

WV NEWS


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**TO A GREAT
YEAR 2023!**

WLO 70th
ANNIVERSARY

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**WORLD
LEISURE
ORGANIZATION**



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Editorial

Dear members, dear colleagues,

This year kickstarted with full energy! In this issue we bring you an account of some of the things we have done in this first month of the year, among which our contribution to the event organised by the UNWTO Affiliate Members program at Fitur: International Tourism Trade Fair 2023.

We also explain some of the things we will be doing in the coming months to further strengthen our relations with other organizations and provide greater opportunities for our members and extended community. Among these activities, I would like to highlight the UN Virtual Side Event “Just and Favorable Conditions of Work: the Leisure Dimension” that we are organizing in the framework of the 61st Session of the United Nations Commission for Social Development (CSocD61). Register today to join us at this important event!

This issue includes to highly interesting pieces related to research in the field of leisure, provided by the WLO Special Interest Groups (SIG) on Leisure Management and Leisure and Sports, on “Leisure Staff Shortage” and “The evaluation criteria of China’s city of sports events”, respectively. This is just a sneak peek of what you can find in this issue, which anticipates a year full of activity for the leisure community. I truly hope you enjoy the reading!

Yours truly,

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO News



WLO participates at the UNWTO Affiliate Members Corner at FITUR 2023

On January 20th, WLO Chief Operating Officer (COO) Dr. Cristina Ortega Nuere delivered a presentation at the UNWTO Affiliate Members Corner at FITUR 2023, the International Tourism Trade Fair in Madrid, Spain. This year's Affiliate Members Corner focused on "Trends Taking Shape in the Travel Industry in 2023" and, on this occasion, WLO COO gave a talk about "The concept of 'Bleisure'".

For digital nomads, combining work, travel and leisure appears to be more popular than ever. Through their "new style of travel" they promote "bleisure", a concept that implies enjoying leisure time as tourist while taking advantage of business opportunities and destinations. At WLO, we recognize that this trend represents a game changer for the tourism and leisure industries and specially for tourist destinations. Therefore, it has been something carefully studied through the latest

research in the field. You will find some of the latest articles published at WL Journal with free access at the Publications section of this issue.

Even for some academics, this phenomenon has become an industry itself, and no longer an alternative within the tourism industry (Richards, 2015). The growth of the digital economy has made it possible for workers to perform work-related tasks remotely. This has been amply demonstrated during the COVID-19 pandemic when millions have spent considerable periods working from home, although "digital nomadism" is not a recent term as it was firstly mentioned back in 1997 by Makimoto and Manners. Nevertheless, it was not until 2006, according to Šimová's research from 2022, when "digital nomads" was first mentioned in a publication indexed in Web of Science.

At the same time, "bleisure", a combination of business and leisure, has become even more popular due to the blurring of boundaries, not only when referring to the appearance of new ways of travelling, such as sustainable, slow, or creative tourism, but also in geographical and administrative terms, as for instance with the issuance of new visas for this kind of travelers.

Thus, it could be assumed that the concept of "digital nomadism" has been constantly evolving alongside the concept of "bleisure" and other related phenomena from the past decades, such as digitization, wellness lifestyle, social media, or the appearance of innovative and creative work fields, to name a few.

Since the beginning of this practice, digital nomads have been exploiting the phenomenon of "bleisure" to the full, working remotely on a full-time, on-going basis, using the freedom this offers to move their residential location to optimize lifestyle, leisure, and travel and touristic goals, both domestically and internationally. According to

Ehn et al. (2022), leisure opportunities, climate, cultural diversity, and cost of living are the aspects that mostly determine the choice of destination by digital nomads, in addition to those professional conditions which lead them to maintain a balance between their psychological needs and productivity. Therefore, the “bleisure” conditions that a destination could offer should consider all these aspects. Through her presentation, Dr. Ortega Nuere introduced some of the latest findings which represent a new line to be deeper developed within the tourism industry, practitioners, and policymakers, for facing the future trends and challenges.

This UNWTO Affiliate Member Corner at FITUR 2023 also included presentations from Tripadvisor’s Global Director of Industry Affairs, Fabrizio Orlando; the Secretary of Tourism from Quintana Roo, Bernardo Cueto Riestra; JTB Corp Senior Advisor to CEO, Jack Kumada; Head of Global PR of Croatian National Tourism Board, Lucijana Natalija Jerković; ICF Consulting Aviation Managing Director, Jared Harckham; Allianz Partners Product Management and Innovation, Andrés Sánchez-Cid; GIATA Vice President, Rainer Schafer; Professor and Researcher from Universidad de Nebrija, Francisco J. Navarro Meneses; and Marketing Director of Turisme de Barcelona, Alexandra Marcó.

