

WLO - AN ORGANIZATION ON THE MOVE

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RESUMO: Por 60 anos, a World Leisure Organization, como uma organização não-governamental com abrangência mundial e de status consultivo da Organização das Nações Unidas, tem continuado sua liderança na defesa do lazer como uma esfera fundamental de desenvolvimento da condição humana.

Palavras-Chave: Lazer. Associações não-governamentais.

ABSTRACT: For 60 years, the World Leisure Organization as a non-governmental, worldwide organization/association continues to be the leading advocate for leisure as a means to enhance the human condition having consultative status with the United Nations.

Keywords: Leisure. Non-governmental.

A brief look back

Founded in 1956, World Leisure Organization is a world-wide, non-governmental association made up of both people and organizations in order to pursue a common goal: fostering leisure as a force for human growth, development and well-being. For 60 years, WLO has always maintained its major aim: providing a medium through which the recreation authorities of the world may work in unity serving people of all ages and creating better understanding among people.

WLO is formed by leisure professionals, researchers, scholars, educators, policy makers and members of the community. They dedicate their time to disseminating the knowledge on leisure acquired through research and to advocating conditions optimizing leisure experiences (legislation, infrastructure, leadership and programming). Hence, WLO provides international forums (congresses, conferences, expositions, games, etc.) and spreads relevant information through the WL Journal, an e-newsletter and several social networks.

Due to WLO's international mission and focus, the organization is always seeking collaborative relationships with private companies, non-governmental organizations and international organizations, such as UN in order to affirm, complement and support the activities of the United Nations System, particularly the internationally agreed Millennium Development Goals (MDGs) project. That is why one of its greatest achievements was the acquirement of consultative status by the UN in 1962, which continues to this day.

Furthermore, a significant and important function of WLO has been the crafting of public policy statements to advance leisure on a worldwide basis. The most significant

one might be 'The Charter for Leisure', based on advancing the right to rest and leisure, including limitation of working hours and periodic holidays.

The overall direction of WLO and the policies needed to pursue it are determined by an international Board of Directors of up to 20 members from around the globe and currently represents six continents. The background of the Board includes business, law, tourism, parks & recreation services, arts & culture, sport/fitness/exercise and theme and entertainment services.

WL moral & philosophical foundations

We draw our foundation from a number of declarations, principles and covenants offered by the United Nations. Those include:

"Everyone has the right to rest and leisure, including reasonable limitation of working hours and periodic holidays with pay."

Article 24: United Nations Universal Declaration of Human Rights

"Everyone has the right to freely participate in the cultural life of the community, to enjoy the arts and to share in scientific advancement and its benefits."

Article 27: United Nations Universal Declaration of Human Rights

"Parties recognize the right of the child to rest and leisure, to engage in play and recreational activities appropriate to the age of the child and to participate freely in cultural life and the arts."

Article 31.1: United Nations Convention of the Rights of the Child

"Parties shall take all appropriate measures to eliminate discrimination against women in other areas of economic and social life in order to ensure, on a basis of equality of men and women, the same rights, in particular:

(c) The right to participate in recreational activities, sports and all aspects of cultural life.

Article 13: United Nations convention on the Elimination of All Forms of Discrimination against Women

"Older persons should have access to the educational, cultural and recreational resources of society."

Clause 16: United Nations Principles for Older Persons

Leisure

Leisure should be universal and a vital component to experiencing life to the fullest. In many societies throughout the world this vision of leisure is a reality; for many others it is merely an aspiration.

What is clear is that leisure can support the creation of a global civil society when understood as integral to the social, cultural, economic, and sustainable environmental development and as contributing to the well-being of individuals, communities and nations.

Leisure encompasses a wide range of relevant and exciting interests including tourism, sport, recreation, play, festivals and cultural activities. Leisure enhances the human condition and contributes to the variety of human experiences.

Among policy makers there is growing acceptance and consensus that the twin pillars of strategy formulation, whether national, regional or local, are in economic growth and improvements in the quality of life and well-being of all people.

