

# Aug.'17

## **WL NEWS**

Issue 2. Special Focus WL Congress 2018  
São Paulo & much more!





WLO welcomes you to this new issue of *WL News*, which comes packed with very diverse news from the Leisure world. This variety mirrors WLO's cross-practice and cross-cutting approach to Leisure, as well as the diversity of the very essence of our network.

In this particular issue, we want to emphasize WLO's Research and Knowledge-transfer work – which are, together with Education and Advocacy, the pillars of everything we do. These different dimensions of our work will converge in the [15th WL Congress 2018](#), which is being organized with [Sesc São Paulo](#). As part of this new issue, we announce the launch of the call for abstracts for the Congress, we share with you the latest updates from the preparatory meetings, and we invite you to learn more about leisure in Brazil and the work of our local partner through some selected readings. Finally, we bring you closer to Brazilian Leisure context by the hand of a true expert like Danilo Santos de Miranda, Regional Director Sesc São Paulo.

As the Chief Operating Officer of WLO, I would like to highlight the particularly symbolic meaning of this return of the Congress to the city of São Paulo after 20 years. In 1998, on the occasion of the 5th WL Congress, the Brazilian city witnessed the elaboration of São Paulo Declaration - Leisure in a Globalized Society. The discussion on "Leisure Beyond Constraints" in this new edition of the Congress will be a chance to retrace our steps, but also to look at future challenges and plan together our next moves.

The issue is completed by highly interesting news that we very happily received from members and partners over the past weeks. By way of example, Yvonne Klerks and Bertine Bargeman tell us about the work at WL Centre of Excellence in NHTV Breda. We pass the mike to our members Fabián Vilas (Uruguay) and José Vicente Pestana (Spain), to get to know more about them and their work. We share a Call for Papers for the *International Leisure Review*, the launch of a new issue of *World Leisure Journal*, and the debate on the Serious Leisure Perspective between Tony Veal and Robert Stebbins. Among many other things!

We are excited to see how WLO News keeps on growing and becomes a space for members and partners to share their initiatives, activities or research findings. Be part of it by sending us your news and updates to [media@worldleisure.org](mailto:media@worldleisure.org)!

Dr. Cristina Ortega Nuere  
WLO Chief Operating Officer



# WLO Highlights



## Call for papers for 2018 WL Congress in São Paulo: check the thematic areas and guidelines for submission!

We are glad to announce that you can already check the thematic areas and [guidelines for papers submission](#) on the just released [website for WL Congress 2018](#). The online tool for papers submission will open on the 1 September. Prepare your work to be shared with the global Leisure community. We look forward to receiving your contribution! Future updates on the programme, the speakers, the complementary social activities or our suggestions for accommodation will be coming soon!

[READ MORE...](#)



## INTERVIEW with Danilo Santos de Miranda (Regional Director of SESC São Paulo): “We must strive to use technology to knock down the barriers and prejudices preventing all people from having access to diversified leisure experiences”

Danilo Santos de Miranda sees himself “as a cultural manager who is still restless when it comes to leisure issues, especially those to do with the democratization of leisure. It is still with that prospect in mind that I go to work every day”. WLO is very proud to share this conversation with the Regional Director of [SESC São Paulo](#), local organizer of the [WL Congress 2018](#). Danilo’s words are profoundly enlightening and provide us with a focused panorama of leisure in Brazil, the role of “spaces of public interest” for the enjoyment of leisure, and the developments between 1998 WL Congress in São Paulo and the upcoming one in 2018, among many other issues. We hope you enjoy this interview as much as we did!

### **About yourself**

#### **What is your professional background? And how did you end up working in the leisure field?**

I studied sociology and philosophy. My professional career started in human resources and then I went on to work for an institution similar to Sesc, known as SENAC. By then, I was already familiar with the work

done by Sesc and identified with it. Ever since its inception, in 1946, Sesc's efforts have been geared towards the cultural development of its primary audience – professionals working in businesses and services, and that of the community, and it has always done so by offering leisure and cultural activities that are imbued with the spirit of education and transformation. It was my background and my firm belief in the educational power of leisure that led me to accept the position of Director of Sesc São Paulo in 1984. Now, 33 years later, I see myself as a cultural manager who is still restless when it comes to leisure issues, especially those to do with the democratization of leisure. It is still with that prospect in mind that I go to work every day.

### **What do you do for your leisure?**

I love watching soccer games on TV. I also go out about four nights a week – to the theatre, to listen to music, or to contemporary dance performances. I take walks outdoors, close to nature and, to me, going out with friends and travelling is essential. Nevertheless, in my view, leisure is something that goes beyond rest, or even fun. I always see such moments as an opportunity for personal fulfilment, a time to appropriate and acquire knowledge. I have an interest in historical literature, such as Leonardo Padura's novels. Reading has been doing me a world of good lately...

### **Is there any leisure experience in your lifetime that you particularly remember? Why?**

Yes, absolutely. Always. I used to take part in bike rides a good many years ago. I have always attended concerts at Sesc Pompeia, even before I joined the institution. I often went to the movies around Paulista Avenue, which is considered to be the financial epicentre of the city and an area where a large part of cultural venues are concentrated. I have seen the city change over time, there has been an exponential increase in the number of cars on the streets, traffic jams... It is a rare thing to see someone casually riding a bicycle on the streets these days, as we used to. So, my affective memory often takes me back to how we appropriated the streets, public spaces... and now, it makes me happy when I see an effort towards increasing bike paths in the city, for instance, or turning Paulista Avenue into an open space for pedestrians, a place of leisure for all, on Sundays and bank holidays.

### **Did that leisure experience have any impact on you? If so, which one?**

All good memories are eventually consolidated into something like a theory that you set for your life, your own individual theory, an ethics for yourself, a set of tastes and good things that allow life to be lived a little more lightly. Leisure is part of the most sublime that life can offer to help you understand the world. It is very important to have time for yourself, to explore what is relevant in life and to enjoy the experience.

