

WL NEWS

ISSUE 58

PIONEERING GLOBAL LEISURE PARTNERSHIPS



October 2024

Editorial

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Dear members, dear colleagues,

As we head into the last quarter of 2024, the World Leisure Organization (WLO) continues to forge strong relationships and foster dialogue across continents, working to expand the horizons of leisure and tourism. This month has been particularly dynamic, with exciting developments in China, South Africa, London, and beyond. From digital innovation and sustainable tourism to youth engagement in leisure research, WLO is at the forefront of shaping the future of our industry.

These initiatives not only strengthen WLO's global partnerships but also help us stay responsive to emerging trends and opportunities within the leisure sector. Together, we are building a community that promotes sustainable leisure development, social well-being, and international collaboration.

In this issue, we bring you updates on these events, insights from industry leaders, and opportunities to engage with our global network. We hope these stories inspire you to explore new ideas and continue contributing to our shared vision for leisure as a driver of well-being.

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer





WLO leaders attend the third Global Digital Trade Expo in Hangzhou, China

WLO Chairwoman Joanne Schroeder, Board Member Jane Zhou, and Chief Operating Officer (COO) Cristina Ortega recently represented WLO at the third Global Digital Trade Expo, held at the Hangzhou Grand Convention and Exhibition Center in Xiaoshan district, for a full week starting on September 25. This event, a significant gathering of global leaders in the leisure and tourism sectors, showcased innovative trends and digital advancements in the industry. The Expo was preceded by an exclusive dinner attended by prominent dignitaries, including the Mayor of Hangzhou and several ambassadors. This gathering fostered meaningful exchanges

on the future of leisure and tourism, emphasizing the importance of international cooperation and technological innovation in the field. During their visit, Schroeder, Zhou, and Ortega also had the opportunity to meet with the Vice-Mayor of Hangzhou. The discussions centered on strengthening collaboration between WLO and the city, with a focus on potential joint initiatives that could benefit both the local community and the global leisure industry. Their participation in this event marks another milestone in WLO's efforts to enhance international partnerships and promote sustainable leisure development worldwide. The organization looks forward to future collaboration with Hangzhou and other global partners.



WLO advances partnership with South Africa through a series of events

In late September and early October, the World Leisure Organization (WLO) took another significant step in strengthening its long-standing collaboration with the City of Cape Town Metropolitan Government (CoCT) and the University of the Western Cape (UWC). This visit showcased a variety of key events that fostered knowledge exchange and collaboration between WLO, South African institutions, and international stakeholders.

The first of these events was the Leisure Experience Research Opportunity (LERO), held from September 25 to October 1. Co-led onsite by Prof. Dr. Marie Young and Dr. Makhaya Malema, alongside WLO Board member Dr. Miklos Banhidi, this unique field research project focused on assessing recreation programs in Cape Town, with an international orientation aimed at promoting active and healthy communities in the city.

On October 2, UWC hosted the World Leisure Young Ambassadors Student Conference. This event featured insightful presentations from students representing South Africa, other African nations, and beyond, offering them the opportunity to showcase their work to an



international audience. WLO would like to extend particular thanks to Dr. Miklos Banhidi for his outstanding work in organizing this conference and for his ongoing commitment to nurturing the next generation of leisure researchers and professionals.

October 3 marked the official opening of the Leisure and Tourism Conference 2024 (LTC2024), where WLO Chairwoman Joanne Schroeder delivered a keynote speech on leisure social prescription. Additionally, WLO Chief Operating Officer Dr. Cristina Ortega presented the organization and its key programs to the gathered international participants. Several WLO Board members also contributed to the event with scientific presentations: Dr. Marcel Bastiaansen, Dr. Lucetta Tsai, Dr. Giyasettin Demirhan, and Dr. John Dattilo, providing diverse and highly relevant insights.

The WLO visit concluded with a pivotal in-person meeting of the WLO Board of Directors. This gathering initiated discussions on the organization's next Strategic Plan and featured the presentation of new university candidacies for joining the World Leisure Centers of Excellence network.

