

WLN NEWS

ISSUE 60

CLOSING A 2024 FULL OF LEISURE!



December 2024

Editorial

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

Dear members, dear colleagues,

As we close another year, the World Leisure Organization (WLO) celebrates its continued efforts to shape the future of leisure on a global scale. From thought-provoking conferences and innovative collaborations to insightful research and meaningful community engagement, 2024 has been a testament to the power of leisure in addressing societal challenges.

This month, we bring you a roundup of our recent activities and opportunities for the future. From the dynamic Qatar Travel Mart, where WLO showcased its commitment to meaningful tourism, to our participation in key UNESCO and EIT Culture & Creativity initiatives, the past weeks have been packed with impactful discussions and partnerships. We are also thrilled to announce the Call for Abstracts for the 18th World Leisure Congress 2025—an opportunity to inspire and connect with a global community of leisure professionals.

Looking ahead, our network is growing stronger. Initiatives like the Quebec Leisure Forum and new opportunities for collaboration through the World Leisure Centers of Excellence highlight the potential of leisure to foster inclusive and sustainable communities.

Let us continue to work together, building a future where leisure serves as a tool for a better society. Thank you for your unwavering support and engagement throughout this year.

Yours truly

Dr. Cristina Ortega Nuere
WLO Chief Operating Officer



WLO News



Qatar Travel Mart 2024: Redefining the Future of Tourism

Held in Doha, on the 25-27 November, the Qatar Travel Mart (QTM) 2024 successfully concluded as a leading platform for shaping the global tourism landscape, with a strong focus on innovation, sustainability, and transformative experiences. Bringing together global stakeholders, industry leaders, and innovators, QTM 2024 explored the evolving dynamics of travel and tourism, offering actionable insights and collaborative opportunities. A key highlight of QTM 2024 was the conference co-organized by the World Leisure Organization (WLO). With a focus on meaningful and future-ready tourism, the conference delivered insightful discussions, innovative strategies, and collaborative frameworks to redefine how the world travels and experiences destinations. We would like to extend our heartfelt gratitude to our exceptional moderators –Joanne Schroeder, Marcel Bastiaansen, and Sandro Carnicelli– whose leadership and expertise

were integral to the success of this ambitious endeavor.

Meaningful Tourism: Crafting Authentic Experiences

Day 1 of QTM 2024 underscored the importance of experiential and transformative tourism. Discussions centered on integrating cultural heritage and authentic storytelling into travel offerings. Experts emphasized that preserving local traditions and engaging communities are vital for crafting tourism experiences that resonate with visitors and drive year-round appeal.

Key strategies discussed included: Promoting cultural authenticity to create emotional and immersive travel connections, encouraging sustainable culinary tourism through farm-to-table practices and local gastronomy, and designing year-round attractions using innovative digital tools and targeted marketing to overcome seasonality.

The Future of Travel: Innovation, Technology, and Sustainability

Day 2 focused on shaping a resilient tourism industry through digital innovation, sustainability, and skills development. Cutting-edge tools such as AI, IoT, and CRM systems were highlighted for their role in enhancing traveler experiences, personalizing journeys, and supporting eco-

friendly practices.

The role of community-based tourism took center stage as a key driver of sustainable growth. Experts showcased: How empowering local businesses and communities enhances authenticity and inclusivity; the need for lifelong learning and skills development to build a future-ready workforce, and strategies for mitigating climate change risks to protect cultural heritage assets and ensure tourism resilience.

Health, Wellness, and Sports Tourism: New Horizons

The final day of QTM 2024 explored the growing demand for wellness, health, and sports tourism. Qatar's investment in world-class infrastructure, such as Aspire Zone and Zuhair Wellness Resort, demonstrates its leadership in balancing modern offerings with cultural heritage. Discussions highlighted: The rise of medical and wellness tourism, driven by post-pandemic preferences for holistic, personalized travel; sports tourism as a driver of economic growth, fostering cultural exchange and enhancing Qatar's global reputation, and community-based programs integrating sustainability, such as farm partnerships and wellness retreats.

The Conference organized at QTM 2024 – with WLO as a Conference partner –expanded on these emerging themes, with a spotlight on strategies to create transformative and future-ready tourism experiences. By uniting global thought leaders and fostering cross-sector collaboration, the Conference paved the way for actionable strategies to address the needs of travelers, businesses, and destinations in an increasingly dynamic tourism industry.