### **Knowing a bit more about leisure around the world**

### **Which do you think have been the main changes in terms of leisure in the last years in your nearest environment?**

While the leisure issue has been part of academic and institutional debates since before the 1960s, Brazil's track record in political construction has not been conducive to the acknowledgment that leisure is essential. Sesc played a pioneering role in that debate when it drew from references by Joffre Dumazedier, the French leisure expert who stressed the importance of free time and its educational quality. Only in 1988 was leisure guaranteed as a Social Right by the Brazilian Federal Constitution. From then on, I have noticed that people have become more aware, even if only slightly more so, but, still, more aware of their right to leisure, and some of them have been claiming that right to quality leisure more frequently. After experiencing a boom in the past decades, I feel that large cities have now been trying to reconnect with nature. The importance of having green spaces is an increasingly hot topic – which is of vital importance. Sesc São Paulo is about to open an RPPN – *Reserva Particular de Patrimônio Natural* (Private Natural Heritage Reserve) to the public, in a city called Bertioga, which is located on the coast, and will offer one of the first ever accessible trails for people with physical disabilities. Because it pervades so many issues, leisure can also be a vector for social and community development.

**What would you say it is specific about leisure in your city, country or region, with regard to other parts of the world?**

Working in the Leisure field in São Paulo is very challenging. We are talking about a Megacity, with over 12 million people (and that doesn't include the 8 million living in the surrounding cities that make up the Greater São Paulo Area), that is anything but obvious to those who live there, or visit it. We sometimes have to deal with paradoxical situations, such as skyscrapers and a dirt soccer field in the middle of a public square sharing the same district – the city's financial epicentre. The city has a lot to offer and can cater to every taste, but distribution is still unequal. With that in mind, Sesc has been trying to encompass different areas of the city, as well as cities across the state, where there is an even bigger shortage of cultural facilities. Sesc manages 20 cultural and sports centers in the state capital alone. There are 17 others across the state (and the prospect of more opening over the next few years). On average, 400.000 people take part in Sesc's activities every week. These people are interested in experiencing or enjoying moments of leisure, concerts, dance performances, theatre plays, movies, visual art pieces, not to mention all the physical activities, different sports modalities, such as football, volleyball, basketball, swimming, tennis, judo, among others, and countless other options available.

Considerable focus has also been placed on social and environmental issues, either through educational initiatives, the park-centers, or the RPPN, as I mentioned earlier. Brazil is a massive country that boasts extraordinary cultural wealth, but, unfortunately, there is still very little encouragement when it comes to these manifestations. The diversity of music styles, dance and popular tradition is everywhere, and some of it still survives as a form of resistance. The city of São Paulo welcomes immigrants from all over the country and many parts of the globe. In point of fact, we have the largest Japanese community outside of Japan. There are refugees from Syria, Congo, Haiti... All these people bring their customs and culture with them, and those are then blended with ours... there is no doubt that this plurality enriches us.

## **By the way, how do you say leisure in your language?**

Lazer.

## **About the future of leisure studies**

### **What would you say is the main opportunity for leisure in the coming years? And the main challenge?**

I believe the main opportunity lies in turning leisure time into a time for all-encompassing human development, a time to broaden horizons and to expand one's view of the world. In fact, I think the opportunity lies in making this a global view of leisure, establishing international connections and creating links that can strengthen us as a society. I believe the biggest challenge is getting people, as well as governments, to understand that leisure is vital and much needed. It is never a banality. Making sure that leisure is never at the service of empty entertainment, never used merely as a means to spend time, but an investment of time. And ensuring that it is sustainable in every sense.

### **What skills and competences do you think professionals of leisure will need in the following years?**

Professionals of leisure tend to be people with fresh ideas who are aware of the transformative power of leisure and of its importance to the advancement of individuals. They are educators in the broad sense of the word, that is, they mediate the educational process that takes place through leisure. I think professionals in this field are constantly challenged to exercise their creativity. Therefore, among the many necessary skills, two are essential in my view: they must be restless – that way their work will always bring an element of exploration and innovation to leisure, and they must be able to think judiciously, so as to avoid simply substantiating the entertainment market and to truly provide people with meaningful and transformative leisure experiences.

One of the challenges we face (and here I include Sesc and the WLO, as partners that operate in the same field) is to make this an increasingly more universal right, and preferably guaranteed by the Universal Declaration of Human Rights.

### **How do you think leisure studies will evolve in the coming years?**

In my view, leisure studies have a major challenge ahead, especially considering the changes that the so-called "social times" have been going through. In the past, there used to be working time and non-working time, during which people would experience leisure. Now, it seems to me that the line between those two different times is progressively more blurred... Having diaries and e-mail available on smartphones, home-offices and the loosening of labour laws also have an impact on that. I think leisure studies become broader and deeper as progress moves forward. More and more people claim to have less time for themselves, to look after their own health through physical activity and healthy eating habits, or to spend with their families. As

our work becomes more demanding, we get too busy doing and forget about being... Time seems to have become scarcer over the last few years... the time for being, for contemplating and living life, and not simply spending it in traffic, in endless meetings, on a mobile phone, tablet or TV...

Counteracting that trend is, to me, the biggest challenge leisure studies have to tackle. New technologies play an undeniable influential role as accelerators of social dynamics. Although their excessive use can hinder other essential activities – such as human interaction, they can also be exceptional tools for development.

### **About WLO expectations**

#### **How do you think WLO has helped you?**

The WLO plays a major role in bringing institutions that share the same values together, its networking is highly relevant, and it offers the Centers of Excellence, in addition to concentrating professionals of leisure from five different continents. To be part of something like that is extremely important to an institution like Sesc, which plays such a major role in implementing initiatives and producing knowledge on leisure in Brazil. Not to mention that I was a member of the WLO Board when it was still known as WRLA. When we held the 5th World Leisure Congress, in 1998, Sesc was still taking its first steps towards organizing global conferences and the feedback on the Congress was very positive, both in Brazil and abroad. I am certain that all the professionals of leisure who were here left with a positive impression of who we are, what we believe in and how we go about accomplishing our mission to make good quality leisure more accessible to the population.

