

Feb.'18

WLO NEWS

Issue 7. A closer look at tourism on the occasion
of the 2018 EU-China Tourism Year





Editorial

Dear members, dear colleagues,

We want to start this new issue of *WLO News* by wishing you all a happy Chinese New Year!

On the occasion of the 2018 [EU-China Tourism Year](#) (ECTY), we wanted to partially devote this issue of *WLO News* to have a closer look at tourism and, more specifically, at tourism in and between Europe and China. Besides including information about the opening of the 2018 ECTY, which I attended in representation of the WLO, and the official calendar of events of the year, we offer you a selection of [World Leisure Journal](#) articles on the topic, available with free access until the end of March. The issue is completed with other contents related to tourism more generally, across the different sections.

Some other highlights in this issue are the latest updates related to the [15th World Leisure Congress in São Paulo](#) (28 August-1 September). Registration is now open and WLO members benefit from a 50% discount. We also reveal some of the outcomes foreseen for the Field School and invite you to stay tuned for more information about the First World Leisure Study Tour, both being organized as side activities to the Congress.

Finally, we are happy to tell you that our annual report submitted as a NGO in Special Consultative Status with the UN Economic and Social Council (ECOSOC) has been reviewed and approved. To close this issue, we invite you to learn from the "Encounter" with Lucetta Tsai, a WLO Board member and leading scholar in the field of women's relation to sports and leisure from National Taipei University.

Hoping that you will enjoy these contents, just let me remind you that we will be glad to receive your comments at media@worldleisure.org

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO Highlights



Happy Chinese New Year from WLO and the WL Congress Beijing-Pinggu 2020 local team!

WLO and the local team organizing the [16th World Leisure Congress 2020](#) to be celebrated in Pinggu (Beijing, China) wish you all a wonderful start of the Chinese Year of the Dog 2018! Here Cristina Ortega Nuere, WLO Chief Operating Officer, sends her wishes for many shared leisure moments and experiences in this new lunar year. Go to our YouTube channel for more videos by Song Yu, Vice-chairman of the WL Congress Beijing-Pinggu 2020 Executive Committee, Wu XiaoJie, Director of the Executive Committee Office, and LangLang, Ambassador of WL Congress 2020, among others.

[WATCH MORE VIDEOS...](#)

Coming soon! First World Leisure Study Tour to São Paulo

The first World Leisure Study Tour will be organized in São Paulo on the 24-26 August 2018. For 2.5 days we will be visiting and meeting the representatives of some of the most relevant leisure infrastructures in the Brazilian city, learning from local professionals and exchanging knowledge and networking with peers. This activity is particularly designed to provide first-hand learning experiences for public/private sector professionals, scholars, and anyone related to leisure field more generally. The first WL Study Tour will be organized as a side activity to the [15th WL Congress 2018 in São Paulo](#), and will be thematically connected to its main topic, "Leisure Beyond Constraints". Keep your eyes open, registration will open very soon and there are limited places!

**SAVE
THE
DATE**

**2018 WLO Study Tour
in Sao Paulo**

August 24th. to 26th.
(prior to the 15th.
WLO Congress)

**More info will
be available
very soon!**

Registration! is now open!

WLO Members get **50%** discount!

Become a
Member now!



Become a member now and get a 50% discount for WL Congress 2018 registration!

The 15th World Leisure Congress will take place in São Paulo on the 28 August-1 September 2018. Under the theme "Leisure beyond constraints", the event will gather together the main leisure scholars and professionals from around the globe. Registration is now open and WLO members get a 50% discounted rate. Become a member now and take advantage of this and other multiple membership benefits!

[READ MORE...](#)

Planning the legacy of the 2018 Douglas Ribeiro da Silva International Field School in São Paulo

Aligned with the main theme of 2018 World Leisure Congress in São Paulo, "Leisure Beyond Constraints", the 2018 Douglas Ribeiro da Silva International Field School (24 August-1 September 2018) offers students from World Leisure Centers of Excellence (WLCE) and some Brazilian universities an opportunity to study and experience leisure constraints in a local Brazilian community for four days before attending the Congress. The 2018 Field School will leave behind a volume including some cases studies building on the field experience. This compilation will follow the model of the "Innovative Leisure Practices" series published by World Leisure Centre of Excellence at Vancouver Island University (VIU), whose last volume can be accessed [here](#).

