




challenges
choices
consequences

2016 LARASA | World Leisure Congress, Durban



Photography by Robbie Ribeiro



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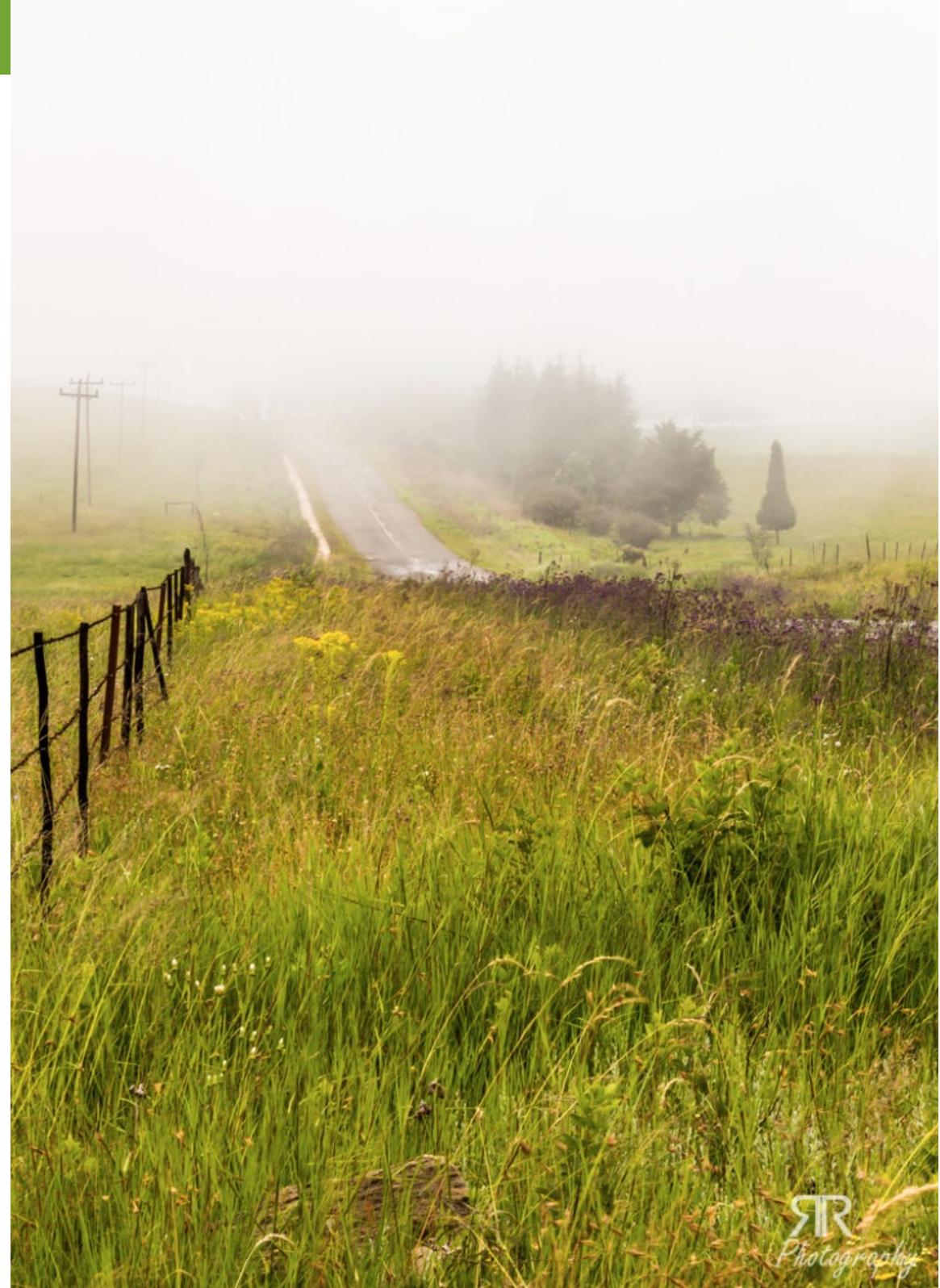
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2016 LARASA World Leisure Congress
27 - 30 June 2016
Durban ICC, South Africa

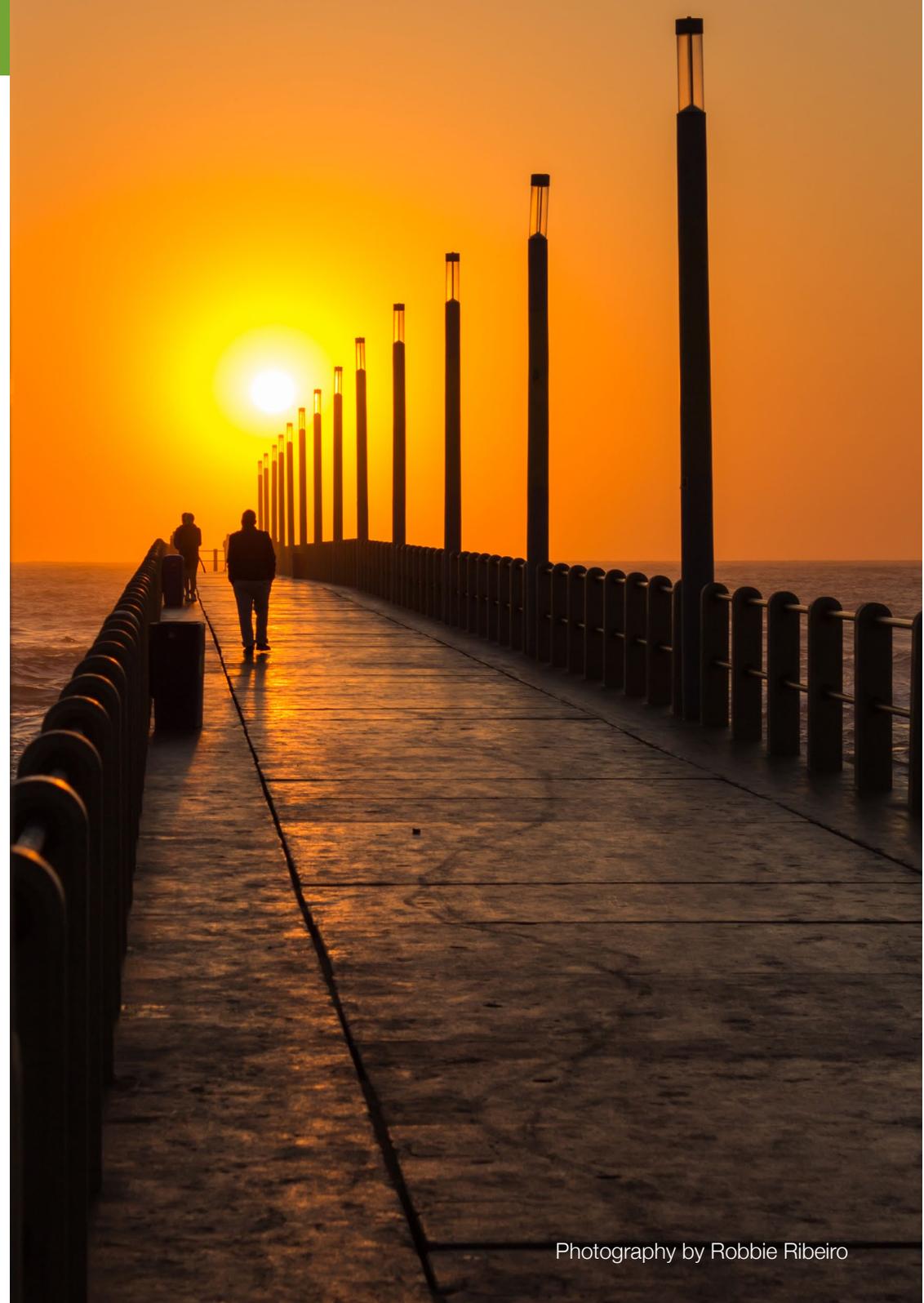
THEME: CHALLENGES, CHOICES, CONSEQUENCES

2016 LARASA World Leisure Congress, Congress Proceedings



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Message from the Mayor

Durban captures the best of the whole of Africa, boasting beautiful beaches, friendly people, a melting pot of cultures, top eateries as well as modern and world-class amenities for residents and visitors alike.

It is therefore fitting that the 2016 Leisure and Recreation Association of South Africa (LARASA) World Congress, held on African soil for the first time, is being hosted in our beautiful City.

Durban is undoubtedly a tourism destination of choice. It is a multi-faceted City that boasts a rich history and cultural diversity. We are also the envy of many with our all-year round warm weather. Our vibrant City offers unique experiences for both international and domestic visitors.

It must be noted that the Congress, running from 27-30 June 2016, is being held at the Durban Inkosi Albert Luthuli International Convention Centre (ICC), one of the most advanced event facilities in the world. A number of local and international events have taken place at the ICC over the years.

I am impressed that this Congress has a line-up of speakers and researchers from over 25 countries who will be highlighting the importance of leisure and the impact it has on people, how it can transform a space and the positive impact this has on the economy. We understand that leisure tourism is a fast growing industry. There has therefore been a concerted drive to attract tourism to the City on a local and international level. We have initiatives in place, driven by the City's Durban Tourism and Investment Promotions Unit, to sell Durban to the world- and we have seen the benefits.

Over the past few months we have seen a growing willingness of international artists performing in the City.

Our beaches are ideal for swimming, surfing, kite-surfing and wind-surfing among other water sports. Millions have been invested in Durban's famous 'Golden Mile', stretching from Blue Lagoon to uShaka Marine World, in order to maintain, boost and drive Durban's competitive edge in the tourism arena. There are proposals to further extend the beachfront promenade.

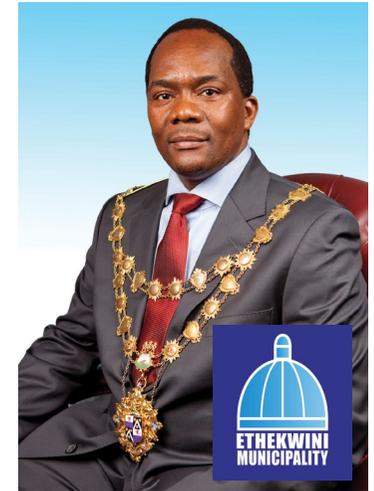
There is also the rich entertainment you are guaranteed to experience if you visit our townships such as Umlazi, KwaMashu and Clermont while semi-rural areas such as Inanda, which is part of the Heritage Route, have their unique points of interests to offer. Umlazi is the home of Max's Lifestyle and Eyadini Lounge, entertainment venues that host cosmopolitan patrons. KwaMashu boasts places such as KwaHlabisa, Lacoste, while Clermont boasts establishments such as Shadow's Tavern and Skotis with their unique brand of entertainment. The township's experience also include visits to the community residential units formerly known as hostels, where a visitor can savour traditional cuisine such as umgxabhis (innards) and the spectacle of Zulu dancing.

Annually over the festive season, millions of holidaymakers flock to the City. While we specifically plan a number of activities and events over this period, we have turned our focus to promote Durban as a must-visit City all year-round.

The Integrated Rapid Public Transport Network (IRPTN), of which construction of certain corridors is currently underway, will revolutionise public transport in the City. The IRPTN will see the establishment of nine transport corridors in the City by various modes of transport. This network will provide affordable and accessible public transport to all.

I am pleased that an aim of the Congress is to highlight the need to encourage skills development in South Africa.

The Municipality's Skills Development Unit is responsible for promoting the principles of lifelong learning and compliance with the Skills Development Act. I am sure a positive way forward to promote leisure in the City will emerge from the robust discussion set to take place at the Congress. We welcome any positive feedback that will positively impact our City. Once again, welcome to all visitors. I trust you will have an enjoyable stay in our wonderful City.



Message from the LARASA

It is with great pleasure the 2016 Local Organising Committee welcomes you to the 14th World leisure Congress, hosted by LARASA in Durban, South Africa. The theme of this year's congress focuses on "Leisure, Social Cohesion and Transformation" and provides a unique and multifaceted approach to champion the value of leisure and tourism to society, the economy and the preservation of the environment.

The 2016 LARASA World Leisure Congress has attracted a delegation of 300 experts from 25 countries representing a range of stakeholders including professionals, government officials, students and academics. These experts are dedicated to advancing and advocating for improved leisure, recreation and tourism initiatives through practice, research and scholarship. The program includes a wide range of topics and disciplines underpinning the importance of interdisciplinary discourse and co-operation to augment quality of life, enhance the human condition as well as improve the livability of communities.

Since its formation in 2010, the Leisure and Recreation Association of South Africa has advocated for leisure service delivery in South Africa, hosted two successful congresses and are pleased to announce the attendance at the 2016 World leisure Congress as the largest since 2012. Our commitment to grooming the future leaders in our field can be demonstrated by the sponsorship of 50 South African students and a further 20 international students who will be inherently involved in volunteering, presenting their research and forming part of the Field School program.

The 2016 LARASA World Leisure Congress would not be possible without the contributions of Mr James Nxumalo, Mayor of the City of Durban and Mr Michael Mabuyakulu, MEC, KZN Department of Economic Development and Tourism and Environmental Affairs. We sincerely thank you for having entrusted us with your willing and generous sponsorship.

We wish you a pleasant and safe stay in our beautiful city and province, a productive week of networking and collaboration during the congress, combined with lots of fun and laughter!

Best wishes,

Maliga Naidoo

President of LARASA



Photography by Robbie Ribeiro



Photography by Robbie Ribeiro

Program Committee 2016



Mrs Maliga Naidoo

Chair: Program Committee

Founding member and President of LARASA. Recreation specialist involved in the development and advocacy of leisure services in South Africa since 1996 from local to national level. Consultant with the South African Qualifications Authority generating vocational Recreation and Leisure qualifications at NQF Levels 4, 5 and 6. Academic co-ordinator and Lecturer in Recreation and Leisure Studies at University of KwaZulu-Natal, Durban between 2007 and 2014. Managing Director of a fitness facility. Masters Degree from University of Durban Westville (1997), Honorary research fellow with the School of health Sciences, University of KwaZulu Natal.



Prof Galit Nimrod

Reviewer

Founding member and President of LARASA. Recreation specialist involved in the development and advocacy of leisure services in South Africa since 1996 from local to national level. Consultant with the South African Qualifications Authority generating vocational Recreation and Leisure qualifications at NQF Levels 4, 5 and 6. Academic co-ordinator and Lecturer in Recreation and Leisure Studies at University of KwaZulu-Natal, Durban between 2007 and 2014. Managing Director of a fitness facility. Masters Degree from University of Durban Westville (1997), Honorary research fellow with the School of health Sciences, University of KwaZulu Natal.



Dr Cristina Ortega Nuere

Vice Chair: Program Committee

Dr Cristina Ortega Nuere is a Doctor in Leisure and Human Development – awarded with the extraordinary Prize for the Best PH-D Thesis in all disciplines, a Master degree in Leisure Management, and specialized in Cultural Management. She graduated from the Faculty of Arts and Philosophy from the University of Deusto and completed her studies in London, Middlesex and Westminster University. Her area of specialization is leisure, cultural policies, wellbeing and human development.



Ms Yvonne Klerks

Reviewer

Ms Yvonne Klerks holds a MSc in business economics and marketing and studied at Tilburg University and University of Bern. She started lecturing at NHTV Academy for Leisure, the Netherlands in 2005. NHTV Academy for Leisure is the largest university in the world for applied and academic programs in leisure studies. Her main focus research areas are entrepreneurship, operational management, productivity and marketing, project development in the tourism and leisure industry.



Prof Ricardo Uvinha

Vice Chair: Program Committee

Dr Uvinha is an Associate Professor of the School of Arts, Sciences and Humanities, University of Sao Paulo, Brazil. President of the Brazilian Association for Leisure Studies and Leader of the Interdisciplinary Group of Leisure Studies/University of Sao Paulo, he holds a Masters Degree in Physical Education from the State University of Campinas – UNICAMP (1997), a PhD in Tourism and Leisure from the University of Sao Paulo – USP (2003), a Post doctorate in Leisure Studies from Griffith University, Australia (2004) and a Habilitation in Leisure Studies from the University of Sao Paulo – USP (2008).



Prof Moniek Hover

Reviewer

Prof Moniek Hover, PhD, is Professor in Storytelling at NHTV University (Breda, the Netherlands), where she teaches in the applied and the academic bachelors and masters programs (leisure/ tourism) and leads the research program around storytelling and consumer experience. With multidisciplinary teams, she provides research and (tourism) development projects.



Program Committee 2016



Dr Lenia Marques

Reviewer

Dr Lénia Marques is lecturer in Events Management at Bournemouth University. She has several publications in the fields cultural tourism and events, and comparative and travel literature. Her current research focus is on place making, innovation, co-creation and engagement in events and tourism.



Prof Francis Lobo

Reviewer

Prof Francis Lobo is the Honorary Professor in the School of Business at Edith Cowan University in Perth, Western Australia. He obtained his doctorate at the University of Western Australia and completed Masters' degrees in the United States and Australia. With undergraduate studies done in the United Kingdom, India and Uganda. In 2000, Dr Lobo was awarded The Frank Stewart Award for outstanding contribution to the Parks and Leisure Industry in Australia. In 2012 he was awarded the Cornelis Westland Humanitarian Award presented in Rimini Italy. Francis Lobo's current research interest is the relationship of leisure, happiness and development.



Prof Monika Stodolska

Reviewer

Dr. Stodolska is the Professor and Associate Head for Academic Affairs, Department of Recreation, Sport and Tourism, University of Illinois. Her research focuses on issues of cultural change, quality of life, and their relationship to leisure behavior of ethnic and racial minorities, as well as constraints on leisure. Dr. Stodolska has served as an associate editor of the Journal of Leisure Research since 2001 and of Leisure/Loisir since 2003. In 2011 and 2012 she served as a co-chair of the NRPA Leisure Research Symposium.



Dr John Tower

Reviewer

Dr John Tower is involved in teaching at the University of Victoria, Melbourne, Australia, in the Bachelor of Sport Management and Master of Sport Business and Integrity degrees. He has been working in the leisure, recreation and sport industry for over 30 years with a particular interest in community sport and recreation participation and the delivery of community sport and recreation services. He is also working with PhD candidates who are conducting studies related to sport social capital, youth physical activity participation, aquatic and recreation centre development and corporate fitness programs.



Prof Maurizio Sabini

Reviewer

Prof Maurizio Sabini is a Professor of Architecture at the Hammons School of Architecture at Drury University. Graduated with a degree in architecture in 1981 from the Istituto Universitario di Architettura of Venice (Italy) and a post-professional Master of Architecture degree in 1982, a Fulbright scholar, from the State University of New York at Buffalo, New York. With a PhD 1987 from the school of Venice, he taught as an adjunct faculty. Served in various positions at Catholic University in Washington DC, Kent State in 2000 and as International Studies Coordinator in Florence, Italy.



Prof Charl Roux

Reviewer

Professor Charl J. Roux is the Vice Head of Sport and Movement Studies at the University of Johannesburg (UJ), South Africa, and holds a D. Litt. et Phil in Human Movement Science. He is a co-founder of the only Olympic Studies centre in Africa, established at UJ. His field of interest includes Physical Education; Olympic Studies, sport and recreation for people with disabilities.



Dr Christianne Gomes

Reviewer

Dr Christianne Gomes holds a PhD in Education (2003), a Master Degree in Sports Science (1995), a Diploma in Leisure (1993) and a Bachelor's Degree in Physical Education (1992). She was also a Post-doctoral Fellow at National University of Cuyo, Argentina (2012).



Dr Sabine Marschall

Reviewer

Dr Sabine Marschall is an Associate Professor in the Discipline of Cultural and Heritage Tourism, at the University of KwaZulu Natal, South Africa.

She graduated with a Masters Degree and PhD from the Eberhardt-Karls-Universität Tübingen in 1988 and 1993 respectively. Her research interest lies in Heritage tourism, Commemoration and memorialization, Tangible and intangible cultural heritage.

Local Organising Committee

Honorary Chair: Deputy Mayor, Councillor Mrs N Shabalala

Chair: Mrs Maliga Naidoo

2016 LOC Members

Mr James Seymour - Chief Convention Bureau Officer

Ms Sonto Mayise - Durban KwaZulu Natal Convention Bureau

Ms Gugu Cele - Durban KwaZulu Natal Convention Bureau

Ms Winile Mntungwana - Tourism Durban, EtheKwini Municipality

Mr Welcome Maduna - Tourism Durban, EtheKwini Municipality

Mr Trevor Siziba - Sport and Recreation, EtheKwini Municipality

Mr Colin Naidoo - King Shaka International Airport, Durban

Ms Fezeka Mabuye - King Shaka International Airport, Durban

Ms Ncamihlangu - Durban International Convention Centre

Ms Mishka Reddy - LARASA Program Assistant

Mrs Tracy Subramany - Events Manager

Mr Mbuso Sithole (Johannesburg) - Supervisor : Volunteer Program

Ms Sibongisile Ngubane - Supervisor : Volunteer Program

Mr Chester Baluyot (Australia) - Supervisor : Volunteer Program



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SUNDAY, June 26

08h00 -20h00 **Closed Meeting - World Leisure Board Meeting.** Venue: Meeting Room 12 AB

13h00 -17h00 Registration: Durban ICC Reception Area

Day 1: MONDAY, June 27

08h30 - 08h35 SESSION CHAIR: **Mr James Seymour,**
Chief Convention Bureau Officer, KZN Convention Bureau

08h35 - 08h45 Welcoming Address: **Councillor, Mrs N Shabalala**
Deputy Mayor of Ethekewini Municipality

08h45 - 08h55 Welcome Address: **Mrs Maliga Naidoo**
Chief of the 2016 LARASA World Leisure Congress

08h55 - 09h00 Welcome Address : **Dr Roger Coles**
Chair of World Leisure Organisation

09h00 - 09h30 Plenary: **Prof Tony Veal (045) - Leisure and Human Rights**
Leisure and Recreation Association of South Africa

09h45 - 10h15 Discussion - Q & A

10h15 -11h00 **Tea Break**



Congress Program

Day 1

THEME	AGING	ENVIRONMENT	LEISURE MANAGEMENT	EDUCATION	HEALTH AND HAPPINESS
VENUE	HALL 1A	MEETING ROOM 11 AB	MEETING ROOM 11 CD	MEETING ROOM 21 ABC	MEETING ROOM 21 DEF
Moderator	Dr Galit Nimrod Israel	Prof Miklos Banhidi Hungary	Prof John Tower Australia	Prof Marc Cloes Belgium	Prof Gordon Walker Canada
11h00 - 11h30	Prof Doug Kleiber (001) USA An idiographic turn for understanding leisure in retirement and widowhood	Dr Cari Autry (006) USA Recreation's role in the lives of children who are homeless	Dr Dorothy Fox (011) UK Leisure Time Preference: The Influence of Gardening on Garden Visitation	Prof Marc Cloes (016) Belgium Physical education and leisure: What's the link?	Prof Francis Lobo (020) Australia Leisure happiness and development : an Australian perspective
11h30 - 12h00	Dr Hsuan-Hsuan Chang (002) Taiwan Flow experience in the leisure activities of retirees	Prof Lynne Ciochetto (007) New Zealand Leisure-Advertising-Sustainability: An exploration of global implications	Ms Xialei (Sally) Duan (012) Taiwan Rural destination image and branding in China	Mr Siphamandla Nyawose (017) South Africa The impact of a school-based and family physical activity intervention on learners' health behaviour	Mr Brendan Riggan (021) Canada A CSR Health Initiative: More Than Just Bucks and Pucks
12h00 - 12h30	Ms Rebekkah Middleton (003) Australia An effective leisure program for older people with diabetes	Mr Johan Barnard (008) South Africa The challenges, choices and direction of park design in South Africa	Dr Chung Shing Chan (013) Hong Kong The potential of generating city brand equity by thematization	Prof Adriana E Estrada (018) Mexico Social Tourism and Senior Citizens: its educational contribution	Prof Tsung-Chiung Wu (022) Taiwan The Choice of Leisure Participation in Sustaining and Improving Quality of Life
12h30 - 13h00	Dr Ping Yu (004) Taiwan Playfulness and Successful Aging CANCELLED	Prof Shui-liang Yu (009) Taiwan Environmental Governance and Development of Sustainable Tourism	Mr Patrick Zimu (014) South Africa Public leisure facilities, participation in and delivery of leisure services	Ms Sonia Vaillancourt (019) Canada The Quebec Facilitation Training Program in Leisure and Sport	Prof Gordon Walker (023) Canada Leisure Participation, Basic Psychological Needs, and Quality of Life
13h00 - 13h30	Prof Galit Nimrod (005) Israel Innovation Theory Revisited: Self-Preservation vs. Self-Reinvention	Prof Miklos Banhidi (010) Hungary Leisure clusters in Europe	Dr John Tower (015) Australia Community partnerships through leisure management		Prof Stephen Anderson (024) USA Happy Living Environments
13h30 -14h30	Lunch Break - HALL 1B				

Congress Program

Day 1

THEME	GENDER	ENVIRONMENT	CULTURE	EDUCATION	SOCIETY
VENUE	HALL 1A	MEETING ROOM 11 AB	MEETING ROOM 11 CD	MEETING ROOM 21 ABC	MEETING ROOM 21 DEF
Moderator	Dr Christianne Gomes Brazil	Prof Roger Coles USA	Prof Francis Lobo Australia	Prof Atara Sivan Hong Kong	Prof Shui-Liang Yu Taiwan
14h00 - 14h30	Ms Rossly Malema (025) South Africa Leisure and Recreation - Empowering Rural Women	Mr Nicholas Wise (029) USA Haitians, Dominicans and Difference, Defending Sense of Place and Identity	Prof Yuh-Cheng Fan (033) Taiwan Leisure Experience on the Camino de Santiago	Ms Nicoline de Heus (037) Netherlands Innovating Leisure Education through the Intercultural Classroom	Dr Marie Young (041) South Africa WoW! Participant's preferences to participate in recreation activities
14h30 - 15h00	Ms Allana Scopel (026) Brazil Leisure, urban space and space appropriation in the Parque da Juventude	Dr Bernard Kitheka (030) USA Play and Recreation in a Developing Country: Assessing Utility of Public Gardens	Ms Regiane Galante (034) Brazil SESC: Space For Leisure And Sociability In World Cup 2014	Prof Fumio Morooka (038) Japan History of National Recreation Association of Japan, Japan Society of Leisure and Recreation Studies CANCELLED	Dr Waldir Assad (042) Brazil Social development and Shopping Malls: the new leisure activity
15h00 - 15h30	Dr Christianne Gomes (027) Brazil Leisure, Woman and Cinema	Prof Roger Coles (031) USA The Growth and Benefits of Community Walking and Biking Trails	Ms Maya Azzi (035) USA Understanding stargazers motivations through the Travel Career Pattern Model	Prof Atara Sivan (039) Hong Kong Leisure education in schools: Challenges, choices and consequences	Ms Chantal Christopher (043) South Africa The Long fingers of "Coloured" Identity: fiddling , tweaking and moulding recreational engagement
15h30 - 16h00	Dr Liza Berdychevsky (028) USA Men's sexual risk-taking in leisure travel Online presentation	Panel discussion amongst the presenters of the session resulting in a policy statement on the environment and leisure (032)	Prof Moniek Hover (036) Netherlands Challenges and choices of cultural tourism – the narrative concept for Van Gogh's Heritage sites Online presentation	Panel discussion amongst the presenters of the session resulting in a policy statement on the environment and leisure (040)	Prof Laura Rojas de Francisco (044) Colombia Home based digital leisure Online presentation
16h00 - 18h00	FIELD SCHOOL Closed Session for Field School Students only	EDITORIAL BOARD MEETING Meet The Editor – World Leisure Journal	2018 SESC WORLD LEISURE CONGRESS MEETING Closed Session		
18h30 -21h00	MAYOR'S WELCOME COCKTAIL RECEPTION Inkosi Albert Luthuli Durban Convention Centre, Durban				

Congress Program

Day 2

Day 2: TUESDAY, June 28

- 08h30 - 08h40 PLENARY – HALL 1A
Session Chair: **Mrs Maliga Naidoo**
- 08h40 - 09h10 KEYNOTE: **Mr Sihle Zikalala**
MEC for Economic Development, Tourism and Environmental Affairs
- 09h10 - 09h30 **Mr Xuewu Zhang (126)**
Supply Side Reform : the opportunity and challenge for the Chinese Leisure Industry
- 09h30 - 10h00 Panel Discussion - Q & A

10h15 - 11h00 **Tea Break - HALL 1B**

THEME	HEALTH AND HAPPINESS	HUMAN RIGHTS	TOURISM	POLICIES / VOLUNTEERS	HEALTH AND HAPPINESS
VENUE	HALL 1A	MEETING ROOM 11 AB	MEETING ROOM 11 CD	MEETING ROOM 21 ABC	MEETING ROOM 21 DEF
Moderator	Dr Yoshitaka Iwasaki Canada	Dr Arend Hardorff Netherlands	Dr Mark Needham USA	Ms Joanne Schroeder Canada	Dr Rubeena Partab South Africa
11h00 - 11h30	Prof Ellie Cohen Gewerc (046) Israel Leisure and being free, the pivotal challenge of our time		Dr Carolin Lusby (055) USA Community based tourism and sustainable development	Ms Pam Kappelides (061) Australia Camp based volunteers: Psychological contracts and intentions to volunteer	
11h30 - 12h00	Ms Nienke van Boom (047) Netherlands Exploring the role of leisure amenities in residential choice and satisfaction	Panel Discussion (052): UN Charter on Leisure; cultural heritage or more relevant than ever?	Dr Natasa Valek (056) United Arab Emirates The lifestyle of United Arab Emirates residents: 'everyday' leisure vs. travel	Prof Patrick Lau (062) Hong Kong Camp based volunteers: Psychological contracts and intentions to volunteer	Workshop (067): The inconvenient interrogation: Of consequences that challenge choices.
12h00 - 12h30	Dr Walid Briki (048) Qatar The challenge of motivation toward physical exercise and its influence on wellbeing		Dr Jak Punchoopet (057) Thailand Unknown Artist - World Leisure of Graffiti Artists on Ruins	Ms Joanne Schroeder (063) Canada Time Philanthropists: The New Volunteer	
12h30 - 13h00	Dr Yoshitaka Iwasaki (049) Canada Contributions of leisure to "meaning-making" and its implications for leisure services		Mr Cedric Wang (058) Hong Kong The Role of Tourism in Vicissitude of Livelihood: A Case of an Indigenous Community	Ms Meng (Joanne) Wu (064) China Factors affecting leisure and tourism service quality in peak season	

Congress Program

Day 2

THEME	HEALTH AND HAPPINESS	HUMAN RIGHTS	TOURISM	POLICIES / VOLUNTEERS	HEALTH AND HAPPINESS
VENUE	HALL 1A	MEETING ROOM 11 AB	MEETING ROOM 11 CD	MEETING ROOM 21 ABC	MEETING ROOM 21 DEF
Moderator	Dr Yoshitaka Iwasaki Canada	Dr Arend Hardorff Netherlands	Dr Mark Needham USA	Ms Joanne Schroeder Canada	Dr Rubeena Partab South Africa
13h00 - 13h30	Ms Irena Paszkiewicz (050) UK Food as a leisure social practice among Polish migrants in the UK	Yvonne Klerks (053) Netherlands World Leisure Centres of Excellence – graduate programs in the field of leisure	Mr Unathi Henama (059) South Africa The Challenges and consequences for the Tourism industry by changing visa rules CANCELLED	Dr Cristina Ortega-Nuere (065) Spain Young, participation and creation and governance of their leisure spaces	Workshop (067) cont.
13h30 - 14h00	Dr Vania Noronha Alves (051) Brazil An analysis of leisure aspects of Brazilians living in the United States	Dr Ricardo Uvinha (054) Brazil Olympic games in Rio 2016 and its relations with leisure and sports in Brazil	Prof Mark Needham (060) USA Recreationists swimming with manta rays: Conflict, sanctions, and management	Panel discussion amongst the presenters of the session resulting in a policy statement on policies and volunteers	Panel discussion amongst the delegates of the session resulting in a policy statement on health, leisure and happiness
14h00 - 15h00	Lunch Break - HALL 1B				
15h00 - 19h00	Field School	WLO Members: Commissions and General Assembly	Larasa Network And Collaboration Indaba Closed Meeting for African Delegates only		



Day 3: WEDNESDAY, June 29

- 08h30 - 08h35 PLENARY – HALL 1A
Opening remarks by the Chair of the session: **Prof Francis Lobo**
- 08h35 - 09h05 KEYNOTE: **Sandhya Singh, South Africa (069)**
Translating SDGs into the Future for All demands Policy Imperatives Within and Outside the Health Sector
National Director Department of Health - Disease, Disability and Geriatrics
- 09h05 - 09h35 **Prof Dorothy Schmalz, USA (070)**
Playing with food: Implications for Leisure and Health
- 09h35 - 10h00 **Prof Huidi Ma, China (071)**
Recreation space and national health
- 10h00 - 10h15 Panel Discussion - Q & A

10h15 - 11h00 **Tea Break - HALL 1B**

THEME	TECHNOLOGY	ENVIRONMENT	SOCIAL COHESION	SOCIETY	EMPLOYEE WELLNESS / HEALTH
VENUE	HALL 1A	MEETING ROOM 11 AB	MEETING ROOM 11 CD	MEETING ROOM 21 ABC	MEETING ROOM 21 DEF
Moderator	Dr Lenia Marques UK	Dr Gyan Nyaupane USA	Dr Tom Forsell Australia	Prof Charl Roux South Africa	Dr Russell Hoye Australia
11h00 - 11h30	Prof Jiangong Tan (072) China The effect of Electronic leisure products on the lifestyle of Chinese college students	Dr Edwin Gomez (077) USA Urban Park Use and Psychological Sense of Community	Workshop: Facilitated by Dr Tom Forsell Australia (082)	Mr Alexandre Teixeira (086) Brazil City, leisure and children: Curumim Program at SESC/Santana	Dr Russell Hoye (090) Australia The Social Value of an Indigenous Community Sport and Leisure Club
11h30 - 12h00	Dr Donna Woodhouse (073) UK Understanding leisure sites: Technology Enhanced Research for Practitioners	Dr Palle Reddy (078) India The choices and challenges of Eco Tourism and Responsible Management	Nature and Measurement of Social Capital in Leisure	Ms Gabriela Pinto (087) USA Preferences for leisure time physical activities: a dynamic systems approach	
12h00 - 12h30	Dr Lenia Marques (074) UK Events as online/offline leisure practices	Ms Liandi Slabbert (079) South Africa Consumer response towards an accreditations system for hiking trails	Mrs Emma Roos (083) South Africa Therapeutic recreation for people with disabilities	Mr Yaw Koranteng (088) South Africa The missing link and its impact on healthy living	Ms Madelon Jacobs (092) Netherlands The relation between body dissatisfaction and physical leisure activity

Congress Program

Day 3

THEME	TECHNOLOGY	ENVIRONMENT	SOCIAL COHESION	SOCIETY	EMPLOYEE WELLNESS / HEALTH
VENUE	HALL 1A	MEETING ROOM 11 AB	MEETING ROOM 11 CD	MEETING ROOM 21 ABC	MEETING ROOM 21 DEF
Moderator	Dr Lenia Marques UK	Dr Gyan Nyaupane USA	Dr Tom Forsell Australia	Prof Charl Roux South Africa	Dr Russell Hoye Australia
12h30 - 13h00	Ms Sarit Okun (075) Israel Online Religious Communities a Leisure Activity, a Spiritual Activity, or Both?	Mr Mdu Rhini (080) South Africa Correlates of the obesogenic environment to lifestyle behaviour	Prof Suvimol Tangsujjapoj (084) Thailand Aspects of Leisure Participation to Promote Inclusion	Dr Sheetal Bhoola (089) South Africa Culinary Choices: Developing Durban as a culinary destination	Mrs Sanoosha Badul (093) South Africa EAP and the Workplace - ad- dressing the health and wellness needs of employees
13h00 - 13h30	Prof Ken Roberts (076) UK Youth, new media, leisure and politics in Saudi Arabia	Dr Gyan Nyaupane (081) USA Understanding environmental behavior based on participation in leisure activities	Dr Theresa Lorenzo (085) South Africa Equalising opportunities for youth with disabilities to participate in free time activities	WORKSHOP Facilitated by Mr Tshifhiwa Mamala (91) Alignment of EAP with Business Strategy CANCELLED	Mrs D Khumalo (094) South Africa EAP - An emerging South African profession
13h30 - 14h30	Lunch Break - HALL 1B				



Congress Program

Day 3

THEME	RESEARCH METHODS	TOURISM	SOCIETY	LEISURE EDUCATION	OUTDOOR RECREATION
VENUE	HALL 1A	MEETING ROOM 11 AB	MEETING ROOM 11 CD	MEETING ROOM 21 ABC	MEETING ROOM 21 DEF
Moderator	Prof Ken Roberts UK	Dr Dorothy Schmalz USA	Ms Yvonne Klerks Netherlands	Dr Heather Gibson USA	Dr Lucetta Tsai Taiwan
14h30 - 15h00	Mr John Henderson (095) USA Benchmarked Customer Satisfaction Surveys for Leisure Programs: Potential Benefits	Prof Marc-Andre Lavigne (099) Canada Horseracing as a profession, horseracing as a leisure activity	Ms Dagmar van Ham (103) Netherlands Theme parks as a context for interaction rituals	Ms Su-Hsin Lee (107) Taiwan Leisure and health: examining the relationships between greenspaces and health for children	Dr Ednie Andrea (111) USA Commitment to Physical Activity in Outdoor Settings
15h00 - 15h30	Prof Junichiro Inutsuka (096) Japan Leisure philosophy based on studies mesology, phenomenology, and information sociology	Dr Rafael Frois (100) Brazil Motivations behind volunteer participation in leisure and mega sports events	Ms Zinhle Phakathi (104) South Africa The transference of active leisure participation into the "world of work"	Ms Lizzie Klijs (108) Netherlands Sport and leisure : An engine to empower youth wellbeing	Prof Charl Roux (112) South Africa Positive consequences of students experiences at an adventure programme
15h30 - 16h00	Ms Nuria Jaumot-Pascual (097) USA Gender and Leisure among Older Adults. A Mixed-Methods Approach	Ms Annie Karobia (101) Kenya Use of Leisure and Recreation facilities in three star hotels	Dr Alison Doherty (106) Canada Model of collective volunteer social capital in community sport and leisure organisations	Prof Erwei Dong (109) USA Mountain Hiking to Achieve Psychological Well-being: A Case of Trails in Taiwan	Dr Aggie Weighill (113) Canada Outdoor family leisure: A strengths-based case study in Ontario, Canada
16h00 - 16h30	Karla Henderson (098) USA Dimensions of choice: a qualitative approach to recreation, parks, and leisure research. Online presentation CANCELLED	Ms Meghan Muldoon (102) Canada Photo-storying slum tourism: Narratives of being part of the tour CANCELLED	Prof Richard Makopondo (105) Kenya Obama Kogelo Community Cultural Festival: Bungled opportunities CANCELLED	Dr Heather Gibson (110) USA Travelling with Dad: Exploring the leisure-travel experiences of non-resident fathers	Dr Lucetta Tsai (114) Taiwan A Comparative Study of the Strategic Choice of Air Sports in Taiwan and China
17h00 - 18h00	Field School				
18h30 - 21h30	SOCIAL COCKTAIL EVENING WITH ENTERTAINMENT				

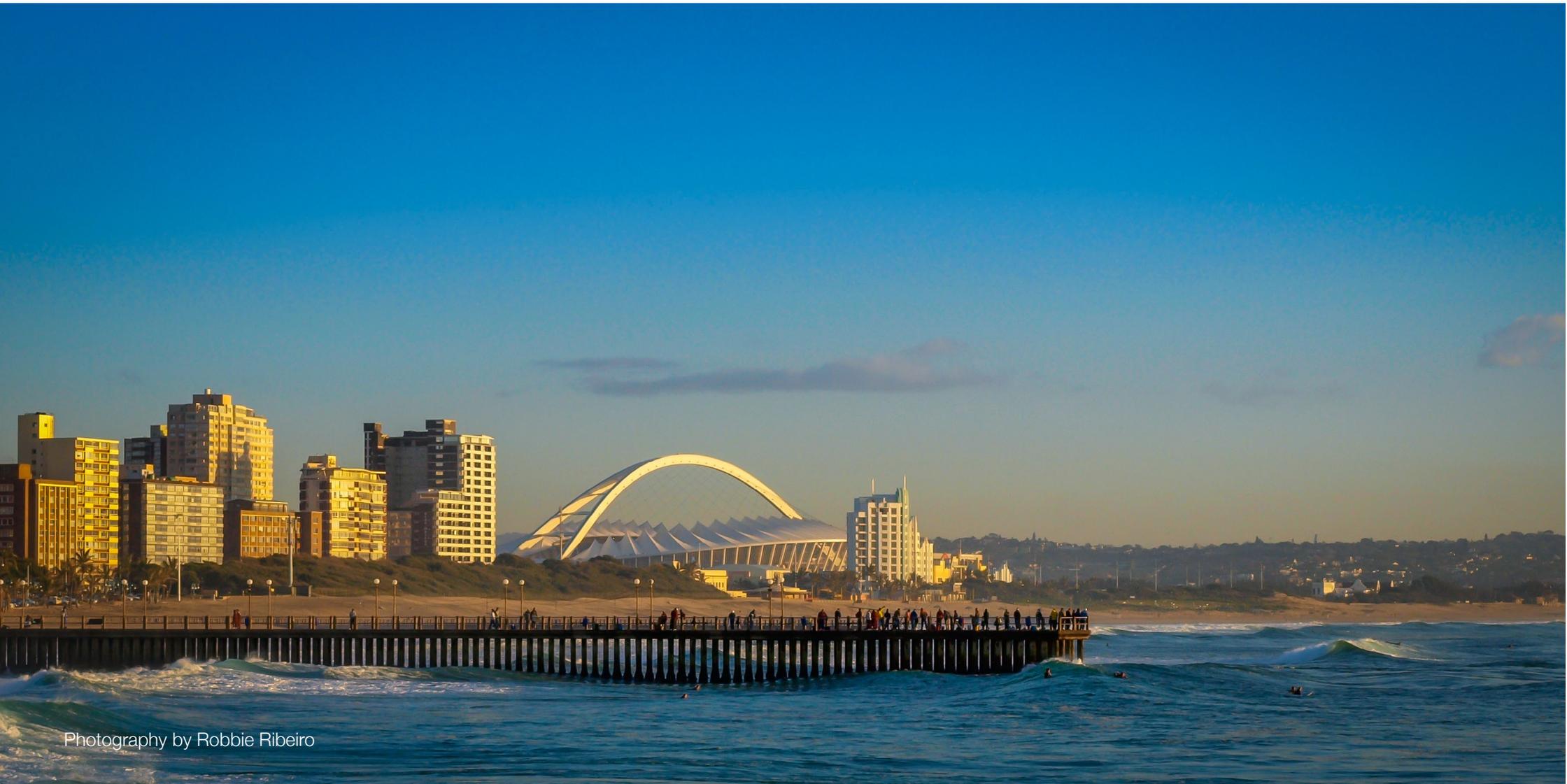
Day 4: THURSDAY, June 30

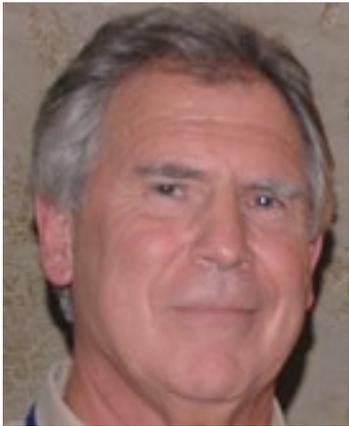
- 08h30 - 08h40 PLENARY – HALL 1A
Opening remarks by the Chair of the session: **Ms Mishka Reddy**
- 08h40 - 09h00 KEYNOTE: **Ms Roshni Mehta, South Africa (115)**
The Challenge and Choices of Leisure and Entertainment Districts in Durban
- 09h00 - 09h20 **Dr Lawal Marafa, Hong Kong (116)**
Community perception of Leisure, Recreation and Tourism in Seeking Sustainability
- 09h20 - 09h40 **Prof Attila Barcza, Hungary (117)**
Transforming parks to promote cities as valuable tourist destinations
- 10h00 - 10h15 Presentation: 2018 World Leisure Congress, SESC, Sao Paulo, Brazil
- 10h15 - 11h00 **Tea Break - HALL 1B**

THEME	ECONOMIC DEVELOPMENT	HEALTH AND HAPPINESS	RISK MANAGEMENT	LARASA
VENUE	HALL 1A	MEETING ROOM 11 AB	MEETING ROOM 11 CD	MEETING ROOM 21 ABC
11h00 - 11h30	FIELD School Presentation of the Green Hub Project, Inanda Dam Precinct (118)		Mr Dylan Tommy (121) South Africa An overview of Lifesaving South Africa & its role in Leisure and Tourism	
11h30 - 12h00	Facilitated by the Centers of Excellence - Vancouver Island, Arizona State University, NHTV, Deusto	Ms Marianne Schapmans (120)	Dr Michael Leech (122) South Africa Playground Safety : Use and Application of Computer Program	LARASA Consultative Workshop
12h00 - 12h30	Durban Green Corridor Panel Discussion (119) Tourism and Leisure as a tool for community upliftment: A Case Study of Inanda	Re-authoring the human right for leisure through harvesting real-life stories	Mr Dhaya Sewduth (123) South Africa Challenges and Consequences: A review of Legislation relating to water safety and drowning in South Africa	
12h30 - 13h00			World Leisure Academy and Workshop AJ Veal (124)	

13h00 -14h00 **Lunch Break - HALL 1B**

19h00 for 19h30 **CLOSING CEREMONY AND GALA DINNER**





001

Dr Douglas Kleiber

Biography:

Douglas A. Kleiber (A.B, Psychology, Cornell; Ph.D, Educational Psychology, U.Texas) has addressed the developmental psychology of leisure in over 100 journal articles, chapters and books, including *Leisure Experience and Human Development* (Basic, 1999) and *A Social Psychology of Leisure* (Venture, 2012). He is a past president of the Academy of Leisure Sciences and a recent inductee into the World Leisure Academy.

Abstract:

An idiographic turn for understanding leisure in retirement and widowhood

Despite living a relatively charmed life myself, I have nevertheless given the bulk of my research attention in recent years to the subject of negative life events. I have broadened the subject somewhat to include events that are not traumatic and may even be quite positive, such as retirement. The significance of leisure in adjusting to transitions of all kinds, and particularly in coping with loss in later life, has defined my work agenda. To that end I have avoided what I have critically called “me-search” when students launch their research based on personal experience, despite my own aging and the fact that qualitative research has been my preferred paradigm in the work on widowhood and retirement. But for the same reason we expect subjectivity statements of our qualitatively-oriented doctoral students and increasingly embrace the idiographic for how it might redress the lack of attention to minority experience in nomothetic approaches, I decided to interrogate my own experience of retirement and widowhood.

In considering my own experience of each with respect to leisure in particular, I compare mine with cases and general patterns of disruption, engagement and disengagement, diversion, continuity and stabilization through return to activity, selective optimization with compensation, innovation, inspiration, and personal transformation as discussed in the literature. Upon reflection and comparison, then, my experience of retirement is anticipatory at this point as it is a year or two away, but my lack of preparedness in terms of a repertoire of leisure activities to turn to does not auger well for successful retirement and aging. Despite being in relatively good health declining physical reserves make it unlikely that I will continue my sporting activities to the degree I would like, and I am reluctant to innovate as I am impatient with my own incompetence. Thus, I am a bit concerned about substituting for enjoyable work activities. I will likely disengage from interests and activities that were more exclusively academic, but some of that work can still be selected for optimizing leisure in a way that provides a sense of continuity and stability.

Widowhood has already presented the disruption to leisure experience for me that has been the case with other populations. I have come to understand the companionship associated with marriage in its loss and the inability to continue to enjoy some of the things done together. I have distracted myself from grief by watching a lot of television and bar-hopping bars in search of companionship and affection, patterns that are temporarily palliative at best. If leisure offers true solace and peace and a means of transcendence and transformation, that has yet to occur for me, though family relationships are promising; when I turn to play with my grandchildren and socialize with my two children, I find a sense of purpose, personal renewal and inspiration. In general then, while the optimization of life through leisure is still a bit elusive for me, I feel my experience is nevertheless consistent with the many others who have demonstrated its significance as a resource in later life.



002

Dr Hsuan Hsuan Chang

Ming Chuan University, Taiwan

Biography:

Dr.H.H Chang is a full-time associated professor at Leisure and Recreation Administration Management department, Ming Chuan University, Taiwan. She received her Ph.D degree from Park, Recreation, and Tourism Resources, Michigan State University in 2003. Dr. Chang is very active in academic researches and has two main focuses. The first one is the tourist's wayfinding behavior in unfamiliar cities. The second is regarding Leisure Flow Experience.

Abstract:

Flow experience in the leisure activities of retirees

Leisure becomes an increasingly important part of older adults' lives, especially for retirees. Leisure could provide benefits in many aspects such as the improvement in physical and mental health, life satisfaction, and social life. Stebbins (2007) found that some people could attain extraordinary leisure experiences if they participated in serious leisure activity while engaging at high levels of intensity, involvement, and commitment rather than casual leisure pursuits. Flow is characterized as an intense psychological state when an individual participates in activities in which the challenges and skills involved are high and balanced at the same time. The activities could take place during work time, house work, leisure time or anywhere else.

The study aims to investigate how retirees reach the flow experiences from participating in their leisure activities and consideration of how gender, leisure activities, location, and social contact affect the flow experience. The study participants are twenty retirees ranged from 45 to 86 years of age. Ten are female; the rest are male who were recruited from personal social connections. They were all relatively healthy and participated in different leisure activities on a daily basis. The research tool was the Experience Sampling Method (ESM), developed by Csikszentmihalyi et al.(1977) which was used to collect data about individual's feelings in naturally occurring situations. Study participants, they were asked to complete the Experience Sampling Form (ESF) at least five times per day. The ESF included a self-report questionnaire to capture participant's experiences at the assigned time.

The questionnaire included : activities they were engaged in (house work, leisure, open-ended), the location, skill level and ability of their partners and themselves to participate in the activities. A series of questions were designed to measure their mood by using semantic differential scale. To investigate the experience of flow, the study used two variables - perceived challenge and perceived skills of the activity, measured by 1 to 100. For challenge, "1" refers to very easy; "100" refers to "difficulty". For skill, "1" refers to "not well"; "100" refers to "very well". The study received 700 questionnaires and 61% (429) were completed when they participated in leisure activities. Another 269 questionnaires were submitted when they were doing non-leisure related activities. The report only analyzed 429 questionnaires. Of the 429 surveyed, 42% was considered as serious leisure; the rest was casual leisure activities. The 49% of leisure activity participation was conducted alone; while the other activities included other people such as spouses, children, friends, strangers etc. By comparing the difference between the perceived skills and challenge, 23% of leisure activities reached the "flow" experience.

According to Cross-tab analysis, serious leisure participation has higher percentage in experiencing the flow. Study participants conducting leisure activities alone could experience the FLOW more than with other people. However gender and location will not affect their flow experience of leisure activity. The findings of this study support the findings of the study by Mannell (1993).



003

Ms Rebekkah Middleton

University of Wollongong, Australia

Co-Authors: Lorna Moxham; Dominique Parrish

Biography:

Rebekkah is a PhD student at the University of Wollongong, Australia. She has a strong interest in the health and wellbeing of others and how exercise and health promotion impact individuals.

Abstract:

An effective leisure program for older people with diabetes

Diabetes is a prevalent and chronic disease both in Australia and internationally, affecting 347 million people worldwide. Estimates suggest that diabetes will be the 7th leading cause of death by 2030 (WHO 2015). There is strong evidence to suggest that physical activity improves diabetes outcomes by assisting glucose control, promoting weight management and preventing related complications (Hu et al., 2014), as well as improving an individual's overall health and wellness (Law et al., 2013). Despite the evidence, there is reportedly still a lack of compliance and adherence to exercise regimens by people with diabetes (Jennings et al., 2013). An important measure in addressing this deficiency is to establish why people with diabetes join exercise and health promotion leisure programs. Gaining this understanding can valuably inform and guide the design, promotion and delivery of future leisure programs in a specific, targeted, and disease appropriate manner.

This paper will present findings from a research study, undertaken in Australia, to explore the meaning that older people with diabetes attribute to being involved in an exercise and health promotion leisure program. A qualitative hermeneutic phenomenological methodology was adopted to identify what participants perceived was meaningful to them about the experience of being involved in a leisure program. Semi-structured interviews and focus groups were conducted with participants following the facilitation of a leisure intervention, which incorporated individualized physical activity and lifestyle education over a 12 week period.

The primary goal of the intervention was to enhance the health and wellness of people with diabetes. A number of themes emerged from the analysis of participant interview and Focus Group transcripts. The overarching theme, and critical point of difference, identified in this research study, of effective leisure programs for health and wellness purposes, is person-centeredness. This essence of meaning, person-centered program efficacy is explored as a key to ensuring the effective design, promotion and delivery of leisure programs for older people with diabetes. Since determination of an effective leisure program can only be established by those involved, the expertise of the participants on their own journey is recognised throughout this presentation by privileging their voices and presenting their words, thereby allowing the findings to be contextualised through the lens of the participants.

The identified essence of person-centred program efficacy is examined from a strengths-based perspective. In keeping with this approach, the presentation will focus on and discuss enablers to effective leisure programs rather than barriers. It is anticipated that exploration of these findings can lead to better understanding how participant engagement particularly of older people, in other health promotion leisure programs can be enhanced.



005

Prof Galit Nimrod

Ben Gurion University of the Negev, Israel

Biography:

Galit Nimrod, Ph.D., is an associate professor at the Department of Communication Studies and a research fellow at the Center for Multidisciplinary Research in Aging at Ben-Gurion University of the Negev, Israel. She holds a Ph.D. in Communication and Journalism from the Hebrew University of Jerusalem, and she was a Fulbright post-doctoral scholar in the Gerontology Center and the Department of Recreation and Leisure Studies at the University of Georgia, US.

Dr. Nimrod studies psychological and sociological aspects of leisure and media use among populations with special needs such as older adults and people with disabilities. In the past few years her studies focused on E-leisure activities and their functions for individuals and various social groups. She published extensively on this topic in leading scientific journals and presented her studies and ideas in numerous international conferences. The nature of her research is theoretical, cross-cultural, and inter-disciplinary. It combines knowledge and methods from various fields including sociology, psychology, mass communication, new media, social work, and culture studies. Yet, it has a clear and rather practical aspiration – to contribute to developing adequate leisure, media and culture services and in so doing contributing to a better quality of life for disadvantaged groups.

Abstract:

Innovation Theory Revisited: Self-Preservation vs. Self-Reinvention

Differentiation between Self-Preservation Innovation (SPI) and Self-Reinvention Innovation (SRI) is central to the Innovation Theory of successful aging (Nimrod & Kleiber, 2007), in which the term “innovation” denotes addition of a new activity to the leisure repertoire. The theory suggests that both SPI and SRI may contribute to well-being in later life. Based on a telephone survey of 545 retirees aged 60 and over, this study aimed at examining the two types of innovation in leisure and their association with well-being. Among the 545 participants, 30% reported adding at least one new activity, and overall the data enabled classification of 217 of the 250 new activities reported. Analysis indicated that SPI activities were significantly more common than SRI activities (169 vs. 48, respectively). Most SPI activities (75%) associated with previous interests, while only 42% related to former relationships and 29% were connected with earlier skills. Innovators who reported adding at least one SPI activity had significantly higher life satisfaction than the rest of the sample. No such difference was found regarding innovators who added SRI activities. To determine whether differences in life satisfaction resulted from SPI activities or from differences in background characteristics and leisure repertoire, a three-step linear regression was conducted.

Results showed that it was not the type of innovation, but rather its result – namely, a greater leisure repertoire among innovators – that predicted post-retirement life satisfaction. These findings call for reconsideration of the main tenet of Innovation Theory, stating that innovation promotes well-being in later life. Having at least one group of innovators reporting higher life satisfaction provided support for this principle. The prediction of life satisfaction according to total leisure repertoire rather than type of innovation is also in line with this tenet as Nimrod and Kleiber maintained that the impact of innovation on well-being is not direct. Accordingly, it appears that the innovators who added SPI activities reported more satisfaction with life than others because they had a greater leisure repertoire that accorded them more sources of challenge, companionship and meaning. One may still inquire why this was not the case for innovators who added SRI activities, even though they too enjoyed a greater leisure repertoire than the rest of the sample. A possible explanation posits that only SPI promotes well-being in later life, underscoring the importance of internal continuity. Yet, there are two other possible explanations for this finding. First, the innovators who added SRI activities may have practiced a kind of selective innovation that is particularly effective in enhancing well-being in later life. Second, it is possible that life satisfaction affects type of innovation rather than vice versa. In other words, people who are more satisfied with their lives tend towards preservation, whereas other innovators search for ways to reinvent themselves. Results stress the need for further quantitative research. Specifically, we require longitudinal studies that measure the meaning and benefits of each new activity and its impact on self-perception and well-being over time.

Abstracts



006

Dr Cari E. Autry

Florida International University, United States of America

Biography:

Cari Autry is a Clinical Assistant Professor in Recreational Therapy in the Department of Leadership and Professional Studies. She received her Ph.D. in Health and Human Performance with a concentration in Therapeutic Recreation and a minor in Special Education from the University of Florida. She has been an Assistant Professor at the University of Florida and at Arizona State University prior to moving to Miami. She has presented at state, national, and international conferences related to therapeutic recreation, youth development, homelessness, community development, and social capital. Cari has published in journals such as the Therapeutic Recreation Journal, World Leisure Journal, Leisure Sciences, Sociology of Sport Journal, and Leisure/Loisir.

Abstract:

Recreation's role in the lives of children who are homeless

Children deserve to be in a place of hope where the growth and potential are not postponed. They deserve to be exposed to and explore the 'power of play' (Institute for Children and Poverty, 2004). However, when basic needs are the major focus within a shelter, what perceptions exist as to the role recreation can play in the lives of children who are homeless? The purpose of the session is to present the background and findings of a research study conducted to help address the meanings, attitudes and behaviors surrounding children and families who are homeless regarding the provision of necessary services and policies related to recreation and quality of life. Through an ecological framework, the research focused on an interpretative approach to studying these issues. In-depth semi-structured interviews were conducted with human service providers working with children and families who are homeless, including a crisis counselor, case worker, child care provider, recreation programmer, volunteer coordinator, employment coordinator, and administrator, in order to gain a sense of existing perceptions and needs related to recreation services' role in youth development in the homeless population. This approach "allows for those people being studied to ascribe their own words and meanings to situations" (Henderson, 1991, p. 27). "It takes a community to end family homelessness" (Stern, 2002). What role does recreation play within this community? Three themes emerged from the data analysis: meaning of recreation/use of time, constraints to recreation and benefits of recreation to children and families who are homeless. Theoretical implications from this study include play, family systems, the cycle of homelessness in families, and the social reconstruction of traditional models of family homelessness. Practical implications include the importance of recreation services meeting multiple developmental needs for different age groups of children and youth who are homeless, facilitating the development of self-determination through choices and decision making, and building hope and trust with families and children who are homeless.



007

Prof Lynne Ciochetto

College of Creative Arts Massey University Wellington, New Zealand

Biography:

Lynne Ciochetto is an Associate Professor at the Institute of Communication Design, Massey University, New Zealand. Her research interests reflect her interdisciplinary background: sociology, anthropology, development studies and graphic design. Her recent focus has been the exploration of advertising and globalization in terms of social and cultural change. 2 areas have emerged: case studies of the globalization of advertising in country case studies (Russia, India, China, Vietnam and Thailand), complemented by thematic studies of the market sectors.

Her latest research direction is an exploration of the environmental impact of the growth in consumption in emerging economies and the role advertising plays in the growth of consumerism. Her book *Advertising and globalization in the emerging economies of Brazil, Russia, India and China* was published by Routledge London in December 2011. Latest research directions: "Designing for a better world": the role of design as agent of social change; exploring the environmental impact of the growth in consumption in emerging economies stimulated by advertising and the media (including leisure consumption). Currently she is writing a book on *The Future Sustainability of Sub-Saharan Africa: Comparing the Impact of China and the West in the Contemporary Era of Globalization*, for Imperial College Press, London (2016).

Abstract:

Leisure–Advertising–Sustainability: An exploration of the global sustainability

In the half century after the Second World War there were significant economic, social and cultural changes in the high income industrialised societies which make up approximately 15% of world population. Capitalism evolved as western markets became saturated, companies moved their production to the developing world and prices went down. There was an expansion in consumer goods production and the advertising sector increased dramatically. Advertising strategies evolved to sell those products and branding of products became increasingly sophisticated. Economic changes were accompanied by social changes notably the expansion of the middle classes, a product of rising standards of living and higher levels of disposable income. One of these changes was an increase in leisure time. Cultural and technological changes plus the marketing of products stimulated the growth of a culture of consumption including a commodification of leisure. In the contemporary period a significant proportion of leisure time is spent using technology, ranging from watching television to using digital media.

An explosion of mass tourism has occurred since the 1970s with the introduction of international airline travel. Tourism and travel is the largest category of contemporary leisure expenditure. Since the 1990s another social revolution has occurred, with the expansion of the middle classes in the 'emerging economies' which make up the other 85% of world population. One of the defining characteristics of this group has been the rapid embracing of consumer lifestyles and culture. Many of the western leisure pursuits being adopted have large ecological footprints, particularly tourism, travel and the use of digital technologies. The adoption of these leisure patterns in the two largest countries in the world, India and China, which have 36% of world population, have major implications for global sustainability.

This paper explores the sustainability issues and impact of these particular leisure activities in the West and future implications for India and China in terms of carbon emissions, waste and resource depletion.



008

Mr Johan Barnard

ILASA / SACLAP, South Africa

Biography:

Registered professional landscape architect with twenty five years experience in landscape architecture and urban design. Specialising in construction detailing, as well as contract documentation, site supervision and contract management. Managing NEWTOWN LANDSCAPE ARCHITECTS CC since 2004 overseeing the firm and it's 12 staff. Currently involved with NMT projects for the JDA; Westdene Dam and Wemmer Pan master plans and Ekurhuleni IRPTN projects. Recently completed the Ridgeside Precinct 3, Umhlanga Johannesburg;s BRT Environmental Upgrade and 43 Sport of Change community sport facilities in 12 Municipalities for SRSA & KFW. He is a past President of ILASA and SACLAP and holds a Master's degree of Environmental Planning (Urban Design) 1993 (MEP Urban Design) University of the Witwatersrand - Thesis: "Urban Ecology: Towards a model for sustainable development."

Abstract:

The challenges, choices and direction of park design in South Africa

Looking back over my career spanning 25 years in leisure and park design I observed a number of trends which have been crystallizing in terms of successful parks we have been engaged in. This paper is a reflection of the personal journey I have experienced as well as the environment in which I have operated in as a landscape architect over the past 3 decades. Therefore it is mainly based on observation and practical experience, acknowledging what has worked and what has not.

This paper documents the journey of my involvement in park design before the new political dispensation, through the period of new consciousness of the value of parks, to where we are now – where park design is a true contributor to community upliftment, particularly for marginalised communities. Parks now form part of most of the comprehensive urban renewal programmes in our cities. Critically evaluating the changing trends in leisure and park design at the hand of current project examples. Investigating several park and open space projects in the second decade of democracy and highlights new developments and changing attitudes towards outdoor design. Starting with the planning of a large inner city park for Johannesburg and the ideas which influence modern park planning such as landscape urbanism, the influence of urban design and the key role parks play in urban renewal of the Germiston CBD through the Fire Station Park will be considered. the Biomimicry Park just outside Knysna is an innovative trend which has implications for unique places and spaces. Finally a review of new technology in park design through the Tshwane Calidonian Park Legacy Project, where holistic thinking makes for a comprehensive park which include spaces to play for young and old next to the CBD of Pretoria. Parks blend design, art and ecological functions together in an inclusive space catering for inner city living and where parks could be part of every day life. South Africa has caught up with the rest of the world where parks are more than just jungle gyms and benches, but a functional land use, addressing issues of urban drainage, micro-climate and ecology, but still include a variety of amenities for pensioners, parents and children alike. The park connects with the city along its bus rapid transit system and non-motorized cycling routes. It caters for lunch breaks for businessmen and after school play of flat dwellers. It is a place for a leisurely walk or a quick workout before work and leisurely play with your children over weekends - a park for every day use!

The identified trends point toward the following implications for future parks: Comprehensive environmental management, extensive public participation, include "green infrastructure" - parks are not only for looks, parks must be more multi-functional, designs must focus on accommodating various socio-economic and age groups, Designs must be robust, dealing with vandalism, maintenance and management, parks must connect to their surroundings – so like to NMT, Bus route etc are important



009

Prof Shui-Liang Yu

Co-Author: Dr Nien-Chan Chu

Biography:

My name is Shui-Liang Yu. I received M.S. and Ph.D. degrees in wildlife from University of Nebraska, USA in 1992 and 1997, respectively. In 1999, I joined the faculty of National Penghu University of Science and Technology (NPU), where I am currently a professor of Department of Tourism and Leisure. My research interests are in the areas of island tourism, ecotourism, and nature resources management.

Abstract:

Environmental Governance and Development of Sustainable Tourism

International Union for Conservation of Nature (IUCN) definition of protected areas is: the sea or land which is protected by laws or other efficient management methods for preserving and maintaining its biodiversity or related culture resources. The ocean is always the essential source for living to Penghu Islands; it also develops the unique historical culture. The rich resources in the ocean make the fishing industry become Penghu Islands' economic arteries. Nevertheless, the resources of fishing industry have been decreasing since early 90s due to plenty of reasons. This phenomenon has changed the industry and demographic structure as well. Because of the issue of ocean resources sharply cut back and the trend of international conservation, Penghu County protected areas are mostly for protecting the island habitat. After the restrictions for sea area are brought in into the marine protected areas concept, such as, restriction of fish body length for fishing, restriction of fishing gears and fishing methods, and restriction of fishing season. The local community rights and interests must be considered as well when it comes to the delimitation and management of protected areas, to make the best result. Since offshore island is small and with weak ecosystem, the conservation thing is especially important to it. The disappearance of wetlands means the extinction of habitat to ecology and the cut off of the future for a valued environmental education to human beings.

Hence, this research studied the conservation management plan for the national Chingluo wetland in Penghu. With the conservation experiences from nature reserve, using Analytic Hierarchy Process (AHP) to see if it is workable to apply the existing non-consumptive ecotourism in order to increase local residence revenue and build a new management pattern. Operating the industry by methods which meet the ecological principles, archiving the goal of conservation, and proposing specific supporting measures related to wetland neighbouring community engagement, to create the sustainable and competitive operation patterns and development strategies for important island wetlands related leisure, conservation and fisheries and farmers associations.



010

Miklos Banhidi

Professor and Head of Recreation Management and Health Promotion , University of West Hungary, Hungary

Co-Authors: Beata Dobay Janos Selye University Kinga Nagy University of Physical Education, Gusztav Tornocky University of Physical Education

Biography:

Dr. Miklos Banhidi is currently working at the University of West Hungary. He teaches recreation management and sport and health tourism classes in BSC and master programs. His research interest is geography of leisure, sport and tourism and he has published numerous articles on these topics nationally and internationally. He is actively involved in the Semmelweis University Doctoral School, where he supervises 5 students. During the past 20 years, he has worked extensively with national and international organizations. He has served as vice president of the United Games International Organization for 20 years. In 2005, he was elected to the board of the Hungarian Sport Science Federation and spent 2 years on the advisory board of the Youth, Sport, Tourism Commission at the national Parliament. In 2009, he was elected to the Board of Directors of the World Leisure Organization.

Abstract:

Leisure Clusters in Central Europe

Since most of the Central European countries joined the Schengen Treaty, there were several leisure projects were developed in cooperation of neighbors. There are internationally known projects, which have unique backgrounds. One of them is located at the Austro-Hungarian border called the Fertő region which established in 1979. The area was announced a Biosphere Reserve by the UNESCO-MAB program. Its international importance is underlined by the fact that the entire, together with the Hungarian and Austrian national parks, embraced by the shoreline settlements received the title World Heritage from the UNESCO World Heritage Convention in 2001. The other one is the Komarno-Komarom "One town two countries" project located on the border line between Hungary and Slovakia. The town was divided after the first world war and the citizens had to suffer from different political directions. The situation has changed after abolishing the border within the European Union. The present wish of the population is to unite the town again, which can be realized step by step starting with leisure projects. In this study, the driving forces of co-operation between countries and the conditions to help or interfere with development was investigated. The leisure development situation was evaluated from four aspects: natural, social, economical and infrastructural.

For the analysis we collected information on geo-political situation such as common historical background and traditions, policies and infrastructure which are the basis of the cooperation elements. It is clear that none of the cases analysed represents a fully operational leisure cluster. The 'gap' between theory and practice varies for each case, but it seems that many of the problems revolve around the shift from a 'passive' agglomeration of leisure enterprises into a 'dynamic' leisure cluster. In most of the cases there is a lack of linkage between the strategic vision (or lack of vision) of the public sector and the ambitions and capabilities of the enterprises and/or knowledge institutions. The leisure industry cluster in Fertő region is based mostly on the water activities, bike and wine tourism which is supported by a strong infrastructure. In Komárom region the event based leisure plays important role to connect citizens from both parts. Another strong element in the cluster is the involvement of the tourism attractions around the old military fort, which was the biggest fort in Europe. The obstacles in further leisure developments are traceable on the differences of languages, currencies, governmental taxes and policies. Also some political issues such as national identity, opposition of political parties.



011

Dr Dorothy Fox

Bournemouth University, England

Biography:

Dr Dorothy Fox is a Senior Lecturer in Events and Leisure Management at Bournemouth University, England. Her PhD thesis sought to understand participation in garden visiting, within a conceptual framework of affordance theory. She has also published studies on wine tourism and the perception of nature in China and England.

Abstract:

The relationship between visiting a garden and enthusiasm for gardening

Understanding the preferences of visitors to leisure attractions is important for operators, to encourage first and repeat visitation. Leisure preferences have been accounted for over the past few decades by a variety of variables, including socio-demographic variables, such as gender, age and race; and by personality and internal attributes. Miller (1991) concluded that individuals choose leisure activities that are congruent with their personality and it could be hypothesised therefore that there would be a relationship between the different but associated leisure activities chosen by people. However to date, little attention has been paid in this area. This study uses a survey of residents in southern England ($n = 397$) to identify the preferences for visiting and revisiting a garden that is open to the public, (i.e. a visitor attraction). The GB Day Visitor Survey (Visit England, 2013) showed that there were 30 million day visits to gardens in England in 2012 and 89.5% of the respondents in this study had visited a garden as an adult, demonstrating the popularity of this leisure activity. Similarly, 90% of the population have access to a domestic garden (outdoor yard) or similar space (Future Foundation 2012). Logistic regression was used first to identify which factors best predict the likelihood that the respondents would report that they had a visited a garden in the year of the study. It was then implemented to identify whether they sometimes like to revisit a garden. Three predictor (independent) variables were assessed in each case. First, whether the respondent has access to a garden space; secondly, their level of enthusiasm for gardening as a hobby and thirdly, how enjoyable they thought a visit to a garden attraction would be. The results show that both models were statistically significant, (chi square = 43.460, $p = 0.000$ with $df = 6$ and chi square = 36.488, $p = 0.000$ with $df = 6$). In respect of visiting a garden, the respondents' enthusiasm for amateur gardening and their views on how enjoyable a visit to a garden would be, made a statistically significant contribution to the model. The strongest predictor of making a visit was perhaps unsurprisingly, those that thought a visit would be very enjoyable. This had an odds ratio of 2.01 indicating that these respondents were twice as likely to visit as those who thought a visit would be only quite enjoyable or quite or very unenjoyable. This figure rose to six times more likely in respect of revisiting. The differences in types of gardener were much smaller, but more unexpected, in that respondents who quite liked gardening were slightly more likely to visit a garden than the enthusiastic gardeners (Exp (B) = 0.126 and 0.106 respectively). In light of these results, further analysis was undertaken to establish the characteristics of the respondents based on the two key variables. Finally their preferences for garden features, what they liked to learn about and why they might revisit were examined. Recommendations for the management and marketing of garden attractions are then made.



012

Ms Xialei (Sally) Duan

The Chinese University of Hong Kong, Hong Kong

Biography:

Currently a Ph.D student in Department of Geography and Resource Management. Main research area is rural tourism in China.

Abstract:

Cittaslow philosophy in the context of rural tourism development in China

The Slow Movement is a term describing a wide range of efforts taking place around the world that seek to connect us more meaningfully with others, with place, and with ourselves. It emerged as an effort to counteract the fast-paced, commodity-focused, unbalanced, and impersonal nature of much of modern human culture. Cittaslow, a concept that promotes a cultural renaissance opposed to the fast pace of lifestyle has generated interest globally. This concept started with an interest in "Slow Movement" following the adaptation of "Slow Food" movement in Italy in 1986, it has since transformed in a set of guiding principles in which slow food, slow cities and slow tourism are promoted. Rural development is one of the major development focuses in China. This study attempts to assess the feasibility of utilizing Cittaslow philosophy as a rural destination branding tool in China. The aim of this research is to analyze the relationship between a rural branding strategy and rural development through the case study of Yaxi town, in Gaochun district, Nanjing, which is the first Cittaslow member in China to address research questions, such as how can we apply this Cittaslow philosophy in developing rural destination image and identity.



013

Dr Chung Shing Chan

The Chinese University of Hong Kong, Hong Kong

Co-Author: Prof Lawal M. Marafa

Biography:

CHAN, Chung-shing is a Research Assistant Professor at the Department of Geography and Resource Management at the Chinese University of Hong Kong. His doctoral research studies the potential of green resources for city branding in Hong Kong. His teaching areas and research interests include place branding and marketing, urban tourism, sustainable tourism and eco-tourism.

Abstract:

The potential of generating city brand equity by thematization in Hong Kong

Thematization has been adopted as one of the strategies in developing positive, strong and distinctive images for cities to compete as tourism destinations and attractive residence for international audiences. Some of the emerging themes such as “green city”, “smart city” and “creative city” may contain distinctive characteristics and are becoming more popular in city marketing and branding. Among a series of popular city themes, the Hong Kong Special Administrative Region (HKSAR) Government has focused on positioning and developing Hong Kong as one or more of the themes under “green city”, “smart city” and “creative city”. However, whether or not these themes as strategic image associations are truly effective is still questionable. The literature of “green city”, “smart city” and “creative city” generally follows separate paths of development though slight overlapping might have appeared in small areas of discussions. There is no single study of how city consumers or users (such as tourists) perceive and understand the underlying elements of these themes together in a city. As one of the ultimate goals of the thematization strategy is city brand building, a possible approach to study the potential of this strategy is to identify how much brand equity (i.e., the added value of a brand) may be established from the themes. The present research pioneers in bringing the apparently separated knowledge of green city, smart city and creative city together.