Another highlight of the visit was the invitation extended by Dr. Lyndon Bouah, Chief Director for Sport and Recreation in the Western Cape



Department of Cultural Affairs and Sport, to Joanne Schroeder, Cristina Ortega, and Board member Marie Young. They participated in a panel discussion organized by the government of Cape Town, which brought together public servants from various departments, including tourism, recreation, and sports. The event provided a platform to explore potential alignments between WLO and Cape Town's strategic plans and was followed by a productive working meeting that opened new collaboration opportunities with promising prospects for the future.

WLO extends its sincere gratitude to Board member Prof. Dr. Marie Young for her dedicated efforts in organizing this comprehensive and successful program. Her work not only strengthened the WLO's relationship with South Africa but also reinforced its presence across the African continent. The WLO looks forward to building on these collaborations and continuing its mission to promote leisure and well-being globally.



«The LERO program has been a very interesting learning and experimentation program. I learned a lot from the experience and it reinforced my conviction that developing leisure programs is a lever for educating and supporting communities. It also reinforces my research on the importance of recreational spaces, but even more so on the need to think about how to make these spaces safe».

Esther DJOSSA

**LERO participant, doctoral student at WLCE
Université du Québec à Trois-Rivières**



WLO present at EIT Culture & Creativity partner meeting in Eindhoven

On October 21-22, Dr. Cristina Ortega, Chief Operating Officer of WLO and a member of the EIT Culture & Creativity Cities & Regions Network, took part in the first in-person Partner Meeting of EIT Culture & Creativity, held in Eindhoven. The event was hosted by the Eindhoven University of Technology, and brought together key stakeholders to discuss vital topics shaping the future of culture and creativity across Europe. Dr. Ortega actively contributed to the discussions on new perspectives of “competitive and resilient entrepreneurship”. The debate explored evolving definitions of entrepreneurship, its future direction, and the roles institutions and individuals are expected to play in this space. The forum also addressed how the Cultural and Creative Sectors and Industries (CCSI) can influence and shape the future of entrepreneurship. EIT Culture & Creativity is the ninth Knowledge and Innovation Community (KIC) of the European Institute of Innovation and Technology (EIT), with a focus on driving innovation within the Cultural and Creative Sectors and Industries across Europe.



WLO contributes to HCM Summit 2024 in London as an official partner

Dr. Cristina Ortega, Chief Operating Officer of the World Leisure Organization (WLO), participated in the prestigious HCM Summit on October 24, at the Queen Elizabeth II Conference Centre in Westminster, London. WLO is an official partner of the HCM Summit and contributed to the Exhibition. This event is a high-end, all-keynote conference that brings together thought leaders, operators, investors, associations and suppliers from across the world of fitness, health and wellness to examine issues critical to the sector. Organised by respected business media outlet Leisure Media and its title *HCM*, the event was designed to balance active networking with insightful conference sessions with a focus on deepening understanding of the current landscape for the sector and the opportunities this presents. In addition to the main event, Dr. Ortega also attended the exclusive Speakers' Reception and Dinner held the evening before at Raffles OWO. This intimate gathering of key partners and speakers provided an opportunity for networking and in-depth discussions on wellness trends. The evening began with a talk from renowned health expert Oliver Patrick on Raffles' wellness offering. Attendees were then treated to a guided tour of the wellness facilities before gathering for a networking dinner at Saison by Mauro Colagreco. Dr. Ortega's participation underscores WLO's commitment to engaging with global leaders and initiatives that shape the future of wellness and physical activity.

[READ MORE...](#)

Industry



Fitness Foresight by *HCM* magazine and *HCM Handbook*: Key fitness trends and predictions

Each year since 2014, the team behind *HCM* magazine predicts 20 key trends, influences and opportunities set to shape the health, fitness and wellness sector over the coming 12 months and publishes them in the annual *HCM Handbook*. For 2024, *HCM* editor Liz Terry and *HCM Handbook* editor Kath Hudson's forecast includes the rebirth of cardio and the rise of nocturnal living, gesture tech or brain training.

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From *HCM Handbook*

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Network



Full Season 2 of Leisure Society Podcast is available now on Spotify (Season 3 Planned for October/November 2024)

We are thrilled to announce that Season 2 of the Leisure Society Podcast is now complete and ready for you to enjoy! This season offers thought-provoking conversations with some of the brightest minds in the field. Each episode explores a unique aspect of leisure, from digital nomadism to Indigenous perspectives on leisure, offering rich insights for both scholars and practitioners.

