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BETWEEN GLOBAL PERSPECTIVES AND LOCAL PARTICIPATION:

A Case Study of the World Leisure Organization and Leisure Studies in Latin America

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Purpose and Objectives

This paper explores

- The Brazilian experience in the formation of leisure studies at local scales
- The constraints that have been limiting Latin American participation at global scales
 - Economic matters
 - Language barrier
 - Accessibility
- The promise and potential of the World Leisure Organization (WLO) as an advocate and catalyst for leisure studies development in both the global and local contexts



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- **Latin America**





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ANOS





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Brazil

The fifth largest country in the world
in area, the largest in the Southern
Hemisphere

8,547,403 square kilometres

Population: 170 million

Language: Portuguese





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Leisure Studies in Latin America

- **Bachelor in Leisure and Tourism (University of Sao Paulo - USP)**
 - offered since **2005**
 - public program of four years graduation
 - scientific formation in interdisciplinary knowledge
 - connected with reality and the community around the campus





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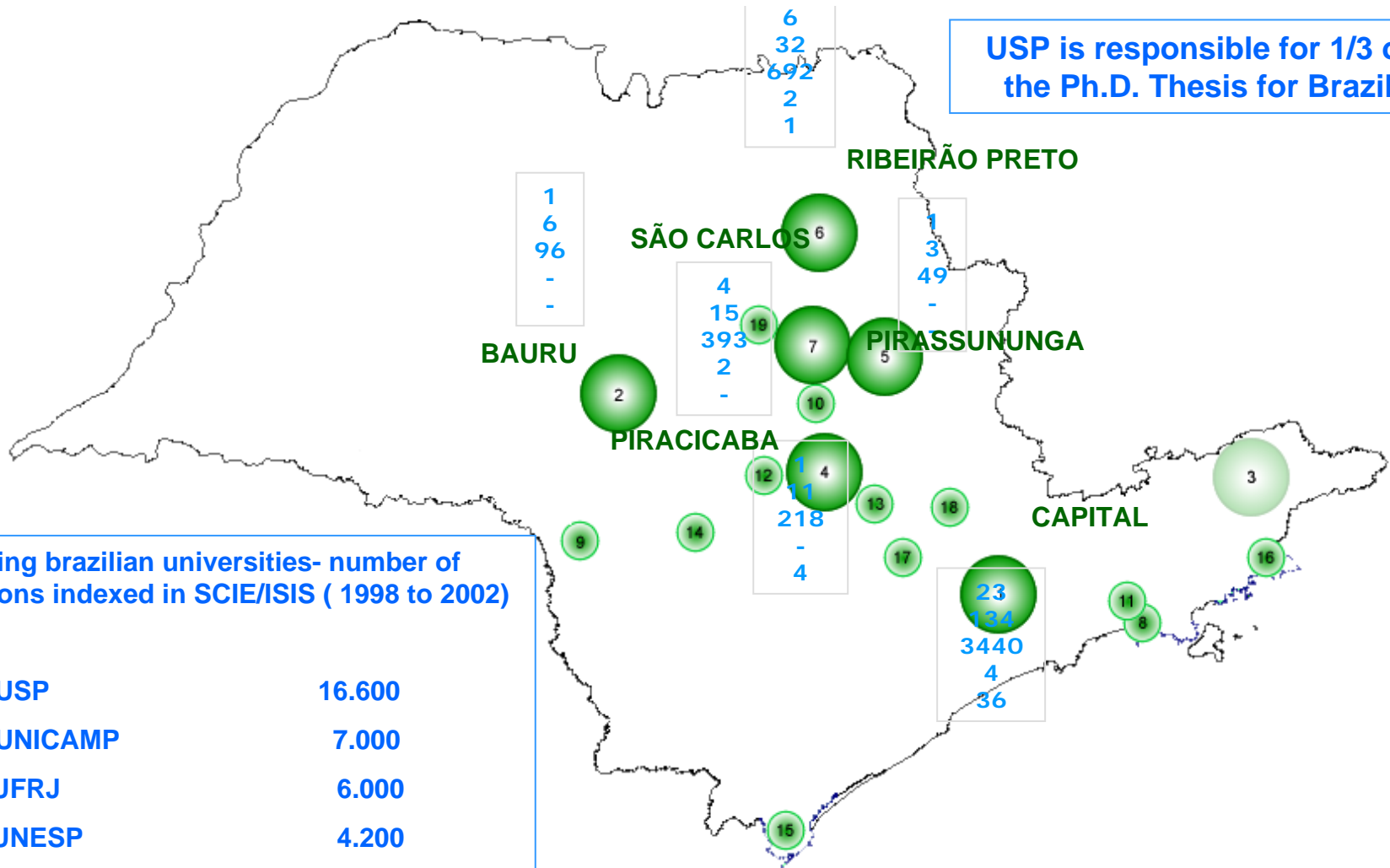
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USP is responsible for 1/3 of the Ph.D. Thesis for Brazil



Leading Brazilian universities- number of publications indexed in SCIE/ISIS (1998 to 2002)

USP	16.600
UNICAMP	7.000
UFRJ	6.000
UNESP	4.200
UFMG	3.600
UFRGS	3.400



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School of Arts, Sciences and Humanities – University of Sao Paulo

Early enrollment: 1020 students

Majors in:

- **Science of Physical Activity**
- **Gerontology**
- **Environmental Management**
- **Public Policies Management**
- **Textil Technology**
- **Natural Sciences**
- **Obstetrics**
- **Marketing**
- **Information Systems**
- **Leisure and Tourism**



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Sao Paulo Declaration

In 1998, the *5th World Leisure Congress* was held in Sao Paulo, Brazil. The Congress goals were to:

- **Mobilize** the leisure community
- **Explore** the theme: *Leisure in Globalized Society: Inclusion or Exclusion?*
- **Enrich** our understanding of the Latin American experience
- **Adopt** the *Sao Paulo Declaration on Leisure and Globalization* - an important feature of the Congress



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Sao Paulo Declaration:

- 10 articles promoted in the document
- In general:
 - recognizes that globalization offers hope as well as challenge to the well-being of the individual and community
 - accept and promote that leisure is that time wherein there is choice limited by certain constraints in which people pursue enjoyable and fulfilling experience in harmony with society's norms and values that enhances individual and social development



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Sao Paulo Legacy

- The legacy of the Congress and the declaration was a strong and inclusive connection between WLO and the Latin American leisure community
 - Latin American representation in WLO membership, events, and publications increased
- The WLO, as a world-wide non-governmental organization, has a pivotal role to play to ensure that Latin America is included when celebrating, advocating, and planning for leisure in a globalized society

It has been ten years since the connection was forged and there is evidence to suggest that the connection needs to be strengthened



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Latin American Participation Constraints

In the 10 years since the Sao Paulo Congress, the Latin American leisure community has faced constraints to participating in Global initiatives:

- **Economic barriers**
 - e.g: high costs of international academic information (thematic books, journals)
- **Language barriers**
 - e.g: portuguese/spanish X english
- **Accessibility**
 - e.g: constraints in the participation in the World Congress outside the region



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Reconciling local with global opportunities

- To strengthen the connection established in Brazil, it is suggested that future efforts be focused on enhancing opportunities
- WLO participation in local conferences, contribution to local publications, and the establishment of a *World Leisure Centre of Excellence* in Latin America are noteworthy in this regard
- To ensure that Latin America continues to contribute to and benefit from the connection, communication channels should be strengthened
- Collaborative research opportunities should be nurtured
- A regional World Leisure Conference should be considered



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