This presentation introduces a research idea of examining how the underlying elements in each type of the selected city theme carry the potential of building place brand equity. Undertaking Hong Kong as a case for an ongoing study, this presentation brings out separated sets of variables for screening and measurement by reviewing relevant literature in each of the themes. The variables undergo research methods including a modified Delphi expert screening and a questionnaire survey on inbound tourists in Hong Kong, which result in preliminary findings of refined variables. Through the use of statistical analysis, expected components of the integrated “city theme” will be generated.



014

Mr Patrick Mkhanyiseli Zimu

Co-Author: Mrs S Naidoo

Biography:

Mr. Patrick Zimu is a lecturer in the discipline of Biokinetics, Exercise and Leisure Sciences. He obtained his Bachelor of Sport Science degree at UKZN, continuing on to Honours in Sport Science Recreation before completing his Masters in the same discipline. Zimu lectured at the Durban University of Technology's Sport Studies Department from 2012 before returning to lecture at UKZN in 2015. His research interests include leisure and health promotion, evidence-based practice and leisure and environment.

Abstract:

Public Leisure Facilities, Participation in and Delivery of Leisure Services

Public leisure facilities (PLF) are developed to provide opportunities to participate in leisure time activities. The availability of PLF influences individuals and groups behaviour and decision to participate in leisure time activities. However, if PLF are insufficiently provided for, the prospect of participating in leisure time activities is reduced, and people will remain fairly inactive and unhealthy. Leisure time activities are important, and everyone should be afforded an opportunity to choose and participate in their activity of choice. Municipalities around world therefore face increasing demands by the public to provide more leisure opportunities to promote health and social well-being. Participation and delivery of leisure services is however influenced by the implementation of an organisational policy, the availability and design of the built environments, and the motivation of the individual to participate. The built environment domain include the facilities such as sports fields, open spaces, parks, and trails designed for leisure-time activities. According to (CSIR, 2012), "leisure facilities must be provided spatially in a manner that is rationally based on where people live and where they can best access the facilities". The availability of leisure facilities and spaces afford residents an opportunity to play; and the municipality a place to deliver organized leisure and recreation programs (Cohen et al. 2007). Therefore, in an effort to create more leisure opportunities and enhanced community participation, the provision of relevant supportive facilities within the local communities is always expected. An investigation was conducted at EtheKwini Metropolitan Municipality to assess the availability, distribution and utilization of leisure facilities. The results showed a major discrepancy in the provision and distribution of leisure facilities across regions, districts and residential areas. Several structural constraints were discovered which limit the government involvement and maximal provision of leisure time opportunities. It was also discovered that the absence of a variety of facilities, poor condition of the facilities and inaccessibility of some facilities limit activity choice and participation of the residents. Impending financial cutbacks and reduced budget allocations, together with limited facilities make the delivery of leisure services to meet this public demand a difficult task.



015

Dr John Tower

Victoria University, Australia

Biography:

Dr John Tower has been working in the leisure, recreation and sport industry for over 30 years with a particular interest in community sport and recreation participation and the delivery of community sport and recreation services. His involvement in sport and recreation academia is driven by a keen interest in the capacity of positive sport and recreation experiences to contribute to individuals and a community's quality of life. He is involved in teaching in the Bachelor of Sport Management degrees and the Master of Sport Business and Integrity course. He is also working with PhD candidates who are conducting studies related to sport social capital, youth physical activity participation, aquatic and recreation centre development and corporate fitness programs. He has a passion for working with students and delivers a variety of learning experiences to help students discover the value of sport and recreation participation so they can deliver quality services and programs. John's current research is investigating the benefit that community aquatic and recreation centres provide to their local community. John also serves on academic and industry-based boards and committees to share his expertise and to remain informed about contemporary issues in sport and recreation services.

Abstract:

Community Partnerships through Leisure Management

The need for community groups to establish partnerships in leisure service delivery has been an accepted principle for several decades (Andereck, 1997; Crompton, 1989; Selin & Myers, 1995; Uhlik, 1995) but there are issues related to how leisure services manage their partnerships (Babiak & Thibault, 2008; Forde, Lee, Mills & Frisby, 2015; Frisby, Thibault & Kikulis, 2004; Shaw & Allen, 2006; Thibault, Kikulis & Frisby, 2004, Tower, McDonald & Stewart, 2014). Even though community partnerships have been identified as a key principle for leisure service delivery, there is still evidence that many leisure services are challenged to manage effective partnerships (Forde, et al., 2015; Tower, et al. 2014). A better understanding of the issues related to leisure partnerships and how to manage these partnerships will assist leisure managers to improve their service delivery.

This presentation is based on over a decade of leisure partnership research. Resource dependency theory (Pfeffer & Salancik, 2003), inter-organisational relationships (Oliver, 1990) and relationship marketing (Tower, Jago & Deery, 2006) provide theoretical frameworks to explore leisure service partnerships. Qualitative studies have investigated the constructs associated with successful partnerships (Tower, Gibbs, Jago & Deery, 2001; Tower, et al. 2006) and partnership practices (Tower, et al. 2014).

A quantitative study identified the constructs that were most likely to influence successful partnerships (Tower, Jago & Deery, 2010). Barriers to effective partnerships are attributed to lack of awareness and focus, insufficient resources and a lack of skills. What is disappointing among some leisure managers is their reluctance to embrace innovated practices and to step beyond their minimalist level of leisure service delivery. In particular, there is a reluctance or inability for some leisure managers to collaborate with other community groups to include disadvantaged members of their communities in their leisure programs. Too often leisure managers do not work beyond the confines of their leisure service to build community collaboration that will lead to leisure partnerships that will achieve more inclusive programs. Fortunately, there are some managers who recognise the need to change their practices and are working to shift the paradigm of their service delivery (Kuhn, 2014).

In order to achieve successful partnerships, leisure service managers need to: i) manage their communication strategies at formal and informal levels to connect with the breadth of relevant community programs, ii) use the communication to build trust among partners so everyone understands that partners will make decisions that reflect the interests of the partnerships; iii) provide leadership that motivates and generates enthusiasm among partners; iv) make the effort to understand the partners' goals and values so the mutual appreciation can guide partnership decisions; v) cooperate through a range of coordinated initiatives; vi) make sure all partners commit resources at a level commensurate with their ability to contribute; and vii) deliver quality outcomes. More effective and strategic management of partnerships will enable leisure services to include more diverse sectors of their communities and enhance the quality of leisure programs.



016

Prof Marc Cloes

Department of Sport and Rehabilitation Sciences, University of Liege, Belgium

Biography:

Prof. Dr. Marc Cloes pursues his academic career at the University of Liege (Belgium) where he is directly involved in the pre- and in service physical education (PE) teachers' education (http://www.ulg.ac.be/cms/j_5871/repertoires). His research is integrated to Sport pedagogy. It is inspired by the Teaching-Learning Process Integrative Model, an ecological approach underlining the relationship between the participants, the educator(s) and the context. On one hand, it aims to improve the quality in physical education, sport, and other forms of physical activity. On the other hand, it aims also to improve the quality of the physical educators training. The final objective is to contribute to the development of a more active lifestyle among the citizen of Wallonia, Belgium (<http://orbi.ulg.ac.be/ph-search?uid=U012570>). He is the President of the International Association for Physical Education in Higher Education (www.aiesep.org).

Abstract:

Physical education and leisure: What's the link?

All around the world, practitioners and researchers point out that people are becoming less and less physically active and adopt more and more sedentary behaviours. Such changes in the Human lifestyle could have dramatic consequences as pointed out by the 'Designed to move' movement (Morris, 2013). To fight against that irresistible evolution, the need of a multisectorial approach is illustrated by the complexity of the socio-ecological model (Sallis et al., 2006). It underlines the large array of variables that play in the physical activity that someone is able to integrate into his/her life. Nevertheless, school has been identified as one major pillar of the promotion of an active lifestyle (van Sluijs et al., 2007). According to the knowledge and specific competences that they acquire during their studies, physical education (PE) teachers are considered as the potential cornerstones of such action (Tappe & Burgeson, 2004). While it was traditionally focused on the development of the youth's physical, motor, and social competences of the students, since two decades, PE is increasingly more associated to the preparation of physically educated citizens. It means that what the students learn during their PE lessons should be useful outside the school and for a lifelong term. This concept is become a determining pedagogical principle: the physical literacy (Whitehead, 2013). In parallel, PE teachers are now requested to play a role on the health of their students despite if few evidence confirm that they can be successful in influencing the future behaviours of the children/adolescents to who they teach (Green, 2014). New pedagogical approaches are proposed nowadays in order to increase the effectiveness of the PE teachers' intervention. This is linked to another pedagogical principle: accountability. Leisure activities enter progressively in the PE curriculum. Students benefit of more experiences that they could operate in their community. This requires more partnerships between school and leisure actors in order to implement original projects. Students must learn to become autonomous and smart decision makers able to identify the way to integrate PA in their leisure.



017

Mr Siphamandla Nyawose

University of Kwazulu Natal, South Africa

Co-Author: Dr R Naidoo

Abstract:

The Impact of a School-Based and Family Physical Activity Intervention on Learners' Health Behaviour

Physical activity among children and adolescents is believed to be insufficient. Low levels of physical activity seem to persist from childhood into adulthood with this increasing prevalence of obesity and overweight among children and adolescents. The aim of this study was to determine the impact of a school-based physical activity and family intervention on learners in a selected township in KwaZulu-Natal. A quasi-experimental, non-equivalent groups design with an intervention programme and assessment pre- and post-intervention. Two schools (one control and one experimental) in Clermont Township, KwaZulu-Natal, South Africa were purposively identified by the provincial Department of Health. Grade six learners (n=129), their parents (n=19), school principals (n=2) and educators (n=21) participated in this study. Learners completed a battery of fitness tests and completed a physical activity questionnaire. Principals and educators were interviewed. Additionally, parents participated in focus group sessions. Post-intervention results showed significant increases in the physical fitness of learners ($p < 0.05$). Improved passion and knowledge from teachers to teach PE was reported. Furthermore, the improved knowledge of physical activity and healthy lifestyle practices by parents, in turn, encouraged learners to participate in physical activity during lessons and after school. Findings show that the introduction of various methods of physical activity within the schools' existing curriculum, working with educators and parents can improve physical fitness and healthy eating habits in the learners without disrupting normal learning and teaching in the school.



018

Prof Adriana E. Estrada

Associate Professor, Leisure Management Studies, Universidad Mexicana del Noreste, México

Biography:

Leisure Management Studies, International Leisure Studies, WLRA International Centre of Excellence in Leeuwarden, The Netherlands PhD, Leisure and Human Development, Universidad de Deusto, Spain. In 1993 she managed the Local Secretariat for the organization of the 3rd World Leisure Congress in Jaipur, India.

Abstract:

Social Tourism and Senior Citizens: its educational contribution

Social tourism has been an active field in tourism literature for the last 50 years. Since its foundation, the International Social Tourism Organization has been the leading actor to conduct research in this area. The Manila Declaration (WTO) defines social tourism as “to make tourist leisure accessible to the majority, including youth, families and elderly people, by providing an exceptional economic opportunity”. The Family Holiday Association (UK) understands social tourism as “the inclusion of groups in society who are economically weak or otherwise disadvantaged in tourism participation”. Research has been conducted to understand the participation of senior citizens in social tourism.

The methodology used in this study was a theoretical review of literature on social tourism and leisure, qualitative data collection using the individual interview and the focus group techniques. A variety of indicators available to measure leisure and tourism participation was used during this study. One of these indicators is education. The research took place in Monterrey, México. The focus group method was used with six groups of seniors citizens selected, two of them corresponding to private enterprises, another two groups were society associations or NGOs and two more groups were pertaining to the public / government sector. The interviews were applied to the travel coordinators of each group selected.

Evidence was found that social tourists perceive acquiring knowledge and cultural development when participating in a tourism experience. Findings reflect the position taken by senior citizens when travelling with cohorts, different from the perspective of travelling with a different age group. The educational contribution of their trips was one of the most important features identified during discussions with the focus groups. On the other hand, the interviewees did not emphasize the promotion or design of educational activities during the tours organized by themselves. They expressed the perception that senior citizens' approach to travel is merely for socialization and relaxation. Further research will discover the great opportunity available when studying groups of elderly people or senior citizens participating in leisure and tourism.



019

Mrs Sonia Vaillancourt

Training Program Facilitation in Leisure and Sports du Quebec, Quebec Leisure Council, Canada

Biography:

Sonia Vaillancourt is the development director at the Quebec Leisure Council in particular for the Training Program Facilitation in Leisure and Sports du Québec. Ms. Vaillancourt is delegated to boards of directors of the International Social Tourism Organisation, the Chantier de l'économie sociale, it has been co-head of research group leisure and tourism office of the Community-University Research Alliance on the Social Economy. She has worked for over twenty years in leisure associations with local and national. She majored in leisure, communication and MBA.

Abstract:

The Quebec Facilitation Training Program in Leisure and Sport

The Quebec Facilitation Training Program in Leisure and Sport includes three levels: the Diploma of Ability to Facilitation Functions (DAFF), which is the Basic Training in Facilitation in Leisure and Sports for the future facilitators; the Executive Training Responsible and Training Master trainer. Other training will be developed especially for trainers and attendant for persons with disabilities. The implementation of the Program relies on partners and their member organizations that are approved by the CQL. The accreditation of organizations includes two components, one for national organizations that may be approved Master Trainer and the other component is for local organizations that may be approved the Executive Training Responsible. Training enables participants to develop properly in environments where they will have the responsibility of leading free-time activities, whether cultural, outdoor, social- educational, scientific, sporting or tourism. The training provides a general and versatile enough content to ensure relevance, in all walks of leisure, working with young people from 5-17 years. Moreover, this training is a basic that can be improved by additional training and expertise. For example, training on the facilitation with adult clients, and elderly, and other special groups.



020

Prof Francis Lobo

Edith Cowan University, School of Business, Perth Western Australia

Biography:

Francis Lobo is the Honorary Professor in the School of Business at Edith Cowan University in Perth, Western Australia. He has had a long and distinguished teaching career in leisure and sports management studies. He obtained his doctorate at the University of Western Australia and completed Masters' degrees in the United States and Australia. With undergraduate studies done in the United Kingdom, India and Uganda, Dr Lobo is uniquely qualified to teach and speak internationally. He has been an invited speaker in several countries that include the United States, the UK, Canada, India, China, South Korea, South Africa, Mexico, Venezuela, Brazil, Argentina, Sweden and The Netherlands. He has conducted study courses, spoken at national and international forums and mentored students from around the globe. He has authored books, written articles in journals and chapters in books. He was a past Director of the World Leisure Organization, having previously served as the inaugural Editor-in-Chief of the World Leisure Journal. In 2000, Dr Lobo was awarded The Frank Stewart Award for outstanding contribution to the Parks and Leisure Industry in Australia over many years. In 2012 he was awarded the Cornellis Westland Humanitarian Award presented in Rimini Italy. Francis Lobo's current research interest is the relationship of leisure, happiness and development.

Abstract:

Leisure Happiness And Development: An Australian Perspective

The term quality of life has been used to evaluate the general wellbeing of individuals and societies. It is used in contexts such as development, freedom, life satisfaction and subjective wellbeing. Evidence shows that as incomes of individuals and societies have risen, so have standards of living. However, indices of happiness and life satisfaction in societies have remained constant. For the poor, rising incomes have led to greater happiness. For the rich, getting richer, happiness has not increased. In general this paper examines data from representative national and international surveys. It focuses on Australian society. By comparison, happiness indices have risen in a majority of nations and Australia is no exception. The extent to which leisure and happiness is affected in a turbulent world is examined. Data suggest that increased free choice in countries has a major impact on happiness. Over recent years however, economic downturns have impacted on Gross National Productivity (GNP). Whether these economic downward slides have affected Australian leisure participation is examined and analysed. A conceptual framework is developed by showing the difference in the concepts of happiness and leisure.

Happiness is a feeling. Leisure is an activity. Further, both concepts are distinguished between short and long-term benefits. Short-term happiness is described as hedonic moments and long-term as eudaemonia. Short-term leisure is described as casual and long-term as serious leisure. Both concepts have common elements of experience and time. The paper demonstrates how different forms of constructive leisure lead to feelings of happiness.



021

Mr Brendan Riggan

Western University, London, Canada

Co-Authors: Karen Danylchuk, Dawn Gill & Robert Petrella

Abstract:

A CSR Health Initiative: More Than Just Bucks and Pucks

Global healthcare spending has dramatically increased for the treatment of chronic diseases such as type 2 diabetes and cardiovascular disease (Deloitte, 2015). The prevention of such diseases can be improved with modified lifestyle behaviour, such as increased physical activity, which can also help to reduce the upward trend in obesity rates (worldobesity.org, 2012). In Canada, for example, more than half (58%) of annual healthcare spending is for the treatment of chronic diseases (Public Health Agency of Canada, 2011). In particular, males tend to suffer from poorer health when compared to females with 40% of Canadian men overweight and 27% classified as obese (Statistics Canada, 2014). Additionally, sports fans, who tend to be male, weigh more, eat higher fat foods, and have worse general health habits than their non-sports fan counterparts (Health.com, 2008). Previous research has shown that weight-loss programs that are based in a sporting context, where participants had a strong sense of affiliation, showed lower dropout rates and higher reported rates of satisfaction among participants than traditional weight-loss programs (Robertson, 2014).

In an attempt to utilize this knowledge, researchers in the UK developed Football Fans in Training (FFIT), a weight-loss and healthy living program developed specifically for male fans and delivered through their local Scottish professional football clubs. In Canada, hockey is a core leisure activity and cultural component with two-thirds of adults following the sport as fans, and 80% identifying hockey as a key part of what it means to be Canadian (Environics, 2012). Therefore, in collaboration with the researchers involved in FFIT, Hockey Fans in Training (HockeyFIT) was created, where 40 male fans from two Major Junior hockey organizations (n = 80) participated in 12 weekly physical activity, healthy eating and health promotion sessions led by trained instructors and hosted in local hockey club facilities. In addition to improving participants' health, this program offered the two hockey organizations the opportunity to demonstrate their corporate social responsibility (CSR) and commitment to the health of their community.

The purpose of the current study was to examine the impact of this HockeyFIT health initiative through the lens of CSR. The research was guided using Inoue and Kent's (2013) framework, which includes two dimensions—the unit of analysis and the timing of impact. Objective health measurements and physical activity levels of fans were taken at baseline, with follow-up assessments at 12-weeks and 12-months to determine the immediate and long-term impact of the program. Additionally, focus groups and interviews were conducted with key stakeholders to further explore the fans' experiences. Results from this research can provide evidence for a health initiative's ability to combat chronic disease and reduce annual healthcare spending. Fans of each organization benefit on an individual level through improved lifestyle behaviour with a snowball effect to friends and family. Both hockey organizations involved will benefit from the various advantages associated with CSR. Finally, this research will provide other sport organizations a type of health-oriented initiative they can offer if management chooses to operate in a socially responsible manner.



022

Prof Tsung-Chiung Wu

National Dong Hwa University, Taiwan

Co-Author: Huei-Jyun (Kris) Chen

Biography:

Tsung-Chiung WU, Ph D is a professor in the Department of Tourism, Recreation, and Leisure Studies at National Dong Hwa University, in Taiwan. Her research interests include leisure participation, sustainable tourism development, health and happiness, travel and leisure behavior.

Abstract:

The Choice of Leisure Participation in Sustaining and Improving Quality of Life

Leisure Participations have perceived to be an important aspect of active living. However, the complexity of participation increases difficulties for academics to illustrate clearly the contributions of leisure to people's quality of lives. Beyond the types and total amount of participation, this research extends to the patterns of leisure participation and argues that the combination of leisure activities and the selective involvement can advance our understanding on the influences of leisure participation. In terms of the leisure participation patterns, the first perspective raised and examined is the diverse combinations of multiple participations. The concept of bio-diversification in the natural sciences concluded that the level of diversification is critical to its health and sustainability. Stalker (2008) also revealed that more diverse social contacts among individuals results in a healthy lifestyle.

The importance of diversification of leisure participation has been overlooked in leisure studies. A second perspective is the level of activeness engaged in by individuals. Iso-Ahola (1980) and other scholars suggested that active leisure, such as physical activities would be more healthy than passive leisure, such as watching TV. The third perspective, drawing from previous leisure research (Stebbins, 1992; Bryan, 1997), is the issue of specialization or seriousness of leisure participation. Serious leisure, as conceptualised, by Stebbins (1992) and recreation specialization concept by Bryan (1997), emphasized the serious involvement on a selected leisure activity to bring about great enjoyment and achievement to the participant. Thus, four measurement indices, diversification index (richness of activity combination), concentration index (unification of activity participation), activeness index (the ratio of active and passive participation) and specialization index (the involvement on selective activity) are modified or created to illustrate various patterns of leisure participation.

A face to face resident survey was conducted to gather information on types and amount of leisure activity participations, perceptions of life quality and demographics from 2025 effective respondents (2011 were valid for the study analysis) who were sampled and interviewed in four main regions, north, central, east and west, in Taiwan. Study results demonstrate that the diversification, activeness, and selective specialization can illustrate the evident contributions of overall leisure participation on people's life satisfaction. The stronger and more steadily effect sizes are found on various measures of life quality while comparing with the influences of types of leisure activities and total amount of participation. Furthermore, this study will also discuss several interesting and meaningful findings as constructing various indices of leisure participation patterns.



023

Dr Gordon Walker

University of Alberta, Canada

Biography:

Dr. Gordon J. Walker's research program integrates social and cross-cultural psychology and leisure theory. He is particularly interested in how culture and ethnicity affect leisure behaviour (e.g., need satisfaction through, motivations for, constraints to, experiences during, and outcomes of, leisure, including quality of life).

Abstract:

Leisure Participation, Basic Psychological Needs, and Quality of Life

There are three fundamental human psychological needs: (a) autonomy, which involves freedom to initiate and regulate one's behaviour; (b) competence, which involves effective functioning; and (c) relatedness, which involves people feeling they are connected to others (i.e., basic needs theory, or BNT; Deci & Ryan, 2000). Satisfaction of these needs positively impacts various quality of life (QOL) dimensions (Vansteenkiste et al., 2006). A recent meta-analysis (Kuykendall et al., 2015) indicated the above held true in the leisure domain, although how this process occurs was somewhat uncertain.

Thus, this study examines: (a) how satisfaction of the needs (i.e., NS) for autonomy, competence, and relatedness influence life satisfaction, positive affect (e.g., excited), and negative affect (e.g., nervous); (b) whether people also engage in leisure to escape need dissatisfaction (i.e., END) experienced in the non-leisure domain (cf. Iso-Ahola, 1982); and (c) whether END predicts QOL beyond NS.

Data were collected from Canadian adults who had recreationally gambled during the previous six months, using a telephone survey. Individuals (N=236) provided information on their: autonomy, competence, and relatedness NS during leisure; autonomy, competence, and relatedness END; life satisfaction, and positive and negative affect; and socio-demographic background. Participants were primarily female (57.6%), married/with partners (69.9%), and 35 to 64 years old (68.2%). After determining, using an exploratory factor analysis (oblique rotation), that the three NS and three END scales loaded on two factors, NS and END scale means were calculated and dependent t-tests were conducted. During leisure, participants' need for autonomy (M=4.00) was satisfied more ($p < .01$) than their need for competence (M=3.85) which, in turn, was satisfied more than their need for relatedness (M=3.69). In contrast, participants employed leisure as a means to escape relatedness and competence dissatisfaction (M=3.72 and M=3.69, respectively) in the non-leisure domain more than autonomy dissatisfaction (M=3.55). Life satisfaction, positive affect, and negative affect, were each regressed separately on: first, autonomy NS alone and then in conjunction with autonomy END; second, competence NS alone and then in conjunction with competence END; and third, relatedness NS alone and then in conjunction with relatedness END. Hierarchical regressions showed that: (a) although autonomy and competence NS predicted ($p < .05$) life satisfaction, their END counterparts did not (with relatedness END also predicting life satisfaction); (b) although competence and relatedness NS predicted positive affect, the inclusion of competence and relatedness END, respectively, increased explanatory ability; and (c) although neither relatedness NS or END influenced negative affect, competence NS and END (with negative and positive coefficients, respectively) did so. Autonomy END also impacted negative affect.

This study integrates BNT (Deci & Ryan, 2000) and the approach/escape component of Iso-Ahola's (1982) leisure satisfaction framework. In doing so, it provides new insight into why people participate in leisure and how the satisfactions they accrue can both improve and impair their QOL (e.g., competence NS decreasing, and competence END increasing, negative affect). Furthermore, because recreation professionals can facilitate satisfaction of clients' basic needs (Walker, 2011), this study has important practical implications.



024

Dr Stephen Anderson

Florida International University, United States of America

Biography:

Has a PhD in therapeutic recreation from the University of Maryland. He has taught 42 years. Research is building social capital to enhance health and well-being, with over 60 publications and 150 presentations. His service includes WLO BOD, NTRS president, AALR BOD, member of WLJ, AJESS, TRJ, LT/JOPERD, APAQ, editorial boards.

Abstract:

Happy Living Environments

Other than a warm puppy, what makes us happy? We know money does not buy happiness. But what actually determines happiness? According to Lyubomirsky (2007), there are three categories of determinants. 50% is based on set points that are genetically determined by our parents. We can become unhappy or become happier; however, we return to our set point or baseline. 10% is based on life circumstances e.g., wealth, health, marital status, and environment. And 40% is based on intentional behaviors and thoughts (daily activities). This session will focus on the category of life circumstances, specifically the environment. Louv (2005) brought to our attention what he called nature-deficit disorder. His main thesis was that many of today's childhood problems are connected to the absence of nature in their indoor 'plugged-in' lives. Many researchers (e.g., Mitchell, 2013 and Berman et al, 2012) believe the disconnect from nature has a negative effect on people's health. Crompton (2013) traced the positive impact parks have on health. The design of our living environments (neighborhoods, affordable housing, inclusionary zoning, proximity, transportation and pedestrianization, parks and green spaces) directly correlates to our happiness. According to Montgomery (2014), less commuting time, better neighborhood design, walkability, nature (gardens, parks, trees, green spaces), and other urban design changes make people feel happy, generous, helpful, trusting, and friendly. For example, he postulates that nature needs to be included in every living environment.

The Sustainable Development Solutions Network (SDSN), which is affiliated with the United Nations, published the World Happiness Report (2015) and identified criteria as part of the Sustainable Development Goals (SDGs) to help guide the world community towards a more inclusive and sustainable pattern of global development. The concepts of happiness and well-being are very likely to help guide progress towards sustainable development. By considering happiness, it is possible to improve the world's social, economic and environmental well-being. Results of these and other studies will be shared and suggestions on how to increase happiness and well-being by improving living environments will be presented and discussed.

Abstracts



025

Ms D Rossly Malema

University of KwaZulu Natal, South Africa

Co-Author: Mrs S. Naidoo

Biography:

Rossly Malema is currently a Junior Lecturer at the North-West University's Potchefstroom Campus in the Recreation department. She studied with the University of KwaZulu-Natal for both her honours and very recently her Masters. Her passion lies in the use of leisure opportunities for the empowerment of rural communities.

Abstract:

The Role of Community Arts and Crafts in the Empowerment of Women living in a Rural Environment

The potential and benefits of leisure activities have received strong empirical support in the literature highlighting the economic, social and personal wellbeing benefits of individuals and communities. Engaging in leisure activities creates social bonds, foster understanding between individuals, and brings a sense of joy and empowerment which contributes to improving individual quality of life. However, for certain groups in society, such as women living in rural areas, participation in leisure pursuits is often limited by societally imposed gender roles, cultural, and religious factors. This is compounded by the lack of free time to engage in leisure pursuits due to the burden of the domestic workload. A major factor disempowering rural women is the lack of education and impoverished conditions which dominates their lives. Government and policy makers have recognised this as a global imperative and increased effort to find ways to empower women to combat inequalities. Acknowledging the lack of literature on leisure-based arts and crafts and women empowerment in non-western countries, this qualitative focus group study investigated the effect of participating in a leisure-based arts and crafts project on the economic empowerment of 18 rural women in the various municipalities within Limpopo Province in South Africa. Data were analysed using a thematic content analytic approach. Results showed that community art and crafts project serve as outlets for the economic empowerment of rural women, but such benefits can be maximised by addressing challenges defeating their empowerment purposes through education, training, increased access to funds and an increased awareness on the value of arts and crafts.



026

Ms Allana Joyce Soares Gomes Scopel

UNIVERSIDADE FEDERAL DE MINAS GERAIS, Brazil

Co-Author: Dr Ana Cláudia Porfírio Couto

Abstract:

The women's skate session

The research now presented is inserted in the universe of the studies that relate the problem of leisure with the issues involving the urban space. It is aimed to analyze particular modes of appropriation observed in women's skate sessions on the skate park of the Youth Park, located in São Bernardo do Campo city, in São Paulo state, Brazil. The present study followed the assumptions of the qualitative research, ethnographic inspired, based on methodological paths of interpretive anthropology. Being combined methodological resources of documental analysis, participant observation and semi-structured interviews.

The documentary analysis was made through magazines and webpages specialized in skateboarding. The observations of the daily living of skaters during exclusive female session in Youth Park were held during the period from August to November 2013. The interviews were made at the end of this period, with two skaters: a professional vertical skateboarder, 39 years old; and an amateur street skateboarder, 21 years old. For the interpretation of the data it was used the method of content analysis. The Women's Session is a special time in the schedule of the Youth Park. Consisting of a span of time that was specially created to women who were starting in practice of skateboarding.

The results showed particular modes of space ownership: the occupation of that space/time is configured as a form of resistance and legitimation of its category, the practice of female skateboarding in this occupation becomes effectively visible. This appropriation is also marked by solidarity. In Women's Sessions they can share their practices among equals: They are girls, young people and women who are known for going through the same difficulties of space conquest and recognition as skaters. In addition, the spatial appropriation processes of these women skaters are formed by elements quite complex, involving their spatial trajectory throughout history and the search for legitimacy of women's skateboarding. The constant search for conquest of Women's Session and greater visibility of women's skateboarding contributed to the production of identity, throughout history, in the daily living of that equipment, allowing the production of places, the places of skateboarders and female skateboard in the Youth Park.



027

Dr Christianne Luce Gomes

Federal University of Minas Gerais (UFMG) and Researcher at CNPG, Brazil

Biography:

Christianne Gomes holds a PhD in Education (2003), a Master Degree in Sports Science (1995), a Diploma in Leisure (1993) and a Bachelor's Degree in Physical Education (1992). She was also a Post-doctoral Fellow at National University of Cuyo, Argentina (2012).

Abstract:

Leisure, Woman and Cinema

Since the cinema was popularized and massiveness by the cultural industry, it has become a leisure experience appreciated by people of different age and social classes, in various parts of the world. Among other forms of art / entertainment, the cinema includes social relations between people, which are mediated by images. In this process values are being assimilated and realities constituted in different perspectives and contexts - which involve often representations of women. Considering that cinematographic narratives produce senses and meanings about women, this research has been guided by the following questions: How women are represented in Latin American films produced in the XXI century? How, when and why women gains visibility on the plot of a movie? What are the cultural contexts present, conflicts and tensions that make it up? How does the female subjectivity is depicted? As their relationship with the male is established? Considering this problem and assuming as a theoretical gender studies, the general objective of the research is to understand the representations of women in Latin American contemporary cinema.

The methodology of this qualitative research was developed, at first, by a bibliographic study on leisure, woman and cinema, complemented and enriched by film analysis. They were selected to analyze the Latin American films in theaters during the period defined in the research schedule, choosing those with potential to undertake analyzes of the representations of women in contemporary Latin American cinema. Despite its relevance in the current context, this theme is emerging in Latin American leisure studies. As Baecque highlights (2011, p.32): "[...] the cinema requires that speak about it. The words that name it, the reports that narrate it and the discussions that make relive - all models its real existence. The screen of its projection, the first and only one that counts, is mental: it occupies the head of those who watch the movies to then dream about them, share their emotions, evoke their memory, practice their discussion, their writing."



028

Dr Liza Berdychevsky

Department of Recreation, Sport and Tourism at the University of Illinois at Urbana-Champaign

Biography:

Liza Berdychevsky, Ph.D., is an Assistant Professor in the Department of Recreation, Sport and Tourism at the University of Illinois at Urbana-Champaign. Her areas of specialization in leisure and tourism include health and wellbeing; sexual risk-taking and violence-related behaviors, gender and identity; and qualitative, quantitative, and mixed research methods.

Abstract:

Men's sexual risk-taking in leisure travel

Various links between sexual risk-taking and health and wellbeing started drawing the attention of leisure and tourism scholars. Indeed, freely chosen sexual activity performed for its own sake should be understood as leisure, and the physical, mental, emotional, and social links between sexual behavior and health and wellbeing are numerous and potent. Some recent work has focused on the nexus of gender, life stage, and sexual behavior in leisure and tourism contexts, exploring women's perceptions of and motivations for sexual risk-taking in leisure travel. Men's equivalent perspectives, however, are still in need of investigation.

The purpose of this study was to explore men's sexual risk-related perceptions, motivations, and experiences in leisure travel. The data were collected using an online survey of 425 men (age: $M = 26.07$, $SD = 7.85$, range 18-61; racial/ethnic background: White – 67.5%, Hispanic – 12.7%, Asian – 9.9%, Black – 3.8%; origin: US-born – 79.8%, not US-born – 19.1%; relationship status: exclusive relationship – 47.8%, not in a relationship – 34.6%, casually dating – 12.9%) and analyzed with descriptive and inferential statistics, including independent and paired samples t-tests and exploratory factor analysis.

The results showed that men perceived various kinds of casual unprotected penetrative sex as involving the highest degrees of risk, followed by having sex with multiple partners, casual unprotected oral sex, casual protected penetrative sex, and having sex under the influence of substances (i.e., alcohol and drugs). As for the men's experiences with these activities in leisure travel, 22.1% reported having experienced casual unprotected penetrative sex, 14.1% have had sex with multiple partners, 32.5% experienced casual unprotected oral sex, 30.6% had casual protected penetrative sex, and 51.5% had sex under the influence of substances. With the exception of casual unprotected penetrative sex, the men who have experienced the aforementioned sexual activities in leisure travel perceived them as significantly less risky than those who have not. Men's sexual risk-taking perceptions were multidimensional, and they construed sexual activity in leisure travel as risky when it involved physical and legal, sexual health, and mental-emotional risks. The findings also revealed that men were driven by various reasons to get involved in sexual risk-taking in leisure travel, and their motivations were underpinned by three latent factors of safe thrills and empowerment, anonymous experimentation, and fun and opportunity. In addition, various characteristics perceived as facilitating or inhibiting men's sexual risk-taking in leisure travel were explained by six underlying factors: five facilitators (touristic mentality and destination features; feeling differently [e.g., invincible and more sexually confident] during leisure travel; conducive [i.e., anonymous, transient, and tolerant] socio-cultural scene; leisure and detachment from everyday life; and alcohol/drugs consumption) and one inhibitor (socio-personal characteristics such as social control and being in a relationship). These findings contribute to leisure and tourism literature by shedding light on the under-researched topic of men's sexual risk-taking in leisure travel and its links to their health and wellbeing. This study also points to the necessity of and offers some practical insights for the gender- and context-specific sexual health education programs targeting sexual risk-taking in leisure travel contexts.



029

Prof Nicholas Wise

Biography:

Dr Nicholas Wise is lecturer in international sport, events and tourism management, a member of the sport and identities and culture, consumption and communication research clusters and the programme leader for the MSc courses in International Sport/Events/Tourism Management. His current research focuses on sport and tourism, and his academic background and PhD is in human geography. He brings a strong international perspective to his teaching and the programme informed by scholarly research focusing on the Dominican Republic, Argentina, Croatia and Serbia. He has published across several disciplines and his current academic interests deal with interdisciplinary approaches to regeneration, place image/identity, sense of community and destination competitiveness. Originally from Pennsylvania in the USA, Nicholas has travelled extensively in over 80 countries as a student, an instructor, for research/fieldwork, to present at conferences, as a volunteer and for leisure. In September 2014 he co-organized the Regeneration, Enterprise, Sport and Tourism (REST) workshop that attracted academics from more than 10 countries to GCU. Also in 2014 he spoke at conferences in Panama, Croatia, Scotland, England, Serbia and Oman.

Abstract:

Haitians, Dominicans and Difference, Defending Sense of Place and Identity

Much research concerning the Dominican Republic and baseball focuses on globalization. In acknowledging the importance of such research, this study contributes a particular understanding of sport in a rural heterogeneous community, by addressing landscape and place identity. Villa Ascension and Caraballo are adjacent rural communities in the northern Puerto Plata Province. Currently there exists one usable sports space, designated as a football field, where Haitian residents practice football. Although this landscape is representative of Haitian identity, this designation transcends common sporting landscapes in the Dominican Republic, where Haitians typically use baseball fields to recreate. Dominicans also use the football field for baseball, and have forged a baseball landscape in an attempt to maintain the presence of their sporting culture. Conceptual social-geographical perspectives of sense of place and staging/performing identity in the landscape are reinforced through participant observations and interviews/conversations with local Haitian and Dominican participants to support critical understandings in this particular locale.



030

Dr Bernard Kitheka

Clemson University, South Carolina, United States

Co-Authors: Carmen Nibigira, Fran McGuire, John Mgonja

Biography:

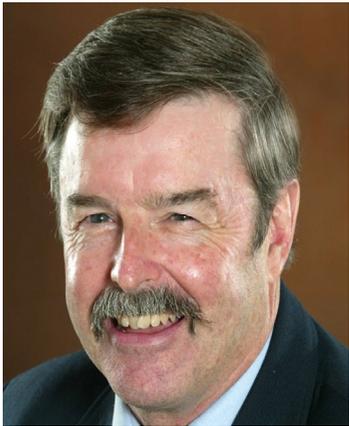
Bernard Kitheka, a native Kenyan, recently graduated with a doctorate degree in Parks, Recreation and Tourism Management at Clemson University, South Carolina, United States. In 2010, Bernard obtained a Master of Environmental Science (environmental sustainability) degree from Miami University, OH, and a Bachelor of Science degree in Wildlife Management from Moi University, Kenya in 1997. Previously Bernard worked for various international and national not-for-profit organizations in areas of community development, sustainable livelihoods, conservation outreach, program management, and youth development. Bernard's main research interests include the intersection between tourism and environmental sustainability, urban planning, sustainable livelihoods and human dimensions of recreation. Other research interests include recreation and play programming in developing countries and the role of play spaces in democratic transitions and peace building in post-conflict countries.

Abstract:

Play and Recreation in a Developing Country: Assessing Utility of Bujumbura's Jardin Public Gardens, Burundi

Play and recreation are increasingly becoming integral in contemporary society. Play and recreation have long been regarded as a way to improve the physical, emotional and cognitive health of individuals. They have also been widely recognized for their capacity to help children develop leadership, communication and social skills. However, limited research has been done on the role of play and recreation spaces in enhancing democracy and peace building in post-conflict countries such as Burundi. Burundi, like many countries emerging from protracted conflicts and civil war, faces the challenge of providing quality physical spaces where people from different cultures can freely recreate, interact and express themselves. One such space is the Jardin Public Gardens, locally referred to as the "lung of Bujumbura." The facility, spanning over six hectares, is the largest open, green space in the country's capital of nearly one million residents. The Public Gardens was set aside by the local government but is currently managed through a public-private partnership. The garden provides invaluable socio-cultural, economic and ecological functions for the city. However, the survival of this facility is threatened because of pressure for commercial development and management uncertainties.

The purpose of this research was to assess the level of access and values Bujumbura residents attach to the gardens as well as the level of satisfaction with the current state and management of the gardens. The overarching goal was to investigate the extent to which the Public Gardens, the only public outdoor space in the city, could be used to enhance social integration in society that has been historically divided along hostile ethnic and political lines. A total of 435 randomly selected participants were surveyed. Data were analyzed by SPSS (version 21) using descriptive and inferential statistics. Nvivo data analysis software was used to build word frequencies. Findings show a highly valued, easily accessed recreation facility irrespective of age, class and distance. It is expected that the findings will be used to enhance efforts to protect the Public Gardens and, set aside other public open spaces and parks, and also support play and recreation programming in Burundi.



031

Prof Roger Coles

University of Central Michigan, United States of America

Biography:

Prof Roger Coles is a Canadian, a Professor and the Interim Dean of the College of Graduate Studies at Central Michigan University. He has spent 40 years as an educator, Department Chair of the 2nd largest Parks, Recreation & Leisure Services Program in the US and now is entering his 6th year as Interim Dean of a university with 6,400 graduate students. He has spent his entire career in service having served as President of the Society of Park & Recreation Educators, American Leisure Academy, American Association for Leisure & Recreation, Michigan Parks & Recreation Association and the only two-time Chair of the Council on Accreditation. He currently serves as the Chair for the World Leisure Organization. He is an associate editor of 2 foreign journals. The Asian Journal of Exercise & Sport Science and Creativity & Leisure: An Intercultural Cross-Disciplinary Journal in Singapore.

Abstract:

The Growth and Benefits of Community Walking and Biking Trails around the World

Leisure and wellness have emerged as important social constructs of the 21st century. With the emphasis on health, wellbeing, and fitness in today's society, trails are becoming just as important as streets and sidewalks in our communities and countryside.

Walkable and riding trails, whether together or separate, generate economic, manufacturing, reduced absenteeism and healthcare costs, social interaction, ecological understanding, fitness and physical activity, and event tourism. All beneficial for local governments, homeowners, businesses and policy decision makers. Any trail, long or short, is a valuable asset to any community or country. It provides free recreation and physical activity for people of all ages and fitness levels.



033

Prof Yuh-Cheng Fan

Minghsin University of Science and Technology, Taiwan

Biography:

She was Chair, Department of Leisure Management, Minghsin Uni. of Science and Technology (2008-2014), Editorial board of Asian Journal of Exercise & Sports Science (AJESS) (2011-14). She received her Ph.D. from Uni. of Munich, Germany. She is Member, WLO; Executive, WLO Chinese Taipei Chapter; Board of Director, Taiwan Leisure Education Association.

Abstract:

Leisure Experience on the Camino de Santiago

Leisure is often studied as a kind of experience. Two points are focused: firstly the freedom to make decisions and second the is the inner meaning. The process of leisure experience includes: expecting, participating and reacting. Josef Pieper regards also leisure as the attitude of receivable understanding, as the intuitional and contemplative sinking in the reality and points out that philosophical thinking is one kind of action to overstep the job world. The Santiago Camino in Spain has been traversed for thousands of years by saints, sinners, generals, misfits, kings, and queens. It is done with the intent to find one's deepest spiritual meaning.

From the leisure experience point of view, the motives and experience of the participants were studied on the Camino de Santiago. Through an analysis of documents, observation, and interviews, the study results show that people walk this route for a number of reasons, some religious, some cultural, some for physical exercise or just as a choice of Journey, and others for personal growth; participants on the Camino de Santiago have got deep experience in all three process of leisure experience: expecting, participating and reacting; participants through the about one month's hiking on Camino de Santiago have become positive physical, mental, and spiritual experience and development.



034

Ms Regiane Cristina Galante

SESC, Sao Paulo, Brazil

Biography:

Degree in Physical Education (UFSCar/1997), postgraduate in Leisure Studies (UFMG/2000) and Master of Education (UFSCar/2006). MBA in Project Management (FGV/2011). Doctorship in Physical Education (FEF/Unicamp). Technical Assistant at SESC São Paulo, in Department of Physical Activity and Sports Development, acting in the management of Sports Projects and Leisure.

Abstract:

SESC: Space for Leisure and Sociability in World Cup 2014

SESC is a private, nationwide, non-profit institution, which aims to contribute to the well-being and improvement of the quality of life of workers in trade, goods and services, tourism, their families and the community. Favorable to Joffre Dumazedier ideas (1974), SESC assumes in its activities, the leisure while an experience linked to free time. Beyond the rest and fun, leisure at SESC is seen as a time for cultural and social development. In the state of São Paulo / Brazil, 32 Cultural and Sport Centers perform actions tied to the cultural contents of leisure, including physical and sporting development. In this area, it is sought to the expansion of physical and sporting experiences, and raising awareness of the importance of leisure activities in daily life. Among the implemented projects, are projects that value, in addition to practice, symbolic aspects that surround the universe of sport, recognizing it as a component of the society's culture. In this context, in 2014, took place the Project - SESC in the Cup, motivated by the FIFA World Cup in Brazil, with the aim of presenting soccer while Brazilian cultural manifestation. During the project were carried out several activities, including the broadcast of the matches. Thus, based on the hypothesis that people would go to SESC during matches because they consider it a social space, and that SESC Units are a "circuit" of leisure in the city of Sao Paulo, I watched the broadcast of the first three games of Brazil in different units: SESC Pompeia (West Zone), SESC Belenzinho (East Zone), and SESC Consolação (Downtown). The method used for the study had ethnographic inspiration, and the main discussion presented concerns two categories of analysis proposed by Magnani (1998) in his research trajectory in Urban Anthropology: "piece" and "circuit". Observations and the collection of ten interviews were conducted, by asking attendees the reasons that led them to be there, and if they attend SESC for other activities and why. The answers were recorded on audio and later transcribed, and notes were taken on a logbook. All respondents usually attend SESC to other activities on a regular basis. In addition, with regard to going to SESC to watch Brazil's matches, the issue of "environment" appeared in almost every speech, featuring SESC as a "quiet", "pleasant" and "comfortable" place. From the responses of the subjects, we can say that SESC is valued as a place for meeting and sociability. So as a leisure equipment in the city, SESC is characterized as a collective space in which circulate different social actors, who take ownership and make it their "piece". Further, once the circuit provides for certain uses of space and urban equipment, we can understand the various units of SESC in the city of São Paulo as a leisure equipment circuit, which receives various audiences, that attend it in order to develop their cultural practices and also their sociability.



035

Maya Azzi, Brenda Campbell, Robert Hobbins, Kari Roberg and Gyan Nyaupane

Arizona State University, United States of America

Abstract:

Understanding Stargazers' Motivations through the Travel Career Pattern Approach

The literature on night sky recreation has focused primarily on describing the visitors, quality of the experience, and types of programs. There has yet to be research which attempts to understand the underlying motivations for stargazing in parks which is imperative for park management to understand the motivations of this growing segment of tourism. This study utilizes the Travel Career Pattern (TCP) approach developed by Pierce and Lee (2005) for understanding motivation in a tourism context and in theory, to explain the underlying motivations for stargazing tourists. The purpose of this study is to test the ability of the TCP to explain stargazer's motivations in Arizona State Parks. This study was conducted in Arizona at five different State Park sites: Red Rock State Park, Slide Rock State Park, Boyce Thompson State Park, Tonto Natural Bridge State Park and Lost Dutchman State Park. Arizona is known for its pristine dark skies and the Arizona State Park (ASP) system is home to some of the finest, with several parks certified International Dark Sky Parks (IDSPs). Many parks within ASP provide astronomy interpretive programs to park visitors as a means of exemplifying the pristine night sky as a unique cultural and natural resource. Three hundred ASP visitors were surveyed using an instrument to collect input on the stargazer motivations to determine if (1) the TCP explains the relationship between Arizona State Park visitors and motivations behind stargazing, (2) how ASP visitors are distributed on the Travel Career Pattern (TCP), and (3) how does the travel experience level of AZ State Parks visitors influence participation in stargazing? The results of the study will contribute to the scant literature on stargazer's motivations so that park managers can better plan for meeting the needs of this growing recreation group.

* Authors names are in alphabetical order and everyone will present.



036

Prof Moniek Hover

NHTV University, Breda, the Netherlands

Co-Author: Licia Calvi

Biography:

Moniek Hover PhD is Professor in Storytelling at NHTV University (Breda, the Netherlands), where she teaches in the applied and the academic bachelor 's and master's programs (leisure/ tourism) and leads the research program around storytelling and consumer experience. With multidisciplinary teams, she provides research and (tourism) development projects.

Abstract:

'Becoming Vincent': a narrative concept for Van Gogh's Heritage Sites

This abstract describes a research and development project, commissioned to Breda University (the Netherlands) by several regional and tourist organizations in Brabant, a province in the south of the Netherlands. Aim of the project was to draft a narrative concept and storylines which would link and upgrade various Van Gogh heritage sites in the area in order to eventually attract international tourists to the province, especially in view of the commemoration of Van Gogh's 125th death anniversary (2015). The world famous painter Vincent van Gogh (1853-1890) is, in a European context, mostly associated with the Van Gogh Museum in Amsterdam, where his paintings attract 1.6 million (mostly international) visitors a year. Van Gogh as a person is mainly associated with France, where he spent the last few years of his life. This is where he ended up in a psychiatric hospital after having cut off his left ear lobe, and where he eventually took his own life. Few know that Van Gogh was born in Zundert, a village in Brabant, and that he spent his childhood and young adulthood in this province.

The challenge of the project lay in the fact that none of his artwork is permanently present in the province. Another challenge was the very broad target group, which was defined as international tourists with cultural interest, ranging from very shallow to very focused (McKercher & Du Cros, 2002). During the field research phase, observations were conducted and interviews were held with stakeholders from the Van Gogh locations. When studying Van Gogh's life, we recognized universal themes like love, friendship, adventure, but also conflicts (with friends and family) and personal crises. In fact, when comparing Vincent's life to a universal storytelling model, there was a complete match. This 12 steps storytelling model (Bouma, 2010) is based on Campbell's "Monomyth" (1949). It applies to many great tales and chronologically orders the (metaphorical) steps that drive the "hero" in his actions. We allocated the first 6 steps to the various locations where Vincent lived in Brabant, under the overarching narrative concept of "Becoming Vincent". At the locations tourists can experience how the events in Vincent's early life lead him to become the troubled yet brilliant artist so well-known from his time in France (which we defined as "Being Vincent"), thus making a full narrative circle. These and other universal characteristics of Vincent's story will appeal to tourists from any international background with any level of cultural interest. Experiencing a certain step of Vincent's life at one location will encourage the tourist to want to experience the rest of the story, at another location in Brabant, but also at other locations in Europe where he lived.



037

Mrs Nicoline de Heus

NHTV Breda, Netherlands

Biography:

I am a lecturer at NHTV University of Applied Sciences in the Netherlands, where I develop, organize and provide education on Intercultural Competence and Intercultural Management at the Academy for Leisure. Furthermore I am responsible for the development and execution of the professional development module in cross cultural skills for teachers working in the English taught study programmes at NHTV and to coach colleagues in implementing the concept of the International Classroom in their educational practice. My research interests include Intercultural Dialogue, International Classroom and Intercultural Communication. Currently I am conducting a PhD research in which I explore how to transform the educational practice of a leisure study programme into an Intercultural Classroom using a participatory action research approach.

Abstract:

Innovating Leisure Education through the Intercultural Classroom

This contribution provides insight in the preliminary findings of a pending doctorate research on how to transform the educational practices of an international leisure study programme into an Intercultural Classroom. The rationale of this research lies in the recognition that the leisure field and its phenomena are being shaped by the network society (Richards, 2010, Castells, 2011). Leisure studies and practices can be characterised as interdisciplinary, complex and transsectoral (Rojeck, Shaw and Veal, 2006). Moreover, due to globalisation the “local-global balance” (Rojeck, Shaw and Veal, 2006, p.19) in the leisure field is exciting, but challenging. As a result there is demand for professionals in the leisure field who are able to find adequate solutions for specific context related problems in the play field of international/multicultural globalized network societies. Consequently our education needs to adapt and innovate in order to educate these future professionals, our students. To investigate its design the concept of Internationalisation at Home (Nilsson, 1999) has been made central, which has been reframed in this study as the Intercultural Classroom to ensure the inclusion of cultural diversity present within the context of national borders. At heart of Intercultural Classroom are intercultural engagement processes, through which knowledge, ideas and theories from multiple cultural contexts are shared, explored and scrutinized in order to generate new collaborative knowledge and action for the professional practice (Leask, 2012; Gesche & Makeham, 2008; Singh & Shrestha, 2008). However the emergence of these kind of processes are not self-evident (Allan, 2003; Platenkamp, 2007). It requires strategic and systematic designed interventions (Leask, 2012) of co-creative types of learning through which the cultural diverse backgrounds are used as part of the curriculum design. Moreover, lecturers need to be involved in designing these processes and are required to have intercultural perspectives themselves (Leask, 2012). On top, it requires a critical stance towards the nature of the curriculum and the paradigms on which it is based (Mestenhauser, 1998). As the unconscious underlying views lecturers have on teaching and cultural diversity impact how an Intercultural Classroom is put into practice (Reid & Hellstén, 2008; Warren, 2005). Consequently this study has taken a participatory action research approach making the lecturers of the international leisure study programme the key participants. The study is grounded in the theoretical framework of social constructionism (Lock & Strong, 2010; McNamee, 2010) taken the stance that the fundamental principles which shape our educational practices are a social and cultural construction (Grundy, 1987). Moreover it incorporates a scrutinizing perspective about traditional truths and assumptions which tend to be passively accepted (Camargo-Borges & Rasera, 2013). Therefore in this study lecturers are not only included but have become critical investigators of their own educational practice in order to promote change.

The contribution to this conference will be to provide insight into the preliminary findings what lecturers of leisure have identified as being prohibitive and enabling in transforming their current educational practices into an Intercultural Classroom.



039

Atara Sivan

Faculty of Social Sciences & Professor, Department of Education Studies, Hong Kong Baptist University, Hong Kong

Biography:

Prof. Atara Sivan is Associate Dean of the Faculty of Social Sciences and Professor in the Department of Education Studies of Hong Kong Baptist University, Hong Kong. She is the President and Senior Fellow of the World Leisure Academy, the Editor-in-Chief of the World Leisure Journal and the founder and Chairperson of World Leisure Organization - Hong Kong Chapter. Her research interests are in the areas of youth development and leisure education, curriculum, pedagogy and teacher education. She has contributed internationally to the development of leisure education by being the scientific adviser to the development of the first comprehensive leisure education curricula for schools and through her publications and conference presentations. Among her co-authored books are: *Leisure Education Towards the 21st Century*; *Leisure Education, Community Development and Populations with Special Needs*; and, *Leisure Education in School Systems*. She is also the recipient of numerous international awards including the International Award for Excellence in Teaching, Learning and Technology and the Hillel Ruskin Memorial Scholar Lecture Award.

Abstract:

Leisure Education in schools: Challenges, choices and consequences

The paper examines the concept and practice of leisure education with special reference to the role of educational settings. It will explore the underlying dimensions of leisure education as manifested in educators' and students' views and in school practices. Despite the growing advocacy for implementing leisure education in schools, its application lags behind its global expectations. In line with the congress theme, the presentation will examine the challenges surrounding the role of schools as leisure educators, portray the choices in educating for leisure within school systems and discuss the consequences of undertaking this important role. References will be made to global educational trends including increased competition, rising expectations and growing emphasis on measurable learning outcomes. Examples will be provided from recent studies undertaken by the author on school students and teachers in Hong Kong eliciting their views and exploring the different ways in which schools educate for leisure. Implications will be drawn for ways to utilize schools' potential to educate for leisure while employing a comprehensive and collaborative approach.



041

Dr Marie Young

University of the Western Cape, South Africa

Co-Authors: Prof. E.V. Lambert, Dr. S. Bassett, WOW Consortium

Biography:

Dr Young lectures at the University of Western Cape, with an interest in the field of leisure, recreation and therapeutic recreation. Currently involved in various community based research with inter-professional partners from national and international tertiary institutions. These projects are related to health and wellness promotion. I am further exploring therapeutic recreation as a developing profession in South Africa.

Abstract:

Western Cape on Wellness (WoW!) initiative baseline studies on preferences to participate in physical activities for recreational purposes

In South Africa, the growing burden of non-communicable diseases (NCDs) affects more than 2 in every 5 adults, more than 1 in every two adult women and 1 in every three men are either overweight or obese. Nearly 1 in 3 adolescents watch more than 3 hours of television daily, and nearly half of all adults are insufficiently active. In 2007, obesity and inactivity together were estimated to account for 4% of disability-adjusted life years in South Africans. In the Western Cape Province, the overall burden of NCDs (heart and vascular disease, lung disease, diabetes, and cancers) accounts for more than 35% of all deaths, and surveillance indicates that the prevalences of adverse lifestyle behaviours including physical inactivity, smoking and overweight and obesity are all higher in the Western Cape than in South Africa, as a whole. A major priority area of the WCG Department of Health (WCDoH) is to promote healthy lifestyles using a settings-based approach – the workplace, school and community. Through the adoption of an “all government” and “all society” approach, the overarching goal is together to co-create and sustain a culture of wellness at all levels of society in the Western Cape in order to prevent, reduce and better manage NCDs. This initiative aimed to promote a healthy lifestyle movement in the Western Cape by advocating and activating physical activity and healthier eating in order to prevent and reduce the burden of non-communicable diseases (NCD's). Leisure opportunities are integral components to be considered in changing behaviour as means to promote health, wellness and quality of life. The aim of this study was to determine to what extent participants preferred physical activity as a recreational activity. The recreation experience preference scales (REP scale) was used as part of the base line testing. Participants were recruited in the three settings: worksites, schools and communities. Team leader volunteers were pre-selected by the WCDoH or their respective counterparts in the various government departments. The results will be presented at the congress.



042

Dr Waldir Assad

Universidade Catolica de Brasilia, Brazil

Co-Authors: Prof Tania Mara Vieira Sampaio

Abstract:

Social development and Shopping Malls: the new leisure activity

This study aims to understand the relationship between leisure and shopping malls, as an area of use and experience, in a society in constant transformation, such as the case with the city of Ceilandia, located near Brasilia - Brazil's capital. At first, Franceschi Neto (1994) shows that leisure can be understood very simply as "an activity performed in one's Free Time, in which one seeks for pleasure, personal satisfaction." Gomes (2004) shows that "leisure provides the experience of several manifestations of culture, such as games, plays, parties, sightseeing, traveling, sports and also art in its many forms. (Paintings, sculptures, literature, dance, theater, music, and films). The city of Ceilandia, located 30 km away from the capital of Brazil, had its socioeconomic development changed radically over the past 10 years, a period of significant social changes in Brazil, emerging from poverty to middle class. For Salles (2011) this was due to many improvement programs for income distribution, such as a real increase in the minimum wage, child benefit, payroll loans and others, and also the economic acceleration that occurred since 2006. All these elements made these Brazilians surface to the consumer market. In the specific case of Ceilandia, when comparing the situation of 2004 with 2013, the most surprising situation was the decrease in the number of shacks, which in 2004 was 3,148, and only 226 in 2013, showing a decrease of 1392.9% in the number of shacks that have become better quality dwellings.

In this sense, this study aims to understand the relationship between the people that go to Juscelino Kubitschek (JK) and Tower malls, and the use the services, and check if this malls are seen by the population of Ceilandia as a leisure space. The methodology of this research was a quantitative cross-sectional study aiming to evaluate the perception of the regular users of JK and Tower malls as a leisure space, and if they use these places only for shopping or some other definition to be discovered by the data collected during the survey. A questionnaire with 21 closed questions in which 6 drew the profile of the person answering and 15 sought to discover the reasons that led them to attend one specific mall was applied. The data was presented as frequency and the average of the responses. Following the analysis of the responses, it is expected to show how this society has changed in the last 10 years in understanding Shopping Malls and utilizing these spaces as a leisure space. What value does this society give to Shopping Malls? A simple place to shop or a leisure space?



043

Ms Chantal Christopher

University of KwaZulu Natal, Durban, South Africa

Biography:

Chantal currently facilitates learning at UKZN, engaging with honours students in community settings. An OT humanist, she works across fields, focusing her research on addressing deeply rooted often systemic issues that drive human occupations. Her evolving PhD focuses on recreational engagement amongst marginalised women.

Abstract:

The Long fingers of “Coloured “identity: fiddling, tweaking and moulding current recreational engagement

Coloured women on the margin of society, from a forgotten piece of group area relocation explored their recreational engagement utilising various qualitative inquiry methods such as photo voice, narratives, generational stories and interviews. The women with the researcher built their personal histories into a strong ribbon of occupational identity nuanced by their self- proclaimed coloured identity. Kielhofner (2002) advanced the occupational therapy scholarship by linking occupation and identity, coining the term occupational identity. This he defined as “a composite sense of which one is and wishes to become as an occupational being generated from one’s history of occupational participation. One’s volition, habituation, and experience as a lived body are all integrated into occupational identity.” The personal histories of the women support Kielhofner’s definition, however continues to nuance it through cultural practices, inherited patterns and occupations as well as imposed occupations. This is a very real South African story of our muddled history of humanity, created by apartheid that divided people into races and then left one of the races, the “coloured” people caught in a binary between the oppressed and the oppressor. With a cultural identity at odds with itself and in flux these women demonstrate through their unveiling of their occupational engagement (or lack thereof) the continued injustices of apartheid. This presentation part of a Phd will explore the concept of “coloured identity” and the impact of this on women’s engagement with recreation in terms of occupational identity, occupational choice, participation in, and the seeking out or creating opportunities to engage in recreational opportunities within Mariannridge (a peri-urban area west of Durban).



044

Dr Laura Rojas De Francisco

EAFIT University, Colombia

Co-Authors: Jordi Lopez-Sintas, Ercilia Garcia-Alvarez

Biography:

Laura Rojas De Francisco is a doctor in humanities - Production and Consumption of culture. Assistant professor in the EAFIT University in Colombia and Fellow Researcher at the Universitat Autònoma de Barcelona in the Consumption, Markets and Culture Research Group

Abstract:

Home-based digital leisure

Doing the same things – but differently. The introduction of the information and communication technologies in the home has transformed free-time leisure activities, although we actually know little about these changes. Adopting a constructivist and interpretive perspective, we analysed 30 individual narratives in order to describe how digital technologies have transformed home-based leisure activities in Spain. The results show that the changes brought about are qualitatively different from those produced by radio and television broadcasting and reproduction/playback devices. The digital technologies have not only increased exposure to different cultural experiences, they also allow people to control those experiences. Consumption of experiences is no longer homogeneous within household members; furthermore, family, friends, acquaintances, or strangers enter the home, symbolically, temporarily and virtually. Individuals now have greater freedom regarding their choice of home-based leisure activities, and informants report being more satisfied with the leisure activities they undertake.



045

World Leisure Academy and Workshop

WLO Leisure Charter and Human Rights

Presenter: A J Veal, University of Technology Sydney

Abstract:

Reviewing the WLO Charter for Leisure

The World Leisure Organisation's Charter for Leisure was first published in 1970, revised in 1979 and published in its current form in 2000. In this presentation it is argued that it is time for another review of the Charter. It highlights a number of areas for reform, including: (1) more explicit acknowledgement of other charters and declarations regarding social groups with which leisure is concerned, such as the economically disadvantaged, women, ethnic, religious or linguistic minorities, children and people with disabilities; (2) linking with comparable documents in related fields, such as sport, tourism and culture; (3) demonstration of the relevance of leisure rights to leisure-related policy at international, regional, national and local levels; and (4) reflection of developments in leisure scholarship. The Charter was originally published just a few years after the launch, in 1966, of the UN International Covenant on Economic, Social and Cultural Rights (ICESCR), which gives legal backing to a range of human rights, including leisure-related rights, identified in the 1948 Universal Declaration of Human Rights. The year 2016 marks the fiftieth anniversary of the ICESCR, so revision of the WLO Charter for Leisure this year would be timely.

Leisure And Human Rights

In 1948, in the aftermath of the Second World War, the newly formed United Nations endorsed the Universal Declaration of Human Rights, which includes three leisure-related rights: the right to travel (Article 13), the right to free time (Article 24) and the right to cultural participation (Article 27). Denial of such rights is widespread, for example when excessively long working hours are required to gain a living and when access to facilities and services is denied on grounds of gender, race or disability. Furthermore, other human rights are often infringed in leisure contexts, such as denial freedom of expression in the arts through censorship and exploitation of young people in some parts of the sports and tourism industries. Such issues, and the part human rights ideas might play in leisure research and policy generally, have, however, been largely ignored in leisure studies and practice. The proposed symposium will: explore the reasons for this neglect; examine the nature of the leisure rights mentioned in the Universal Declaration; assess the contribution to the debate made other declarations, such as the World Leisure Organization's Charter for Leisure and a number of declarations on sport, tourism and play; and consider the scope and potential for leisure research and policy development informed by the concept of human rights. The General Assembly of the UN, concerned as it was at the time with such urgent matters as the right to life, the rule of law and freedom from torture, nevertheless saw fit to assert the human right to leisure. A certain obligation therefore falls on those of us responsible for leisure education, research and service provision to at least examine the extent to which these rights are relevant to the field and the extent to which other rights are upheld or violated through leisure practices. This might make a modest contribution to the defence of the principle of 'universal, indivisible and interdependent and interrelated' human rights (World Conference on Human Rights, 1993).



046

Dr Elie Cohen-Gewerc

Beit Berl College

Biography:

Senior Lecturer and researcher in Beit Berl College. Freedom and the human challenge of being free is the main issue he investigates; wrote tens of articles and five books; the last (2013) "Serious Leisure and Individuality, with Robert Stebbins. His Ruskin Memorial Scholar lecture was published (World Leisure Journal, 2012).

Abstract:

Leisure and being free, the pivotal challenge of our time

The word "Leisure", solely contemplated, invites one to enter into a delightful mood of freedom. However, which perception of freedom springs out in our minds? Are we sure that freedom is always synonymous with pleasure? Where does this freedom vanish when "Leisure" is over? On the other hand, what happens when circumstances force us to be outside of our familiar and well known space, disconnected from roles and obligations which use to be the tacit but essential ratification of our existence? What happens when we are dismissed from the "All the world's a stage"? Do we conceive our freedom to be the basic axis of our human condition? Leisure and personal freedom, are two noble legacies of the Twentieth Century in the western world. How people do use, misuse and even abuse of this valuable heritage? Landing in the open space of leisure, are we able to be free? The discovery of freedom is neither a final nor a definitive result, it points out the real beginning of our search, of our intimate approach to the concept liberty. Very often, people discover a freedom that "isn't the right one". Victims of their narrow minds, they rush through all the fences, thinking that freedom consists of a world without prohibitions. Their discovery is limited to the external circumstances and freedom becomes synonymous with permissiveness. Permissiveness means that people do not really acquire freedom but only lose their social framework. Their "being free" looks to them like the first joy of children whose parents are not at home. They have a lot of fun, eat what they wish, organize a great battle with all the pillows, laugh a lot and enjoy fully the lack of parental supervision. But gradually their absence turns this euphoric sensation into anxiety. The children are no longer in a mood of "feeling free"; they enter into the uneasy sensation of being abandoned! In this same perspective we can say that "the more the individual is freed and becomes the manager of himself, the more he seems to be vulnerable, fragile, internally disarmed" (Lipovetsky & Serroy, 2008, p.59). Increasing number of "friends", more and more "likes" for innumerable "selfies" do not solve the feeling of fragility. The concept of leisure as vacancy of roles and supervision, can be a mirage of sovereignty. For freedom is only a human prerogative and the tangible issue is how to become free. Here comes the pivotal role of Leisure education while leisure can be the best workshop, training people towards personal and intimate freedom. Leisure training can be also a concrete path leading to real emancipation i.e. personal empowerment.

Abstracts



047

Ms Nienke van Boom

NHTV Breda, Netherlands

Abstract:

Exploring the role of leisure amenities in residential choice and satisfaction

This paper stems from the increased attention by scholars (c.f. Florida, 2002; Glaeser, 2011) and urban practitioners for leisure amenities as tools to lure human (creative) capital to place in order to compete for talent. Although the topic has been discussed in many disciplines, a deep analysis of what these leisure amenities are, how they work, for whom and why, is lacking. The study draws attention to the role of leisure amenities as contexts for meaningful social practices, and thereby contexts for socio-spatial attachment to occur. Following the work of Arai and Pedlar (2003), Collins (2004) and others, I argue for a perspective on leisure practices as social and focal or ritual practices, providing opportunities for social bonds to be built, maintained and strengthened.

The focus of this paper is on the role of leisure amenities in the residential choice and residential satisfaction for different stages of life. By use of a panel survey among Dutch citizens, the paper explores the relative importance of leisure amenities in the choice of place of residency for different life stages. Furthermore it explores the contribution of proximity to leisure amenities in comparison with 'classic' amenities in the satisfaction of the residential environment for these different life stages.

The objective of this paper is to get more insight in the value of leisure amenities, and their potential as contexts for building socio-spatial attachment, for the perceived quality of the residential environment for different social groups. It serves as a first exploration of a more in-depth understanding of the role of leisure in human capital attraction. It is expected that especially in dense networked cities such as those in The Netherlands, leisure amenities might not have much power to distinguish one city from another. The value of leisure spaces in relation to this battle for talent, might lie in the ability to foster social networks, resulting in a lower inclination to out-migration. The paper ends with the question what these understandings imply for policy and planning.



048

Dr Walid Briki

Qatar University, Qatar

Biography:

Dr. Briki joined Qatar University in the Fall 2015. He has studied in France (University of Montpellier and University of Nice Sophia-Antipolis), and specializes in social and sport psychology. His Ph.D. thesis consisted in examining the dynamics of motivational states during sport competitions, and how such dynamics impacted performance. He worked at University of Montpellier and University of French West Indies as a teaching assistant and assistant professor, respectively. He taught social, developmental, sport, and exercise psychology, and scientific methodology. As a mental coach, he has worked with many athletes, and contributed to prepare them mentally for high-stake competitions (e.g., 2006 World Team Table Tennis Championship). As a scientist, Dr. Briki collaborates with several psychologists and physiologists worldwide (e.g., USA, Qatar, France, Italy, Tunisia) on diverse topics ranging from human performance to health.

Abstract:

Motivation Toward Physical Exercise Influences Wellbeing Through Trait Self-Control

The beneficial (or detrimental) effects of self-determined (or non-self-determined) Motivation toward Physical Exercise (MPE) are to date widely documented in the literature of exercise psychology. However, the mechanisms underlying those relationships still need to be clarified, and I posit that those relationships can be mediated by self-control (i.e., tendency to override prepotent responses), which represents one of the most powerful, adaptive, and healthy psychological constructs. Also, no study to date has examined the link between MPE, self-control and health.

As a result, the aim of the present study was to examine the view that MPE may promote health-related outcomes through self-control.

Specifically, this study sought to examine whether trait self-control (TSC) may be able to mediate the relationships of autonomous (or self-determined) MPE (A-MPE) and controlled (or non-self-determined) MPE (C-MPE) with psychological wellbeing (PWB). Autonomous motivation reflects a motivational state in which self-initiation and coordination of personally endorsed behaviors predominate. Autonomous MPE was assessed through different subscales, such as intrinsic and identified regulations. Controlled motivation reflects a functioning driven by externally imposed and introjected contingencies, eliciting pressure to conform to perceived expectations. Controlled MPE was assessed through the subscales of introjected regulation and external regulation. The absence of MPE was assessed through the amotivation subscale.

Three hundred and seventeen adult Americans (223 females, 70.3%, and 94 males, 29.7%; Mage = 32.97, SDage = 11.30) performing regularly physical exercise were recruited online to answer questionnaires. To examine the relationships between MPE, TSC and PWB, two competing mediation models were tested: While a starting model used TSC as the mediator of the MPE-PWB relationship, an alternative model used MPE as the mediator of the TSC-PWB relationship. Globally, results revealed a positive link between A-MPE, TSC, and PWB, and a negative link between C-MPE and TSC. Regarding the starting model, results revealed that TSC mediated the relationship of A-MPE and C-MPE with PWB. Regarding the alternative model, results revealed that A-MPE mediated the relationship between TSC and PWB. Moreover, results revealed that the starting model ($R^2 = 36.947\%$, goodness of fit = 1.008) was more effective than the alternative model ($R^2 = 22.424\%$, goodness of fit = .975) to account for the relationships between MPE, TSC, and PWB. This study provides initial insights into how self-determined MPE influences psychological health through self-regulation mechanisms. From an applied standpoint, physical education teachers, fitness coaches or parents should promote autonomous (i.e., intrinsic and identified) forms of MPE. To do so, they should convey positive conceptions of physical exercise by emphasizing the importance of exercise for health, cognitive functioning, and physical fitness (as incentives based on identified motivation) and by associating exercise with the notion of pleasure and enjoyment (as incentives based on intrinsic motivation). Additionally, and consistent with self-determination theory's predictions, teachers or coaches should support people's fundamental need for autonomy because of its links to health-related benefits. Further studies should test the influence of physical exercise program based on the type of MPE on the development of self-control, affects, social and healthy behaviors.



049

Dr Yoshitaka Iwasaki

University of Alberta, Canada

Biography:

Dr. Iwasaki's expertise includes culture/diversity, leisure, and health; meaning-making, coping/healing, and life quality; and community-based research with marginalized populations-Indigenous peoples, persons with disabilities, and high-risk youth. Dr. Iwasaki has over 70 refereed journal articles and over \$5 million in research funding, including federal (Canadian & US) research grants.