Here's a list of the exciting episodes and guest speakers from this season:

- EP1 - Rasul Mowatt: *Leisure, Policing, and Surveillance*
- EP2 - Aarti Ratna: *Sport and Leisure Cultures of British Asian Girls and Women*
- EP3 - Dave Cook: *Digital Nomadism and the Leisure-Work Boundaries*
- EP4 - Carla Luguetti: *Sport, Paulo Freire and Co-design*
- EP5 - Dan Henhawk: *Leisure, Indigeneity, and Struggle*
- EP6 - Aby Sene-Harper: *Tourism, Imperialism, and Nature Conservation in Africa*
- EP7 - Carlos Monterrubio: *Leisure, Interspecies, and Global South*
- EP8 - Louise Mansfield, Rasul Mowatt, Tom Fletcher, and Andy Adams: *Methodologies and Future of Publishing in Leisure*

You are invited to listen to these insightful conversations, which are packed with fresh perspectives and practical applications for leisure management and research. Each episode dives deep into the current issues and challenges that shape the leisure landscape today.

[Listen to Leisure Society Podcast!](#)



EXPORECREACIÓN 2024: "Recreation and Life: Building Territories of Well-being"

By Dr. Ricardo Bramante, WLO Board member

In its fifth edition, this academic-experiential event was held on September 18-20 by the College of Health Sciences, at the [Universidad Tecnológica Pereira](#) (Colombia), within its Sports Sciences and Recreation program. This university is in the city of Pereira, the largest and most developed of the cities in the coffee axis, the seventh largest in the country, with approximately 500 thousand inhabitants. The theme of this edition was "Recreation and Life: Building Territories of Well-being", addressing three academic lines: 1. Educational practices and territories of well-being mediated by recreation and leisure; 2. Territories of well-being: integral health, diversity and inclusion, sustainable development based on recreation and leisure, and 3. Territory of well-being in the areas of political management, governance, and social commitment from recreation. This event was attended by more than 400 participants from six Latin American countries, with a [program](#) that included national and international conferences, 26 workshops, presentation of 30 technical-scientific papers, as well as an international forum that discussed the theme "Future of Recreation in Latin America". This program also

included local artistic presentations and, at the end, a beautiful performance by the Colombian Institute of Classical Ballet. In this session, five researchers received a special award for their contributions in this field of knowledge. It is important to note that Colombia developed its first National Recreation Plan in the 1990s, which has been regularly reviewed. At this event, the progress of the current plan (2020-2026) focused on healthy lifestyles and recreation.

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



Publications



**WORLD
LEISURE
JOURNAL**

New Special Issue of the *World Leisure Journal* explores “Unstructured Entanglements of Human Leisure and Nonhuman Animal Life”

The Special Issue titled “[Unstructured Entanglements of Human Leisure and Nonhuman Animal Life](#)”, co-edited by Paul Tully, Neil Carr, and Kate Dashper, has recently been published by the *World Leisure Journal*. This collection brings together diverse research that explores the complex and often overlooked interactions

between human leisure practices and the lives of nonhuman animals. In the editorial introduction, the editors emphasize the evolving nature of this field, stating, “Despite the studies that form this special issue and the work that has gone before it, research in the field of multispecies leisure remains in a growth phase”.

[READ MORE...](#)



The 8th edition of *Uncover Magazine* is out now!

This edition is all about internationalisation. For Breda University of Applied Sciences (Buas) and Academy for Leisure & Events it is clear that internationalisation has been in the very fibres from the beginning and that the added value of intercultural classroom settings is something to be nurtured sustainably. This new *Uncover* showcases successful international projects, points out the value of international networks as catalysts facilitating exchange and dialogue, and contains personal stories of students, lecturers, support staff and researchers who use their own narratives to make sense of the value of being and moving within an international context. The positive experiences and learning effects from intercultural encounters are too valuable to exclude anyone and you can read in *Uncover* this can be achieved both abroad as at home on campus. There is also a special focus on the WLO and their [World Leisure Centres of Excellence \(WLCEs\)](#), already looking ahead to next year, when the [18th World Leisure Congress](#) will take place in Breda.