The materials used for presentations will be soon uploaded to UNWTO’s website, but you could already check out UNWTO’s news from FITUR 2023 by clicking [here](#). We thank the UNWTO Affiliate Members program for the opportunity to participate and extend our congratulations for such a space.

Source: UNWTO



WLO Vice-Chair Dr. Lawal Marafa attends UNWTO World Committee on Tourism Ethics in Madrid

After five consecutive virtual meetings, the World Committee on Tourism Ethics held its first in-person meeting since the pandemic. During December 1st and 2nd, 2022, as Member of the UNWTO World Committee on Tourism Ethics, WLO Vice-Chair Dr. Lawal Marafa visited the Spanish capital to assist to these sessions where the committee discussed, among other topics, issues related to Decent Work, Inclusive Growth & Community Empowerment, Technology & Digital Platforms, Climate Changes & Environmental Sustainability, and Social Sustainability & Intercultural Dialogue, and remarked the importance to pay attention to them in 2023.

Established in 2003, the World Committee on Tourism Ethics is an independent and impartial body under the aegis of UNWTO. The committee is responsible for the promotion, and dissemination of the UNWTO Global Code of Ethics for Tourism, as well as the evaluation and monitoring of the implementation of the principles enshrined therein. As a subsidiary organ of the UNWTO General Assembly, the committee reports directly to the Assembly on regular basis. Members are elected in their personal capacities and not as officials of governments or representatives of their countries.

Source: [UNWTO](#)



Next World Leisure Congress 2023 in Dunedin, New Zealand, included in the UNWTO Programme of Work 2023

The 17th World Leisure Congress "Leisure: Learn Well, Live Well", to be held from December 11th to 15th, has been recently included at the UNWTO Programme of Work (PoW) for 2023. The PoW of the Affiliate Members Department is the roadmap document outlining the specific objectives for the UNWTO Affiliate Membership, aligned with UNWTO's strategic vision and mission.

This programme is elaborated on a yearly basis. It has been elaborated based on:

1. UNWTO's Management Objectives and Priorities for 2022-2023
2. Feedback of the proposals received from Affiliate Members in response to the Call for Proposals
3. Inputs from the Board of the Affiliate Members
4. Inputs from the Committee on Matters Related to the Affiliate Membership
5. The provisions of the new expansion strategy

We would like to remind you that the World Leisure Congress 2023's Call for Abstracts is already open, and we warmly invite you to submit a paper. Abstracts are open for oral presentations, 20-minute presentation and 10-minute Q&A, or contribution to a special topic presentation.

Learn more here: [Call for Abstracts](#)

The Special topic sessions focus on a specific topic of interest and will feature within the main Congress programme. Selected special topic sessions are open for contribution from presenters as part of the Congress call for abstracts.

Learn more here: [Special topic sessions](#)

Please find some key dates of the Congress here:

- Call for Abstracts close: April 4th, 2023, at 11:59pm NZST
- Abstracts presenters notified: from May 25th, 2023
- Special topic session and abstract presenters' deadline for registration: August 15th, 2023
- Special topic session and abstract full papers due: September 14th, 2023
- Full programme available: September 2023
- Presentations due: November 22nd, 2023

We are looking forward to welcoming the World Leisure community in December 2023 at the University of Otago in Dunedin, New Zealand!



As a civil society organization that have already been admitted to the work of the governing bodies of the UNESCO 2005 Convention, WLO already participated on last November 5th, 2022, on an online consultation for the preparation of the preliminary proposals in the framework of the fourth Civil Society Forum organization, after submitting its yearly written contribution. During this online gathering, WLO had the opportunity to share its main considerations and expectations regarding the organization of such a forum.

Source: [UNESCO](#)

WLO to participate as an observer at the 16th Session of the Intergovernmental Committee for the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions

From February 7th to 10th, WLO COO Dr. Cristina Ortega Nuere will participate as an observer at the 16th Session of the Intergovernmental Committee for the UNESCO 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions, which will be held at UNESCO Headquarters in Paris. This session will enable the Committee to approve the funding requests submitted under the thirteenth appeal of the International Fund for Cultural Diversity and to reaffirm the fundamental role of this Fund for the implementation of the 2005 Convention. Finally, this session will be an opportunity for the Committee to examine its report on its activities and decisions for adoption in order to transmit it to the 9th session of the Conference of Parties in June 2023.