Abstract:

Contributions of leisure to “meaning-making” and its implications for leisure services

The pursuit of a meaningful, enriching life is a central agenda for humans and is essential for improved human conditions. Meaning-making refers to a process by which a person derives meaning(s) from an activity.⁶ Among many activities, leisure provides opportunities for meaning-making in various ways (e.g., psychologically, spiritually, socially, culturally), for example, through creative leisure¹⁰ and spiritual leisure. The purpose of this paper is to identify and map the current research-based knowledge about the role of leisure in meaning-making, and articulate its implications for advancing the field of leisure studies and services, contextualized within the theme of 2016 World Leisure Congress from a global perspective. According to Newman et al.'s (2014) literature review based on 363 research articles linking leisure (e.g., running, quilting, aboriginal dancing, volunteering and storytelling, serious leisure, and flow) and subjective wellbeing (SWB), meaning-making was identified as a core mechanism to promote SWB. Deschenes (2011) suggested that meaning-making through leisure can promote personal development, as a freeing source for experiencing “infinite, liberating effects of leisure.” Banfield and Burgess' (2013) study with artists showed meaning construction of flow experiences derived from creative practices, embodied within both experiential (e.g., expressive) and existential (e.g., meaning, vitality, identity, & achievement) aspects of flow. Iwasaki's (2008) integrative review of the literature highlighted culturally contextualized processes of meaning-making through leisure that involves both “remediating the bad” and “enhancing the good” in people's quest for a meaningful life. Broadly, the role of leisure in meaning-making has important implications for advancing the field of leisure studies, considering an increasing emphasis on “positiveness” in the social sciences. For example, Freire (2013) emphasized “embedding leisure into the positive science field,” by stressing the significance of meaning-making (e.g., through “serious leisure”) that extends from subjective experiences to social worlds. Importantly, the role of leisure in meaning-making is relevant to recreation and leisure practices. For example, Carruthers and Hood (2007) developed a Leisure and Well-being Model (LWM), claiming that: “The profession of Therapeutic Recreation (TR) has the opportunity to play an important role in supporting clients to create a life of meaning, in spite of challenges and limitations” (p. 276). Hutchinson and Nimrod's (2012) study on leisure as a resource for successful aging by older adults with chronic health conditions, identified several key themes including “more than managing—living a life of meaning.” Chun and Lee's (2010) study on posttraumatic growth for people with spinal cord injury identified the themes of making sense of traumatic experience and finding meaning in everyday life, and building meaningful relationships through leisure. Phinney et al.'s (2007) phenomenological study with elders with dementia found that leisure activities promoted meaning-making through enhancing enjoyment, connection, autonomy, and personal identity. The meaningfulness of leisure for immigrants was shown to go beyond coping with and adapting to acculturation stress, but also involves self-realisation, self-expression, and a sense of belonging/connectedness. Such leisure-generated unique experiences and meanings appear particularly salient to marginalized populations, including persons with disabilities and ethnic minorities (e.g., immigrants) to address limited opportunities, social exclusion, and access issues globally.



050

Ms Irena Paszkiewicz

University of Bournemouth, United Kingdom

Biography:

Completed a Master's degree at the University of Bournemouth - in School of Tourism. I have been a teacher in The Cavendish School of English since 2013.

Abstract:

Food as a leisure social practice among Polish immigrants in the UK

"We do not invite each other simply to eat and drink, but to eat and drink together – 'Debates among guests', Plutarch

Eating together is a social practice among many cultures. Thus food habits are formed by a broad variety of factors, such as religious, psychological, societal, environmental, economic and political ones. Food choice, methods of preparing, quantity of meals per day, time of eating and the sizes of portions form human eating behaviour. The latter are performed and continued because they are convenient and/or carry meaningful symbols and patterns in a given culture. Therefore, food becomes a vehicle for cultural and social practices also in mobility contexts. Additionally it is a source for well-being of displaced people and it contributes to socialisation practices, namely among immigrant communities. In my research, I investigate the role food plays both as a social and leisure activity among Polish immigrants in the UK. To achieve the aim, a qualitative approach was used, by the means of interviews. The interviews were transcribed and then coded.

Findings show that the joint preparation, cooking and eating of food has been a significant social and leisure activity among Polish immigrants. Sharing a meal with family or friends was considered as a special event that almost took on the form of a ritual or a ceremony and became irreplaceable aspect of all immigrants' life. It served as a coping mechanism for creating a sense of comfort, stability and belongings throughout the adjustment process and made the participants feel protected. The dinner table created an environment to conduct conversations, listening and solving conflicts. For many participants the word 'food' became synonymous not only with the word 'home' but more importantly with the words 'happiness' and 'leisure'. Conclusions point out that food plays a central role in both the construction and maintenance of social relationships and is fundamental for well-being in immigration contexts under a form not so much of work or survival, but rather a form of leisure for social cohesion.



051

Dr Vânia de Fátima Noronha Alves

University of Minas Gerais, Brazil

Co-Author: Mr Gustavo Henrique Noronha Alves

Biography:

PhD in education USP / Brazil. Postgraduate Program Professor in Education at the Pontifical Catholic University of Minas Gerais. Teacher at the undergraduate Physical Education and Pedagogy. Researcher Leisure.

Abstract:

An analysis of the leisure Brazilians living in the US

It is estimated that around three million Brazilians live abroad and that the United States continues to lead the preferred destination for those who decide to live in another country (IBGE , 2010). This study aims to present an analysis of how Brazilian leisure enjoy in different cities and states of the North American continent . It is an exploratory study (Triviños, 1987) and the methodological strategy adopted was the application of a questionnaire with 25 questions via the web initially sent to relatives and friends of the authors and then expanded to other Brazilians, on the initiative of own searched. Data were tabulated and analyzed in the light of leisure theory built in our country since 1960 gone when this issue began to be discussed and incorporated as a field of study (MARCELLINO, 1987, 2006, 2007; GOMES, 2004; NORONHA et al., 2010, among others) . It looks like the reasons that led the subjects to emigrate relations with work and leisure living conditions (time available, equipment, developed cultural activities, motivations, limits), among others were analyzed . The results show that respondents feel doubly foreigners: on American soil because they realize subjects with identity differences in the choices and experiences in the field of leisure, and also in Brazilian lands, when they return to our country and no longer identify with many leisure stocks experienced here, for different reasons. In addition, migrants embody the American maxim that "time is money" and, after the dazzling period to the foreign land and the difficulties with learning the language, just explore the leisure facilities of cities. Most television is one of his favorite practices many of whom get the packages to watch the transmission channels of Brazilian programs, finding in this action, a way to overcome the longing of our country and their relatives. Research of this nature contribute greatly to us to know more and more our own society , the symbols that constitute the way of life because even when living in other cultural contexts, subjects tend to reproduce the leisure practices learned throughout his life. Demand for leisure establishes a connection to the life history of the subject. For various reasons few are those who incorporate in their daily leisure practices that most identify with the American way.



052

Dr Arend Hardorff

NHTV Breda, Netherlands

Workshop and Discussion:

UN Charter on Leisure; cultural heritage or more relevant than ever?

During the Mobile 2014 conference, the first debate was hosted between scholars and students from the WLO Centres of Excellence (CoE's). In this second edition representatives from all the CoE's (Canada, USA, The Netherlands and Spain) and invitees from South-Africa will be challenged to reflect on the UN Charter of Human Rights statement of "right to rest and leisure", and other UN charters that talk about the right to participate in sports and culture. All panel members will be asked to react to the following questions (and more) from their own cultural and academic perspectives:

- These UN statements date back to the 1950's. Are they still relevant or are we talking about 'outdated stuff'? Do they still relate to the way people spend leisure time and money nowadays? And if we would be invited to define them right now, how would they sound like? And would digital and/or technical developments play a role?
- Which developments do you see in your own country that influence the way of thinking about the right to leisure and how that is put into practice? Which factors or arguments play a dominant role in the way leisure policies are implemented in your society? Do national governments still play that dominant role in the way leisure is made accessible to all groups in society, or is the real power in the hands of global organizations like Facebook, Disney, FIFA etc.?
- In which way does all of this play an explicit or implicit role in your curricula? Do you pay attention to the history of leisure and the forces that influenced that? Are these UN ideals connected to your program and the underlying values?



053

Ms Yvonne Klerks

NHTV Breda University, Netherlands

Biography:

Yvonne Klerks holds a MSc in business economics and marketing and studied at Tilburg University and University of Bern. She started lecturing at NHTV Academy for Leisure, the Netherlands in 2005. NHTV Academy for Leisure is the largest university in the world for applied and academic programs in leisure studies. With her background in business economics and marketing her main focus areas are entrepreneurship, operational management, productivity and marketing. She has been involved in research about productivity and project development in the tourism and leisure industry in The Netherlands. Besides being a lecturer Yvonne is also International Coordinator of the Academy for Leisure. In this position she has contact with universities and organizations in the tourism and leisure industry worldwide and has initiated many different international projects. For NHTV Academy for Leisure she was the driving force behind the election of the MSc Leisure Studies as the third World Leisure Center of Excellence, accredited by the World Leisure Organization in September 2012. Since 2014 she is Board Member of the World Leisure Organization. Within the WLO Board she is Chair of the Educational Services Committee and involved in the cooperation between the World Leisure Centers of Excellence.

Abstract:

World Leisure Centers of Excellence – graduate programs in the field of leisure

This session is an introduction of the concept of World Leisure Centers of Excellence, acknowledged by the World Leisure Organization. In this session we give an insight into the World Leisure Centers of Excellence, which are graduate programs in the field of leisure connected to the goals and themes of the World Leisure Organization;

- Who are the current World Leisure Centers of Excellence?
- Main goals and activities of the World Leisure Centers of Excellence
- How to become a World Leisure Center of Excellence and what are the benefits?



054

Prof Ricardo Ricci Uvinha

University of Sao Paulo, Brazil

Abstract:

Olympic Games In Rio 2016 And Its Relations With Leisure And Sports In Brazil

Brazil has successfully secured a number of global sport events (World Cup 2014 and Olympic/Paralympic Games 2016) as a means of promoting the key goals of economic and social development. In the scope of events of large-scale production and media and public impact - with an emphasis on sports for all, the city of Rio de Janeiro has experienced several activities of that importance since 2007. In the Pan American Games in Rio2007, the Federal Government prepared and adopted the concept of social legacy as means for various public projects in progress at the time, making a commitment that those initiatives constituted the first move towards social change in the city from conducting sporting events. The great challenge of the 2016 Games in Rio can be reflected by its numbers: more than 200 nations, 10,500 Olympic athletes, 4,500 Paralympic athletes, 28 Olympic sports, 22 Paralympic sports, more than 100 thousand people directly involved in the organization of the Games, more than 30 thousand media professionals and about 100 thousand volunteers. Brazil has developed legacy plans aiming to enhance outcomes relating to quality of life –promoting civil society and alleviating poverty, reducing violence and crime, creating economic opportunity, safe spaces and promoting public health. In the context of the FIFA World Cup, legacy goals for social and economic development have targeted change across interrelated areas – energy, transportation, infrastructure, hospitality system, safety, urban planning and support services (health, retail, tourism). There are also initiatives coordinated by different Brazilian Ministries in the search for sports and physical activities that can address the demands of Brazilian society and the government's aim to stimulate intersectoral action. Events on a global scale, such as the Olympics and Soccer World Cup, can stimulate new sport and physical activity policies and leisure programs. Several local representative entities, like sub-town hall, reference centres, district associations, labour unions, state parks administration, are seeking led policy development. Therefore, as part of the Olympic legacy, Rio 2016 Olympic Games states a unique opportunity to improve the awareness of the benefits of leisure, physical activity and sports.



055

Dr Carolin Lusby

Florida International University, United States of America

Biography:

Dr. Carolin Lusby is an Assistant Professor at the Chaplin School of Hospitality & Tourism Management at Florida International University, where she teaches graduate and undergraduate level courses in tourism, research methods and leadership. She received her doctoral degree in Tourism Recreation and Sport Management from the University of Florida in 2007. Furthermore, Dr. Lusby holds a master's degree in Tourism and the Environments from the World Leisure Center of Excellence at Wageningen University in the Netherlands. Dr. Lusby focused on sustainable development of tourism and incorporated community based tourism in her study tours. Dr. Lusby firmly believes in the value of meaningful study abroad experiences to foster the development of global citizens.

Abstract:

Community based tourism and sustainable development

The concept of community-based tourism (CBT) is not new, and definitions of CBT have proliferated in the years since Murphy (1985) expounded on the community involvement approach in tourism development. At its core, CBT is a grass-roots process whereby tourism is planned, managed by and benefits the local community in which tourism occurs (Matarrita-Cascante, Brennan & Luloff, 2010). A community that is involved in tourism planning and activity is a mechanism for a sustainable tourism plan (Tukamushaba, 2011) to create equitable economic, environmental, and social benefits.

This presentation examines perceptions of community residents in the Ponte Negra community in Brazil and compares with community based tourism in Belize. This community has no roads, no electricity and has been untouched by tourism until recently when small groups have been able to visit for short amounts of time. Meetings have been held with residents to determine tourism potential and community needs. Interestingly the community has a belief that tourism should benefit the poorest in the community through aid from groups. Perceived benefits, expectations and motivations of community members are discussed. Presenters will also analyze the potential of community based tourism to contribute towards the 17 SDGs.



056

Dr Natasa Slak Valek

Zayed University, Abu Dhabi, United Arab Emirates

Biography:

Dr Slak Valek earned her PhD in Business from the University of Ljubljana (Slovenia, Europe). She teaches Tourism related courses at Undergraduate and Graduate level at Zayed University in Abu Dhabi. Her research focuses on Tourism & Leisure Marketing, and as a former professional athlete she is interested in Sport Leisure activities also.

Abstract:

The lifestyle of United Arab Emirates residents: 'everyday' leisure vs. travel

Leisure researchers have generally shown that the leisure activities type and frequency remain fairly stable through the years (Janke, Davey & Kleiber, 2006). Thus, the education and leisure activities practiced in the youth, it is very important for the future life (Lee & King, 2003). Thus, it is crucial to understand what people do in their free time. The literature on how residents of United Arab Emirates (UAE) spend their leisure time is scarce. The purpose of our paper is to investigate which leisure time activities are practiced mostly by the residents of UAE. It has to be pointed out that nationalities and cultures living in UAE are different and very diverse. For example, in 2013 Abu Dhabi's population was estimated to be 2,453,096, of which only 20.2% are Local Emirati and 79.8% are expatriates (Statistical Year Book Abu Dhabi, 2014). In consequence, the data presented in our research will look at the differences between locals and expatriates in leisure time activities. Moreover, the life-span development theory emphasised the importance environment and historical contexts in shaping the human development (Baltes, 1987). It is crucial to know that the country of UAE was officially established 44 years ago and Emirati people are by our hypothesis still affected by their history also when deciding for the type of a leisure activity. As found by Martin and Mason (2003) 'traditional culture and religion are still important in shaping leisure behaviour, but a more Western pattern of leisure is emerging'. Thus, the second purpose of our paper is to understand what affect the leisure time of UAE resident's today, looking at their demographic characteristics. Finally, the everyday leisure time activities vs. activities undertaken when travelling are studied in our research. Larsen (2008) discussed what consequences an everyday life perspective has for future tourism research, but this study considered the real applied data of UAE resident's everyday leisure activities and compare it with the activities mostly undertaken when travelling. For this research study the standardised questionnaire developed by the International Social Survey Programme about Leisure Time and Sports (ISSP, 2007) has been used as a starting point, but adapted and adjusted for the purposes of our study and the culture of people surveyed (e.g. Muslims).



058

Mr Cedric, Zhe Wang

The Chinese University of Hong Kong, Hong Kong

Co-Author: Prof Lawal M Marafa

Biography:

Wang Zhe, Cedric is a PhD student at the Department of Geography and Resource Management, the Chinese University of Hong Kong. His research interests include space and time in tourism study, tourists' needs, tourism planning as well as national parks. He has earlier engaged in tourism planning and enterprise strategic planning practice in China as a senior project manager.

Abstract:

The Role of Tourism in Vicissitude of Livelihood: A Case of Indigenous Community in China's National Park

Sustainable Livelihood (SL) has been discussed in the last few decades. In recent literature, the relationship between tourism and SL was only discussed following the works of Tao and Wall (2009) in which they identified "tourism as a sustainable livelihood strategy". With the growth of tourism, it is therefore clear that there could be significant impacts of tourism on the livelihood of communities particularly rural communities. This however, could be complex and can vary among areas and different tourism development stages. Subsequently, researchers focused attention on the relationship between tourism, livelihood and biodiversity; the influence of resource management in livelihood transformation, etc. With the establishment of national parks in China, it is important to investigate to what extent tourism impacts on the vicissitudes of livelihood on communities either within or at the periphery of national parks.

This paper reports on a study of an indigenous minority community "Luorong" in Shangrila, China following the introduction of tourism at the national park. Fieldwork, indepth interviews as well as questionnaire surveys were conducted. The results show that tourism development has significant impacts on the vicissitude of livelihood in Luorong Village, while national park governance played a crucial role in the processes to meet the multiple objectives of national park as well as to enhance community livelihood. Consequently, the study recommends a dynamic governance approach within tourism development in order to improve livelihood of the community in protected areas when tourism is introduced.



060

Prof Mark Needham

Oregon State University, United States of America

Co-Author: Brian Szuster

Biography:

Dr. Needham is Associate Professor at Oregon State University. His BA and MA are from the University of Victoria, and PhD is from Colorado State University. He examines human dimensions of natural resources; has published 53 articles, 1 book, and 9 chapters; and is Editor of Human Dimensions of Wildlife.

Abstract:

Recreationists swimming with manta rays: Conflict, sanctions, and management

Wildlife viewing is a popular form of leisure and nature-based recreation. Scuba diving and snorkeling with manta rays at offshore sites near Kailua-Kona in Hawaii, for example, have increased in popularity with the number of tour boats doubling in the last decade. Studies have examined biophysical impacts of these activities, including damage from feeding or getting too close to marine species. Increasing use, however, can also generate social impacts such as conflict among participants, but little is known about conflict when viewing manta rays. This research was conducted at these sites in Hawaii to address four questions: (a) to what extent is conflict occurring among snorkelers, scuba divers, and videographers; (b) what types of conflict are occurring (one-way, two-way, in-group, out-group, interpersonal, social values); (c) are users who experience conflict more supportive of strategies for managing use than those not experiencing conflict; and (d) are users who experience conflict more likely to impose sanctions in response?

Interpersonal conflict involves the physical presence or behavior of a group interfering with other groups. Social values conflict involves different norms about an activity and occurs without physical contact between groups. Data were obtained from an onsite survey of 444 recreationists immediately following their trip to view the rays (89% response rate). Conflict was measured by asking how frequently five events per activity happened (e.g., bumping people, being rude/discourteous, blinding people with lights) and whether each was problematic. In total, 92% of snorkelers saw other snorkelers bumping into people, and 73% witnessed snorkelers not being aware of others. Similarly, 65% of scuba divers saw other divers bumping people, and 56% saw divers blinding people with lights. Cluster analysis revealed that 66% of snorkelers experienced in-group conflict with other snorkelers and this was split between social values and interpersonal conflicts. Only 29% of scuba divers experienced out-group conflict with snorkelers. In total, 45% of divers experienced in-group conflict with other divers with most of this being interpersonal. Similarly, 41% of snorkelers experienced out-group conflict with divers with this split between social values and interpersonal conflicts. Fewer than 25% of respondents experienced conflict with videographers, and less than 2% experienced both social values and interpersonal conflicts with any group.

The majority of respondents supported information on how to behave with other users and limiting numbers of snorkelers, divers, and boats at these sites. Those experiencing conflict were significantly more supportive of these management actions and were also more likely to directly sanction recreationists causing the problems, but were not more likely to indirectly sanction managers or tour operators. This is important because researchers who have found conflict in other studies have usually just suggested approaches for mitigating problems, and little research has investigated the role of sanctions in conflict situations. It is possible that recreationists could experience conflict, but not do anything about it and not support management actions because they restrict access. Questioning users directly about personal and managerial responses to conflict can take the guesswork out of speculating about how recreationists will respond.



061

Ms Pam Kappelides

La Trobe University, Australia

Co-Author: Dr Erica Randle

Biography:

Pam's areas of expertise include volunteer management, disability and minority groups and the impact of sport participation and development in the community. Her most recent research focuses on the Psychological Contract of Volunteers in the Not-for-profit sector and the development of a resource and website for volunteers working in the sport and recreation sector with Sport and Recreation Victoria.

Abstract:

Camp based volunteers: Psychological contracts and intentions to volunteer

The objective of this study was to investigate the nature of the psychological contract (PC) developed by episodic and traditional volunteers and the relationship between PC and intentions to continue volunteering in camp-based leisure organisations in Australia.

The nature of the volunteer experience means that volunteers will tend to develop a social exchange relationship with their 'employer'. Due to the absence of financial payment for volunteers, the understanding of their PC may provide a powerful tool to help leisure organisations understand and manage the behaviour of volunteers, including enhancing their ability to retain their services. Volunteers will not have any expectations for financial compensation; however their PC may compromise expectations that their needs and motives for volunteering will be met. Contrary to the bulk of studies examining the motives for volunteering (Clary, et al., 1992), literature and research on the PC of volunteers is rare (Liao-Troth, 2005) and as such this research extends our knowledge of volunteering in leisure organisations. A qualitative research design was used in this study. The use of 40 in-depth interviews was used to explain the differences in the nature of the PC that existed between episodic and traditional volunteers and their respective organisations and individuals' intentions to continue volunteering. The study found that volunteers' PC is developed through the initial interview or exposure to a social cue or external message that attracts them to the organisation to volunteer and that the culture of the organisation had an influence on the PC of volunteers especially after they had completed a number of hours with their organisation. The volunteers' previous experience with volunteering did influence their PC with their current organisation; they brought the expectations of their past experience with them and compared them to the current experience, making assumptions and comparisons about their current role. Episodic volunteers reported that their expectations around training and induction, communication and supervisor support were not often met compared to the experience of traditional volunteers. Intentions to continue volunteering were enhanced by (1) the development of feelings of importance and belonging to the group (campers or volunteers) and not particularly the organisation, (2) enabling volunteers to achieve personal and professional growth, (3) ensuring equality amongst paid staff and volunteers. The paper will conclude with a discussion of the theoretical and practical implications for PC amongst volunteers in leisure focused organisations and their management.



062

Prof Wing-chung Patrick Lau

Hong Kong Baptist University, Hong Kong

Co-Author: Wang Xinghua

Biography:

Research focus: Exercise and sport psychology. Since 1998, Prof. Lau has published more than 100 research articles and conference papers in international referred journals and publishers. He is the Accredited Sport Psychologist of British Association of Sport and Exercise Sciences since 2005, and currently the honorary professor in the School of Public Health, Peking University, China. He has been appointed as advisor or consultant for 18 governmental and commercial organizations in Hong Kong and overseas. Since 2002, he has been invited as the journal reviewer for different international and regional referred journals. He is also the host of radio (RTHK) and TV sports program related to Olympic Games and sport science.

Abstract:

Sport volunteerism: an exploring study on volunteering motivations in Chinese university students

Volunteerism has been underestimated and under researched in the society (Oppenheimer & Warburton, 2000). The situation has changed recently with the promotion from 2004 World Leisure Congress with the question: 'Can you imagine a world without volunteers?' (Thibault, 2004). Many international mega sport events such as Olympic, Soccer World Cup and Commonwealth Games all depend on a large number of volunteers to ensure the event success. The China National Committee and the United Nation Development Program collaborated to measure volunteering in China in 2002. The result showed that 85.2 % of Chinese adults volunteered themselves to different social activities in 2001. It was the highest participation rate of volunteer across the world. In 2008 Beijing Olympic Games and 2010 Guangzhou Asian Games, 70,000 and 60,000 volunteers were recruited in China respectively.

There were two types of factors in volunteer motivations, contextual factors and personal factors. Contextual factors refer to culture, regime, country, economy, geography, family, etc. Personal factors include age, gender, education, income, social resource, experience and so on. With better understanding to the sport volunteer motivations, it would help develop the sport volunteerism in China. However, there are still very few studies investigating volunteerism of sport event in China. Regarding the volunteer motivation factors, Beard and Ragheb (1980) and Strigas and Jackson (2003) recognized that sport volunteers might have different motivations compared to general volunteers. It is also imperative to investigate the unique motivators in Chinese if different from Western. The aim of this study was to investigate the motivations of sport event volunteer among university students in China. The specific research questions were : 1. What are the motivators of Chinese university students when they volunteer in sport event?

2. Are these motivators different between gender, degree major and previous volunteering experience? Three hundred and sixty six university students (18-22 years old, 56% male, 44% female) participated in the study in North-east China. 56% of them have no previous volunteering experience, and 41% is from sport university. The questionnaire developed by Strigas and Jackson (2003) was employed in the present study, which is a valid and reliable instrument to measure volunteer motivation in sport event. It consists of 34 items based on four previous studies. They are human service volunteer motivation (Cnaan & Goldberg-Glen, 1991), general volunteer motivation (Clary et al., 1998), motivation in leisure (Beard & Ragheb, 1980), and special event (Getz, 1991). The questionnaire has five factors: material, purposive, leisure, egoistic, and external motivation. It is a 7-point likert-scale from not important at all (1 point) to extremely important (7 point). Since the participants are Chinese students, the questionnaire was translated into Chinese. University students are major participants of sport volunteering activities in current years. Understanding their motivations is significant for sport organizations to recruit and train volunteers. From the organizations perspective, it can help maximize the benefits of volunteerism. These findings can also shed light on the sport event needs and the volunteer needs. Consequently, a win-win situation can be achieved for both sport organizations and volunteers.



063

Ms Joanne Schroeder

Vancouver Island University, Canada

Biography:

Joanne is a Department of Recreation and Tourism teaching faculty, Vancouver Island University, located on the west coast of Canada. Her community of practice has spanned the private, public, not for profit and now academics. Working alongside 700 other camp volunteers each summer has given her an insight into why people are willing to give of their time.

Abstract:

Time Philanthropists: The New Volunteer

Summer camp is a nostalgic experience that brings back memories of canoeing, building campfires, creating amazing crafts and having too much sugar, but who cares Mom is not there. Camp organizations are struggling to keep their operating cost down as they are strained to find volunteers and many have had to move to permanent staffing and increased fees to keep their doors open. That approach is at the expense of the leisure experience itself. It has created barriers to cost and participation. With over 200 + acres, Camp Imadene on the West Coast of Canada creates a unique case study for analysis. Since 1926 Camp Imadene has been providing quality Christian camping to children, teens and adults from all over Vancouver Island, British Columbia, and parts of the globe. At Imadene, relationships are what they are known for, and they hold an industry best 1:2 staff to camper ratio. That commitment requires a vast array and number of volunteers that commit their time and skills. This camp could not operate without the volunteers and its unique model is built around volunteer management and youth leadership development and growth. With over 700 volunteers serving each year and offering over 40,000 hours of human resources the question begs, why do they keep coming back and who are they? From doctors and nurses, architects, chefs, cabin leaders, lifeguards, videographers and so many more they are willing to serve and come back at minimum 3-5 years. These time philanthropists are giving up their pay for one or more weeks of volunteering and continue to return year after year. This presentation will explore the very successful recruitment and communication strategies, training model, and retention techniques that keep over 700 people giving of their time. Feedback from focus groups will provide insight into why they do what they do and what motivates their commitment, and finally why they see their roles as so much more than volunteers but rather TIME philanthropists.

Abstracts



064

Ms Meng Wu

Hong Kong Polytechnic University, Hong Kong

Biography:

Currently studying towards a Msc in Tourism and Convention Management at The Hong Kong Polytechnic University. Worked as a Training Manager, LUZHOU LAOJIAO, Co., Ltd; Front Office Service Agent-VIP Service, Wynn Macao Resort and completed a Bim in International Tourism Management, Macao University of Science and Technology.

Abstract:

The Quality of Leisure and Tourism in Peak Season

This report is about the quality of leisure and tourism in peak seasons, and there is a review of the quality of leisure and tourism under different dimensions which can be read in the report. Nowadays, Tourism is becoming a very popular way of leisure, especially in Mainland China; most of people will choose travel around in public holidays, these days are called peak seasons. And this situation causes a chain reaction. In this period, because of the lack of human resources, service quality is not guaranteed, and the tourism environment will also be affected, at this time, can the quality of people's tourism and leisure be essentially guaranteed? In the report, I will demonstrate the quality of people's travel satisfaction and travel time diagram through the data, and show in the stage of tourism impact on other relevant industries, and through quantitative and qualitative analysis as the research method. And at last, I would like basing on the travel industry in mainland China, put forward the corresponding opinions with this topic. And I hope to solve this problem to some extent, ensure the quality of tourist season of the leisure tourism. A highly grow speed in tourism and leisure is a very big challenge for us, but we can make decision and choose the best way to make our growth sustaining, it should be the best consequence.



065

Dr Cristina Ortega-Nuere

Co-Author: Dr Ana Vinals

Biography:

Cristina Ortega Nuere is a Doctor in Leisure and Human Development –awarded with the extraordinary Prize for the Best PH-D Thesis in all disciplines Ignacio Ellacuría, with a Master degree in Leisure Management, and specialized in Cultural Management, she graduated from the Faculty of Arts and Philosophy from the University of Deusto and completed her studies in London, Middlesex and at Westminster University. At present she is the Chief Academic Officer of the World Leisure Association WL. She is also a Member of the Basque Council of Culture of the Basque Government. Her area of specialization is leisure, cultural policies, leisure, wellbeing and human development.

As a researcher she has participated in more than 30 research projects in the leisure and cultural field. She has been the principal researcher of the project entitled RESORTES, about leisure, spaces, governance and youth, financed by the Spanish Ministry of Economy and Competitiveness, National Plan of Research and Innovation. In the international scope, she is taking part in ADESTE, Developing European Audiences: towards an observatory at EU level, financed by Culture Programme. In the same framework, she has been the leader of the project Monitors of Culture that aims to reflect on cultural observatories in the future in Europe.

She has also taken part in different Life Long Learning programmes, such as Artists Moving and Learning that analyses the impact of international mobility experiences of artists, and CREA.M, Creative blended mentoring for cultural managers. She has also taken part in other projects such as the Status of ‘European Capital of Culture’ - Long-Term Effects, financed by the European Commission. She usually participates as a speaker in international scientific conferences worldwide.

Abstract:

Young, participation, creation and governance of their leisure spaces

This article is part of the current network society. The Digital Age has transformed connected all the way to experience the entertainment of the general public and young people in particular. The aim of this paper is to present the main results of the R + D + i coordinator character entitled “From educational time to social time: the participation of young people in the creation and governance of their leisure spaces factor personal development”. Research that aims to develop one of the aspects contained in the coordinated project “From educational time to social time: the daily construction of the youth condition in a network society” and whose scope of analysis is focused on identifying the repertoire more significant leisure practices among peers, in Spanish population aged 16 to 18 years. A population that is in a transition period of great socio vital importance, the person has to reorganize his life choosing between continuing post-compulsory secondary education or inserted early in the labour market.

The purpose of the study was to identify how the different areas of youth leisure peer condition socialization processes and learning of the Spanish population between 16-18 years. Thus, it has proposed an indicative classification: 1) if the entertainment takes place in physical or virtual spaces; 2) if the processes of creation are self-generated or institutional and 3) whether management processes are self-managed or run by external responsible. The study was conducted between 2012 and 2015 and has been based on a methodological design that brings together various tools that legitimize the (qualitative and quantitative) mixed nature of the methodology used: questionnaire, focus groups and interviews.

The ultimate aim of the project was to test how the intensity with which young people are involved in the design, generation and consolidation of spaces of a valuable leisure favourably contribute to the development of their subjectivity, especially when it comes to periods transitional vital. In short, we present research that adds value to the socio returns leisure in shaping harmonious social times of Spanish young people between 16 and 18 years.



067

Rubeena Partab

Workshop:

The inconvenient interrogation: Of consequences that challenge choices

Brickman and Campbell's 1971 concept of the "hedonic treadmill" is a salient pervasive narrative of whether we continue to spin in the spot, to remain in the same place? This interactive workshop provides a space to interrogate such and explore the empty rhetoric that popular mentality privileges, when contemplating the synergy of body, mind and community. The following thematic contentious areas will be comprehensively unpacked as a stimulus for the workshop:

- How have we relegated play and leisure to a lower order, where negligible time is devoted to inculcating a spirit of community?
- Where are the spaces for reasserting the intersectionality of health, happiness and leisure?
- Are our initial choices myopic or is there a definitive synergy with logical consequences? How then do we potentially innovate around these contributory factors?
- Can we identify the incremental sustaining benefits of inculcating leisure into the matrix of our lived realities?
- Are the cost-benefits of happiness compassionately found within our own "emotional climate change" (Baylis 2009:250)
- How do we habituate, harmonizing and sustain happiness in the reality of our lives?
- Is there space, for a prevailing critical ethos on collateral damages when consequences challenge our choices as we interact with our world?
- Being cognizant of the cautionary adage "if you don't play now, you will pay later" (Kubler-Ross & Kessler 2001), which priorities require purposeful re-prioritizing?



069

Ms Sandhya A Singh

Director, Cluster: Non-Communicable Diseases, National Department of Health, South Africa

Biography:

Sandhya Arjun Singh is the Director: Non-Communicable Chronic Diseases (NCD), Disability, Geriatrics and Eye Health at the National Department of Health. Sandhya and her team are responsible for the review and development of related policies and strategies as well as for providing support and monitoring the implementation of services within provinces. She presently serves as a member of The Policy Advisory Group of the World Cancer Research Fund International; The Advisory Committee of the Africa Cancer Institute; as the Ministerial Representative on the Professional Board for Optometry and Dispensing Opticians (HPCSA) and Chairs the National Technical Committee of the Medtronic Philanthropy, HealthRise Project (SA). Sandhya is a Fellow of the Oliver Tambo Fellowship Programme on Health Management and is presently registered for a post-graduate programme at the University of Stellenbosch. She is grateful for the many opportunities presented to her at Global and National levels to move the NCD and Development agenda forward in South Africa.

Abstract:

Translating SDGs into the Future for All demands Policy Imperatives Within and Outside the Health Sector!

Approval of the Sustainable Development Goals (SDGs) by the Heads of State at the United Nations General Assembly in September 2015 was viewed as a victory in the global fight against Non-Communicable Diseases (NCDs). Goal 3 of the SDGs talks to ensuring healthy lives and promoting well being for all at all ages and, specifically by 2030; to reduce by one-third premature mortality from NCDs through prevention and treatment and promote mental health and well being. Low and middle income countries experience multiple burden of disease including NCDs, high levels of poverty and poor access to care resulting in cycles of disease, lack of development and un-necessary suffering. The SDGs refer to a target to achieve reduced premature mortality. However countries also have an obligation to shape and sustain the future wanted by all their people in which they experience "Leisure, Health and Happiness" on an equitable basis. Interventions in this regard include adopting public health approaches to preventing NCDs where applicable as well as providing an enabling environment, providing comprehensive management and control of NCDs and reducing disability as a result of poorly controlled NCDs. This responsibility lies within the scope of the Health Sector but will not be achieved successfully without consideration of related SDGs, the application of sustainable and cost effective funding models as well as informed participation by civil society including patients and their families/caregivers. This presentation will explore how the SDG's are perceived by especially low and middle income countries, the expectations of these countries of the SDGs, the inter-dependent components of health and development as well as invaluable lessons learnt from meeting MDG targets. Underpinning the presentation will be an identification and discussion of essential policy imperatives within and outside the health sector required to translate the SDGs and create a future for ALL, especially those in greatest need.

Abstracts



070

Prof Dorothy Schmalz

Clemson University, United States of America

Co-Authors: Ellen M. Granberg, Kirby W. Player

Biography:

Dorothy Schmalz is an Associate Professor in the Department of Parks, Recreation, and Tourism Management at Clemson University. She received her Ph.D. in Leisure Studies with a concentration in Sport Psychology from Penn State University. After graduation, she worked as a Research Associate in the Children's Obesity Lab at Penn State. Dr. Schmalz's research focuses primarily on the effects of stigma on behavior, with particular attention to obesity and cancer related stigmas on health and quality of life.

Abstract:

Playing with food : Implications for Leisure and Health

Overweight and obesity is one of the greatest global health challenges of the 21st Century. Despite worldwide attention to the issue, few intervention programs have identified successful methods that encourage significant and sustainable weight loss. Traditionally, weight loss programs focus on the individual, and beyond recognizing that support systems are important, few programs provide the resources and scaffolding to fully engage a significant other in the weight loss process, be it a partner, family member, or friend. The World Health Organization (WHO, 2015) has identified that healthy eating and physical activity are the two most effective strategies for weight loss. Both eating and exercise are activities that couples often engage in together, and mutually value. It is well-established in the leisure field that shared and mutually valued activities can make relationships stronger (Black & Lobo, 2008). Furthermore, when one feels their partner mutually values participation in an activity, it can contribute to greater commitment to and engagement in an activity (Powers, Koestner, & Gorin, 2008). By not providing partners with the same education, counseling, and resources that are provided to the person targeted for weight loss, programs overlook a vital piece of the puzzle that could lead to success.

The purpose of this study is to explore the importance of a partner mutually valuing eating and/or exercise as activities in weight loss success and maintenance. In this preliminary study, we used qualitative methods to explore eating and exercise were mutually valued recreation activities for couples where one or both members lost a significant amount of weight. Interviewees were recruited using a snowball method, in which the primary researcher solicited names from local weight loss groups. Delimiting criteria were that interviewees be 18 years or older and have lost 100 or more pounds. Six interviews with men (2) and women (4) were completed. Interviews were conducted by the primary researcher in a semi-private environment, and guided by a prepared list of questions. All interviews were audio-taped and transcribed verbatim. Members of the research team independently coded the data using keywords and concepts, and then compared codes assigned to responses for inter-rater reliability (Creswell, 2007). The factors which contribute to overweight and obesity are many and multifaceted, making the problem of identifying a predictably successful weight loss strategy difficult. Research has established that support systems are an important for success, but few intervention programs sufficiently incorporate significant others in the education and counselling associated with weight loss. Including a partner in the process, and having them share in valuing healthy behaviors could be an important element to weight loss success that has thus far been overlooked. This and future research exploring how healthy diet and exercise behaviors could act as shared recreation activities could initiate a change in perspective of how to incorporate significant others in the weight loss process, and lead to greater weight loss success, maintenance, and overall quality of life.



071

Prof Huidi Ma

Centre for China Leisure Studies, Chinese Nation Academy of Arts, China

Biography:

Prof Huidi Ma, is the Director and Distinguished Researcher at the Center for China Leisure Studies, Chinese Nation Academy of Arts and the President of The Professional Organization on the Leisure Philosophy in China and is affiliated with the American Academy of Leisure Science and the Research Committee of Leisure for International Sociological Association. Since 1995, Dr. Huidi has been doing research on leisure phenomenon. Starting in 1998 she organized and translated a 5-volume "Western Works in Leisure Studies" translation series first set and in 2003 she organized and translated the second set. Dr. Huidi has published about 80 papers and 5 monographs on leisure studies. She also did advisory and consultancy work for policy making regarding Urban Creational Space and International Conference. She hosted and completed multiple projects on the relationship between Leisure and Civilization from government. Dr. Huidi also planned the China Annual "Leisure and Social Progress" Conferences in China 14 times between 2002-2015. Her research areas include: leisure philosophy, leisure sociology and cultural leisure.

Abstract:

Recreation Space and National Health

Recreation space is one of the important areas of human leisure life and spiritual life; it originated from the newsstands, bars and music room in the 18th Century. Then, there was a rise of street parks in urban areas which included stadium, gym, playground and other forms in 19th Century. Later on, those have become essential principle for city construction and planning as well as a urban public service as one of the necessary conditions taking a step-by-step approach in 20th century.

Recreation spaces are usually divided into three kinds of patterns: Individual living, public and commercial. 1).Individual living space refers to the self supply for one's entertainment venues and services for relatively personal activities, such as their lawn, balcony and a read room, to search for a quiet and elegant lifestyle.2).Public sector and non-profit organization offer leisure facilities and services for national life, such as the opera house, concert hall, cultural centers, museums, libraries, art galleries, a stadium, a children's playground and others to promote magnificent spirit; 3). Commercial recreational space refers to the leisure products, facilities and services provided by commercial businesses and organizations for the purpose of obtaining profits, including theme parks, fitness clubs, holiday farms and vacation pastures; to make people's leisure consumption possible. Park is an important part of recreation space. Its function is not only to beautify the city, but it closely linked with the people's physical and mental health. In the well-being society, the park is one of the contents of the government's public service, and it is playing an irreplaceable role in the physical and mental health of the people. In this regard, Europe and the United States have the matured experience and a classic sample. But China has learned a lot of harsh lessons in the process of urbanization in the past 30 years. Nowadays, many countries pursuit economic development while ignoring the public service and the natural environment, even more benefits for businesses. It's contrary to the public service mission and responsibility of government.

This paper will explore the history and value of recreation space from the perspective of cultural sociology and discuss the positive correlation between recreation space and national health.



072

Dr Jiangong Tan

Guangzhou Sport University, China

Co-Author: Xinhui Wang

Biography:

Jiangong Tan, Professor, Ed.D received his BA in PE from Xi'an Institute of Physical Education, M.S in Athletic Training from Guangzhou Sport University, in China, and Ed.D in Sport and Leisure Service Management from University of Northern Iowa in USA. Currently, an Associate Professor in Department of Leisure Sport and Management in Guangzhou Sport University, and also a member of WLO. his research emphasize on Sport and Public Leisure Service Mangement.

Abstract:

The effect of Electronic leisure products on the lifestyle of Chinese college students

With the rapid advancement of new technology and information systems coupled with easy availability and the low cost. More and more electronic leisure products are entering our daily lives. These products have become a major form of leisure and is influencing college students' lifestyles. Unfortunately, the majority of college students would rather spend more of their leisure time playing electronic games, watching movies, having we chat and reading news or novels through their mobile phones, computers or i-pads and the like. Rather than going outdoors to participate in physical activities, such as, football, basket ball and other such sports including aquatic sport events or other activities that require physical involvement. Today, this unhealthy form of leisure participation has become a serious social issue especially with the influences it has on a college students' daily lifestyle, especially their physical and physiological health.

The purpose of the study is to probe the effect of electronic leisure products on the daily lives of college students' in China. A combined method of qualitative and quantitative research was employed for investigating 969 male and female college students spread across different majors who are attending six universities in southern China. The study also interviewed 12 instructors who have the responsibility of instructing the students' from their respective colleges and universities about lifestyles and studying regimes.

The findings of the study indicate that: Most college students who indulge in playing with electric products may have in irregular eating habit. Students less social interaction and suffer from loneliness and lack self confidence because, they seem to live in a world of self isolation most of the day and don't like or try to communicate with other people. The participating rate in outdoor activities of college students is evidently decreasing when compared with data prior to the new technology/information era, especially those that need physical exertion. Such as water sports, ball sports, and outdoor leisure activities. The students' physical condition, such as muscle strength, flexibility, endurance etc, is weaker, including their eyesight is compromised, due to their extended time spent indoors.

To summarize, this research suggests that college students should undertake to spend a certain amount of time to participate in outdoor leisure activities every day. Additionally, by selecting a healthy leisure lifestyle is beneficial to their future.



073

Dr Donna Woodhouse

Sheffield Hallam University, United Kingdom

Biography:

Previously a Research Fellow, carrying out evaluations for the UK Home Office, my teaching and research focuses on social and cultural issues in sport such as inclusion, community, crime and deviance. I have worked in the voluntary and statutory sectors as a community safety and community development officer and manager on a number of regeneration projects. My work covered areas such as training groups in stadia communities, writing policy, addressing on street prostitution, countering hate crimes and supporting drug rehabilitation projects, as well as running initiatives to address city centre retail crime and anti-social behaviour. I have also written on women's football for Sport All, and worked as contributor/monitor for the Guardian's Football All Talk web site.

I hold a Postgraduate Certificate in Higher Education and am a Senior Fellow of the Higher Education Academy. I teach on a number of undergraduate and postgraduate courses, and supervise PhD and Professional Doctorate students. I have responsibility for enhancing student employability and am also Chair of Ethics. I have published around football for females, community development and sport and gender and, most recently, asylum seeker and refugee belonging and soccer.

Abstract:

Understanding leisure sites: Technology Enhanced Research for Practitioners

The education and training of the next generation of leisure professionals is of paramount importance, in increasing levels of participation and satisfaction, and also in terms of enhancing student employability. It is essential that workers in the varied and expanding field of leisure engage in practice which is responsive to change and underpinned by knowledge of a wide range of social issues. 'Embedding employability into the core of HE will continue to be a key priority of Government, universities and colleges, and employers...will bring both significant private and public benefit, demonstrating HE's broader role in contributing to economic growth as well as its vital role in social and cultural development' (HEFCE, 2011 p5). Technology is transforming the way we teach and assess, and has significant implications for graduate employability and the development of the leisure sector, Castells (2000) pointing to the potentials for new technologies and communication media, and Kirkwood and Price (2014) writing of technology specifically in relation to learning and teaching in higher education.

Our first year undergraduate module is designed to equip students with core applied research skills. Focussed on various leisure venues, the module draws heavily on Technology Enhance Learning (TEL) boosting the employability of students, as well as providing a range of methods through which to research their chosen sites. Engaging in field research at an early stage also enhances the confidence and social skills of students, responding to calls from employers that universities 'add value' to those studying around both IT and softer skills. 'Many of the employability skills that employers are seeking can only be learned in 'real life' situations' (Johnson and Burden, 2003 p39). In our teaching environment, students are confronted with researching the history, current and possible future uses of venues and also have to engage with those using the sites. They utilise photography, video, interviews, observation and other research methods to create a webfolio. Crucially, students engage with ethics and are also asked to reflect on their research. The module focusses on praxis responding to the challenge in the context of globalisation 'to find theory and practice which work at local, regional, national and global levels.....we need to build strategies for collective action which support moving beyond the local to wider possibilities for collective strength' (Ledwith, 1997 p104-105). Essentially, we are training workers to be cultural intermediaries capable of generating communication between different communities (Blackshaw and Long 2005). Drawing on the principles of Friere (1972) we aim at conscientisation for our students so that, as workers, they can engage in 'sustainable, people centred development, equal opportunities and social justice' (Craig and Mayo, 1995 p1). Feedback from students has been extremely positive, class members valuing the autonomy of choice of venue and methods alongside the structured support of classroom sessions. Students retain their webfolio as evidence of their skills and move on to more sophisticated research in the 2nd and 3rd years of their course, culminating in a research project.



074

Dr Lenia Marques

Bournemouth University, United Kingdom

Biography:

Lenia Marques is lecturer in Events Management at Bournemouth University. She has several publications in the fields cultural tourism and events, and comparative and travel literature. Her current research focus is on place making, innovation, co-creation and engagement in events and tourism.

Abstract:

Events as online/offline leisure practices

With the rise and democratisation of internet, different phenomena came to place. Society became increasingly networked (Castells, 1996) and forms of sociality also changed (Wittel, 2001). With economic and social developments such P2P interactions and growth of the sharing economy (Belk, 2014), leisure practices have also been changing dynamically. Within this framework, events are becoming increasingly important and although it is a highly competitive field, events are part of different strategies and even have national and regional policies in some cases (for example, in the UK, Australia, or Scotland). Although literature on events is growing, it is clearly a field where much research is still to be done. In particular, there is a gap in the literature on understanding the event experience in the different phases of the experience cycle (Ek, Larsen, Hornskov, & Mansfeldt, 2008). At the same time, little has also been done on understanding the relationship between technology (in particular social media) and the events experience. Therefore, this paper aims at interrogating the events experience both online and offline in its social dimensions. The results presented will be part of the conclusions of an ongoing project on events experience, which uses quantitative approach. The findings should pin pointed some fundamental aspects of the experience and show correlations between different variables which affect the social dimension of this leisure practice.



075

Ms Sarit Okun

Ben Gurion University, Israel

Biography:

BA- Communications and Journalism at Sapir College, Cum Laude MA- Media Studies at Ben Gurion University, Cum Laude. Lives on Kibbutz Alumim, a cooperative, agricultural, religious kibbutz and part of the team creating, developing and presenting Israel Seminars programming.

Abstract:

Online Religious Communities a Leisure Activity, a Spiritual Activity, or Both?

There are many active "Online Religious Communities" from which we can learn about the offline and online leisure activities of different religious audiences. Applying a netnographic approach, this case-study research aimed to explore the leisure culture of one such online community, the Bechadrei Charedim forum, which targets orthodox Jewish internet users. Five months of observation and analysis of 3,000 online discussions led to the identification of four main characteristics of that community: Personal and group identity games, indicating that this religious community maintained 'relative anonymity', while exchanging clear messages as to their beliefs and life styles and personalities; 'Religious-secular discussion' including nine major topics: Current affairs, leisure, "Halacha" (religion and its statutes), politics, factional differences of opinion, life cycle events, orthodox identity, health, and technical-technological; Teeming online leisure activities, in which participants engage in writing, respond, express opinions and give witness about events.; and Unique religious expressiveness manifested by the use of religious terminology to express emotions and thoughts. Mutual criticism, which was observed often, sometimes resulted in insulting exchanges, but it was clear that the orthodox community sought to induce community solidarity and caring for others as expressed by the biblical commandments on the appropriate behaviors between man and man. The findings indicate that online religious communities provide their members with both a leisure activity and spiritual enrichment. While the forums do aim to enable serious discussion of religious topics, conflicts and quandaries, members also use them as a social sphere, where they can chat about non-religious issues, express their personality, skills and opinions, and even play games with their online anonymous peers.



077

Dr Edwin Gomez

Old Dominion University, United States of America

Biography:

Dr. Gomez is a Certified Park & Recreation Professional (CPRP) and has been at Old Dominion University for over 15 years. He has published in top journals in the field of recreation and leisure. He has published dozens of articles related to ethnicity/race and recreation/leisure, urban parks, leisure constraints, leisure benefits, leisure conflict and dog parks.

Abstract:

Urban Park Use and Psychological Sense of Community

Gomez, Baur, Hill and Georgiev (2015) found that urban park proximity was significantly related to psychological sense of community (PSOC). Additionally, they found that park users had higher PSOC than non-users. Kweon, Ellis, Leiva and Rogers (2010) remarked that the presence of natural areas has a strong effect on peoples' evaluation and perception of their neighborhood. Lackey and Kaczynski (2009) suggestion that aesthetics of the urban park may be a variable of interest. McMillan and Chavis (1986) suggested that PSOC primarily relates to feelings of belonging to a group. McMillan and Chavis distinguished between four dimensions of PSOC: (a) membership, (b) influence, (c) integration, and (d) shared emotional connection. Membership is a sense of feeling one has as a member of a group. Influence refers to the importance of an individual to the group and the influence the group exerts upon its members. Integration was seen as an expectation that members' needs will be met by the resources provided by the group. Lastly, shared emotional connection was described as a feeling of shared history within a community.

APPROACH: Gomez et al.'s recommended the use of the Sense of Community Index-2 (SCI-2; Chavis, Lee, & Acosta, 2008) to assess PSOC. Parks in the study were selected to achieve a sample with an adequate number of whites and non-whites to explore the role of race in relation to park use and PSOC, given the relevance of race in previous studies (Shinew, Floyd, & Parry, 2004). The current study explores the relationship between urban parks and PSOC by comparing users and non-users and white and non-white respondents to assess if there are differences in use or perception of quality by either of these groups in order to contextualize demographics and park use. Data were collected via face to face interviews using a questionnaire in fall of 2012 and summer of 2013, with N=300. Park use and perception of the park (overall rating) were entered into a regression to see what the relative impact is of each of these variables on PSOC. SIGNIFICANCE: Scales used to assess PSOC, using the SCI-2 were consistent with previous findings, with high reliabilities (Cronbach's $\alpha > .88$) for all four subscales and the total SCI. The park user group ($M=1.62$, $SD=0.72$) was significantly higher in their PSOC than the non-user group ($M=1.40$, $SD=0.70$), with $t(298) = -2.62$, $p = .009$, thereby corroborating Gomez et al.'s (2015) previous findings. Whites represented 46.3% of the sample. No significant differences were found between frequency of park use between whites/non-whites; however, there was a difference in terms of the intensity of park use, where whites stay 10 minutes longer on average. Regression analyses indicate that there is no significant direct relationship between park use and PSOC; however, there was a significant direct relationship between perceived quality of the park and PSOC, further reinforcing the notion that having a park in a neighborhood, even when not always used, has value for the neighborhood.



079

Mrs Liandi Slabbert

SANPARKS, South Africa

Biography:

Liandi is a masters student at the University of Pretoria with a keen interest in consumer behaviour in the context of nature-based and adventure tourism. She is employed by the South African National Parks where she is tasked with the coordination of tourism research projects on behalf of the organisation.

Abstract:

Consumer response towards accreditations systems in hiking tourism

The manifestation of consumer demand for an accreditation system is dependent on the acceptance of the system by a reasonable size of the market. Many suppliers, however, will not adopt such schemes before evidence of consumer demand cannot be presented. To ensure sustainability of the accreditation or certification scheme, a critical mass of at least 3% to 10% of the market is needed. The scheme would also need to be widely recognised amongst consumers to be effective (Lacher, 2012:5). Without such recognition, the case for a competitive advantage to suppliers would be difficult to prove (Leonard, 2011:8). Literature to suggest that a significant number of consumers proactively seek sustainable tourism certification is inadequate (Leonard, 2011:13; Lacher, 2012:10), indicating towards disparate results when it comes to tourist response to more sustainable and socially responsible practices (Chia-Jung & Chun, 2014:937). In examining the use of ecolabels in tourism, Buckley (2002:183) acknowledges that the extent to which it influences decision making amongst consumers and corporate environmental performance has not been adequately measured. The author adds that it could be a valuable environmental instrument, if ecolabels were to contribute to helping the consumer make an informed choice. Current research investigating the impact of accreditation on consumer decision making in general is insufficient, with no literature exploring its impact in a hiking tourism context. This study took a quantitative approach in the form of a survey research strategy to measure the importance of and future intended response towards trail accreditation, as determined by consumers from two different populations: hikers and non-hikers. This was achieved by presenting a hypothetical country-wide implementation of a case study accreditation system to respondents. The Green Flag Trails Accreditation System (Green Flag), accepted as the official accreditation system of the Hiking Organization of Southern Africa, is the only trail accreditation system in Africa and receives support from major industry role players in South Africa. Respondents were presented with a graphical representation of the key information points provided by Green Flag and asked to rate how their current hiking activity levels (or lack thereof) would change (if at all) if all trails in South Africa were accredited and a trustworthy description of trail attributes were available. Prior to presenting respondents with the key information outcomes of Green Flag, hikers' perceptions of the importance of trail accreditation in their decision making were measured to determine the need for such a system in general.

The findings from this paper contribute to bridging numerous gaps in literature in the fields of adventure and nature-based tourism. The study demonstrates a link between accreditation and consumer decision making and the future uptake of hiking tourism amongst both hikers and non-hikers. The existing body of knowledge regarding consumer awareness and willingness to pay (WTP) towards accreditation systems and ecolabels in tourism is further strengthened through the knowledge presented regarding consumer response towards trail accreditation.



080

Mr Mdu Rhini

University of Kwazulu Natal, South Africa

Co-Author: Mrs S Naidoo

Abstract:

Correlates of the obesogenic environment and lifestyle behaviour to non-communicable diseases among rural residents

Anecdotal evidence suggests that obesity and its co-morbidities such as Type 2 diabetes, hypertension, and cardiac diseases are increasing exponentially globally, even in countries where malnutrition was commonplace. In South Africa, studies have indicated that non-communicable diseases are affecting the country as much as communicable diseases such as HIV/AIDS and tuberculosis. This places a burden on the productivity within the economy especially in addition to the quadruple burden of disease. NCDs however, are as a result of direct modifiable risk factors. The well-known fundamental determinants are physical inactivity, unhealthy diet, tobacco and alcohol use which are believed to be driven by underlying socio-economic and environmental factors. A growing body of knowledge suggest that there is a reciprocal causality between health behaviour patterns and physical environment.

The purpose of this study was to examine the relationship between the obesogenic environments and lifestyle behaviour, to NCDs among rural residents. This was a cross sectional study completed in a rural area of St Chads in Ladysmith Local Municipality at the St Chad's Community Health Centre. A total of 200 individuals diagnosed with any of the NCDs were identified by trained personnel and invited to participate in the study. Participants were interviewed on their lifestyle behaviour and the environment was assessed using a validated audit checklist. The results indicate the highest levels of participants with Hypertension and diabetes. The mean BMI was calculated as 29 and physical activity levels were relatively low. There was a significant negative relationship between BMI and PA levels ($-0.395, p < 0.001$). Results of the environmental audit checklist revealed that the area is highly obesogenic lacking in recreational parks and green spaces, playgrounds, sidewalks, off-road walking/biking trail and outdoor pool. The low level of formal education among the majority of the participants may be an exacerbating factor leading to poverty and poor health.



081

Dr Gyan Nyaupane

Arizona State University, United States of America

Co-Authors: Robert Hobbins, Brenda Campbell

Biography:

Dr Gyan Nyaupane is Associate Professor and Graduate Program Director in the School of Community Resources and Development at Arizona State University. He is also affiliated with the ASU Julie Ann Wrigley Global Institute of Sustainability as a Senior Sustainability Scientist. He earned his Ph. D. from the Pennsylvania State University. He is on the editorial board of six tourism/management journals, including *Annals of Tourism Research* and *Journal of Travel Research*. He has conducted research for many agencies, including Arizona State Parks, the USDA Forest Service and the Bureau of Land Management, tourism industry sectors, and international conservation organizations, including the World Wildlife Fund (WWF). For one of the recent research projects, he has developed an approach to connect communities and public lands through tourism. This project was initiated by the US Department of Interior and Department of Commerce. He has extensive research experience in the fields of ecotourism, sustainable tourism, heritage tourism and community development, and published one co-edited book, and more than 45 peer-reviewed papers and book chapters.

Abstract:

Understanding environmental behavior based on participation in leisure activities

Understanding environmental behaviour is central to natural- and common pool- resource management that can help untangle anthropocentric environmental issues. Past research has primarily focused on predicting and explaining human behavior linking intentions, attitude, beliefs and behaviours using the theory of planned behavior (Fishbein & Ajzen, 2010), valued-belief-norm theory, and attitude, behavior and context (ABC) theories. Empirical findings based on these theories, however, have yielded mixed findings. Stern (2000) contended that different kinds of environmental behavior are guided by different causes, so each target behavior should be theorized separately. This study therefore aims to explore the relationship between nature-based leisure activities and pro-environmental behavior using an actor-oriented approach. This study was conducted at Tonto National Forest in Arizona, one of the most visited national forests in the U.S.A., during a period of 12 months. Random sample days and sites were identified for sampling purposes. Sampling took place both at day use and overnight recreation sites. The sampling yielded a total of 397 questionnaires.

The paper is part of a bigger study and includes the questions related to recreation activities, environmental behavior, and socio-demographic questions. Based on the literature, outdoor recreation participation has been categorized into three groups: appreciative, consumptive, and exploitative (Geisler et al.1977; Martinson & Wilkening, 1977; Van Liere & Noe, 1981; Jackson, 1986; Thapa, 2010, Barker & Dawson, 2010). The appreciative activities include minimal environmental impact activities such as hiking, camping, picnicking, viewing natural feature, swimming, and canoe-kayaking. Consumptive activities include fishing, and exploitative activities include higher environmental impact activities including horseback riding, mountain biking, driving for pleasure, off-roading, motor boating, water-skiing, and tubing. Environmental behaviors are broadly categorized into two groups based on exploratory factor analysis. "Self-centric" behavior reflects minimizing own's impact on the environment and "altruistic" behavior reflects minimizing the impacts of others. The relationship between outdoor recreation participation and environmental behavior was assessed using one-way Analysis of Variance (ANOVA). The results revealed that the participants who engaged in appreciative activities were more altruistic than the exploitative activities participants. Theoretical and practical implications of the findings will be discussed.



082

Dr Tom Forsell

Sport and Exercise Science at Victoria University, Melbourne, Australia

Co-Authors: Prof Remco Polman; Dr John Tower

Biography:

Tom's area of research is in Social capital its nature and tis measurement in organised formal networks. He completed his PhD with a mixed method study of the nature of Social Capital, its components and the development and validation of a scale to measure it in organised clubs. His presentation will be on this area of research and will present on Social Capital, its nature and components, the scale development and validation and his findings in the large sample from the 54 clubs who were involved in his research. He is currently working with a number of councils in Victoria on the measurement of social capital in both their sport and recreation clubs. Tom also lectures in and has completed research in Inclusion of People with a Disability in Sport and Recreation Programs and the issues they encounter in participation. At Victoria University he lectures in Recreation Programming theory, Social Psychology of Sport and Recreation, Inclusive theory, and Community Development.

Abstract:

The Nature and Measurement of Social Capital in Leisure Clubs

The nature of social capital in local leisure clubs today has become an area of interest. Although research has mainly made inferences on the possible outcomes of social capital there is currently little agreement on its factors or its measurement. Therefore there has been an urgent need to examine the possible social capital factors present in leisure clubs and develop a tool to measure these and overall social capital levels. This research addresses these two aims through an analysis of social capital in local leisure clubs and the development of a scale to measure social capital.

A mixed method was adopted with the initial qualitative phase informing the main (quantitative) phase of the research by identifying social capital concepts and contributing to scale development. Focus groups, interviews and a panel of experts were used with aspects of grounded theory to develop and refine items. The quantitative phase employed factor analysis for scale item reduction and multivariate analysis to test the scale. The 'Club Social Capital Scale' (CSCS) was distributed to 54 Victorian leisure clubs generating 1079 returned questionnaires. Employing factor analysis for item reduction, and testing for validity and reliability, the results identified 20 items covering four social capital components, (governance, norms, friendship – acceptance and trust – reciprocity). The overall scale (Cronbach alpha = .92) and its factors (between .76 and .83) had good reliability. The final scale was noted as a good tool for measuring social capital, with high reliability (Cronbach) and all scale items measuring social capital and its components, highlighting strong validity and reliability. In addition to the CSCS psychometric scale measuring club member's attitude to club social capital, an additional scale was constructed and validated which can be used in conjunction with the psychometric scale. This behavioural scale measures actual incidents in the club indicating social capital which has a strong correlation to the CSCS scale. The behavioural scale included nine items with good reliability (.88). The CSCS correlated positively with the Behavioural scale and demonstrates the predictive validity of the CSCS. Therefore in future research the two scales can be used in conjunction to measure social capital attitudes or beliefs and the actual behaviour of club members.

This research provides theory on the factors associated with social capital in leisure clubs and developed a short and easy to complete Club Social Capital Scale and the additional Behavioural Scale. In future research the scales can be useful tools measuring social capital in a range of organised community settings to assess levels of Social Capital.



084

Prof Suvimol Tangsujjapoj

Kasetsart University, Thailand

Biography:

Ph.D. in Recreation Administration, New York University, USA, Ed.M. in Curriculum and Teaching in Physical Education, Columbia University, USA, B.A. in Physical Education, Kasetsart University, Thailand. Currently working as an Associate Professor at the Department of Physical Education, Faculty of Education, Kasetsart University, Bangkok, Thailand.

Abstract:

Aspects of Leisure Participation to Promote Inclusion

The purpose of this concept paper is to address leisure participation to promote inclusion. Leisure is perceived freedom and intrinsic motivation. It is the individual engaged and challenge to have individual experience, personal growth and enhanced well-being. Leisure can positively affect people is abundant. Positive leisure plays a significant part in the lives of all people. Leisure has been shown to have instrumental value as a means for people to experience personal growth and development, or in short, to flourish. Participation leisure activity is a fundamental human right and an important factor of quality of life. Leisure experiences and participation provide unique and valuable opportunities that may result in numerous physical, social, and psychological benefits, as well as enhance overall quality of life. Barrier preventing individuals with disabilities from full leisure participation can be divided into three major categories: (1) intrinsic barrier, which result from the individual's own limitations and may be associated with a physical, psychological, or cognitive disability; (2) environmental barriers, composed of the many external forces that impose limitations on the individual with disability; and (3) communication barriers, which block interaction between the individual and his or her social environment. In inclusive recreation program everyone, regardless of ability, participates together in the same programs. Adaptations, if needed, are provided so that the person with a disability is an equal participant. The concept of inclusion enables people the freedom to chosen programs and services based on their interests and to engage in activities with friends and family. Leisure provides opportunities for normalization, to be in an environment and engaged in activities that are as normal as possible for someone of given age, sex, or location. Leisure inclusion is physically, socially and administratively. Inclusive leisure experiences encourage and enhance opportunities for people of varying ability to participate and interact in life's activities together with dignity. They also provide an environment that promotes and fosters physical, social, and psychological inclusion of people with diverse experiences and skill level. Inclusion enhances individuals' potential for full and active participation in leisure activities and experiences. Steps make inclusive program and services for everyone including: (1) promoting inclusion through physical access; (2) promoting inclusion through programmatic access; (3) promoting inclusion through attitudinal access; (4) effective communication to facilitate inclusion; (5) using human resources to promote inclusion; and (6) committing to change and taking action. Moreover, strategies evaluate inclusion: (1) regularly communicate with the participant, family, and staff; and (2) make changes as needed supports, accommodations, environment, and program. In conclusion, leisure has been portrayed to be ideal conveyances to promote inclusion. Inclusion is most effective when support, assistance, and accommodations are provided. People are entitled to opportunities and services in the most inclusive setting."



085

Prof Theresa Lorenzo

University of Cape Town, South Africa

Biography:

Professor, Head of Division and Programme Convenor for Disability Studies Doctoral Programme, Department of Health and Rehabilitation Sciences, Faculty of Health Sciences, University of Cape Town. PG Diploma Higher Education Studies (UCT) 2014

PhD in Public Health, UCT (2005) Thesis title: We don't see ourselves as different: A web of possibilities for disabled women.

MSc in Community Disability Studies. University of London (1993) Thesis title: Evaluation of Community Based Rehabilitation programmes in South Africa. Higher Diploma for Educators of Adults, University of Witwatersrand (1993). BSc (Occupational Therapy), University of Witwatersrand (1985). Expertise and teaching area - Community based rehabilitation(CBR), Disability Studies - Community based development and project monitoring, Disability and Citizenship research interests. Disability and development in rural and impoverished communities. Disabled youth and sustainable livelihoods. Participatory action research on disabled women's development. Evaluation of CBR programmes in African countries.

Abstract:

Equalizing opportunities for youth with disabilities to participate in free time activities: enabling wellbeing

Youth with disabilities have been marginalized from mainstream programs including sport and recreation. The UN Convention on the Rights of Persons with Disability and the Community Based Rehabilitation Guidelines recognize their rights to full and equal access and participation. This paper presents results of a study of youth with and without disabilities in rural areas of Northern and Eastern Cape. Types of free time activities were identified through participatory methods. Barriers to free time activities were identified as largely environmental factors. Strategies to address these needs are inter-sectoral and require the political will and co-operation of key stakeholders, including schools and higher education institutions, local government, local clubs and organizations to implement programmes. Community based rehabilitation and development workers enable these networks for inclusion.



086

Mr Alexandre Francisco Silva Teixeira

Educador infantojuvenil, SESC, Brazil

Biography:

Master in Social History from the Pontifical Catholic University of São Paulo PUC - SP - (2015), Specialist in History, Culture and Society PUC - SP (2012) and a BA in Theatre Arts from the State University of Londrina PR (2004). Member of the following study groups: NEHSC / Social History Studies Center of the city - PUC / SP, OTIUM / Multidisciplinary Studies Leisure and Free Time - UNIFOR and Study Group on Contemporary Leisure and Recreation - Center for Research and Training SESC / SP. Arts Educator infant juvenil in Social Commerce of the State of São Paulo SESC Service / SP since 2006.

Abstract:

City, leisure and children: Curumim Program at SESC/Santana (2005-2014)

This research aims to explore leisure in urban daily life on the North Side of São Paulo. It refers to the Cultural and Sports Centre implemented by Serviço Social do Comércio do Estado de São Paulo (SESC/SP) named SESC/Santana. In order to achieve results about SESC/SP's strategy for socio-educational leisure, project "Curumim Program" was chosen, especially considering that this project has been lead since the inauguration of SESC/Santana. The choice of this theme is based on the fact that leisure in São Paulo is a subject scarcely studied academically. The working method adopted was based on the analysis of images, reports, videos, interviews and specialized bibliography about leisure produced by SESC/SP. Such historical sources clarified that the strategy used by the SESC reveals an unique way to organize time/space for leisure.



087

Ms Gabriela Baranowski Pinto

University of Connecticut, United States of America

Co-Author: Till Frank

Biography:

Ph.D student of the Centre for the ecological Study of Perception and Action (CESPA) of University of Connecticut-CT-US (since 2014). Master degree at leisure studies, a multidisciplinary course (Leisure, Culture, and Education) from Universidade Federal de Minas Gerais-MG-BRAZIL (2009). Major degree at Physical Education from Universidade Federal de Minas Gerais- Licenseship (2006) and Bachelor (2010). Interests: leisure, complex systems, dynamic systems, leisure time physical activities, modeling, public policies, education, health.

Abstract:

Preferences for leisure time physical activities: a dynamical systems approach

Human behavior and human decision-making can be studied in the context of leisure time physical activities (LTPA). An understanding of how community members select their preferred LTPA seems to be in particular relevant for policy making in many different areas (e.g. leisure, health, economy). LTPA such as walking/running, strength training/ gymnastics, or soccer can have a mutually exclusive character and compete to a certain extent with each other.

A dynamical model is proposed in terms of a Lotka-Volterra model to account for the competing character of main LTPA. The model describes the evolution of the preferences for LTPA under mutually inhibitory interactions between the activities. Importantly, the model is formulated on a time-discrete scale. The model can be fitted to data observed on a yearly basis as provided by VIGITEL, a Brazilian surveillance system of from the Health's Ministry of federal Brazilian government. Each year, between 2006 and 2013, about 54000 adults above 18 years old from 26 state capitals and the federal district answer telephone interviews. Among other matters, participants are asked about their main type of LTPA in the last three months, considering a list of 16 possibilities. The first spontaneous answer is considered. In this data set trends with significant negative correlations consistent with the competition hypothesis have been observed. For example, in Belo Horizonte city men's preference for soccer decreased over the years, while the preference for gymnastics increased during the same observation period. Among women of the same city the gymnastics practices increased over the years and walking/running practices decreased in the same period. Two sub-hypotheses are discussed for the Brazilian data set: the slow and fast adaptation hypotheses of human preference adjustments. According to the slow adaptation hypothesis, human preferences for LTPA evolve on a rather slow time scale of several years.

The Brazilian data observed on a yearly basis reflect the transient development of the behavior of community members towards a stable fixed point. The model-based data analysis provides an estimate for the fixed point, which in turn can be used to predict the future behavior of members in the observed communities. In contrast, the fast adaptation hypothesis states that community members quickly adapt to the circumstances in their communities such that measures observed on a yearly basis represent the steady state or fixed point preferences of the members under the given circumstances. Variations as observed in the Brazilian data set could be due to accessibility to LTPA facilities, to urban violence levels, among other causes. Under the fast adaptation hypothesis, the model-based data analysis provides insights into how strong is the impact of social/environmental-changes on the community member behavior.

It is argued that the social/environmental-impact can be used as an indicator of the usefulness and success of government policies with focus in the increase of LTPA practices. Accordingly, a strong positive correlation between the social/environmental-impact measure and policy-induced social/environmental-changes speaks for a successful and useful policy. In contrast, a zero or even negative correlation could indicate that the policy should be re-considered.



088

Mr Yaw Koranteng

Biography:

The author has lectured sports, recreation and physical education in Ghana, Nigeria and South Africa. He was Correctional Services Provincial Sports and Recreation Manager. He holds B.Ed. and M.Ed. degrees. He is currently a wellness consultant and the founder of an NPO, Heart and Soul of Healthy Living.

Abstract:

The missing link and its impact on healthy living

Available statistics both from the World Health Organisation (WHO) and Statistics South Africa, show that over the past decade there has been a relative improvement in health care as well as in the quality of healthy living programs, not only in South Africa but in many parts of the world. Yet other statistics indicate that the same period has experienced an increase in the prevalence of diseases, even among those living healthy lifestyles. This seems an anomaly as an increase in the quality of health care is naturally expected to result in improved quality of life. In an attempt to understand why this anomaly exists, the author investigated whether there are any other dimensions on healthy living beside the traditional ones and if so, how they are related. For this work, he mostly used literature existing on the subject. He found that most literature on healthy living suggests three traditional dimensions. These are: healthy eating, physical activity and weight management. He also used questionnaires and interviews to obtain evidence.

The participants included males and females above 35 years of age in Pietermaritzburg, South Africa. Over 75 per cent of the participants indicated that there are indeed other factors. The author has categorized them as social, spiritual, physical, financial and emotional. He terms these underlying factors and for the purpose of this work, the missing link. Further investigation of available literature revealed that not only do these factors have an impact on healthy living but that they also influence the traditional ones either negatively or positively. He also believes that the impact of this dimension is not highlighted sufficiently in the body of literature on healthy living.

This work is significant as it establishes that the underlying factors do influence other factors and that due consideration should be given to such for any comprehensive or holistic analysis or review on healthy living. More importantly, knowledge of the influence of this dimension can help people to either harness the positive influences, or reduce the negative ones to improve healthy living. The author believes that an education and understanding of the impact and relationship among these factors is essential to help people make better choices in their quest for healthy living.

From the findings, the author believes that most of the common definitions of healthy living are inadequate as they do not recognize this relationship. The author has thus proposed a new definition for review. He has further proposed, also for review, a simple, unique, mathematical formula that expresses the relationship between healthy living and its dimensions. The formula, which is easy to memorize, can help people better appreciate and understand the relationship that exists among all the dimensions as well as the impact of the missing link on healthy living.



089

Dr Sheetal Bhoola

Biography:

Part time lecturer at UKZN, Damelin and Varsity College. In 2004, was awarded a scholarship to participate in the Global Studies Masters programme, which offered me the opportunity to be a student at Jawaharlal Nehru University in New Delhi, India and the University of Albert Ludwigs in Freiburg, Germany. Throughout my years of studying, I have been involved in educating and tutoring students within the university and at other institutions. In 2004, I completed a research project for the Kwa-Zulu Natal Department of Economic Development and Tourism in conjunction with the Industrial Labour and Organizational Research Department at the University of Kwa-Zulu Natal. Graduated with a PhD in 2016.

Abstract:

Towards developing a culinary tourism destination in Durban

This paper aims to explore a framework in culinary tourism as a means to strengthen tourism in the city of Durban, South Africa. 'Culinary Tourism' was founded by Lucy Long in the year 1998. Long (2004) believes that food is central to a travel experience and it can be used as a vehicle to access other cultures, and that we do not literally have to leave home to 'travel' (Long, 2004: 1). Lisa Goldman acknowledges as well that culinary travel is popular because it connects us to the way we live, perhaps to family histories or the origins and cultures of another country (Goldman cited in Roberti, 2008: 1). Contemporary literature on Culinary Tourism has not produced an adequately acceptable definition to embrace the concept. The view as a form of 'shock treatment' in Culinary Tourism is defined for the purposes of this research as a 'foreigner's indulgence' in localised types of cuisine during travel. "Food can then carry us into other realms of experience, allowing us to be tourists while staying at home" (Long, 2004: 1). Long (2004) further discusses that there is much more to tasting new, exotic and authentic foods of different cultures. Instead it is all about the perception of the otherness and the realisation of something being rather different from the usual. Three areas in Durban were namely, Florida Road (the mid-town area), the Durban Beachfront (often referred to as "The Golden Mile"), and Lagoon Drive and Chartwell Drive in Umhlanga Rocks. Coincidentally at the time of my research process, the FIFA World Cup of 2010 was about to take place, which has contributed significantly to my sample group of individuals.