The 2018 Douglas Ribeiro de Silva International Field School (24 August-1 September 2018) is a learning opportunity that combines a 4-day field experience with attendance to the 2018 World Leisure Congress (São Paulo, Brazil) "Leisure Beyond Constraints". A total of 30 students will be participating in this international Field School, from World Leisure Centers of Excellence (WLCE) NHTV Breda (the Netherlands), University of Otago (New Zealand), and Vancouver Island University (VIU), as well as from numerous Brazilian universities. The focus of the Field School will explore "Dark Tourism", which can be studied under various names; favela, slum, township, poverty tourism and *poorism*. A community-based response to the growing demand for tourism in the favela, and an organized response to the exploitation carried on by favela tours today has a far reaching leisure context that will be explored in São Paulo.





As a legacy from the experience of the Field School, a volume will be published compiling innovative case studies of the issues addressed in Brazil. Each case study in the volume will include a detailed description of the issue, opportunity or trend tackled, as well as information on the context, the stakeholders involved, the approach used and the lessons learned, among others. The volume will follow the model of the “Innovative Leisure Practices” series published by WLCE at VIU, whose [2016](#) and [2015](#) volumes are available online.

Dagmar van Ham, who attended 2016 Field School as a student at [WLCE NHTV Breda](#), points at the exchange between local and international students as one of the main highlights of the Field School:

“Even though the Field School of the World Leisure Congress 2016 has been over a year ago, it is still very much at the top of my mind. I have acquired such a great amount of knowledge, not only about leisure, but also about different cultures, especially about the hosting country, South-Africa. The Field School project was meant to aid a local initiative, and hence, we went on research adventures to find out the essence of the area and to see how we could contribute. I call them adventures because for me, they have challenged me on a personal level and helped me grow. The fact that we were working on the Field School project with international students that had different perspectives made the project extra special. Local students were the foundation. They knew the ins and outs about the community and were the voice of the people. However, all other students were of great value as well. Each had their own ideas about what leisure is and what it could and should be, and this all contributed to the end goal; to create a cohesive plan for the Durban Corridor Area. We learned from each other. We learned about each other. To get to know these beautiful individuals and to see and to exchange ideas was a really great opportunity to widen my own perspective on leisure and to grow as an individual. We were all different, but in that moment, we felt the same. I am very thankful for this experience”.

Since 2016, World Leisure Field School is named after Douglas Ribeiro da Silva, one of the students who participated in the 2014 WL Congress. Unfortunately, Douglas is no longer with us, but he left part of his legacy on the way he lived. In spite of all adversities in his life, he chose education and knowledge as the path to be followed in order to change society, to empower and emancipate people. His life was an inspirational example on how to overcome difficulties and discrimination with knowledge. We would like to keep his spirit alive by naming the Field School after him.

More information about the 2018 Douglas Ribeiro da Silva International Field School in São Paulo will be coming soon.



WLO Insights



WLO COO, Cristina Ortega, participates in the opening of the 2018 EU-China Tourism Year in Venice

Cristina Ortega Nuere, WLO Chief Operating Officer, was invited to attend the official opening of the [2018 EU-China Tourism Year](#) (ECTY) on Friday 19 January 2018 in Venice, at the Doge's Palace, in representation of the WLO. This was an interesting opportunity to learn more about this high level initiative aimed at increasing visitors' flows and investments between China and the EU, as well as for citizens to gain mutual understanding and appreciation.