WLO proposed mission

Adopted by the Board from a very recent meeting in China, we present the following:

MISSION: To promote leisure as a means to enhance the human condition

IDENTITY: The World Leisure Organization is the world's leading advocate for leisure as a means to enhance the human condition.

VALUES: WLO supports the right of all people to positive, quality leisure experiences while recognizing that many have special requirements related to disability, gender, age, social status, poverty, domicile or level of education.

ACTIVITIES: Through the research and educational outreach of its global membership, WLO promotes leisure as integral to social, cultural, economic, and sustainable environmental development

SCOPE: In carrying out its mission, WLO is committed to working with all sectors of society – the public, non-governmental organizations, and commercial enterprises – to advance leisure as a human right in order to enhance the quality of life for all persons world-wide.

Three key issues will be addressed by the WLO in reaffirming its vision:

to provide leadership in advancing leisure as a central force in enhancing the human condition through advocacy, research, and education that promotes socio-cultural development, encourages sustainable economic growth, and improves the quality of life for every person world-wide.

Services provided

WL Congresses

An international event comprised of a multidimensional program and related activities such as trade shows, exhibitions, professional tours and workshops. Future Congresses are in 2016 Durban, S.A., 2018 São Paulo, Brazil, 2020 Beijing, China and 3 cities have shown an interest in hosting in Europe for 2022.

WL Special Events

We just concluded our second and most successful WL Games in Laixi and Qingdao China. Over 500,000 people participated in a 10 day event. Our first games were held in Chuncheon City, Korea. The 2019 or 2020 games will be held back in China.

WL Educational & Training Programs

The Organization is strongly committed to strengthening the leadership of the profession by providing educational and training programs. WL Centers of Excellence established in 1972 are in Netherlands, Spain, Canada and USA with future growth planned. We also have a research and training program in China.

We are doing a great deal with and for our young people. They have produced a book "Young Peoples Book on Leisure" and have met around the world. We owe it to our future leaders and budding authors to provide counsel and opportunities to grow and learn.

WL Innovation Prize

This prize acknowledges the efforts of communities throughout the world at promoting sustainable social and environmental communities through leisure.

WL Commissions

This program reflects the organizations ongoing program and provides a context for persons of like interest to act collectively at the world level. Areas of special interest: access and inclusion, children and youth, management, leisure in later life, law and policy, research, tourism and the environment, women and gender and health promotion and disease prevention, United Nations & leisure education.

WL Journal

The journal has been published for more than 50 years and is the organizations major publication. The journal seeks papers on leisure, recreation, and related issues from individuals worldwide peer reviewed and published on a quarterly basis, the journal includes articles which are theoretical, applied, and/or of professional interest.

WL International Scholarship Program

The intent of the scholarship program is to provide students with access to important WLO events and provide them with a broader perspective of trends, issues,

strategies, and ideas advancing leisure worldwide.

WL and our UN Partnership

This recognition provides WLO with a platform to support the work of the Economic and Social Council of the UN by reflecting its goals in the organization's programs and services. We also have a Board member serving UNESCO.

WL Chapters

Established in 2001 the Chapter program enables individuals and groups to associate with the Organization and promote its goals locally. The first chapter was established in Taiwan in 2006 others now include China, Hong Kong and Canada.

WL Affiliates

WLO seeks affiliate collaborative relationships with other organizations throughout the world. Affiliate organizations work to promote greater cooperation. Affiliates include: Academy of Leisure Services (ALS), Australian and New Zealand Association for Leisure Studies (ANZALS), Conference of the Youth a Sports Ministers of French-speaking Countries (CONFESJES), International Council of Sport Science and Physical Education (ICSSPE), International Social Tourism Organization (ISTO-OITS), Leisure and Recreation Association of South Africa (LARASA), Red Ociogune for Spanish University Researchers, Leisure Studies Latin American Association (OTIUM) and World Tourism Organization (UNWTO)