This study began from the hypothesis that South Africa has yet to use culinary tourism as a tool to market itself as a destination. Other supportive objectives of the study involved the investigation of whether the Durban's cuisine is marketed adequately and the identification of the variations in cuisine types that are available in Durban. The study also pays attention to ways in which Durban can serve as an attraction for local and overseas tourists and the preferences of tourists of different nationalities. The perceptions and responses from Durban citizens, local and international tourists have been central towards understanding the value of local cuisine and its influence on Durban as a destination. Data revealed that international tourists had a preference towards a variety of local seafood and steaks, whereas local citizens of Durban had an emphatic love for both varieties of Indian cuisine. The perceptions of the culinary specialists interviewed were of value despite their beliefs being somewhat similar and opposing to what the data revealed. The overall study exposed that there was more than one variation of cuisines that could serve as an attraction in conjunction with existing Durban Tourism initiatives. Durban curries together with these foods can serve as an attraction to the city.



090

Prof Russell Hoye

La Trobe University, Australia

Co-Authors: Dr Erica Randle; Pam Kappelides

Biography:

Russell's areas of expertise include corporate governance, volunteer management, public policy and the impact of sport participation and organisations in the community. Russell is the editor of the Sport Management Series produced by Routledge UK, a member of the editorial boards for Sport Management Review and the International Journal of Sport Policy and Politics, and Past President of the Sport Management Association of Australia and New Zealand (SMAANZ).

Abstract:

The Social Value of an Indigenous Community Sport Club

The Rumbalara Football Netball Club (RFNC) is an Australian Rules football club located in a regional area within the state of Victoria, Australia. The Club is an inclusive Indigenous community owned and controlled organisation, one of only two in the state, and provides a social gathering place for the local indigenous community. The aim of this research was to explore the social value of the club in terms of the benefits it delivers to individual members, to the indigenous community, and to the wider community in which it operates.

This paper includes a review of the range of methods available to determine the social value of community sport; specifically its contribution to social, community and health impacts. Amongst the 40 possible methods to assess social impact such as Social Accounting and Audit (SAA) and Soft Outcomes Universal Learning (SOUL) (Stevenson et al, 2010), the use of Social Return On Investment (SROI) has become increasingly popular amongst policymakers, government agencies and evaluators (Maier et al., 2014). Developed in the United Kingdom, the SROI has been promoted by government and assessed within academic literature as a method for quantifying the social, environmental and economic value of the third sector, including sport organisations (King, 2014). A particular focus of the paper will be to explore the merits and limitations of the Social Return on Investment (SROI) approach as a suitable method for this value assessment. There is minimal quantifiable evidence around the social value of community sporting clubs in Australia; of that which does exist, little attention has been paid to the specific benefits an Aboriginal run community sporting club could deliver to the indigenous and wider community. This research adopted the Social Return on Investment (SROI) approach in an attempt to begin to fill this gap.

The research design took a case study approach with data collected through semi-structured in-depth face-to-face interviews with members of the sporting club itself (administrators, players, sponsors and general supporters), and with community stakeholders external to the club (health providers, local government, law enforcement, and other sporting organisations within the area). Data was analysed and coded into the SROI framework which included mapping the resources, activities, and outputs of the RFNC. The final stage of the analysis (to be completed by the end of 2015) will involve assigning a financial value to the resources and outputs. The study identified a variety of benefits were generated through the club's operations; enhancing the sense of individual member's aboriginal identity, assisting to share and preserve aboriginal culture, supporting efforts to combat negative perceptions of Indigenous Australians, and providing role models and access to Indigenous leaders, particular to younger children who do not have strong parental support and are exposed to issues such as family violence and substance abuse. These outcomes were facilitated through the club's delivery of sport participation opportunities in football and netball, and specific programs aimed at improving employment opportunities and education support for club members."



092

Nadesh Lauwerijssen and Madelon Jacobs

Biography:

Both authors are 3rd -year academic bachelor students of International Leisure Studies at the NHTV University of Applied Sciences. This research is their collaborative thesis graduation project. Nadesh and Madelon both participate in the field-school organised by LARASA before the start of the conference.

Abstract:

The relation between body dissatisfaction and physical leisure activity

The media in the last decade increasingly focussed on thin ideals for women (Grabe, 2008) and muscular ideals for men (Leit, Gray and Pope, 2001) across movies, magazines and television programs. In the media thin-idealization and muscular-idealization are consistently rewarded and emphasized. The problem is that these ideals are unattainable for most, creating body dissatisfaction. The question is then, does body dissatisfaction lead to different behavior in physical leisure activity? Since physical leisure activity is a well-known means through which a body can be changed (Silverstein et al., 1986). Leisure can be seen as a venue used for the construction of one's individual and social identity by expressing those aspects of the individual through lifestyle and consumption (Peters, 2010). The context of life in which individuals are most free to do what they want to do, thus provides them with the opportunity to change themselves to the way they want to be.

Most academic literature has measured body dissatisfaction subjectively, asking respondents whether they want to lose or gain weight, or remain the same. This research explores whether measuring body dissatisfaction objectively leads to the same results as subjective measures, a priori we do not expect any differences. Objective body dissatisfaction is measured as the discrepancy between the individual's BMI and their preference for the ideal body. A mixed methods approach will be used. Qualitative methods, interviews, are used to examine the causes and feelings of body dissatisfaction such as self-objectification, thin-internalization, social aversion to fatness and consumerism. Quantitative methods are used to research the results of body dissatisfaction, namely leisure behavior.

Leisure behaviour is measured with the frequency of participating in physical leisure activities. Intrinsic as well as the extrinsic motivations, and happiness, are used to explain the relationship between body dissatisfaction and physical leisure activity. The data for the quantitative part is secondary data from the International Social Survey Programme, 2007. This research is still in progress, as part of bachelor thesis program, though will be finished before the start of the conference, providing the upmost recent insights.



095

Mr John Henderson

Maryland-National Capital Park and Planning Commission, United States of America

Co-Author: Mr Michal Dziong

Biography:

John Henderson has over 26 years of experience in parks and recreation in the United States, including twelve years with the Chicago Park District and 14 with The Maryland-National Capital Park and Planning Commission where he serves as Research and Evaluation Manager in the Department of Parks and Recreation. John is a certified parks and recreation executive, attorney, city planner, public participation practitioner, arbitrator, and mediator. John holds a Juris Doctor degree from The John Marshall Law School, Bachelors in Community Planning from the University of Cincinnati and a Certificate in Public Performance Measurement from Rutgers University. He is on the Board of the Commission for Accreditation of Park and Recreation Agencies, serves on the professional examination test committee for the National Recreation and Park Association and teaches courses on evaluation and public engagement at the national park and recreation directors school.

Abstract:

Benchmarked Customer Satisfaction Surveys for Leisure Programs: Potential Benefits

This paper examines the potential benefits and challenges associated with establishing a national system of benchmarked customer satisfaction surveys for recreation and leisure programming in the United States. It shows how a standardized approach to surveying that is coupled with an effective mechanism for benchmarking will enhance the validity and reliability of data and, at the same time, allow participating units to compare performance rates against those of peer organizations. The knowledge gained will allow agencies to implement more effective service improvement initiatives. The paper also outlines key challenges associated with putting in place a benchmarking framework, including those connected to implementation of standardized survey approaches and creation of a centralized database for storing benchmarked data. The customer satisfaction survey is one of the most effective and frequently used tools to evaluate programs and services offered by government agencies. While examining survey data helps track trends and identify challenges, benchmarking results against those of similar organizations can offer a significant added advantage. By examining how peer agencies are doing, an organization is able to not only identify opportunities for service improvement but also engage in direct conversation with top-performers and learn from their experience. However, the establishment of an effective benchmarking system is possible only if participating units are employing a consistent methodology based on a common survey framework. In the United States, park and recreation departments regularly conduct client satisfaction research to evaluate their programs and facilities. However, unavailability of standardized measurement tools tailored to agency needs prevent meaningful apples-to-apples comparisons. Consequently, agencies are unable to derive full benefit from conducting client satisfaction research. This paper demonstrates how approaches taken in other jurisdictions and by organizations representing other public service areas can serve as a model and, in some instances, be replicated in the recreation and leisure service context. The analysis will be rooted in both broader research considerations as well as in the unique requirements of United States park and recreation agencies. The importance of client satisfaction research in public and non-profit sectors is becoming increasingly apparent throughout the globe. This trend reflects the shift towards a more citizen-centered philosophy, where the voice of the client provides the ultimate verification of service impact. Given this service environment, the use of benchmarking should become an essential tool for park and recreation agencies looking to enhance the quality of their programs based on the voice of their clients in concert with industry standards.



096

Prof Junichiro Inutsuka

Jissen Women's University, Faculty of Human Life Sciences

Biography:

Japanese philosopher, information sociologist. Management Information Ph.D. P.

Abstract:

Leisure as regeneration of “Contingence” of human existence : Leisure philosophy based on studies mesology, phenomenology, and information sociology

Leisure in Modern age has the meaning to explore the human way of life, as a reflection on the nature of labor centered society. In that sense, in order to ask what is worth for us and what we should pursue, the concept of Aristotle's happiness is significant. From the Greek word eudaimonia, which implies living and doing well, we can derive the ethics and political philosophy to criticize our modern industrial society (Nicomachean Ethics, 1095a15–22). But today, the society is changing its structure dynamically, through the development of information technology and market globalization. In addition, the rapid development of Artificial Intelligence and Internet of Things is changing human living environment into different from the conventional. It is so to speak, is the arrival of the situation in which the environment dominate the human consciousness and force the worldview. Does this mean that the crisis of human existence thoroughly realized, as phenomenologist had advocated? This paper explores to clarify this theme by referring phenomenological studies of technology and to solve the problem in association with the concept of Mesology, Science of milieux.

The basic character of the human environment today was transformed from the natural and organic to the construct of techno-science, as to be called “the technological conjuncture”, which has come to be regarded unconsciously as milieu for human activities (Imamichi, 1990). As technology is not only the means of sophistication and efficiency but also the worldview to compel the consent of the phenomenological evidence of human world, through dependence on technology, human beings are forced to regard all of existence as materials, “Bestand”. The recognition and worldview of modern people are dominated by the nature of the technology, “Ge-stell” (Heidegger, 1953). The techno-environment forces human beings into accepting meanings (recognition of what) and into constituting semantic network (living world), as being strengthened constantly (Blumenberg, 1963). Augustin Berque's Mesology provides a synthetic view for human Milieu as the ontological structure of human existence, depicted as “Trajectivity” and “Contingence” as opposed to the Western traditional metaphysical framework. Trajectivity is the concept of the ontological structure of human beings as mutual relational process, which is capable of explaining the formation process of specific landscapes, urban, institutional, lifestyle, regions, and cultural various of arts and works. Contingence is the concept for the generative structure of human reality, comprehended as co-arousal rather than the cause-effect relationship. It has a commonality with the concept of Buddhism, Engi. The meaning of leisure has changed in accordance with the structural changes in the industrial society. Today, along with systemization, or dynamic optimization, in all area of production, market and life, the technology-mediated environment given intelligence, or autonomous ubiquity of recognition and judgment, will govern the lifeworld and produces new evidence disenabling any existential quest. The major aim of leisure study today is to regenerate contingence as the essence of human existence, which is rooted in the body (physical and social) and nature, relationality among people; and applicable to economical-localization, ecological-symbiosis, livelihood-corporeality, and technological-conversion.



097

Mrs Nuria Jaumot-Pascual

University of Georgia, United States of America

Co-Authors: Douglas A. Kleiber, M. Jesus Monteagudo, Jaime Cuenca

Biography:

Nuria Jaumot-Pascual is a doctoral student in Research and Evaluation Methodologies at the University of Georgia. In addition to her doctoral studies, she has worked for the last seven years as a Senior Research Associate at TERC, an organization that focuses on STEM learning research, curriculum, and policy development, where she does research in informal math learning and the career paths in engineering careers of women of color. She has over 20 years of experience as a professional development provider, workshop facilitator, informal educator, translator, and researcher, all in the context of out-of-school education and early learning.

Abstract:

Gender and Leisure among Older Adults. A Mixed-Methods Approach

Vital events, such as widowhood and retirement, are broadly accepted as points of inflexion in the lives of older adults (Antonovsky & Sagy, 1990). These events often act as true engines of change and opening up toward leisure (Kleiber & Nimrod, 2008; Nimrod & Janke, 2011). However, the changes older adults go through differ according to gender. In the case of women, whether and how women have been employed outside of the household and at what moment in life they become widows, both have an impact on how and when developmental tasks are triggered (Cusack, 1994; Gibson, Ashton-Shaffer, Green, & Autry, 2003/4; Gibson, Ashton-Shaffer, Green, & Corbin, 2002; Henderson & Allen, 1991; Hurd, 1999; Lee and Bakk, 2001; Lopata, 1973). In addition, the ethic of care is a key constraining factor that limits women's leisure at any age (Henderson & Allen, 1991). In the case of men, their leisure trajectories in older age often include continuity with previous pursuits in life and are colored by different conditions after widowhood than those of women (Carr & Wortman, 2005; Genoe & Singleton, 2006; Van den Hoonaard, 2010). For the analysis of the study's data, we used theoretical constructs of retirement and widowhood as developmental task triggers (Antonovsky & Sagy, 1990; Lopata, 1973), the ethic of care as a constraining factor in women's leisure (Henderson & Allen, 1991), innovation in older age (Nimrod & Kleiber, 2007), and the rates at which women and men volunteer (Rotolo & Wilson, 2007). To better understand the meaningful leisure of older residents in Northern Spain and the differences according to gender, we did an exploratory sequential mixed methods study (Creswell, 2015) that included semi-structured interviews (n=20) and a questionnaire (n=755). To conduct the mixed methods analysis, we used a joint display (Fetters, Curry, & Creswell, 2013; Onwuegbuzie & Dickinson, 2008) of qualitative and quantitative findings. The integration of both types of findings revealed a great degree of convergence between the two sets of data. The main points of convergence were: retirement and widowhood as developmental tasks for older adults, with adjustment to retirement being the primary developmental task for men and both widowhood and retirement being so for women; older women being more innovative than men in their leisure; and an ethic of care acting as a constraint to leisure for older women. Volunteering was an area where the data diverged, and where the use of mixed methods was key to disentangle the reasons for this diversion.

Even though the use of mixed methods is becoming more common in leisure studies, mixed methods research that truly integrates quantitative and qualitative inquiry and the use of joint displays are rare (e.g., Erpestad, 2013; Zandstra, 2012). From a methodological perspective, this session is our attempt to contribute a quality example of both to the leisure studies literature.



099

Dr Marc-Andre Lavigne

Co-Authors: Denis Auger, Romain Roult

Biography:

Marc-Andre Lavigne is a Professor at Universite du Quebec a Trois-Rivieres' Departement d'etudes en loisir, culture et tourisme. He holds a Ph.D. in public administration (ENAP) and specialises in local governance and urban policy analysis.

Abstract:

Horseracing as a profession, horseracing as a leisure activity

Once one of the oldest sport spectacles in Canada, the horseracing industry has been in decline for the last several years (Riess, 2014 ; De Melo, 2013 ; Evans, 2012). Public subsidies have been less and less generous, forcing racetracks to close or to significantly reduce their activities. On-line and off-track betting parlours also transformed how the horseracing experience is lived or consumed. Attendance is down and pari-mutuel betting – an important source of revenue – diminishes (Thalheimer, 2012 ; Evans, 2011; McManus, Albrecht & Graham, 2014). Approaches which consisted in (re)defining horseracing as a leisure experience rather than a gambling industry were used to inspire successful renewed marketing strategies for racetracks. It has been observed that the motivations for spectators are linked to gambling facilities, but also to the quality and diversity of the festive environment before and between races (McManus, Albrecht & Graham, 2014; McManus & Graham, 2012; Schofield & Thompson, 2007; Daniels & Norman, 2005; Nilsson & Nulden, 2003; Coghlan & Williams, 2001). The overall value of the Standardbred horseracing industry in Canada was estimated to be around 5,7B \$CAN (4,3B \$ US) in 2012-2013 (Evans, 2012; Quebec Jockey Club, 2014) whose actors include, among others, owners, breeders, trainers, jockeys and track managers.

This presentation aims to better understand the motivations, the constraints and the needs of these actors. Our study also tries to get a better understanding of how those different actors conceive of the development of their industry. Finally, this project explores the perceived differences between professionals and amateurs, and how some perceive horseracing as work while others perceive it as a leisure activity. With the collaboration of Standardbred Canada, 8,000 questionnaires were sent electronically to all licenced owners, breeders, trainers, jockeys and track managers in Canada. A series of ANOVAs, correlational and descriptive analysis were conducted to highlight the main similarities and differences, helping to discern how different actors envision the development of the Canadian horseracing industry.

This presentation reports the preliminary findings of our project. The main significance of these results for practical implications is twofold. Firstly, there are few sectors where, for a leisure activity, professionals and amateurs interact so closely with each other. For some, horseracing is an important source of revenue and is even considered their main job. For others, horseracing is a hobby rather than an investment. Therefore, this study is original because it aims at better understanding how differently amateurs and professionals perceive their sector. Secondly, the horseracing industry has often been studied as an industry (focusing mainly on betting, racetracks and economic considerations), but rarely from the standpoint of the actors, their motivations, their needs, their obstacles and their vision. We often consider the horseracing sector as monolithic and our study helps to differentiate between the interests at stake.



100

Dr Rafael Frois

Federal University of Minas Gerais, Brazil

Author: Ana Couto

Co-Authors: Sheylazarth Ribeiro , Rafael Fróis, Kátia Lemos, Allana Scopel . Federal University of Minas Gerais, Brazil

Biography:

PhD in Sport Science by the Porto University. Post- PhD in Sociology of Sport by the Lusophone University of Humanities and Technologies. Associate Professor at the Federal University of Minas Gerais - Brazil . Professor and advisor accredited in the Interdisciplinary Leisure Studies Program at the Federal University of Minas Gerais – Brazil. Leader of Studies group of Sociology, Pedagogy of sports and leisure (GESPEL) – Brazil.

Abstract:

Motivations Behind Volunteer Participation In Leisure And Mega Sports Events

The realization of FIFA's world cup mobilized different sectors of society. Amongst the most involved, the volunteers, who were invited to support the tourists on game days, were the ones stood out the most. Their presence in each event (speeches, interviews, testimonials, reports, and works related to mega sports events) provoked a desire and the necessity to delve into the image that people attribute to volunteering due to the social phenomenon generated by mega sports events. Therefore the objective was to draw a profile from the group who volunteered at the FIFA's 2014 World Cup in the city of Belo Horizonte. The event's organization committee received 3500 volunteer applications and 1400 were selected to complete a training in May 2014. The sample was analysed based on non-parametric statistics using Excel software and composed of 353 volunteers: 59% women, 41% men; 38% 18-29 years old, 22% 40-49, 18% 50-59 and 4% 60+ years old; 60% single; 97% reside in Belo Horizonte – MG/BR; 48% catholic; 90% are not affiliated to any political parties; 41% white, 40% mixed, 15% black, and 4% were asian, indigenous or didn't answer the question; 29% undergraduates, 29% had a bachelor's degree, 20% postgraduates, 13% high school degree, and 9% masters, PhD's or no secondary/high school degree; 95% did not have disabilities. The families' monthly incomes were between one and five minimum wages, and 35% work in public services. The main reasons that led people to volunteer were: leisure (46%), to meet people (36%), to enrich their resume (40%) and to practice a foreign language (31%). 78% were volunteering for the first time. The results conclude that the profile of 2014 CUP's volunteer in Belo Horizonte resembles the profile of the Brazilian 2011 IBOPE's volunteer. However, there are discrepancies regarding their motivations, the national volunteer is selfless and religiously inspired, while the mega sports events volunteer's aspirations are more focused on the individual. This diverges from the meaning of being a volunteer described by Paiva (2003) as an ideal of social responsibility of each individual to their own community. Leisure as a cultural dimension within the interviewees' speeches, when they search for pleasure in volunteering, once the fruition of pleasure is connected to the human necessities that comes together with their desires and cultural knowledge.



101

Ms Annie Karobia

Kenyatta University, Kenya

Co-Author: Jane Kamau

Biography:

High school principal holding a Masters degree in hospitality and tourism management.

Abstract:

Use of Leisure and Recreation facilities in three star hotels

Leisure is the free or unobligated time during which one is not working or performing other life sustaining functions (Leitner, 2004). On the other hand Roberts (2001) defines recreation as the voluntary activities one chooses to undertake during leisure time for personal fulfillment. According to Tolksildsen (1999), these activities are carried out because of satisfaction, pleasure or creative enrichment derived, or because one perceives certain personal or social values to be gained from them. Leisure and recreation facilities can either be a building, service or piece of equipment provided for the purpose of recreation, and in this study provided in three star hotels in Nairobi County Kenya. Heinemann (2004) states that the traveling public became more health and fitness conscious and many properties especially business oriented urban properties and destination resorts responded to this trend by adding a health club or spa facilities. According to Stipank (2002) developers realized the competitive advantage of more expansive fitness facilities and added exercise equipment. A hotel is a commercial establishment where people enjoy accommodation, meals and other guest services. Among the services are leisure and recreation especially in three star rated hotels and above as required by East African Community (EAC) Criteria for classification of Hotels and Restaurants.

This study sought to find out the types of leisure and recreation facilities in three star hotels, in Nairobi County, Kenya and the extent to which they are used. A cross sectional descriptive research design was used to gather information from the respondents in three star hotels. General Managers, front office managers, recreation managers, recreation attendants and or instructors and facility users who were present at the time of data collection were the target population. Questionnaires and interview schedules were used as the research instruments. Data was analyzed using descriptive and inferential statistics. The findings indicated that three star hotels in Nairobi County are offering a variety of leisure and recreation facilities that include swimming pool, health fitness centre, steam bath, golf course, sauna, squash court and tennis court. The availability of these facilities attracts more clients as well as registered members. The study further found out that utilization of LRF was very high in most of the hotels and 60% of the hotel clientele made use of the facilities. High usage of a facility implies more revenue for the hotel especially where the facilities are paid for separately. From the findings it is imperative that hotels should adopt the use of leisure and recreation facilities as a platform to advertise their destination resorts due to their ability to attract more clients therefore giving a competitive advantage to the hotel and consequently influencing the revenue generated in the hotels.



102

Ms Meghan Muldoon

University of Waterloo, Canada

Biography:

Meghan is a Ph.D. Candidate in the department of Recreation and Leisure Studies at the University of Waterloo in Waterloo, Canada. Her previous work experience has been in community development and youth-led development, leading social planning and community-based initiatives in Tanzania, Kenya, Uganda, and Canada. Her Ph.D dissertation research is focused on the host gaze, power in tourism encounters, gender and embodiment, feminist postcolonialism, and slum tourism in Africa.

Abstract:

Photo-storying slum tourism: Narratives of being part of the tour

Slum tourism elicits strong opinions regarding morality, the impact on host communities, and the motivations of the visiting tourists (Freire-Medeiros, 2013; Frenzel, Koens, & Steinbrink, 2012). Supporters argue that this form of tourism brings urban poverty out of the shadows, allows residents to share their stories, educates tourists about the 'reality' of the places they visit, and brings much-needed capital into communities with limited access to other economic opportunities (Basu, 2012; Freire-Medeiros, 2013; Frenzel, 2012; Scheyvens, 2011). Those opposed claim this is little more than repackaged voyeurism or "poverty porn" (Frenzel, 2012, p. 57), where residents have little or no say in how the tours are delivered, and that the tours may actually place downward pressure on infrastructure development, as the appeal of the slum for tourists is its degraded and chaotic state (Basu, 2012; Freire-Medeiros, 2013; Scheyvens, 2011). Many studies have highlighted the perspectives of academics, development practitioners, the media, and tourists, whereas very few studies have focused on finding ways to allow local people to have their opinions and experiences heard (see Mekawy (2012) for a quantitative examination of residents' perceptions of local tourism). I intend to present the initial findings of my research into the host gaze as expressed by local people with experiences of being part of a Township tour in Cape Town. While much tourism scholarship has focused on the tourist gaze (Urry, 1990) and the ways in which the power-laden gaze of the tourists constrains local people, increasingly researchers are turning their attention to the ways in which tourism hosts also gaze back and have their own ways of exercising a controlling gaze in the tourism encounter (Cheong & Miller, 2000; Moaz, 2005; Moufakkir & Reisinger, 2013).

The question at the heart of my research is: how do local people interpret, play into, and/or resist the tourist gaze? The theoretical lens that guides my research is feminist postcolonialism. Approaching postcoloniality through the lens of feminism will allow me to examine how legacies of colonialism and imbalances of power continue to inform these tourist-host relationships, while recalling that each individual's experience is situated by gender, race, and locality. (Lewis & Mills, 2003). The methodology employed in this study is photovoice. Community members will be invited to take photos that represent what tourism is like in the township, as well as what tourism ought to be like.

The purpose of this research is to learn how local tourism stakeholders apprehend the pre-conceived notions that underlie the tourists' gaze and how they use their own host gaze to resist or embody the gaze that is imposed on them. Through photo-elicitation, active, conversational interviews, and a number of community and participants' meetings, this research initiative will enable local people to share their voices through their photographs and narratives. My intention is that these photographs and narratives will provide an engaging and evocative glimpse of what it is like to be on the other side of the tour, which will be of interest beyond the realm of academia.



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Ms Dagmar van Ham

NHTV Breda University, Netherlands

Biography:

Dagmar van Ham is currently graduating her Msc in Leisure Studies at the NHTV Breda university of applied sciences. In the meantime, she works at a theme park called The Efteling. Previously, she has graduated from the Bba. International Leisure Studies, with a minor in Theme Park Management and an internship at Walt Disney World.

Abstract:

Theme parks as a context for interaction rituals

Within contemporary society, due to digitalization of networks and individualisation in general, people are continuously and increasingly looking for the feeling that they belong somewhere. Sometimes this feeling of belonging to a certain group is shaped by leisure practices. Belonging somewhere and solidarity towards a particular group are parts of bonding social capital, as depicted by Robert Putnam (1999). Bonding social capital is social capital aimed at known-group socialization, such as socialization with family or friends. One of the outcomes of interaction rituals is this solidarity towards a group.

This research goes into depth on how theme parks are serving as a context for interaction rituals. The research is being conducted on the basis of the "interaction ritual model" by Randall Collins (2004), with a combination of the experience model by Goossens and Mazursky (2008). This means that the research will explore interaction rituals before, during and after the theme park visit.

The target group of the research is adolescent friend groups, aged 18-30 years old. The research will be conducted through qualitative research. Using netnography, participant observation and focus groups on the basis of photographs made by the participants themselves, the research will follow several friend groups on their visit to a theme park, with a goal to uncover what exactly their rituals are during this visit and what they mean to the group. Specifically, there will be looked at what the ritual ingredients and outcomes are, and how these influence the rituals within later phases of the visit. Once this is known, theme parks can use this information to design for this social interaction and make the experience even more memorable. In addition, the research may be beneficial for the design and management of theme parks, as well as similar experiences. By uncovering the rituals, it might be possible to design for such situations, and stimulate bonding throughout the complete experience. In addition, it will give an insight on this particular target group for theme parks, which might be beneficial for marketing purposes as well. Results and analyses are expected to be in by the end of May.



Zinhle Phakathi

Co-Authors: B. Mbatha, A.Moussana, R.Mpete, C Burnett. University of Johannesburg. South Africa

Abstract:

The transference from active leisure participation into the 'world of work'

Active sport is a leisure activity that is thought to be a universal entity that is embedded within society with far-reaching influences on participants who construct their own meanings around their experiences. Research reports the educational value of leisure activity through sport and suggests that there may be a creation of life skills (Gould & Collins, 2008). This research seeks to identify transferable skills learnt from active sport participation and the working environment. The conceptual framework of the study was informed by theories such as, the socialization process, ecological theory and identity theory. A mixed method approach enabled data collection in the form of an adapted questionnaire which gave the quantitative data, and a semi-structured interviews with open questions that gave the qualitative data. These were completed by research participants in government, (n=10) and commercial, (n=20) entities. There was an equal representation in gender, age and position within the work environment. These two entities created the foundation of the two case studies discussed in the paper. The data collected lead to findings in transferability of skills in gender, level of participation and sport code participation and non-sport participant. Through the line to line coding of data, five themed cohorts were identified. Each cohort had themes that related to life skills that were developed through active leisure participation such as assertiveness, self-awareness and acceptance of criticism, which were grouped under the psychological cohort. These life skills were reported as the transferred skills from leisure into the world of work.



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Prof Alison Doherty

Western University, Canada

Co-Authors: Prof Russell Hoye, Katie Misener

Biography:

Alison Doherty is a Professor of Sport Management in the School of Kinesiology, Faculty of Health Sciences at Western University, Canada. Her research is focused on organizational development in the context of nonprofit community sport and leisure.

Abstract:

Collective Volunteer Social Capital in Community Sport Organizations

As part of a larger project investigating volunteer social capital in community sport organizations (CSOs), we review the nature and impact of collective social capital within volunteer boards. Collective social capital refers to the resources available to a group through members' relationships within the social structure of the group (Oh et al., 2006). While social capital is the resources and assets that may be generated and subsequently used when individuals and groups interact (Bourdieu, 1986), in the leisure context it is typically discussed with regard to individual and broader community impact (e.g., Arai & Pedlar, 2003; Darcy et al., 2014; Glover, 2004; Glover et al., 2005; Yuen et al., 2005); for example, because of a connection with others, one feels a sense of social support (Burnett, 2004; Nicholson et al., 2013), or is more likely to vote, or help a neighbor (Van Ingen & Van Eijck, 2009; Seippel, 2006). Providing a new contribution to the leisure literature, the larger project from which this paper stems is focused on social capital as a critical resource for the capacity of CSOs to achieve their goals. In this particular paper we present a theoretical model of collective social capital that may be produced (and reproduced) among members of the volunteer boards of CSOs as they work together.

CSOs or clubs are small, nonprofit organizations that rely almost exclusively on the leisure time contributions of volunteers to govern and deliver competitive and recreational sporting programs in communities. The board is largely responsible for both the governance and day to day operations of these organizations (Cuskelly et al., 2006; Smith, 2000), and so social capital based on board member connections may be a critical resource for this group and the larger organization that it serves (cf. Fredette & Bradshaw, 2012). Building on the social capital literature, we propose that relational (e.g., trust, support, reciprocity), cognitive (e.g., mutual understanding, shared values, exchange of ideas) and structural (e.g., ties to others) capital can accrue over time among group members (Nahapiet & Ghoshal, 1998), depending on the frequency and intensity of the group engagement (Tsai & Ghoshal, 1998), and the collective human capital (e.g., knowledge, experience) members bring to the group connections (Adler & Kwon, 2002). Closed and potentially exclusionary "bonding" connections among similar individuals, and more open "bridging" connections among individuals who differ, are also expected to influence the amount and distribution of social capital generated among members of CSO volunteer boards (Coffe & Geys, 2007; Putnam, 2000). The relational, cognitive, and structural resources that characterize social capital at the group level may be expected to shape group (i.e. board) performance (e.g., problem solving, innovation; Fredette & Bradshaw, 2012; Oh et al., 2004, 2006; Tsai & Ghoshal, 1998), and ultimately impact the capacity of the organization to achieve its goals (cf. Hall et al., 2003). The framework outlines the nature and development of social capital among volunteer board members in CSOs, and the relationship between social capital and organizational capacity as indicated by board and organizational performance."



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Mrs Su-Hsin Lee

National Taiwan Normal University, Taiwan

Co-Author: Jing-Shoung Hou

Abstract:

Leisure and health: examining the relationships between greenspaces and health for children

The benefits of greenspace for the promotion of health and well-being are getting important recently. Although many studies have shown that access to parks benefits health and well-being whether having physical activities or just visual perception, but also a considerable proportion of the studies show contradictory results vary (Lachowycz & Jones, 2011). Godbey (2003) found that elementary school children can develop their preferred leisure sport activity through their experiences with a variety of games and sports can maintain an exercise habits into adulthood. This research developed a theoretical framework from a social-ecological model approach to examine the relationships between greenspaces and health for elementary school children. We applied Theory of Planned Behavior (TPA) to understand the effect of children's attitude (behavior, normative, and control belief) on their participating leisure sport behavior intention. The purposes are (1) to investigate the relationships between background variables (gender, skin allergy, participation in sports, and usage in green space) and their BMI, physical and mental health, (2) to investigate the effects of green space in neighborhood on children's BMI, physical and mental health, (3) to investigate the behavior, normative and control beliefs of elementary school children to predict their intention behavior towards green spaces. There are 834 participants from 5th grade of 13 elementary schools in Taipei City. The results showed that girls have significant higher scores on children's mental health. (2) Children with more participating in sport activities have higher physical health than children with lower participating in sports. (3) Behavior, control and regulation beliefs could explained 35.3% variance of Green space usage intention. School and parents can promote students to participate in sport activities to increase their health and develop exercise habits.



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Ms Lizzy Klijs

NHTV University Breda, Netherlands

Biography:

I am a 25-years old master of Leisure Science student on the NHTV University in Breda, the Netherlands. My main interest rests in scientific (quantitative) sport research, but for obtaining my bachelors degree of Leisure Management I wrote my thesis on Dark Tourism. I am very passionate about promoting Leisure throughout the world, especially the serious side of Leisure (since it is so much more than solely organizing parties as it is often perceived in the Netherlands), and the influences it has on people's lives.

Abstract:

Physical Active Leisure: An engine to empower youth well being?

Social, economical, technological and cultural developments have had consequences for the contemporary society, shaping leisure and the cultural industries (Castells, 2010), leading to global consequences such as ethnic hybridization and global migration (Zukin, 1991). The Netherlands is facing the current challenge of an increase of people living below poverty margins (Kinderombudsman, 2013; JeugdSportFonds, 2016; Stichting Kinderarmoede, 2016). The segment physically active leisure of the leisure industry does not only address the 'fun' and 'escapism' dimensions of leisure, but also the serious side of leisure (Stebbins, 1982). Physically active leisure can lead to for example competency development, development of motor skills and a more positive overall health. Young people are the focus of this thesis because of the ethical question of leisure and social justice (Gupta et al, 2007 ; Putnam, 2015); should not all young people have the same (leisure) opportunities? Poverty does not only have influence on young people's leisure choices, but also their future (Gupta, de Wit, & McKeown, 2007). As the research by Treanor (2012) emphasizes, poverty situations affect health, cognitive development, social, emotional and behavioral development (Treanor, 2012). Participation as well as involvement in leisure activities have a favorable effect on physical and mental health through dimensions such as escapism, passion and engagement (e.g. Caldwell, 2005; Trost, Owen, Bauman, Sallis, & Brown, 2002; Warburton, Nicol, & Bredin, 2006). Physically active leisure has a positive correlation with well being (Iwasaki et al., 2001, Sato et al., 2014). The concept of well being is of a subjective nature, which is often measured as self-reported (life) satisfaction and happiness (Sato, Jordan, & Funk, 2014). In several studies well being is measured on the basis of happiness scales (Iwasaki, Zuzanek, & Mannell, 2001). This study will use previous studies to measure well being and therefore also happiness.

This thesis fits the sub theme of the conference "leisure, health and happiness" because health is one of the consequences of physically active leisure and happiness is conceptualized and measured through well being (how satisfied and happy one is with life). The central question of this research therefore is "To what extent is there a relationship between the level of well being of young people in poverty situations in the Netherlands and sport participation, and to what extent can this be explained by their levels of social inclusion, health and personal growth?". To answer this question a mediation analysis is performed using a longitudinal panel called CILS4EU (Children of Immigrants Longitudinal Study in four European countries), administered by the new Opportunities for Research Funding Co-operation Agency in Europe (NORFACE Research Programme on Migration); a panel study which was conducted in four European countries, namely Germany, The Netherlands, Sweden and England between 2010 and 2013 and consists of more than 18,000 students in the first wave only. The variables that include this mediation are sport participation, well being (life satisfaction) and benefits (social inclusion, health effects and personal growth). This study will also be supported by a qualitative study by the JeugdSportFonds exploring opportunities for young people living in poverty for sport participation.



Chieh-Lu Li

Presented by: Prof Erwei Dong

Co-Authors: Ching-Yi Wang, Erwei Dong, Ching-Han Wu, Bagkall Haivangang

Abstract:

Mountain Hiking to Achieve Psychological Well-being: A Case of Trails in Taiwan

Well-being is one of the major psychological needs that people have long been to pursue, and it might result from participation in recreational activities such as mountain hiking. Mountain hiking improves hikers' mental health and psychological well-being (PWB) is one of the most important contributors in outdoor recreation. PWB refers to how people evaluate their lives and the evaluations may be in the form of cognition or in the form of affect. PWB has strong connection with personal happiness and psychological status. Mountain hiking has been being a popular recreational activity in Taiwan. However, few literatures have focused on the relationship of PWB among different recreation behavior patterns of mountain hikers. Understanding the factors such as hikers' PWB helps recreation managers tailor their services to meet the needs for their diverse clientele. The purpose of this study was twofold: 1) examine the homogeneity issue in combining two mountain hiker samples; 2) explore the differences of psychological well-being (PWB) of mountain hikers who were from different socio-demographics, living circles, travel distance and, regions in Taiwan. Yushan hiking trail in Yushan National Park and Sheishan hiking trail in Sheipa National Park are the study sites. Yushan with 3,952 meters and Sheishan with 3,886 meters in elevation is the highest and second highest mountain respectively in Taiwan. The two mountain routes are among the most popular hiking routes where need two days' hike from trail head to the summit. In 2014 and 2015, on-site surveys were conducted in Yushan and Sheishan. We stayed at the trail head and trail cabin and asked if the hikers were willing to take a 15-minute survey. Overall, we obtained 803 valid surveys with a 95% response rate. In this study, PWB served as the dependent variable. Six independent variables were the socio-demographic and recreation behavior variables that showed significantly different between two settings including living circle, travel distance, region, employment, income, and hiker group composition. The results showed acceptable homogeneity in perceptions of PWB between two hiker samples. Furthermore, the socio-demographic and recreation behavior variables showed similar patterns between two samples. We hence combined these two samples for the follow-up analysis. In the questionnaire, we asked hikers' residential zip code and, accordingly, calculated hikers' living circle, travel distance, and region. The validity and reliability analysis showed the PWB possessed acceptable measurement assessment. For the result of testing the PWB differences, the study showed that psychological well-being differed with personal income, living circle, and distance. The hikers who lived closer to the mountains perceived higher PWB. In contrast, hikers with lowest income perceived lower PWB. The findings have implications for recreation management. For instance, this study found that living circle and distance are useful factors to predict PWB. Therefore, managers were suggested to provide more mountain trails information and build more mountain trails closer to hikers' living circle so as to enhance hikers' PWB. The finding from the income analysis, on the other hand, raises the social equity issue among hikers. Discussion and suggestions for future research are also provided.



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Heather Gibson

University of Florida

Co-Author: Adrienne Kendall

Abstract:

Travelling with Dad: Exploring the leisure-travel experiences of non-resident fathers

In recent years there has been a renewed focus on leisure and tourism in the context of family (e.g., Hodge et al, 2015; Schänzel et al 2012). However, despite calls to understand diverse family forms or focus on fathers (Kay, 2006), as yet our knowledge about how various forms of leisure are experienced in non-traditional families, particularly the experiences of families with a biological parent who does not share the same home (Jenkins & Lyons, 2006), is limited.

The purpose of this study was to explore the leisure-travel experiences of nonresident fathers who take pleasure trips with their children. Specifically, the motivations, constraints, travel behaviors, and benefits associated with their trips were examined. Ten men (fathers) aged in their 30s through to their 60s who did not reside with their biological children, were interviewed using a semi-structured interview format. Initially, snowball sampling was employed, followed by purposive sampling to achieve balanced representation in regards to age and gender of the participants' children. The children of the participants ranged in age from pre-school to college.

The data were analyzed using grounded theory methods guided by the theory of Situated Fatherhood (Marsiglio et al, 2005). Four themes were identified: (1) Creating a New Normal, where trips were used to solidify the new family unit frequently following a divorce; (2) Making Travel Happen, where fathers described their trials in planning travel and the constraints they negotiated to ensure that they could travel with their children; (3) Travelling with Dad, where they described their experiences with the trips and their perceptions of their child(ren)'s experiences; and (4) Happy Memories, where the fathers reflected upon the value of such trips for them and their child(ren). Overall, they felt the positives outweighed any difficulties encountered and that such trips created a safe setting that allowed them to practice the act of "fathering" and was a means by which they maintained and solidified their relationship with their children. The study enhances our understanding about the unique travel experiences of men in family tourism contexts. It also supports the notion that the phases prior to, and following travel should be considered along with on-site travel behaviors in order to capture the complexity of tourism experiences for individuals.

Further research directions include using quantitative methods to explore the generalizability of these inductively derived findings and to explore the benefits and experiences of leisure-travel for other populations who sit outside of the traditional family unit. In particular, women have played a major role in planning travel for their families (Fodness, 1992) or such decisions have been made jointly (Kang, et al, 2003), as we go forward how can the experiences of these fathers and others in non-traditional family units be accommodated by the tourism industry?



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Dr Andrea Ednie, PhD

Assistant Professor, Health, Human Performance, Recreation & Coaching, University of Wisconsin Whitewater, United States of America

Biography:

Dr. Ednie is Assistant Professor of Health, Human Performance & Recreation at the University of Wisconsin-Whitewater. Her research combines outdoor recreation experiences with exercise motivations. She has a PhD in Parks, Recreation & Tourism from the University of Maine and has led sea kayak expeditions over 15 years.

Abstract:

Commitment to Physical Activity in Outdoor Settings

According to the US Center for Disease Control (2015) under half of US adults 18 years and older met the American College of Sports Medicine's physical activity guidelines in 2013. In addition to helping to protect against many chronic diseases (ACSM, 2012), regular exercise provides a multitude of physical and psychological benefits. Outdoor exercise, in particular, brings unique benefits. Research has found that participants report more health benefits and positive emotions associated with outdoor as compared to indoor exercise (Loureiro & Veloso, 2014, Williams et al., 2011) and will more likely maintain an exercise program if they enjoy it and experience positive affect during their workouts.

The purpose of this study was to examine the exercise motivations, patterns and demographics of a sample of highly motivated outdoor exercise enthusiasts in order to gain insight on what drives their commitment, and to identify strategies that may encourage those who exercise outdoors little to do more. A sample of cross-country skiers was surveyed at a State Forest trailhead in Wisconsin, US, during winter 2015 (n=191). Cluster analysis was used to group participants according to the proportion of their physical activity done outdoors across the seasons, and three clusters emerged including year-round enthusiasts, fair-weather participants, and participants who predominantly exercise indoors.

Exercise patterns were analyzed based on whether they met or exceeded ACSM (ACSM & AHA, 2007) recommended physical activity patterns. Principle components factor analysis was conducted to reduce place attachment and exercise confidence survey measures, and one-way analyses of variance tests were used to evaluate the relationships between outdoor exercise across the seasons, exercise patterns, motivations, place attachment, and demographics. The sample was highly committed to physical activity in general. Over 70% regularly meet the ACSM physical activity recommendations. Fifty-seven percent were in the year-round group (over 75% exercise done outdoors throughout all 4 seasons), and 38% fit into the fair weather group (over 75% exercise done outdoors in the summer and fall).

Examination of the outdoor exercise clusters and physical activity groups identified several patterns. For example, participants in the fair-weather and year round groups scored significantly higher on measures of exercise confidence than the indoor group. Also, the fair-weather and year-round clusters rated skill development and social reasons for using the trails higher, and they found exercise to be more enjoyable, social, revitalizing, and recreational as compared to the indoor group. Significantly more participants in the year-round group were skate-skiers as compared to the other groups, which would suggest that they seek more technical activities.

The study findings support previous research about the benefits of, and provide information that can be used for promoting, outdoor physical activity. For example, activities of various intensities were common, even though they are a highly active sample. Also, making outdoor activities enjoyable and social, and providing the opportunity for individuals to learn new skills is of paramount importance for increasing participation in outdoor exercise. Outdoor recreation agencies should strategically offer fun, community-oriented events in combination with more competitive programs.



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Prof Charl J Roux

University of Johannesburg, South Africa

Biography:

Professor Charl J. Roux is the Vice Head of Sport and Movement Studies at the University of Johannesburg(UJ), and holds D. Litt. et Phil in Human Movement Science. He is a co-founder of the only Olympic Studies centre in Africa, established at UJ. His field of interest includes Physical Education; Olympic Studies sport and recreation for people with disabilities.

Abstract:

Students' experiences of an adventure programme and value education

Prejudices such as racism, sexism and homophobia can be harmful towards the happiness of students at higher education institutions (HEI). This can culminate into a poor academic performance (Bhana, 2014). Active participation in sport and sport related physical activities such as recreation and adventure activities can be successful in reducing distance between participating people and groups (Roux, 2002; O'Connell & Cuthbertson, 2009). The fostering of a positive interpersonal relationship and tolerance towards others within their own group and especially towards other ethnic groups could have impact on the life, personal development and academic achievements of these participants.

The main aim of this study is to determine if this 2-day adventure programme with selected initiatives and cultural activities induced with Olympic and Paralympic values would have a positive influence on the participants' perception towards group cohesion and dynamics in a multicultural setting. A methodology (Roux, 2000) to conduct an intervention programme with the objective of changing attitudes and perceptions towards the 'self' and 'others' hence towards improving group cohesion and team functioning with evidence of a significant positive changes ($p < 0.01$) in the attitudes was utilized. The participants are second year students (N=120) are well represented of the multicultural nature of the University of Johannesburg.

Results show a significant improvement of their experience towards group cohesion and their experience of this adventure programme. Involvement in adventure programmes can re-affirm team cohesion to develop a support system amongst the participants that could lead to improved academic results. Such an intervention programme should be conducted with an informed approach to address the challenge for maximising the necessary social outcomes beyond the boundaries of these activities.



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Ms Liane O'Keefe

Vancouver Island University, Canada

Presented by: Ms Aggie Weighill

Abstract:

Outdoor family leisure: A strengths-based case study of Scarborough, Ontario, Canada

Spending time outdoors has been linked to physical, emotional, and psychological benefits (Louv, 2005; McCurdy et al, 2010; Wells & Evans, 2003). Despite benefits to wellbeing, empirical research has shown that outdoor leisure experiences are declining globally (Pergams & Zaradic, 2008) and children are particularly vulnerable to this nature disconnection (Louv, 2005). Within a Western context, declining outdoor leisure has been linked to physical and psychological illness in children, including obesity and attention deficit hyperactivity disorder (Gray, 2011; McCurdy, Winterbottom, Mehta, & Roberts, 2010). The family has been described as an important influence on children's outdoor leisure experiences and the development of the leisure preferences (Beets, Cardinal, & Alderman, 2010). When children are exposed to outdoor activities, they are likely to develop a preference for spending time outdoors and pass this preference on to their children in the future (Cheng & Monroe, 2012). However, in the leisure studies literature, research has predominantly focused on constraints to outdoor leisure participation. Using an exploratory case study methodology, this study was developed to investigate what enables families to participate in outdoor family leisure and, thus, influence the outdoor leisure practices of their children. Drawing on a strengths-based perspective and Raymore's (2002) theory of leisure facilitators, the findings broadened understandings of the perceptions, experiences, and facilitators of outdoor family leisure in Ward 43 of Toronto, Ontario, Canada. Notably, the outdoor context of family leisure did not change the purposive nature of family leisure and participation was facilitated by a variety of context-specific influences. The findings of this study, while exploratory in nature, suggested that it might be worthwhile for researchers and practitioners to make use of strengths-based perspective to investigate the context-specific leisure facilitators that influence outdoor family leisure practices, preferences and participation.



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Dr Chiung-Tzu Lucetta Tsai

National Taipei University, Taiwan

Biography:

Dr. Chiung-Tzu Lucetta Tsai is an Associate Professor of Leisure & Sport Management in the Business School Department of National Taipei University in Taiwan. Dr. Tsai is also president of Chinese Taipei Waterski and Wakeboard Federation and the Taiwan Leisure Association. She is currently serving as a member of the board of directors for the World Leisure Organization and commissioner in the Gender Equality Committee in the Cabinet in Taiwan

Abstract:

A Comparative Study of the Strategic Choice of Air Sports in Taiwan and China

This research has an attempt to study the management and development of aeronautic sports in Taiwan and mainland China. Air Sports is still not a well-known leisure activity, or sport event in Taiwan and mainland China until this decade. Lacking of government's official support, some enthusiastic air sports lover work hard to introduce these fantastic flying experience to people living in Taiwan and China. General Administration of Sport of China and Chinese Taipei Aerosports Federation have dedicated in this field and started getting feedbacks. The aim of this study is to address the strategic choice of air sports in Taiwan and China. Documentary analysis and in-depth interview will be adopted in this study. The main argument of the study is that, firstly, to understand the history of development of air sports in Taiwan and China; secondly, to evaluate the rules and regulations of air sports cross straits; thirdly, to explore the constraints of current development of air sports in Taiwan and China; fourthly, to analyze the trends for the air sport; and lastly, to discuss safety issues of aeronautic sports in general.



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Mrs Roshni Mehta

Tourism Durban, EtheKwini Municipality

Biography:

Roshni Mehta holds a Masters in Business Management from the Buckinghamshire University College and has over 20 years experience in the field of research. She specializes in Tourism research, undertaking studies that will benefit Durban's tourism sector in the long term. Studies that she undertook include Durban's route development in Townships, The Status of Durban's Nightlife and the way forward, Medical tourism in Kwa Zulu Natal and Religious Tourism in Kwa Zulu Natal. She also coordinated the Urban Strategy for the three city's network - that is determining an urban link in terms of knowledge and information sharing among the Cities of Cape Town, Johannesburg and Durban. She published the first tourism statistics brochure for the City in 2014 and also undertakes the socio-economic impact studies, including events for the City. In terms of Product Quality of business in the City, she has undertaken 2 capacity building programmes in partnership with National Department of Tourism. Two programmes is the audit of the Universal Accessibility in Durban's tourist attractions and an audit of energy efficiency and cleaner house productions in B&B's.

Abstract:

Entertainment Districts to resolve Durban's Nightlife challenge

Investors have learned that a successful district is a mixed use model containing clubs, boutique stores, galleries, restaurants and more. The model has been successfully implemented throughout the world like Dayton's Oregon District, Cincinnati's Over the Rhine or The Banks projects are very successful examples. These cities have learned the financial value and economic impact of the creative class as well as the relevance in quality of life for its residents and tourists alike. The financial impact on local economies has been well documented and the focus of studies for decades. Statistically the arts and entertainment ideology is perfectly suited for areas that are experiencing stubborn economic growth. What we're learning is that industrial communities throughout the rust belt who've made the transition have done so with amazing success both economically as well as with job creation. May 6th, 2012, the Sunday Tribune newspaper headlines state: Is Durban SA's snooze city? The writer indicates that Durban goes to sleep by 10pm. South Africa's third-largest city, Durban attracts the lion's share of South Africa's domestic tourists and offers a completely unique atmosphere. Durban has a mix of interesting products that if properly packaged and developed, will increase the right mix of visitors to Durban, increase economic spend and ultimately increase job creation. The proposition is to foster a natural emergence of character products in a safe setting for the visitor and the community at large. The areas identified are already developed but need to be linked, rezoned and revitalized so that products within these areas are utilized to its full potential in a safe environment. A small percentage of product development is required for the ultimate success of the Entertainment District. The vision being Durban's mixed entertainment district, with one admission for all and purpose of the study is to foster a natural emergence of character in a safe setting for the discerning tourist and the community. Stakeholder partnerships between the business and the City is key to the successful implementation of the study.



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Prof Lawal Mohammed Marafa

The Chinese University of Hong Kong, Hong Kong

Biography:

Dr. Lawal Marafa, is a professor at the Department of Geography and Resource Management, The Chinese University of Hong Kong and Director, Postgraduate programme in Sustainable Tourism. He received the “Exemplary Teacher Award” in 2005, the Royal Belum Inaugural Ecotourism Award, Ipoh, Perak, Malaysia, 2007 and served as a facilitator at the Clinton Global Initiative in December 2008. Dr. Marafa has published in numerous journals covering various disciplines depicting versatility in research and academic interest. Such journals include: Parks and Recreation; World Leisure Journal; Journal of Hospitality and Tourism; International Journal of Wilderness; International Journal of Heritage studies; Geography; Acta Acosutica United with Acosutica, Noise Engineering, The Environmentalist, Parks Australia, Place Branding and Public Diplomacy, etc. His teaching and research interests include Ecotourism, Leisure, Recreation Planning and Management, Tourism Policy, Tourism and Environment, Tourism Education, and Sustainable Development.

Abstract:

Community perception of Leisure, Recreation and Tourism in Seeking Sustainability in Hong Kong District

Generally, communities are recognizing the importance of incorporating sustainable practices in their daily activities. These sustainable practices will depend on each community's values, culture, environmental, and socio-cultural factors. In addition to other tangible aspects that communities allude to in seeking sustainability, leisure, recreation and tourism studies can provide a foundation of which residents can share their perception of the community and offer insight into how a community is moving toward sustainability. Scholars have indicated that the resident's perception of leisure, recreation and tourism is intrinsically linked to the development of a sustainable community. Whether this is the case in Hong Kong communities have not been identified. This research will report the roles of leisure, recreation and tourism in Hong Kong communities. A focus group will be conducted in addition to interviews with various groups of people in various communities. Factors and indicators will be identified that will reflect the notion of sustainable communities as they seek sustainability. Results will be considered in several dimensions including the role of space, people's dynamics, socio-cultural as well as health and wellness of the community.



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Prof Attila Barcza

University of Western Hungary, Sopron, Hungary

Co-Author: Dr Locsmandi Szabolcs

Abstract:

Transforming parks to promote cities as valuable tourist destinations

The Hungarian tourist destinations are in a competition, with other internationally well-known tourist destinations in terms of price, marketing and quality. The Hungarian operational conditions and possibilities, due to political, historical and economic reasons are very different from their West-European counterparts. The Pan-European Picnic Memorial Park, which is the venue of the UNESCO World Heritage, won the European Heritage Label prize in 2015. In 1989 the reunification of Europe may have contributed to this breakthrough. After winning this prize, it created more opportunities in the region, and gives possibilities to promote Hungary as an international tourist destination.

This research study attempts to investigate the feasibility to attract tourists to the region, based on its unique venue as an award winning destination. Sopron may serve as an attraction to international visitors with its Memorial Park, culture, and history. The research makes a comparison, by a secondary source utilization, among the service estimation of the Sopron Region completed in 2013, and the destination development strategy and guest satisfaction research of 2014, and the integrated settlement developing strategy of the city of Sopron. As a primary research we are using a survey, measured in 2015, among visitors to Sopron in terms of touristic attractions and transformations.

The hypothesis of the research is that Sopron and its region will have had real chances by 2020, for the conditions to become an international touristic destination. It is essential to define the roles of touristic impacts and transformations. The indicator of the development could be the new dual carriageway to Vienna, the chance to reach Vienna within an hour, and the accomplishment of the renovations and constructions in the vicinity of Sopron. (For example the complete renovation of the historical inner city, a new swimming pool with high European standard in the Lővérek outskirts, the quarry and Cave Theatre of Fertőrákos as the strengthening of the destination). The paper refers to the obstacles and dangers, which might have a negative effect in the long term.



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Panel Discussion

Mr Duncan Pritchard (Marketing and product development – Durban Green Corridors)

Mr Futhi Sibiyi (Chair – Free In Inanda Tourism Route and product owner – Ezwini Lodge)

Ms Susan Dlamini (Youth Development Program Manager – Durban Green Corridors)

Ms Zanele Gwala (Tourist Guide, Free In Inanda Tourism Route)

Abstract:

Tourism and Leisure as a tool for community upliftment: A Case Study of Inanda

One of the main objectives of the eThekweni Municipality's investment in the Woza eNanda Heritage Route, which links various sites of cultural and historical significance in the Inanda area north of Durban, was the socio-economic uplift of this marginalized peri-urban community through tourism. However, more than five years after the official launch, visitor numbers remain low and Local Economic Development below expectations. In this context, several projects have been initiated to facilitate more contact between visitors and local people; more spending opportunities for tourists; support for micro-entrepreneurs and environmental improvements that are meant to both attract visitors and benefit the community through an enhancement of their quality of life and provision of recreational options.

The paper discusses some of these initiatives, notably The Free In Inanda Tourism Route project, the Go!Durban Cycling Academy and the youth garden concept developed by the Durban Green Corridors, a socio-economic and environmental development programme of eThekweni Municipality and other partners. These projects are inspired by current discourses and prevailing policy objectives around socio-economic development, responsible tourism, sustainable environmental management and community participation and youth empowerment.



Ms Marianne Schapmans

Co-Authors: Griet Bouwen (BE) Chene Swart (SA)

Biographies:

Marianne Schapmans graduated in 1995 at the University of Ghent with a master degree Social and Cultural Sciences.

At Tourism Flanders she's responsible in running the Holiday Participation Center. This public-private platform makes holidays accessible for people with a low income. To ensure a dynamic, sustainable and inclusive approach the Holiday Participation Centre collaborates with private organizations and companies. This makes the Flemish social tourism facilities unique. Lowering the financial barrier is one of the concrete actions and therefore collaborations with the tourism industry are set up. Each year, all stakeholders come together to improve the work of the holiday participation center and exchange thoughts and get to know each other's world.

Chene Swart is the author of the book, Re-authoring the World: The Narrative Lens and Practices for organisations, communities and individuals. Her international training, coaching and consulting practice applies the re-authoring approach in co-constructing alternative narratives that guide personal and communal agency, new ways of doing and being, and transformed lives. Chené is based in South Africa and works with individuals, businesses, and civil society organisations. Chené teaches re-authoring leadership practices as part of the Post Graduate Diploma in Leadership at the University of Stellenbosch Business School and lectures on Narrative coaching in the Advanced Course in Personal and Corporate Coaching at the University of Pretoria. She is also part of the faculty for Duke Corporate Education and a guest lecturer at the Kaospilot School for innovative thought leaders and entrepreneurs in Denmark.

Griet Bouwen is originally a social worker. For over 15 years, she developed and lead social projects for, an organization for regional development in a former mining region in Belgium. She studied Appreciative Inquiry at Case Western Reserve University in 2008 and got basis in Social constructionism in a 3-days workshop with Kenneth Gergen in Taos. With the partnership 'De Werf', she organized Appreciative inquiry networks and co-hosted the AI-World Conference in Ghent (2012). Since 2012, Griet is a self-employed generative story-worker. She uses principles and practice of AI to find and share news within Stakeholder networks. Her aim is to help organizations and networks flourish, by surfacing stories and news on which leaders can build future.

Abstract:

Re-authoring the human right for leisure and holiday through harvesting and sharing real-life stories

Leisure and holiday are factories of human experiences, memories and lots and lots of stories. We aim for our users to give them the opportunity to bring their selves in new experiences, encounters, discoveries. People often experience they learn more about themselves and human nature by travelling, enjoying cultural beauty, discovering stories of cities, meeting people, learning about history. We, organizers and facilitators of leisure and holidays breath stories. But in our days of hard work, meeting deadlines, organizing and marketing, we tend to forget that this is what it is all about. And when we forget to listen to the stories we lose connection with the 'why', the why of 'Why do we do this work?' and then: other realities take our attention: financing, practical arrangements, discussions with our partners for example. Even working in a leisure environment can become dull and enervating if losing our connection with the 'Why'. So, if we want to stay on track with the Why of our work, we need to be very attentive for the stories we generate. Stories about how people's life changes by experiencing culture, sport and holiday. Stories about why our partners partner with us. Stories about ideas people have to make the future of our work even better than it is already. Stories of how we change the world from all of that. That is exactly why we – at the Centre for Holiday Participation in Flanders (Belgium) work with stories. We have a dedicated story-digger, -facilitator and –connector working in our network of 150.000 travelers (people in poverty), 1500 social organizations and 650 tourism enterprises. Not for the sake of marketing, but for the sake of the cause, the 'why' of our work. We experience that our work is getting better, being surrounded by real-life stories. We feel more engaged, we discover new possibilities through the stories, we are more able to connect resources in our network to come up with new programs and offers for our public. We change the public opinion about holidays for people in poverty. We believe this approach has the power to also inspire you. You can discover the power of stories and find out how you could make a start with finding and sharing them. And all that: from a perspective of change and development. Because stories are not 'neutral', stories are threats of happenings, carefully chosen and woven in a generative language that has the ability to inspire, activate and connect people. There are a couple of principles we honor in this work. We want to share these with you and we want to give you an insight in how to use these to make your own story-adventure work the way you'd love to see it working. In this 2-hour workshop, we'll share our story. That is a good starting point to dig deeper in the principles. You leave the workshop with a broader sense of what stories are, what they do to us as humans, how we create our context while weaving stories into meaning. We discover how stories can help us overcome realities that seem to hold us back from innovation and human connections. We offer you some basic idea's in re-authoring work, and make a few sidesteps to the world of Appreciative Inquiry and Social Constructionism. And – not at least – you'll discover first steps you can take yourself to get started on this beautiful journey of stories that reshape your world, and therefore the world of leisure and holidays.



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Mr Dylan Tommy

Life Saving South Africa

Co-Author: Helen Herbert

Biography:

Dylan Tommy has been a volunteer with Lifesaving South Africa for over 25 years, he has held various executive position at club, provincial and national level with LSA. He currently holds the following positions within the lifesaving environment:

President of Lifesaving South Africa (2008 - present) Vice-President of the International Life Saving Federation: Africa Region.

Board Member of the International Life Saving Federation Member of the Business Commission of the International Life Saving Federation Board Member of the Royal Life Saving Society Commonwealth.

Abstract:

An overview of Lifesaving South Africa & its role in Leisure and Tourism

Lifesaving was first introduced to South Africa in 1911 and the first lifesaving branch was established in 1913. In 1933 the first surf lifesaving club was formed in Durban and soon after this clubs were established on various beaches in South Africa. Lifesaving South Africa (LSA) is affiliated to the International Life Saving Federation and the Royal Life Saving Society Commonwealth. LSA is recognised by Sport & Recreation South Africa (SRSA) and the South African Sport Confederation & Olympic Committee (SASCOC) as a national sport federation. LSA is also recognised by the Department of Environmental Affairs (DEA), the South African Maritime Safety Authority (SAMSA) and Western Cape Disaster Management as an aquatic rescue & lifesaving service. The organisation is also registered with CATHSETA as a service provider for the training of lifeguards. Lifesaving South Africa is currently working with the South African Local Government Association (SALGA) to reduce drowning by delivering awareness programmes and ensuring that all municipal lifeguards are suitably trained and qualified. There are 90 lifesaving clubs spread across all nine provinces of the country, with almost 7000 members in total. Many of these clubs compete in the sport of lifesaving, which is divided into 2 disciplines; pool lifesaving and surf lifesaving. Lifesaving South Africa hosts national championships in each of these disciplines in four age categories; nippers, juniors, seniors and masters. Almost 2000 competitors compete annually in these championships. Lifesaving South Africa has approximately 3500 active lifeguards who voluntary patrol various beaches and other aquatic venues on weekends and public holidays during summer. The organisation also trains an average of 1000 new lifeguards each year. These volunteer lifeguards ensure that members of the public and tourists engaged in aquatic based leisure and recreation activities are kept safe. During 2015 LSA lifeguards performed almost 3900 rescues bring the total rescues performed since the organisations inception to way over 100 000. Furthermore, over 90% of all lifeguards employed in South Africa are trained by Lifesaving South Africa at minimal cost to the individual. Lifesaving South Africa's main focus is Drowning Prevention and the organisation uses various methods to create awareness of the dangers related to engaging in aquatic based leisure and recreation activities, like swimming, surfing, etc. LSA uses Facebook, Twitter, Instagram, printed materials and the media to promote the activities of the organisation and its drowning prevention campaign. The organisation has also makes use of a cell phone App to direct beachgoers to the safest beaches. Lifesaving South Africa provides a vital service which ensures that people can engage in aquatic based leisure and recreation activities safely and that South Africa's beaches remain safe tourist attractions. This service is provided at no cost to government, tourism authorities, the tourism industry or the general public.



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Prof A J Veal

University of Technology Sydney

Abstract:

Reviewing the WLO Charter for Leisure

Presentation for the Workshop on the 'WLO Leisure Charter and Human Rights', hosted by the World Leisure Academy

The World Leisure Organisation's Charter for Leisure was first published in 1970, revised in 1979 and published in its current form in 2000. In this presentation it is argued that it is time for another review of the Charter. It highlights a number of areas for reform, including: (1) more explicit acknowledgement of other charters and declarations regarding social groups with which leisure is concerned, such as the economically disadvantaged, women, ethnic, religious or linguistic minorities, children and people with disabilities; (2) linking with comparable documents in related fields, such as sport, tourism and culture; (3) demonstration of the relevance of leisure rights to leisure-related policy at international, regional, national and local levels; and (4) reflection of developments in leisure scholarship. The Charter was originally published just a few years after the launch, in 1966, of the UN International Covenant on Economic, Social and Cultural Rights (ICESCR), which gives legal backing to a range of human rights, including leisure-related rights, identified in the 1948 Universal Declaration of Human Rights. The year 2016 marks the fiftieth anniversary of the ICESCR, so revision of the WLO Charter for Leisure this year would be timely.

Read the WLO Charter at: www.worldleisure.org/userfiles/Charter_for_Leisure_art27.pdf



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Zhang Xuewu

China National Travel Service (HK) Group Corporation

Biography:

Mr. Zhang Xuewu is Chairman of China National Travel Service (HK) Group Corporation, Member of The eleventh and twelfth session of the CPPCC National Committee, experienced the positions of Vice President of China National Metals & Minerals Import & Export Corporation.

Abstract:

Supply side reform: the opportunity and challenge of Chinese leisure industry

After decades of rapid economy growth and lifestyle evolution, Chinese leisure industry is facing great opportunities and challenges with the robust leisure demand of Chinese people.

Due to the primary stage of Chinese leisure industry, the structure of supply side is unbalanced with simple and low-end products full of the market and is incompatible with the upgraded, diversified consumer market. Starting from the supply side, the supply side reform of the Chinese leisure industry should strengthen the adaptability and flexibility of supply side according to the demand by increasing total factor productivity, enriching products portfolio, enforcing brand strategy of the companies in leisure industry in order to better the quality and efficiency of supply side and broaden effective supply. More than that, the structures of investment and leisure industry should be further optimized in further to boost the sound and sustained development of leisure industry.

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Social Tourism and Senior Citizens: its educational contribution

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Executive Summary

Keywords: social tourism, leisure education, senior citizens, tourist satisfaction, leisure attitudes and values

Social tourism has been an active field in tourism literature for the last 50 years. Since its foundation, the International Social Tourism Organization has been the leading actor to conduct research in this area. The Manila Declaration (WTO, 1980) defines social tourism as “to make tourist leisure accessible to the majority, including youth, families and elderly people, by providing an exceptional economic opportunity”. The Family Holiday Association (UK) understands social tourism as “the inclusion of groups in society who are economically weak or otherwise disadvantaged in tourism participation”.

Research has been conducted to understand the participation of senior citizens in social tourism. The methodology used in this study was:

- A theoretical review of literature on social tourism and leisure
- Qualitative data collected using the individual interview technique
- Qualitative data collected using the focus group technique

The survey proposes a number of indicators available to measure leisure and tourism participation. One of these indicators is education. The research took place in Monterrey, México. The focus group method was used with six groups of senior citizens selected, two of them belonging to private enterprises, another two groups were from social associations or NGO's, and two more groups were pertaining to the public / government sector. The interviews were applied to the travel coordinators of each group selected. Evidence was found that social tourists perceived they were acquiring knowledge and cultural development when participating in tourism activities. Findings reflect the position taken by senior citizens when travelling with cohorts, different from the perspective of travelling with a different age group. The educational contribution of their trips was one of the most important features identified during the discussions within the focus group technique. On the other hand, the interviewees did not emphasize the promotion or design of educational activities during the tours organized by them. They expressed the perception that senior citizens' approach to travel is merely for socialization and relaxation. Further research will discover the great opportunity available when studying groups of elderly people or senior citizens participating in leisure and tourism.

Introduction

Since the 1960's there have been renowned leisure and social scientists defining our present time. The most prominent scholars like Dumazedier, Sue, de Grazia, Parker, Pieper, Kaplan, and Fourastié had agreed we are living in a leisure-centered society, opposed to the work-centered society prevailing a century before. As a consequence, there have emerged relevant social features moving to leisure experiences enhancing social development. The quest for these new leisure experiences have reassured that we live in a world that is not ruled by working conditions, but we value, even more than ever, those activities which we engage voluntarily.

One of the preferred leisure activities performed by individuals is tourism. This paper focuses on social tourism, a type of tourism developed 80 years ago. Its first advocate was the Geneve Convention (1936) when 'paid vacations' were approved in June 24th, and France was the first country to declare them as a citizen's right. Fifty years before the Geneve Convention's signature, we can find traces of a big society transformation, when mass tourism became popular as a result of the working time reduction acquired by the Industrial Revolution contributions.

In 1948, the United Nations Human Rights Declaration included its Article 24, declaring:

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

These early developments have contributed to shape Social Tourism in its present scope, and it is possible to argue that nothing would have been possible without those first steps taken by the pioneers in the field.

Literature review

For several years, leisure and tourism have been intermingled in scholar theory, and even sometimes, they have been used as synonyms. But it is true tourism needs from leisure time to come to live, that is, it would be impossible to participate in any tourism activity if there is no available time to devote to tourism. Spare time, remaining time, or free time are only similar concepts used to describe leisure, but some features need to be included in the experience to consider it as leisure. Remaining time is only time left from certain activities already finished, if no activity or experience is exercised in this time, it may not be as valuable to define it as leisure.

Leisure and tourism characteristics

Dumazedier identified three functions of leisure. Relaxation provides recovery from fatigue. Leisure repairs the physical and nervous damage wrought by the tensions of daily pressures, and particularly of the job (Dumazedier, 1967, p. 14-16). Entertainment is the second function of leisure. If relaxation gives recovery from fatigue, entertainment spells deliverance from boredom. The third function of leisure is the development of the personality. Dumazedier stated leisure serves to liberate the individual from the daily automatism of thought and action. It permits a broader, readier social participation, and a willing cultivation of the physical and mental self over and above utilitarian considerations of job or practical advancement. It may lead to discovering new forms of voluntary learning for the rest of one's life and induce an entirely new kind of creative attitude.

In the 1990's, a group of American leisure scholars had reviewed leisure according to two important features. Neulinger, Iso-Ahola, Kelly, and even Csikszentmihalyi working in North America, agreed that perceived freedom and intrinsic motivation are relevant conditions for the appearance of leisure. Leisure is valued not only due

to the activity performed, but perceived freedom is an indispensable rationale to feel one is in command of his/her own choices (Neulinger, 1990, p. 39). As such, a leisure experience is performed with an intrinsic motivation understanding it as the satisfaction of participating in leisure, not only the consequence received by its practice.

Social tourism

The International Social Tourism Organization defines social tourism as the effects and phenomena resulting from the participation in tourism, more specifically the participation of low-income groups. This participation is made possible or is facilitated by initiatives of a well-defined social nature (Bits, 2003, p. 6). We can understand the interest to support deprived groups (because of their social condition or their economic status) to participate in tourism. The support is managed by contributions from charitable associations, voluntary NGO's or private enterprises.

In the last decades, the senior market has become a driving force in the tourism industry, and hereby is one of the fastest growing market segments. Retired seniors have more free time which they want to spend on tourism. When it comes to traveling, seniors tend to be quality conscious and demanding, particularly with safety and sustainable services and infrastructure. Moreover, they wish to have the freedom of choice about destinations to travel to.

Methodology

A research model to study leisure, tourism and education was developed. According to the characteristics identified while reviewing the literature, we were interested in exploring the perceptions of the tourists participating in social tourism. The education component in the model was supported by two indicators: acquiring new knowledge, and perception of attitudes and values. We wanted to know if tourists were getting new skills and new knowledge as a consequence of participating in a social tourism trip. Regarding attitudes and values, we tried to find out if there was any personal development, like new attitudes, values or behaviors. Questions were designed to cover these features:

- Have you learned something new while participating in this trip?
- Did you develop any new skills during the trip?
- Did you know something new (you didn't know before the trip)?
- Participating in this trip, do you have any contributions to your daily life?
- Did the trip change your way of thinking? (about the place, the people you met, or their lifestyle)
- Have you experienced any other changes in your lifestyle?

The next step was to identify the group of tourists to interview. The Mexican Tourism Law was used to assist in the decision making process. This law advocates for four groups of the population to be the recipients of the government support. These groups are the families, the elderly people, youth, and disabled people. It was decided to work with elderly people, as they were considered to have available time to participate in a survey, a vast majority is already retired and they have spare time to go on vacations or social trips. The following action was to determine who would be selected from the elderly group. Then, we decided to select two groups who were receiving support from government agencies, two groups of retired workers who were travelling together and these trips were organized by their former employers, and finally, two groups from the civil association spectrum.

It was the intention to know about the educational component for these trips, but another decisive part of the research was to have the organizers' point of view. As such, we decided to interview the trip organizer for each of the groups selected to participate in the survey.

Answers from elderly groups were obtained using the focus group technique. We asked the organizers about

any meetings or social gathering they would have with the tourists. We used those reunions to conduct the focus group activity. In five of the six groups, the focus groups were taking place in the company's or agency's facilities. Only for one of the civil association group the focus group was conducted in the organizers' house, where the tourists were appointed for a group meeting. Group participation was among 7 to 12 participants in each group.

The interview technique provided valuable information from the organizers. These interviews were conducted in the company or government agency facilities. The interviews took around 90 minutes, and the interviewees were very helpful when answering relevant questions about their perception on educational contributions from the trips they organize regularly.

The focus groups and the interviews took place in Monterrey, México, between April 2nd and May 29th, 2014. All the sessions, both the interviews and the focus groups, were audio-recorded with participants' permission, and used to decode information.

Results

Main results are included separating them into the two indicators. Acquiring new knowledge is one of the indicators for the educational component. Questions were mentioned in the Methodology part, but mainly, we were searching if the tourists got new knowledge as a consequence of participating in the trip. There were two couples in one of the focus group who mentioned they have never flown before that trip. So for them, the experience to be in a plane, to follow the safety procedures, and the feeling of flying were the most remarkable experience, and it was identified merely as an educational outcome from their trip.