In keeping with its desire to broaden and diversify the range of stakeholders involved in promoting the objectives of the Convention, it will consider proposals to highlight the commitment of cultural institutions and organizations to promote access to diverse cultural expressions originating in their territory or other countries of the world as well as proposals to streamline the quadrennial periodic reporting cycle. In addition, the Committee will consider various modalities to strengthen collaboration with civil society organizations for the effective implementation of the Convention.

Research



Leisure Staff Shortage

By John Tower, co-chair of the WLO Special Interest Group (SIG) on Leisure Management

Leisure programs, facilities and services have experienced a range of staff shortages over recent years. The aquatics industry has been described as being in crisis with community pools restricting public access due to staff shortages. Recent research documents issues regarding staff retention strategies and lifeguard recruitment and selection processes. Leisure managers may need to review how they manage existing staff and recruit new staff to overcome some of the leisure staffing deficiencies.

An important first step is to understand reasons for turnover, i.e., the loss of staff. Butson, Tower & Schwarz (2021) explain four main reasons for lifeguard turnover: i) the temporary nature of lifeguard appointments, ii) a negative work environment, iii) pursuit of better paying

jobs and iv) seeking more convenient locations – Check “Lifeguard turnover in aquatic and recreation centres: Perspectives from managers”, for details. Improved management practices can help retain quality staff and diminish staff turnover.

Staff selection is often the most important decision made by leisure managers. The recruitment and selection process can impact employee turnover. An analysis of recruitment and selection practices of lifeguards in Victoria Australia identified a range of improvements that would make the recruitment and selection of lifeguards more effective. Weaknesses in the lifeguard recruitment process identified several improvement strategies: i) adopt multiple staff selection techniques, e.g., interviews and work sample assessments, ii) implement better job forecasting needs, iii) conduct more thorough job analysis, and iv) manage employer branding and promotion. Check [Butson, Tower & Schwarz \(2022\)](#) for more details about lifeguard selection. Improved staff selection processes can help address lifeguard (and other leisure) staff shortages.



The evaluation criteria of China's city of sports events

By Prof. Ling Ping, WLO Special Interest Group (SIG) on Leisure and Sports

In order to assess "City of Sports Events" that promote the sustainable and healthy development of sports in China, we created the evaluation criteria of China's city of sports events. In accordance with the "Fourteenth Five-Year Plan" for the Reform and Development of Sports in China, the Measures are formulated to target the developed cities of international sports events and in combination with the actual development of sports in China.

The City of Sports Events in China is based on the resources of sports events, within the scope of cities, and on the platform of holding high-quality competitions, to promote the integration and development of local economy, society, culture and environment, and to build a city brand with sports events as its popularity and influence.

The evaluation criteria of China's city of sports events are mainly included within the following six parts.

1. Event basis. It mainly refers to the basic conditions for access to the evaluation series of event cities, according to the ranking of China's urban GDP as well as the first-class event venue gathering platform and domestic first-class sports events.
2. Event resources. It mainly refers to all kinds of sports resources for holding and hosting sports events in the city, including (professional) sports

clubs, ranking of games results, influence of sports events, utilization rate of stadiums and gymnasiums, maturity of the event system, intelligent degree of event venues, etc.

3. Sports Event industry. It mainly refers to the market demand and economic benefits generated by the city holding and hosting sports events. It mainly includes the proportion of the event industry, the average annual value added of the event industry, event sponsorship, event media broadcasting, the driving effect of the event on the local economy, and event tourism consumption.
4. Competition talents and intelligent management. It mainly refers to the number and quality of talents who hold and undertake professional sports events, and the scale and effect of young sports reserve talents. It includes intelligent management platform and various professional talents in terms of event organization and management talents, sports events and athlete scale carried out by teenagers, number and quality of sports event referees, event organization, planning, operation, management, scientific and technological support, etc.
5. Public participation. It mainly refers to the breadth and depth of people's participation in holding and hosting of sports events in the city, including the level of public sports services, the number and quality of social sports organizations, the number of people who often participate in physical exercise, the area of sports venues per capita, the qualified rate of national physical health, and the proportion of people who participate in organized sports activities to the number of people who often participate in physical exercise, The number of sports training venues related to city brand events and the sports cultural heritage left by the event to the city.
6. Urban development. It mainly refers to the short-term and long-term effects of the event on the infrastructure construction of the city, improvement of road traffic, improvement of civilization, improvement of quality of life, acceleration of international development, highlighting of core competitiveness.