[READ MORE...](#)

World Leisure Journal renews Editorial Board: Welcoming new members to support academic excellence

The *World Leisure Journal* is pleased to announce the expansion of its Editorial Board, welcoming Dr. Ekaterina Koll from Zayed University, Dr. Fatemeh Bagheri from University of Algarve, Associate Professor Jordi Nofre from NOVA University Lisbon, Dr. Marcos A. Rodríguez-Negrón from Universidad Ana G. Méndez, Dr. Violet Yoon from Winona State University and Associate Professor Ying ZHAO from Sun Yat-sen University. This strategic growth reflects the journal's commitment to promote diversity in the field of leisure studies. Under the expert guidance of Editor-in-Chief, Dr. Sandro Carnicelli, and Associate Editors Dr. Adele Doran and Dr. Edwin Gómez, this expansion aims to further enhance the journal's scope, promote innovative research, and ensure rigorous peer review. With a diverse and accomplished team, the *World Leisure Journal* continues its mission of disseminating cutting-edge research to a global audience. The new board members bring an array of expertise and international perspectives, strengthening the journal's capacity to address the evolving challenges and opportunities in leisure studies. Their contributions are expected to play a key role in shaping the journal's future, ensuring it remains at the forefront of academic discourse and a valuable resource for researchers, policymakers, and practitioners worldwide. Dr. Carnicelli, alongside the [expanded Editorial Board](#), remains committed to the journal's mission of fostering a vibrant, interdisciplinary dialogue and promoting the study of leisure as a vital component of individual and societal well-being. The *World Leisure Journal* looks forward to the fresh insights and leadership these new members will bring, further positioning the journal as a leading publication in the field.

Opportunities



WORLD LEISURE BOARD OF DIRECTORS

Open Call



members appointed will serve a three-year term beginning January 1, 2025. 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 \(2025-2027\)](#). Expressions of interest should be sent to secretariat@worldleisure.org as e mail attachment in PDF file, no later than November 16, 2024. We look forward to working with you to enhance our dynamic and international community!

[READ MORE...](#)

Last days to apply to become a member of WLO Board of Directors 2025-2027!

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

Upcoming events



WLO partners with QTM 2024 to shape sustainable tourism together

The World Leisure Organization (WLO) is excited to partner with Qatar Travel Mart (QTM) 2024, organized by NeXTfairs. The event will take place from November 25-27 at the Doha Exhibition and Convention Center. This year's event, themed "Discover Places, People, and Cultures," will showcase the rich diversity of global tourism offerings while highlighting Qatar's unique position as a premier travel destination.

As a Conference Partner, WLO will play a pivotal role in the conference program, contributing to vital discussions on sustainable tourism and a variety of emerging topics. Our organization is

dedicated to advocating for responsible tourism that not only preserves cultural heritage but also fosters community engagement. During the conference, WLO members will serve as moderators and presenters, guiding attendees through thought-provoking discussions aimed at shaping the future of tourism.

QTM 2024 conference program is carefully designed to tackle pressing issues in the travel and tourism landscape. Participants can look forward to an engaging agenda featuring panels and sessions on topics such as experiential tourism, cultural heritage preservation, and the rise of community-based tourism. These discussions will explore how tourism can create deeper connections between travelers and destinations while emphasizing the importance of protecting cultural and environmental resources.

One of the key sessions will focus on experiential tourism, examining the increasing demand for meaningful and immersive travel experiences. This session will highlight how authentic interactions enrich the travel experience and forge lasting emotional connections. Additionally, the panel on culture and heritage protection will delve into the essential role that tourism plays in safeguarding historical and natural treasures. Experts will share innovative sustainable practices and strategies for community involvement that enhance the visitor experience while preserving cultural heritage.

In today's rapidly evolving tourism sector, the impact of digital innovations cannot be overlooked. A dedicated session will explore how advancements such as artificial intelligence and data-driven solutions are personalizing and streamlining travel logistics, ultimately enhancing the visitor experience. Furthermore, a panel on sustainable, responsible, and community-based tourism will showcase best practices for minimizing environmental impacts and empowering local communities.

QTM 2024 is poised to be a landmark event, with over 300 exhibitors from 60 countries and approximately 12,000 visitors expected to attend. This gathering of industry professionals—including government officials, tourism boards, and leaders from various sectors—will create invaluable networking opportunities and encourage collaboration. Attendees will have the chance to connect with peers, share insights, and engage in meaningful conversations that foster innovation and growth within the tourism sector.