Some groups travelled to Cancún and few other pristine beaches. Other groups had the opportunity to travel to an archaeological site. Answers to the question "have you learned something new?" are:

- To understand different cultures, how people behave in another environment.
- To be aware of others' traditions, different food, and the way to dress. We can increase our culture by understanding their traditions.
- I paid attention to the sea color in Isla Mujeres ... I could see very light colors to the very intense ones, in a very small area in the sea ... that is my new knowledge, I didn't know that before
- To see, to touch the objects, the petroglyphs, it is not the same to see an arrow in my hand than in a photograph, in an exhibition or in a video ... an that is a reason why I like to participate in these trips, to get the knowledge through touching things, because you get back to the past.

Another question was directed to survey if something had changed in their daily life as a consequence of participating in the trip. Some answers are as follow:

- I realized I'm still able to do things, no matter my age ... I rode a horse, I could organize some activities, I was not aware I had those abilities. I'm happy to discover such abilities and different capabilities in each tour I participate.
- To face poverty in the same country. I do not live in a wealthy environment, but when we were in the destination, we could face street kids, however, they were very respectful, but poverty is similar ... you change immediately your way of thinking.

One of the female tourists travelling to a sea side resort reflected about the employees' daily life. She had the opportunity to talk to some of the waiters, housekeeping employees and receptionists and she was surprised to learn they had to travel from far away to reach their jobs. She even asked about their salaries, and she was even more surprised to realize the wonderful attitude the employees had towards their jobs, the service spirit they had and how they assisted the guests no matter their requirements. Her fellow colleagues in the

group supported her answer, and it was stated that the happiness demonstrated by the hotel personnel was contagious.

On the other hand, we also interviewed the organizers of these trips. Particularly, we asked if they considered the tourist learned something during the trips, and if they plan educational activities helping to acquire new knowledge. The first question was rather true according to the answers of the six interviewees. Some of the groups gather after the trip, to have a feedback of their experiences. The organizers emphasized they listen from the tourist the benefits they get when participating in the trips. Some of these benefits are to be active, to relate to others, to make new friends, to relax, and to escape from daily chores. One of the organizers mentioned those trips were good for their physical and mental health, and how they forget all their ailments, they rest from the household routines and even from taking care of small children, like their grandchildren or some other relatives.

For the second questions, if there is an educational component on the activities planned in the trips, we got diverse answers. Two of the organizers referred about their interest on keeping cultural activities or visits along the trips. According to the destination selected, they want every tourist to know the local traditions, the way of living in those places and one of the groups have a night rendezvous the last day to talk about their learning, how they perceived the trip, and any particular experience they want to share. Only one of the organizers mentioned senior citizens are not interested in learning something new, they only want to travel, to relax, to rest and have a good time. It seems more the perception of the organizer, when we contrast the answers recalled from the participants in the focus groups.

Discussion

The educational component in this research contributed to emphasize the nature of the social tourism trips, specially those trips where senior citizens are active participants. The seniors who attended the focus groups had a sense of value provided by their new knowledge acquired and the contact with new friends. However, we could find it was not easy at first glance to recognize the educational contribution of the activities done or the tours taken by them. But the questions used during the focus group proved to be relevant to understand this component. They also mentioned the values and beliefs they could emphasize or adopt after their trips.

At least one of the participants in each focus group referred they felt important and appreciated by their families and friends due to the conversations they had after the trips. They could talk about different topics learned during the trips, and that was a remarkable feeling, to be listened by their friends, to consider them experts in the topics, and how they got respect for having those tourism experiences, they felt some sort of recognition and enthusiasm. One of the female interviewees even mentioned she became into life after that trip. She went to live in a senior center shortly before the trip, and she thought that was the end of her life, no one would visit her again, and she would never go out from that senior home. Participating in that trip, with a group of cohorts, gave her strength to continue being cheerful and being positive in her everyday life.

Some other participants referred to those special activities they practiced, very different from their lifestyles. For example, there was one group doing an institutional trip. During their trip, they visited a sea-side resort and they practiced yoga, physical fitness and jogging every morning. They also had special food, which was prepared according their group age; the organizers took very good care to provide food for people with diabetes, or heart problems, so food was appropriate for them. They could attend cooking lessons, so they may prepare those recipes when going back home. The participants also enrolled in workshops; it was offered art and painting workshops, gardening, sculpture principles, and jewelry design.

When asking about values and attitudes, one of the main considerations was to travel with others. Many of the focus group participants did travel alone or with their families, but only few of them used to travel with friends, and even people they didn't know before. So the adaptation to the new group, especially during long

trips, moved them to experience new behaviors. Some of the values or attitudes they had to practice were patience, harmony, tolerance, happiness spirit, interdependency, conviviality, and cooperation.

We also interviewed the organizers, who confirmed the senior citizens usually talked about their experiences, new learning, and outcomes after the trips. However, when asking directly if they selected the destinations or the activities provided during the trips being conscious of its educational component, the answer was no. The six interviewees mentioned they didn't realize acquiring new knowledge was relevant for the participants. They centered on the socialization or relaxation outcome, because the participants seemed to be happy getting together with other people, and doing things together. So the activities chosen or the destinations visited served mostly to relax, to get fun, to get acquainted with others, or staying together within the same group. The organizers realized there is some sort of education provided in the trips, but there is no effort to plan a tour to cover new educational activities.

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Manuscripts

Destination: Europe 2020

Transforming parks to promote cities as valuable tourist destinations

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Destination: Europe 2020

The Pan-European Picnic Memorial Park: Possibilities for the Development of an International Tourist Destination

Attila Barcza1, Dr. Locsmáncsi Szabolcs PhD2

Summary

Keywords: European Heritage Label, World Heritage, Sopron region, internationally accepted tourist venue

Hungarian tourist destinations are in competition with other internationally well-known tourist destinations in terms of price, marketing, and quality. The conditions and possibilities of Hungarian tourist venues differ greatly from their Western European counterparts due to political, historical and economic reasons.

The Pan-European Picnic Memorial Park, which is a venue of the UNESCO World Heritage sites, won the European Heritage Label prize in 2015. In 1989, the reunification of Europe achieved its breakthrough when citizens of East Germany illegally broke through the official border separating Austria and Hungary near Sopron. This event was the first step to the reunification of Germany. Winning the European Heritage Label prize creates more opportunities for tourism in the region, and gives possibilities to promote Hungary as an internationally accepted tourist venue.

This research study attempts to investigate the feasibility of attracting tourists to the Sopron region. With its Memorial Park, culture, and history, Sopron, a small city on the Austrian-Hungarian border, offers much potential to overseas tourists. This research utilizes secondary sources such as the Service Estimation of the Sopron Region published in 2013, the Destination Development Strategy and the Guest Satisfaction Research of 2014. We also consulted the Integrated Settlement Developing Strategy of the City of Sopron. For primary research, we used a 2015 survey regarding tourist attractions and experiences of the Sopron region. A circle of tourism professionals completed the survey.

The hypothesis of the research is that Sopron and its region has a viable chance to become an internationally accepted tourist venue by 2020. Possible indicators of the development towards that goal could be the new dual roadway, the possibility of reaching Vienna within an hour, and the accomplishment of the renovations and

constructions in the vicinity of Sopron. (For example, the complete renovation of the historical inner city, a new, state-of-the-art swimming pool in the Lóverek suburbs, the quarry and Cave Theatre of Fertőrákos all support the strengthening of the destination).

It is essential to define the roles of tourist impressions and experiences. The paper refers to the obstacles and risks that might negatively affect the aim of establishing Sopron as an international tourist destination in the long term. The question is whether we will be able to accomplish a tourism breakthrough after the historic political breakthrough of 1989.

Introduction

The city of Sopron and its surroundings are part of the West Pannonia Euroregion and the Hungarian Western Transdanubia tourist region. Due to its geographical location, it plays the role of a „western gateway” between eastern and western Europe, both politically and geodetically. In the nineteenth century, lively developments in tourism began to flourish, but the events of the First and Second World War and their subsequent peace treaties had adverse effects on this development. As was the case with several other communist countries along the border regions, Sopron and its surrounding region was heavily influenced by the Iron Curtain and its rigid border control. Control of this area was at times so strict that even approaching the border was limited by administrative restrictions. Tourism as an industry began to grow again from the 1960's onwards, albeit with varying intensity. Domestic tourism and tourism from the Western Europe, predominantly from the neighbouring countries of Austria and Germany, helped Sopron become a relatively preeminent tourist destination. In 1989, the city played a significant role in events that eventually lead to the reunification of both Germany and Europe. During the Pan-European Picnic, which occurred in the summer of 1989, citizens of the communist German Democratic Republic were permitted to cross into Western “capitalist” Europe and make their way West Germany where many of them settled.

Hungary's membership into the European Union, the easing of border controls and border crossings, and the realization of the EU's Schengen Zone of borderless travel have all contributed to the development of new tourism opportunities for the Sopron region.

The traditional tourist assets of the Sopron region include Sopron's historically rich downtown with its monuments and museums, classical music-related attractions in the area (Haydn, Liszt), ecotourism possibilities in the region (Fertő-Hanság National Park, Lake Fertő), wine-making and culinary heritage (Sopron's famous Blue Frankish wine), and health and wellness attractions (mineral baths and spas, climatic health resort). All of these attractions offer great potential, while more recent cultural and music festivals like VOLT increase international awareness of the region.

However, in order to maintain and grow the region's tourism position, the promotion of new, internationally-appealing tourist attractions are required; the Fertő Cultural Landscape distinction, the region's World Heritage status, and the Pan-European Picnic Memorial Park, which was awarded the European Heritage Label in 2015, all possess the potential to do this.

Within the portfolio of tourist attractions in central Europe, these attractions could be developed to become international destination venues and fresh elements within a renewed European tourism.

Review of Literature

As a tourist destination, Europe has held a leading position within international tourism for many years. According to the statistics, an estimated 582 million people visited Europe as tourists in 2014; this represents a

51% share of the international tourism market and includes a 3% growth from the previous period. In its study encompassing the period up to 2030, the World Tourism Organization (UNWTO) forecasts moderate growth for Europe and considers a total of 744 million tourist arrivals, representing a 1.8 % increase and 41.1 % of the total market share, as a realistic projection (europaparl.europa.eu, 2015).

In its report on tourism adopted in the autumn of 2015, the European Commission stressed the importance of the tourism sector in the European economy, taking into special consideration the sector's overall impact on employment and GDP. The European Commission issued seven communications between 2001 and 2014 in which it offered recommendations for the development of the various branches within the tourism industry. These documents analysed the opportunities and obstacles concerning long-term competitiveness, the importance of sustainable development, and the significance of a common visa policy to ensure the growth of the sector.

On October 29, 2015, the European Parliament adopted resolution (T8-0391 / 2015), which seeks to promote European tourism and address the new challenges and visions within the sector. The resolution also contained recommendations to the European Commission to work together with the European Travel Commission to draw up an agenda containing new strategic, marketing, branding, and promotional elements in order to maintain Europe's leadership position in the tourism sector. (Europaparl.europa.eu, 2015)

Tourism rankings of European Union countries, which have been influenced to a decisive extent by historical, political and economic processes, vary considerably. The effective utilization of potential tourism can be an important breakthrough point with complex implications for former socialist / communist states such as Hungary.

Based on tourism trends, interest in destinations that provide a complex range of offerings (Buhalis, 2000, Aubert 2009, Bieger 2002) has appreciated in the tourism market. In addition to the construction, maintenance, and competitiveness of a given attraction, potential destinations must also possess sufficient tourism infrastructure, supporting infrastructure, adequate accessibility, and attractive product packages and activities. Destination tourist management could play a large role in fulfilling these needs (Buhalis, D. Fletcher, 1995, Sautter, ET - Leisen, B. 1999, Middleton, W. - Hawkins, R., 1998 in Buhalis, D. 2000).

Among former communist countries, Hungary finds itself at a significant disadvantage today with respect to tourism infrastructure and supporting infrastructure. A great deal of investment and resources are required to properly create and maintain attractions that meet the conditions of digital tourism as well as the establishment of quality tourism destinations (Aubert - Mészáros, 2009, Enyedi, 2009).

Tourist destination management organizations can play an important role in this process (Poland, 2008). The TDM organization of the Sopron region could successfully become a part of this professional management process.

Methodology

During the research process, primary and secondary sources were consulted and interviews were conducted.

The primary research examined the impressions and emotional impact of the tourism experience among visitors to Sopron. The primary research also included a questionnaire survey about the Pan-European Picnic Memorial Park that was completed by international tourism professionals at travel and tourism conventions (Vienna, Munich, Budapest). The exploration of potential development opportunities, requirements, indicators, obstacles and risk factors is supplemented through the use of secondary sources including: the 2013 Sopron Region Service Survey, the Destination Development Strategy and Guest Satisfaction Survey adopted in 2014, as well as the City of Sopron's Integrated Urban Development Strategy.

The hypothesis of the research is that the Sopron region and its key attraction, the Pan-European Picnic Memorial Park, has a real chance to become an international tourism destination by 2020.

An essential component of the research is to explain what kind of tourism organizations can help with the facilitation, financing, sustainability, and growth of tourist traffic that will ensure the realization of the region becoming a destination for international tourism. Will the region's historic political breakthrough be followed by a tourism breakthrough?

Results

Border cities are special places. The function of border enforcement between neighbouring countries differs according to both time and space. The separation between two countries can be a geographical feature, a barrier, a filter zone with gates, a buffer zone (frontier), or a connecting zone (contact zones). (Ratti, 1993) To be located near a border carries often means settlements like Sopron exist on the dividing line that often not only separates two countries, but occasionally two different world systems. The differing people and cultures on either side of the border and the occasional blending and merging of these differing people and cultures create unique outcomes in these areas. Upon examining many regions in the world, it becomes evident that border cities are prime targets for tourism. Whether it is merely for a day-trip, a shopping excursion or a culinary visit, a city in another country can offer many interesting features and possibilities. If a border once served to separate world political systems, as the Iron Curtain near Sopron once did, then a cross-border city is even more special because of the worldview, lifestyle, and cultural differences it continues to showcase even after the passing of 25 years. These unique areas in the world still contain "mysterious" places that make them interesting and worth visiting for many travellers.

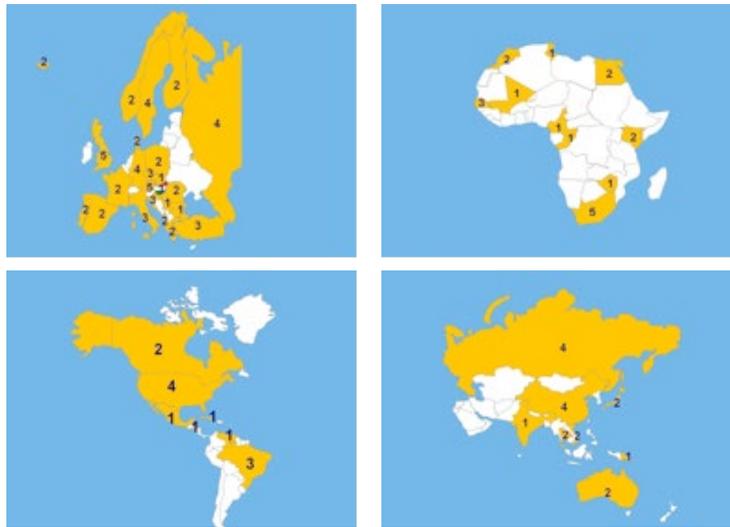
The Sopron region, the study site of our research, meets the criteria mentioned above. Due to its geographical location, the Sopron region has been a crossroads, meeting place, and buffer zone for various people and cultures for thousands of years. It also offers many diverse natural treasures including its unique lake, mountains, and plains. The Fertő Cultural Landscape and World Heritage site distinctions represent the value of the destination's natural and cultural attributes.

The results of questionnaire surveys that served as both a primary and secondary source, the Integrated Urban Development Strategy for Sopron, and the 2014-2020 Destination Development Strategy contain many landmark statements regarding the proposed development of the region as an international destination.

To what extent the Pan-European Picnic Memorial Park can be considered a viable tourist destination venue among other European international destinations is a fundamental question.

During the primary research, questionnaires were given to 112 tourism professionals at international tourism conventions (2016: Vienna, Munich, Budapest). These venues made it possible to involve the viewpoints of tourism professionals from five different continents (Figure 1: Distribution of samples by continents, Pan-European Picnic Memorial Park questionnaires, 2015/2016). An essential aspect of the sample selection was that the consultation of professionals can increase the validity of the information, even in the case of a smaller sample.

Figure 1: Distribution of sample Pan-European Picnic Memorial Park questionnaires by continent, 2015/2016
N = 112



The ratio of the continents from which the professionals hailed from was: Europe 55%, Africa 17%, Asia and Australia jointly 16%, and the Americas 12%. The male to female ratio was 65% male and 35% female. The overrepresentation of Europe, the proximity of potential tourist countries, and the strong EU dimensions are pronounced.

Figure 2.

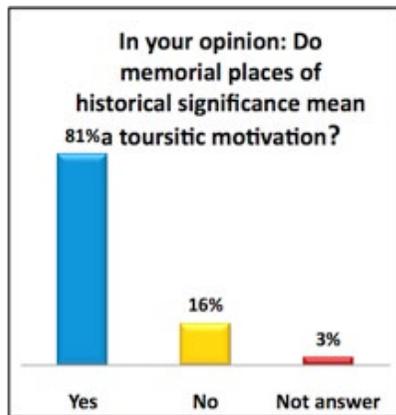
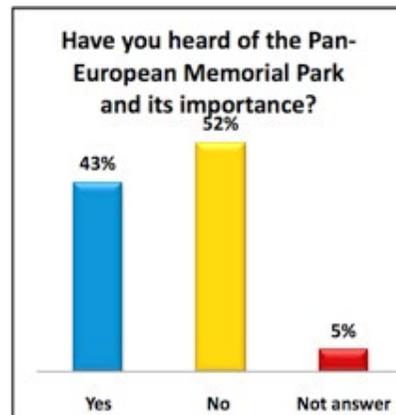


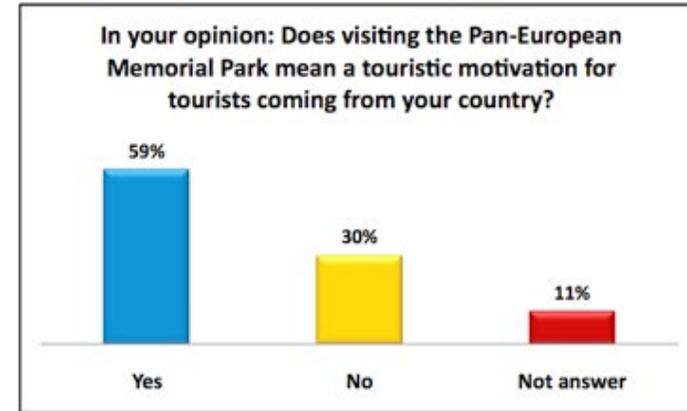
Figure 3.



According to the questionnaire, 81 % of the professionals felt that destinations with historically significant memorials provide sufficient motivation for tourism and travel. Replying to the question of whether or not they had ever heard of the Pan-European Picnic Memorial Park and its historical significance, 43% claimed they had, 52 % claimed they had not, while 5% provided no answer.

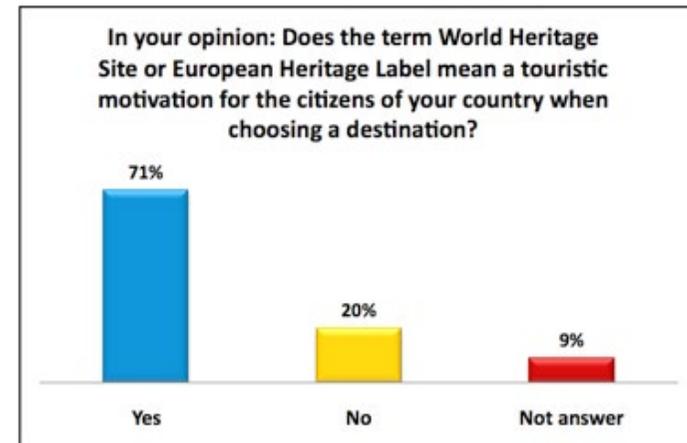
One essential question was how tourism professionals gauged the motivation and likelihood of tourists from their own homelands visiting the Pan-European Picnic Memorial Park.

Figure 4.



Of the respondents, 59% felt that tourists from their country would be motivated to visit the Memorial Park, 30% did not think people from their home country would be motivated to visit, and the remaining 11% did not respond at all.

Figure 5.



The Sopron region's World Heritage status and European Heritage Label could both help increase the international reputation of the region as a tourist destination and also increase the motivation of potential tourists to visit. (Figure 5). The results of the survey and the countries that the region traditionally draws tourists from demonstrate the possibility of making the region an international destination seems quite realistic.

The significant components of the region's brand-building, positioning, and image-creation could be its uniqueness, traditions, attractions, as well as the activities that can enrich the tourist experience. While developing the various elements of the tourist destination, it is essential to meet the demands and wants of as many market segments as possible; for this a tourist attraction that could be labelled as adventure tourism is required. A key market segment for the Pan-European Picnic Memorial Park could include tourists arriving from German-speaking areas. The Memorial is unique in that its marketing messages have the possibility of directly addressing the very people who participated in Pan-European Picnic or people whose lives were otherwise influenced by the events. This is an emphatically unique feature of this memorial park.

Based on the information taken from the other surveys, the effective utilization of information technology is crucial during the creation, development, and maintenance of the tourist destination. Information technology is needed not only for marketing, but also can also be employed to present the destination digitally via the internet, to create and update a regional website containing comprehensive package deals, and offer on-site information sharing through apps. In the terms of marketing, a range of packages that meet a variety of needs can be offered.

The tourist destination and its external infrastructure also require significant investment (highway expansion, construction of the visitor centre, renovations, upgrades, etc.); a portion of these resources are already available. National and international tenders should be utilized in order to secure the remaining funds needed. Another important consideration is the sustainability of the destination in economic and environmental terms. Our research results also suggests the implementation of measures that would extend the seasonality of the destination venue would be beneficial. Based on the feedback from a service and guest satisfaction survey, Sopron would benefit greatly from the existence of a higher-capacity indoor and outdoor water facility, which would include spa & beauty, medical spa, and water park facilities.

The kind of tourist destination management that can ensure the proper organizational support for this kind development would be one that could create a network of service providers and other actors working with the existing clusters of professional and civil society organizations.

Regions desiring increased tourism need to showcase their appeal and develop strategies and objectives for presenting themselves to the world. In our case, the multifocal complexity and appeal of our region's environment and riches extend well beyond Europe and point to the direction Sopron region's tourism development should take.

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Manuscripts

Commitment to Outdoor Physical Activity in Northern Environments: Unique Motives and Benefits of Year-Round Outdoor Exercise Enthusiasts

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Executive Summary

Physical activity in outdoor settings has been associated with physical and emotional benefits such as strong feelings of revitalization, increased energy, and lower levels of tension. However, physical activity patterns have been found to decrease during winter months, and some studies have demonstrated negative ability and performance effects as a result of the decrease. This study's purpose was to examine the motivations and perceived benefits of year-round outdoor exercise within a sample of outdoor exercise enthusiasts, in order to gain insight on what drives their commitment. Study participants were recruited at a State Forest Nordic trailhead in southern Wisconsin, U.S. through a brief onsite interview, which was followed by a more detailed online survey. Participants who self-reported healthy regular exercise patterns and who conducted at least half of their exercise outdoors, year round, were included in the study (n=101). The Exercise Motivations Inventory-2 (EMI-2) was adapted to measure exercise motives, and an open-ended question format was chosen to explore the benefits associated with outdoor exercise across the seasons. Enjoyment and revitalization were the highest rated motives, whereas more extrinsic motives such as social recognition, competition, and appearance were the lowest. Differences between male and female participants were evident. Females tended to rate motives higher than males (7 of the 13 motives were rated significantly higher), and also tended to be more motivated for self-improvement (fitness, health, and appearance) as compared with males. The complexities observed in female motive ratings demonstrate the importance of understanding the context of typically extrinsic-type motives. The self-reported benefits of outdoor exercise provided insight into the development of self-determined motives. The revitalizing effect of fresh air, an appreciation of natural scenery/phenomena, and interest in seasonal qualities were among the top benefits, demonstrating that engaging with a natural environment is important for developing a commitment to year-round physical activity. Also, the variety of outdoor activities that change across the seasons were reported to foster a sense of becoming "hooked" to outdoor exercise activities, thus facilitating the development of self-determined motivation.

Keywords: Winter outdoor exercise, outdoor physical activity, exercise motivations, outdoor exercise benefits, exercise commitment.

Introduction and Literature Review

In northern climates, physical activity patterns have been found to decrease during winter months (Mizumoto et al., 2015A; Tudor-Locke et al., 2004), notably in colder climates (Gracia-Marco et al., 2013) and for specific populations such as children and overweight individuals (Hjorth et al., 2013; Ma et al., 2006). In addition to the

general health implications associated with inadequate physical activity (CDC, 2015), recent research findings have demonstrated ability and performance effects. For example, Mizumoto et al. (2015B) found walking speed and distance decreased during winter months in a sample of older women.

A common strategy for reversing this trend is increasing the opportunity for high quality indoor exercise (Eisenberg & Okeke, 2009). However, the physical and emotional benefits associated with outdoor exercise have been demonstrated to predict exercise frequency, and to enhance exercise motivation (Hug, Hartig, Hansmann, Seeland & Hornung, 2009). In a systematic review of the literature that compares indoor and outdoor exercise, Coon, Boddy, Whear, Barton & Depledge (2009) found that most (9 out of 11) trials reported stronger feelings of revitalization and positive engagement, increased energy, and lower levels of tension, confusion, anger, and depression to be associated with outdoor exercise. The current study's purpose was to examine the motivations and perceived benefits of outdoor exercise within a sample of highly motivated outdoor exercise enthusiasts in order to gain insight on what drives their commitment.

Outdoor Exercise Motivations & Benefits

Very few studies have explored outdoor-specific exercise motivations. One relevant study involving middle-school students found outdoor physical activity to be positively associated with perceptions of autonomy support and self-determined motivation (Christiana, Davis, Wilson, McCarty & Green, 2014). A vast collection of self-determination theory research (about exercise in general, not specific to outdoors), demonstrates the importance of intrinsic motivation (including autonomy, competence, and psychological relatedness) for sustained exercise patterns (Teixeira, Carraca, Markland, Silva & Ryan, 2012; Markland & Tobin, 2010; McDonough & Crocker, 2007; Thøgersen-Ntoumani & Ntoumanis, 2006).

Extrinsic motivations, by contrast, have generally been found to have either no association, or to be negatively associated with exercise participation (Ingledeu & Markland, 2008; Teixeira et al., 2012). Some exceptions, however, have been found, such as Duncan, Hall, Wilson & Jenny's (2010) finding that introjected regulation (acting out of guilt) was positively associated with exercise among females. However, Rogers, Hall, Duncan, Pearson & Milne (2010) concluded that increased introjection tended to occur at the beginning stages of exercise participation and is likely less probable to lead to sustained, healthy exercise patterns. A purpose of the current study was to shed light on the balance between intrinsic and extrinsic motivations in a sample of participants who have already attained and who sustain healthy outdoor exercise habits.

Little research has been completed to date on the perceived benefits of outdoor exercise in different environmental conditions. Marselle, Irvine & Warber (2013) used measures such as mental well-being and perceived stress to compare benefits of urban versus rural/green landscapes and found decreases in stress and greater well-being to be associated with natural areas. Duvall (2010) found that purposefully engaging and building environmental awareness during walking programs also helped walkers achieve psychological benefits associated with physical activity. Duvall's research discussed this engagement with the landscape as a way to help people achieve year-round benefits of outdoor physical activity, however, no other research was found that directly assessed the benefits of sustained outdoor physical activity during winter months.

Methodology

Study Site

The study was conducted in Kettle Moraine State Forest – Southern Unit, Wisconsin, United States of America. The Wisconsin climate is typically continental (average temperature of approximately 50 degrees) with 85-140

days of snow cover in the winter and low temperatures of -30F most years (Young, 2015). Wisconsin's snowy, cold winters allow for a variety of winter sports, and the summers and shoulder seasons are warm but rarely excessively hot, making them attractive for summer outdoor exercise. This region of the state experiences approximately 14 days per year above 90F (NOAA, 2015).

With 22,000 acres of glacial hills, lakes, and pinewood and hardwood forest (Wisconsin DNR, 2015), Kettle Moraine State Forest is an attraction for a variety of outdoor enthusiasts. The study data was collected at the Nordic Trailhead, which provides access to the most popular of the state forest's 12 trail systems during winter. The Nordic Trails are designed for hiking, trail running, and classic and skate-stride cross-country skiing on six trails of varying lengths and levels of difficulty.

Participant Recruitment and Data Collection

Visitors to the Nordic Trailhead within Kettle Moraine State Forest, who were at least 18 years of age were contacted between January and March, 2015. Although the original sampling plan followed a random stratified scheme (ensuring consistent weekend and week day representation), the method was adjusted due to very cold winter weather causing low use rates. Sampling days became focused on the best weather, weekends, and covering all times of day (sunrise through sundown). Participant contacts were made during 32, three-hour time-blocks within 16 days.

The on-site contacts served to recruit participants and collect email addresses for a follow-up online survey. Gender and on-site outdoor activity types were also recorded to check for non-response bias, however, no significant differences occurred. One to three days following the onsite contact, participants received a brief personalized email containing the online survey link. The survey was designed and distributed following techniques described by Dillman, Smyth & Christian (2009). A pilot test with state forest managers and long-term visitors was conducted during fall, 2014; feedback from which served to improve the survey design, length, and content. The survey questions were designed to obtain sociodemographic information, trail use patterns, outdoor exercise patterns, outdoor exercise motivations, and benefits associated with outdoor exercise.

Study Sample

A total of 242 email addresses were collected during the onsite interview process, and 218 email requests for the online survey were sent to deliverable email addresses. A response rate of 83% (182 usable surveys) was achieved. The survey responses to exercise pattern questions indicated that the sample consisted of a very active group. For example, 71% of the sample indicated they exercise vigorously on a regular basis, and an analysis of their self-reported exercise patterns concluded that 72% of the sample met the American College of Sports Medicine's (ACSM) recommendations for physical activity (CDC, 2015). The sample were also avid outdoor exercisers, where 77.2%, 90.5%, 98.7%, and 96.9% reported doing at least half of their exercise outdoors during winter, spring, summer, and fall seasons, respectively.

The full sample was reduced to maintain only participants who: (a) met or were within one workout per week of meeting the ACSM (2015) recommendations for physical activity; (b) indicated that they exercise vigorously on a regular basis; and (c) reported completing at least 50% of their exercise outdoors across all four seasons. The resultant sample size was 101 participants (Table 1).

Table 1.
Participant characteristics.

Age	Gender	Employment % (n)	Kettle Moraine Trail Use History
18-27yrs: 4% (4)	Male: 67% (67) Female: 33% (33)	Under 40hrs/wk: 26% (26) 40+ hrs/wk: 40% (40) Retired: 30% (30) Unemployed: 4% (5)	Visitors (<10 visits/yr, <5yrs visiting): 11% (11) Occasional, Long-Term (<10 visits/yr, 5+yrs visiting): 9% (29) Frequent, Long-Term: (10+ visits/yr, 5+yrs visiting): 60% (61)
28-37yrs: 8% (8)			
38-47yrs: 7% (7)			
48-57yrs: 21% (20)			
58-67yrs: 40% (39)			
68-77yrs: 16% (15)			
78+yrs: 4% (4)			

Measures and Analyses

The Exercise Motivations Inventory-2 (EMI-2) was adapted to measure participants' exercise motives (Markland & Ingledew, 1997). The EMI-2 is a validated measure that is representative of 14 sub-scales of motives including fitness, health, social, recreation, stress management, and weight management themes (Kilpatrick, Hebert & Bartholomew, 2005; Maltby & Day, 2001; Huang, Lee & Chang, 2007). Considering the demonstrated validity of the measure and concern over survey length, participants in the current study only rated the most obvious question representative of each of 13 sub-scales (the 14th represented injury rehabilitation and was less applicable to the present study). One-way analyses of variance (ANOVA) tests, and paired-samples t-tests were used to identify differences in exercise motives. ANOVA tests were followed by the eta-squared (η^2) test of effect size to better understand the relationships (strength of association) between variables.

An open-ended question format was chosen to explore the benefits participants associate with outdoor exercise across the seasons. A pre-existing appropriate, validated measure was not identified, and the open-ended format allowed participants the opportunity to fully express the qualities and characteristics most important for their exercise experiences. The recorded outdoor exercise benefits were open-coded for themes with as much attention to context as possible. Codes that were mentioned more than once are reported in the results.

Results

Following the prompt, "personally I exercise...", participants rated the 13 exercise motives on a scale of 1 (not at all true for me), to 5 (very true for me). The top three rated motives were: (A) Because I enjoy it ($M=4.78$, $SD=.41$); (B) Because it makes me feel revitalized ($M=4.71$, $SD=.50$); and (C) To maintain good health or feel more healthy ($M=4.68$, $SD=.53$). Although significantly lower than the top motive ($p<.01$); (D) To improve my overall fitness ($M=4.63$, $SD=.57$), and (E) For the challenge ($M=4.46$, $SD=.75$) were highly rated (near 4.5/5). Four additional motives were rated between 4.0 and 4.5: (F) To prevent health problems; (G) To help manage stress; (H) To be more efficient in everyday activities; and (I) To help manage my weight (Table 2). The more social and competitive motives fell between 3.5 and 4.0 (such as (J) To spend time being active with friends; and (L) Because I enjoy physical competition). Motive (M) To be recognized by others was rated significantly lower as compared with all other items (Tables 2 and 3).

An examination of the motive ratings for differences based on demographic and trail use pattern data revealed several differences based on gender (Table X). Male and female ratings differed on 7 of the exercise motive ratings, with female participants consistently providing higher ratings. The greatest differences occurred for motives, (C) To maintain good health or feel more healthy, (D) To improve my overall fitness, (F) To prevent health

problems, and (K) To improve my appearance (Table 2).

Table 2.
Mean exercise motives and comparison between male and female motive ratings.

	Total		Gender		Mean Δ	F	p	η ²
	Mean	SD	Male Mean	Female Mean				
(A) Because I enjoy it	4.78	.41	4.72	4.90	.18	4.09	.05*	.04
(B) Because it makes me feel revitalized	4.71	.50	4.67	4.77	.10	.70	.41	.01
(C) To maintain good health or feel more healthy	4.68	.53	4.57	4.90	.33	8.07	.01**	.08
(D) To improve my overall fitness	4.63	.57	4.48	4.93	.45	14.32	.00**	.14
(E) For the challenge	4.46	.75	4.43	4.53	.10	.41	.53	.01
(F) To prevent health problems	4.39	.81	4.23	4.70	.47	7.19	.01**	.08
(G) To help manage stress	4.37	.87	4.21	4.67	.46	5.67	.02*	.06
(H) To be more efficient in everyday activities	4.11	.97	3.93	4.45	.52	5.79	.02*	.06
(I) To help manage my weight	4.09	1.09	3.98	4.28	.30	1.41	.24	.02
(J) To spend time being active with friends	3.68	1.18	3.52	4.00	.48	3.39	.07	.04
(K) To improve my appearance	3.65	1.07	3.41	4.10	.69	9.10	.00**	.09
(L) Because I enjoy physical competition	3.58	1.28	3.64	3.47	.17	.36	.55	.00
(M) To be recognized by others	2.60	1.21	2.57	2.62	.05	.01	.92	.00

*Mean difference is significant at the .05 level.
**Mean difference is significant at the .01 level.

Table 3.
Mean differences between exercise motives (identified by letters as defined above in Table 2).

	A	B	C	D	E	F	G	H	I	J	K	L	M
A	.00	.08	.11	.16*	.32*	.40*	.41*	.68*	.70*	1.11*	1.14*	1.21*	2.17*
B		.00	.03	.09	.24*	.33*	.34*	.60*	.63*	1.04*	1.07*	1.13*	2.10*
C			.00	.05	.21	.29*	.31*	.57*	.59*	1.01*	1.03*	1.12*	2.09*
D				.00	.15	.24*	.25*	.52*	.54*	.97*	.98*	1.07*	2.03*
E					.00	.09	.10	.36*	.38*	.80*	.82*	.89*	1.86*
F						.00	.01	.27*	.30	.72*	.74*	.82*	1.79*
G							.00	.26	.29	.71*	.73*	.79*	1.76*
H								.00	.02	.45*	.46*	.55*	1.52*
I									.00	.42*	.44*	.53*	1.49*
J										.00	.01	.09	1.05*
K											.00	.09	1.05*
L												.00	.97*
M													.00

*Mean differences are significant at the .01 level. Paired samples t-tests were used to test for differences.

Participants were asked to report the specific benefits they associate with outdoor exercise for each season. The question format was open-ended, and response-coding identified 12 benefits mentioned by multiple participants. The most prevalent benefits were fresh air, nature scenery appreciation, enjoyment of [specific] outdoor activities (the activities varied by season, e.g. hiking, running, biking, skiing), and enjoyment of [specific] aspects of a particular season (e.g. “love being out in the snow”, or “enjoy the fall colors”). Table 4 illustrates the overall frequency of the top benefits along with their relative frequency per season. Fresh air was reported as a benefit for winter outdoor recreation more often (40% of reports) as compared with the other seasons (25%, 20%, and 15% for spring, summer, and autumn, respectively). Nature appreciation remained an important benefit across the four seasons, however, enjoyment of [specific] outdoor activities was reported less for spring (19%) as compared with summer and fall (29% reports for each). Enjoyment of [specific] aspects of the particular season was more prevalent for autumn (45%) as compared to the other seasons (28%, 17%, and 10% for winter, spring, and summer, respectively).

Benefits that were reported twenty or fewer times are outlined in table 5. The mention of sun, and feeling happy/energized each varied across the seasons, where sun was more prevalent during summer (44% of reports), and feeling happy/energized was more popular for winter exercise (50% of reports).

Table 4.
The most prevalent reported benefits of outdoor exercise across seasons.

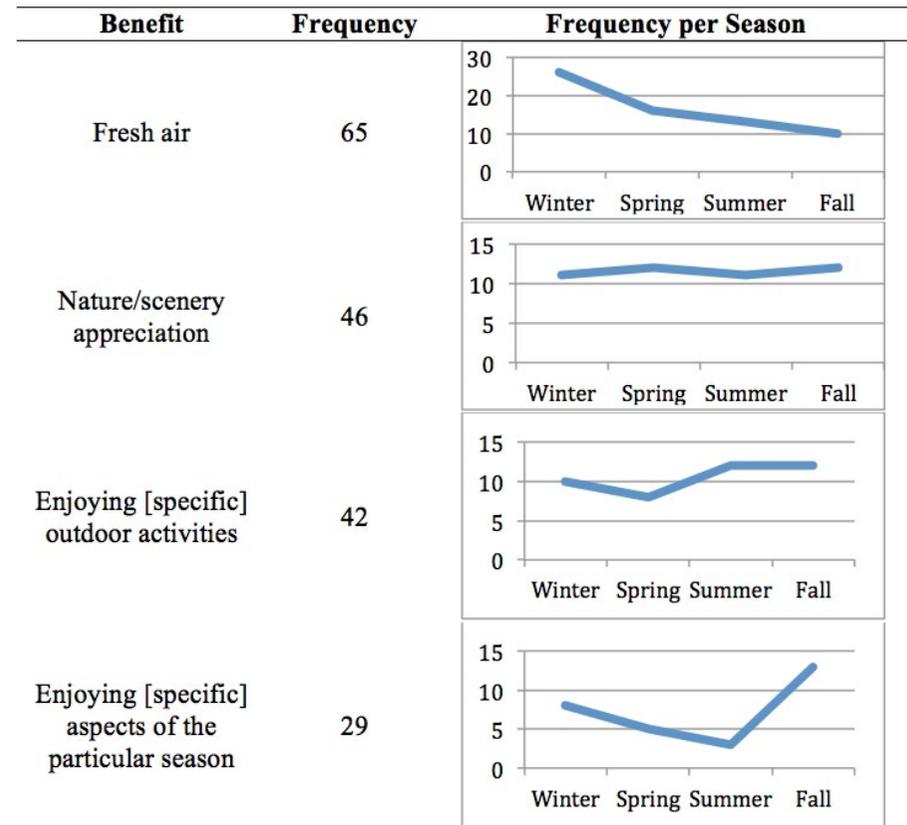


Table 5.
Additional outdoor exercise benefits mentioned multiple times.

Benefit	Total	Winter	Frequency		
			Spring	Summer	Autumn
Achieving [specific] exercise/workout types	20	7	4	6	3
Sun	18	3	4	8	3
More interesting as compared to indoor exercise	17	4	5	3	5
Feel energized / happy	14	7	2	1	4
Fun	11	1	3	3	4
Solitary experience / few people outside	11	3	3	3	2
Social experience	8	0	2	4	2
Seeking health benefits	7	2	2	1	2

Discussion

This study examined the exercise motives and outdoor exercise benefits experienced by a sample of avid outdoor exercise enthusiasts. The study's purpose was to contribute to the current understanding about outdoor exercise motivations and benefits by examining a sample who demonstrate a high level of commitment and motivation. The study results support existing research about the importance of self-determined, intrinsic motivation as well as physical and emotional benefits achieved through outdoor exercise that are important for exercise commitment. The results also bring to light complexities about how particular motivations are categorized and expected to impact exercise patterns.

The top-rated exercise motives by our sample were enjoyment and revitalization. Committing to outdoor exercise because it brings joy and a sense of revitalization suggests a very intrinsic, self-determined commitment and is consistent with Christiana et al.'s (2014) outdoor exercise-specific study, as well as the larger body of exercise (not outdoor-specific) motivations research (Teixeira et al., 2012). The more extrinsic motivations (such as appearance, competition, and recognition from others) were rated significantly lower as compared with those more intrinsic. This finding is consistent with Ingledew & Markland (2008) who found them to either have no or a negative association with exercise participation.

There were differences in how male and female participants rated the motives. Female participants rated seven of the thirteen motives significantly higher than males. The highest rated motive for female participants was 'to improve my overall fitness'. Females also rated 'to maintain good health or feel more healthy' among their top three motives, and although lower-rated, 'to improve my appearance' significantly higher than males. The data would suggest that the female participants were more focused on self-improvement than were males. Meanwhile, females also rated enjoyment and revitalization very high (means were above the males but not significant). Considering the whole sample represents only highly committed participants, the female motive ratings suggest that the enjoyment and revitalization they associated with outdoor exercise may help to foster the sense of competence necessary to commit to health and fitness improvement goals. This trend would be consistent with previous research discussing how some extrinsic motives such as introjected regulations can be complex and dependent on the context within which they are being experienced (Rogers et al., 2010; Teixeira et al., 2012). Further research is warranted to better understand the multiple contexts of exercise motives among various demographics.

The self-reported benefits participants associated with outdoor exercise across the seasons provide some

context for the high enjoyment and revitalization motive ratings. The most prevalent benefit was 'fresh air'. Participants described feeling much better after simply getting outside and breathing fresh air, particularly during the winter season. That sense of feeling refreshed was followed by 'nature/scenery appreciation' and also among the top four benefits was 'enjoying [specific] aspects of the particular season'. These benefits exemplify Duvall's (2010) finding that engaging with a landscape can help individuals achieve year-round benefits of outdoor physical activity. Participants also mentioned 'enjoying [specific] outdoor activities' as a top benefit of outdoor exercise. Some participants also indicated that outdoor exercise is more interesting as compared with indoor options. In addition to the restorative benefits they associate with outdoor exercise, participants simply enjoyed the diversity of activities they do outdoors throughout the seasons and felt that the variety of outdoor activity options was engaging and rewarding. The exercise commitment and motives of the study participants demonstrates that becoming "hooked" to outdoor activities for each of the seasons is an excellent way to maintain healthy physical activity patterns and to reap the benefits of exercising outdoors. Further research is warranted into outdoor activity engagement and factors that contribute to the development of a sense of commitment to particular outdoor exercise activities.

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Manuscripts

Leisure Time Preference: The influence of gardening on garden visitation

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Executive Summary

Leisure preferences have been accounted for by a variety of variables, including gender, age and race; and by personality and other internal attributes. It could be hypothesised therefore that there would be a relationship between the different but associated leisure activities chosen by people. However to date, little attention has been paid in this area. This study uses a survey of residents in southern England (n = 397) to identify the preferences for visiting and revisiting a garden that is open to the public, (i.e. a visitor attraction), based on the respondent's interest in gardening.

Logistic regression was used first to identify which factors best predict the likelihood that the respondents would report that they had visited a garden in the year of the study. It was then implemented to identify whether they sometimes like to revisit a garden. Three predictor (independent) variables were assessed in each case. First, whether the respondent has access to a garden space; secondly, their level of enthusiasm for gardening as a hobby and thirdly, how enjoyable they thought a visit to a garden attraction would be. The results show that both models were statistically significant, (chi square = 43.460, p = 0.000 with df = 6 and chi square = 36.488, p = 0.000 with df = 6). In respect of visiting a garden, the respondents' enthusiasm for amateur gardening made a statistically significant contribution to the model. Respondents who quite liked gardening were slightly less likely to visit a garden than the enthusiastic gardeners. The strongest predictor of making a visit was perhaps unsurprisingly, those that thought a visit would be very enjoyable. This had an odds ratio of 2.01 indicating that these respondents were twice as likely to visit as those who thought a visit would be only quite enjoyable or quite or very unenjoyable. However, the result was not statistically significant, which suggests the presence of an omitted variable. The figure rose to six times more likely in respect of revisiting the same garden and this was statistically significant (p = 0.041). In light of these important results, further analysis was undertaken to establish the characteristics of the respondents based on the two key variables and why they might revisit. To conclude, an interest in gardening is not the most important factor in predicting garden visiting.

Keywords: Leisure preferences: garden visiting: gardening: revisiting: visitor attractions

Introduction

Given the wide range of leisure opportunities and possibilities open to individuals, it is understandable that considerable attention has already been given to studying leisure preferences. However, whilst it might seem intuitive that there are links between leisure activities that have common features, little research has been

undertaken on this specific topic. So whether hobbyists, for example amateur artists or cricket players, visit art galleries or attend professional cricket matches has received little or no attention. Understanding the preferences of visitors to leisure attractions is essential for operators, if the attractions are not only to remain viable but also to offer the best visitor experience possible. This study uses gardens in southern England as its context, to consider the relationship between gardening as a hobby and visiting gardens open to the public. Gardens are a useful field of research, as Crouch (2009) notes, gardens signify identity, status, cultural capital and social/cultural relations. These relations may be of 'power, culture, race, class, and gender' (Hondagneu-Sotelo, 2010, p. 499).

Literature Review

Leisure preferences have been accounted for by a variety of factors, including socio-demographic variables, such as gender, age and social class; and by personality and internal attributes. Preferences can also be understood in terms of facilitators and barriers such as time and money and the surrounding environment; physical, natural, social, economic and political environments have all been the foci of attention. Numerous studies have considered a range of theoretical constructs too. In contrast, this study aims to identify the influence of one leisure activity upon another, specifically an individual's interest in gardening on the propensity to visit and revisit a garden.

Fearnley-Wittingstall (2002, p. 6) suggests that 'A love affair with a garden seems to be an especially English form of love' and gardening seems to be more popular in England than many other countries of the world. A report by Mintel Group Ltd (2010) showed that a quarter of the British population 'really enjoy' gardening as a hobby and a further quarter do garden, but are not enthusiasts. A similar number (24% of adults) had visited a garden in the 12 months prior to August 2012 (Mintel Group Ltd 2012). In total, there were over 35 million visits to English gardens in 2014, spending almost £1.3 million (VisitEngland, 2015) but according to Connell (2004) children form only 16% of visitors (the lowest of any visitor attraction).

Repeat visiting of attractions in general has been frequently identified (Darnell and Johnson, 2001) and Gallagher (1983) showed that 49% of the visitors in her survey had visited the garden before. From the visitor's perspective, repeat visitation offers a more comprehensive understanding of what a visit to a particular garden might be like and hence whether to return or not. For the garden operator it offers increased income with less expenditure on marketing. Gallagher's survey also revealed the wide variation of the number of repeat visitors between gardens (ranging from 27 – 72% of visitors).

Gardens are places where gendered power relations are enacted (Taylor, 2008) and differences in participation due to gender have been explained in three key ways 'genderspecific cultural socialization, gender differences in socioeconomic resources, and gender differences in domestic and symbolic labor' (Katz-Gerro and Jaeger, 2015, p. 417). Taylor (ibid.) notes that male gardeners tend to undertake the heavy garden tasks and the female gardeners carry out the lighter duties. However, in the absence of men, the women undertake all the gardening roles. In terms of garden visiting, women have been showed to be the more frequent visitors than men (Connell, 2004) and Fox & Edwards (2008) also demonstrated that men were more likely to be 'secondary participants' with women the 'prime movers' of a visit.

Several studies have considered older gardeners (including in the UK for example Bhatti (2006)) who using qualitative data identified the problems of gardening in the 'Fourth Age' due to decline in physical abilities or the death of a spouse or partner. Other studies demonstrate that prior to that age interest in both gardening and garden visiting increase (for example, Connell, 2004).

Taylor (2008) has also described the classed identities of gardeners in England, revealing differences in the appeal of various planting schemes and access to cultural (and horticultural) capital. This is reflected in garden visiting too, with the middle classes demonstrated as the more frequent visitors (Connell, 2004). Most gardens that open to the public are comparable to those of the middle and upper classes but Willes (2014) suggests that larger gardens such as Hidcote and Sissinghurst, which are two of the most popular gardens to visit in England, may be closer to the experience of 'ordinary gardeners' because of the small gardens which together create the whole. A more modern and nuanced definition of class has been developed by Florida (2002) who suggests that there is a creative class as well as the service class and working class. Designing their own gardens may well lead some of this creative class to visit a garden for inspiration and ideas. Other demographics, such as race or ethnicity have been discussed in other countries but have yet to be explored in detail in relation to gardening and garden visiting in England.

Ashton-Shaeffer & Constant (2005) identified seven factors as motivations for gardening, namely: intellectual, stimulus-avoidance, friendship building, social interaction, physical fitness, skill-development and creativity. The sensory benefits of a garden, the peace and tranquillity are also important benefits (Kaplan and Kaplan (1989); as are an appreciation of nature (Clayton, 2007) and the physical and mental health benefits and the production of domestic produce (Freeman et al. 2012). Gardening is also portrayed as an activity that is enjoyed when time is perceived as flowing slowly (Zuzanek, 2006). Very similar reasons for visiting a garden have been identified including being out of doors, admiring the plants and scenery, social interaction with family or friends, the tranquillity, the opportunity to relax and the spiritual/restorative quality (Ballantyne et al. 2008; Fox & Edwards, 2008).

Methodology

In order to obtain the views of gardeners as well as occasional and frequent visitors to gardens, a resident survey was carried out in the 'BH' postcode area in southern England, which has a population of approximately 400,000 people. For efficiency, a randomly generated cluster sample of 50 postcode units was obtained to identify households and then residents within the household were selected on the basis of having the 'next birthday'. A total of 993 questionnaires were delivered in the autumn of 2012, at the end of the garden visiting season. A response rate of 40% was achieved with 397 completed questionnaires being returned.

Initially, basic socio-demographic characteristics of the respondents were established using cross-tabulations. Data was then recoded to whether the respondent has access to a garden space (from initially five to two variables); their level of enthusiasm for gardening as a hobby (from eight to three) and four levels of how enjoyable they thought a visit to a garden attraction would be (from five), in each case ensuring that the value of 0 was assigned to the absence of the characteristic of interest, e.g., no garden. These three predictor (independent) variables were then assessed using logistic regression to identify which of the three factors would best predict whether a respondent had visited a garden in that year and subsequently whether they like to revisit the same garden.

Results

Respondent characteristics (see Table 1) showed that 89.5% of the respondents had visited a garden as an adult, confirming the popularity of this leisure activity, whilst 94.2% had their own garden or allotment. In this sample, 17% were enthusiastic gardeners (see Table 2) and every one of them had visited a garden at some point in their lives, with 56.9% of all respondents agreeing that a visit to a garden would be very enjoyable (see Table 3).

The results of the logistical regression (see Tables 4 and 5), demonstrated that both models were statistically significant (chi square = 43.460, $p = 0.000$ with $df = 6$ and chi square = 36.488, $p = 0.000$ with $df = 6$). In respect of visiting a garden in 2012, the respondents' enthusiasm for amateur gardening made a statistically significant contribution to the model. But the differences had little predictive power (Exp (B) = 0.126 for

enthusiastic gardeners and 0.106 for those who only quite liked gardening). The strongest predictor of making a visit was perhaps unsurprisingly, those who thought a visit would be very enjoyable. This had an odds ratio of 2.01 indicating that these respondents were twice as likely to visit as those who thought a visit would be only quite enjoyable or quite or very unenjoyable, but this was not statistically significant. This suggests that there is another omitted variable(s). In respect of revisiting the same garden, and in terms of anticipated enjoyment, the odds ratio rose to six times more likely and this was statistically significant (0.041). However, the differences in types of gardener were not significant. The third independent variable, access to a garden was neither significant nor predictive in visiting or revisiting a garden.

Discussion

The results demonstrate the popularity in southern England of visiting a garden that is open to the public, with 90% of respondents having visited in their lifetime and 78% in the year of the study. The best predictor of whether they would make a visit was perhaps unsurprisingly their level of enjoyment, with those who thought it would be very enjoyable, twice as likely to visit. These represented over half of the respondents and there was a statistically significant difference, with 64% women and only 44% men (This could therefore be the omitted variable). However, whilst there were no gendered differences in their enthusiasm for gardening, the women who were the most enthusiastic gardeners were also most likely to enjoy a visit. Women have consistently been demonstrated as more frequent garden visitors (Connell, 2004; Fox & Edwards, 2008) and therefore understanding that the pleasure of their visit is related to their interest in gardening provides valuable data for garden operators.

In terms of age, not only were there again no differences between the ages in levels of enthusiasm but also there were no differences in their levels of enjoyment. The literature confirms that visitors are more likely to be middle aged rather than younger or older (Connell, 2004) which also replicates in this study their ability and interest in gardening.

Repeat visitors make a valuable contribution to garden income and as Gallagher (1983) showed there are wide variations between gardens as to the number of repeat visitors. Of the residents in this survey, 84% stated that they like to revisit a garden and the logistic regression demonstrated that the best predictor for whether they like to return is again their level of enjoyment. The odds ratio for this was six times more likely and therefore understanding why this is the case is important.

Why gardeners might revisit was therefore examined (see Table 6) and the respondents who quite liked gardening returned most often to experience the sense of place, whilst the enthusiastic gardeners wanted to learn more. The latter was also the most frequently cited reason by those who thought a visit would be very enjoyable, suggesting its importance. There were also statistically significant differences between the enthusiasts who were more likely to want to see how the garden has developed, and the less enthusiastic gardeners revisiting because the garden is local and hence more convenient. Those respondents who thought that visiting a garden is most enjoyable liked to revisit to see more of the garden and how it develops, suggesting that they perceive that there is too much to see in one visit and that perhaps they are taking a more detailed interest too. Further research could establish whether their interest is in the plants, the interpretation, the vistas etc.

This study has demonstrated the important role of lifestyles in visiting gardens and for operators there are key marketing messages and experience delivery that can be facilitated with this knowledge. The main limitation of this study is that the social class of the respondents could not be taken into consideration and as previous research has shown that this is an important variable in both gardening and garden visiting, further research in this area would be valuable.

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Table 1: Respondent characteristics

Respondent characteristics	(%)	
Gender	Male	36.7
	Female	63.3
Age group	16-44	16.9
	45-64	40.6
	65+	41.3
Visited a garden	Ever	89.5
	In 2012	78.2
Access to a domestic garden or allotment		94.2
Type of gardener	Enthusiast	17.0
	Quite likes gardening	63.8
	Dislikes gardening	19.3
Likes to revisit a garden		84.1

Table 2: Enthusiasm for gardening

(%)		Dislikes	Quite likes	Enthusiastic	p
All		19.3	63.8	17.0	-
Gender	Female	16.6	64.5	18.9	ns
	Male	23.7	62.6	13.7	
Age	16-44	28.6	58.7	12.7	ns
	45-64	19.2	62.9	17.9	
	65+	15.1	67.8	17.1	
Like to revisit	yes	15.8	65.3	18.9	ns

Table 3: Enjoyment of a visit

(%)		Very un-enjoyable	Quite un-enjoyable	Quite enjoyable	Very enjoyable	p
All		2.7	3.6	36.8	56.9	-
Gender	Female	3.3	1.9	30.5	64.3	0.001
	Male	1.6	6.5	47.6	44.4	
Age	16-44	3.6	5.4	42.9	48.2	ns
	45-64	4.0	4.0	34.2	57.7	
	65+	1.4	2.1	37.9	58.6	
Enthusiasm for gardening	Enthusiastic	1.9	1.9	13.0	83.3	0.000
	Quite likes	3.3	2.4	38.4	55.9	
	Dislikes	0.0	8.3	55.0	36.7	
Like to revisit	yes	2.7	0.8	31.2	65.4	0.000

Table 4: Logistic Regression predicting likelihood of having visited a garden in 2012

	B	S.E.	Wald	df	p	Odds ratio	95% C.I. for Odds Ratio	
							Lower	Upper
Enthusiastic gardener	-2.07	.64	10.57	1	.001	.126	.04	.44
Quite likes gardening	-2.24	.68	10.77	1	.001	.106	.03	.41
Has a garden	-1.21	1.49	.65	1	.419	.299	.02	5.58
Quite unenjoyable	-2.19	1.15	3.64	1	.056	.112	.01	1.06
Quite enjoyable	.09	.78	.01	1	.911	1.091	.24	5.03
Very enjoyable	.69	.78	.80	1	.370	2.002	.44	9.14
Constant	3.61	1.80	4.03	1	.045	37.080		

Table 5: Logistic Regression predicting likelihood of revisiting a garden

	B	S.E.	Wald	df	p	Odds ratio	95% C.I. for Odds Ratio	
							Lower	Upper
Enthusiastic gardener	.04	.58	.01	1	.944	1.041	.34	3.23
Quite likes gardening	-.34	.66	.26	1	.612	.716	.20	2.61
Has a garden	-18.42	23150.61	.000	1	.999	.000	.00	.
Quite unenjoyable	-2.41	1.39	3.02	1	.082	.090	.01	1.36
Quite enjoyable	.05	.86	.00	1	.950	1.056	.20	5.66
Very enjoyable	1.82	.89	4.17	1	.041	6.178	1.08	35.47
Constant	19.48	23150.61	0.00	1	.999	287773771.9		

Table 6: Reasons for revisiting a garden

Revisiting a garden (%)	All	Dislikes gardening	Quite likes gardening	Enthusiastic gardener	p	Very un-enjoyable	Quite un-enjoyable	Quite enjoyable	Very enjoyable	p
See in a different season	54.7	14.1	64.8	21.1	ns	3.0	1.0	27.4	68.5	ns
Relive a happy memory	38.5	18.6	59.3	22.1	ns	2.2	0.0	28.7	69.1	ns
Experience the sense of place	18.9	13.0	68.1	18.8	ns	4.5	0.0	27.3	68.2	ns
See the garden development	37.3	8.7	62.3	29.0	0.000	3.7	0.0	24.6	71.6	0.045
Too much to see in one visit	29.7	13.0	61.1	25.9	ns	0.9	0.0	20.8	78.3	0.003
Show someone else	41.3	15.9	61.6	22.5	ns	3.4	0.0	26.8	69.8	ns
Convenience/it is local	28.0	20.0	56.0	24.0	0.048	3.0	0.0	32.0	65.0	ns
Learn more	8.1	6.9	48.3	44.8	0.001	7.7	0.0	11.5	80.8	ns

Manuscripts

Sesc: Space For Leisure And Sociability In World Cup 2014

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Executive Summary

Social Service of Commerce - SESC is a private, nationwide, non-profit institution, which aims to contribute to the well-being and improvement in the quality of life of workers in commerce, goods and services, their families and the community. Beyond having rest and fun, leisure at SESC is also seen as a time for cultural and social development. In São Paulo state/Brazil, 32 Cultural and Sport Centers perform actions linked to the cultural context of leisure, including physical and sporting development. Among those experiences, there are projects that also value, besides the physical practice, symbolic aspects surrounding the world of sport, recognizing them as cultural components of a society. The project SESC in the Cup was launched in 2014, motivated by the FIFA World Cup in Brazil. Thus, based on the hypothesis that people would go to SESC during matches because they consider it to be a social space, and that SESC Units are a “circuit” of leisure in the city of São Paulo, the researcher watched the broadcast of the first three games of Brazil in three different places: SESC Pompeia, SESC Belenzinho and SESC Consolação. The method used for study had ethnographic inspiration, and the main discussion presented concerned two categories of analysis proposed by Magnani (1998) in his research career in Urban Anthropology: “piece” and “circuit”. Observations and the collection of ten interviews were conducted, by asking attendees the reasons that led them to be there, and if they attend SESC for other activities and why. The answers were recorded on audio and later transcribed, and notes were taken on a logbook. All respondents usually attend other SESC’s activities as well. In addition, with regard to going to SESC to watch Brazil’s matches, the issue of “environment” appeared in almost every speech, featuring SESC as a “pleasant” and “comfortable” place. From the responses of the subjects, we can say that SESC is valued as a place for meeting and socializing. Therefore, as a leisure utility in the city, SESC is characterized as a collective space which carries different social actors, who take ownership of it and make it their own “piece”. Further, once the circuit provides certain uses of space and urban equipment, we can understand the various SESC Units in the city of São Paulo as a circuit of leisure, which welcomes various populaces, that come to develop their cultural practices and sociability.

Keywords: leisure, cultural practices, sociability, urban space, 2014 World Cup

Introduction

The Social Service of Commerce - Sesc - is a nationwide private Brazilian institution, a non-profit organization, created in 1946 and since then has been maintained and administered by the business community in the sector of commerce and services. Its purpose is the planning and execution of actions that contribute to the well-being and the improvement of the quality of life of workers in commerce, their families and the entire community.

Favorable to the ideas of Joffre Dumazedier, in the 1970s Sesc defined leisure to be one of its priority action

fields, considering it as “a source of great educational potential applicable to personal development” (Gallant, 2006, p. 40).

By offering activities to the community, Sesc undertakes leisure while experience linked to free time, which is tightened by the hours of professional work, by the length of period devoted to other unproductive activities, by the time intended for household and family obligations (Dumazedier, 1974). Sesc also pursues to cover all areas of interest or categories suggested by the author: physical, practical or manual interests, as well as artistic, intellectual and social preferences. Beyond rest, leisure at SESC is seen as a space of oriented amusement and recreation and for performing intellectual activities, aiming the cultural and social growth and person development. The actions of the Sesc São Paulo meant offering a wide range of services to people of different age-groups.

In the ground of Physical and Sports Development, the proposals stimulate the expansion of experiences related to sports and physical activities and raise awareness about the importance of leisure practices in everyday life, encouraging the participant’s autonomy, spreading values such as integration, the respect for diversity and social inclusion, seeking to raise sociability, learning and skills development, pointed toward quality of life and well-being.

Among many initiatives in this area, Sesc regularly develops projects of Sportive Culture that in addition to practice seek to value the symbolic features that surround the world of sport, such as the history of athletes and their achievements, clubs and their trajectories, the building of sports equipment and its impact on the city life. These projects allow the public to recognize sport as a fundamental component of social culture.

In this context, the Project Sesc on World Cup was held in 2014 motivated by the realization of the FIFA World Cup and had as main objective to present the positive aspects of Football as a facet of Brazilian culture.

Furthermore, as the accomplishment of the World Cup in Brazil became a propitious moment to assess and reconsider many social issues in the country, the project suggested to rethink sport, specifically football, showing aspects of this cultural manifestation not always present in major media coverage. In this way, the programming included exhibitions, debates, shows, workshops with athletes and matches broadcasting.

Though, during the TV watching of the first three Brazil matches, in the first stage of the World Cup, I went to three different Sesc units, to attend the games broadcasting and observe the audience.

Hence, this paper presents the experience of near and within Sesc Institution, during the first three matches of the Brazilian team in the first stage of the World Cup 2014, in which I pursued to understand, by carrying out observation and interviews, the behavior of Sesc clientele during the matches of Brazil in relation to Sesc environment. The method used to perform this study follows an ethnographic inspiration.

¹Expression designed to refer to ethnographic overview applied in anthropological research in the city, the view of near and inside is a proposal “for the seizure of the patterns of behavior, not of atomized individuals, but of the many, varied and heterogeneous sets of social actors whose everyday life takes place in the landscape of the city and depends on its equipment” (Magnani, 2012 , p. 260). From near and within means, first of all, look at and understand the field and issues that emerge, giving importance to the social actors responsible for the plot that holds urban dynamics “(idem, p. 267).

Literature Review

The main argument presented here concerns two categories of analysis proposed by Professor José Guilherme Cantor Magnani on his researches in Urban Anthropology: quarter and circuit, and Sesc as a space of sociability within metropolis.

The notion of quarter emerged during the author's research about the circus-theatre and its condition of entertainment on the outskirts of Sao Paulo. According to the author, the quarter

(...) refers to the space between private (home) and public, where basic sociability is developed, wider than that created on family bonds, but denser, more meaningful and stable than the formal and individualized relations imposed by society. (...) Therefore, the rest of the world does not arise suddenly beyond the threshold of one's house. Amid them lies a mediation space whose symbols, norms and experiences allow to recognize people and establish differences between them that end by assigning each one an identity that has little to do with the observation of the broader society and its institutions (Magnani, 1998, pp. 116-117).

The idea of the quarter consists of two main elements: one of space order, "configuring a clearly delineated territory or established by some equipment" (Magnani, 2012, p. 88) and other of social order, "in the form of a network of relationships that stretched over that specific territory" (idem), characterizing the quarter as a meeting place.

Therefore, the quarter is an area beyond the house, seized and shared by the persons, who develop certain affective ties with the space and with other people that show up.

However, in other sites used mainly as meeting points and for leisure there was a difference with respect to the original idea of quarter: here, unlike what occurred in the context of the neighborhood, the regulars don't necessarily know each other – at least not through links built every day in the neighborhood - but they recognized each other as bearers of the same symbols referring to tastes, orientations, values, consumer habits and similar lifestyles (Magnani, 2012, p. 92).

From the quarter, and especially from the incursions of the author at São Paulo downtown and his comments about other forms of organization and ownership of space by people who flow in, a family of categories was constituted (quarter, path, spot and circuit), each one pointing a kind of relationship of people in relation to the city spaces.

Among them, the circuit

Refers to a category that describes particular practice or the offer of services in specific business, equipment and spaces that do not maintain contiguity relationship among themselves, but are recognized in their whole by frequent users (...) (Magnani, 2012, p. 97).

The circuit is also characterized as the set of equipment that offer equal goods or services, or gather specific individuals or groups for the accomplishment of practices, "recognized as reference and supporting points to the activity" (idem).

This way, in my understanding, Sesc can be characterized in São Paulo as a circuit of leisure equipment. However, as we will see throughout this text, Sesc Units are often characterized as the quarter of someone.

Methodology

Although it has not been conducted with the rigor required by ethnographic or anthropological researches, I

would like to consider this study as an "experience" with "ethnographic" inspiration with the objective to dive into a "field experience" using the principles of the ethnographic method as guiding elements of the "field observation".

Thus, based on the hypothesis that Sesc regulars make of it their "quarter", and that Sesc Units constitute a "circuit" of leisure in São Paulo city, I joined the watchers of the first three Brazil matches during the Football World Cup, in three different Sesc Units, questioning the reasons that led them to be there, and if they also usually go to Sesc for other activities and why.

To this end, I selected three Units located in different regions of the city: Sesc Pompeia, located on the West side of the city; Sesc Belenzinho, on the East side; and Sesc Consolação, in the Center, and monitored the activities in the condition of "spectator" and not as a Sesc employee.

During the observations, I always arrived before the match time to see the movement and keep up with the people arrival, perceiving the constitution of the audience and selecting those to answer my questions.

When addressing to the interviewees, I identified myself and explained the purpose of my presence, presenting the two questions I would deliver. In the sequel, requested permission to record the answers on cell phone. After their consent I started recording with the question: "why did you come to the Sesc to watch the Brazil match" or "why did you come here to see the game here."

Later, after the answer, I completed the dialogue with another question: "Do you come to Sesc to join other activities?" or "are you regular at Sesc in other occasions?".

The answers were recorded on mobile device with recording audio resources, and transcribed later. In addition, I took notes in a field notebook, used to complement the dialogs. This instrument was needed when each visit and dialogue was configured as sources of data for the purpose of my study.

Results: Going To Sesc To Watch The World Cup: What People There Say About It

Ten interviews were collected in field. When choosing who would be interviewed I tried to diversify the age, gender and also if the person was alone or accompanied, since such diversification could possibly lead to different reasons why the person was at Sesc watching the Brazil matches.

However, when listening to them, I could notice a fairly common speech related to the reasons that headed those persons to Sesc, either to watch the game on that specific day, or in other occasions. All respondents usually attend one of Sesc units quite regularly to take part in other activities:

I come here every day to swim (Eduardo. 5th interview. Sesc Pompeia)

To eat, to watch theater plays, to music show ... I come here a lot. I'm very much a Sesc user. (Lisa. 7th interview. Sesc Consolação).

In relation to coming to Sesc to watch the Brazil match, the issue of "environment" appeared in almost every speech, featuring Sesc as a "peaceful", "nice" and "comfortable" location:

So ... I love Sesc, I love this atmosphere, enjoy as hell. And then yesterday I knew on twitter that they were opening the space, and I said: I'm going there. It's more by the waiting really, by the place, I like it. (Amanda. 1st interview. Sesc Pompeia)

When asked if they attended Sesc for other activities besides Brazil matches, some interviewees demonstrated a very relevant relationship of closeness and affection with Sesc:

I do come. I do come. Actually, my mother says that if she can't find me on the cell phone she calls Sesc. Because I come... I teach here, I meet my students, I do my training at the academy. I come from Tuesday to Saturday. (Renata. 2nd interview. Sesc Belenzinho)

More specifically, considering the proximity of their homes, some interviewees consider Sesc their "quarter":

I live in the neighborhood since I was born. I come here at Sesc from childhood. I've done swimming, joined the Curumim activities, took part of the internet here, so cool, I've coming here my entire life. My mother exercises here, bodybuilding. I always come for music show, watch the play, I spend my life here. (João. 2nd interview. Sesc Consolação).

At this point I highlight a note in my field notebook that reinforces the matter of Sesc being a "quarter" for this interviewee:

I sit next to a young couple. Both wearing yellow shirt and holding a Brazilian flag. I ask if they came to the Sesc to watch the game and found out that the boy "grew up" at Sesc. He's has practiced swimming and took part of Curumim: "I basically was born at Sesc and spent my life here. My mother exercises here and comes a lot ". And he continued: "there is a window at home where I sometimes hang clothes to dry. If the clothes fell, they will fell into the pool. I've had to go downstairs to get clothes down here..." (Field Notebook. 3rd Brazil match. Sesc Consolação. 23/06/2014)

According to Magnani (1998), those belonging to the quarter acknowledge the area and those that are frequent create a "private network which combines ties of family, neighborhood, origin" (p. 115).

Another aspect that emerged from the responses was the matter of Sesc as a meeting point:

Yeah, I came because I didn't want to be alone at home. And...I live nearby, and I think it's cool getting together with other people, you live with joy this conviviality. And this is the first time I come here (to see the match) (Ana. 3rd interview. Sesc Consolação)

Though, the issue of coexistence reinforces Sesc as a leisure equipment capable to offer sociability to their regulars.

Thus, from the statements, I understand that the hypothesis thrown at the beginning of this study confirms: people who are regular at Sesc make of it their "quarter", and Sesc Units constitute a "circuit" of leisure in the city of São Paulo.

Final Discussion – Sesc As A Space Of Sociability In The City

Thinking on the answers of the subjects discussed during the study, we can say that in the eyes of the public Sesc is prized, among other things, as a space of encounter and sociability.

In this way, while recreational equipment in the city, Sesc is characterized as a collective space, where different individuals show up, i.e. different social actors, that appropriate and make of it their own quarter, even though

having unknown people nearby, who theoretically would not take part of the friendship circle or that do not have ties of kinship.

In addition, as some testimonials pointed out, people go to this or that Unit because "it's close to home" as it were the neighborhood, but that is not necessarily that close if we consider only the issue of proximity to the residences

(...) I live in the far East and my boyfriend lives in the Center. My sister works in the Southern region. We were working and set we'd meet here to watch the game because it is a central location for everyone... (Renata. 2nd interview. Sesc Belenzinho)

So, and since the circuit foresees certain uses of space and urban facilities "allowing, therefore, the exercise of sociability through meetings, communication and management of codes" (Magnani, 2012, p. 97), we can understand the various Sesc Units in São Paulo as a circuit of leisure equipment, that receives different audiences that search to develop their cultural practices but also for sociability.

Thus, we observe that in the majority of answers, respondents were at Sesc to watch the Brazil games by consider it a peaceful and pleasant place, capable of receiving families and people of all ages, without the typical mess of bars, and with the excitement of the crowd beyond the "house", facing to a possibility of sociability-beyond the ties of kinship or blood relations - in this immense city.

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Manuscripts

Benchmarked Customer Satisfaction Surveys for Leisure Programs: Potential Benefits

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Executive Summary

This paper examines the potential benefits and challenges associated with establishing a national system of benchmarked customer satisfaction surveys for recreation and leisure programming in the United States. It shows how a standardized approach to surveying that is coupled with an effective mechanism for benchmarking will enhance the validity and reliability of data and, at the same time, allow participating units to compare performance rates against those of peer organizations. The knowledge gained will allow agencies to implement more effective service improvement initiatives. The paper also outlines key challenges associated with putting in place a benchmarking framework, including those connected to implementation of standardized survey approaches and creation of a centralized database for storing benchmarked data.

The customer satisfaction survey is one of the most effective and frequently used tools to evaluate programs and services offered by government agencies. While examining survey data helps track trends and identify challenges, benchmarking results against those of similar organizations can offer a significant added advantage. By examining how peer agencies are doing, an organization is able to not only identify opportunities for service improvement but also engage in direct conversation with top-performers and learn from their experience. However, the establishment of an effective benchmarking system is possible only if participating units are employing a consistent methodology based on a common survey framework.

This paper demonstrates how an approach taken in Canada can serve as a model and, in some instances, be replicated in the recreation and leisure service context. The analysis will be rooted in both broader research considerations as well as in the unique requirements of United States park and recreation agencies.