Stay tuned for the next edition of QTM (Doha, 24-26 November 2025), where global tourism leaders will continue to address emerging opportunities and challenges in this ever-evolving industry.



The abstract submission for WLC 2025 is now open! (Deadline: 4 February 2025)

This is your chance to share groundbreaking research, innovative practices, and fresh ideas with the global leisure community. By submitting your work, you'll not only help shape the future of leisure but also inspire meaningful connections and collaborations within our vibrant community. The 18th World Leisure Congress will be hosted by the World Leisure Center of Excellence at Breda University of Applied Sciences, in the Netherlands, on the 25-28 August 2025, under the theme "Leisure for a Better Society". The Congress brings together leisure professionals from all around the world, academia, government, and industry to promote informative, stimulating, and challenging discussions on the latest issues in leisure. Submit your abstract before the 4 February 2025!

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WLO attends UNESCO's 2024 International Conference of NGOs

Representing the World Leisure Organization (WLO), Chief Operating Officer Dr. Cristina Ortega participated in the 2024 International Conference of NGOs, held at UNESCO Headquarters in Paris from December 17 to 19. This biennial event brought together 425 NGOs from over 70 countries to discuss the theme "Building Capacity for Action." The conference provided a dynamic platform for fostering dialogue and partnerships among NGOs, member states, and other key stakeholders. By engaging in discussions on advocacy, capacity-building, and success stories, WLO's presence emphasized its commitment to leveraging leisure as a tool for sustainable development and global collaboration.

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WLO joins the EIT Culture & Creativity Cities and Regions Network meeting

Chief Operating Officer Dr. Cristina Ortega represented the World Leisure Organization (WLO) at the online delegates meeting of the Cities and Regions Network of the EIT Culture & Creativity, held on 5 December. The meeting provided a platform for key stakeholders to share insights and explore collaborative opportunities. Highlights of the agenda included a recap of findings from the last Cities and Regions Network workshop, an introduction to the EKIP project, and an overview of its ambitions and potential for dialogue with the network. Insights were shared by Michal Hladky, Director of the East Co-Location Center (CLC) of the EIT Culture and Creativity, and EKIP Project Coordinator Charlotte Lorentz Hjorth. Additionally, plans for a Cities and Regions Network meeting next year were discussed, with proposals presented by North West CLC Director Gijs Gootjes and Marjolein Cremer from the City of Amsterdam. WLO's participation underscores its dedication to fostering innovative partnerships that drive cultural and creative growth across regions.

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Network



FORUM QUÉBÉCOIS DU LOISIR
8^e édition

11 et 12 mars 2024
Trois-Rivières

6 parcours > 1 destination

- RDV DAFA
- Journée nationale du loisir culturel
- Récréotourisme
- Vie associative
- Éducation au loisir
- Parcours sur mesure

forumquebecoisduloisir.com

Join a new edition of the Forum québécois du loisir in March 2025!

We invite you to attend the Quebec Leisure Forum 2025, taking place on March 18-19, 2025, organised by the leader of the World Leisure Chapter in this Canadian region. This year's theme, "Our Community: Accessible, Inclusive, and Multidimensional" (*"Notre collectivité : accessible, inclusive et multidimensionnelle"*), highlights the shared values of accessibility and inclusivity that unite the leisure sector across its many dimensions. Featuring a rich and diverse program developed through the remarkable collaboration of advisory committees, the

Forum will offer thematic tracks addressing key sectoral issues, along with collective sessions for organizations to reflect on shared realities in the leisure field. Join to celebrate and strengthen the leisure community while exploring its evolving and multidimensional nature!

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Publications



Leisure Journals Editors new workshop: “Leisure Journals: Writing, Reviewing, and Editing” – A Must-Watch for Authors and Aspiring Editors!

This dynamic session brings together leading editors from top leisure journals to guide you through the essential processes of academic publishing. Whether you’re a budding author, an experienced scholar, or someone curious about the editorial side of academic journals, this workshop offers invaluable insights into the world of leisure research publishing.

Workshop Highlights:

- **What makes a good paper** – Learn the hallmarks of a standout submission.
- **What makes a good review and reviewer**

- Discover the secrets to constructive and impactful peer reviewing.
- **Navigating review comments** – Master the art of addressing reviewer feedback.
- **The importance of Special Issues** – Explore how they shape research conversations.
- **Editorial roles explained** – Get insider tips on being a Managing Editor, Associate Editor, or Editorial Board member.