Industry



Getting personal

Digital companions are driving deeper connections and helping to personalise the experience at visitor attractions, says Daniel Burzlaff, head of Attractions by UNIT9.

Options for tech-led personalised convenience now surround us in our day-to-day lives – from recommended shows on Netflix, to Alexa helping out with recipes in the kitchen. Audiences have come to expect that same level of tailored guidance and careful curation in every experience they have – and all the more so when they're a guest. With 83 per cent willing to share their data to create a more personalised experience, visitor attractions are presented with a clear opportunity to track, analyse and tailor the guest experience at every touchpoint, utilising augmented reality, artificial intelligence and other digital technologies to create bespoke 1:1 connections with their guests and keep them coming back time and again.

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From *Attractions Management*

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Policies



Sport and Recreation Policies in Western Cape

By Dr. Lyndon Bouah, Chief Director of Sport and Recreation at the Department of Cultural Affairs and Sport, Western Cape Government, South Africa

The Western Cape Province is one of nine provinces in South Africa. The biggest city of the province is Cape Town. The Western Cape is renowned for its natural beauty and scenery. Due to this advantage, many sport federations have used the Western Cape to stage sport and recreation events. The Western Cape Department of Cultural Affairs and Sport is one of the departments resorting under the Provincial Government of the Western Cape and one of its aims and objectives are to promote sport and also sport tourism to the province. In 2012 the Department commissioned the University of the Western Cape (UWC) to conduct a Case for Sport. The Case for Sport would examine the social and economic benefits of sport and recreation in the province.

Some of the key findings summarized in the *executive summary* include:

- The research showed that sport and recreation makes **a substantive and significant contribution to the socio-economic development of the Province** in real terms. As a matter of fact, the research showed that the benefits of sport for socio-economic development are largely underestimated and that sport and recreation should be viewed as an important economic contributor and employment creator. In social terms various impacts are evident.
- The findings of Phase 1 of the research is confirmed where it was found that In terms of **economic contribution, GDP and employment**, and using 2% as a conservative estimate (given the recorded 2.1% national average of GDP contribution to sport), and the most appropriate economic multipliers, the BER research conducted for this study found that **sport contributed in excess of R8.8 billion to the Western Cape GDP annually since 2012**; It is probable that the impact of sport and related activities on regions such as the Western Cape, Gauteng and Kwazulu-Natal might be significantly larger in percentage terms than the assumed national average; and sport supported **in excess of 60 000 jobs in the Western Cape spread across all sectors**. The current research was based on a high-level assessment only and of a conservative nature and more in-depth research is required to reach a definitive contribution.
- The research has shown that **major opportunities exist to position sport and recreation as a sector with a comparative advantage in increasing economic growth and tourism as well as related employment and social development in a Province that is extremely well positioned to do so as a leading destination, inter alia due to the natural resource-based economy**. Various cross-

sectoral linkages exist, also in other industries, such as the catering and hospitality industry and the cost competitive advantages that these sub-sectors have to offer.

- Sport and recreation in the Province are closely linked **with sport and cultural events** and the **environment acts as pull-factor for tourism and the hospitality industry**. The Province has a competitive edge in offering mega and large sport and recreation events as a destination and the further implementation of the **Provincial Events Strategy** is a priority. Cultural and community based sport and recreation events are an important priority in the context of the weak and vulnerable socio-economic conditions that our communities find themselves in.



Network



Tourism set to return to pre-pandemic levels in some regions in 2023

Source: UNWTO

After stronger than expected recovery in 2022, this year could see international tourist arrivals return to pre-pandemic levels in Europe and the Middle East. Tourists are nonetheless expected to increasingly seek value for money and travel closer to home in response to the challenging economic climate. Based on UNWTO's forward-looking scenarios for 2023, international tourist arrivals could reach 80% to 95% of pre-pandemic levels this year, depending on the extent of the economic slowdown, the ongoing recovery of travel in Asia and the Pacific and the evolution of the Russian offensive in Ukraine, among other factors.