The official opening of the [2018 EU-China Tourism Year](#) (ECTY) took place on Friday 19 January 2018 in Venice, at the Doge's Palace. Cristina Ortega Nuere, WLO Chief Operating Officer, attended the event in representation of the organization. Mr Li, Chairman of CNTA (China National Tourism Administration) and the European Commissioner for Internal Market, Industry, Entrepreneurship and SMEs, Elzbieta Bieńkowska, declared the ECTY officially open in front of high level representatives of tourism authorities and industry from China and the European Union. A gala event was organized the day before, on Thursday 18 January, at La Fenice Opera House, including Chinese cultural performances "Travelling around the World" by the Peking Opera and "The Soul of Shaolin – Huiguang's story".

The ECTY is a high level initiative decided by Chinese Premier Li Keqiang, and the President of the European Commission, Jean-Claude Juncker, at the 2016 EU-China Summit. The ECTY will contribute to increase visitors' flows and investments on both sides. It is also the occasion for European and Chinese citizens to better know and appreciate each other, contributing to the people to people dialogue. On the occasion of this trip to Venice, WLO COO also met Catherine Magnant, Deputy Head of Unit, European Commission – Directorate General for Education and Culture, Cultural Diversity and Innovation Unit.



UN NGO Relations & Advocacy Section approves the 2017 Annual Review submitted by WLO as a NGO in Special Consultative Status with the ECOSOC

Upon completion of the 2017 Annual Review questionnaire, WLO was recently communicated that the submission has been evaluated and approved by the UN NGO Relations & Advocacy Annual Review Team. This approval represents a further step in the consolidation of WLO's Special Consultative Status with the UN Economic and Social Council (ECOSOC), a status it enjoys since 1990.

As a NGO in Special Consultative Status with the UN Economic and Social Council (ECOSOC) since 1990, WLO is asked to send a report of activities on a yearly basis. The 2017 report was approved by the UN NGO Relations & Advocacy Annual Review Team in late January. The report detailed the work carried out during the year in the four strategic working lines: research, education, knowledge transfer and advocacy. The WLO collaboration with the [6th ENCATC International Study Tour to the Emirates](#), for which we provided an online learning platform, within the educational line, and the [Third World Leisure Forum](#) in Hangzhou and the [World Leisure Journal](#), as examples of the knowledge transfer work, are among the main highlights of the year 2017.

Furthermore, WLO attended the 55th Session of the Commission for Social Development, which took place at the United Nations Headquarters in New York from 1 to 10 February 2017, and actively participated in UN campaigns such as the "Travel. Enjoy. Respect." campaign implemented by UNWTO on the occasion of the International Year of Sustainable Tourism for Development 2017.



WLO COO meets the Director of UNWTO Affiliate Members Programme

WLO being Affiliate Member of the [World Tourism Organization](#) (UNWTO), WLO Chief Operating Officer Cristina Ortega met Yolanda Perdomo, Director of UNWTO Affiliate Members Programme, at the UNWTO headquarters in Madrid, taking advantage of the proximity to the WLO's Scientific and Technical Office in Bilbao. The representatives of both organizations discussed on possible ways of collaboration, among which the potential development of synergies for the embracement of Sustainable Development Goals (SDGs) and the cooperation in specific projects and studies.

WLO Chief Operating Officer Cristina Ortega met Yolanda Perdomo, Director of the [World Tourism Organization](#) (UNWTO) Affiliate Members Programme, at the UNWTO headquarters, which are located in Madrid, close to the WLO's Scientific and Technical Office in Bilbao. Given that WLO is already an UNWTO Affiliate Member, the objective of this meeting was to explore further collaboration opportunities



between both organizations. While WLO will invite UNWTO Secretary General to future WLO events, Yolanda Perdomo encouraged WLO representatives to attend the annual meeting of UNWTO Affiliate Members, which will take place in Iran in November 2018.

The representative of UNWTO also showed interest in the internal reflection carried out by the WLO on our contribution to the achievement of UN Sustainable Development Goals (SDGs), and the door was open for further collaboration on specific studies and projects. Besides, more information about the WLO [Special Interest Groups](#) (SIGs) was requested by UNWTO, for consideration for future projects.