Keywords: benchmarking, customer satisfaction, benefits, leisure programs, park and recreation

Introduction

The customer satisfaction survey is one of the most effective and frequently used tools to evaluate programs and services offered by park and recreation agencies in the United States. While examining survey data helps track trends and identify challenges, benchmarking results of similar programs offered by park and recreation agencies can offer a significant added advantage. By examining how peer agencies are doing, an organization is able to not only identify opportunities for service improvement but also engage in direct conversation with top-performers and learn from their experience. However, establishment of an effective benchmarking system is possible only if participating units are employing a consistent methodology based on a common survey framework.

The importance of client satisfaction research in public and non-profit sectors is becoming increasingly apparent throughout the globe. This trend reflects the shift towards a more citizen-centred philosophy, where the voice of the client provides the ultimate verification of service impact. Given this service environment, the use of benchmarking should become an essential tool for park and recreation agencies looking to enhance the

quality of their programs based on the voice of their clients in concert with industry standards.

In the United States, park and recreation departments regularly conduct client satisfaction research to evaluate their programs and facilities. However, unavailability of standardized measurement tools tailored to agency needs prevent meaningful apples-to-apples comparisons. Consequently, agencies are unable to derive full benefit from conducting client satisfaction research. This paper examines the opportunities and challenges of benchmarking customer satisfaction with similar types of park and recreation programs using a method developed in Canada to measure customer satisfaction with Canadian public sector services.

Literature Review

Program curricula at typical U.S. park and recreation agencies focuses on sports, physical fitness, artistic and cultural development and social and personal development. Until recently there has been little focus on the quality of these programs in terms of outcomes measurement or program delivery because the benefits of participating in these programs were presumed to be self-evident. With increased competition for free time and greater pressure to justify use of tax dollars for public services, Crompton (2007) argues the park and recreation programming faces irrelevance unless the personal and community benefits of participation can be demonstrated.

Key evaluation questions for park and recreation programs are: "What is a good program?" and "What are the user and community benefits?" Essentially a good program provides or affords a meaningful experience; i.e. an experience that leads to a benefit. According to Driver (2008) there are three types of benefits from park and recreation programs: 1) An improved change in a condition, 2) Maintenance of a desired condition, prevention of an undesired condition, or reduction of an undesired condition, and 3) Realization of a satisfying recreational experience (p. 4). A change in condition is a modification in a behavior, an attitude, a skill, or knowledge. With respect to realization of a satisfying recreational experience, Driver (2008) stated "a person benefits when he or she realizes a satisfying experience, whether or not an actual improved condition or maintained desired condition is readily apparent" (p. 4). Crompton (2007) asserted the importance of not only demonstrating personal benefit of program participation but community benefit as well. According to Crompton (2007), "Benefits are the way of expressing to others, as well as to the field's professionals, the nature of park and recreation's contributions to society. Indeed, without a community-benefits approach, the field has no *raison d'être*" (p. 22).

According to Mclaughlin & Pitcock (2009), the U.S. park and recreation profession has been slow to embrace research from the out-of-school-time and youth development fields that have created tools to assess program quality such as the Youth Program Quality Assessment (YPQA) developed by the Weikart Center for Youth Program Quality. These tools establish standards for program settings and program instruction, regardless of program type. The Forum for Youth Investment (2009) prepared a comparative analysis of the reliability and validity of YPQA and nine other program quality assessment tools.

In the absence of program standards, programs of the same type can and do vary considerably in quality, even within the same park and recreation agency. A study of summer programs sponsored by the Wallace Foundation (Mclaughlin & Pitcock, 2009) was particularly critical of the state-of-the-art of benefits research in the park and recreation field.

Parks and recreation programs currently have few accountability requirements other than parent satisfaction, as parent fees often provide the largest source of revenue for programming. It is not surprising, then, that quality support for parks and recreation programs tend to be the weakest of the four summer operators we examine.

In the field, there is a general lack of curriculum and professional development tailored to recreational programs; there may also be a lack of buy-in from agency administrators on the need for a focus on program quality and academic learning. (p. 15)

According to Weiss (1972, p. 7), when evaluation has not been part of their culture, organizations are often hesitant to embrace evaluation. Although park and recreation professionals are often passionate about the services they offer; resistance is common when the judgmental aspect of evaluation is perceived to threaten existence of programs or employment of programmers.

With the exception of skills-based classes, e.g. learning to swim, marketing of park and recreation services has promoted opportunities to participate in activities rather than benefits to be realized from participation. When outcome benefits are not advertised evaluation cannot focus on measuring the extent benefits were realized. In the absence of the promise of specific outcome benefits, evaluations focus on procedural and psychological aspects of satisfaction, instead of substantive outcomes.

In summation, most park and recreation programs are not delivered with the intent to produce explicit outcome benefits, available tools to assess the quality of program settings and delivery are not used and data collection for evaluation and analysis remains rudimentary. As a consequence, programs and services delivered by park and recreation agencies in the United States vary significantly in content and quality. Given these program characteristics, a key question is the extent to which useful information can be collected by benchmarking satisfaction among programs of similar type but with dissimilar content, settings, and instructional methods.

Methodology

Overview of Customer Satisfaction Benchmarking

The Common Measurements Tool (CMT) offers a model for the development of an effective client satisfaction measurement approach that can be used in various service contexts, including park and recreation. The survey instrument has been developed by the Institute for Citizen-Centred Service (ICCS), a non-profit organization based in Toronto, Canada. The ICCS also maintains the ICCS Benchmarking Service that allows CMT users to compare their performance against that of similar organizations (for further information, see <http://www.iccs-isac.org/?lang=en>).

CMT has been tested and validated over time and is being used successfully by a broad range of jurisdictions and organizations. This is the key reason for the adoption of the CMT in an increasing number of jurisdictions. While the CMT is not the only available instrument that could be employed, its foundation in empirical research and validation through eighteen years of being used across various service areas makes it particularly well suited to serve as the basis of an effective research initiative. For this reason, the instrument will be referenced here as a model for developing a survey tool for park and recreation programs.

The creation of the instrument in 1998 was a direct result of a major shift towards a more research oriented approach to service improvement (Marson & Heintzman, 2009). While client satisfaction research was already taking place in the public sector context for a number of years, it was only in the 1990s that more substantial efforts began to take place with a view to standardize the approach and create a framework for effective comparisons between organizations. This was a direct result of shifting toward actively seeking input from clients to improve service quality rather than having decision-makers assume they knew what was good for their clients.

Research found the CMT to be applicable to the full range of service areas connected to the public and non-profit sectors. The cross-industry applicability of the tool results from the fact that it is based on the findings of syndicated national research studies Citizens First and Taking Care of Business which are designed to provide information on how individuals and businesses, respectively, view government service delivery (ICCS (2016) Our Flagship Research. Retrieved from <http://www.iccs-isac.org/research/?lang=en>). This research underpins

the CMT, which, in turn, is designed to provide client feedback at the program-level, and provides an empirical, evidence-based foundation.

Application of CMT to Park and Recreation Services

A key requirement for developing an effective survey tool is identification of applicable drivers, i.e., things that have been statistically identified as having a strong impact on an outcome (Schmidt, 2012, p. 251). Application of ICCS solutions in Canada and other countries confirmed the essential validity of common drivers across different jurisdictions and organizations. Nevertheless, while drivers may be similar from one jurisdiction to the next and from one service area to another, each service environment possesses a set of unique characteristics and factors that influence the ratings provided by those who access the services.

Depending on the nature of service interaction, park and recreation services could be characterized as either transactional, i.e., services defined in terms of the physical exchange of a tangible good or service, or relational, i.e., involving interactions that are more experiential in nature than simple transactions. In addition, in the vast majority of cases, park and recreation services will be voluntary in nature, i.e., not required by government and obtained by choice (ICCS/Citizens First 6, 2012, p. 60). Citizens First has identified three main drivers of satisfaction associated with the three service types: timeliness, ease of access and positive outcome (ICCS/Citizens First 6, 2012, p. 61). Consequently, a study of client satisfaction in the park and recreation context would likely need to include questions relating to these three service dimensions.

In addition, for services that are more relational in nature, there is also a need to examine client satisfaction with staff interaction. In particular, it is important to look at staff's ability to go above and beyond what is required and to understand client needs. For voluntary services, receiving clear and accurate information is an additional important attribute that drives client satisfaction. (ICCS/Citizens First 6, 2012, p. 61)

While the above drivers will likely play a major role in how clients rate park and recreation programs, a proper driver study would be needed to produce a full and more exhaustive list of drivers for the service area. An example of a driver study that has been used to lay the groundwork for effective implementation of the CMT across a broad range of services is the research conducted by the New Zealand State Services Commission in 2007 (State Services Commission, 2009).

The identified drivers would form the basis of a set of core questions used in surveys by park and recreation programs. The use of questions linked directly to the drivers would have two key advantages. Firstly, the questions would have been confirmed to address those service dimensions that are most important to the clients. Secondly, the core questions are those that users of the instrument would be most likely to select for use in their surveys and, by doing this, they would increase the amount of comparative data available for those questions. The vast majority of the most frequently used CMT questions are core questions and, for this reason, the organizations using them can obtain more robust benchmarking results.

The CMT Question Bank contains a set of sixteen core question attributes, some of which are linked directly to the key drivers for transactional, relational, and voluntary services:

- Timeliness: Overall, I was satisfied with the amount of time it took to get the service/product.
 - Ease of access: Overall, I was satisfied with the ease of accessing the service/product.
 - Positive outcome: In the end, I got what I needed from [agency]
- (ICCS/Enhanced CMT, 2012, p. 7)

While the core questions would be the key component of an effective instrument, they would need to be supplemented with other questions designed to collect additional feedback from clients. Those additional questions would assist in customizing the survey to fit the given service context and allow users to drill down on specific issues not covered in detail by the core attributes. The CMT question bank contains a broad set of questions to meet this need. For instance, it contains question attributes relating to access and facilities as

well as to payment process, i.e., the service dimensions that may be of particular relevance to the park and recreation context. Examples of such attributes include:

- The hours of service were convenient.
- It was easy to make appointments with service staff.
- The method of payment was convenient.
- The cost was reasonable.

(ICCS/Enhanced CMT, 2012, p. 27 & p.41)

Like the core attributes, these would be used with the question “How much do you agree with the statement?” and a five-point Likert scale to obtain feedback from respondents. Data collected through standardized use of this type of attributes could be benchmarked through a centralized benchmarking system.

While it is not essential from the perspective of building a benchmarking framework, an effective survey instrument should also allow for use of other types of questions to increase the value of the feedback collected from clients. One type of question that should also be considered is the open-ended question that can offer additional insight into the needs and expectations of service users. For instance, the CMT question bank contains the following question designed to address the issue of a convenient location:

If you found that the service/product location was not convenient, where would you like the facility to be located? (ICCS/Enhanced CMT, 2012, page 22)

Other types of questions in various formats can add further value to the research. For instance, a contextual question such as When did you last use this service? (ICCS/Enhanced CMT, 2012, page 10) can help to link service issues to a specific timeframe in which they occurred.

Another necessary step is the creation of a coordinating body that would oversee the benchmarking process by assuming responsibility for developing or advising on the development of a survey instrument, i.e., to ensure that the questions are used correctly so that benchmarking is possible. There are different models in existence but in each case the key responsibilities of such a body include ensuring that data used for benchmarking meets appropriate standards and overseeing the analysis and reporting process. For example, the ICCS Benchmarking Service offers CMT users customized reports based on the data they collect. The ICCS does not assist with data collection but reviews questionnaires to ensure that the questions are consistent with the CMT methodology. Only the data that has been collected using fully compliant questionnaires is uploaded into the database maintained by the Institute. The user then obtains a report that provides a question-by-question analysis based on up to three benchmarking groups reflecting the user's profile.

Discussion

Prospects for benchmarking leisure programming in the United States will be enhanced significantly if it is part of an industry-wide procedural standard that addresses current widespread variation in the quality of programming offered by U.S. park and recreation agencies. Use of a service benchmarking tool like CMT has the potential to become a key source of information on the drivers of program satisfaction by program and service type – not only psychological and procedural satisfaction, but satisfaction with benefits received against benefits promised. This type of summative evaluation can provide valuable feedback regarding ways to improve service content and delivery.

The value of this summative customer satisfaction information will be magnified when it is coupled with rigorous service planning that includes articulation of measurable benefits and consideration of a battery of evaluation methods. Formative evaluation can include use of program quality assessment tools that involve either internal assessment by trained staff or external assessment by trained observers. Program quality tools can reliably assess program settings and instruction methods. Thus, a combination of thorough advance

planning, on-site formative evaluation, such as program quality assessment, and use of a summative tool, such as the benchmarked customer satisfaction survey could become a standard procedure to advance park and recreation program quality in the United States.

In order to successfully build an effective framework for such collaboration, it is recommended that a pilot project be implemented to test the CMT-based approach in the U.S. park and recreation context. The pilot would assist with customization of the instrument based on the requirements of the service area and lay foundation for an industry-wide benchmarking system. The entities participating in the pilot should have organizational readiness to engage in such an initiative and be representative of the service area, for example, by offering services through typical channels and to standard client groups. The goal of such study should be to confirm the validity of the proposed drivers and identify additional ones, as well as to drill down into the issues specific to the service delivery context.

Following initial implementation, the tool and the associated benchmarking service should become available to a broader range of park and recreation programs. A high level of organizational participation will enhance the quality of benchmarking by making the comparative data more robust and by increasing the potential for benchmarking based on specific criteria, such as organization size, client type, or mode of service delivery. Before joining the initiative, participating agencies should ensure that they have access to the right resources to implement the approach, as well as ability to identify the required insights and ability to act on them based on the research results.

An important step in the building of the framework will be establishing a central body to oversee the use of the tool and coordinate benchmarking efforts, as well as to ensure that, in the long term, the developed approach continues to be aligned with industry standards and to meet the needs of the participating programs. Both the instrument and the broader collaborative framework should be designed to evolve along with the changing service environment. For instance, the approach should be designed to meet the standards of service delivery based on the growing appetite of clients for a smooth, effortless experience (Dixon, Freeman, & Toman, 2010; Dixon, Toman, & DeLisi, 2013). Park and recreation, like other service areas, should be aspiring to respond to that demand and a CMT-based approach to surveying and benchmarking will be well positioned to help accomplish this objective.

The use of a CMT-based model would offer a number of benefits to U.S. park and recreation programs. It would equip them with a standardized and tested approach for obtaining actionable insights into how their clients perceive the quality of services that are offered. Those insights could then be used to introduce changes based on empirical evidence and increase satisfaction ratings provided by service users. The use of standardized approach will allow comparisons among organizations to identify additional service gaps. Because the CMT is being used in a number of jurisdictions around the world, international comparisons would also be possible. This could lead to a more active sharing of insights and best practices and, ultimately, to the establishment of a vibrant international community of practice allowing park and recreation agencies to better engage each other in addressing and solving mutual challenges.

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Flow experience in the leisure activities of retirees

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Keywords: flow, serious leisure, retiree

Introduction

The retirement age in Taiwan is gradually decreasing. In 2014, the average retirement age in the business sector is 57 years old, and 55 years old in the public sector, which is much lower than the 60.8 years old in 1997. The long retirement life has to be planned, so as to live each day with fulfillment. Hence, leisure has become an important part of the senior life (Heo, Lee, Pedersen, & McCormick, 2010). Many retirees shift their life emphasis from work to leisure, so as to compensate themselves for the hard work in their adulthood. The leisure-centered life could provide opportunities to achieve certain objectives and enrich their social life (Nimrod & Adoni, 2006). Many studies have confirmed that leisure activities have positive effects on individuals, such as physical and psychological health (Yau & Packer, 2002), life satisfaction (Hawkins, Foose, & Binkley, 2004) and establishment of social relationship (Burch & Hamilton-Smith, 1991). To the retirees, the leisure participation brings four benefits, which are 1) developing and maintaining friendship; 2) elevating self-esteem, cultivating independence, decision-making, and problem-solving skills, and facing depression and fear of death with a correct attitude; 3) maintaining health, enhancing quality of life, and reducing visits to doctors and reliance on medicines; 4) enabling re-socialization, and contributing to the society (Cordes & Ibrahim, 1999; Zimmer, Hickey, & Searle, 1995).

The above leisure benefits are easy perceived, but some leisure benefits require a high degree of involvement and identification. Only through consistent involvement and participation could the flow experience be attained. The participation in serious leisure activities is more likely to gain flow experience as compared to general leisure activities (Heo, et al., 2010). Flow experience is a high-quality psychological feeling, which occurs when the individuals are highly involved in the activities and neglect other things (Csikszentmihalyi, 1975). Csikszentmihalyi, Larson and Prescott (1977) proposed that flow experience could occur at any place and in any activity engaged by individuals, but particularly activities that present a balance between the required skills and the perceived challenges. Past research has found that senior citizens consider the activities in their daily life are simple, and they are more likely to feel happy when they engage in activities with a low degree of difficulty (Pushkar, Arbuckle, Conway, Chaikelson, & Maag, 1997). Many studies on leisure activities have found that flow experience is only generated when the activities require high skills and challenges, which may not be suitable for senior citizens. However, other studies have different findings that when senior citizens engage in activities that demand certain challenge and difficulty, they would perceive better leisure quality.

Retirement is an issue of life transition, and people have different ways to arrange their retirement life. Subjective methods may affect the quality of life of the retirees. An increase in time spend with leisure activities after the retirement transition would be expected to lead to an increase in leisure satisfaction (Pinquart & Schindler, 2009). Majority of leisure activities could bring positive benefits but not always positive (Myers, 1999). It could be end up with boredom and impaired psychological health if it is not filled with meaningful activities (Kosberg & Garcia, 1985; Weinstein, Xie, & Cleanthous, 1995). To understand the experience of participating in leisure activities, some people used questionnaires or diaries to assess how they feel when they are involved in various activities. A better data collection method - Experience sampling method or ESM is used to collect data about people's thoughts and feelings in real-life everyday situation by using electronic pager to remind study participants to fill out the self-report forms (Larson & Csikszentmihalyi, 1983). Whenever the respondent

is signaled, he or she must fill out a page of booklet, indicating activity, location, and companionship, as well as describing the quality of the experience at the time on a variety of dimensions.

Manneell(1993) study examined the link between serious leisure and flow in a study of daily lives of older adults. That study confirmed the relationship between high-investment activities and the experience of flow; and also that older adults who felt some commitment or obligation were likely to experience flow. Previous studies empirically increased the understanding of flow experiences of older adults (Mannell, 1993), and also the relationship between serious leisure and flow between-individual differences (Major, 2001). This study focused on increasing the understanding of within-individual fluctuations on flow experience from participating in different types of leisure activities of older adults. This study volunteers are 20 retirees, who should filled out the experience sampling form (ESF) every 2 to 3 hours over the period of one week. Through those data, the study would be able to: 1) understand the flow experience of retirees in the leisure activities; and 2) investigate whether the flow experience of retirees in the leisure activities is affected by individual differences, types and places of leisure activities, and social contact factors.

Literature Review

Definition of flow experience

Mihaly Csikszentmihalyi (1975), the psychology professor at the University of Chicago, first proposed the flow theory. Csikszentmihalyi and Csikszentmihalyi (1988) argued that people's actions are driven by internal motives, rather than external factors, with the priority determined by personal needs. Flow experience is the prototype of the real motive of this mental state. In the flow theory, skill and challenge are the two important factors, which need to be mutually balanced and self-driven to achieve a higher and more complicated level. Flow generates self-harmony, namely "merging of activity and awareness" in the activities. As individuals are fully involved in the activities, they may accomplish the mission impossible, without realizing that the challenges brought by the activities have exceeded their normal capacities. This feeling allows the individuals to gain more affirmation, and stimulate them to learn new skills (Csikszentmihalyi & Csikszentmihalyi, 1988; Csikszentmihalyi & LeFevre, 1989). The self-evaluation of individuals constantly improves, thus leading to objective-oriented experience. In other words, individuals will continue to work hard to seek this feeling (Csikszentmihalyi, 1988). In the flow period, individuals could perceive positive feelings, such as happiness, joy and sense of achievement, due to satisfaction through the activities, and are willing to repeat the same behavior and even develop into the serious leisure.

Tinsely and Tinsely (1986) indicated that flow experience is an important element of leisure benefit, only when an individual reaches flow experience, he/she is in a leisure state. Trevino and Webster (1992) suggested that the involvement of flow experience in the activities is an entertaining exploration, a self-stimulating activity that brings joy and promotes repeated behavior. Flow is the consistent variable starting from scratch and to intensity. Guo (2003) held that an individual feels flow experience if the cognitive challenge and skills reach the balance relatively higher than a normal level when he/she is fully involved in the activity. Jackson (1995) investigated athletes of different sports, and found that the factors that affect the flow of athletes include factors to enter flow status, factors to block flow and the factors to interrupt flow. The factors to enter flow status include expressional motives, living up to proper pre-competition arousal level; the factors to block flow include poor physical preparation status, external environment or circumstances, lack of confidence or certain negative psychological status; the factors to interrupt flow include poor environment and circumstances, problems regarding physical preparation status, or physical conditions.

Factors affecting flow experience in daily life of retirees

Stebbins (1982) proposed the serious leisure theory, suggesting that serious leisure is a means for participants to engage in fulfilling, meaningful and entertaining leisure-time activities in a systematic and in-depth manner. Participants discover their career goals in the strenuous pursuit and learn special skills, knowledge and experience from it. In other words, when serious leisure participants involve in their activities, they are highly involved, render a high degree of commitment and perseverance, and treat the activities as the core of their life. It can be seen that serious leisure is a profound sense of satisfaction and existence. The participants not merely participate, but regard leisure as a part of their life, and involve in the activities with a care-free mind but serious attitude (Stebbins, 1997). Kelly and Freysinger (2000) found that the participation in the serious leisure is more likely to feel flow. On the contrary, Heo et al.(2010) proposed different views that the participation of individuals in serious leisure activities is not related to the flow experience, yet individuals engaging in household works or general leisure activities (e.g., watching TV, reading, listening to music, etc.) are more like to feel the flow. Stebbins (2001) mentioned that the feeling and benefit provided by casual leisure activities to individuals is instant, happiness and joy without requiring any need of special training. Graef (2000) suggested that flow experience is not restricted to participation in structural activities (e.g., article activities and playing games) or non-structural activities (e.g., watching TV and listening to music). The engagement in this type of activities could lead to micro-flow. Thus, Heo et al.(2010) proposed that participation in the serious leisure activities is more likely to bring deep-flow, while general (casual) activities lead to micro-Flow. Thus, this study aims to further examine “the influence of the type of leisure activities (serious/casual) on flow experience of retirees”.

Han (1992) proposed that senior citizens would experience deep-flow by doing household works, and the staying at different corners of the home generate different psychological conditions. Heo et al.(2010) suggested that engagement of household works at home could increase the chance of having flow experience. Csikszentmihalyi (1997) mentioned that the locations that are more likely to generate flow experience differ between men and women, namely kitchen for women and basement for men. Csikszentmihalyi (1997) indicated that the influence of locations on flow experience is little known, and requires further study. Han (1992) found that senior citizens tend to have flow experience, such as from doing household work. Women are very likely to gain deep-flow from household works and have positive emotion. Thus, this study aims to further examine “the influence of locations of leisure activities (at home/not at home) on the flow experience of retirees”.

Larson, Mannell, & Zuzanek (1986) investigated the elderly, and found that they are more likely to experience the flow when they are engaged in activities with their friends, as compared to with their family members. Privette and Bundrick (1991) found that senior citizens are more likely to experience the flow when they interact with their friends or family. Social contact analysis is regarded as an important technique to explore the relationship and interaction among social activists. From the perspective of social engagement theory, the retirees that are reaching the phase of elderly still have needs for activities, both psychologically and physiologically. The subjects of social contact may include family members, friends, strangers, co-workers, and volunteers. Thus, they need to maintain their social relationships in their adulthood, and establish post-retirement interpersonal relationships. If they could engage in social participation, the image of “role less role” could be reduced. Thus, this study expects to further explore “the influence of social contact and interaction of retirees during leisure activities on their flow experience”.

Past research has shown that the flow feeling and experience should not differ due to age, gender, or social status (Csikszentmihalyi, 1992; Carli, Delle Fave, & Massimini, 1988). Some studies argue that retirees' satisfaction on leisure experience is not affected by gender (Vong, 2005). However, some research find that as male retirees have more time to engage in leisure activities, thus their satisfaction on leisure is relatively higher, while female retirees have lower satisfaction because they spend more time on household works (Klumb & Baltes, 1999). Russell (1990) had an opposite finding that the satisfaction of female elderly is higher than the male elderly. Flow experience is regarded as the most special feeling of leisure experience (Stebbins, 2007). As flow experience involves the challenges and techniques required for the activities, for senior citizens, the flow experience may differ due to individual differences, such as socio-economic background, age, gender and retirement. Han (1992) found that gender significantly affects the flow experience. Aged men are more likely to feel the flow than aged women do in leisure activities, but aged women mostly gain flow experience

when engaging in household leisure activities. Heo et al.(2010) mentioned that there are few researches on flow experience and individual differences, thus investigated the activity participation and the flow experience of 19 retirees in Middle West of the U.S. using the ESM method. The subjects of that study were senior citizens, including the working and retired groups. The results showed that the locations of leisure activities and employment status affect the flow experience. Moreover, the retirees are less likely to have flow experience, meaning the chance of flow experience is reduced after retirement. Those that have not retired are more likely to have flow experience than the retired do. Thus, this study expects to further explore “the influence of individual differences on flow experience”.

Research method

Sample

The subjects in this study were retirees, who were not defined by age but as “leaving the past workplace and embracing new life”. For this reason, not all subjects were over the age of 65. By snowball sampling, this study recruited 20 subjects, half male and half female. Among those, 15 are married, 5 and single; live in Taipei City, New Taipei City, and Keelung City; 75% have college degree or above; half of them were public servants (military, government, and education), 35% of them receive monthly pension, and the annual income is US\$10,000, indicating most of them have no economic pressure; 30% retirees have been retired for over 15 years, and planned and prepared for retirement in advance. Most of them began to prepare for retirement at the age of 50. Their information is shown in Table 1. All the subjects were required to fill out the ESF (Experience sampling form). They were asked to select 5 events each day and fill out the questionnaire immediately after the end of the event, namely, event contingent sampling (ESM). Each day, they needed to fill out a 40-item questionnaire for 5 times over the period of 7 days. Their daily life of the subjects could be completed recorded. The filling of ESF caused burden to the subjects, so it was difficult to recruit subjects. A total of 33 retirees were invited, among whom 25 filled out the questionnaires, and 20 were valid. As 35 completed questionnaires were collected from each of the 20 subjects, there were a total of 700 valid samples. The basic information of the 20 retirees is shown in Table 1.

Table 1. Basic data of research objects

		#	%			#	%
Gender	Male	10	50	Residence	Taipei	12	60
	Female	10	50		New Taipei	5	25
	Total	20	100		Keelung	1	5
Age	41-50	1	5		Taichung	2	10
	51-60	5	25		Total	20	100
	61-70	8	40	Living accompany	Parents	5	15.6
	71-80	6	30		Spouse	13	40.6
Total	20	100	Children		9	28.1	
Marriage status	Single	3	15		Siblings	1	3.1
	Married	15	75		Grand	2	6.2
	Divorced	2	10	Others	2	6.2	
	Total	20	100	Education	Junior	1	5
Living status	Alone	1	5		Senior	4	20
	With others	19	95		College	14	70
	Total	20	100		Graduate	1	5

The research tool of the present study was the Experience Sampling Method (ES), which was developed by Csikszentmihalyi et al. (1977). Mihaly and Csikszentmihalyi (1975), psychological professors at the University of Chicago, developed the experience sampling method (ESM), in which each subject is provided with a beeper and a questionnaire brochure. The researcher calls the subjects several times each day. When the beeper sounds, the subjects need to stop their activities, and fill out the questionnaires at hand instantly. Its advantage is to collect the experience samples of the subjects and analyze the changes of experience at different times and places. The method can be conducted from one to several weeks. The data from the subjects suggests the internal and external experience at certain moment and the scenario at that moment, thus indicating the relationship between experience and scenario. If the interval time is set by randomly selecting the signals, errors in the research could be reasonably excluded. The research may last from one to several weeks. At the end of the research, the questionnaires brochure of each subject could systematically describe the internal and external experience of the subjects at different times, locations and scenarios. In this way, researchers could collect a large number of samples, then analyze whether flow experience is reached. The shortcoming of the experience sampling method is direct interference of the subjects' life. The subjects may feel frustrated when receiving the signals, and their negative emotions may distort the questionnaire results. As they need to fill out the same questionnaire each day for several times, and over a period of several weeks, they may feel great burden and reluctant to fill out the questionnaires. In order to increase the data frequency of flow experience of the subjects, the researchers need to increase the signal frequency, or extend the research period, which may increase the burden of the subjects and lower the data quality. The disadvantages of the experience sampling method include heavy burden to the subjects, interference of their normal work or life, challenge their endurance and focus, low completion rate of the key requirements on the subjects, and low participation willingness and continuity.

In this study, all participants refused to carry the pager or beeper and claimed that they could be able to fill out the form without any notices. After discussing all study samples, this study does not use any pager but asked them fill out the form at certain period of time including 8AM, 10AM, 3AM, 5AM, and 8AM. All study participants must fill out the form at those time period for entire one week. In order to prevent memory decay, participants were asked to fill out the questionnaires 30 minutes before or after that time. Besides they must send five questionnaires back to the researchers by using Email or fax before 9PM every day. If they only fill out the questionnaires three times one day, then the data collection will be extended to another day.

Instrument

Based on literature review (Yang, 2006; Chuang, 2007; Heo, et al. (2010), according to the research purposes, questionnaires survey was conducted to collect data. Two questionnaires were developed. A retired elementary school teacher was invited to conduct pre-test, identify the reliability and validity of the questionnaire, and delete improper items. The first questionnaire concerns "personal information", and only needs to be filled out once by using face-to-face interview. The contents include gender, age, marital status, dwelling conditions, cohabitation partners, administration of the residence area, educational background, occupation prior to retirement, monthly income, years of retirement, annual income after retirement, fixed income source, annual income, and participation in the leisure activities, such as the type, frequency, partners, location and expenditure.

Serious leisure. Study participant must provide the information regarding all types of leisure activities they participate in last six months. For each activity, they also need to answer another four questions to describe their behaviors in that leisure activity (Goff, Fick, & Oppliger 1997). The serious leisure could be assessed by four perspectives: extent to which individuals identified with the chosen activity, respondents' perceptions about how much effort they invested in the activity, and respondents' perceptions about benefits gained through the activity. The questions were 1) The activity is able to describe who I am; 2) I tend to accomplish the activity every time I do it; 3) I believe I have the potential to be good at the activity; and 4) I regularly engage in different training for this activity. Those items were measured using seven-point Likert scale from "strongly agree" (7) to "strongly disagree" (1). Then each type of leisure activity would be recorded as either "serious leisure" (1) or "casual leisure" (0) depending on the scores from four questions.

The second questionnaire is the Experience Sampling Form (ESF), including a self-report questionnaire that was designed to capture the participant's experiences of the activities. The form contained some open-ended questions such as the time to fill out the scale, expenditure of activities, what type of activities they were engaged, what they were thinking, the location of the activity taking place.

Flow. Flow experience was measured by two items: level of challenge and skill. These two items have been broadly used as indicators of flow (Moneta, 2004). The operational definition of flow in this study is "perceived challenges and skills". The study percipients were asked "How difficulty was the activity what you are doing now?" and "How well were you doing this activity?" The answer was measured using 0 to 100 scales for challenge (0="very easy" to 100="very difficulty") and also for skill (0="not well" to 100="excellent") respectively. Quality of experience. Quality of experience was measured by eight additional items on the ESF that asked about the respondent's psychological state to understand the feeling of the activity they were doing. Semantic differential analysis was used to test the emotional state of the subjects during the activity. There were eight items, from fully concentrated to sleepy, happy to sad, fretful to joyful, friendly to irritated, active to passive, alone to interactive, energetic to weary, excited to bored. The measurement was based on a 7-point scale, ranging from very, rather, somewhat, to no feeling, on the two opposite ends.

Social Contact. Concerning the social contacts during the activity, the items include whether engaging in activity alone, or the partners in the activity, the techniques and abilities of the partners, and whether it is necessary to decrease or increase their own abilities in order to cooperate with their partners in the activity. From this question, the response were collapsed into two categories and coded into either "1"(alone) or "0"(with others).

Results

The results were first analyzed by descriptive statistics regarding the participation in the leisure activities. Chi-square test was conducted to understand the scenarios under which the flow experience occurred. Lastly, Binary Logit regression analysis was conducted to identify the scenarios that would enhance the occurrence rate of flow experience.

Participation in the daily leisure activities

For the 20 participants, this study first explored their habits and preferences in the participation of daily leisure activities. Regarding the types of leisure activities, 13 participants mentioned that the mostly engaged leisure activities are related to the cultural experience, such as drawing, attending spiritual growth classes, dancing, calligraphy, playing musical instrument, etc. Some subjects have the habit of practice qigong (18%). Other leisure activities include appreciating natural landscape, sports activities, and food activities (respectively 6 persons, 13.6%). In activities of mountain climbing, hiking, bicycle and swimming, most of the subjects are alone (15 persons, 75%), while only 5 subjects prefer to engage in those leisure activities together with others. Half of the subjects indicated engaging in leisure activities outside of home, such as parks, school playgrounds, and community courtyards. Three subjects preferred to engage in leisure activities at home or not at home. Moreover, 60% of subjects indicated that their leisure activities do not need any expenses, but 40% of the subjects have fixed and continuous expenses on their leisure activities. Regarding the participation frequency of leisure activities, high frequency means twice a week or more; while low frequency means once a week, one per month or more, and no fixed time. About 60% of subjects are high-frequency leisure activity participants, and 85% have exercise regularly. All subjects have engaged in leisure activities (Table 2).

Table 2. Analysis table of leisure activities and behaviors

		#	%			#	%	
Leisure activities they participate in past six months	Nature related	6	14	Leisure location	At home	7	35	
	Culture related	13	30		Outside	10	50	
	Sport related	6	14		Both	3	15	
	Entertainment	2	5		Total	20	100	
	Culinary	6	14	Leisure expenses	Not free	8	40	
	Others	3	4		Free	12	60	
	Gigong	8	18		Total	20	100	
	Total	44	100		Yes	17	85	
	Leisure accompany	Relatives	1	5	Exercise habit	No	3	15
		Friends	3	15		Total	20	100
Staff		1	5	Leisure frequency		High	12	60
Alone		15	75		Low	8	40	
Total		20	100		Total	20	100	

Participation analysis of daily ESF

As the experience sampling method requires the subjects to fill out the ESF at fixed time each day, among the 700 samples, 429 were filled out when the subjects were engaging in leisure activities (61%), 269 were filled out during non-leisure activities (39%). As this study focuses on the flow experience of retirees in leisure activities, only the 429 samples were used for follow-up analysis. Overall, 63% of leisure activities were taken place in the morning because the retirees have flexible use of time. The locations of the leisure activities were rather even, half at home and half not at home. The latter includes parks, communities and fitness centers. About 74% of leisure activities require expenses, such as site fee, facility fee, etc. When engaging in leisure activities, half of the activities were completed alone (49%), while 51% were with others. The subjects engaged in different leisure activities with different people, 33% with spouses, and 27% with friends. It is an interesting find that they engage in more activities with their grandchildren than with their own children.

When filling out the ESF, if the subjects were engaging in leisure activities, they needed to specify the type of leisure activities. Then the activity is recorded to either serious leisure or casual leisure according to the analysis result of four questions regarding serious leisure. Stebbins(1992) defined serious leisure as systematic amateur work, hobby or voluntary activities, from which the participants could perceive value and fun, as well as gain and display the special skills, knowledge and experience. In this study, serious leisure includes activities such as fishing, bird watching, drumming, racing, antique collection, stamp collection, or religious/non-profit organization volunteers. On the other hand, casual leisure does not require particular skills, and can obtain instant enjoyment. In this study, casual leisure includes activities such as window shopping, watching TV, chatting with friends, walking in parks, etc. Among the 429 samples, 42% are serious leisure, and 58% are casual activities.

Table 3. Analysis of leisure activities and behavior

	#	%		#	%
Time	AM PM	63% 37%	Accompany	210 219	49% 51%
			Along		
			With others		
Location	217 212	51% 49%	Spouses	73	33%
			Children	18	8%
			Relatives	30	14%
Type of leisure	178 243	42% 58%	Friends	59	27%
			Grandchildren	31	14%
			Strangers	10	5%
Expenses	318 111	74% 26%	Pet	32	15%
			Staff	22	10%

Analysis of flow experience in leisure activities

On the basis of the flow theory, this study calculated the flow experience using skills and challenges as the variables. "Skill" refers to the subjective evaluation of the skills required for the activity (0="not well" to 100="excellent"), "challenge" refers to the degree of difficulty subjectively perceived by the subjects in activities (0="very easy" to 100="very difficulty"). Next, this study set the operational definition of "flow" as the gap between the skills and challenge (+/-10). Flow is divided into 3 categories, and the flow channel is subdivided into to 1st deep flow zone (skills and challenge are over 67); 2nd moderate flow zone (skills and challenge are between 34 and 66); 3rd micro flow zone (skills and challenge are between 0 and 33). The operational definition for anxiety and boredom were also based on the flow theory (Csikszentmihalyi, 1975; Csikszentmihalyi & Nakamura, 1986). The "anxiety" context happens when challenges are greater than the respondent's average and also skills are less than his or her average. The "boredom" context happens when challenges are less than the respondent's average and skills are greater than his or her average. Among the 429 samples, 23% experience flow, and 77% are in a non-flow state; the difference is significant. The high-low order based on the occurrence proportion is, 55% boring and 22% anxious. With regard to the 84 flow state samples, the sequence is 10% intermediate flow, 10% high flow and 3% low flow. The sum of intermediate and high flow is 13%, far higher than the high flow. This finding is consistent with Pushkar et al.(1997) that senior citizens tend to select easy and low-challenge activities as leisure activities and enjoy those.

Table 4. Flow experience analysis table

	Frequency	Percentage
Flow	84	23%
Deep flow	36	10%
Moderate flow	36	10%
Micro flow	12	3%
Not flow	284	77%
Anxiety	83	22%
Boredom	201	55%
Total	368	100%

Furthermore this study used semantic differential analysis to evaluate the quality of flow experience and also determine how the subjects are feeling. The subjects were asked to tick the box that best describes their subjectively perceive emotion and feeling during the leisure activities. There are eight contrast emotion, including from fully concentrated to sleepy, happy to sad, fretful to joyful, friendly to irritated, active to passive, alone to interactive, energetic to weary, excited to bored. The scale includes seven levels, including very, rather, somewhat, and no feeling for the opposite feeling, for example, very concentrated, rather concentrated, somewhat concentrated, no feeling, somewhat sleepy, rather sleepy to very sleepy. One-way ANOVA found that the five states of deep flow, moderate flow, micro flow, anxiety and boring have significant differences in the seven levels of emotions including “fully concentrated or sleepy”, “happy or sad”, “fretful or joyful”, “friendly or angry”, “excited or bored”, “active or passive”, “energetic or weary” ($P<0.05$), while “alone or interactive” and “fretful or joyful” did not reach significant significance (Table 5).

Scheffe post-hoc comparison found that in terms of “fully concentrated”, the deep flow group is significantly higher than the micro flow group; in terms of “happy”, the deep flow group and bored group have obvious feeling, and is significantly higher than the moderate flow group and the anxious group; in terms of “friendly”, the deep flow group is more likely show friendly attitudes and behavior towards others during leisure activities, as compared with the anxious and moderate flow groups. With regard to “actively wanting to engage in leisure activities”, the bored group is more willing and active to engage in activities than the anxious group do, while the anxious group believes to some extent that they are forced to engage in the activities. Compared with the moderate flow group, the deep flow group and bored group feel very excited and happy during leisure activities. This finding is consistent with Chen (2008) and Manfredro & Driver (1996).

Table 5 Flow experience analysis table

	F-value	Post-hoc comparison result
Concentrated	5.448**	Deep flow>Micro flow
Happy	6.675**	Deep flow, Boredom>Moderate flow, Deep flow>Anxiety, Boredom>Anxiety
Friendly	4.654**	Deep flow>Anxiety, Deep flow>Moderate flow, Boredom>Anxiety
Active	3.736*	Boredom>Anxiety
Energetic	6.133**	Deep flow>Moderate flow, Boredom>Moderate flow

* $p<0.01$; ** $p<0.001$

Differential analysis of flow experience in leisure activities

Gender difference

Gender has significant relational effect in flow experience (chi-square value=8.030, P value=0.003). The results revealed that the male/female percentage is equal for groups that did not experience flow, but in the groups that experienced flow, the female percentage is significantly higher than male. This finding is consistent with past studies (Bryce & Haworth, 2002; Han, 1992); however, some studies suggest that there is no gender difference on flow experience (Heo et al., 2010).

Table 6. Analysis of flow experience and chi-square value

	Not flow	Flow
Female	51%	70%
Male	49%	30%

Types of leisure activities

The types of leisure activities have significant relational effect on flow experience (chi-square value =10.111, P value=0.001). According to the results, the casual/serious percentage is equal in the types of leisure activities for groups that did not experience flow; as for the groups that experienced the flow, the proportion of serious leisure activities was 73%, and only 27% were casual leisure activities. This is in line with Kelly and Freysinger (2000), who suggested that serious leisure activities promote flow experience. Moreover, chi square test found that the groups that engage in activities related to natural ecology and cultural experience have significant flow experience, as compared to those not engaged in such activities.

Table 7. Chi-square analysis of flow experience and leisure activities types

	Not flow	Flow
Casual leisure	46%	27%
Serious leisure	54%	73%

Relevant factors of leisure activity behaviors

According to chi-square test, there is no correlation between location and flow, meaning the flow perception is consistent whether at home or not at home. This finding is consistent with Han(1992) and Heo et al.(2010). Regarding companionship during leisure activities, chi-square test found that flow experience mostly takes place when subjects are engaged in leisure activities alone, rather than together with others. This finding is in line with past literature (Larson et al., 1986; Privette & Bundrick, 1991) that investigated the partners' views in group activities, whether reaching flow experience, and found no significant difference with the views of partners that engage in activities together (preference, ability reduction and ability improvement). The average preference score on partners jointly engaging in activities is 89 (0-100, a higher score indicates stronger preference to engage in activities together). Moreover, 60% of subjects lowered their skill level to cooperate with others in the activities, while 67% improved their skills. According to chi-square test, there is no significant correlation between leisure expenditure and flow. Although some types of leisure activities do not require any cost, most leisure activities require money, such as reading books, listening to music, travel, playing ball games etc. Both casual and serious activities have free and non-free activities.

Table 8. Chi-square test of leisure activities types and flow experience

	Chi square value	P value
Location (At home/Not at home)	0.713	0.235
Accompany (Alone/with others)	4.621	0.021
Expenses (Not free/free)	0.384	0.319

Logit Model result analysis

This study used the Binary Logit Model to examine the influence of individual differences on the odds to experience the flow from leisure participation. The dependent variable is whether the subject reached flow in the leisure activities, while $y=1$ denotes reaching flow, while $y=0$ means not reaching flow. The influence factors are 7 independent variables and the equation is as follows:

- x_1 : gender, “1”is male, “0” is female.
- x_2 : time, “1”is engagement in leisure activities in the morning, “0” is engagement in leisure activities in the afternoon.
- x_3 : place, “1” is engagement in leisure activities at ones' own homes, “0” is engagement in leisure activities outside ones' own homes.
- x_4 : leisure types, “1”is casual leisure activities, “0” is serious leisure activities.

- X_5 : Difficulty in activities, 1-100, a higher score indicates greater difficulty for participants in the activities.
- X_6 : Skills required in activities, 1-100, a higher score indicates more demanding skills are required.
- X_7 : whether to engage in activities with others, "1" is alone, "0" is together with others.
- X_8 : whether the leisure activities need any expenses, "1" is no expenses, "0" is there is expenses.

$$E(y) = P(y = 1 | x_1, x_2, x_3, x_4, x_5, x_6, x_7, x_8) = \frac{e^{\beta_0 + \beta_1 X_1 + \dots + \beta_8 X_8}}{1 + e^{\beta_0 + \beta_1 X_1 + \dots + \beta_8 X_8}}$$

$$\ln(\text{odds}) = g(X_1, \dots, X_8) = \beta_0 + \beta_1 X_1 + \dots + \beta_8 X_8, X = 1, 2, 3, 4, 5, 6, 7, 8$$

The results of Logit regression analysis suggested that the prediction accuracy of the entire model is 63% (R2), and the overall explanatory power is 0.6231. The odds of experiencing the flow from leisure is affected by 3 factors: 1) leisure type: when the subjects engage in serious leisure activities, they are more likely to have flow experience compared with casual leisure activities; in casual leisure activities, the flow experience rate is 0.501 times of the serious leisure activities; 2) difficulty: if the subjects perceived the activities to be difficult, they are more likely to have flow experience, the odds rate is 1.011, which means that for each unit of additional difficulty, the flow rate is increased by 1.011 times; 3) leisure partners: when engaged in leisure activities alone, the subjects are more likely to reach flow experience, the odds rate is 2.461, which means that the flow experience rate of engagement in leisure activities alone is 2.461 times higher than together with others.

Table 9. Logit Model analysis results

	Coefficient	S.E.	Significance	Exp(β)
Gender	-0.506	0.323	0.117	0.603
Time	0.230	0.298	0.441	1.258
Location	-0.342	0.361	0.344	0.711
Leisure type	-0.692	0.366	0.050	0.501
Difficulty	0.011	0.005	0.032	1.011
Skill	0.000	0.006	0.997	1.000
Accompany	0.900	0.372	0.016	2.461
Expenses	-0.047	0.365	0.897	0.954

Discussion and Conclusion

This study discussed how the leisure activities types (serious/casual), individual difference, leisure participation behavior (participation time, locations, partners and expenses) influence the flow experience in the activities. The subjects were twenty retirees, and data were collected using ESF, filled out by the subjects at fixed time each day for entire one week. The results showed that the occurrence rate of flow experience is significantly affected by engagement in serious leisure activities, perceived difficulty level, and engagement in activities alone. Based on the results, the following discussion and conclusion are made.

First, this study analyzed 429 samples of leisure activities experience, only 23% activities reached flow experience, among which 10% of deep flow was formed under the condition the study participants experienced high challenge and skills from leisure activities at the same time. Past studies have shown that the flow experience of senior citizens mostly occurs in low degree of difficulty and skills, not high/moderate difficulty and high/moderate skills (Pushkar, Arbuckle, Conway, Chaikelson & Maag, 1997). The flow experience generated from activities with low challenge and skills is referred to by some scholars as micro-flow, which often occurs during casual leisure activities, such as watching TV and book reading. Micro-flow particularly occurs in the senior group (Stebbins, 2007; Hutchinson & Kleiber, 2005). O'Brien and Conger (1991) suggested that the health conditions of the senior group should be considered. This study recruited 20 participants. Although the

average retirement years of those subjects were 15 years, only 30% of them aged above 70. The majority of subjects retired under sound retirement plan, 75% have university degree or above, which represents that the health and financial conditions of those subjects are stable, and comply with the deduction of past literature. Healthy retirees are more likely to experience deep flow that involve high challenge and skills.

However, the majority of activities in this study did not reach flow (77%), most of which are in the bored and anxious states (55%). "Boring" means that the leisure activities can be easily completed in a casual manner by individuals, and individuals have sufficient skills to complete the activities. As mentioned in past research, the senior groups believe that their daily activities are easy to be completed (Pushkar, et al., 1997). It should be noted that "boring" merely describes the scenarios, not that individuals feel bored over the activities. One-way ANOVA found that even in "boring" activities, the subjects felt rather joyful and happy, most importantly, they were voluntary and willing to engage in the leisure activities that they perceive as simple. In addition, 22% are in an "anxious" state, which represents that the leisure activities engaged in by individuals are difficult, and the subject may not have sufficient skills to accomplish such activities. This study found that the emotion displayed in such group is negative, such as being forced to participate, feeling unhappy and bored. Half of these circumstances take place in activities together with others, such as friends, co-workers and other strangers. This study also found that in order to cooperate with another participant, individuals must enhance their abilities in the activities (M=51,0~100, (0 represents absolute no need to improve ones' abilities, 100 represents absolute need to improve ones' abilities). In other words, the source of anxiety is not because they dislike or are incapable to engage in leisure activities, but they have to improve their skills in a short time to cooperate with others.

The flow experience is not restricted to any certain activities, or taking place at certain moment, such as in working, doing household work or leisure participation. Csikszentmihalyi (1975) defined flow as high involvement of individuals in the activities, without response to irrelevant matters. They remain fully concentrated during the entire activity process, and attain a sense of happiness and joy. Before flow is reached, high involvement has to be made, which is easier for serious leisure activities. This study reached the same conclusion that serious leisure activities are more likely to have flow experience, such as in activities of being the guide at the National Palace Museum, learning Western painting, and serving as volunteers. On the other hand, over 60% of activities are casual leisure activities, such as walking in parks, watching TV and chatting with neighbors. Although these activities do not require skills nor are challenging, the likely result is "skills over challenge". Although these activities do not generate flow experience, as they are proceeded proactively, they could still reach happy and excited feeling (Table 5). This is finding is similar to Hutchinson and Kleiber (2005) that casual leisure has positive effect on participants, such as instant release of pressure and temporarily forgetting pressure in life.

This study found that flow experiences tend to take place when the subjects were engaging in activities alone, when they did not need to adjust their abilities and skills to accommodate others. Some studies suggest the senior citizens are more likely to experience flow with friends than with family members, because they could exchange and interact with friends during the activities (Larson, Mannell, & Zuzanek, 1986; Privette & Bundrick, 1991). The results of this study suggest that engagement in activities alone is more likely to reach flow experience. Past literature has revealed that if the abilities and skills of the participants in activities cannot cooperate, they may be forced to improve or lower their skills. This study particularly analyzed the "engagement in activities with others", and found that such activities have the same probability of generating and not generating flow experience. In flow and very good flow, there is no significant difference in evaluation of partners jointly engaging in leisure activities (preference, ability reduction and improvement), in other words, "engagement in activities with others" is not likely to reach flow experience. The main reason is not entirely attributed to the differences of abilities and skills. As serious leisure activities of the subjects in this study are mostly individual leisure activities, such as foreign language guide, translation, astrology, and volunteering in hospitals and churches, which are more proper to act alone. For other types of serious leisure activities, such as mountain climbing, spiritual study, and bird watching, partners with varied levels of abilities and skills do not lower the flow rate.

In terms of whether gender affects the flow experience, Heo et al.(2010) found that gender does not affect the flow experience. This study infers that the likely reason is the unbalance of female and male ratio of the research samples. Although the number of male and female subjects is equal, among the 426 leisure activities, the

participation rate of female subjects is 55%, while that of male subjects is 45%. Chi-square test found that the participation rate of male and female subjects differs in serious and casual leisure activities. In the serious leisure activities, 62% are participated by female subjects, and 38% are by male subjects. Although chi-square test found a difference in the gender proportion of flow experience, Logit regression analysis did not find a significant gender difference. According to Logit regression analysis, the types of leisure activities significantly affect the flow experience. This finding is consistent with Csikszentmihalyi(1992) and Carli, Delle Fave, and Massimini (1988) that flow experience is not affected by age, gender or social status.

As this study adopted the experience sampling method, which requires the subjects to record and fill out questionnaires regarding the activities engaged at fixed time in a day, and each questionnaire contains 25 items, it was difficult to find voluntary participants. By snowball sampling, 33 subjects were recruited, and only 20 complete the research. The subjects in this study are married, highly educated, and have monthly pension, and good health conditions. However, their background information does not reflect the retirees in Taiwan, and they concentrate in Taipei area. Overall, the retirees in Taiwan are not highly educated, and those living in central and southern Taiwan would choose different leisure activities. An investigation in Germany found that region (East and West Germany) affects the retirees' satisfaction level, possibly due to the economic conditions in the two regions. It is advised that future studies should include more diversified samples.

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Manuscripts

The challenge of generating city brand equity by thematization in Hong Kong

Short running article title:
Challenge of Hong Kong for brand equity

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Executive Summary

Thematization has been adopted as one of the strategies in developing positive, strong and distinctive images for cities to compete as tourism destinations and attractive residence for international audiences. Cities can identify their characteristics and transform them into themes that carry meanings, attractiveness and values to people. Some of the emerging themes such as “green city”, “smart city” and “creative city” may contain distinctive characteristics and are becoming more popular in city marketing and branding.

The literature of “green city”, “smart city” and “creative city” generally follows separate paths of development though slight overlapping might have appeared in small areas of discussions. There is no single study of how city consumers or users (such as tourists) perceive and understand the underlying elements of these themes together in a city. As one of the ultimate goals of the thematization strategy is city brand building, a possible approach to study the potential of this strategy is to identify how much brand equity (i.e., the added value of a brand) may be established from the themes. There is both a research gap and a policy need to bring the apparently separated knowledge of green city, smart city and creative city together.

Among a series of popular city themes, the Hong Kong Special Administrative Region (HKSAR) Government has focused on positioning and developing Hong Kong as one or more of the themes under “green city”, “smart city” and “creative city”. However, whether or not these themes as strategic image associations are truly effective is still questionable. There is also an arguable problem of separate development and discussions about these initiatives in the public sector, academia and the society as a whole. This article serves as a conceptual paper that aims to introduce an idea of connecting each type of the selected city theme with the potential of building place brand equity. The concept of brand equity is put forward as an assessment to derive a valuable city theme for development and marketing. Highlighting Hong Kong as a focus, this paper further discusses a number of noticeable challenges of bringing this idea into real world. Finally, the conclusion marks several potential and important areas for further study in response to these challenges.

Keywords: City brand equity; city branding; creative city; green city; smart city

Introduction

Since the millennium, the Hong Kong Special Administrative Region government (“the government”) has established an overarching city brand for positioning Hong Kong as the “Asia’s World City”. This campaign was primarily designed for destination marketing and image creation of Hong Kong. The exercise has received both positive and negative feedback locally (e.g., McCauley, Khan, & Yu, 2003; Shen, 2010). The tourism authority continues spending about sixty million dollars annually to consolidate and promote the city brand (HKTG, 2014). Simultaneously, the government also embraced a range of ideas for developing the city in specific directions, and thematizing the city on the global stage. These ideas have appeared in Policy Addresses throughout the last decade in various forms, such as green city, creative economy, creative capital, cultural and creative industries, smart city and digital city. These terms can be grouped into three city themes: “green city”, “smart city” and “creative city”.

There is a questionable connection and compatibility of these themes with the city brand (Chu, 2010). A tension between the diversity of city image and the desire for distinctiveness is often present (Parkerson & Saunders, 2005; Wood & Landry, 2008). More importantly, scholars also stressed the co-existence of similar series of city categories, which calls the need for place distinctiveness among decision makers and city authorities (de Jong, Joss, Schraven, Zhan, & Weijnen, 2015). This tension also appears in Hong Kong as the city has an umbrella city brand attributed by its cosmopolitan, connected, secure, diverse and dynamic characteristics (ISD, 2015). It is important to identify the strongest and the most valuable city theme for Hong Kong. The meaning of the value borrows the concept of “city brand equity” from the field of place branding (Chan, Peters, & Marafa, 2015). City brand equity refers to the added (or sometimes subtracted) value of the cities derived by their brand names. The measurement of brand equity can include a number of dimensions, mainly the levels of familiarity, favourability and uniqueness of the brand or its represented city features or resources, which can reflect the perceptions of major city stakeholder, e.g., inbound visitors and local residents.

There is an absence of a systematic investigation into the public recognition or acceptance of any of the aforementioned city themes, especially among existing local residents and inbound visitors. The former group is especially influential because it represents an overall city satisfaction in many cases, while the latter may become potential targeted immigrants such as investors and professionals (Zenker, & Beckmann, 2013) to Hong Kong. It is therefore important to learn what these groups of people consider as a strong theme for Hong Kong. Understanding the responses from locals and visitors will show the perceived strengths and disadvantages of each type of theme. The potential for generating brand equity from the possible green, creative or smart city themes will then be established.

This paper aims to introduce an idea of connecting each type of the selected city theme with the potential of building place brand equity. The concept of brand equity is put forward as an assessment to derive a valuable city theme for development and marketing. Undertaking Hong Kong as a case, this paper further discusses a number of noticeable challenges of bringing this idea into real application. Finally, the paper concludes the idea by proposing several potential and important areas for further study.

Literature Review

Branding and Thematization of Cities

In an increasingly globalized world, cities have faced keen competition for various types of resources and attention. Branding is considered as a useful strategy to (re)create an image and strengthen the competitiveness

of a city. One of the main goals of city branding is to create values, preference and loyalty to city (Kavaratzis, 2004), which in turn attract more targeted city consumers to visit and reside in the city. These “city consumers” refer to the people (either within or outside the city) who have utilized or may potentially use the visible facilities or invisible services offered by the city (Freire, 2006). Two major types of city consumers are local residents and inbound visitors.

To attract these target “consumers”, many cities have begun to create a theme, promote and market it, so as to make themselves look more competitive. There is no restriction of which theme must be selected, but a competent theme certainly brings advantages to a city in the global arena. Depends on areas of development, there are several emerging concepts such as “green city”, “creative city” and “smart city” (Glaeser, 2011), which are becoming more popular in city marketing and branding. Each of these themes contains certain its own distinctive characteristics which may be shared by some cities in general. Yet, there is no single study of how people (especially city consumers or users) perceive and understand the underlying elements of these themes together in a city.

Place branding basically constructs upon place names and place characteristics. It does not necessarily rest upon a specific theme, but a place brand should focus on a strong and positive element as brand positioning (O’Shaughnessy & O’Shaughnessy, 2000). Closely related to branding, thematization has been adopted as one of the strategies in developing positive, strong and distinctive images for cities to compete as tourism destinations and attractive places of residence (Chang, 1999; Richards & Wilson, 2006). Thematization usually applies to a space, an activity or an event. Thematizing a space represents the process of patterning the space “to symbolize experiences and/or senses from a special or a specific past, present, or future form as currently imagined” (Firat & Ulusoy, 2009, p. 777). Thematization is not equivalent, but is highly relevant, to the concept of place branding because both of them attempt to connect the most distinctive characteristic(s) or image(s) of a place to the people. In short, thematization tends to collect the competitive elements of a city, while branding visualizes and expresses the theme to the world as a short-cut of promise by the city. A successful city brand can be constructed upon an advantageous theme and its features or resources (Kerr, 2006). More often, whether or not these image associations are truly effective to cohorts of city consumers is still questionable.

In the last decade, scholars have thoroughly cultivated the separate domains of the emerging concepts of “green city” with an integration of the related concepts such as eco-city and sustainable city (e.g., Low, Gleeson, Green, & Radović, 2005; Lindfield & Steinberg, 2012), “creative city” as a mixture of cultural tourism, creative class and experience economy, (e.g., Richards & Wilson, 2006; Baycan, 2011), and “smart city” which is often related to the development of information and communication technology (ICT) (e.g., de Jong et al., 2015). Each of these domains carries separated discussions and interpretations of the underlying elements or major areas of concern.

The city themes: Green, creative and smart

The Asian Development Bank (ADB) provided a definition of a “green city” as “cities that have already achieved, or are moving toward long-term environmental sustainability in all of its aspects” (Lindfield & Steinberg, 2012, p. 9). “Green city” often appears interchangeable with “eco-city”, but they have fundamental differences in definitions and interpretation to cities, where eco-city concept regards cities as an ecosystem (Wong & Yuen, 2011). However, both a green and eco-city should not only be environmentally benign but build on the synergy, interdependence and the reinforcement of ecological and economic sustainability in the urban context (World Bank, 2011). The concept of “greenness” extends to a broader and holistic perspective that encompasses quality of life and the opportunities throughout the entire economy across sectors (Kearn, 2012), and contributes to urban attractiveness (Hammer, Kamal-Chaoui, Robert, & Plouin, 2011).

Scholars and international organizations have portrayed this realm in a number of common topical areas, such as air quality, water quality, food and urban agriculture, transportation, architecture or buildings, green spaces and biodiversity, governance, waste management, energy, density and land management, culture, consumption and citizenship, ecological footprint, environmentally linked diseases, and land price, etc. These aspects have been studied separately or holistically by researchers in the academic and public realms (e.g.,

Low et al., 2005; Kahn, 2006; EU, 2011; Hammer et al., 2011; White, 2011; Beatley, 2012; OECD, 2014; de Jong et al., 2015, etc.).

Since the growth of Richard Florida (2002)’s creative class proposition, Smith and Warfield (2008) observed a conceptual dichotomy of defining a “creative city” in culture-centric or econo-centric orientation. A creative city was therefore defined as a city that has inclusivity, artistry and imagination (ibid). The city has, and is also driven by, strong flourishing arts and culture, creative and diverse expressions. The preconditions of a truly creative city include both concrete factors (e.g., presence of educational institutions) and intangible aspects (e.g., value systems, lifestyles, and people’s identification with the city) (Landry, 2011).

The importance of the “smart city” has been rapidly increasing in academic discourse (de Jong et al., 2015). Neurotti, de Marco, Cagliano, Mangano and Scorano (2014) articulated that a smart city demonstrates the ability to achieve either optimization of information and communication technology (ICT) assets or cleverer usage of urban resources. Hatzeloffer, Humboldt, Lobeck, & Wiegandt, 2012, p. 22) described a smart city as a type of city where “investments in human and social capital and traditional (transport) and modern (ICT) communication infrastructure fuel sustainable economic growth and a high quality of life, with a wise management of natural resources, through participatory governance”. Reviewed a large number of definitions and interpretations, the International Telecommunication Union (ITU, 2014, p. 1) provided a definition of a smart city: “an innovative city that uses information and communication technologies and other means to improve quality of life, efficiency of urban operation and services, and competitiveness, while ensuring that it meets the needs of present and future generations with respect to economic, social and environmental aspects”. In this sense, smart cities must initiate and facilitate inter- and intra-generations of people, their interactions and the resultant human capital (Hollands, 2008; Deakin, 2014). Dameri (2014) identified a number of basic components of a smart city, which contained four areas of land, people, infrastructure and government.

The Concept of City Brand Equity

As an ultimate goal of such thematization strategy is city brand building, one of the possible approaches to studying the potential of this strategy is based on the concept of brand equity (i.e., the added value of a brand). As a result, there is a need for studying how the underlying elements in each type of city theme carry the potential of building place brand equity (Gartner & Ruzzier, 2011), based on the responses of local residents and inbound visitors.

The aforementioned themes of cities can possess advantageous elements for a successful city to attract visitors, investors and long-term inhabitants through the process of brand building. A strong city theme carries the potential of becoming a successful city brand. This brand potential reflects the possibility of creating the future success of marketing the brand. In city branding, brand potential is believed to be the ability to derive and maximize city brand equity (e.g., Parkerson & Saunders, 2005; Florek & Kavaratzis, 2014; Chan et al., 2015). Applying the concept from the marketing discipline to the geographical context, city brand equity is “a set of brand assets linked to a (city) brand’s name” which creates an added value to the city (Aaker & Joachimsthaler, 2000, p. 17). Some scholars have attempted to deconstruct, interpret and advance the concept (e.g., Morgan, Pritchard, & Piggott, 2002; Keller, 2008; Zenker, 2014). There followed the conceptual development of place brand equity by scholars, consequently, a number of the major dimensions contributing to the concept have been presented: brand awareness, perceived brand quality, brand association and brand loyalty (Zavattaro, Daspit, & Adams, 2015). However, a simplified approach was also suggested to identify if a place and its specific resource/theme carry the potential of generating brand equity (Chan et al., 2015). Common propositions include the more frequent dimensions of awareness, familiarity, favourability and uniqueness, as well as some additional dimensions of (brand) loyalty, (overall) quality and image (impression).

Scholars have argued that place brand equity must be put in a wider political agenda (in terms of social, cultural and environmental factors, etc.), and sustainable urban development (Florek & Kavaratzis, 2014), as the measurement of place brand equity and sustainable development should be regarded as the same process (Gartner, 2014). However, there is no identifiable study in Hong Kong attempting to measure these dimensions of brand equity, except an attempt made by Chan et al. (2015) who focused on local public parks. City themes

such as the aforementioned ones appear to embrace attractions or areas that are much wider than public green spaces. The more complicated resources involved in these themes tend to impose more difficulties in deciding which one is more appropriate for a particular city. The following section presents some challenging aspects of developing a valuable theme for Hong Kong.

The challenge of generating city brand equity in Hong Kong

The first and foremost challenge lies on the separate trajectories but shared elements of studying green city, creative city and smart city within the academic and policy arenas. The earlier descriptions of the three city themes have two important implications. Firstly, the essence of the themes is multi-dimensional, which indicates that each theme is represented by a number of attributes. This implies that the success of a theme in each city may be determined and assessed through these attributes. The multiple aspects across various sectors and services in a city may create diverse definitions of each city type. There may also be varied interpretations of how a particular type of city, e.g., green city, should be. Secondly, the multi-dimensional nature of the themes often comprises some common factors, e.g., people/human, institutional/governance, infrastructure, etc. This shows some degree of overlapping between city themes.

Although the theoretical development and empirical studies on these themes have basically followed separated trajectories, there are a number of examples showing the overlapping ideas in their conceptualization and evolution in Table 1. A city's excellent performance in one aspect of a theme may lead to some potential in other themes, and this implies a less rigid thematization of a city.

Table 1: Examples of overlapping ideas in green, creative and smart cities

City themes	Idea	Source
Green city and smart city	<ul style="list-style-type: none"> Green spaces as an important dimension of smartness Smart city initiatives rely on a more developed infrastructure than polluted cities with limited green areas. 	Neirotti et al., 2014
	Smart city encompasses different socio-environmental aspects and ICT applications.	Shaw, 2013
	Smart city is an engine of economic opportunity, e.g., the case of Vancouver to improve its “green city” brand.	Rosol, 2013
	The overarching conceptualization of sustainable development, ecological modernization and regenerative sustainability implies major overlap in various city categories.	de Jong et al., 2015
Creative city and smart city	Proponents of the redevelopment deployed to legitimize the project and its trajectory... from free market sustainability narratives to those around creative city.	Shaw, 2013
All	Smart city shares or integrates elements from both creative industries and environmental sustainability.	Deakin, 2014

The overlapping elements of city themes complicate decision makers in selecting one strong or the strongest theme for a particular city (O'Shaughnessy & O'Shaughnessy, 2000; Kerr, 2006). It is indeed inappropriate to confine the development of a city to one direction or a theme because cities often carry intertwined elements and resources that produce a mixed image (Turok & Bailey, 2004) and the resultant brand (Parkerson & Saunders, 2005). In Hong Kong, the discussions about the three themes in question do not appear to have integration. There is no common platform to allow relevant stakeholders or interest groups to share views on the possible conceptual and practical integration in the society. This may cause the problem of shifting development paths

or thematization strategies over the years, as the observation in Hong Kong, multi-nuclei themes described in the Policy Addresses in the past decade.

Another challenge of producing a city theme that carries brand equity is about measurement of brand equity itself. There is no agreed method of assessing the level of brand equity of a particular city theme though scholars had attempted to propose some ways of evaluation or measurement (Morgan, Pritchard, & Piggott, 2002; Zenker, 2014; Chan et al., 2015). This topic also lacks empirical studies to support its theoretical development. Regarding specific city type, as mentioned, reaching a consensus on how to define and measure a particular city theme is also difficult though specific indices such as one for a green city in Asia (EIU, 2011), or one for creativity (the basis for a creative city) in Hong Kong (HAB, 2004) is available. The diversified attributes of each theme or an integrated one tend to complicate the measurement of the value brought by these attributes. There can be a far deeper philosophy of assessing the underlying aspects of a successful city theme, which was depicted as an “integration challenge” by van Winden, de Carvalho, van Tuijl, van Haaren, & van den Berg (2012), or in the case of smart city, the “ability” and “capability” of utilizing the technologies (Hollands, 2008; Deakin, 2014; Neirotti et al., 2014).

The creation of a brand based on a particular city theme is also a challenging process because it involves the recognition by all stakeholders. The target audience or recipients are already a mix of people with different expectations, demands and experiences. In Hong Kong, for example, the city brand is composed of multiple aspects of visions and attributes (ISD, 2013), which should in principle target at multiple types of city consumers, e.g., tourists, investors, professionals and any potential immigrants, etc. worldwide. However, it appears that the brand is primarily a destination brand.

The investment in infrastructure for a selected city theme is expensive. Not only about millions of taxpayers' money being spent annually on the marketing and advertising a city, the capital and resources required for a authentic platform with infrastructure and facilities that satisfies users and city consumers necessitate even higher amount of investment by the government (Hatzelhoff et al., 2012; Gibbs, Krueger, & MacLeod, 2013). Such investment should balance between: (1) the economic incentive such as the provision of infrastructure of activities or businesses, and (2) the generation of relevant talented groups of people or human capital. In Hong Kong, for example, there has been a vigorous discussion about the appropriate development of creative and cultural industries in the society. One criticism was mainly about the transformation of sites for creative industries into real estate or urban redevelopment projects, as well as a lack of real cohort of creative class (Chu, 2010). In Hong Kong, the strategic development of the city to become “green”, “creative” and “smart” have not been embraced explicitly as a theme or the existing city brand.

Conclusion and Implications for Further Study

The knowledge and research aspects of green city, creativity and culture, smart urban development, place branding and marketing, and the sustainability of tourism can fit very well into the arena of modern society, especially in support of the strategic development of an international metropolis like Hong Kong. Thematization of a city based on these development areas or an appropriate combination of them tend to create some values to the city in the era of keen competition across territories. However, it is extremely difficult, if not impossible, to create a successful theme. It does not necessarily become a city brand but the study of brand equity can provide an approach of evaluating whether the theme is valuable to the recipients or not. There is still a long path of successful thematization for Hong Kong as most of the challenges discussed earlier tend to be valid obstacles in Hong Kong.

Based on the challenges as discussed, there can be some potential areas for further study so as to close the knowledge gaps or tackle some of the challenges in thematization. From a theoretical perspective, it is important to bring the superficially separated knowledge of green, creative and smart cities together. As emphasized by de Jong et al. (2015, p. 1), the interchangeable use of these terms has caused “some degree of overlap and cross-fertilization” of city themes. The policy direction in Hong Kong also demonstrates empirical evidence of the said overlapping of themes. By applying an emerging concept of brand equity, a study on which of the themes

may generate higher brand equity can guide the decision makers to select an advantageous theme of a city. The study can also further enrich the knowledge in the fast-growing field of place branding. Given a theoretical overlap of many of the city themes, there is a possibility to suggest a less rigid form of city image or theme.

From a policy-supporting angle, there is the need to investigate how stakeholders or potential city users would perceive each of the themes and their underlying aspects. A research, which takes a conscientious and bottom-up scrutiny of the policy direction of the Hong Kong government through an interrogation of its city consumers, will provide policy makers a useful reference on the public feedback of the city's development path. Rather than challenging the strategic development of the city, the expected results of the proposed study can provide useful and constructive information for a strong city thematization to policy makers and urban planners. The final outcome need not confine to a rigid type of city theme for a particular city like Hong Kong, but will suggest characteristics of the themes that are distinctive and valuable for the long-term development and marketing of the city. This idea is similar to the notion of "going-global and staying local" proposed by Chang (2000, p. 829) in his discussion about Singapore as a global city for the arts. Finally, from the governance perspective, the research will be able to legitimize the strategy of city marketing, suggest how to gain support from the key city consumers, and give guidance on positioning Hong Kong in a valuable way.

(Number of words: 4,918 including table and references)

(Number of words: 3,657 excluding references)

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Manuscripts

Camp based volunteers: Psychological contracts and intentions to volunteer

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Executive Summary:

Key Words: episodic volunteers, traditional volunteers, Psychological Contracts, camp, intentions to continue

This study investigated the nature of the psychological contract (PC) developed by episodic and traditional volunteers in camp-based leisure organisations in Australia and the relationship between their PCs and intentions to continue volunteering.

The nature of the volunteer experience means that volunteers will tend to develop a social exchange relationship with their 'employer'. Due to the absence of financial payment for volunteers, the understanding of their PC may provide a powerful tool to help leisure organisations understand and manage the behaviour of volunteers, including enhancing their ability to retain their services. Volunteers will not have any expectations for financial compensation; however their PC may include expectations that their needs and motives for volunteering will be met. Contrary to the bulk of studies examining the motives for volunteering (Clary, et al., 1992), literature and research on the PC of volunteers is rare (Liao-Troth, 2005) and as such this research extends our knowledge of volunteering in leisure organisations.

A qualitative research design involving the use of 40 in-depth interviews was used to explain the differences in the nature of the PC that existed between episodic and traditional volunteers and their respective organisations and individuals' intentions to continue volunteering.

The study found that volunteers' PCs are developed through the initial interview or exposure to a social cue or external message that attracts them to the organisation to volunteer and that the culture of the organisation had an influence on the PC of volunteers especially after they had completed a numbers of hours with their organisation. The volunteers' previous experience with volunteering did influence their PC with their current organisation; they brought the expectations of their past experience with them and compared them to the current experience, making assumptions and comparisons about their current role. Episodic volunteers reported that their expectations around training and induction, communication and supervisor support were not often met compared to the experience of traditional volunteers.

Intentions to continue volunteering were enhanced by (1) the development of feelings of importance and belonging to the group (campers or volunteers) and not particularly the organisation, (2) enabling volunteers to achieve personal and professional growth, (3) ensuring equality amongst paid staff and volunteers. The paper concludes with a discussion of the theoretical implications for PC amongst volunteers in leisure focused organisations.

Introduction and Literature Review:

Over the last two decades researchers have been increasingly interested in exploring the role of exchange

processes within organisations in order for them to better understand the relationships between organisations and staff. Social exchange theory (SET) has been considered one of the most influential conceptual paradigms in organisational behaviour. It has been used to explain employee commitment, task performance, and organisational citizenship behaviour, in response to perceived organisational support, leadership, procedural justice, PC, and the employee-organisational relationship. Further, the application of SET to the paid employee-organisation relationship has focused on the relationship an individual develops with their manager, their organisation, or both, or the relationship between groups of employees and their organisation. A consistent finding across these various relationship categories is that higher levels of reciprocity between employees and employers are associated with greater employee contributions in the form of increased employee commitment, organisational citizenship behaviours, and ultimately higher retention, and better performance by employees for their organisation.

In contrast to the reported research using SET and how it relates to the employment sector, relatively few studies have attempted to investigate the relationship between volunteers and their organisations using the theoretical lens of SET. The desire of volunteers to devote their time and effort to an organisation in order to satisfy some want or need is assumed to underlie the relationship they develop with an organisation, with their voluntary social action often ceasing when expected needs or wants are not met. The nature of the relationship that volunteers develop with the organisation where they choose to devote their voluntary effort would suggest that SET is a useful overarching theoretical framework to apply to the study of such relationships. Understanding how SET develops may enable camp organisations to comprehend how volunteers, and in particular how both episodic and traditional volunteers relate to their role and the organisation.