Organized and led by esteemed editors representing leading journals in the field:

- **Prof Rasul Mowatt** – *Leisure Sciences*
- **Prof Kate Dashper** – *Leisure Studies*
- **Prof Louise Mansfield** – *Annals of Leisure Research*
- **Prof Sandro Carnicelli** – *World Leisure Journal*
- **Prof Karl Spracklen** – *International Journal of the Sociology of Leisure*
- **Prof Rebecca Genoe** – *Leisure/Loisir*

This collaborative workshop offers an open space to discuss, learn, and engage with the critical processes behind publishing, reviewing, and editing.

Watch the recording of the session now on our YouTube channel and take your academic journey to the next level!

Share this with colleagues, students, and anyone passionate about leisure research.



World Leisure Journal articles with free access in December

This December, celebrate World Basketball Day and International Mountain Day with free access to articles that explore leisure's role in sports, sustainability, and cultural diversity. Highlights include research on basketball's global impact, sustainable practices in mountain tourism, and the Global South Leisure Paper of the Month, showcasing unique leisure perspectives from the Global South.

Access these articles for free all month long and discover how leisure research can inspire sports, sustainability, and inclusivity.

[Fostering sustainable leisure activities: a behavioural insight into eco-friendly intentions in Mount Damavand](#)

[Iman Zarei, Mohammad Ehsani, Farhad Moghimehfar & Shahram Aroufzad](#)

[Expected and perceived service quality at basketball stadiums in Greece](#)

[E. Tsitskari, N. Vernadakis, G. Tzetzis, N. Aggeloussis & G. Costa
Volume 51, Issue 2 \(2009\)](#)

[The impending disruption of digital nomadism: opportunities, challenges, and research agenda
Rachana Jaiswal, Shashank Gupta & Shiv Kumar Gupta](#)

Opportunities



WORLD LEISURE
CENTERS OF
EXCELLENCE
OPEN REQUEST
FOR PROPOSALS

Request for Proposals to establish and implement a World Leisure Center of Excellence (WLCE)

A new Request for Proposals (RFP) has been launched, to solicit proposals from interested colleges or universities to establish and implement a World Leisure Center of Excellence (WLCE) and be a recognized member of the WLCE network. Currently, the network of the WLCE is formed by Breda University of Applied Sciences (the Netherlands), Vancouver Island University (Canada), University of Sao Paulo (Brazil), University of Otago (New Zealand), Zhejiang University (China), and Université du Québec à Trois-Rivières (Canada). WLO anticipates the establishment of selective additional WLCE, especially in geographic areas without representation of such programs. However, all proposals will receive consideration by the WLO Board of Directors. Notice of Intent to respond to this RFP are due between 1 January and 5 July 2024.

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Call for abstracts: Leisure Studies Association Annual Conference and 50th Anniversary (Deadline: 24 January 2025)

The Leisure Studies Association (LSA) Annual Conference and 50th Anniversary will be organized on 8-10 July 2025 at York St John University, York, United Kingdom. The call for papers will be open until the 24 January. LSA invites the leisure community to celebrate its 50th Anniversary, where colleagues will come together to explore, discuss and debate various topics, including the conference theme: "Leisure and social justice in changing and challenging times".

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Encounter



Re-watch the Leisure Management SIG webinar on “Insights from Tourism Management for Community Leisure Management”

This webinar, held last August, explored lessons from commercial tourism management that can be applied in community leisure management practices. We know many commercial tourism organisations use tools like “Yield Reports / Analysis” to determine the value of tourism experience. There is scope for community leisure managers to adopt similar analysis to guide the delivery of community leisure experiences. The webinar conversation included a contribution from Leonardo Fortes who has over ten years working in commercial tourism management, and Dr Joe Pavelka from Mt Royal University who has done research in local community leisure, with a particular focus on the impact of tourism on local leisure experience delivery.

[Watch it here!](#)

LEISURE MANAGEMENT WEBINARS SERIES
Produced by the WLO Special Interest Group (SIG) on Leisure Management

Insights from Tourism Management for Community Leisure Management
A Conversation with Leonardo Fortes and Dr Joe Pavelka

WLO
WORLD LEISURE ORGANIZATION

Well, welcome to the World Leisure Organizations' Leisure Management



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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