environment, you will ensure connection and dialogue. You are challenged and challenge others regarding leisure in a social context. Your workplace is on our green, sustainable campus near the centre of Breda.

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## **CRC Press and Routledge books discount for WLO members!**

As the World Leisure Journal is published with Taylor & Francis, WLO members are entitled to a 30% books discount. This discount is valid on any full priced CRC Press or Routledge book. Not yet a member? Join us today and enjoy this and many other members only benefits!

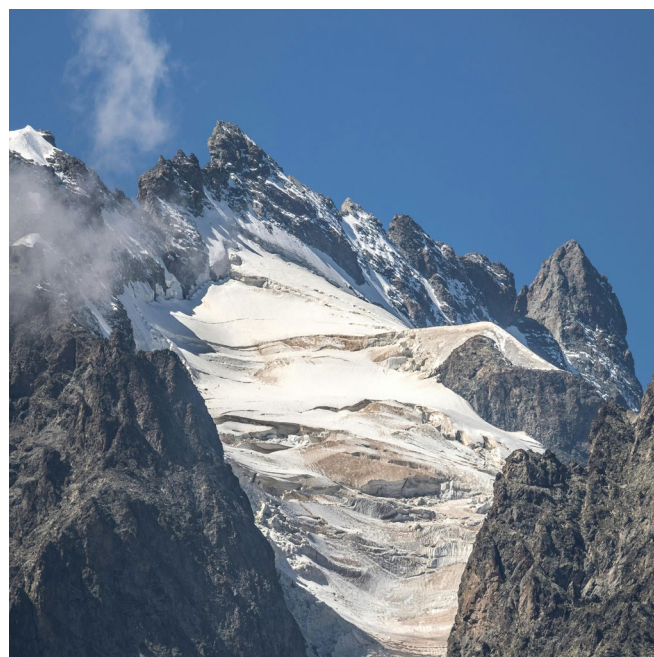
[Apply for membership now!](#)

# Upcoming events



## International Research Project for Community Development to take place in May 2024

The World Leisure Youth Ambassadors are organizing an International Research Project for Community Development from May 22 to June 3, 2024, in Bangkok and Khao Kalok Beach, Thailand. The program invites young people for an informal study and research opportunity focused on sustainable tourism, volunteering, sports and culture. Participants will engage with local communities, assist in bio-gardening with farmers, teach at local schools, and partake in cultural exchanges. Registration is open online until April 1, 2024, with details available via e-mail at [wl.youthambassadors@gmail.com](mailto:wl.youthambassadors@gmail.com), [jjenkarn@gmail.com](mailto:jjenkarn@gmail.com), [miklosbanhidi@gmail.com](mailto:miklosbanhidi@gmail.com).



## UN Tourism and the Government of Andorra organize the 12th World Congress on Snow, Mountain and Wellness Tourism

The 12th World Congress on Snow, Mountain and Wellness Tourism, set to take place from March 20-22 in Andorra, is a key event organized by the UN Tourism and the Government of Andorra, in collaboration with the Parish of Encamp. This edition focuses on "Mountainlikers: Sustainability and Wellbeing, the keys to Mountain Tourism," highlighting the importance of sustainable practices and wellness in mountain tourism. Attendees will engage in discussions on innovative tourism strategies and the future of mountain destinations.

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## **ATLAS Annual Conference 2024 – Leisure & Tourism 2030: Navigating the Future (Breda, Netherlands, June 25-28, 2024)**

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The ATLAS (Association for Tourism and Leisure Education and Research) Annual Conference 2024 “Leisure & Tourism 2030: Navigating the Future” aims to bring together researchers, educators and innovators to explore the future of leisure and tourism, and how we can adapt to meet the changing landscape. The conference will cover topics such as the impact of technology on travel, the rise of sustainability in leisure and tourism, societal impacts, and the changing preferences of consumers. We’ll also focus on emerging trends and opportunities, such as the growing interest in (designing) experiences and the rise of niche markets. Through engaging keynote speeches, parallel sessions, interactive panels, and networking opportunities, participants will gain valuable insights into the future of leisure and tourism, and how they can prepare for the challenges and opportunities ahead.