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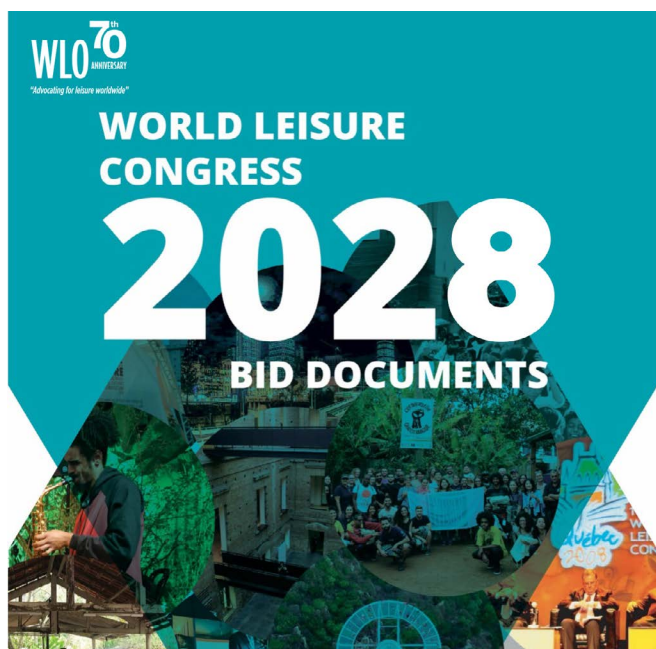
Publications



FREE ACCESS to *WL Journal* articles on Bleisure and digital nomadism

Following our contribution to the event organised by the UNWTO Affiliate Members program at Fitur: International Tourism Trade Fair 2023 – see more details in the WLO News section, we bring to you a selection of the *World Leisure Journal* articles focused on bleisure and digital nomadism, available with free access until the end of February. We would like to thank our publisher Taylor and Francis for their generosity. The selected articles are: “A research framework for digital nomadism: a bibliometric study” (2022) by Tereza Šímová; “Coworking environments and digital nomadism: balancing work and leisure whilst on the move” (2019) by Marko Orel, and “Mapping the journey of the CoLiving experience of digital nomads, using verbal and visual narratives” (2022) by Catarina Pacheco and António Azevedo.

Opportunities



Open call for hosting the World Leisure Congress 2028

The World Leisure Organization (WLO) is pleased to extend to you and your community an exciting opportunity to host the 2028 World Leisure Congress (WLC). This international event draws individuals from throughout the world into a dynamic scenery wherein leisure and its influence on social, cultural and economic development can be explored. The WLC is an event that can highlight an entire community and its commitment to enhancing quality of life through leisure. The WLO is committed to advancing scientific knowledge and best practice related to leisure through its biennial WLC. The event has been staged in Asia, Europe, North America, South America and Oceania. Latest editions, in the city of Sao Paulo (2018) and Pinggu/Beijing (2021), this last one in a hybrid format, hosted more than a thousand participants. The upcoming World Leisure Congresses will take place in Dunedin (2023) and in Breda/ Rotterdam (2025). The World Leisure Organization

encourages communities to partner with professional associations, government agencies and universities to plan, organize and promote the event.

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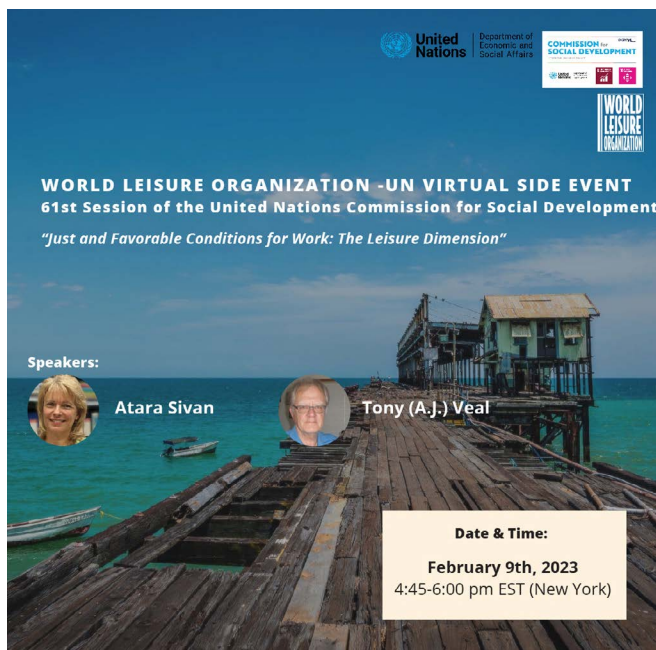