Mireia Iglesias, WLO Communications and Events Coordinator, attends the PCMA 2018 Convening Leaders

PCMA 2018 [Convening Leaders](#) was celebrated in Nashville (United States) on the 7-10 January. WLO Communications and Events Coordinator, Mireia Iglesias, had the opportunity to attend this major event in the field of Business Events Strategists, for which she was awarded the PCMA Global Scholarship.

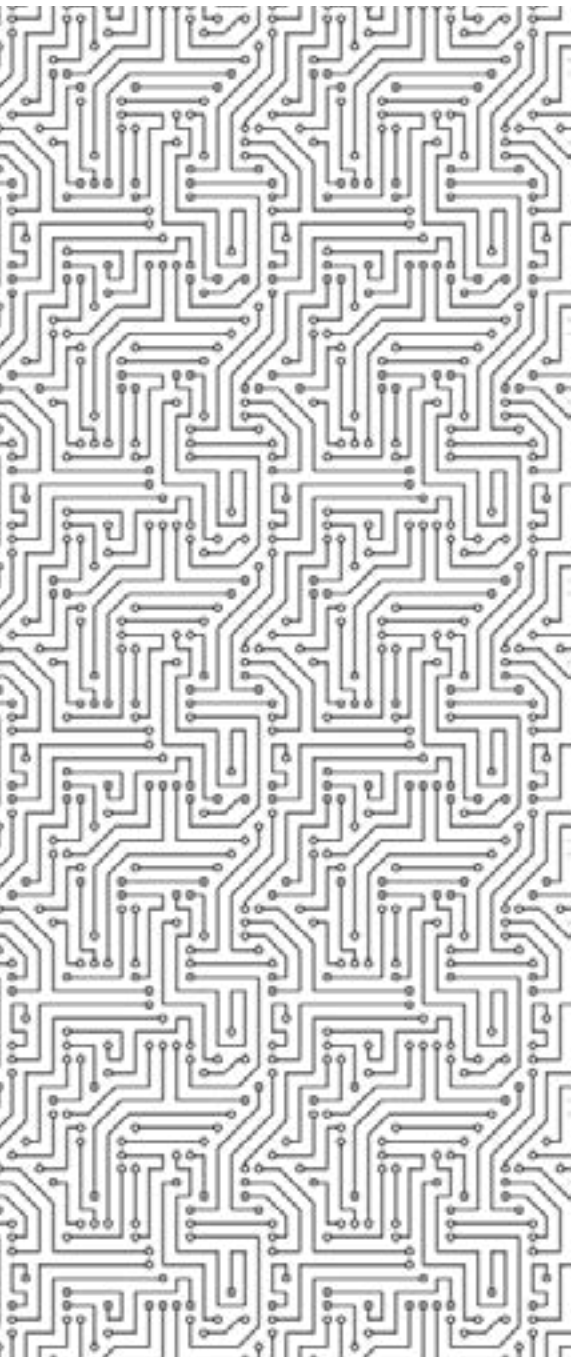
WLO Communications and Events Coordinator, Mireia Iglesias, received the PCMA Global Scholarship and had the chance to travel all the way from Bilbao (Spain) to Nashville (United States) to attend [PCMA 2018 Convening Leaders](#), which took place from the 7 to the 10 January. Events legacy, experience design, and more and more the importance of marketing techniques for events emerged as the main sectoral trends – elements all of which we are paying growing attention to in the design of WLO events.

More than 4,000 professionals participate in a three-day program of educational collaboration and orchestrated networking. PCMA Convening Leaders has become a premier opportunity bringing to life the latest in event technology, meeting design and operational strategy education. [PCMA](#) is the world's largest network of Business Events Strategists.





WLO Network



World Leisure Communities of Excellence: showcasing and networking opportunities

WLO has launched a [call for applications](#) to expand the network of [World Leisure Communities of Excellence](#). The designation, valid for a three-year period, provides communities – neighborhoods, villages, towns, cities, states or regions – with the opportunity to build a global reputation as a leading community in the leisure field. Furthermore, the roster of WL Communities of Excellence serves as a platform for sharing best practices in leisure policies and programs, as well as a source of inspiration to communities interested in promoting leisure as a human right for all its citizens. Deadline for application is the 1 July 2018.