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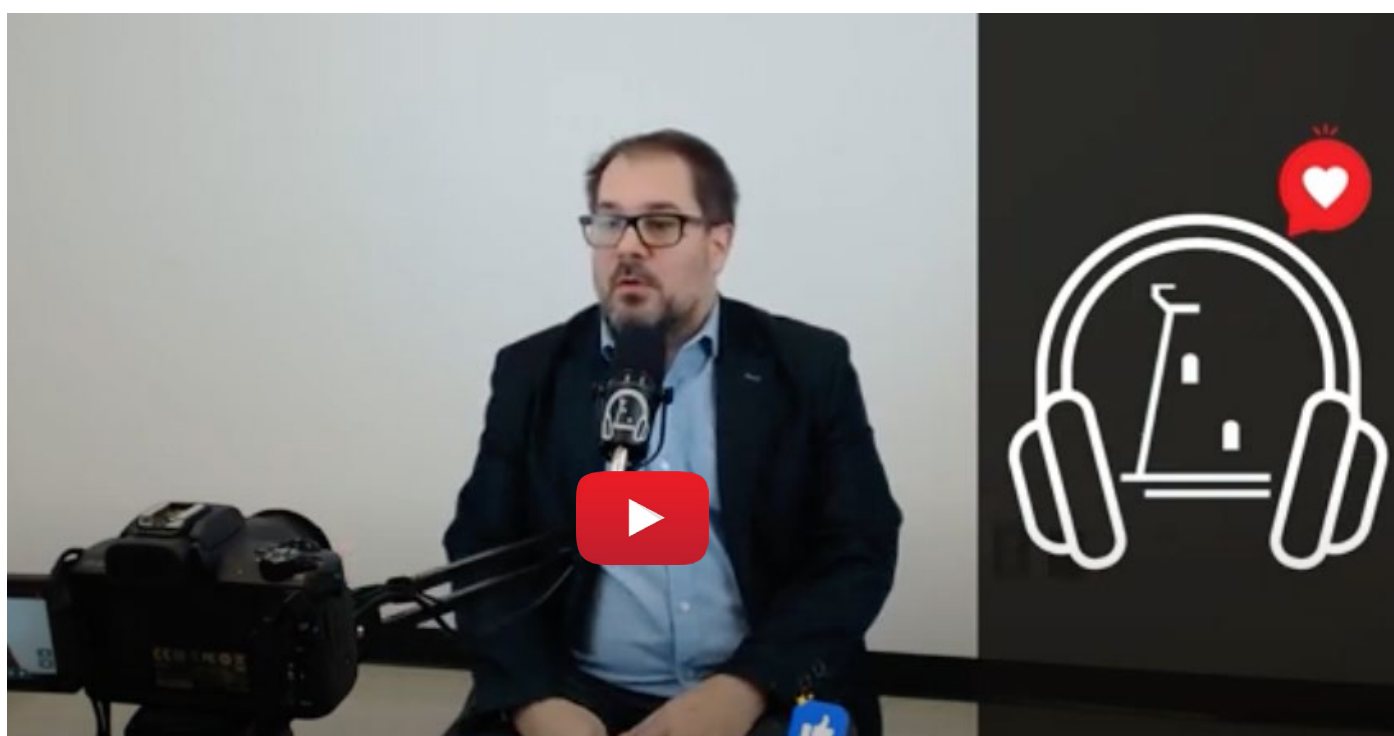
# Encounter



## Empowering Communities: The Vital Role of Leisure Professionals (in French, automatic subtitles available on YouTube)

In this capsule video by the l'Observatoire québécois du loisir, its Director and Chair of the WLCE Université du Québec à Trois-Rivières and, Dr. Marc-André Lavigne, delves into the pivotal role of leisure professionals in enhancing community well-being and personal development. Through engaging dialogue and insightful perspectives, Dr. Lavigne underscores the significant impact these professionals have on fostering social connections, promoting physical health, and nurturing mental wellness. This video serves as a powerful reminder of the transformative power of leisure activities and the vital contributions of those who guide and enrich our leisure experiences. If you want to gain a deeper understanding of the leisure profession's importance.

[Watch it here!](#)





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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