UNWTO launches online gender equality training course

UNWTO, in collaboration with the German Federal Ministry for Economic Cooperation and Development (BMZ), Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) and UN Women has launched a free online training course focused on gender equality within the tourism sector. The course, which is available through [atingi.org](https://www.atangi.org), is part of the pioneering 'Centre Stage' project which is putting women's empowerment at the heart of tourism development. Aimed at National Tourism Administrations, tourism businesses, tourism students and civil society organizations, it focuses on the importance of gender equality, why women's empowerment matters and what steps can be taken to advance diversity and inclusion efforts across the sector.

Source: [UNWTO](https://www.unwto.org)

Upcoming events



WLO UN Virtual Side Event “Just and Favorable Conditions for Work: The Leisure Dimension”

WLO is inviting you to attend the UN Virtual Side Event “*Just and Favorable Conditions of Work: the Leisure Dimension*” that we are organizing in the framework of the 61st Session of the United Nations Commission for Social Development (CSocD61), under the main theme “*Creating full and productive employment and decent work for all as a way of overcoming inequalities to accelerate the recovery from the COVID-19 pandemic and the full implementation of the 2030 Agenda for Sustainable Development*”.

Through this virtual event, Prof. Atara Sivan and Prof. Tony Veal will examine and discuss, among the rights to “*just and favorable conditions of work*”, the implications of the right to “*rest, leisure and reasonable limitation of working hours*” set out in Article 7 of the UN International Covenant on Economic, Social and Cultural

Rights (ICESCR). This right should be taken into account in considering the constitution of “*decent work for all*”.

For further reference, you could visit the WLO Charter for Leisure website by clicking [here](#).

Register your interest in joining this event [here!](#)

[READ MORE...](#)



Leisure 4 Life: A special trilogy set to showcase Aotearoa-New Zealand.

Auckland University of Technology (AUT) and University of Otago will join forces this year to deliver a once-in-a-life-time trilogy of events over the space of three weeks. First, the 7 Experience Summit will be hosted by AUT, in Tāmaki-Makaurau-Auckland, over four days, starting on November 28th. The Summit's theme is *'Transformational Experiences Beyond Borders: Partnership development for sustainable future'*. The following week, AUT will host the 30th Anniversary ANZALS Conference, the theme of which is *'Leisure 4 Life'*. Finally, to complete the story, from December 11th, the 17th World Leisure Congress will commence in Ōtepoti-Dunedin, at the University of Otago.

The organising committees of the Summit, Conference and Congress (SCC) share a passion for the production, consumption and evaluation of sustainable leisure experiences, and are looking forward to welcoming delegates and their families to two very different destinations located at opposite ends of Aotearoa-New Zealand, the Land of the long white cloud. The grouping of the SCC is designed to reduce the carbon footprint of each event, through hopefully reducing the number of people travelling for the sake of attending a single conference.

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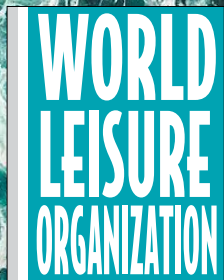
Encounter



Encounter with Carolin Lusby, PhD., Associate Professor at Florida International University and Chair of the WL SIG Travel and Tourism

Carolin Lusby, PhD., is an Associate Professor and Co Director of the Global Sustainable Tourism Program at Florida International University. She is also a Fulbright Scholar Alumna at the WLCE University of Sao Paulo and Chair of the WL SIG Travel and Tourism. At the occasion of the 2022 WLO Board of Directors Annual Meeting and the Forum "Talking About Leisure", where she participated in a panel devoted to Leisure and Social Transformation, we had the opportunity to interview her. On this encounter you will be able to learn more about the work of the WL SIG Travel and Tourism, the latest finding on community-based tourism, sustainable travel and ethical tourism, Brazil as a destination for tourism and sustainability and some features of the Brazilian leisure that are worth to highlight. And there is even some content about a short but amazing field experience that we had when visiting SESC Pernambuco, the work of the shellfish farmers! [Click to watch!](#)





WORLD LEISURE ORGANIZATION (WLO)

World Leisure Organization is a non-profit organization registered in the State of New York in Special Consultative Status with the UN Economic and Social Council since 1990.

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