#### **What do you think WLO should promote more? Is there anything specific you are missing?**

We have been thinking that the WLO could increase its presence and contact network in Latin America, where leisure needs to be more encouraged by both public policies and private non-profit initiatives. There are many competent people generating knowledge and implementing successful leisure initiatives here. Language can be a barrier, so, perhaps investing in becoming a bilingual organization would be a huge step towards bringing Latin-American countries, researchers and institutions together. Maybe that will be easier now that the headquarters are in Bilbao.

#### **How would you encourage people and institutions to collaborate and become WLO Members?**

My advice would be to bring people closer so they can get to know the work that the WLO has been doing, especially in the last few years. I would highlight the new commissions program and the Centers of Excellence as the possibilities with the most potential to engage new members and encourage their participation.

## **About WL Congress 2018**

### **WL Congress 2018 will take place 20 years after WL Congress 1998, also organised by Sesc in São Paulo. What do you think has been the impact of the 1998 WL Congress at Sesc in São Paulo?**

The 1998 Congress was most certainly a milestone in the history of World Leisure Congresses, both in terms of the number of scholars who attended and the quality of the debates. The event took place at a time of severe social and economic crisis, and debating topics such as leisure and free time within that context was highly challenging. But, we did it – reflections revolved around two main themes: the effects of globalization and the qualitative aspect of what to do with one's free time. Moreover, once the five days of the meeting came to an end, the São Paulo Declaration was composed: a definitive charter containing basic guidelines for official leisure policies, ratified by the UN and collectively endorsed by Congress participants. The São Paulo Declaration – Leisure in a Globalized Society was based on article 27 of the Universal Declaration of Human Rights, which states that all cultures and societies must recognize the right to rest and to leisure.

### **What are your expectations with the organisation of the WL Congress 2018?**

My expectations as the director of Sesc São Paulo are to bring together people from all continents and to enable as much experience sharing and knowledge dissemination as possible. I believe the WLO and Sesc will be able to consolidate the view that everyone has a right to leisure, and that it is of vital importance to the structuring of society. To raise awareness of the need to make it an increasingly more universal right. We cannot underestimate the quality of the leisure experiences we offer. Public spaces (or spaces of public interest, as is Sesc's case) must be inviting and fully accessible for the enjoyment of leisure. We must strive to use technology increasingly in our favour and to knock down the barriers and prejudices that still prevent all people, without exception, from having access to diversified leisure experiences that can contribute to their development and to the enhancement of quality of life for all. Hence, I see this Congress as an opportunity to ensure the appreciation of leisure as a concept that is as important as the right to education, apart from anything else because leisure is also educational.



# WLO Insights



## WLO meets Sesc São Paulo and USP for the organization of WL Congress 2018

WLO traveled to São Paulo to hold the first Scientific meeting and Operational meeting with [Sesc São Paulo](#) and the [University of São Paulo](#) in preparation for the [WL Congress 2018](#). All the three institutions reaffirmed their commitment to approach Latin American Leisure community in this new edition of the Congress. This joint work served to further define a programme that will include, on top of the main Congress programme, social activities and a leisure and cultural tour to the most relevant leisure infrastructures in the city, among others.

WLO team visited the Brazilian city and met local partners [Sesc São Paulo](#) and the [University of São Paulo](#) to move forward in the organization of the upcoming [WL Congress 2018](#). During the visit, WLO Chief Operating Officer, Communication & Events Coordinator, and Programme Coordinator had the opportunity not only to visit the centers of [Sesc Pompeia](#) and [Sesc Pinheiros](#) (the latter being the venue of the Congress) and meet the scholars of the University of São Paulo, leading the Congress' Scientific Committee, but also to get to know other researchers and professors from other universities, as well as some centers that will complete the Congress Scientific Programme.

While the Operational Committee meeting was dedicated to logistic and organizational issues, the Scientific Committee meeting served to finalize the thematic areas of the Congress, which will merge with the recently created, member-driven [WLO Special Interest Groups](#) (SIGs). These thematic areas (which can be checked [here](#)) are the result of an effort to combine the interests of the leisure studies community worldwide with the concerns of the Latin American, and specially Brazilian scientific community in the Leisure field. The programme of the Congress will be completed with the Field School – specially designed for international students in the leisure field who want to gain immediate practical experience with real case studies. Furthermore, it was suggested that a study tour could be organized the days prior to the main Congress, providing delegates with the opportunity to meet the professionals behind the most relevant leisure infrastructures in the city, among which: [Galeria Estação](#), [Instituto Tomie Ohitake](#), [Paralympic Training Centre](#), [Parque da Juventude](#), [Museu do Futebol](#), or [Memorial](#).

WLO Chief Operating Officer of WLO, Dr. Cristina Ortega, highlighted the particularly symbolic meaning of this return of the Congress to the city of São Paulo after 20 years. In 1998, on the occasion of the 5th WL Congress, the Brazilian city witnessed the elaboration of São

Paulo Declaration – Leisure in a Globalized Society. The discussion on “Leisure Beyond Constraints” in this new edition of the Congress will be a chance to retrace past steps, but also to look at future challenges and plan together the next moves.

## WLO and Leisure Media to start new forms of collaboration

Liz Terry, Leisure Media CEO, and Cristina Ortega, WLO Chief Operating Officer, met together on the premises of Leisure Media, a leading media company specialized in [Leisure based](#) in Hitchin (UK), with the aim of finding on new forms of collaboration between both organizations, which would result in new benefits for WLO members. Both parties agreed on the success of the meeting.

Cristina Ortega, WLO Chief Operating Officer, visited the headquarters of [Leisure Media](#) in the town of Hitchin (UK) and met Liz Terry, the company’s CEO. The aim of the meeting was to pick up on a previously existing agreement between both organizations and expand it through new forms of collaboration.