Conclusion

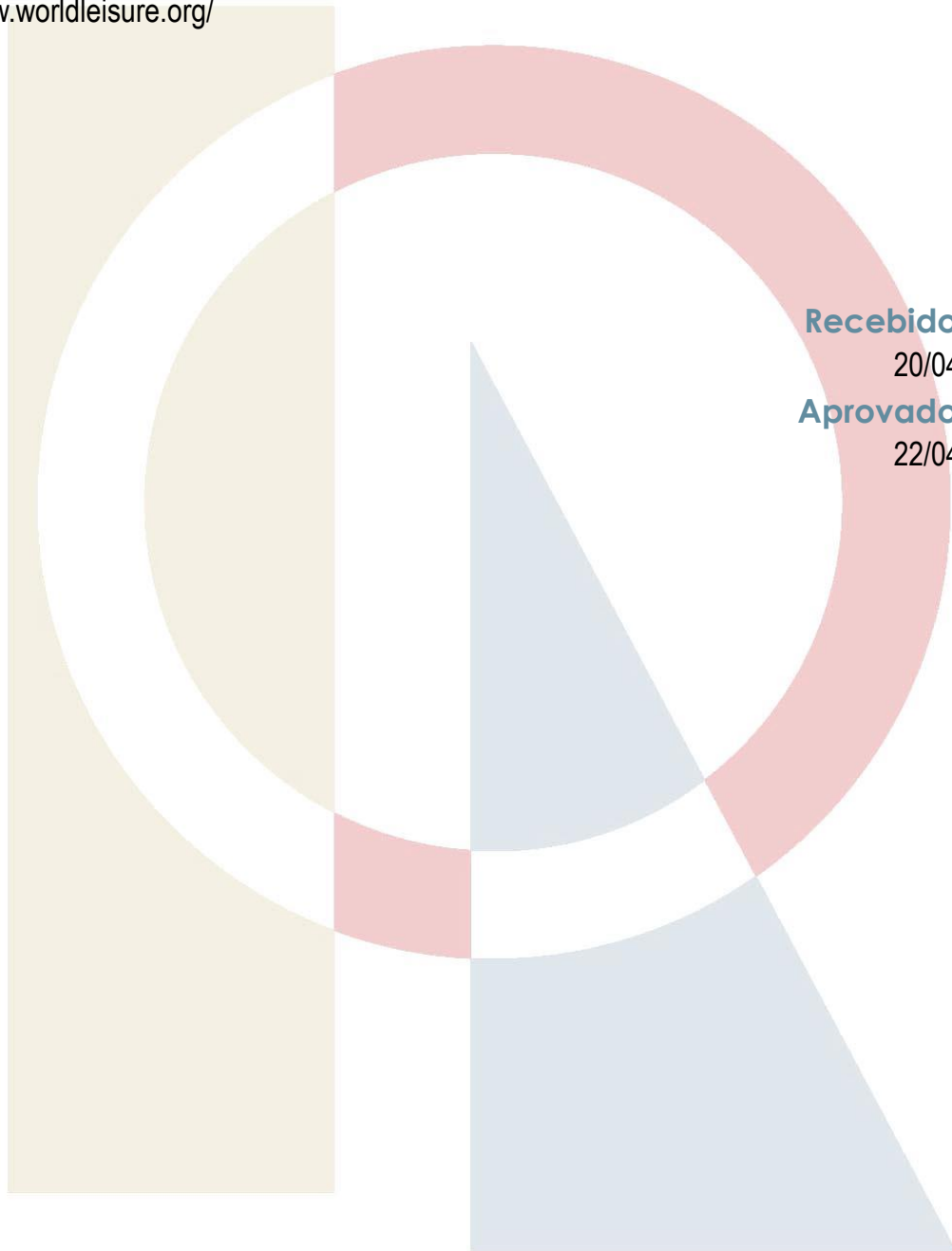
WLO is an Organization on the move with many new initiatives and events planned! Under new direction, a stable and creative new plan of work or strategic plan we are on the cusp of some great progress and we welcome you to join us on our journey and look forward to seeing you in São Paulo in 2018.

REFERENCES

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