While there have been few published studies on PC and volunteers, the literature suggests it is an area deserving of further research. This study has extended the understanding of the development of PCs for both episodic and traditional volunteers in the camp sector and relationship of their PC to future volunteering intentions. Given that camp organisations are dependent on volunteers to facilitate camps, it is important to understand more about the experiences of camp volunteers and how volunteer support systems affect volunteer outcomes (including PC fulfilment, PC violation, and retention). Supporting volunteer personnel to increase positive PC volunteer outcomes may benefit both volunteers and paid staff. Arguably offering support will produce a well-managed and successful camp while at the same time delivering substantial benefits to volunteers and the wider community.

Camping experiences are often extremely intense. Volunteer camp staff are presumably an important element of an effective camping program, but desirable and effective staff characteristics have not been empirically established (Russell & Phillips-Miller, 2002). Thus understanding volunteer PC and how to retain volunteers within the camp setting is an important aspect of effective volunteer management for organisations that use both episodic and traditional volunteers to facilitate the organisation's outcomes.

Similarly, for a number of reasons, it is important for paid staff to understand how the camp experience impacts volunteers. A better understanding of the benefits of camp for volunteers would help paid staff describe the camp experience more clearly to potential volunteers during the recruitment process. Such an understanding may allow paid staff to recruit more qualified and committed volunteers and ensure that volunteers are supported, developed, and maintained. These changes may enhance their intentions to continue volunteering (Bialeschki, Henderson & Dahowski, 1998 & American Camping Association, 2005). The ability of organisations to attract more and better volunteers addresses a common problem of the camping sector. Camp directors reiterated through their responses to a 1995 American Camping Association survey that found nearly 50 per cent of camp directors (paid staff) identified volunteer recruitment and retention as their greatest concern (DeGraaf & Glover, 2003). Moreover by better understanding the volunteer experience, paid staff may be able to create a better working environment that may enhance job satisfaction for their volunteers. The current

research is focussed on increasing an understanding of how PC is created and developed for volunteers to ensure camping organisations are better informed about how to manage expectations of volunteers, and their potential to retain volunteers longer and to enhance their capacity of program delivery.

Methodology:

This study used a qualitative research design rather than the more typical quantitative designs that have been commonly employed in studies investigating social and psychological factors associated with volunteer behaviour (Vantilborgh et al., 2011). A qualitative approach was adopted because it provided a deeper insight into the processes underlying the behaviours of episodic and traditional volunteers rather than the understandings gained by measuring and describing them through a quantitative research design (Patton, 2002).

This study focused on investigating the relationship between PC creation and development for volunteers in four different camp organisation settings and the intentions of volunteers to continue to volunteer with their current organisation. The primary data collection methods involved semi-structured, in-depth interviews with each set of volunteers (traditional and episodic). Additionally, paid staff from each of the four selected organisations, were interviewed to examine the volunteer management practices undertaken, and the impact of these on the development of PC for volunteers. Finally, a short telephone interview was conducted with paid staff 12 months after the initial semi-structured, in-depth interview of volunteers to verify their retention by the organisation.

Both volunteers and paid staff from the organisations were interviewed to explore how PCs were created and developed for volunteers, and the impact of the volunteers PC on the organisations retention of volunteers. The interview schedules were informed by quantitative instruments such as existing PC questionnaires developed by a number of scholars (Freese & Schalk, 2008; Herriot, Manning & Kidd, 1997; Robnson & Morrison, 2000; Robnson & Rousseau, 1994; Rousseau, 1990; Thomas & Anderson, 1998). Interviews were used to elicit information about the differences in the nature of the PC that may exist between episodic and traditional volunteers and their respective organisations. The interview data were also supplemented by other data sources in order to identify the specific organisational and contextual settings of the environments in which each PC was created and developed. The data sources included: volunteer management policies, practices and procedures and manuals; and, documents such as newsletters, recruitment advertisements, and photos. In addition, the research design allowed for variation and flexibility in the data collection (Creswell & Clark, 2007; Marshall & Rossman, 2011), thus allowing the interviews to develop organically.

The research analysis, involved an examination on two levels: first, an analysis of the differences in volunteer management practices and contexts between the four organisations; and second, an evaluation of the differences in the PC established between individuals and their respective organisation. Overall, the analysis focussing on these organisations allowed for cross analysis of individual differences that then informed the context in which individuals were volunteering within their respective organisation.

Results:

The results indicated that PCs are present for both traditional and episodic volunteers and are developed through the initial interview with the organisation or exposure to social cues or external messages that attract them to volunteer for the organisation. The culture and norms of the organisation had an influence on the PC developments of volunteers especially after they had completed a number of hours with their organisation. Episodic volunteers felt the culture and norms established by the organisation and other volunteers was important in keeping them connected during periods between camps when they were not actively volunteering. Further, the norms such as how and what was the appropriate method to conduct certain aspects of the camp such as administration of medication were also found to be important components of the PC formation for both traditional and episodic volunteers. Understanding the norms of the camp enabled both episodic and

traditional volunteers to form their PC with the organisation. It was also found, both traditional and episodic volunteers' previous experience with volunteering influenced the development of their PC with their current organisation and was evident for both traditional and episodic volunteers. Volunteers brought expectations and assumptions based on their past volunteer experience with them and compared these expectations with their current experience.

The study found that whereas episodic volunteers reported training and induction expectations were too often not met, traditional volunteers indicated the opposite. Furthermore, communication and supervisor support was another expectation not met for episodic volunteers but was met for traditional volunteers. These areas however were reported as being generally positive.

Informal but consistent volunteer management practices were important for the development of PC amongst traditional and episodic volunteers. The results suggested also that relational aspects of the PC are more important for volunteers than transactional aspects, as feeling appreciated and recognised are strong relational volunteer expectations. As such, it may be important for organisations to monitor their relational and transactional volunteer management practices and evaluate their likely impact on volunteers. These practices were important in the development of PC for volunteers, and organisations need to ensure that they are managing the volunteer management practices in such a way to fulfil the expectations required by their volunteers.

Overall, PC outcomes were found to be related to the retention for volunteers. For both traditional and episodic volunteers the fulfilment of their PC expectations and belonging to the organisation positively impacted on retention. Episodic and traditional volunteers also suggested that enabling them to achieve personal and professional growth as well as having equality amongst paid staff and volunteers made it more likely they would continue volunteering. Episodic volunteers revealed that the relationships between fellow episodic volunteers with whom they related to and interacted most were more of an influence to them returning to volunteering for the organisation. On the other hand, traditional volunteers said the paid staff had more of an impact on their PC expectations and retention. Furthermore, an examination of the relationship between PC and intentions to continue volunteering were examined. Results indicated that the relationship between PC and retention varied between traditional and episodic volunteers. Episodic volunteers indicated the time between camps often impacted on their PC if the organisation did nothing or very little to maintain communication and their motivation to continue volunteering. In comparison, traditional volunteers felt connected to and maintained a PC with the organisation because of their more regular and ongoing engagement. Overall, the results indicated that regardless of any violations or situations where the volunteers PC was not supported by the organisations actions, volunteers continued with their service because of the strong sense of commitment to the participants and values for the program.

Discussion:

The study found that a volunteer's PC is related to their intentions to continue volunteering. In particular, volunteer management practices were key determinates for PC fulfilment or violation for both traditional and episodic volunteers in this study.

Similar to research by Harman and Doherty (2014), Nichols, (2012) and Vantilborgh et al., (2014), this study has established that the overarching theory of PC as it relates to paid employees applies equally to volunteers. PC theory can be used to explain the psychological "connection" an individual can create with the organisation in which they are volunteering their time and effort.

The study found that the process of PC creation commences from the time of an individual's first contact with the volunteer organisation and sometimes can happen well before a volunteer actually commences formal volunteering duties. The role of organisational signals such as website content, and the promotional messages of the organisation's core purpose impacts on its clients or participants; their reactions to inquiries from prospective volunteers, and the overall recruitment and selection process, all contribute to the formation

of a PC. This finding adds a layer of complexity to PC theory and researchers' understanding of the process of PC development for volunteers. Essentially PC formation does not start once a volunteer formally commences their role but from their very first interactions with the organisation or its members. Additionally, the interactive features on the Internet and blogosphere have become a staple in society (Briones, Kuch, Liu, & Jin, 2011). The nature of social media makes it a useful resource for camp organisations, as it enables them to create dialogues and opportunities for potential volunteers to interact with them and begin to create a PC. This important finding of the creation of a PC is arguably an important extension of PC theory. While PC creation and its impact on retention have been well researched in paid employment settings, PC creation, at least for this cohort of volunteers, has been limited. The findings from this research has therefore identified an important theoretical development for PC research.

The study has also highlighted that the development of a volunteer's PC does not occur in isolation from their peers or their previous experiences. Volunteers bring their previous volunteer experiences and associated elements of PCs they may have formed with other volunteer organisations, as well as their experiences in paid employment settings. These experiences inform their judgement and assessment of the suitability of any new volunteer organisation in which they may consider investing their time and efforts and thus may influence the expectations they set for a PC with any new organisation (O'Donohoe et al 2015; Ooi & Yusof, 2015; Vantilborgh, 2014).

Social cues were also found to be a very important factor in the development of PC for both episodic and traditional volunteers. The information acquired from one's co-volunteers and campers contributes to PC development and shapes how a volunteer interprets the actions of their respective organisations. Volunteers from this research indicated that volunteering provided them the opportunity to strengthen their social relationships with other like-minded individuals and their decision to volunteer for a cause or organisation that aligns with their individual values. This finding is not dissimilar to other PC volunteer research (Nichols, Tacon & Muir, 2012; Vantilborgh et al., 2011). The present study therefore provides new insights into the importance of social cues in relation to volunteer PC creation and development. It illustrates that the relationship between the individual (volunteer) and the organisation is interactive, and unfolds through social influences to establish a PC. The research findings illustrate that the PC is dynamic and may be constantly recreated as a result of changing volunteer needs and organisational factors that are communicated through various social cues. Further, when the volunteers perceived that their PC was fulfilled and shared with others, they were more supportive and more effective in their roles. This finding has not been identified by previous studies in the volunteer context but has been researched in the context of paid employment (Coyle-Shapiro & Kessler, 2002; Cavanaugh & Noe, 1999; Rousseau, 2001).

This study also identified differences in PC elements valued by episodic and younger volunteers and some elements valued by traditional and older volunteers. It is clear from this study that not all volunteers develop a PC in the same way or hold the same set of expectations as the basis of the PC they develop with an organisation. This "individuality" of the PC developed by a volunteer is an important theoretical implication that future researchers should be cognisant of when undertaking analyses of the development of PCs in group settings.

Finally, the PC of a volunteer does influence their decision to remain but volunteers appear to have a greater tolerance for PC violation than paid employees due to the context of their volunteering. Their commitment to the organisational cause and the social support developed through their interactions with other volunteers, seem to ameliorate the effects of PC violation that often manifest as inadequate volunteer management, lack of training, or poor supervision. This result is an additional theoretical contribution of the study but should be explored in more detail and in other volunteer contexts.

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Manuscripts

Contribution of leisure facilities to revenue of three star hotels.

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Executive Summary

Leisure facilities is an area which is constantly changing and must be closely monitored to retain the hotels competitive advantage and subsequent market share. Leisure facilities (LF) benefit a hotel in the following areas: competitive advantage, positive image and as a marketing asset. The research aim was to determine whether the use of LF benefits the hotels in increased rate charges, turnover rates in room occupancy, restaurant and conference and also in membership which are indicators of revenue gains. A cross sectional descriptive research design was used to gather information from the respondents. The location of the study was three star hotels in Nairobi County Kenya, where the general managers, front office managers, recreation managers, recreation attendants and or instructors and facility users who were present at the time of data collection were the target population. Questionnaires and interview schedules were used as the research instruments to collect data. The instruments were pretested in order to obtain the reliability using the test retest method which was subjected to Pearson's Product Moment correlation coefficient. Data was analyzed using descriptive statistics such as frequency distributions, percentages and means. Inferential statistics were used to determine the relationship between LF and rates charged turnover rates and membership. Data from the open-ended items was summarized into frequency tables. The study found out that three star rated hotels in Nairobi County, Kenya had diverse LF which included; swimming pools, golf course, steam bath, massage parlor, squash court and tennis court. The study indicated that on average, LF contributed 7 % to the total hotel revenue. The study indicated that LF had impact on the rates charged on the hotel services and facilities. Based on the findings of the study it was concluded that: LF are essential as either direct or indirect sources of hotel revenue, LF contributed to the revenue of 3 star rated hotel in Nairobi County Kenya, through direct charges for LF, rates charged, high turnover rates in room occupancy, restaurant, conference booking and membership fee. The study recommended that hotels should invest more on LF in an effort to attract new clients and to maintain the existing ones as they increase the hotels revenue both directly and indirectly. A research on the trends in LF in hotels was also recommended to help the government realize the way forward in achieving the vision 2030.

Key Words: Leisure recreation facilities, three star hotels, revenue

Introduction

Leisure is the free or unobligated time during which one is not working or performing other life sustaining functions (Leitner, 2004). Chelladurai 2006, states that leisure was originally considered by the ancient Greeks as the most worthy activity that human engage in. Leisure facility is a building, service or piece of equipment provided for the purpose of recreation in three star hotels.

Leisure facilities is an area which is constantly changing and has to be closely monitored to retain the hotels competitive advantage and subsequent market share (Knowles, 1998). O'neil and Palmer (2004) indicate that the increasing competition and unique services and conveniences have forced hoteliers to continuously search for competitive advantage. Knowles (1998) further states that during the late 1980's in the UK, a total of 72.3 million pounds was invested by hotels installing new health and leisure facilities and updating existing facilities. This investment indicated how convinced hoteliers are of the benefits accruing from leisure facilities. Leisure facilities may benefit the following areas, thus creating extra revenue particularly in using previously underutilized space: increased room occupancy, competitive advantage, business users, membership fees, increased room rates, marketing asset and positive image (Kohler, 2006). Andrew & Wohberg (2006) assert that hotels with leisure facilities may have a significant advantage to profitability over those without. The use of leisure facilities as a competitive advantage is evidenced by a huge increase in the demand for packages at resorts and hotels where leisure facilities are available in South Africa. (Kohler, 2006)

Anderson (1999) in Monteson and Singer 2002 conducted a study of the USA resort based leisure facilities. The study found out that leisure facilities help resorts with regard to their marketing advantage, revenue per room occupied, room occupancy and perceived value for room rate.

Literature Review

Leisure facilities can either be a building, service or piece of equipment provided for the purpose of recreation, and in this study provided in three star hotels in Nairobi County Kenya. In this study facilities like swimming pool, steam bath, health fitness centre, massage parlor, golf course, tennis court and squash court were put into consideration. The spa has also come up in the literature review, this is because according to White (2008), the management of an urban hotel equipped with a health fitness centre, a swimming pool, and a few treatment rooms may find it beneficial to label the facility a spa.

Heinemann (2004) states that, in the 1980's and 1990's leisure and recreation facilities became a larger component in many hotels and resort facilities. He further indicates that the traveling public became more health and fitness conscious and many properties especially business oriented urban properties and destination resorts responded to this trend by adding a health club or spa facilities. According to Stipanuk (2002), most lodging properties had only a swimming pool as the only recreation amenity. Stipank (2002) further adds that over time, developers realized the competitive advantage of more expansive fitness facilities and added exercise equipment and limited health club facilities. Keller and Bieger (2008) indicate that it's common for a first class hotel to include a full size spa to complement its other business oriented facilities. Additionally, a suburban hotel may enclose its pool area to provide a swim and health club for the community (Keller & Bieger, 2008). Heinemann (2004) notes that a conference center may add extensive outdoor jogging, tennis and golf facilities to its indoor pool and spa to attract high level executive retreats.

Leisure Facilities and Hotel Revenue

Gemma (2009) states that establishing a strong membership for leisure facilities at hotels has been highlighted as an important revenue generator by recreation managers. Gemma, (2009) further indicates that the leisure facilities not only provide revenue in terms of membership fees, but also for other services such as food and beverage and also rooms.

Anderson (2001) identified 30 hotels in USA that had extensive leisure facilities and reported that in 1999 the resort spas in his sample recorded a departmental profit margin of 30.7%. In 2004 Anderson conducted another study on leisure facilities at resort hotels in the USA. The study found out that these hotels achieved a margin profit of 23.2%. The findings of the 2004 Spa Industry Study, by Anderson showed that US spas earned an average of \$172 per square foot, \$143 per spa visit and \$277 per client (International Spa Association, 2004). Collectively, all these figures illustrate how leisure facilities in resorts evolved in the 1999-2009 decade and became major revenue centers in the USA.

Methodology

Research Design

The study used cross sectional descriptive survey design. This design is a method of collecting information by interviewing or administering a questionnaire to a sample of individuals (Orodho, 2003). According to Nassium (2008) and Orodho (2005) cross sectional survey studies are conducted to determine status quo and are concerned with gathering of facts rather than manipulation of variables. Descriptive approach was used in this study since the study was gathering the facts and not manipulating the variables in investigating whether leisure facilities in three star hotels Nairobi were used for revenue gains.

Location of the Study

The location of the study was the three star hotels in Nairobi County, Kenya. Nairobi is the capital city of Kenya, located in Nairobi County and has many star rated hotels with leisure facilities. According to the East African Community (EAC) Criteria for classification of Hotels and Restaurants, hotels rated three star and above must provide at least a swimming pool as a leisure and recreation facility. Three star hotels were considered for the study as they could be compared amongst themselves as they were noted to offer a variety of leisure facilities. This made it easy to relate this to the gains accrued from the same. The city's status as regional capital has also helped to create one of Africa's most cosmopolitan leisure spots, with some of the continent's finest hotels, restaurants, and modern and cultural entertainments (Mairura, 2010).

Target Population

The study targeted the 9 three star hotels in Nairobi County, Kenya. The hotel managers, front office managers, leisure managers, leisure facilities attendants/ instructors and facility users participated in the study. Generally a hotel will have one general manager, one front office manager, one leisure manager and at least one attendant for each leisure facility provided in a hotel. The leisure facilities user number may be determined by various factors like the time of the day and the size of the facility. The targeted facility users on average per day per hotel were 55. The average number of facility users per day per hotel was obtained from the hotels. The total accessible population targeted was 488.

Sampling Procedure and Sample Size

To identify all the members of the target population, a list of all the three star rated hotels in Nairobi County Kenya was obtained from the Kenya Gazette notice No.3976 published in 2003. Out of the 9 hotels, 8 were selected since the other one was used for pretesting the research instruments, hence a census sampling technique for the hotels. The estimated accessible population was 488 assuming each hotel provided at least three LF. To obtain the sample size the Cochran 1963 formula for finite population was used.

$$n = \frac{n_0}{1 + (n_0 - 1) / N}$$

Where n is the sample size and N is the accessible population. Information was obtained from each general manager, front office manager, recreation manager and at least three attendants of recreation facilities in each hotel. Twenty one facility users in each hotel also participated in the study. A total of 216 respondents were used. Convenience sampling procedure was used to sample out the leisure and recreation facility attendants. The attendants were only present where the facilities were offered and hence attendants for the offered facilities were interviewed. Simple random sampling was used to access the facility users in each hotel. The facility users who were using the facilities at the time the researcher was at the hotel were interviewed. The present facility users were assigned numbers, which were put in a container and then picked randomly. Those who picked the numbers were interviewed.

Table 3.1 Sample Size

Respondents	No. Respondents	No. of Hotels	Total No. of Respondents
General Managers	1	8	8
Front Office Managers	1	8	8
Recreation Managers	1	8	8
LF Attendants	3	8	24
LF Users	21	8	168
Total	9	8	216

Research Instruments

Questionnaires and interview guide were used to obtain information from the respondents. Each item in the questionnaires was developed to address specific study objectives. The questionnaires were used on the general managers, front office managers, recreation managers and leisure facilities attendants. An interview guide was used to elicit information from the users of leisure facilities in each hotel.

Pretesting of Research Instruments

This was done to enable the researcher know how to administer the instruments and estimate the duration needed to complete data collection. Pretesting of the instruments enabled the researcher check the reliability and validity of the questionnaires. This was carried out in one of the three star hotels which did not participate in the actual study.

Instrument Validity

Pretesting helped to improve face validity of the instruments. The validity of an instrument represents the degree to which a test measures what it purports to measure (Borg & Gall 1989). The researcher removed any bias in the research instruments by constructing them in line with the objectives of the study. Internal validity was achieved by holding a training session for all research assistants. This was achieved by the construction of representative questions and evaluating them against desired outcomes. Conceptual and operational definition of variables in the study ensured external validity

Instrument Reliability

Reliability of measurement concerns the degree to which a particular procedure gives similar results over a number of repeated trials (Orodho, 2003). To ensure reliability in the study, the researcher employed the test-retest method in one hotel, which did not participate in the study. The researcher also received expert advice from the supervisors as well as peer evaluation of the instruments.

Data Collection Procedure

After the validity and reliability of questionnaires were ascertained, the researcher trained two research assistants on data collection. Permission was sought from the Ministry of Education Science and Technology to carry out the research. The researcher sought permission from the hotels to administer the questionnaire to the general managers, front office managers, leisure managers, leisure attendants and leisure and recreation facility users. The researcher went in person to the hotels to book appointments.

Questionnaire

The questionnaires were used to collect data from the general managers, front office managers, recreation managers and the leisure and recreation instructors/attendants. The questionnaires elicited responses on the available leisure and recreation facilities, the extent to which they are used and whether they contributed to the hotels revenue. The questionnaires further sought the opinion of the managers on the relationship between leisure and recreation facilities and the rates charged, turnover rates and the membership to particular facilities. They were administered in the sampled hotels by the researcher and two research assistants. They explained the purpose and the significance of the study. The questionnaires were checked to ascertain that they were fully filled and if not, respondents were required to fill in the gaps.

Interview Schedule

The researcher held interviews with the users of leisure and recreation facilities in each hotel. Semi structured interview schedules were used to gather information from the users of leisure and recreation facilities using interview guide.

Data Analysis and Presentation

The data collected was analyzed using descriptive and inferential statistics. The responses from the questionnaires were coded, tabulated and then processed. The analysis made use of descriptive statistics such as frequency distributions, percentages and means to analyze data by an electronic statistical package. The Goodness of Fit Chi Square Test was utilized to determine the relationship between Leisure facilities in three star hotels and the hotels revenue. The data was presented in pie charts, graphs and tables.

Logistical and Ethical Considerations

Before conducting the research, clearance was sought from the Graduate School of Kenyatta University. A research permit was obtained from the Ministry of Education Science and Technology to carry out the research. The researcher sought permission from the hotels to administer the questionnaire to the general managers, front office managers, leisure managers, leisure attendants and leisure and recreation facility users. To ensure confidentiality, information was used only for the purpose of research. Names of the participants were omitted on the questionnaires to ensure anonymity.

Results

The aim of the study was to assess whether leisure facilities contribute to the revenue of the hotels. This chapter presents the findings and summarizes the study results.

Overview

The response rate of this study was 75% (162) of the respondents responding to the questionnaires and

interviews. According to Fincham, (2008), response rates approximating 60% for most research is acceptable and should be the goal of researchers. The response rate of this study was therefore within the acceptable range. 4.2 The Contribution of Leisure Facilities to the Hotel Revenue.

The study aimed at finding out the contribution of LF to the revenue of each of the three star hotels. Table 4.2 shows a summary of these findings.

Table 4.2 Contributions of LF to Hotel Revenue (Amounts in Kshs. thousands.)

LF	HOTELS								Total
	A	B	C	D	E	F	G	H	
Steam bath	0.4% (1952)	0.5% (4682.41)	2% (16,047.32)	0	0	1% (6,556)	0	1% (3,221.26)	4.9% (32,458.99)
Health fitness	3.9% (19035)	2% (18,729.64)	7% (56165.52)	0	0	3% (19,668)	0	2% (6,442.52)	17.9% (120,040.68)
Massage	0.52% (2515)	0.5% (4682.41)	0	0	0	1% (6,556)	0	0	2.02% (13,753.41)
Golf	0	7% (65553.74)	0	0	0	0	0	0	7% (65553.74)
Pool	0.25% (1223)	0	2% (16,047.32)	1% (2,502.4)	0	2% (13,112)	0	1% (3,221.26)	6.25% (36,105.98)
Tennis	0	1% (9364.82)	0	2% (5,004.8)	0	0	0	0	3% (14,369.62)
Squash	0	1% (9364.82)	0	0	0	0	0	0	1% (9364.82)
TOTAL	5.1% (24,725)	12% (112,377.84)	11% (88,260.26)	3% (7,507.20)	0	7% (45,892)	0	4% (12,885.04)	42.1%
Hotel Revenue	483,494	936,482	802,366	250,240	655,600	322,126			
AVERAGE			7.0%						

According to Table 4.2 the hotel with the highest number of LF (hotel B) had the highest percentage revenue contribution. Hotel B which had the highest number (6) of LF received the highest percentage of revenue contribution of (12%) (Kshs.112,377.84), it was followed by hotel C which had 11% (Kshs.88,260.26) revenue contribution. Although hotel C had the second largest revenue contribution from LF it had only 3 LF. The highest amount of the revenue was contributed by Health Fitness Centre. This implies that the facility was used by many clients who also paid for it. The revenue from Health Fitness Centre in this hotel also superseded those of all the other hotels. Health fitness center had the total highest percentage revenue contribution in the hotels with a total of 17.9% (120,040.68). This indicates that there are many hotel clients who are ready to pay for their fitness and are aware of the hotels offering for the facility. This concurs with Carroll (2003) who indicates that fitness consumers seek to be active and fit when they want to and where they need it; anywhere, anytime and they seek increasingly skilled professionals to meet their needs.

The Health fitness center was followed by golf with 7% (65553.74) and the swimming pool with 6.25% (36,105.98). The findings further indicated that hotels in-house guests did not pay for the use of LF, such as the swimming pool, but on the other hand, the walk in clients (clients not booked for accommodation) paid for their use. Revenue was also collected for training and instructions as well as the facility use. The three star hotels in Nairobi County Kenya could be using LF as a marketing tool and as a way of attracting in-house guests who also pay for other services like accommodation hence the in-guests were not required to pay for them.

The hotels with few LF had low percentage revenue contribution as compared to those with a variety of LF. Hotel D which had only 2 LF had the lowest percentage revenue contribution of 3% (7,507.20). Hotel E and G which had no LF had no revenue contribution from the same. This implies that the hotels with LF had a revenue edge over those with none though with the same rating.

Discussion

These findings imply that LF contributes to the revenue of the hotel as indicated by the average contribution of 7%. A study conducted by Anderson in 2004 on Leisure facilities at resort hotels in the USA found out that these hotels achieved a margin profit of 23.2% (International Spa Association, 2004).

The study by Anderson (2001) shows a higher percentage of revenue contribution than the current study. This implies that LF in the USA generate more revenue in the hotels than in Kenya, the Kenyan 3 star rated hotels in Nairobi County may have a lot to borrow from them. The two studies concur in that LF contribute to the hotels revenue.

These findings also concur with Dietz and McGuire (2010), who indicate that many hotels have significant ancillary revenue streams from other revenue generating outlets like spas, health fitness centers, massage and golf. The right mix of demand will spread spend across the property, so these companies want to ensure that they are accepting guests that will maximize revenue across the property rather than strictly hotel room revenue. Although LF are considered as ancillary revenue streams, they significantly contribute to the hotel revenue.

The current study found out that LF in three star hotels were generating revenue for the hotels, though considered as ancillary revenue streams. This was indicated by an average revenue contribution of 7%. The hotels with the highest number of Leisure facilities had the highest revenue contributions of 12%. Leisure facilities are essential as either direct or indirect sources of hotel revenue. The study further concluded that besides generating revenue, Leisure facilities also acts as a marketing tool which increases the competitive advantage and creates a positive image for the hotel. This was evidenced in the use of hotels available LF in the hotels marketing strategy.

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Manuscripts

Home-based digital leisure

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Executive Summary

The introduction and domestication of the information and communication technologies in the home has transformed leisure activities, although we actually know little about these changes. Those technologies have an important role on leisure of households' members and the transformation in leisure activities and experiences, then, it is a necessary issue to explore in this areas of studies. So, leisure at home has a digital aspect, in this study we have explored that aspect adopting a constructivist and interpretive perspective, analysing 30 informants narratives in order to describe and interpret what can be considered as digital leisure, asking about activities undertaken during their free time at home, using any kind of digital technologies and then find how digital technologies have transformed home-based leisure activities in different households of Barcelona province, in Spain. Analysis was conducted under thematic analysis to construct and interpret texts, looking for patterns, creating categories and properties and finding themes and elements shared.

The findings of the main study show how individuals use available technologies for home-based leisure activities, how traditional leisure activities are changing, how domestic leisure and individual and household maintenance activities overlap, and how the appeal of traditional leisure activities has changed since digital leisure activities came to be performed in the home. The changes brought about are qualitatively different from those produced by radio and television broadcasting and reproduction/playback devices, the digital technologies have not only increased exposure to different experiences, they also allow people to have control them. Consumption of technologies on leisure experiences is no longer homogeneous within household members due to the nature of ICT and Internet. Individuals now have greater freedom regarding their choice to do home-based leisure activities, and informant's narrative led us report they are being more satisfied with the leisure activities undertaken.

The study suggests that digital leisure transformed home-based leisure and the findings can be used for the design and development of home leisure technologies. There is an opportunity to go deeper and find more information about digital leisure in other areas of people's life, considering their families or other social connections. Also is necessary to study digital leisure according to the evolution of digital technologies, devices and applications.

Keywords: Home leisure, sociology of leisure, digital leisure, leisure satisfaction, ICT uses.

Introduction

The intersection of the digital technologies, leisure, and household is in an open area to research. Studies have been conducted on technologies at home transforming the living room (Livingstone 2007), the influence on households' members (Flichy, 1995; Bovill & Livingstone, 2001)

Devices based on digital media technologies, enable individuals to develop digital leisure activities, in which is possible to decide which leisure activities to undertake and choose the persons with whom to share the activity. In the study we describe how digital technologies are transforming the home-based leisure activities and how activities varies according to technologies.

Literature review

Technologies have transformed leisure activities (López Sintas, Rojas de Francisco, & García Álvarez, 2015) and the home-based leisure is not an exception. Smaller units made their appearance in individual bedrooms and people shared the same roof but had different experiences while using different devices, a phenomenon referred as 'living together separately' (Flichy, 1995) and being 'alone together' (Turkle, 2011). Digital technologies accentuated this fact, because can change our lives and enhance leisure opportunities (Lally, 2002; Gershuny, 2002), changing the way leisure is consumed.

The Internet make it possible for individuals to interact and communicate with others and share experiences, with the possibility to organize leisure time (Jupp & Bentley, 2001; Kennedy & Wellman, 2007) and provide social leisure, because enables people to stay connected and keep in touch despite distances or absences (Venkatraman, 2012).

Zabriskie & McCormick (2001) study in 'core and balance leisure activities' show that family leisure activities influence the functioning of the family and satisfaction depends on the context where the activity takes place and the person(s) it is shared with. Shaw & Dawson, (2001) research finds that parents choose activities to improve family functioning to transmit healthy lifestyles and moral values with leisure. Churchill et al. (2007), suggest households can be classified in terms of members for whom all leisure activities are an opportunity to have fun, and those whom only balance activities are available. Also, the choice of leisure activities improves the functioning and communication between them (Zabriskie & McCormick, 2003). However, studies also report an imbalance in the benefits and the satisfaction obtained by different members (Buswell, Zabriskie, Lundberg, & Hawkins, 2012; Shaw & Dawson, 2003; Zabriskie & McCormick, 2003; Larson, Gillman, & Richards, 1997; Martinson, Schwartz, & Vaughan, 2002).

The evidence reported in leisure studies has also suggested that digital technologies have altered leisure activities performed at home, changing not only activities, but also the constraints of space and time that affect these activities (Abbott-Chapman & Robertson, 2001; Anderson et al., 2002; Kraut et al., 2002. Carr, Schott, Burn, & Buckingham, 2004). This not only can increase the heterogeneity of experiences, but also the satisfaction gained from leisure activities.

Research into digital leisure has typically focused on certain social groups or activities (Cox, Clough, & Marlow, 2008; Hargittai & Hinnant, 2008; Mesch, 2006), gender differences (Helsper, 2010; Martinson et al., 2002), technology differences (Schroeder, 2011), and specific leisure activities (Anderson & Rainie, 2012). Less attention has been paid, nonetheless, to the changes occurring in leisure activities performed at home from a

holistic framework. This study is an attempt to fill this gap by studying the leisure activities people undertake at home during their free time involving digital technologies, in order to understand how leisure activities are being transformed.

Methodology

The research is framed in the interpretative/constructivist paradigm (Guba & Lincoln, 1994) and treat narratives as texts to be interpreted according to the interpretive tradition, the purpose of making sense of a set of texts is to gain an understanding beyond the interviewees' own interpretations (Crotty, 1998).

Sampling was selective in order to identify informants with experiences of digital leisure activities at home and then snowball sampling and maximum variation sampling to obtain profiles in terms of sex, education, marital status, family circumstances, and occupation.

Semi-structured interviews were conducted using a protocol regarding leisure activities undertaken at home. The sample consisted of 30 informants, 15 women and 15 men with different education and occupational levels, with ages from 17–58 years old.

Analysis was conducted under the narrative analysis framework applying thematic analysis (Riessman, 1993) by creating thematic categories and constructing a set of themes according to the activities performed, the technologies used, the places, the times and the people with whom the activities were performed, to describe of the activities.

Findings

Informants reported frequently replacing more traditional home-based leisure with digital leisure, changing the way in which leisure activities were developed. Carmen, explained how television is becoming redundant: 'Each day I watch less and less television, and spend a little more time on the computer, watching series online'. Television is for viewing live events, watch family entertainment programmes and movies, or the news. María explains: 'TV is just for football games or the weekend news, sometimes a movie together'.

Informants describe how they now read in bursts throughout the day. Sandra tells us about news: I check three or four times a day, so that's 30 or 40 minutes daily keeping up'. Sources of information have also broadened: 'I start by reading the news, then I go look up things, because I see an article and there's something interesting, I see it and then go to Google and search more'.

Interviewees described how digital leisure activities are combined, interleaved, or overlapped with other daily activities. Felipe, told us that 'weekdays I might spend an hour watching a movie while eating dinner.' And Carles, say: 'While I'm eating dinner, I watch a movie or look up information, or chat a bit if I connect with a friend. I also combine home activities with listening to music online.' Leisure activities are thus introduced as temporal wedges of leisure that overlap with personal or household maintenance activities.

The narratives of the interviewees suggest that leisure activities outside the home are less accessible than home-based digital leisure. Alex, points to how digital leisure activities affect the attractiveness of traditional options: 'A major advantage of digital leisure is ease of access, it's there at hand, and it's easily accessible, unlike other types of leisure. He continues: 'If I want to go out to the park, it involves having to put on a coat, leave the house, and walk to the park. Not like digital leisure – you simply turn on the computer, or anything and sit there. Accessibility is a major factor to do it'.

Reduction in monetary and time costs seems to be the benchmark by which respondents compare different alternatives. Javier underlines the monetary differences: 'The kind of leisure we had before used to cost me a lot of money and now it costs me very little.' He adds: 'Sorry, but I won't spend money on leisure if I can get it

through the Internet! And Manuel says:

Nowadays you get a book on the Internet, before you had to go to a library; instead of watching a movie on your computer, before you had to go to the cinema or rent it. You feel you can access everything, and that allows us to do a lot for half the effort.

Irrespective of whether a person is alone or with others (physically or digitally), digital leisure activities yield satisfactions. Some are similar to traditional leisure activities, for instance, spending time with friends and entertainment; other satisfactions seem to be exclusive to digital leisure activities, for instance, personal enrichment.

Time with others in Internet

Now is possible to use digital technologies and Internet to realize leisure with social purposes, informants can stay in contact with friends, family and other users. For Adela, social games are perfect for keeping in touch and being entertained at the same time. She interacts with her boyfriend and her brother through the World of Warcraft videogame, for her gaming is a social activity:

'I don't play on the computer by myself, I play with my boyfriend, he's always connected from home, so that way I talk to him, we play and talk. I mostly connect with him and my brother, because we have something more to talk about.'

Carmen moved to Barcelona for work, leaving family and friends; she refers to the sensation of how physical distances are removed by online social media:

It's like being with your friends all the time, even if they are in Galicia 800 miles away, I feel that they are close, I talk to them every day. For example, chatting, talking about how the exam went, or through Facebook. I think it's a form of bonding.

Entertainment

Respondents tell us that digital activities enable them to relax after the routine of a working day; for Carles, digital leisure is 'for winding down, that's basically what I do either with movies or the Internet, what I do is try to disconnect from my day to day and not think about the things I think about 90% of the time'.

Unlike the evasion of watching movies, respondents playing online games, whether alone or with others, feel a sense of accomplishment when they achieve goals. Samuel, describes the satisfaction he feels:

It's entertaining, I have fun, I enjoy achieving something, it's a challenge, it's satisfying, especially with more difficult games, you're getting through new stages, it's nice getting to the end, getting to understand the game. There are games where feeling good means overcoming your adversary, it's like football, basketball, car racing... especially with friends, it's a way to laugh, to have fun and teasing each other. There are games that make your adrenaline rise, times when you feel stressed out, you have to stop for a while.'

Sometimes digital activities leads respondents to lose all notion of time, as Carmen puts it:

Sometimes you get hooked, I say I'll play a bit, I start playing and maybe I get hooked and when I realize it the hours have gone by... or maybe, when watching series online, I start to watch one [episode] and since you can watch the next one, I might get hooked.

Personal enrichment

Informants believe that digital leisure, unlike traditional leisure, is a source of knowledge, and a window into different worlds. According to Marina 'with digital leisure you simultaneously learn stuff' and marks the difference

between traditional leisure and digital leisure: 'I think they complement each other, they're two different kinds of leisure that offer different things.' Maria provides evidence of the learning opportunities offered by leisure activities that have enriched her knowledge:

In YouTube, you start listening to music and watching videos, you carry on and you often hear something you really like, you start to see related videos and find artists, or interviews, you didn't know. I like to see interviews in English because I'm studying English, so I stay there, I take it as practicing, or because the people are interesting.

Discussion and conclusions

With the domestication of ICT and Internet (Richardson, 2009) not only does a technological substitution take place, the narratives of the interviewees suggest there is a fragmentation of leisure activities that led to a change. Now they can do what they like, when they like, in the order they want, and for as long as they want, they do not depend on what is programmed or published by media, they can search TV programs, movies or news and they also can share it with others or make it alone.

Freedom of choice produces different uses of the spaces and the technologies among home members (Bovill & Livingstone, 2001; Rompaey Van & Roe, 2004; Livingstone, 2007; Rainie & Wellman, 2012), with implications for households. The Internet-based digital technologies can be used for leisure activities in a flexible way and with this fragmentation, living under the same roof is no longer any guarantee of having similar experiences – hence the phenomenon referred as 'living together separately' (Flichy, 1995) and being 'alone together' (Turkle, 2011). This fact can be seen as a negative repercussion of the use of digital technologies for leisure, if we understand the household as a nucleus of homogeneous experiences.

However, the evidence would indicate that the same digital technologies that produce differentiated experiences can also help to connect separated members of the nuclear or extended household (Venkatraman, 2012). Online social games and social networks are used to entertain, kill time and keep in touch with absent friends and relatives in leisure activities performed in the home with those living abroad (Turkle, 2011). This all suggests a transformation of households into networked units (Rainie & Wellman, 2012).

This mutation has implications for the meaning of leisure activities and can affect satisfaction levels. Churchill et al. (2007) have shown that households differ in the way they interpret leisure activities, some see opportunities of leisure in any core activity, and others only enjoying balance activities. We have seen that digital leisure activities with friends and relatives into the home online can change the meaning of a balance leisure activity, transforming it into a regular activity, depending on the kind of household. Some may see digital leisure as offering an opportunity to remain connected and coordinate leisure activities, while some may interpret the digital technologies as a threat to their unit and quality of leisure.

ICT can fragment leisure time and enhance the simultaneity of activities. It could be said that routine home-based leisure activities take the form of a temporal and spatial jigsaw, with some pieces overlapping. As Turkle (2011) argued, teenagers can do their homework, and, at the same time, see and talk to an absent friend; thus, the school assignment overlaps a leisure activity, two activities that usually take place at different points in time and space. Whether this is a good thing (doing pleasurable activities) or a bad thing (conducting activities in a superficial fashion) is a matter for debate.

As in all interpretive research, our findings are conditioned to the data gathered. Therefore, our description and interpretation of the transformation of leisure in the household should be taken as a proposal for future research, as further analysis is needed to produce additional descriptions of the transformation of leisure activities at home. These new studies would provide the evidence necessary to refine and theoretically generalize the interpretation proposed here.

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Manuscripts

Consumer response towards an accreditation system for hiking trails

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Executive summary

Accreditation has a significant role to play in the upholding of quality and sustainability standards in the supply of tourism and leisure products. Accreditation systems, although widely used in tourism accommodation, services and sustainability practices, relates primarily to the traditional market of tourism with very few systems addressing the needs of the adventure and nature-based tourism. When applied in the context of hiking, accreditation may materially impact the way trails are managed and marketed, leading to perceptions of quality and credibility amongst consumers. Trail owners and policymakers often question whether a demand for accreditation systems exists amongst consumers and to what extent such implementation could improve participation in the industry. While the work by various authors in the wider context of tourism provide some context as to the influence of accreditation systems on consumers' decision making and buying behaviour, in the case of hiking products, this has not previously been investigated. In fact, the unique components of consumer behaviour and consumer decision making in hiking has not been clearly defined at an academic level. Current literature provides no insight into the influence of accreditation systems in current and potential consumers' decision making regarding the consumption of hiking products. This study took a quantitative approach in the form of a survey research strategy to measure the importance of and future intended response towards trail accreditation, as determined by consumers from two different populations: hikers and non-hikers. This was achieved by presenting a hypothetical country-wide implementation of a case study accreditation system to respondents. The study demonstrates a link between accreditation and consumer decision making and the future uptake of hiking tourism amongst both hikers and non-hikers. The findings from this paper contribute to bridging numerous gaps in literature in the fields of adventure and nature-based tourism.

Keywords: Hiking, nature-based tourism, adventure tourism, accreditation, ecolabels, consumer behaviour, consumer decision-making.

Introduction

The leisure activity commonly referred to as hiking in South Africa, is also known by various other names; often used synonymously and sometimes interchangeably in countries across the globe. These include but are not limited to: walking, bushwalking, outdoor walking, rambling, tramping, backpacking, trailing and long distance trailing, trekking and hill walking. International travel marketers agree that South Africa with its estimated 10 224 kilometres of footpath, offers some of the most spectacular hiking opportunities in the world (Lonely Planet, 2015; Placetoseeinyourlifetime.com, 2014; Walkopedia, 2015; hellawella.com, 2015; BuzzFeed, Inc., 2015). Hiking trails such as the North Drakensberg Traverse in South Africa ranks amongst the world's best (National Geographic Society, 2014).

One of the biggest threats to the industry however is the deterioration in the quality of trails. The Hiking

Organisation of Southern Africa (HOSA) believes a significant proportion of trails in South Africa no longer comply with normal hiking requirements due to challenges such as poor accommodation, safety issues, poor or no maintenance, environmental degradation, and inadequate water supply (A. Bossert, personal communication, March 3, 2013). Other challenges identified by Tourism KwaZulu-Natal include the lack of signage on trails, poor mapping skills and polluted water sources (all pointing to a lack of maintenance or planning by trail owners) as well as crime-related incidences (K.Kohler, personal communication, March 2, 2015)

In 2006, the need for a quality control system was seemingly met with the implementation of the Green Flag Accreditation System (Green Flag), an independent body through which trails are assessed according to its difficulty grading, safety levels, service and trail facilities, accommodation, the type of environment the trail is set in as well as the environmental management of the trail. Green Flag, accepted as the official accreditation system of HOSA, is the only trail accreditation system in Africa and receives support from the World Trails Network (WTN) as well as the major conservation agencies in South Africa (including South African National Parks, KZN Ezemvelo Wildlife and Cape Nature). To date, implementation has been slow with approximately 60 trails having gone through accreditation both in South Africa as well as other parts of the world. Marketing activities of Green Flag have been limited due a lack of resources and budget by the accreditation authority. Interest and support from governmental bodies such as the National Department of Tourism (NDT) as well as the Department of Environmental Affairs (DEA), has been lacking (M.L. Hugo, personal communication, February 28, 2015).

The questions often posed by trail owners and policymakers in their considering towards adopting or support such scheme, are whether a demand for such quality control system exists amongst consumers and whether the implementation of such system could significantly improve participation in the industry. While the work by various authors in the wider context of tourism provide some context as to the influence of accreditation systems on consumers' decision making and buying behaviour, in the case of hiking products, this has not previously been measured.

Literature review

The manifestation of consumer demand for an accreditation system is dependent on the acceptance of the system by a reasonable size of the market. Many suppliers, however, will not adopt such schemes before evidence of consumer demand cannot be presented. To ensure sustainability of the accreditation or certification scheme, a critical mass of at least 3% to 10% of the market is needed. The scheme would also need to be widely recognised amongst consumers to be effective (Lacher, 2012:5). Without such recognition, the case for a competitive advantage to suppliers would be difficult to prove (Leonard, 2011:8). Literature to suggest that a significant number of consumers proactively seek sustainable tourism certification is inadequate (Leonard, 2011:13; Lacher, 2012:10), often indicating towards disparate results when it comes to consumer response to for example, more sustainable and socially responsible practices (Chia-Jung & Chun, 2014:937). A few studies, such as Marchoo et al., (2014:19), confirmed tourists' approval and recognition of accreditation systems such as that of the Green Globe 21. Some researchers however suggests that consumer demand for environmental brands takes decades to develop (Leonard, 2011:23), while others are of the opinion that the variety of ecolabels available today has left the consumer confused and have led to consumers becoming indifferent towards ecolabels (Font, 2002:197). The impact of tourism accreditation on individual tourists' buying behaviour remains largely undiscovered (Buckley, 2002:183) with only a few researchers exploring the topic (Marchoo et al., 2014:16). Very little has been done academically to determine the impact of accreditation on consumer evaluations of tourism companies. In Australia, a survey of 155 tourists concluded that consumers do not pursue a product or service based on whether an operator is accredited (Foster, 2003:1). However, a significant percentage of consumers responded that they would make use of an accredited service provider

if they were aware of its existence. Likewise, an exploratory study by Bergin and Jago (1999:223) found the accreditation of adventure tour operators, although positively received by consumers of adventure tourism products, would not necessarily result in consumers preferring an accredited product above a non-accredited one.

Evidence does exist for the fact that accreditation is a successful strategy to build consumer trust in the case of non-tourism products such as organic food and fair-trade labelled products. Research to demonstrate this link within tourism and leisure is however lacking. Some contend that accreditation systems such as ecolabels provide consumers with information that allow alternative choices (Buckley, 2002:185). A recent contribution to the subject is that of Marchoo et al. (2014:29) who has shown that accreditation has significant impacts on perceived tour value, trust, and tour booking intention. Tourists may regard accreditation systems as a sign of quality in their quest for satisfaction, however consumer attitude is not a reliable predictor of future buying behaviour (Leonard, 2011:15).

Research investigating the impact of accreditation on consumer decision making in general is insufficient, with no literature exploring its impact in a hiking tourism context.

Methodology

The study took a quantitative approach in the form of a survey research strategy to measure the influence of trail accreditation in decision making and buying behaviour, as determined by consumers from two different populations: hikers and non-hikers. The hiker population was defined as all individuals participating in hiking activities on trails within the borders of South Africa. The non-hiker population consisted of individuals who did not regard themselves hikers, but who display a strong interest in participation in at least one of the following activities offered within the borders of South Africa: nature-based tourism or outdoor recreational activities.

Since no reliable databases of the hiking population existed, the non-probability sampling method of self-selection was applied. The gatekeepers through which internet-mediated access was granted to both populations included hiking clubs based in South Africa as well as the South African National Parks' Wild Card membership programme. In addition, three local commercial entities that manufacture and sell outdoor recreational and sports apparel and equipment provided access to consumers from both populations.

The online structured questionnaire consisted of primarily closed-ended questions measuring consumers' response to an accreditation system in terms of decision making and future consumption patterns. A total of 1 174 questionnaires were deemed usable.

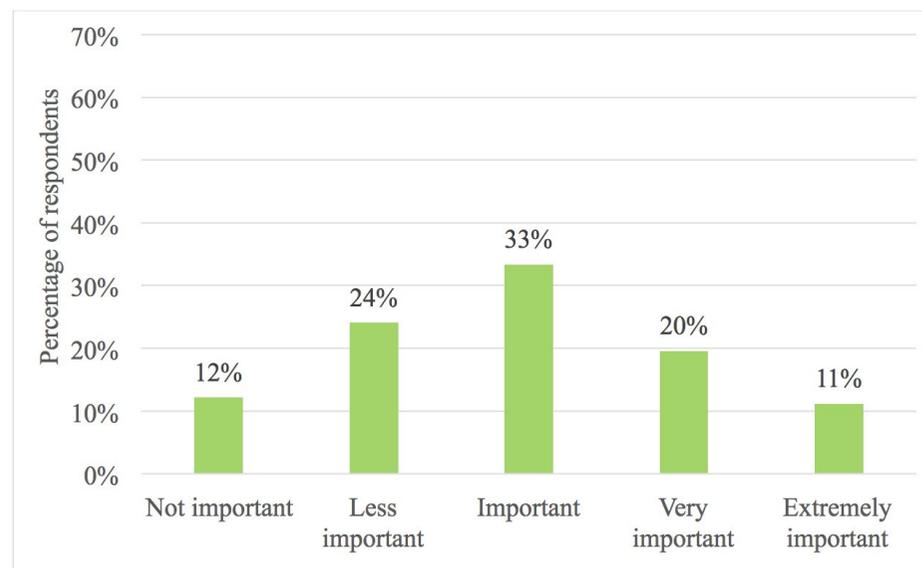
Respondents were presented with a graphical representation of the key information points provided by Green Flag and asked to rate how their hiking activity levels (or lack thereof) would change if all trails in South Africa were accredited and a trustworthy description of trail attributes were available. Prior to presenting respondents with the key information outcomes of Green Flag, hikers' perceptions of the importance of trail accreditation in their decision making were measured to determine the need for such a system in general.

Results

Perceived importance of accreditation in consumer decision making

Prior to presenting respondents with the key information attributes of Green Flag, hikers' perceptions of the importance of trail accreditation during decision making were measured on a five-point Likert scale, providing a baseline for determining the need of an accreditation system in hiking. The results indicated the majority of hikers (64%) regard independent trail accreditation as important, very important or extremely important when deciding on which trails to hike. Almost a third of hikers (31%) viewed it as a very important to extremely important consideration in decision making (Figure 1).

Figure 1: Importance of independent accreditation in decision making



The level of hiking activity and the importance of accreditation

To test whether the importance of accreditation is influenced by a hiker's activity levels, the frequencies of each category of hikers, presented in a cross tabulation (Table 1), was tested for significant differences.

Table 1: Cross tabulation of importance of accreditation by frequency

Hiking activity levels	Importance of accreditation				Total
			Not important or of little importance	Important to extremely important	
Infrequent	Count	174	366	351	
Frequent	Count	150	201	540	
	Total	324	567	891	

Using the non-parametric test of Pearson Chi-Square at a 1% level of significance ($p=0.001$), the null hypothesis, "There is no association between hiking activity levels and the level of importance of accreditation" is rejected (Table 2).

Table 2: Association between importance of accreditation and frequency of hiking

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	10.160 ^a	1	.001
N of Valid Cases	891		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 127.64.

b. Computed only for a 2x2 table

Note: Significant differences indicated in bold

There is therefore an association between hiking activity levels and the perceived level of importance of accreditation. We further observe that a larger proportion of infrequent hikers rank accreditation as important, very important or extremely important than frequent hikers (hiking six or more trails per year).

Preferred booking channels and the importance of accreditation

To test whether there is an association between the perceived level of importance of accreditation amongst hikers who book directly with trail owners and those who do not, we observe from the cross tabulation in Table 3 that, of those hikers who book directly through trail owners, a far bigger proportion rated accreditation as important compared to those who do not.

Table 3: Cross tabulation of the importance of accreditation by booking channel used

	Hikers who book directly with trail owners	Hikers who do not book directly with trail owners	Total
Accreditation rated as not important or of little importance	88	246	334
Accreditation rated as important, very important or extremely important	232	360	592
Total	320	606	926

The result of the Pearson Chi-square produces a p-value of less than 0.01 (see Table 4) and on that basis, we reject the null hypothesis of no association. An inspection of the differences between the actual frequencies (Table 3) indicates the proportion of hikers who book directly with trail owners and rated accreditation as important was greater than the proportion who rated accreditation as of no or little importance. Hikers who do not make use of third parties may require more information, thus placing more value on an accreditation system.

Table 4: Importance of accreditation by booking channel used

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	15.571 ^a	1	.000
N of Valid Cases	926		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 115.42.

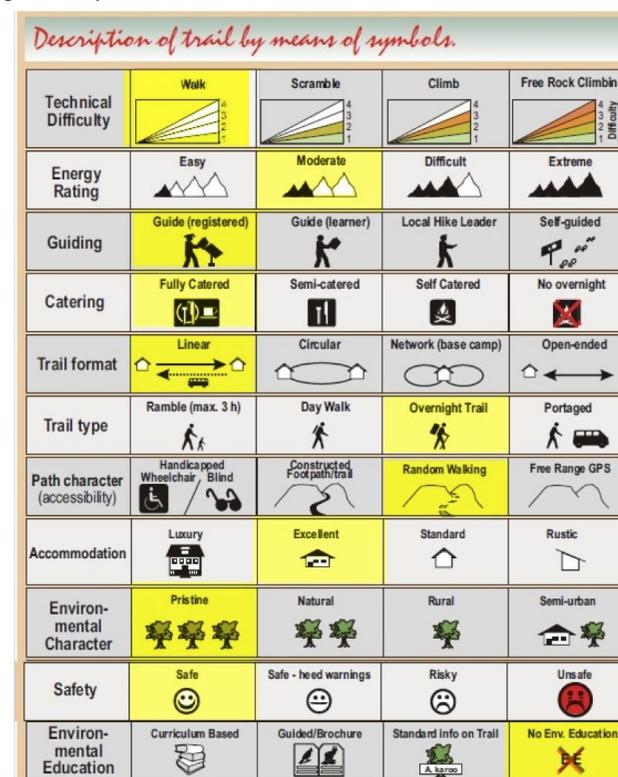
b. Computed only for a 2x2 table

Note: Significant differences indicated in bold

Potential influence of accreditation on future purchase behaviour

All respondents were asked to rate if, and to what likelihood their decision regarding hiking or current hiking activity levels would change if all trails in South Africa were accredited and a trustworthy description of trail attributes were available such as in the case study provided. Figure 2 represents a visual representation of the key information attributes made available by Green Flag to consumers post accreditation. Respondents were asked to consider the contents of the image when answering the following question: "If all trails in South Africa were assessed by an independent body and a detailed description of each trail (as in the image provided) was available, how would this influence your future hiking activity/decision to hike?"

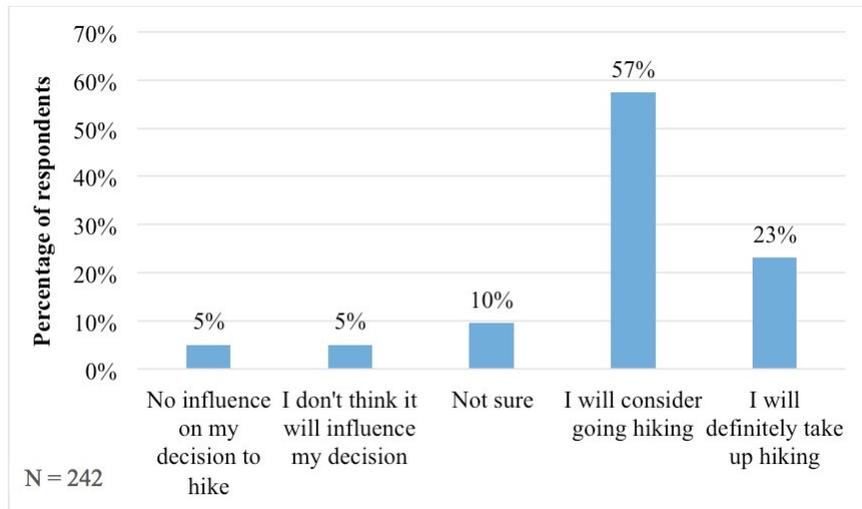
Figure 2: Green Flag summary of trail attributes



Non-hikers

More than half (57%) of non-hikers were willing to reconsider their decision regarding hiking, should all trails in South Africa be independently accredited (Figure 3). An additional 23% were even convinced the presence of trail accreditation would persuade them into actual purchases of hiking tourism products.

Figure 3: Influence of accreditation on decision making amongst non-hikers

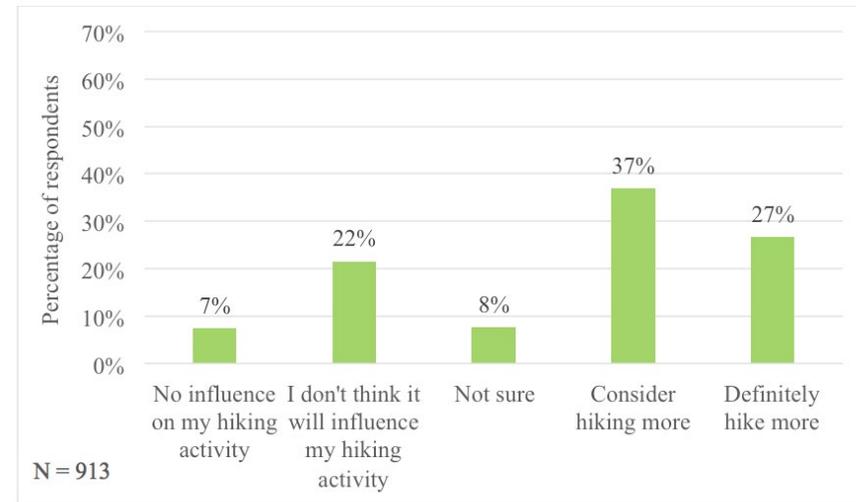


The results show that the accreditation of hiking trails on a large scale may influence non-hikers' decisions regarding hiking.

Hikers

As seen in Figure 4, 64% of hikers reported trail accreditation would likely positively influence their hiking buying behaviour, either by considering hiking more frequently, or actually intending on doing so. More than a quarter (27%) said a widespread presence of trail accreditation would lead to an increase in purchases of hiking tourism products, while 37% would consider increasing the purchase of hiking tourism products. Less than 10% of hikers were certain accreditation would have no influence on their current hiking activity levels. Accreditation of trails could therefore positively influence future activity levels of those already hiking.

Figure 4: Influence of accreditation on future purchase behaviour of hikers



Discussion

Though current literature is not in agreement as to whether accreditation can influence consumer decision making and buying behaviour (Foster, 2003:15; Leonard, 2011:13; Lacher, 2012:10; Marchoo et al., 2014:16), this study has proven such link to exist. The importance of independent accreditation of trails was measured and found to be perceived as a valuable discriminator in decision making amongst hikers. What's more, infrequent hikers depend more on information and less on their past experiences to assess whether a trail should be embarked on and to make the appropriate preparations for the trip. This was proved by the finding that accreditation was regarded more important to infrequent hikers. These findings are supported by Kerstetter and Cho (2004:965), who found evidence from previous studies where a negative relationship was observed between past experience and information search (as experience with a destination increases, search for external information decreases). Past experience is one of the most influential factors in the decision-making process, effecting the acquisition of incoming information from external sources.

Hikers may rely on third parties for aiding in the decision making process with regards to trails - to varying degrees. The fact that a hiker books through a third party does not necessarily excuse him/her from the task of selecting a trail in the first place. A third party may be able to provide additional information about the trail, share previous clients' experiences and offer advice when alternatives are considered. Those who book directly with trail owners may have different information needs and may carry different perceptions about the importance of the accreditation of trails. This study has revealed that accreditation becomes more important when hikers book directly with trail owners.

Non-hikers' responses towards trail accreditation also indicate that Green Flag may encourage a notable improvement in participation in hiking amongst nature and outdoor enthusiasts not already hiking. Judging by the quality, types and number of hiking trails available to consumers, South Africa has a golden opportunity to meaningfully grow this leisure offering if it can manage to overcome the challenges of a relative lack of interest by policy decision makers and the deterioration in product quality. The results of this study have shown that Green Flag could make a significant contribution towards increasing participation in hiking in South Africa by acting as a trustworthy advisor on the quality and conditions of trails to the consumer.

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Manuscripts

Recreation Space and Public Health - With a Cases Studies of Park

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Abstract

Recreation space is the product of the modern urbanization. It originated from the newsstands, coffee shops, bars and music rooms in the 18th Century. Marching into the 19th century, other forms of recreation space arose, such as street parks, playgrounds, and vacation resorts.

These now become essential elements in urban planning and construction and also serve as the standards to measure the quality of urban life. They not only serve to beautify cities, but are also closely linked to people's mental and physical health. In contemporary societies, public parks are one of the essential government services and play an indispensable role in promoting public health.

This paper tries to understand the value of recreation space by reviewing its history in China and Western. As a case, I paid attention to Xuanwu Park in Beijing and the people who participate in the activities then has been spent more than 10 years, so would like to explore how relationship between recreation space and public health.

Key Words: recreation space, history, public health, environmental protection, social harmony

Introduction

Recreation space is one of the important areas of human leisure life and spiritual life; it originated from the newsstands, bars and music room in the 18th century. Then, there was a rise of street parks in urban areas which included stadium, gym, playground and other forms in the 19th century. Later on, those have become essential principle for city construction and planning as well as urban public service.

Recreation spaces are usually divided into three kinds of patterns: private living, public and commercial. 1). private living space refers to the self supply for one's entertainment venues and services for relatively personal activities, such as their lawn, balcony and a read room, to search for a quiet and elegant lifestyle. 2). Public sector and non-profit organization offer leisure facilities and services for national life, such as the opera house, concert hall, cultural centers, museums, libraries, art galleries, stadium, children's playground and others to promote magnificent spirit; 3). Commercial recreational space refers to the leisure products, facilities and services provided by commercial businesses and organizations for the purpose of obtaining profits, including theme parks, fitness clubs, holiday farms and vacation pastures; to make people's leisure consumption possible.

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Park is an important part of recreation space. Its function is not only to beautify the city, but also to promote people's physical and mental health. In the well-being society, the park is one of the contents of the government's public service, and it is playing an irreplaceable role in the physical and mental health of people. In this regard, the western world has accumulated advanced experience. But China has learned a lot of harsh lessons in the process of urbanization in the past 30 years.

Nowadays, many countries pursue economic development while ignoring the public service and the natural environment, even more benefits for businesses. It's contrary to the public service mission and responsibility of government.

This paper will explore the history and value of recreation space from the perspective of cultural sociology and discuss the positive correlation between recreation space and national health.

1. How Did Recreation Space Come Into Being?

Recreation Space is an artefact of the modern industrial society and an important form of recreation space as well. We try to understand the relationship between recreation space and human health through looking at the history of parks.

In the West, early recreation space originated from the Persian imperial gardens. They served as the arena for mounted archery practice and as shelters. In ancient Greece, parks are also open-air meeting grounds where people pursue athletic and social activities. Later, they serve artistic and religious functions as well. In the late Renaissance period, people make use of forests, relief carving galleries, aviaries, zoos all became recreation space in parks for people's leisure.²

In China, we find the following paragraph in the city legislation records in the early Zhou Dynasty:

“列树以表道，立鄙食以守路；国有郊牧，疆有寓望。藪有圃草，囿有林池。所以御灾也。其余无非谷土，民无县耜（si），野无奥草。不夺农时，不蔑民工。有忧无匮，有逸无罢。国有班事，县有序民。”³

What means is:

The roads must be lined with trees to serve as mileposts. In remote areas, roadhouses are to be set up for travelers. Cities must have pastures in suburbs and borderlands must build inns for visitors. Reeds should be left alone in marsh lands, and woods and ponds must be kept in cities. They are reserved in preparation for disasters. Most lands are for agricultural use so that labourers will have no idle farm implements. Imposition of cover must not interfere with farming season and labour must not be wantonly wasted. People are provided with and thus do not lack basic necessities. Labourers have leisure and do not overwork. City governments take good care of basic infrastructure and local forced labour is adequately assigned.

This succinct passage has dwelled upon the harmonious relationships between man and nature, between people, between individuals and a society, between work and leisure, between city and country, and between laborers and farmers.

²Wikipedia Dictionary

³见《国语·周语》

The early use of the Chinese word for “park”(公园) can be found in the Northern and the Southern Dynasties period (AD 420-589). “任城王澄表减公园之地，以给无业贫口。”⁴ It means that Lord Cheng Biao reduced the area of parks and woods of officials in order to give them to the poor jobless people. Of course, the meaning of parks used here is the opposite to that in the western context.

With the rise of modern industry came the gradual development of public parks. Although uses of parks are many, the two prominent functions are to satisfy people's aesthetic appreciation and public health needs.

Let's look at two famous recreation spaces in the world.

One is Hyde Park in London. It covers 360 acres (about 145.7 hectares). The renowned Horse Guards Parade is located there. The park road is lined with huge ancient trees, making it look like a green “tunnel”. The woods, the rivers, the grassland make the park appear idyllic and tranquil. People can find it easy to be at one with nature.

The total area of the British Isles is not huge, less than 250,000 square kilometres. The city of London is cramped. Many of its roads are narrow and the building density is high. Then, living here people do not feel oppressed and depressed. As one of the world's largest metropolitan areas, the city's real estate is extremely valuable.⁵ Located in the city centre, next to Buckingham Palace, the three Royal Parks of Hyde Park, Saint James Park, and Green Park, in addition to Kensington Gardens, used to be Royal hunting grounds and parks. However, over 400 years, they were opened to the public, providing free access to the people. It is not difficult to imagine how real estate moguls and developers covet the land of these parks, which are surrounded by prosperous commercial establishments. However, not a single inch of land has been taken out for development. This shows the great value the British governments have put on people's health and leisure life.

The other one is the Central Park in Manhattan, New York. It also covers 843 acres of valuable land that is 51 blocks in length and 3 blocks in width. Built in mid-19th century, it is the largest natural scenic park build by man. There are around half a million trees and bushes in the park, including lakes, ponds, reservoirs, and forests. In order to meet people's leisure and entertainment needs, the park has also build facilities such as pedestrian lanes, ice arenas, zoos, gardens, amphitheatres, theatres, castles, carousels, children's playgrounds, tennis courts, man-made rocky hills, architecture, fountains, art galleries, etc., all free to the public⁶.

Both of these two world-famous public parks are located in the city centres. They are fine examples of keeping people close to nature and great achievements as a result of government policy of putting people first. They embody the spirit of protecting citizens' rights for leisure.

2. History of Recreation Space Development in America

A Successful Concept of Recreation Space Development

In the 19th century, leisure industry was almost non-existent in America. Workers did not have much choice in leisure activities during the weekends. They could go to a bar to drink and sing, or gather together for a dance; or they could visit a brothel, a boxing ring, or play a game of “dog and bear fights.” Or they could simply loiter in streets. Otherwise, they did not have anything else to do. In fact, many of the American cities did not have the facilities to provide public venues for elegant recreational activities – there were no theatres and no ballrooms. There were no parks for people to take a walk, no museums and art exhibitions for people to visit, and no public libraries.

⁴ 见《北史》景穆十二王传

⁵ Wikipedia dictionary

⁶ New York: A 3D Keepsake Cityscape, Illustrated By Sarah McMenemy

In 1855, a volunteer group in Boston succeeded in lobbying the municipal government to turn a city beach property into a park. It provided a recreational space for women and children living nearby. Later, in 1899, having witnessed the benefits that leisure activities in public spaces produced in people's lives, Boston city government in the state of Massachusetts decided to invest \$3,000 in expanding the beach park by professional designers and architects so that more people could make better use of it for relaxation and leisure.

In his studies on the evolution of the American municipal parks, the American scholar Kranz summarizes 4 stages of development that public entertainment facilities and park services have undergone:

The Pleasure Groud. From the mid-to late 1800s, parks developed by Frederick Olmstead and others, represented an attempt to regain the rural countryside in the middle of the city. They were characterized by artificial lakes, grass which was regularly mowed, and pathways for carriages. The ideal was for people to spend the day at the needed. So, too, was the need to create order in these parks, which led to many rules and regulations, enforced by police. These parks were created largely through the efforts of wealthy community leaders who wanted to create, “a class of opposite conditions” from urban life.

The Reform Park. From the period of 1900 to 1930, children became an important focus of urban park planning. Recreation activities were more highly organized for the masses who were considered incapable of using free time in satisfying ways without guidance. Parks were now designed so that users were segregated by age and gender. Since children were thought to be imitative, the character and qualifications of play leaders were all important. Playgrounds became a standard feature of parks.

The reform park was not a substitute for the countryside, but for the street. Reform parks featured swimming baths to promote cleanliness among the working class. Children's vegetable gardens, the sale of pure milk, crafts, folk dancing, library services, and the promotion of athletics were all reform park features designed to improve the physical, intellectual, and moral life of urban dwellers.

The Recreation Facility. During this era of urban parks, Parks had become an expected part of urban life. Park and recreation systems began to be driven by the concept of “demand” rather than a service ethic of moral considerations. Recreation programs were often planned with community groups whose interest was a single activity. Cities developed guidelines and standards for open space, facilities and equipment, and master-plans for parks.

The Open Space System. This era, which began about 1965, was characterized by a philosophical vacuum about what parks are for. This was a period of experimentation, particularly in poverty areas, with the development of some nontraditional kinds of open space such as mini-parks, “play streets” (regular streets where traffic was periodically blocked) and use of abandoned lots for play areas. In addition, linear parks and open spaces, and linear linkages between parks were proposed and developed, with varying degrees of success. Kranz concluded:

Parks have been diffused from city to city and region to region..... The process has led to design criteria with little living relation to particular cultures, climates, or people. Its antithesis, design with local roots, could introduce regional character into the line of park design options. (Kranz, 1982: 250)

However, the process of developing urban parks is not so much one of technology but of cultural discovery. The provision of urban recreation and parks, in summary, had come from one philosophically extreme position., parks and recreation are an important means to be utilized in the prevention of juvenile delinquency, the improvement of citizens' physical fitness, the strengthening of family life, etc., to another philosophical extreme in which parks and recreation are an important end simply because people want them⁷.

⁷ Thomas Goodale & Geoffrey Godbey, *The Evolution of Leisure*, Venture Publishing, Inc, 1995.P114-118

The process of developing municipal parks is more of a process of cultural discovery rather than that of technical development. The design of public parks has been elevated from a technical issue to social issues such as public health, preventing youth crime and improving family life. People want better public parks and recreational spaces not only because there is a need for them, but also because they satisfy some important components of human nature. So long as there is a public demand for them, building parks and providing services do have irreplaceable value.

Leisure is associated with an individual's well-being and the quality of life in communities. Recreation and parks are major forces in the economic and social life in the United States. Billions of dollars are expended for vacation trips, health club memberships, golf fees, concerts, weekend outings, and other forms of recreation. Recreation connotes all sectors of this field, including public, non-profit, and private business opportunities.⁸

The National Recreation and Park Association (NRPA), founded in 1965, have played an important role in the past 50 years. Their work draws national focus to the far-reaching impact of successes generated at the local level. Leveraging their role in conservation, health and wellness, and social equity to improve their communities NRPA's members of park and recreation professionals and citizen advocates are 50,000 strong and represent public spaces in urban communities, rural settings and everything in between. NRPA's heritage and philosophy are an outgrowth of pioneering work by its predecessors. Their mission: To advance parks, recreation and environmental conservation efforts that enhances the quality of life for all people. Their vision: Everyone will have easy access to park and recreation opportunities in sustainable communities.⁹

The history of NRPA is a history of parks and scenic open spaces. It is the story of children and people of all ages seeking self-expression and fulfillment in an urbanized and industrial society. It is the story of visionary men and women who believed in the importance of recreation to the growth and development of the individual and the nation. It is the story of providing sustainable programs and environments for generations to come.

3. The Present Situation of Recreation Space in China

After 30 years of rapid economic growth, China is now the second largest economy in the world. However, there are six problems that prevent China from transforming from a large economy to a strong economy. They are as follows:

Rapid ageing of population

According to the statistics from the Health Ministry, the number of people aged 60 and older is over 220 million in China and this number increases by 5-8 million annually. The problems brought about by an ageing population such as chronic diseases and low quality of life among elderly people constitutes a severe challenge to the sustained development of the country. Ageing has caused another problem: as people grow older, their health indicators go down and their risk of catching major diseases increases.

Moreover, elderly people tend to suffer from high-cost diseases, which not only increase families' medical bills, but also aggravate the whole society's health care burden. According to data, the number of elderly people in China has already reached 202 million and is 14.9% of the total population in 2013. By 2020, the number of old people will increase to 260 million. Even though the percentage of people aged 60 and older is 14.9%, they take up 40% of the total medical resources.¹⁰

⁸ Karla A. Henderson, *Introduction to Recreation Services*, Venture Publishing, Inc, 2014, P2-3

⁹ www.nrpa.org

¹⁰ 老龄产业报告:2025年中国老龄人口突破3亿", 见item.jd.com/115503...html

"Diseases of affluence" that beset the health of the Chinese population

According to statistics supplied by relevant agencies, 250 million people suffer from iron deficiency anaemia, deficiencies in vitamins and minerals; 30 million are obese and 240 million are overweight. According to "the Survey of People's Nutrition and Health in China" issued by the Ministry of Health in 2012, 18.8% of the country's adult population suffer from high-blood pressure; 18.6% suffer from diabetes. The rates are similar among middle-aged and elderly population. 22.8% of adults are overweight, but the number reaches 30% in cities. And the rise of obesity rate is especially acute. It is estimated that 300 million people suffer from the so-called "four-high diseases";¹¹ 60% of the population are considered to be in sub-healthy state. And the state of youth health is far from being optimistic.¹²

The severest work-related and mental stresses that the Chinese are suffering from

According to a survey at one HR development website, 80% of businesses often require their employees to work overtime and the workload is very heavy. Only 30% of workers enjoy paid vacations, but their duration is the shortest in the world.¹³ Consequently, they are frequently worn out and often feel old before their time. In addition to declining health, they also face mental stresses.¹⁴ According to a survey done by the British medical journal, the Lancet, one out of 10 Chinese people experience certain mental disorder. It is estimated that the number of people suffering from depression may be as high as 61 million. The main culprit is the unceasing mental stress that does not have an outlet for alleviation.¹⁵

The shrinking ecological space caused by rapid urbanization

According to the blue book Report on Urbanization in China (2012) issued by Chinese Academy of Social Sciences, the population urban residents reached 691 million by the end of 2011; it is 51.27% of the total population. By the annual urbanization rate of 0.8 to 1.0 percent, the urbanization will be over 60% around the year 2020.¹⁶ As urbanization has disturbed the natural link between cities and rural areas, people in city are no longer able to relieve their stress and anxiety. And the continuous growth of urban population and density will cause more damages to ecological environment, making the problems of air and water pollution and waste disposal even worse.