Leisure Media edits more than 25 printed and digital publications specialized in Leisure and other, more specific areas such as Architecture & Design, Sports, Attractions or Health & Fitness, among others. Over the course 30 years, Leisure Media has gained expert knowledge in the field of Leisure practice, which is reflected in their high quality and always up-to-date publications. As expressed by Cristina Ortega, WLO COO: “Leisure Media publications are not only very interesting, but they are also an excellent means to grasp the latest trends in the field of Leisure. I think this type of contents is highly valuable to reconnect scholars and professionals, between them and with daily leisure practices, which is an underlying objective of WLO’s action”. It is WLO’s intention to capitalize on Leisure Media long-lasting expertise to offer its members a broader range of contents on Leisure. WLO thanks Leisure Media, and particularly Liz Terry, for their readiness to embark on new joint endeavors!

Some of the many publications published by Leisure Media are: [Leisure Management magazine](#), [CLADmag magazine](#) (on Architecture & Design) or [Attractions Management magazine](#).

## WLO at ICCA’s Association Meetings Programme in Fukuoka (Japan)

WLO Communication and Events Coordinator, Mireia Iglesias, had the opportunity to take part in the [Association Meetings Programme](#) (AMP) organized by the [International Congress and Convention Association](#) (ICCA). The event was held in Fukuoka, Japan from June 29 to July 1, 2017 and was attended by 145 participants from 31 countries.

Mireia Iglesias, WLO Communication and Events Coordinator, travelled all the way to Fukuoka (Japan) to actively take part at the [Association Meetings Programme](#). With an outstanding 3-day





educational programme and speakers in the field, Mireia was selected as an association executive to take part and had the chance to learn and share with other international meeting industry professionals and colleagues, like Kay Troll from International Sport & Cultural Association (ISCA), Jon Bruno from Ecotourism International Society, Esther Banike from World Federation of Tourist Guide Association, and David Chapman from WYSE Travel Confederation.

The programme covered site inspections, seminars, table discussions, business exchanges, and networking sessions. Some of the session topics were: Practical aspects of association management; Online communication and digital strategy: conquering the digital; Understanding trends and opportunities, or Leaving a legacy, among others.

ICCA is the global community and knowledge hub for the international association meetings industry and represents the main specialists in organising, transporting, and accommodating international meetings and events. ICCA has over 1,000 member companies and organisations in almost 100 countries worldwide.

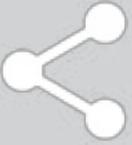
## WLO Treasurer, Yvonne Klerks, visited WLO Office in Bilbao for a working meeting

The meeting between WLO Treasurer, Yvonne Klerks, and WLO team has already become a gathering tradition. In a 2-day meeting the team works together in order to align organization's efforts and works towards the planning for the upcoming months and year. Always good and very intense days for recap and reflection!

For two very intense days Yvonne Klerks, WLO Treasurer, met the team at WLO Office in Bilbao. This has recently become kind of a traditional working meeting in which team members recap and reflect in the future activity and projects of the organization. These are always intense and long days, accompanied by a learning process.

Some of the results of the meeting will be shared in the upcoming Board Meeting in Hangzhou, next October, 2017.





# WLO Network



## What makes of NHTV Breda a WL Centre of Excellence?

NHTV Breda University of Applied Sciences was accredited by the WLO as a [World Leisure Center of Excellence \(WLCE\)](#) in 2014 for its high quality, innovative approach to research and education in the field of Leisure. Learn more about WLCE Breda, its programs and groundbreaking research and get ready to apply for the call for new Centers of Excellence that is being prepared. Further updates will follow!

As explained by Yvonne Klerks and Bertine Bargeman, from [NHTV Breda University](#), in an article about World Leisure Center of Excellence (WLCE) Breda published the *Brazilian Journal of Leisure Studies* (available in open access [here](#)), "The overall aim of WLCE Breda is to support the goals and themes of the World Leisure Organization, to operate in a global Excellence Network in the field of Leisure Studies and to further develop leisure programs and research. The main focus of WLCE Breda is doing research, implementing the WLCE Breda visiting scholars program and providing the MSc Leisure Studies".

WLCE Breda offers [programs](#) in Leisure & Events Management and Science Leisure Studies at BA level, and MAs in Science Leisure Studies, Imagineering, Tourism Destination Management and Media Innovation.

Research at WLCE is developed within the NHTV Academy for Leisure research program "Leisure in the Network Society; Meaningful Experiences and Co-creative Innovation". In the article mentioned above, Klerks and Bargeman describe as follows the research areas covered by this program:

1. "the generation of leisure content through storytelling, leisure experience and behavior;
2. the process of designing leisure experiences through Imagineering: organizational and business design;
3. the context provided for leisure experiences by placemaking and events".

As part of the WL Centers of Excellence Network, WLCE Breda participates in the organization of the biannual Field Schools, a special program designed for leisure students connected to work on real life research projects in the hosting cities of the WLO Congresses.

[World Leisure Center of Excellence](#) is an international graduate/post-graduate program which offers opportunities for colleges and universities to affiliate with WLO to establish and provide graduate educational programs and research centers focused on play,

recreation, the arts, culture, sport, festivals and celebrations, health and fitness, travel and tourism with an international dimension.

WLO will soon launch a call for educational centers to apply for joining NHTV Breda in the global WL Centers of Excellence Network. Stay tuned!

## Hear from previous participants and get ready for the next Field School in São Paulo 2018!

WL Field Schools aim at providing the international community of Leisure students with the opportunity to gain hands-on knowledge, as well as contributing to the local community in which the WL Congress is taking place, by leaving a legacy and impact. Next Field School will be organized within next [WL Congress 2018](#) in São Paulo (August-September 2018) and will be attended by local Brazilian students and students from [World Leisure Centers of Excellence](#), who will work together on practical case studies. If you are a student and wonder why you should participate, hear from previous participants and stop hesitating! More info will be coming soon!

WL Centers of Excellence (WLCE) network are currently working on the next WL Field School, which will take place on the occasion of the next [WL Congress 2018 in São Paulo](#), connected to the theme of the Congress: "Leisure Beyond Constraints". Students from the 3 WLCE and Brazilian students will participate in the Field School and work together on leisure case studies.