A [call for applications](#) to become a [World Leisure Community of Excellence](#) is open now and until the 1 July 2018. This designation is bestowed by the WLO, for a three-year period, upon communities of any size that have undertaken broad-based citizen involvement to promote leisure as integral to the social, cultural, economic, and sustainable environmental development of the community.

In addition to gaining global recognition as leading communities in the leisure field, WL Communities of Excellence have the opportunity to showcase their achievements at the international level, as well as to share their innovative programs and strategies within an international network of leisure communities. The [City of Richmond](#) (Canada) and [Jingde County](#) (China) were designed as WL Communities of Excellence in 2017.

As an example of the showcasing and networking opportunities offered by this WLO program, Richmond had the chance to present itself as a case study in front of an international audience at the [Third World Leisure Forum](#) (Hangzhou, China, 20-21 October), as well as to future leisure managers from [World Leisure Centers of Excellence NHTV Breda](#) (the Netherlands) and [Vancouver Island University](#) (VIU, Canada).



Follow the live updates of 2018 Yukon Winter Tourism Field School, co-organized by WLCE at Vancouver Island University!

The 2018 Yukon Winter Tourism Field School has now started! Since last Sunday, February 25, and to Saturday, March 3, this course for undergraduate and graduate students critically examines winter tourism issues and opportunities, using Vancouver Island University's (VIU) field-based learning experience of the Yukon Territory as a case study. This field school is designed and delivered by Dr. Suzanne de La Barre, a Faculty member with VIU's [Department of Recreation and Tourism](#) and its [Master of Arts in Sustainable Leisure Management Program](#). The Field School is offered in partnership with the [University of Norway \(UiT Alta Finnmark Campus\)](#), and the [World Leisure Centre of Excellence at VIU](#). Catch the Field School live updates on [Twitter @YukonWTFS](#) and [Instagram @YukonWinterTourismFieldSchool](#). You can also check their [website](#) under "Student Experience" for on-site updates on this learning experience in Yukon! Interested in joining the Field School in Yukon next year? Contact Suzanne:

suzanne.delabarre@viu.ca

[READ MORE...](#)



UNWTO advances some preliminary data of the 2017 International Tourism Results

In a recent [press release](#), and awaiting for the more comprehensive data by country to be presented in the April issue of the UNWTO World Tourism Barometer, [UNWTO](#) shared some preliminary data on international tourism, showing a significant increase of international tourist arrivals across all world regions. According to these data, the figures of overnight visitors worldwide increased 7% in 2017, and are expected to keep on growing in 2018. Read more to access the full press release and get a wider panorama of these preliminary data.

[READ MORE...](#)



Members' Voice



Stephen Anderson (USA): "I joined the WLO because I wanted to be a member of the only international organization that promotes leisure"

Stephen Anderson is a member of the WLO Board of Directors and a Professor at Florida International University (USA). He has extensive experience in teaching and conducting research in the field of leisure. More specifically, he is interested in community development and building social capital to enhance health and well-being. We asked him a few questions for you to get to know him better.

We talked to Stephen Anderson, member of the WLO Board of Directors and a Professor at Florida International University (USA). This short interview is part of a series of posts aimed to bring you closer to the members of our Board.

In one sentence: What does leisure mean to you?

Not having to do anything!

What leisure projects, research and/or activities are you involved in?

Virtual reality sailing simulation and quality of life of persons with spinal cord injuries.

How do you promote the development of leisure and leisure studies?

Living a leisure lifestyle and teaching my students.

How did you hear about WLO?

National and international academic colleagues introduced me to WLO.

Why did you decide to become a member of WLO?

Desire to be a member of the only international organization that promotes leisure.

What kind of synergies would you like to develop through your WLO membership?