WLO's involvement in the conference highlights our commitment to advocating for a sustainable and inclusive future for tourism. By bringing together diverse perspectives and expertise, the event aims to shape a tourism industry that balances economic growth with the preservation of cultural heritage and community empowerment.

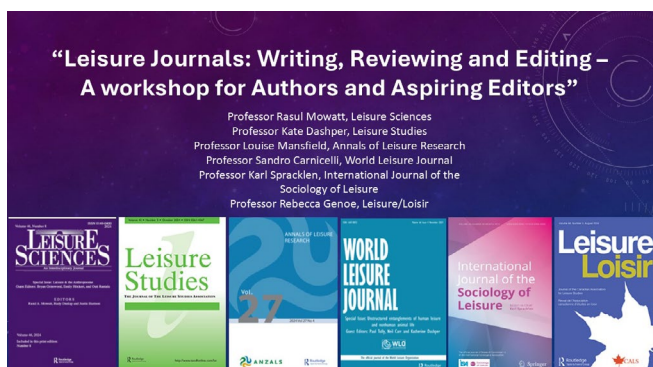
As we approach QTM 2024, this event represents an unmissable opportunity for anyone passionate about the future of tourism. Attendees will gain insights from industry leaders and contribute to a collective vision for a sustainable and culturally rich tourism sector. Join us in Qatar as we work together to shape a future of tourism that benefits everyone—from local communities to global travelers—and honors the places, people, and cultures that make our world unique.



Working with leisure consultants: Enhancing effective collaboration

WLO's Leisure Management Special Interest Group is hosting a webinar to explore the nature of how professional leisure consultants work with government and non-profit organisations. The webinar is scheduled for Monday 25 November 2024 (3pm CST Texas, 6pm GMT-3 Brazil, 10pm CET Bilbao) / Tuesday 26 November (8am AEST, Melbourne). Leisure consultants are often contracted for a variety of specific tasks by governments and non-profit organisations to achieve specific outcomes. Little is known about how leisure consultants and contractors can effectively collaborate to gain the best value from their relationship. This webinar will explore strategies to make consultant / contractors relationship more effective via a conversation between Reginald Davidson, Superintendent of Recreation at the Parks and Recreation Department, City of Wichita, Kansas, and Wendy Holland, owner and director of Communityvibe, a leisure consulting business.

[Register here](#)



Leisure Journals: Writing, Reviewing and Editing – A Workshop for Authors and Aspiring Editors

The editors of *World Leisure Journal*, *Leisure Sciences*, *Leisure Studies*, *Annals of Leisure Research*, *International Journal of the Sociology of Leisure*, and *Leisure/Loisir* are delighted to invite you to this Collaborative Workshop with: Prof Rasul Mowatt; Prof Kate Dashper; Prof Louise Mansfield; Prof Sandro Carnicelli; Prof Karl Spracklen, and Prof Rebecca Genoe. On December 3, at 5-6pm CET, Leisure Journal Editors to explore and support the processes of writing, reviewing and editing papers for publication. The workshop will give you a chance to hear from experts involved in managing the submission and reviewing process. It will explore why and how people should become involved in writing, reviewing and editing for Leisure Journals. Four key areas of the work will be considered: 1. What makes a good review and what makes a good reviewer; 2. What makes a good paper and how to navigate review comments; 3. Working in the online systems, and 4. The role of Managing Editor, Associated Editor and Editorial Board.

[Register here](#)

Join us in Breda for the World Leisure congress 2025!



Encounter



Encounter with... Dr. Rasul Mowatt, on the role of leisure in eradicating poverty and addressing the needs of the most marginalized communities

In this Encounter, recorded last December during the 17th World Leisure Congress in new Zealand, we had the pleasure of speaking with Dr. Rasul Mowatt, Department Head and Professor of Parks, Recreation, and Tourism Management at North Carolina State University. This conversation followed Dr. Mowatt's participation in the Global Leisure Debate at, where he shared insights on the role of leisure in eradicating poverty. In this interview, we explored the role of leisure in helping marginalized communities, and Dr. Mowatt's impactful work at North Carolina State University. You will also get a glimpse into his personal leisure experiences and how his background in geography informs his approach to the field.

[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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