In preparation of this new edition of the WL Field School, we wanted to share with you the experience of some participants in Field Schools in Mobile (Alabama, US, 2014) and Durban (South Africa, 2016).

### **Rosangela Martins de Araujo Rodrigues** **University of São Paulo (Brazil)**

C\_Rosangela Martins2-60"Initially, I thought the Field School was about sharing knowledge and experience with the local community, but I soon realized how much one can be taught from a different culture and from learners from different nationalities, on a reciprocal learning process. As a challenge of this experience, I would highlight proposing leisure solutions in a context that was very different from mine. That way, the Durban Field School brought an important upgrade to my professional and scientific path. The next edition will take place in one of the largest megacities in the world, which has inhabitants who are native of more than 200 countries. It is marked by its architectural and gastronomic diversity, and for concentrating the largest Brazilian cultural pole, as well as the largest hotel complex in Latin America and the main office to renowned academic centers. The students will find this scenario of cultural plurality in 2018, because São Paulo is all well and good!".

### **Gift Muresherwa** **Cape Peninsula University of Technology (Cape Town, South Africa)**

C\_Gift Muresherwa-FD Testimony-60"The Field School provided me with an exceptional opportunity that allowed me to work together with student





delegates from various universities around the world in international and multi-disciplinary groups on a project related to the city of Durban. Through the discussions we had, in trying to accomplish the assigned tasks, knowledge was exchanged which enabled building on each other's expertise. From this I learnt that if people work together, aiming to achieve set goals, the result is always fulfilling. The main highlight for this Field School to me was the contact we had with the community members particularly our host, the residents and sangoma (traditional healer). It was an amazing experience experiencing the rich tourist products of the Inanda area while trying to find best ways to market these products to benefit local businesses and community. I highly recommend academics regardless of level of study to participate in the Field School since there is much to learn and makes one to meet wonderful people from different parts of the world".

**Karabelo Khophoche**

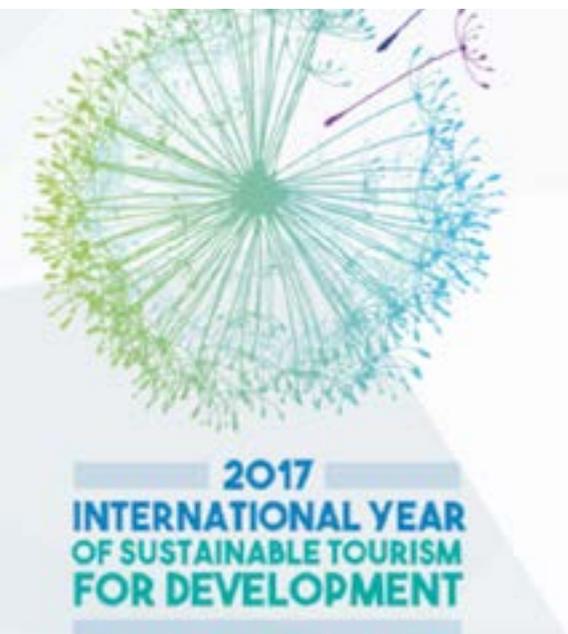
**Central University of Technology (Free State Bloemfontein, South Africa)**

C\_Karabelo Khophoche-FS testimony-60"Firstly I would like to thank all the organisers and programme managers that made the Field School possible. It was an exceptional programme that I got to engage in and I am glad I got to be part of it as day by day I got to learn and discover many insightful information that I still use in my field till this day. Getting to be around different individuals from different cultures and speak diverse languages for me was the highlight of the entire Field School programme, as it allowed us to have many perspectives and dimensions when we had to work together. This is a great programme and I would love to do again, but also would definitely recommend it to every student to participate in it. It is one of the best experiences one can be part of at any given time".

**Lizzy Klijs**

**NHTV Breda University of Applied Sciences (The Netherlands)**

C\_Lizzy Klijs-60"During the Field School in both Alabama and Durban I got the opportunity to communicate with a wide variety of students from different disciplines and backgrounds, where leisure was the connecting topic. I noticed similarities but also differences in the perception of leisure in different contexts and countries. So I have learned that in some countries leisure is mainly perceived as sports, yet in other countries the word has a broader definition (also including events and attractions). This was one of the very important learnings I took with me, especially working with people globally. In my opinion the main highlight of the Field School has been that leisure students from different countries were united to discuss the phenomenon leisure. For all students over the world it is a great opportunity to join the Field School and the World Leisure Congress. The Field School gives you the opportunity to work on the practical side, yet the Congress gives you insights into the more theoretical and academic side of leisure. A perfect combination in my opinion. Participating in the Field School and presenting at the World Leisure Congress twice opened a lot of doors for me, and made me grow as a professional in the field of leisure".



## Join UNWTO in the celebration of the International Year of Sustainable Tourism for the Development 2017

The first half of the [International Year of Sustainable Tourism for Development 2017](#) leaves crucial initiatives such as the set-up of a roadmap to measure sustainable tourism in the [UNWTO Conference](#) in Manila last June. The second half of the IY2017 will see, among others, the celebration of the World Tourism Day 2017 Official Celebration (27 September, Doha, Qatar), and the [Second UNWTO/UNESCO World Conference on Tourism and Culture](#) (11-12 December, Muscat, Sultanate of Oman). The latest update of the 2017 International Year of Sustainable Tourism for Development Calendar can be accessed [here](#). You can also [share your initiative](#) to celebrate the IY2017 and raise awareness of the contribution of sustainable tourism to development.

[READ MORE...](#)



## Social Tourism: OITS helps determining the DNA of the Belgian coast within the PROFIT Interreg project

[PROFIT](#) (PROfessional Framework for Innovation in Tourism) is an Interreg project offering social tourism coastal resorts at the French and Belgian coast the chance to build and implement a framework that supports innovative social entrepreneurship and develops innovative products, services and technology solutions. As a project partner, the [International Social Tourism Organization](#) (OITS-ISTO) is in charge of coaching the process and help for the translation of the initiatives on the scale of each vacation center. Some of the recent developments of the PROFIT project include the determination of the DNA or specific identity of the coastal regions, and the organization of a creative session in which OITS met representatives of the Social Tourism sector at the coast to work on the values of this type of tourism.