Leisure studies faculty at universities around the world should encourage students to become members of WLO.



Antonio Bramante (Brazil): “Leisure values the magic of the unexpected, the subjectivity of the unique experience, the wealth of dreams”

Antonio Bramante, from the University of Sorocaba (Brazil), was recently elected as a new member of the WLO Board of Directors. However, his relation with the WLO is a long-lasting one, since he already served as Board Member of the former World Leisure and Recreation Association (WLRA) from 1990 until 1998. Read more about him and his expectations for this phase as a WLO Board member.

Read our conversation with Antonio Bramante, a Professor at the University of Sorocaba (Brazil) who has been actively involved in the WLO since the late 1970s, and recently (re)joined WLO Board of Directors.

In one sentence: What does leisure mean to you?

Leisure is an optimal ludic experience within a possible captured space-time. Its quality is linked to a set of knowledge, skills and attitudes. It is a way of life, an end in itself, which values the magic of the unexpected, the subjectivity of the unique experience, the wealth of dreams and the gratuitousness of human relationships in the fullness of existence.

What leisure projects, research and/or activities are you involved in?

During many years, I have been engaged in two major areas of interest: leisure management and professional preparation in this area.

How do you promote the development of leisure and leisure studies?

For the past seven years, I have been coordinating a group of studies and research in the area of Leisure Management with a major task of presenting up-to-date studies in this areas during the annual Brazilian Leisure and Recreation Conference (ENAREL).

How did you hear about WLO?

Even before I went for my doctoral degree at the Penn State University (1984-1988), when I became a member of the World Leisure and Recreation Association (WLRA) I had the opportunity to participate in the organization process of the ALATIR (*Asociación Latinoamericana de Tiempo Libre y Recreación*), regional branch of WLRA (today WLO) during the late 1970s. I then participated in several world congresses such as in Lake Louise (Canada) in 1988, Sydney (Australia) in 1991, Cardiff (United Kingdom) in 1996, São Paulo (Brazil) in 1998 and in 2000 in Bilbao (Spain).

Why did you decide to become a member of WLO?

I served as Board Member of the former WLRA from 1990 until 1998. During this period I also taught at the Centre of Excellence in Holland and helped to bring the 5th WLRA Congress to São Paulo in the SESC at that time. After 20 years, I found that I could return to the WLO Board of Directors to share my international experience and serve in other positions to the best interest of the institution another period of three years.

What kind of synergies would you like to develop through your WLO membership?

The field of leisure studies has expanded considerably during the past 20 years in Brazil and Latin American countries. I feel that we can establish some strategic guidelines, written both, in Portuguese and Spanish, to attract more people from this region to the extraordinary services provided by the WLO.



Publications



FREE ACCESS WLJ ARTICLES on leisure and tourism in China and Europe

The EU-China Tourism Year seems the right occasion to have a closer look to the topic of tourism in both the European region and the Asian country. With that in mind, we share with you the following articles published in the *World Leisure Journal: Leisure and Tourism in the Changing China*, by Monica Z. Li (2009); *Destination: Europe 2020 transforming parks to promote cities as valuable tourist destinations*, by Attila Barcza and Locsmáncsi Szabolcs (2017), and *From Leisure as Ideology to Leisure as Industry: Changing Leisure Policies in China*, by Ning Wang (2005). Taylor & Francis has given free access to these articles until the end of March. Feel free to share!



Opportunities



CALL FOR PAPERS AND REVIEWERS: *Recreation, Parks, and Tourism in Public Health* – *Illuminare* student section publication

The Department of Recreation, Parks, and Tourism Studies at [Indiana University – Bloomington](#) is requesting submissions for the *Illuminare* student section of the 2018 volume of the *Recreation, Parks, and Tourism in Public Health* journal. *Illuminare* seeks to publish papers relevant to leisure studies broadly or the following five core specializations and how they relate to public health: Outdoor Recreation, Park and Recreation, Recreational Sport, Recreational Therapy and Tourism Management. Deadline for submissions is the 20 April 2018. The journal is also looking for reviewers (apply by the 26 April 2018).