[READ MORE...](#)



# Member's Voice



## Fabián Vilas (Uruguay): "I believe WLO open doors, and makes it possible to generate and exchange knowledge"

Fabián Vilas Serna is the Coordinator of the Entertainment Team at the [Permanent Forum of Free Time and Recreation](#), a collective grouping together professionals from Argentina, Bolivia, Brazil, Venezuela and Uruguay. He is also the Director of the Centre for the Promotion and Research on Play, Recreation, Cultural and Community Work [Recreándonos](#), based in Uruguay. He just renewed his WLO membership and we talked to him about his work, his experience as a WLO member and his expectations for the future.

We talked to WLO member Fabián Vilas Serna, coordinator of the Entertainment Team of the [Permanent Forum of Free Time and Recreation](#), and director of the Centre for the Promotion and Research on Play, Recreation, Cultural and Community Work [Recreándonos](#) (Uruguay).

### **In one sentence: What does leisure mean to you?**

From our reality and cultural framework, we talk about "Recreation", not about "Leisure". Recreation is a cultural phenomenon of societies and communities, as well as a right.

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

I am the Director of the Collective Centre [Recreándonos](#), which is devoted to the study and promotion of Play, Recreation, and Community Work. Our office is located in the city of Montevideo (Uruguay). I am also the Coordinator [Permanent Forum of Free Time and Recreation](#), a group formed by professionals from all Latin America. I also do consultancy and counseling work for production and work Cooperatives, Teams, and social and business Organizations. At the moment I am conducting a research on human groups, subjectivity and daily life, within the consultancy firm [GROPPO](#).

### **How did you hear about WLO?**

Through a communication/call for the World Leisure Congress in São Paulo in 1998.

### **Why did you decide to become a member of WLO?**

Because I think it is an organization that, by joining together people and organizations from all over the world, it open doors, and makes it possible to generate and exchange knowledge.

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

I would like to develop synergies for the articulation and exchange of ex-

expertise and knowledge, while taking part in academic production spaces, and supporting actions of political-institutional nature.



## **José Vicente Pestana (Spain): “Integrating knowledge - from a pluralistic standpoint - is a key aspect for developing leisure as a field of study”**

Committed to the development of Leisure as a field of study and as means for transforming our surroundings, José Vicente Pestana works at the Department of Social Psychology and Quantitative Psychology of the University of Barcelona (Spain). We asked him about the meaning of Leisure, his current projects and his participation in WLO, now that he just renewed his WLO membership and thus reaffirmed his commitment with global exchange in the field of Leisure.

We talked to WLO member José Vicente Pestana, researcher at the Department of Social Psychology and Quantitative Psychology of the University of Barcelona (Spain).

### **In one sentence: What does leisure mean to you?**

Leisure means to me the context and the experience to deeply go into what we actually are and may be.

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

I am currently researching about the links between leisure experiences and specific time uses (time perspectives, procrastination), as well as theatre practices as a complex heuristic for self-development.

### **How did you hear about WLO?**

I heard about WLO thanks to Nuria Codina, who directed my doctoral dissertation and is currently the main responsible of several research projects I am working in.

### **Why did you decide to become a member of WLO?**

Because I strongly believe that the more we share scientific projects and human affinities, the more we may be able to change our surroundings through leisure.

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

It would be great to make reflections about the transformative side of arts as a leisure practice, combining their epistemological, methodological and social intervention issues. In my view, integrating knowledge – from a pluralistic standpoint – is a key aspect for developing leisure as a field of study.



# Publications



## **JOURNAL: A new issue of *World Leisure Journal* is hot off the press!**

World Leisure Journal, Volume 59, Issue 3 focuses on "Leisure between Vision and Reality" and is now available online on [Taylor & Francis Online](#). Articles in this issue tackle the relation between leisure and a wide range of topics such as post-work societies, daily life stress, backpacking and adaptation to the workforce, or mental illnesses, among others. Remember that you can get 4 printed issues of WLJ and gain access to its electronic version by [becoming a WLO member](#). WLO thanks [Prof. Dr. Atara Sivan](#), WLJ's editor-in-chief, for her dedication and commitment to safeguard the highest academic standards.

[READ MORE...](#)



## **World Leisure Journal ARTICLES (free access): Learn about Leisure in Brazil and warm up for the next WL Congress**

We selected for you (and gave free access to) two articles recently published in the *World Leisure Journal* that will bring you closer to the Leisure context in Brazil, host country of the next WL Congress São Paulo 2018. The first one, titled "[Leisure practices in Brazil: a national survey on education, income, and social class](#)" (2017) and signed by WLO member Ricardo Uvinha and his colleagues at the Interdisciplinary Group of Leisure Studies (University of São Paulo), is part of an extensive research project entitled "The Brazilian's Leisure" supported by Brazilian Ministry of Sports. Our second proposal is the article "[Dumazedier, the serious leisure perspective, and leisure in Brazil](#)" (2016), by Robert A. Stebbins.

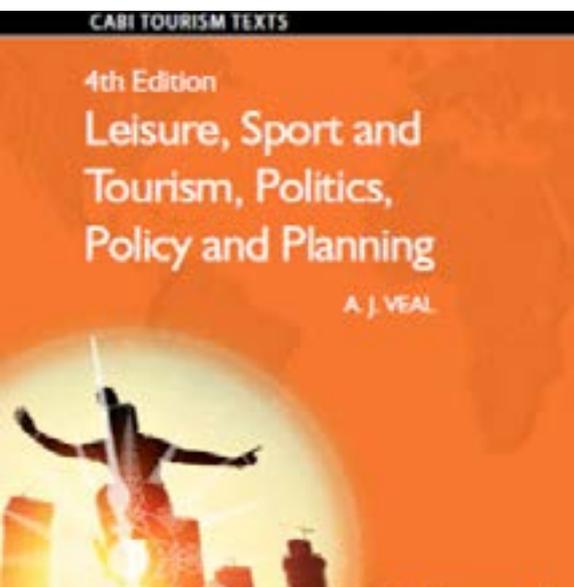
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## **Book: BOOK: *Cidadelas da Cultura no Lazer. Uma reflexão em Antropologia da Imagem sobre o Sesc São Paulo* by Yara Schreiber Dines**

We pick up on this book edited in 2013 by [Edições Sesc](#) to invite you to learn more about [Sesc São Paulo](#), the local organizer of the next [WL Congress](#) (August-September 2018). This book is the result of Yara Schreiber Dines' doctoral research. She analyses Sesc's iconographic archive from a historical-anthropological perspective, and in relation to the sociocultural dynamics of the metropolis Paulista. She does so for the period that goes from the creation of the institution to the 90's, building upon archive images and qualitative interviews with managers, teams and Sesc visitors. Take a closer look at Sesc and get ready to love it.

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## NEW EDITION of the BOOK: Leisure, Sport and Tourism, Politics, Policy and Planning by Tony Veal

The fourth edition of member of WL Academy Prof. Dr. Tony Veal's *Leisure, Sport and Tourism, Politics, Policy and Planning* has recently been published (ed. by CABI). In addition to general updating of sources, innovations/additions, this new edition includes: an enhanced chapter on human rights and citizenship rights; separate chapters on strategic planning, and evaluation of leisure/sport/tourism planning approaches; two separate chapters on facility/service audit, concerning capacity, and facility use and measurement; a new chapter on issues and current and future challenges, and much more!

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## Follow the debate between Tony Veal and Robert Stebbins on the Serious Leisure Perspective

Readers may have seen Tony Veal's recent critique of the serious leisure perspective (SLP) in *Leisure Sciences*. This questions the validity of the SLP as both theory and classification system. Robert Stebbins has challenged this critique in a paper posted on the ResearchGate website and Tony Veal has posted a response to the challenge. Stebbins is now writing a synthesis of the serious leisure perspective that comes to grips with the points raised in this debate. Read more for the details and follow the debate!

Prof. Dr. Tony Veal and Prof. Dr. Robert Stebbins, both members of the WL Academy and prominent scholars in the field of leisure, have recently engaged on a debate on the [Serious Leisure Perspective](#) (SLP), a theoretical framework originated by Stebbins

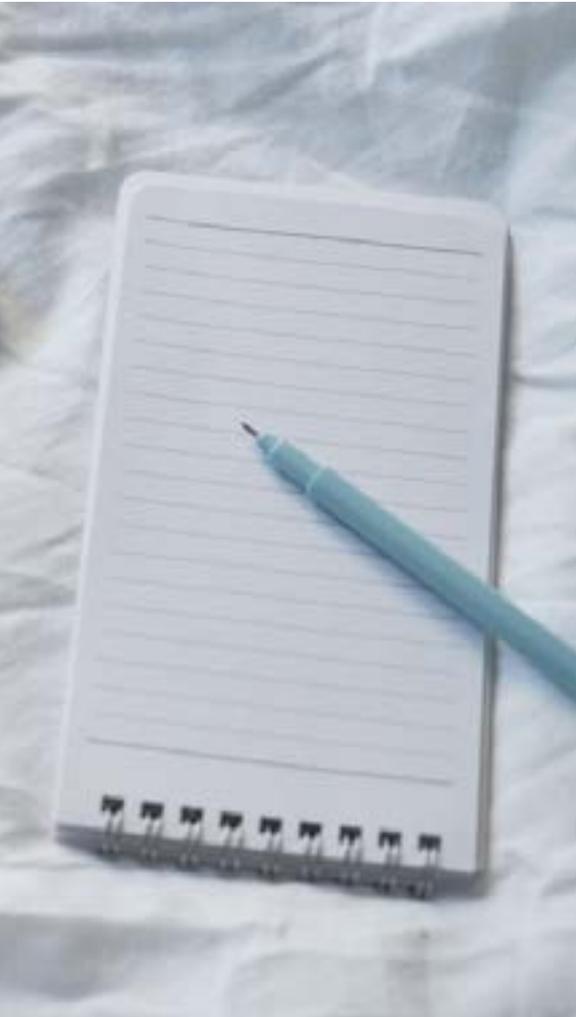
Details are as follows:

- Veal, A.J. (2016). "The serious leisure perspective and the experience of leisure". *Leisure Sciences*, 39(3), 205-223.
- Stebbins, R.A. (2016). "The serious leisure perspective or the leisure experience perspective? A rejoinder to Veal". At: [researchgate.net/publication/307857914](https://researchgate.net/publication/307857914)
- Veal, A.J. (2017) "The leisure experience and the serious leisure perspective: A response to Robert Stebbins". At: [researchgate.net/publication/317740871](https://researchgate.net/publication/317740871)
- A synthesis of the SPS, dealing with, among many other matters, many of the points tackled in this debate, is being prepared at the moment by Stebbins.

Stay tuned not to miss the next updates on this crucial debate for the Leisure Studies field!



# Opportunities



## **CALL FOR PAPERS: *International Leisure Review* (Taiwan)**

The *International Leisure Review*, edited by the [Taiwan Leisure Association](#) (TLA), invites papers on all aspects of leisure, recreation, and related issues from authors throughout the world. Deadline for submission is end of November 2017, and contributions must be sent to the guest editor for this issue, [Dr. Lawal Marafa](#), member of WLO Board of Directors, at [Immarafa@cuhk.edu.hk](mailto:Immarafa@cuhk.edu.hk)

The *International Leisure Review* launches a call for papers on leisure, recreation, and related issues. The journal publishes studies of theoretical, applied and professional interest. Contributions may be in the form of original articles reporting the author's research, reviews of a topic or issue, or case studies. Proposals for sets of papers addressing a common theme or issue are also encouraged.