[READ MORE...](#)



JOB OFFER: Lecturer/ Senior Lecturer in Events Management at Leeds Beckett University (Deadline: 8 March 2018)

The [School of Events, Tourism and Hospitality Management](#) of Leeds Beckett University is looking for a well-qualified academic with an interest in management studies to join a team of scholars dedicated to researching and teaching students planning to enter the events sector. Closing date is the 8 March 2018. Prepare your CV and don't miss this opportunity!

[READ MORE...](#)



JOB OFFERS in leisure management, by Leisure Media

Looking for a job in the field of leisure? Our partner [Leisure Media](#) can surely help! Here their monthly selection of leisure management open positions, carefully chosen for *WLO News* readers:

- Charlton Athletic Community Trust – [Head of Football and Sports Development](#). Closing date: 19 March 2018.
- Westminster Academy – [Academy Sport Duty Manager](#). Closing date: 19 March 2018.
- Sanctum Spa & Fitness at Limassol Marina – [Senior Beauty Therapist - Spa Trainer](#) (Limassol, Cyprus). Closing date: 21 March 2018.

Check their website for more opportunities!

[READ MORE...](#)



FINAL CALL! Still in time to submit your articles on "Eco-Leisure" to the *World Leisure Journal*

The [call for articles](#) for a special *World Leisure Journal* issue on "Eco-Leisure: seeking and doing ecologically oriented leisure and recreation activities" will be open until the 31 March 2018. Guest-edited by WLO Board member Dr. Lawal Marafa (The Chinese University of Hong Kong), this special will cover a range of topics and perspectives that will complement our understanding of eco-leisure. Potential authors are strongly encouraged to contact the guest editor (Lmmarafa@cuhk.edu.hk) to discuss potential submissions to assure topics fit the special issue. The *World Leisure Journal*, which celebrates its 60th anniversary in 2018, is indexed in Scopus, among other relevant academic indexes and databases.

[READ MORE...](#)



Upcoming Events



Check the official calendar of events of the 2018 EU-China Tourism Year!

The calendar of events for the 2018 [EU-China Tourism Year](#) offers a wide range of activities targeting different actors. As described in the website of the initiative, it “foresees numerous events including high-level political conferences, business summits as well as b2b [business to business] matchmaking workshops for tourism operators, but also webinars and public events attractive to Chinese visitors and investors”. Check the calendar and find the events near you!

[READ MORE...](#)



Construyendo la identidad del campo de la Recreación desde una perspectiva de Derechos.

2nd International Congress on Play, Recreation and Free Time (Buenos Aires, Argentina, 25-27 May)

Under the main theme “Constructing the identity of the Recreation field from a rights perspective”, the [2nd International Congress on Play, Recreation and Free Time](#) will be organized in Buenos Aires Province (Argentina) from the 25 to the 27 May. This second edition gives continuity to the Congress held in Montevideo in 2005 (organized by the Permanent Forum for Free Time and Recreation), and is based on the understanding of recreation as a multifaceted and central space for the development of human beings. A [call for communication proposals and workshops](#) will be open until the 15 March 2018.

[READ MORE...](#)

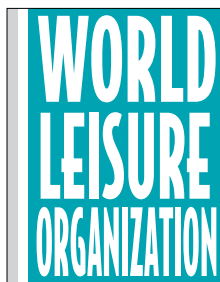


Encounters

Encounter with... Lucetta Tsai, member of WLO Board of Directors and Associate Professor at National Taipei University



Dr. Chiung-Tzu Lucetta Tsai is a member of the WLO Board of Directors, an Associate Professor at the Department of Leisure & Sport Management of the Business School of National Taipei University, and the President of [Taiwan Leisure Association](#) (TLA). She is an amazing woman and scholar who has made significant contributions to the study of women's leisure in Taiwan and beyond. We are very proud to have her in our team and are sure you will enjoy this encounter as much as we did!



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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