The *International Leisure Review* is the official refereed journal of the [Taiwan Leisure Association](#) (TLA). It has a large, worldwide and diverse readership composed of researchers, scholars, educators, policymakers, and managers in the commercial, public and voluntary sectors, who work in the arts, the media, sport, tourism, community recreation, therapeutic recreation and other specific field, and in the wider leisure field.

Manuscripts and other proposals, as well as proposals of books for review, should be sent to the Guest Editor, [Dr. Lawal Marafa](#), at [Immarafa@cuhk.edu.hk](mailto:Immarafa@cuhk.edu.hk)



## **JOB OPPORTUNITIES at the Academy for Digital Entertainment (NHTV Breda): Educational advisor and Senior Lecturer Game Design and Production**

The Academy for Digital Entertainment of WL Center of Excellence [NHTV University for Applied Sciences](#) in Breda (The Netherlands) is looking for an Educational Advisor and a senior lecturer on Game Design and Production (deadline for application: 8 and 15 September, respectively). The Academy offers bachelor programs in Game Architecture & Design and Media & Entertainment Management. Check the terms of reference and apply to work in a highly innovative educational environment.

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# Upcoming Events



## Monuments and sites in 50 countries open their doors for the European Heritage Days in September

Held in September each year, [European Heritage Days](#) events – often called Heritage Open Days – take place in the 50 countries party to the European Cultural Convention. During this time, doors are opened to numerous monuments and sites, allowing Europe's citizens to enjoy free visits and learn about their shared cultural heritage and encouraging them to become actively involved in the safeguard and enhancement of this heritage for present and future generations. Read more to check the full programme!

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## Get discounted registration fees for the Music Tourism Convention and the Music Cities Convention (United States)

Sound Diplomacy and Music Cities Events are proud to present the Music Tourism Convention (Franklin, TN, 21-22 September 2017) and the Music Cities Convention (Memphis, TN, 26 October 2017). These major international music conferences will bring together leaders from governments, cities and regions, academics, organisations and the music scene to discuss, debate and introduce new thinking on the music and tourism sectors, and on the relationship between music and the built environment, respectively. WLO members get discounted registration fees! Contact [media@worldleisure.org](mailto:media@worldleisure.org) to learn how.

If you are a WLO member, Sound Diplomacy and Music Cities Events are generously offering you discounted ticket for the largest largest and most extensive gathering on Music Tourism and Music Cities:

- [Music Tourism Convention](#), Franklin, TN. Will be held 21-22 September 2017 and will focus on all aspects of music tourism, from destination marketing, to making the most of your music attractions to looking inside the world's best festivals. Speakers include the VP of Goldenvoice Concerts, the Head of Marketing UK at Lastminute.com, the Executive Director of the Tina Turner Museum.

- [Music Cities Convention](#), Memphis, TN. Will be held 26 October 2017 and will focus on all aspects of music in cities from the problems facing

artists to music strategies in cities to smart music cities and how data can be harnessed to help artists. Speakers include Chief Cultural Officer for the City of Philadelphia, Head of Culture for the City of Guadalajara and the musician Emily Barker.

These conventions are organised by [Sound Diplomacy](#) within the series of conferences [Music Cities Events](#). Sound Diplomacy is the leading global advisor in increasing the value of music in cities, places and developments.

## Study colloquium “Recreation Dimension: the Cultural and Institutional Aspects” (Montevideo, Uruguay)

This colloquium will be held next 30 August in Espacio [Recreándonos](#) (Montevideo, Uruguay). The event is organized by the Centre for the Promotion and Research on Play, Recreation, Cultural and Community Work [Recreándonos](#), and counts on the support of the [Permanent Forum of Free Time and Recreation](#).

The group [Recreándonos](#), Centre for the Promotion and Research on Play, Recreation, Cultural and Community Work, organizes this study colloquium to explore cultural and institutional dimensions of recreation.

The event is supported by the group Permanent Forum of Free Time and Recreation (*Foro Permanente de Tiempo Libre y Recreación*), formed by professionals from Argentina, Bolivia, Brasil, Venezuela and Uruguay. The Forum was created 22 years ago and it led the elaboration of the “[Charter of Montevideo](#)” (in Spanish) in 2005, on the occasion of the 1st International Congress on Play, Recreation and Free Time, which gathered 1.000 people from around the world in the Uruguayan capital. The Charter is a joint declaration claiming for the values of play, recreation, and free time in the region.

This event is highly recommendable to learn more about the specifics of recreation in Uruguay and the South American region.

## 25th ENCATC Congress on Cultural Management and Policy (Brussels, Belgium)

From 27-30 September, the [25th ENCATC Congress on Cultural Management and Policy](#) will gather together in Brussels, academics, researchers, professionals and representatives from various EU institutions, governments and European and international networks to discuss the key role of networks and develop ideas and proposals to guarantee their sustainability in a challenging environment. The celebration of the ENCATC 25th anniversary will offer participants the unique occasion to reflect on the evolution of the cultural management and policy discipline over the past 25 years. Under the title, “Click, Connect and Collaborate! New directions in sustaining cultural networks”, the 2017 ENCATC Congress will focus on the value of networks and their sustainability. Registration will be open until the 10 September 2017.

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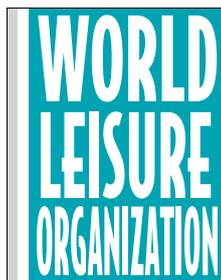




## ExpoRecreación 2017 “Happiness, Health and Wellbeing” (Pereira, Colombia)

ExpoRecreación is a scholarly training event organized by the Program of Sport and Recreation Sciences at the [Universidad Tecnológica de Pereira](#) (Colombia) which will be held from the 24 to the 26 August. With an innovative and constructive approach that combines theory and practice, the event will reveal the current reflections, conceptual discussions and trends in the field of recreation, with the aim of fostering the practice of healthy leisure. Check the event’s website and get to know the international speakers through the original videos they have prepared!

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## 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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