Lack of publicly funded cultural and recreational facilities

China is now in the new historical period and undergoing economic transformation, industrial restructuring, social diversification, and urban functions readjustment. When people become richer, they desire more cultural products and consumption and become more interested in health and fitness products and more conscious of health care. The statistics show that publicly funded cultural and recreational facilities are in shortage communities do not have adequate support, space is limited, and there is a critical shortage of trained professionals (state regulation stipulates that recreational space for residential areas is 0.2 – 0.3 square metres per person). Data from National Statistical Bureau show that the country is facing a structural gap worth 3-4 hundred billion yuan (RMB) in regard of the volume of cultural consumption.¹⁷

¹¹ "Four high diseases" refers to: high blood pressure, high fat, high sugar, high uric acid.

¹² 卫生部公布《中国居民营养与健康现状》，见www.56.com/w18/play_album-aid-455671

¹³ Long working hours, overtime, leave system is not perfect

¹⁴ Mental stress refer to people fall into the such as the plight of buy a house, employment, education, pension, health insurance, social security.

¹⁵ "美媒称中国人欲望膨胀，上班族工作压力全球第一"，见tieba.baidu.com/p/1966327，2012-12-21

¹⁶ 中国社会科学院2012年城市蓝皮书。

¹⁷ gzdaily.dayoo.com/gb/content/2003-10...

Inadequate Number and Uneven Distribution of Parks

Take Beijing for example. Following the momentum of 2008 Summer Olympic Games, the city has made big strides in the construction of parks. Based on statistics obtained, the number of parks and green spaces has reached 1,000, which includes 180 city-registered parks (140 of them are free, 78% of the total), covering 6,903 hectares. The number of park tickets sold reached 180 million. The number of registered parks in the neighbouring suburbs is 105. They cover 5,275 hectares. There are 75 registered parks in more remote counties, covering 1,628 hectares.¹⁸ However, there are problems regarding layouts, functions, services, lack of convenience and comfort in these parks.

It is now indisputable that parks, as an important component of people's daily life of leisure and recreation, play an indispensable role as schools, libraries, museums, art galleries, stadiums, and other cultural facilities. This is especially true in their role in promoting the public health.

4. Recreation Space and Public Health: Case Study of a Park in Beijing¹⁹

Object of the survey: Xuanwu Park in Beijing --Basic Facts

This park is one of 167 parks registered with Beijing Municipal Government. It covers 8.37 hectares (about 11,000 square metres) and is divided into seven sections by function. It is free to the 200-500 thousand residents within a 5-10 kilometre radius. As the only arena for recreation and exercise purposes in the area, the ratio is barely 0.05 square metres per resident.

The survey shows that the park is visited by about 10,000 people every day (fewer visitors in winter). Different sections are utilized for different recreational and health activities. According to the statistics obtained, there are around 3,000 daily regular visitors. About 20,000 visitors come to the park 2 to 3 times per week. And there are 50,000 people who visit the park once a week. Based on the comments made by regular visitors, most people, especially chronic patients, regard the park as "the best friend" in their life, helping them better deal with their illnesses, making them less lonely and more sociable, and correcting their unhealthy lifestyles. The Chinese have a strong folk belief that "walk a hundred steps after each meal, one gets to live past 99." Going for a walk after a meal is a very important recreational activity for residents, which shows the important link between parks and public health.

A summary of the survey

For this survey, 400 copies of the questionnaire are dispatched and 268 of them have been answered and returned. One hundred respondents have agreed to be interviewed and twenty of them have undergone long in-depth interviews. We have followed 10 respondents and 3 different activity groups for a long-term follow-up. Most of the interviewees are middle-aged or elderly (between ages 40-70).

The goal of this survey is to find out the types of activities they pursue in the park, the frequency of their park visits, the duration of each visit, the length of time they have participated in their park activities, their motives in doing so, the benefits their mind and body have received, etc. There are 19 items on the list.

Main objectives of the survey

We started out with these main objectives in mind: to investigate the relationship between parks and public health; to understand the physical and psychological effects that park activities have on people; and to know better the dependent relationship between parks and popular science. We hoped that results could be utilized as a source of data and proof for governments to improve public services.

¹⁸ 绿色北京--公园绿地建设情况介绍", finance.sina.com.cn/roll/

¹⁹ The survey was completed in the summer of 2013. The park is close to the author's house. The authors followed the survey for more than 10 years.

Data Analyses

Basic data analysis

Age distribution: the biggest group of interviewees is those aged between 60-69. Next comes the group of 49-59 age. The third group consists of those aged 40-49. The fourth group is of those aged 70-79. And the last group is others. The ratio between male and female is 120:100

The data shows that 74% of them have medical insurance; 19% of them are in public medical care system; 7% have no insurance of either kind. (4.1% did not respond to the question.)

The data shows that those who suffer from "four-high diseases" (including a few who suffer from "multiple-high") take up one third of the total respondents.

Occupation distribution data: most are retired; the next group includes miscellaneous workers and professionals; freelancers, those on furlough, and the unemployed make up all the smaller groups.

The data shows that the group of people who have persevered in park activities for 3-5 years, visiting the park 3-5 times per week, with each visit lasting 1-2 hours have had marked improvement in their health. And their annual medical bills have decreased.

The people who visit the park daily and stay 2-3 hours each time have exhibited great improvement for their diseases (for example, hyperlipemia, high blood pressure, high blood sugar, and high uric acid) if they have been around more than 5 years. Their dosage of medications has decreased and they usually enjoy longevity.

The types of park activities people enjoy in descending order: walking, dancing, other exercises, singing, feeding abandoned cats, and others.

The psychological motives of the park visitors in descending order: keeping fit and preventing illness, maintaining healthy life habits, socializing, and killing time. During our interviews, we have noticed a considerable number of people choosing "killing time and others" as their main motive.

The most people consider parks as very important in their life. In fact, the majority believe that parks are critically important. Those who are indifferent toward parks are mainly young people. We have discovered why this is the case during the interviews with the young: first of all, they are too busy to care about parks; second, net-connected electronic products (smart phones, iPad, etc.) are more appealing and attractive; and third, they are in good health and don't think it is necessary to exercise.

The data show that the people who often participate in park activities and have been doing so for a long time (at least 3-5 years) have better social skills, better communication abilities, and are more willing to help others. These year-round regular park visitors enjoy better health than before, have saved lots of medical expenses and time in hospitals. They are evidently in good shape, while the percentage of people who picked items "the same" and "no improvement" is very small.

The benefits of participating in park activities regularly can be summarized as follows: obtaining energy and passion through recreation, maintaining life's healthy rhythm of tension and relaxation, increasing outdoor exercises, having greater exposure to nature, attuning human body and getting greater pleasure, strengthening sense of community, and promoting better communication and mutual understanding.

Physiological data in support of links between parks and better public health

Elderly people who regularly exercise all year round display obvious beneficial effects in improving their physical and mental health.

In their state of physical health, they do not have noticeable signs of deformity and stoop, their joints are relatively healthy; they do not suffer from hemiplegia, dementia, and other diseases of the nervous system; their

heart is normal and symptoms of “four-high diseases” have lessened greatly; they do not suffer from chronic lung diseases and their sight and hearing are usually good.

In their state of mental health, they suffer from relatively less mental disorders, have sound disposition and stable mood; they have normal family relationships and good social skills; they can adapt to their environment and have good learning skills; their memory is normal and enjoy certain levels of creative ability.

In their psychological state, they do not close themselves up and are able to maintain a harmonious relationship with others. They can lower their demands for material comforts without problem and are able to deal with the idea of death after their spouse, a friend or a family member dies; they are able to adapt to their changing roles in society, to care for other people, encouraging and helping them.

The data concerning human physiology presented by Li Chunyuan in her dissertation show that high forestry coverage in an area produces clear changes in the ten physiological indicators.

The test results prove that after exercises in a forest the average temperature of human fingers increase by 1.8 degree Celsius, blood oxygen saturation increases by 0.29%, and skin’s electrical conductivity decreases by 33.88% on average. These benefits result in marked improvement of psychological health. Test results via POMS (Profile of Mood Status) show that post-exercise POMS indicator value go down by 42.95. The test takers’ mood status notably changes for the better, their pressure is alleviated, their emotional state becomes more stable, and their state of mental health apparently improves. And the influence of environmental visions on EEG frequency power spectrum is mainly reflected on Delta (variables) and Theta (time values). They can induce bigger Delta and Theta activities and make people relaxed and calm and strengthen their memory.²⁰

Researches by sports medicine specialists demonstrate that sweat plays the important functions of excreting fatigue substances or harmful heavy metals or other toxins from body. It can adjust body temperature and the function of autonomic nervous system. Sweat also consumes body heat, increases body’s ability to metabolize, reduces body fat, and helps body to lose weight.

Results of research data: heavy metals excreted by sweat and urine (per 100 grams)²¹

	Lead	Cadmium	Cobalt	Nickle	Copper
Sweat	84	6.5	1.2	32	0.11
Urine	4.9	0.65	0.6	3.1	0.01

Popular science corners in parks can increase visitors’ recognition of health science.

This survey reveals that over 85% of the interviewees believe that utilizing parks to spread scientific knowledge not only increase people’s scientific literacy, but also enriches the cultural content of park activities. For example, they feel that mileage signs of walking with their corresponding calories consumption put up in Xuanwu Park enhances people’s recognition of scientific theory behind walking; setting up fire and disaster prevention corners enables people to have a vivid visual impression of specific prevention skills; basic introductions provided by the park about newly cultivated tree and flora species increases people’s interest in such matters. But most of the participants in park activities feel that these kind of pop science events are totally inadequate. According to the annual “Survey of the Chinese Public’s Science Literacy” conducted by the Association of the Chinese Scientists, migrant workers especially wish to obtain more scientific and technological knowledge through parks, botanical gardens, museums, etc. However, reality falls far short of people’s aspirations.

²⁰ 北京林业大学李春媛,“城郊森林公园游憩与游人身心健康关系的研究”, 2009年

²¹ 北京林业大学温静,“北京森林游憩区对游憩者身心健康影响研究”, 2012年

5. Recreation Space: Taste, Quality and Conscience

In order to fully develop a city’s “lung” function, we need to maintain adequate ratio of greenbelts, woods, recreational space in a city so that they enabling it to exhale the old and inhale the new, energize its metabolism, and conserve its air, water, climate (temperature and humidity). Forests can regulate density of population, improve space for activities, suppress noises, alleviate traffic congestion, eliminate air pollutants, and greatly enhance the well-being of human body and psychology.

In recent years, the majority of cities in china have been beset by “toxic haze.” Each year, more than half of the time, city dwellers live in bad air. This has come as a result from the fact that when pursuit of economic gains of different levels of local governments (usually short-sighted) and developers’ profit motives converge, many mountains, lakes, islands, beaches, forests, and ancient towns become objects of tourism development and construction projects. This results in misappropriation and diversion of many city parks, green space, and greenbelts surrounding cities. Degradation of air quality is a sure sign indicating the shrinking green space in cities.

Even though governments issue good air quality reports now and then, the standards behind them are much more lax than those laid down by WHO and we experience exponential increases in incidences of lung cancer and cardiovascular diseases. This has greatly increased the state’s financial burdens and decreased the quality of citizens’ life. Even though the Chinese government has made all kinds of efforts and invested hundreds of billions of dollars every year in tackling ecological issues, it is estimated that effective results won’t be seen until 2030.

There is another problem: Chinese parks commonly lack recreational space designed specifically for children. The rare parks that do possess such children’s grounds have antiquated, unsafe facilities and yet charge expensive user fees. This is detrimental to children’s development. Do not be forever meddling, interfering, and asking questions, showing them a better way. Give the constructive power of your children scope and elbow room—the temple that it builds is invisible to any eye but theirs. If you blur and jostle their vision, it is lost. (Joseph Lee ,1915)²²

Today, work and leisure are interrelated activities. The exact nature of this relationship has been the subject of speculation for years among economists, sociologists, and other social and behavioural scientists. This perceived scarcity of leisure is noteworthy since leisure experiences and recreation activities are valued as desirable opportunities for creative expression and life satisfaction. The economy grows on the assumption that people work for pay and spend their money on subsistence and recreation activities. Therefore, those recreation opportunities need to be diverse, well-managed, and successful in meeting human needs as well as people’s free-time desires and interests.²³

Based on this conclusion, we have reason to ask the government to meet people’s needs in the recreational space and park construction; these are the government’s public service and also practice of government ethics.

²² Thomas Goodale & Geoffrey Godbey, The Evolution of Leisure, Venture Publishing, Inc, 1995.P113

²³ Karla A. Henderson, Introduction to Recreation Services, Venture Publishing, Inc, 2014, P2

Conclusion

Parks is one of the most important parts of recreation space and providing cultural life and public services as well. Their roles in meeting and satisfying psychological, cultural, aesthetic, also health needs can't be replaced by any other venue.

The history of evolving human civilization tells us that the role of public parks in the industrialized society has been becoming more and more important. Its significance lies in the fact that parks provide us with an organic channel to nature and their rational design and layout increase their affinities and make cities more inhabitable. Different levels of the Chinese government have made many efforts in this regard. However, when the economic gains of local governments (usually short-sighted) and developers' profit motives converge, many mountains, lakes, islands, beaches, forests, and ancient towns become objects of tourism development and construction projects. As a result, we see more and more ecological and cultural degradation. Many parts, especially big metropolises such as Beijing, have been frequently beset by "toxic haze", which is one of the signs to indicate the shrinking green space in cities.

The parks in china often lack play ground designed specifically for children. The rare parks that do possess such children's grounds have antiquated, unsafe facilities and yet charge expensive user fees. This is detrimental to children's development. Back in 1915, Joseph Lee, an American scholar called for expansive space for children's creativity. No eyes can see such sanctuaries built by imagination but children's. If we destroy their imagination, then the future creativity will be lost.

At present, we tend to live in an environment of concrete buildings. The city dwellers are often in the state of perpetual fluidity, high speed, anxiety, road rage, and intense social competition; they lack a living environment of peace, tranquility, and serenity. They don't have mother nature's care and nurturing. But man is the product of nature. If they are separated from the natural ecological environment for too long, the equilibrium between mental and physical states, between body and soul, between activity and leisure will be lost and cause harm to human health. We need to learn a lesson or two from the experience and ideas of developed countries in their construction of national parks.

Parks show the makeup of a city. They are cultural symbols and the conscience of the city administrators. Therefore, park construction is not a technical project, but a cultural and aesthetic endeavour; it is the continuation of a cultural legacy.

Here, South Africa is also a developing country, facing similar problems of how to deal with the relationship between recreational space and national health. In this respect, the developed countries in the West have relatively advanced and successful experiences to offer. On the other hand, China has taken many a wrong path in the course of urbanization and suffered a lot of grief. The lessons we have learned are worth taking, too.

Note:

1. A part of content of case studies of Park in Beijing within this paper quoted my paper entitled on the value of park and public health which attended the second mid-term conference by Research Committee on Leisure Study of International Sociological Association, University of Szeged, Hungary, 18- 20, Sep, 2013
2. Special thanks to Mr. Li Chunbo for his great help to finish the paper.

Manuscripts

A study on Durban's Nightlife and the way forward

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Executive Summary

Investors have learned that a successful district is a mixed use model containing clubs, boutique stores, galleries, restaurants and more. The model has been successfully implemented throughout the world like Dayton's Oregon District, Cincinnati's Over the Rhine or The Banks projects are very successful examples. These cities have learned the financial value and economic impact of the creative class as well as the relevance in quality of life for its residents and tourists alike¹.

The financial impact on local economies has been well documented and the focus of studies for decades. Statistically the arts and entertainment ideology is perfectly suited for areas that are experiencing stubborn economic growth. What we are learning is that industrial communities throughout the rust belt who've made the transition have done so with amazing success both economically as well as with job creation².

May 6th, 2012, the Sunday Tribune newspaper headlines state: Is Durban SA's snooze city? The writer indicates that Durban goes to sleep by 10pm. The Sunday Tribune news reporter interviewed many product owners. Product Owners stated that the challenges are:-

- No options in terms of mixed entertainment and nightspots
- Mixed use zones – residents complaining about the loud noise.
- Vagrants in parks make it unsafe for people to enjoy a night out.
- Business owners complain that their business has dropped over the years and they are not seeing the figures they used to.

Hence a study on Durban's nightlife revealed that the best model based on international cities citing similar challenges are entertainment districts. The proposition is to foster a natural emergence of character products in a safe setting for the visitor and the community at large. The areas identified are already developed but need to be linked, rezoned and revitalized so that products within these areas are utilized to its full potential in a safe environment. A small percentage of product development is required for the ultimate success of the Entertainment District.

Vision:

Durban's mixed entertainment district, with one admission for all.

Purpose

Foster a natural emergence of character in a safe setting for the discerning tourist and the community.

The entertainment district should:

- Grow naturally with a guiding hand from Municipality
- These districts should be marketed to tour operators to bring in the right type of visitors.
- Products should include a blend of art, culture, theatre, restaurants, nightclubs, pubs, banks, movies, and parks activities for kids – entertainment for all in a safe environment.
- This is a pilot study. These entertainment districts should be rolled out to other areas within the City to disperse visitors including townships.

Introduction

South Africa's third-largest city, Durban attracts the lion's share of South Africa's domestic tourists and offers a completely unique atmosphere. Durban has a mix of interesting products that if properly packaged and developed, will increase the right mix of visitors to Durban, increase economic spend and ultimately increase job creation. Two areas in particular have all the right products to be revitalized:-

1. Florida Road in Morning Side
2. Helen Joseph/Bulwer Roads (formally Davenport area) in Glenwood

The literature review discusses the entertainment district models from three cities in the United States that were successful in terms of an increase in visitor numbers, job creation and economic spin offs for these cities. The methodology discusses the process that will yield successful implementation phase if the process is followed in terms of activities and time frames. It is envisaged that the planning phase should take 6 months and the implementation phase is projected to straddle between two and 3 years.

Steps of the process includes the primary research, set up of forum meetings with all relevant stakeholders, the development of a brand DNA and a marketing strategy for the Florida Precinct, a on-line marketing tool to inform visitors of this new route/product development.

The results include an alignment of the elements of this study. Discussion to include an analysis of the statement of results and conclusion.

Literature Review

An Assessment of the Durban Visitor Industry³

The Durban Visitor Marketing Strategy states that although domestic tourists flock to Durban, it is the international visitors that spend more. Using the 2012 South African tourism statistics, the current status of Durban is as follows:-



¹ <http://thinkmiddletown.com/the-facts-about-entertainment-districts-and-thier-impact/>

² <http://thinkmiddletown.com/the-facts-about-entertainment-districts-and-thier-impact/>

³ Durban Visitor Marketing Strategy

Largest number of visitors (local-green) spend 11% whilst the least number of visitors (international-blue) has the highest economic spend of 63%. Thus, it is imperative to target visitors with the most amount of spending power – value rather than volume.

Based on the above analysis, in order for Durban to compete in the national and international arena, the proposition of entertainment hubs or districts with themed restaurants and mixed entertainment products from night clubs to bookshops cum coffee shops, parks, movies theatres, shopping outlets and supermarkets should form an entertainment hub. The areas identified in Durban are Florida Road and Helen Joseph/Bulwer Road.

An Assessment of the age profile of visitor's coming to South Africa in 2013

14. Appendix 4: Age profile

AGE OF RESPONDENTS - 2013						
	18-24 years	25-34 years	35-44 years	45-54 years	55-64 years	65+ years
AFRICA LAND	10.8%	34.4%	34.1%	14.1%	4.4%	2.0%
Botswana	3.1%	27.1%	49.5%	15.9%	3.4%	
Lesotho	16.4%	35.9%	28.3%	12.1%	5.1%	2.2%
Malawi	3.9%	32.5%	43.2%	15.3%	4.1%	
Mozambique	11.6%	51.4%	27.1%	8.0%	1.6%	
Namibia	8.8%	24.9%	32.9%	22.8%	5.2%	2.9%
Swaziland	28.5%	45.1%	17.8%	5.3%	2.7%	
Zambia	4.6%	35.2%	42.2%	15.0%	2.2%	
Zimbabwe	2.1%	22.4%	43.9%	21.0%	6.8%	3.8%
AFRICA AIR	8.2%	28.8%	35.9%	18.3%	4.9%	1.2%
Angola	10.8%	30.9%	34.4%	17.0%	3.5%	
DRC	6.6%	24.2%	41.0%	19.4%	4.6%	
Kenya	4.8%	30.9%	37.2%	21.1%		
Nigeria	5.9%	30.1%	36.7%	20.3%	5.0%	
Tanzania		29.0%	41.2%	18.4%	4.7%	
Other Africa and Middle East	9.8%	27.7%	34.0%	17.0%	5.8%	1.5%
AMERICAS	11.3%	24.2%	25.5%	19.2%	10.1%	6.9%
Brazil	7.0%	31.9%	36.5%	18.1%	3.7%	
Canada	9.3%	22.4%	26.6%	21.6%	10.0%	5.7%
USA	13.2%	21.5%	21.5%	19.2%	12.4%	9.4%
Other Americas	7.1%	34.6%	35.1%	16.8%	4.0%	
ASIA & AUSTRALASIA	7.5%	26.1%	31.7%	19.4%	8.1%	4.1%
Australia	11.0%	19.6%	22.9%	18.5%	12.8%	13.1%
China (including Hong Kong)	8.2%	29.8%	29.5%	18.4%	8.8%	
India	5.9%	29.6%	34.7%	20.6%	6.0%	
Japan	4.7%	24.2%	36.6%	23.5%	5.2%	
Other Asia and Australasia	5.8%	25.7%	38.2%	19.3%	5.8%	2.4%
EUROPE	10.7%	24.7%	23.8%	19.2%	10.2%	6.9%
France	8.7%	23.5%	29.0%	19.1%	10.8%	5.2%
Germany	13.6%	25.8%	21.8%	17.6%	10.1%	6.4%
Italy	4.9%	25.1%	30.1%	21.7%	8.7%	5.2%
Netherlands	12.1%	20.4%	18.5%	21.0%	13.1%	8.4%
Sweden	8.2%	24.9%	29.7%	24.1%	8.8%	4.2%
UK	11.8%	23.6%	21.8%	17.5%	10.7%	9.2%
Other Europe	8.5%	26.8%	25.7%	21.1%	9.0%	5.2%
ALL FOREIGN TOURISTS	10.5%	31.8%	32.1%	15.5%	5.8%	3.0%

Source: SAT Annual Review statistics-2013

The above table indicates that the average age profiles of people coming to South Africa is between the ages of 35 to 44 years of age and second highest, between the ages of 25 years to 34 years of age. Once can state that especially the age profile of 25 years to 34 years, will want more activities at night. Durban needs to cater for this sector.

International Entertainment District Models

Bricktown, in Oklahoma City, USA

A thriving urban entertainment district, Bricktown is home to more than 45 restaurants, many bars, clubs, and retail shops, as well as family-friendly attractions, museums and galleries. Bricktown generates more sales tax revenue than any other single district in Oklahoma City, and it is the gateway to their tourists, convention attendees, and day trippers from around the region.⁴

Bricktown is rich with history, full of beauty, and now alive with constant activity. It's Oklahoma City's premier downtown destination for sports, fine dining, and nightlife.⁵

Long beach in the United States of America

It is very important to understand the importance to balance the interests of residents and the business while making sure that the city is financially viable and safe. Long Beach introduced reasonable sound standards and sound insulation measures so as to limit excessive noise for the local residence. The city can also introduce amplified music on patios from 10am to 10pm Sunday to Thursday and 10am to midnight Friday and Saturday to create a more vibrant atmosphere.

Middletown – Connecticut (USA)

With a median age demographic of 37 years old, Middletown in the USA successful entertainment districts was the initiative of the City Council. The City Council vote was unanimous and changed certain legislation to ensure its success. Culturally and politically, Middletown is in the midst of an effort to revitalize its historically disadvantaged North End. Economic development projects recently completed in the North End include Wharf side Commons, a 96-unit mixed income apartment block, and the new Community Health Center (completed in 2012 at the corner of Main and Liberty Streets). The Green Street Arts Center, founded by Wesleyan and a coalition of community groups in 2000, is a pioneering attempt to attract residents and businesses to the neighborhood by promoting arts education and outreach.

Russell Library, the public library of Middletown, continues to be a cultural, educational and entertainment center that offers a place for the community to meet. In addition to Wesleyan University, the city is home to Middlesex Community College, and two Roman Catholic high schools, Xavier High School (Connecticut) and Mercy High School (Connecticut), all of which attract students from surrounding communities.

Middletown is the only location of a well-known youth theater group, Oddfellows Playhouse, which is located on Washington Street and pulls in children of all ages from all over the state to learn theater skills. Middletown is also host to the Kidcity Children's Museum Kidcity is a hands-on playspace where children ages 1 through 8 come with parents and other significant adults to learn through play. The Downtown Business District continues to revitalize the downtown area.

Reasons Why Florida Road And Davenport Were Identified.

Florida Road in Durban

Florida Road, with its warm street vibe and unique, historic architecture, spending time on Florida Road in Durban is an atmospheric experience. Home to a range of restaurants, galleries, boutiques, studios and bars, Florida Road has earned its reputation as one of the city's trendiest streets, where people gather to shop, eat, drink, meet and hang out.

Many of Durban's best-loved restaurants have a Florida Road address. There are more than 30 restaurants to choose from in the area – to suit all tastes.

⁴ welcometobricktown.com/

⁵ www.bricktownokc.com/

Helen Joseph (formally) Davenport and Bulwer Road In Glenwood

Glenwood is one of Durban’s oldest suburbs with tree-lined streets and colonial-style houses overlooking the picturesque port. The University of Kwa-Zulu Natal is situated in Glenwood and the residents include many academics, artists and designers. The position of this central suburb makes way for easy access to the city centre, the main beaches, and many other tourist attractions. Glenwood has a friendly and relaxed vibe with the hub of activity centered around Helen Joseph Road (formerly Davenport Road) and Bulwer Road, where restaurants, cafés, coffee bars, quirky shops, art galleries and antique stores provide characteristic shopping and cuisine, making Glenwood the hip place to be!

Methodology

Process

Primary Research was conducted in Florida Road and Helen Joseph Roads with 18 out of 33 businesses (54%) of business. (More than 50% sample size). Face to face interviews with business owners, telephonic interviews and questionnaires were used to extrapolate the information required from these business owners in terms of their concerns, their vision for the street and businesses, their opinion on entertainment districts and the type of patrons, economic spend and their peak and low seasons of business. It was also important to establish whether their businesses were new or old and the number of staff they employ.

Meetings With Internal and External Stakeholders

- Legal Department – Snr Legal Advisors
- Land Use Management – Snr Manager And Regional Manager
- Development Planning – Snr Manager
- Architectural Services – Snr Architectural Planner
- EtheKwini Transport Authority– Deputy Head and Snr Manager
- CTO – Durban Central
- Florida Road And Davenport Committee Member
- Rates And Policy
- Regional Marketing Manager – Durban Tourism
- Deputy Head: Economic Development
- Investment Promotion: Economic Development
- Events Manager: Durban Tourism
- Researcher: Business Intelligence and Product Quality
- Assistant Researcher : Business Intelligence and Product Quality
- Product Quality Inspector: Business Intelligence and Product Quality
- Councilors responsible for Florida and Davenport Roads

The meeting will discuss the following issues:

- Presentation of the draft conceptual plan
- Brain storming and Editing the conceptual plan
- Dividing the plan into focus groups eg.
- Planning and Land Use Management
- Architectural planning
- Transport
- Businesses input – business rep and CTO
- Tourism intelligence, events and marketing input
- Feasibility Study
- Meeting – Public Participation With Residents
- Set Up Business Sector Forum Meetings
- Finalize Report /Strategy– Council Committees for Approval

Statement Of Results

Comparison of Products : - Bricktown, in Oklahoma City USA to Durban

Entertainment found in both cities:

Durban	Bricktown
<p>Restaurants, fast food & franchises :</p> <ul style="list-style-type: none"> • Butcher boys • Capello • Cubana • Chill Cocktail Lounge • Drop kick Murphy’s • Europa Food Emporium • House of Curries • Ice Bar Grill • Mark Gold Coffee • Sakura Sushi Bar & Chinese • Spiga D’oro • Taco Zulu (pizza,Mexican, sushi) • Uber Zulu grill & champagne lounge • Vicky Cristina’s • Blockbusters • Ci Gusta • Debonairs • Fishaways • Vida E Café • Wakaberry frozen yoghurt bar 	<p>Restaurants, fast food & franchises :</p> <ul style="list-style-type: none"> • Abuelo’s Mexican embassy • Bolero Spanish grill & tapas bar • Bourbon street café • Bricktown brewery • Bricktown burgers • Chelino’s Mexican Restaurant • Earl’s rib palace • Fuzzy’s taco shop • Henry hudsons public house • Hideaway pizza • Hooters • Ihop • In the raw • Knucks wheelhouse • Marble slab creamery • Mc’donald’s • Mickey mantle’s steakhouse • Nonna’s euro-american ristorante and • Starbucks • Subways • Tapwerks Ale house and café • Toby keith’s I love this bar and grille • Whiskey chicks parlor • Yucatan taco stand • 12 E California

<p>Clubs & night life:</p> <ul style="list-style-type: none"> • Absolute Florida • BLVD/ Boulevard • Drop kick murphy’s • Taco Zulu 	<p>Clubs & night life:</p> <ul style="list-style-type: none"> • Bricktown music hall • 323 E. Sheridan Avenue • Captain Norms Dockside Bar • Chevy bricktown events center • Club albee • Club one 15 • Coco Flow • Coyote Ugly • Drinkz Bar • JJ’s Alley Pub • Michael murphy’s dueling piano bar • Mojo’s blues club • Red pin bowling alley • Rocky’s special events center • Sonic • Texadelphia • The mantel • The melting pot
<p>Hotels:</p> <ul style="list-style-type: none"> • Quotas’ hotel • The Benjamin • Florida park hotel 	<p>Hotels:</p> <ul style="list-style-type: none"> • aloft hotel • bricktown hotel and convention center • colcord hotel • courtyard by Marriott • econolodge inn and suites • hampton inn and suites • Hilton garden inn • Homewood suites by Hilton • Marriott renaissance • Residence inn by Marriott • The Sheraton Oklahoma city • The skirvin hiton

Glenwood – with its eco-friendly and artsy atmosphere may be compared to Middle Town in the United States where this area importantly continues to become a rehabilitation boon. The majestic facades of these prestigious old downtown buildings have tenants that are committed to their design and grandeur. People in Glenwood, similar to Middletown understand the importance of history and that these are not just old buildings but monuments to a distant era. Stella Soccer Ground along Bulwer road is used to encourage the youth to participate in sporting activities whilst the Woolworths outlet is opened till 7pm for day to day shopping.

Discussion

In light of the above results, entertainment districts in Florida and Helen Joseph/Bulwer Roads seem to be not just a vision but an actionable plan that needs much intervention from all stakeholders and political muscle to implement this plan. The Entertainment district will be a unique blend of arts, culture, theatre, themed restaurants, nightclubs, banks, movie houses and well lit parks with bulging events and activities for all. Development of entertainment hubs/districts in areas that already have the right product mix that will appeal to the international and national visitor based as well as residents. The entertainment districts concept plan can be compared to other successful international models. The challenges and the successes will be analyzed. Legal (by-laws), Land Use Management, Planning and other such policies will be analyzed in terms of South African laws.

Potential Contribution Of The Study

- Increased socio-economic spin-offs for the City, increased job creation and increased visitor arrivals.
- The study will also be able to convince travel agents to introduce a Youth Tour to Durban.
- It will contribute to more activities and events at night that will assist in confidence of people experiencing Durban after 5pm. This will alleviate the perception that Durban is not safe to go out at night.
- Once implemented, entertainment districts will add more “clout” when bidding for huge sporting events such the Olympics, Common Wealth Games and other international business and leisure events.

Product/Route Development

Noise level

It is very important to understand the importance to balance the interests of residents and the business while making sure that the city is financially viable and safe. Hence Durban like Long Beach can introduce reasonable sound standards and sound insulation measures so as to limit excessive noise for the local residence. The city can also introduce amplified music on patios from 7pm till 10:00 pm on the weekends to create a more vibrant atmosphere. Sound barriers/muffler technologies may be used on the rooftops of nightclubs to combat noise levels for the local residence.

Transport mode

One other challenge faced in Florida and Helen Joseph Road, is the parking issue. You will find that it is full at night and there are no parking spots. Cars hoot, Double Park which becomes unbearable for its residence. Brick town on the other hand has lot of parking centers /stations/and garages where visitors leave their cars and move to brick town by public transport to all the places they want to go to. They also have a lake built for the use of water taxis. This report recommends that these entertainment districts:

- Provide a valet service – park their cars at parkades, churches, school parking (in agreement with the churches and schools for a fee) – the visitor hands over their keys to the valet attendant and he will park the car. Once finished – the visitor provides a ticket and the valet attendant collects the car from any of the parking designated areas.
- Agreement with Businesses to provide an incentive of free parking vouchers should visitors spend a certain amount of money at that particular restaurant.

- Visitors may park their own cars at dedicated parking areas and take a Pedi car (carriage pulled by a bicycle), bike bars, party buses – moving from one entertainment district to another, tuk tuks etc.
- Create a lake between Bulwer and Florida areas with a cycling/walking bridge over the lake. Water taxis to ferry visitors across from one entertainment district to the next.
- Passes for residents only.
- Design sidewalks, with only access for residents and delivery (ETA to help)

Security

- Surveillance cameras, cctv footage
- Payment- small fee entrance , this will go toward additional security
- Permits- business owners/ resident.

By laws

- Sound insulation- on roofs of nighclubs
- Liquor control strategy
- Noise level- certain times from 6:30 till 10:30

Mixed Products At These Entertainment Districts

Conceptualized plan

Products

- Restaurants
 - Themed eg. cook off, live music, afro –jazz , latino, kariokie, jazz, standup comedy, ect
- Libraries, bookshops and coffee shops
 - e.g. poetry, authors marketing their books, various creative courses(knitting, creative writing,) student movies- movies on set books (Shakespeare), ect
- Medical clinic/ doctor
 - First aid packs available, medical for tourists
- Banks
 - Opening till 11h00 at night
- Movie house/theatres
- Parks
 - Stella soccer grounds sporting activities/ play areas for kids out side entertainment districts
- Antique stores
 - Clothes, coffee or curio shops, designers can market their design, jewelry design etc.
- Monuments/art centre
- Supermarket

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Manuscripts

The Impact Of A School-Based And Family Physical Activity Intervention On Learners' Health Behaviour

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Executive Summary

Physical activity among children and adolescents is believed to be insufficient. Low levels of physical activity seem to persist from childhood into adulthood with this increasing prevalence of obesity and overweight among children and adolescents. The aim of this study was to determine the impact of a school-based physical activity and family intervention on learners in a selected township in KwaZulu-Natal. A quasi-experimental, non-equivalent groups design with an intervention programme and assessment pre- and post-intervention. Two schools (one control and one experimental) in Clermont Township, KwaZulu-Natal, South Africa were purposively identified by the provincial Department of Health. Grade six learners (n=129), their parents (n=19), school principals (n=2) and educators (n=21) participated in this study. Learners completed a battery of fitness tests and completed a physical activity questionnaire. Principals and educators were interviewed. Additionally, parents participated in focus group sessions. Post-intervention results showed significant increases in the physical fitness of learners ($p<0.05$). Improved passion and knowledge from teachers to teach PE was reported. Furthermore, the improved knowledge of physical activity and healthy lifestyle practices by parents, in turn, encouraged learners to participate in physical activity during lessons and after school. Findings show that the introduction of various methods of physical activity within the schools' existing curriculum, working with educators and parents can improve physical fitness and healthy eating habits in the learners without disrupting normal learning and teaching in the school.

Key words: physical activity, school-based intervention, physical education, educators, family intervention

Introduction

The prevalence of overweight and obesity has increased substantially over the past three decades. Due to this rapid increase in prevalence and the associated health consequences, obesity is considered one of the most serious health challenges. In many countries physical inactivity levels are increasing with main inferences for general health of people worldwide and for the prevalence of non-communicable diseases such as raised blood pressure, raised blood sugar and obesity (World Health Organization, 2012).

Physical inactivity had been identified as the fourth risk factor for mortality with 6% of deaths globally, followed by high blood pressure with 13%, tobacco use with 9% and high blood glucose with 6%. Physical inactivity is estimated as being the main root of breast and colon cancer burden for approximately 21%-25%, 27% of diabetes and approximately 30% of ischemic heart disease burden (World Health Organization, 2014). Additionally, physical inactivity increases the risk of a short life expectancy (Lee et al., 2012). Insufficiently active people have 20% to 30% increased risk of death compared to people who engage in a minimum of 30 minutes of moderate intensity physical activity on most days of the week. Furthermore 3.2 million people die each year because they are not active enough (World Health Organization, 2014).

Literature Review

In South Africa, the prevalence of physical inactivity had been estimated between 43%-49% among 15 years and older (Micklesfield et al., 2014). South Africa faces many current and future challenges, among them being non-communicable diseases and obesity affecting more than two in every five South African adults (C Draper et al., 2014). There has been an increase in the prevalence of obesity in South Africa, of which overweight and obesity varies with age, gender and population group (Rossouw, Grant, & Viljoen, 2012).

South Africa is undergoing a rapid epidemiological transition and has the highest prevalence of obesity in sub-Saharan Africa with an obesity prevalence of 31.8% in women (Micklesfield et al., 2014). Furthermore, 5% of South African youth are obese, 20% are classified as being overweight, 13% classified as being stunted and 8% classified as being underweight (Van Sluijs, McMinn, & Griffin, 2007).

The opportunity for children to be physically active during school hours is rapidly decreasing in selected schools (Naidoo, Coopoo, Lambert, & Draper, 2009). Studies report downward trends in PE and physical activity participation in schools (Reddy et al., 2007). Less than 70% of high school learners are reported having regularly scheduled PE and proper scheduled physical activity. There is less frequent PE in disadvantaged primary schools (de Villiers et al., 2010).

However, there is limited literature on the promotion of physical activity in schools using PE or any other intervention (Pate et al., 2006). A major goal of promoting physical activity and PE among school children is the development of a lifelong physical active lifestyle. This has become a necessity because schools have been unable to provide sufficient time and resources for learners to meet all the objectives of standard PE (Pate et al., 2006).

Physical activity can be impacted by social networks, family and friends (McVeigh, Norris, & de Wet, 2004). Studies reported that educational levels of parents are determinants for children's physical activity. A higher participation in physical activity is evident in all children with highly educated parents. Families with a high socio-economic status consider physical activity useful both in preventing chronic degenerative and psychological development of adolescents. The influence of parents' level of physical activity with their children, unemployed parents and uneducated parents is associated with parents that are not well informed and aware of benefits of engaging in physical activity, in most cases this reflects in their children (McMurray et al., 2012).

Schools are suitable settings for the promotion of healthy lifestyles (Gorely, Nevill, Morris, Stensel, & Nevill, 2009). Various types of interventions are used to promote physical activity in children. These include classes of PE and health, healthy eating and exercise, minimising television and computer use and increasing physical activity.

Hence, the aim of this study was to determine the impact of a school-based physical activity and family intervention on learners in a selected township in KwaZulu-Natal, South Africa.

Methodology

Research design

This was a quasi-experimental, non-equivalent groups design with a four-month intervention programme and assessment pre- and post-intervention.

Sample

The study was in collaboration with the provincial Department of Health (DoH). Permission was granted by the DoH to conduct the study in selected schools as part of their Health Promoting Schools programme.

The DoH purposively selected two primary schools in the low-socio-economic township area of Clermont, KwaZulu-Natal, South Africa. All grade six learners, school principals and selected educators from these schools were requested to participate. Schools were randomly divided into a control or intervention school. A sample of 129 grade six learners, parents, educators and the school principals volunteered to participate in the study. The intervention school comprised of 74 grade six learners from a total of 138 learners, the school principal, educators (n=21) and grade six parents (n=19). The control school comprised of a sample of 55 learners from a total of 61 grade six learners and the school principal. Parents and educators from the control school were excluded from the study.

Ethical Clearance

Ethical clearance from the University of KwaZulu-Natal's Biomedical Research Ethical Committee was granted for this study (BE339/13). Informed consent or assent forms were completed and signed by all participants in the study.

Measuring Instruments

Fieldwork at the schools employed both quantitative and qualitative methods of assessment. Assessments were administered before and or after the intervention to both schools. Quantitative assessments included the use of questionnaires. The principals completed the International Physical Activity and Environment Network (IPEN) questionnaire, which is designed to analyse types of residences, stores, facilities, safety as well as services available in the neighbouring community. Additionally, the Situational Analysis of the School Environment questionnaire that was designed to analyse the school environment and situation within the school, was completed by the principals pre-intervention only.

Learners completed a physical activity questionnaire pre-and post-intervention aimed to assess behaviours, knowledge, perceptions, and practices towards physical activity. All questionnaires have been used in other South African studies (CE Draper et al., 2010; Naidoo & Coopoo, 2012; Naidoo et al., 2009) and have been shown to be valid and reliable.

In addition, the learners participated in selected test components from the Eurofit Physical Fitness Test Battery (Eurofit, 1993) pre- and post-intervention. The test battery included the following components: flexibility (sit and reach), muscular endurance (30 second sit ups) and explosive power (standing long jump), speed and agility (10 x 5 meter shuttle run), leg balance (flamingo balance), and speed and coordination (plate tapping). Body weight and height were measured without shoes and body mass index (BMI) was calculated. A BMI greater than the 85th percentile is considered at risk of overweight and BMI greater than the 95th percentile is considered obese.

Qualitative measures involved individual semi-structured interviews with selected grade six educators pre- and post-intervention. A 45-minute interview with the grade six educators regarding their knowledge, attitudes and teaching methodologies with regard to physical activity was conducted.

Focus group sessions with parents were conducted during the intervention period. Parents attended four one-hour focus group sessions. Sessions were conducted at the school, once a month. The sessions included information gathering regarding their knowledge on the importance and benefits of physical activity, as well as their knowledge and practices regarding nutritional choices for their children. Based on responses, educational material for the parents was developed.

Four-month intervention programme

The intervention school underwent the intervention programme for a period of four months. The control school continued with activities as per normal during the intervention period. The intervention programme was designed to introduce various methods of physical activity and healthy nutritional habits within the physical education lessons in the school curriculum, to the learners by the educators. A minimum of two, one-hour PE workshops were conducted per month. Educators were trained to lead PE intervention activities during PE lessons. Activities included warm-up games, circuit and fun group games. Innovative teaching methods and learning strategies were employed. The intervention programme proposed to establish a health-promoting environment in the school through physically active and healthy learners, educators and principals.

The key strategy was to integrate the intervention into the school curriculum thus, the intervention would be implemented by teachers. In turn, learners were introduced to various forms of physical activity for four months. This intervention design would enable implementation and continuity after the study.

Grade six parents attended focus group sessions. Parents attended four sessions; each session discussed a new topic. The first session discussed parents, knowledge, practices, attitudes and beliefs regarding physical activity. The remaining sessions included the importance and benefits of physical activity, challenged selected beliefs of parents as well as encouraged parents to learn new physical activities and exercises. Furthermore, healthy food and dietary guidelines were introduced.

Statistical analysis

Statistical analysis using the Statistical Package for the Social Sciences (SPSS; version 21; SPSS Inc, Chicago, IL) ranging from descriptive statistics, chi-square goodness-of-fit-test, chi-square test of independence and the Wilcoxon signed ranks tests were performed with quantitative data. Significance was set at $p < 0.05$.

Quantitative data obtained from the semi-structured interviews and focus group sessions were digitally recorded and transcribe verbatim. Data was coded to the content and common themes and patterns were expressed. All data was reviewed by the research to in order to ensure agreement.

Results

This section focuses on the results of both the quantitative and qualitative data. Quotes from the interviews and focus group sessions are included to complement the data and to provide meaning.

IPEN and Situational analysis of schools

Although both schools are located in the same township, selected environmental differences were identified. The intervention school reported to have traditional mud houses and houses comprising brick and cement walls in the neighbourhood. Shacks (informal small dwellings built with corrugated metal and or wood) were the most available types of residence in the neighbourhood. On the other hand, the control school, which was at least six miles away from the intervention school, was situated in a neighbourhood with houses built with brick and cement. The streets surrounding both schools were built-up, i.e. tarred surfaces for motor vehicle use and most streets have sidewalks in the neighbourhood. However, it was reported that due to the high crime rate in the neighbourhood surrounding both schools, it was unsafe to walk around the neighbourhood, more so at night. Responses from the situational analysis regarding physical activity at school for both schools reported to have

PE in their current weekly timetable. The intervention school reported to have one session per week that lasts for 60 minutes. The control school reported to have one session per week, which last for 30 minutes. Both schools offer health education. Both schools reported a lack of sport facilities like grassy playgrounds/sports field, indoor sporting facilities, and a swimming pool. The intervention school only has a tarred open area for physical activity and is the same area where learners spend their lunch-breaks. However, both schools have football and netball teams only.

Both schools do not have permanent tuck shops based on the premises, however learners buy from vendors available in the schools. Crisps, vetkoeks (fried dough bread filled with jam) and sweets top the list of most sold food to the learners.

Demographics of learners

The demographic data of the total sample (n=129) showed that majority of learners lived in brick houses (p<0.0005) with 1-2 rooms (p<0.0005) and have essential electrical appliances. However, 5.4% of learners did not have an electricity supply in their homes. The socio-economic status of the majority of learners in this study was in a low-income group.

Selected learners had computers in their homes. The intervention group showed that participants spent more time on their computer on the weekend post-intervention (p=0.049). Slightly more than half (54.3%) of learners have vegetables gardens and or fruit trees at their homes. Almost two-thirds (62.8%) of learners attended school in the same neighbourhood they live in and 37.2 % did not go to school in the same neighbourhood that they reside in. Learners used various modes of transport, including mini-bus taxis, trains, buses, bicycles and or foot. However, majority (71%) of the learners, post-intervention walked to and from school. The mode of transport to school did not change significantly before and after intervention for the control group (p=0.020) nor the intervention group (p=0.007).

Learners' ages ranged from 11-15 years with the mean age of 12.26 years. Males (41.9 %) and females (58.1 %) from the intervention school comprised of Black and Coloured learners with 95.9 % Blacks from the intervention school and 98.2 % Blacks from the control school, 4.1% Coloured participants from the intervention school and 1.8% Coloured participants from the control school. IsiZulu was the most spoken language among learners.

Physical activity and sports participation pre- and post-intervention

Results from the learner questionnaire determined physical activity and sports participation during selected time periods, i.e. sports clubs or school sports team, during lunch-breaks and PE lessons.

Sports clubs or school sports teams

Running and football were the most popular activities. However, there were no significant difference in the numbers of activities participated in pre- and post-intervention.

Physical activities during PE lessons

Results showed that the number of activities for the control school participated in during PE lessons increased significantly post-intervention (p=0.005). This increase in the number of activities, specifically in the control group may be due to the presence of the research team. In the control school the average length of time of participation in PE post-intervention was significantly (p=0.002) higher than pre-intervention; while for the intervention school, the average number of times of participation in PE was significantly (p=0.043) higher post-intervention.

During lunch breaks

Educators reported that learners were motivated to play and run around during breaks post-intervention, especially with the knowledge of new games that were introduced to the learners during the intervention period. It was further reported by educators that learners were more active during lunch breaks when supervised by the educators, as this was encouraged as part of intervention to the educators. However, educators could not supervise the learners at all times due to busy schedules.

Educators reported an overall increase in the number of learners and their enthusiasm to participate in physical activities. However, results from the learner questionnaires indicated that learners spent more time running around and playing during the lunch break pre- than post-intervention for both control and intervention.

Fitness tests

Table 1: Fitness tests scores pre and post control (n= 54) and intervention (n= 74) (mean ± standard deviation)

Components	Control mean (± standard deviation)			Intervention mean (± standard deviation)		
	PRE	POST	p-value	PRE	POST	p-value
Height	147.00 (±9.18)	148.700 (±8.11)	p<0.0005*	145.95 (±7.76)	145.95 (±7.82)	p<0.0005*
Weight	41.33 (±7.76)	42.68 (±7.71)	p<0.0005*	41.18 (±9.04)	41.09 (±9.84)	p=0.003*
Sit and reach	29.74 (±7.54)	30.03 (±7.88)	p=0.501	33.47 (±5.55)	34.10 (±5.85)	p=0.43*
Sit-ups	17.48 (±2.68)	17.94 (±3.31)	p=0.414	18.24 (±4.88)	19.20 (±4.87)	p=0.007*
Shuttle run	22.29 (±8.58)	21.35 (±2.10)	p=0.649	20.55 (±2.04)	19.47 (±4.10)	p<0.0005*
Plate tapping	14.11 (±1.98)	13.52 (±1.83)	p=0.002*	15.33 (±2.29)	13.24 (±1.74)	p<0.0005*
Flamingo balance	12.45 (±3.29)	16.25 (±5.48)	p<0.0005*	12.24 (±4.76)	13.36 (±4.62)	p=0.011*
Standing long jump	150.47 (±26.35)	149.20 (±20.57)	p=0.306	136.10 (±21.75)	133.41(±19.9 5)	p=0.306

Table 1: Fitness tests scores pre and post control (n= 54) and intervention (n= 74) (mean ± standard deviation)

Level of Significance:

* p < 0.05

The measures for height and weight both pre- and post-test were not significantly different for both control and intervention groups. All learners were below the 85th (at risk of overweight) and 95th percentile (obese) BMI. For the intervention group, sit-and-reach and sit-up scores significantly increased post-intervention, with no significant differences in the control group. Furthermore, the intervention group shuttle run scores significantly decreased post-intervention, with no significant differences in the control group. The plate tapping scores decreased significantly post-intervention in both groups pre- and post-intervention. Similarly, the flamingo balance scores significantly increased for both group pre- and post-intervention.

Educator training workshops

Educators (n=21) rated the training workshops as a very important tool to improve their knowledge on physical activity and nutrition that can be applied in a school setting and as part of their livelihood. Educators reported that the workshops improved PE teaching methodologies as well as outdoor class management and control was increased. Workshops also helped to revive their passion to practice healthy lifestyles and promote physical activity among learners.

Educators also reported that their interest and passion to teach PE improved as their knowledge increased, specifically with regard to various physical activities and new games, which can be incorporated for both indoor and outdoor PE lessons. Lessons were not repetitive and included their involvement in the lesson, not merely providing learners with a football as previously practiced.

Parents' focus group

Parents (n= 19), 15 females and four males attended the monthly focus group sessions. Initially, parents were uneasy and unwilling to participate in discussions. However, as sessions progressed, there was a noticeable improvement in discussions with and among parents. The following common themes emerged during the four focus group sessions: Knowledge of physical activity benefits; Satisfactory food choices and meals; and Lunch box or pocket money importance.

Knowledge of physical activity benefits

Majority of the parents demonstrated a basic knowledge regarding physical activity and its benefits. Selected parents were unhappy with the reduced attention given to the sport facilities within the school setup. Parents found focus groups to be helpful, providing them with new information like the recommended minimum daily amount of exercise. Parents further suggested that schools should provide such platforms, working together with the provincial departments to learn more about physical activity. Majority of parents reported that they encourage their children to participate in physical within the school and to join structured clubs in their community. Furthermore, a minority of parents thought that it is necessary for parents to participate in some form of structured sport or physical activity in their community as a way of leading by example for their children. Majority of parents, specifically mothers reported that daily chores like working in the garden and the washing of clothing were sufficient to keep them active throughout the day. Parents spent about 5-8 hours working on daily chores, most of these required them to kneel and bend for long hours without changing body positions, which may result into back pains at the end of the day. Furthermore, parents' daily chores seldom include running or walking around.

Satisfactory food choices and meals

Varying views from parents regarding food choices and meals that were prepared for children were expressed. Majority of parents prepare breakfast for their children such as porridge and/or slices of bread and coffee/tea. Parents believe that it is necessary to provide their children with energy until the lunch break as at this time, the school provides a meal to the children. Meals comprised of maas (sour milk), vegetables and fruit, samp and beans, rice and mincemeat. However, selected parents do not prepare breakfast for their children, as a result the first meal of the day for these children was the meal provided by the school during the lunch break. On the other hand, selected parents reported that they prepare cereal for their children and instruct their children not to eat meals that are provided at school. Additionally, majority of the parents reported that they do not purchase fruits regularly or weekly. Selected parents purchase vegetables while others grow their own vegetables.

Lunch box or pocket money debate

At least half of the parents believe that providing pocket money to children plays a substantial role in promoting

the purchase of unhealthy foods from vendors outside the school, as well as for the purchase of cigarettes and alcohol. In turn, these parents do not provide their children with pocket money as they believe preparing lunch boxes for their children or the meals provided by the school is sufficient to sustain learners throughout school hours.

On the contrary, selected parents believe that pocket money is vital for the happiness of their children and to avoid peer pressure from other learners who also obtain pocket money from their parents. Furthermore, these parents believe that when they do not provide pocket money to their children, their children may now turn to stealing from home or other learners at school.

Overall, responses from parents stated that the focus group sessions played a vital role in providing knowledge regarding PA, health, basic nutrition and most importantly encouraging their children to be physical activity and to actively participate in PE lessons.

Discussion

There are barriers affecting the promotion of healthy lifestyles in schools in low-income communities (Temple, Steyn, Mayburgh, & Nel, 2005). In this study, these barriers included the lack of facilities, inadequate PE training of educators, and the limited parental involvement with regard to promoting physical activity and good nutrition. CE Draper et al. (2010) conducted an intervention study that has shown improved educator attitude, perception and practice towards physical activity post-intervention. Similarly, in this study the educators gained more interest towards teaching PE and a positive attitude, once knowledge regarding PE teaching methodologies was obtained. Furthermore, educators gained more confidence towards teaching PE. Prinslo (2007) found that educators who lacked training and skills, lacked motivation and confidence. The workshops equipped educators with the knowledge to use available resources, to improvise when necessary, as well as to effectively manage large classes of learners, specifically during outdoor practical lessons.

With regard to the learners' physical activity knowledge and attitudes, and to some extent physical activity practices during school hours, an improvement was noted. Such improvements were strengthened by educators' reports of positive, attitudes and practices from learners during school hours post-intervention.

It was evident that the overall physical fitness levels of learners improved post-intervention with limited exposure. Significant ($p<0.05$) post-intervention improvements in fitness tests included, sit-and-reach; sit-up; shuttle run; and plate tapping scores. Thus, one can infer that participation in an intervention, although with limited exposure, can improve components of learners' physical fitness. However, Meyer et al. (2014) reported that school-based physical activity intervention studies yield favourable immediate health benefit to improve fitness, which is not maintained after the intervention ceased.

Furthermore, De Meester, Van Lenthe, Spittaels, Lien, and De Bourdeaudhuij (2009) believed that school-based interventions generally lead to short term improvements in physical activity levels and this short term improvement in physical activity levels by school-based interventions were limited to school related physical activity with no conclusive transfer to general leisure time physical activity. Therefore, a monitoring system needs to be established to ensure the sustainability of the programme. Although, a key strategy behind the current intervention was to train the educators to implement the programme in order to ensure the programme sustainability, to some extent.

The school setting is a favourable environment to promote physical activity participation and physical activity awareness in school among learners and educators (Naidoo & Coopoo, 2012). The current intervention raised physical activity awareness, improved knowledge, attitudes and practices of both educators and parents. Furthermore, parents' improved knowledge, attitudes and practices regarding physical activity in turn encouraged learners' physical activity participation at school. Strategies to promote physical activity among adolescents should focus on increasing levels of family cohesion and parental engagement (Ornelas, Parreira, & Ayala, 2007).

This intervention has showed improved parental attitudes and behaviours regarding the physical activity of learners. The intervention improved parents' knowledge of physical activity and healthy food choices. There was an increased physical activity awareness among parents, which lead to the promotion of physical activity in the home environment and this in turn, encouraged learners to participate in PE lessons, sport at school and in the community. The majority of parents encouraged their children to eat healthy foods at school. Moreover, majority of the parents did not provide money to learners as they pack lunch boxes for learners and lunch is also served at school. However, a minority of parents believed that learners have to carry pocket money to school as this makes them feel equal with other peers. Parents further explained that children steal money at home and/or at school if they are not given pocket money by parents. However, providing pocket money to learners is not necessarily a negative practice, but depends on what learner chooses to spend their money on. Hence, healthy food choices and good dietary habits are influenced by parents as well as an essential component of the PE curriculum.

Parents are regarded as the most important influence on health behaviours among children (Story, Kaphingst, & French, 2006). Children's nutrition and physical activity behaviours are influenced by home-related factors such as feeding styles, availability and accessibility of healthy food products. The nature of the home environment that stimulates physical activity includes, parental support and encouragement on healthy living lifestyle; parent's health behaviours and general parental styles could influence children's health behaviours (Birch & Ventura, 2009).

Conclusion

Findings indicate that by implementing a school-based physical activity intervention, the knowledge, perceptions, and practices towards the physical activity of learners can be improved as well as increase the rate of physical activity participation of learners during PE lessons and during lunch breaks.

Specific training workshops can improve non-PE educator specialist skills to teach PE effectively within the school's curriculum. As a result, skilled educators were confident in their teachings as well as advocated for a healthy school environment through physically active, healthy learners and educators. Furthermore, participation in the intervention was accepted by the educators, specifically due to the fact that educators contributed to the planning of the PE lessons.

The parental involvement as part of the intervention proved to play a major role in empowering parents with the knowledge regarding the impact and benefits of physical activity on children and adolescents. Moreover, the parents themselves were empowered with suitable physical activity and nutritional advice for adults. Overall, a combined educator and parental involvement physical activity intervention can positively influence learner's knowledge, attitudes and practices towards physical activity. Moreover, parental engagement can play a vital role to sustain benefits gained from school-based interventions.

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Preferences for leisure time physical activities: A dynamic systems approach

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Executive Summary

Human behavior and decision-making can be studied in the context of leisure time physical activities (LTPA). The way communities select their preferred LTPAs seems to be relevant for policy making with potential implications not only for leisure, but also for areas like health, and economy. A dynamic model (Lotka-Volterra) is proposed to account for the mutually exclusive competing character of LTPA. This mathematical model is given by a set of coupled difference equations. The solutions of the model are functions of time and therefore are tailored to describe longitudinal data sets. It was used as possible explanations to observations from a longitudinal study on LTPA with data from 2006 to 2013. About 15833 adults over 18 years of age, from Belo Horizonte city, Brazil, responded to interviews, and selected their main LTPA. Observed trends of the data with significant negative correlations consistent with the competition hypothesis were analyzed. Based on this results, two sub-hypotheses are discussed for the data set: the slow and fast adaptation hypotheses of human preference adjustments. According to the slow adaptation hypothesis, human preferences for LTPA evolve on a rather slow time scale of several years. The data observed on a yearly basis reflects the transient development of the behavior of a community towards a stable fixed point. The fast adaptation hypothesis states that community members quickly adapt to the circumstances such that measures observed on a yearly basis represent the steady state or fixed point preferences of the members under the given circumstances. As one of the applications of Lotka-Volterra model, it seems it can help policy makers to get awareness of possible scenarios, and to take necessary actions to avoid or stimulate them, according to each situation.

Key-words: Leisure, physical activity, dynamic system, modeling, Lotka-Volterra model.

Introduction

Understanding how community members select their preferred LTPA seems to be relevant for policy making with potential implications not only for leisure, but also for areas like health and economy. A possible contribution can be made by predictions, for example by elaborating a model. In general, a model is a representation created that might be focused on describing the behavior observed, or explaining why the behavior is happening, or on allowing predictions about future behaviors not yet seen (Dym, 2004). Considering that it is relevant not to miss leisure important properties (Rowe, 2015), a model has to be able to deal with fluctuations with time, what in this case means that it has to fit within a dynamical systems approach (Pinto, 2016). Therefore, an application of a dynamic model is proposed here in terms of a Lotka-Volterra model (Lotka, 1925). Originally designed to account for the competition among different species that leads to a variation in the number of living animals, the model is adapted here to account for the competing character of the main LTPA. It means that activities such as Gymnastics and Soccer can have a mutually exclusive character and compete to a certain extent with each other. The task here is to explain observed inversely related trends within a dynamical systems framework.

Methodology

Subjects

A yearly basis Brazilian surveillance system from the Health Ministry of the federal Brazilian government, called VIGITEL was used in this research. Between 2006 and 2013, about 54000 adults over 18 years of age, from 26 state capitals and the federal district, responded to telephone interviews. Among the data provided, the participants were questioned if they were active or not, and those that stated to be active had to choose on a list of 16 possibilities their main type of LTPA in the last three months. The first spontaneous answer given by the respondent was considered.

For the purpose of this study, only the data extracted from Belo Horizonte city was selected for the analysis. This city data corresponded to M=1979 participants per year, and a total of 15833 participants. In this data set, trends with significant negative correlations between different combinations of the most preferred activities seemed to be mutually inhibitory interactions of LTPA consistent with the competition hypothesis.

Procedure

Some LTPA that showed similarities were grouped. The modalities walking, running, walking in treadmill, and running in treadmill were grouped in one modality Walking & Running. The water modalities swimming and water aerobics were grouped and named Aquatic Activities. At last, were also grouped the modalities usually practiced in the gym under the name Gymnastics: weight lifting, aerobics gymnastics, and general gymnastics. A descriptive of the results gave a panorama of the LTPA preferences of the participants of the research, and the four most common LTPA reported were selected: Walking & Running, Aquatic Activities, Gymnastics, and Soccer. A cross correlation analysis was performed among these modalities in all the time series. Only the correlations at lag zero were considered for the present approach.

Results

Data observations

In what follows some representative data time series and correlations will be presented that are consistent with the notion that LTPA compete with each other for individuals. The frequencies of the preferred LTPA across the years in Belo Horizonte city are shown in Figures 1A, 2A, and 3A. An observation of Figure 1A shows that the majority of the participants of the research seems to prefer to engage in Walking & Running activities. Gymnastics seems to be a LTPA rising in the preference of the population, while Soccer, and Aquatic activities present lower frequencies over the years.

Among all participants the results found (Figure 1B) showed significant negative cross correlations for Gymnastics while related to Walking & Running activities (top row) with $r = -.758$, $p < 0.05$, and also while related to Aquatic activities (bottom row) with $r = -.727$, $p < 0.05$.

Observing Figure 2A, it is possible to perceive that the majority of the women participants seem to support the overall preference to engage in Walking & Running activities (Figure 1A) showing higher frequency values per year at the first years of the time series. Gymnastics also seems to be a LTPA rising in the preference of this population, while Aquatic activities present low frequencies over the years, and Soccer present very low frequency values over the years.

Among women the cross correlation results were significant among most of the combinations of activities tested. There was a negative significant cross correlation of between Gymnastics and Aquatic Activities (Figure 2B, top row) with $r = -.737$ ($p < 0.05$), as well as between Gymnastics and Walking & Running (Figure 2B, bottom row) with $r = -.845$, ($p < 0.05$).

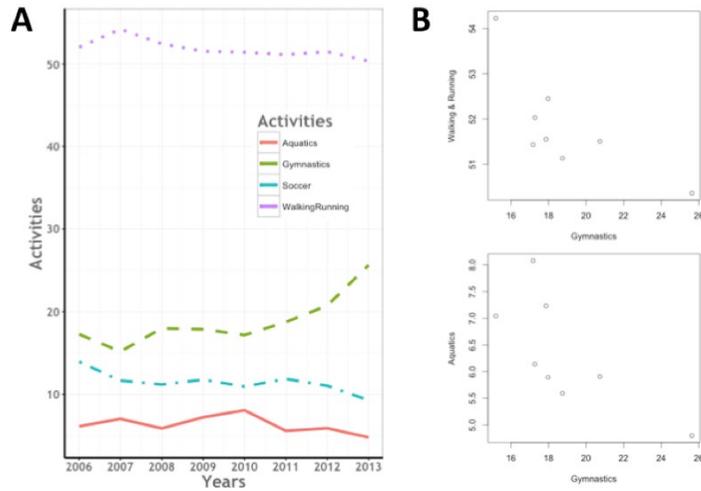


Figure 1: (A) Practice of LTPA over the years. (B) Correlation plots of Aquatic Activities and Gymnastics, and of Walking & Running and Gymnastics.

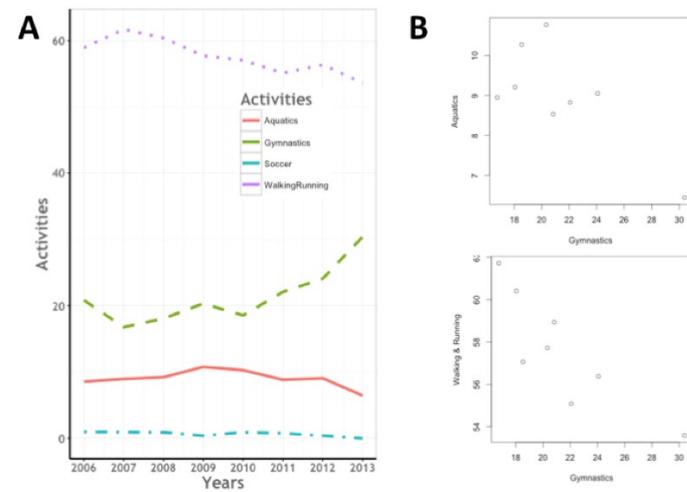


Figure 2: (A) Practice of LTPA among women over the years. (B) Correlation plots of Aquatic Activities and Gymnastics, and of Walking & Running and Gymnastics.

Observing Figure 3A, it is possible to perceive that the majority of the male participants are engaged in Walking & Running activities. Unlike women time series, Soccer is the second most frequent LTPA practiced by men, and over the years presented a stable behavior, until a loss in supporters in 2013. Gymnastics also seems to be a LTPA rising in the preference of this population, while Aquatic activities present lower frequencies over the years.

Among men it was found a negative cross correlation between Soccer and Gymnastics (Figure 3B) with $r = -.741$, $p < 0.05$. This means that while one LTPA is getting more supporters (Gymnastics), the other (Soccer) faces a drop in the number of practitioners (Figure 3A).

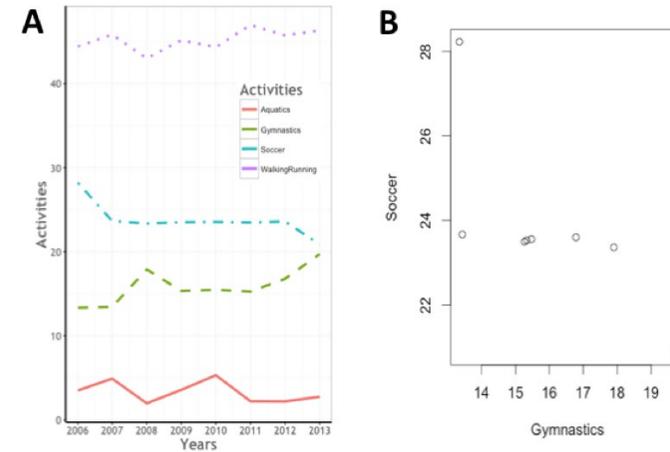


Figure 3: (A) Practice of LTPA among men over the years. (B) Correlation plot of Soccer and Gymnastics.

Dynamical systems approach

We propose to model the evolution of choice-behavior by means of a dynamical system known as Lotka-Volterra models (Lotka, 1925). They describe how the size of animal populations evolves in time. In our context, we focus on Lotka-Volterra models that describe species that compete for the same food source: for example, the competition between a species of large owls and a species of small owls for food like mice and rats. Under moderate circumstances competing species can co-exist. However, the species that is more advantageous as far as hunting is concerned outnumbers the other species. In the example, the large owls would outnumber the small owls assuming that the large owls are the better hunters. Let us show how to go from population dynamics to LTPA. Let us consider two LTPA A and B. Then, all individuals who prefer the same kind of activity (A or B) are considered as a group. The two groups are considered as counterparts to the aforementioned competing animal populations. The Lotka-Volterra model applied to choice-behavior of LTPAs captures how the groups grow and decay in size over time by attracting new members or by losing members. That is, the number of individuals joining or leaving a group is considered as counterpart to the increase and decrease of animal populations due to birth and death.

Dynamical systems (such as the Lotka-Volterra model) describe the evolution of variables. We distinguish between two regimes: the transient regime, when variables change over time and the saturation regime when variables do not change over time. In the saturation regime the system variables assume saturation values that are called fixed-point values.

We propose to explain inversely related tendencies of choice-behavior as a result of the competition between groups composed of similar-minded individuals (i.e., individuals who share the same preferred LTPA). The groups compete to attract new members and keep existing members. While the competition between the groups is the main driving factor for the inversely related tendencies, there are two different ways how this factor can become relevant. In the first scenario, group sizes are most of the time at their fixed-point values (saturation values) but they change quickly when environmental conditions change such as the overall economic situation, the availability of facilities, and the way leisure activities are advertised. In this case, fixed-point values change due to environmental changes. The size of a group is assumed to follow such changes immediately. That is, the group size evolves quickly to its new fixed-point value when a fixed-point value changes. Consequently, the transient period can be neglected. We refer to this scenario as the fast, quasi-stationary case. Second, environmental changes may cause novel environmental situations for individuals but individuals may adapt rather slowly to these changes. This implies that the tendencies of choice-behavior observed over time reflect transient solutions of a dynamical system. In fact, in the extreme case, the observed scores of choice-behavior may never reach fixed-point values. If individuals adapt slowly to an environmental change X then another environmental change Y may take place before individuals have fully adapted themselves to X. We will refer to this second scenario as the slow, transient case.

The Lotka-Volterra model for the fast, quasi-stationary case reads (Frank, 2014)

$$\frac{d}{dt}A = (\lambda_1 - A)A - gAB \quad (1)$$

and

$$\frac{d}{dt}B = (\lambda_2 - B)B - gAB \quad (2)$$

In our context, the variables A and B describe the number of members of the two groups preferring the leisure activities A and B respectively. The variables A and B are function of time t like A(t) and B(t). The expressions on the left hand sides of the equal signs, dA/dt and dB/dt, are the time-derivatives of functions A(t) and B(t) and describe the change of the variables A and B during a small amount of time. The model parameters $\lambda_1 > 0$ and $\lambda_2 > 0$ describe how fast a group would grow in size if there were only a few members in the group. Accordingly, the parameters λ_1 and λ_2 are referred to as growth factors. Without competitive interaction, due to the terms $(\lambda_1 - A)A$ and $(\lambda_2 - B)B$, the model predicts that the groups grow independently from each other and reach the saturation levels $A = \lambda_1$ and $B = \lambda_2$. We see that the parameters λ_1 and λ_2 have two interpretations. They determine characteristic time-scales of the group dynamics and they determine the stationary behavior of the group dynamics in case of non-interacting groups. The terms $-gAB$ describe the competitive interaction between the groups. The parameter g is the coupling parameter. For $g=0$ the groups evolve independently from each other. For $g>0$ the groups interact and compete with each other. Due to the minus sign the growth of the group A is inhibited if there are members in the group B. For g between 0 and 1 the nature of the competition between the groups is such that both groups can co-exist. Both groups exhibit a finite number of members in the saturation regime. The growth parameters λ_1 and λ_2 play an important role again in defining the saturation levels. If they are equal in magnitude, then both groups will attract the same number of members. For $\lambda_1 > \lambda_2$ group A will attract more members as group B. For $\lambda_2 > \lambda_1$ group B will attract more members as group A. The fixed-point values are given by

$$A = \frac{\lambda_1 - g\lambda_2}{1 - g^2} \quad (3)$$

and

$$B = \frac{\lambda_2 - g\lambda_1}{1 - g^2} \quad (4)$$

From these equations a detailed analysis shows that when group A increases in size due to an increase of the growth parameters λ_1 then group B decreases in size. Likewise, when group B increases in size due to an increase of the growth parameters λ_2 then group A decreases in size. This inverse relationship is a consequence of the competitive interaction between the groups.

Let us assume that changes in the environment result in an increase of the growth parameter λ_1 and come in terms of time plateaus as shown in Figure 4 (panel A, top row). Then at each plateau the group sizes A and B settle down quickly to the respective saturation levels. In particular, each increase of λ_1 is quickly followed by an increase in the group size A and a decrease of group size B (panel A, bottom row). This mechanism eventually leads to a negative correlation of the variables A and B as illustrated in the scatter plot shown in Figure 4 (panel B).

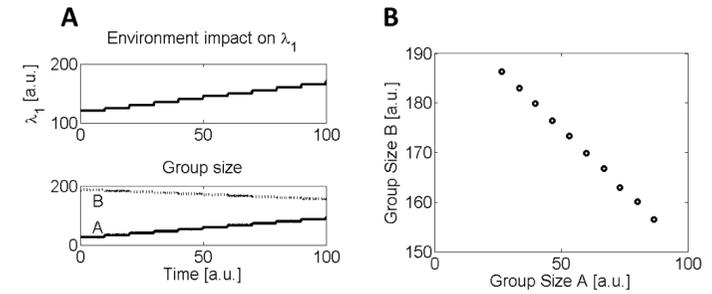


Figure 4: Illustration of the fast, quasi-stationary case as predicted by the Lotka-Volterra model defined by Eqs. (1) and (2). See text for details.

The Lotka-Volterra model for the slow, transient case reads (Frank, 2016)

$$A(n+1) = \beta_1 A(n) \left(1 - \frac{A(n)}{K_1} - gB(n) \right) \quad (5)$$

and

$$B(n+1) = \beta_2 B(n) \left(1 - \frac{B(n)}{K_2} - gA(n) \right) \quad (6)$$

Here, time is discrete and measured in steps n. Accordingly, the group size variables A and B depend on the time step n. The parameters $\beta_1 > 1$ and $\beta_2 > 1$ describe how fast the groups grow when there are only a few members in the groups and can be regarded as growth factors again. The parameters $K_1 > 0$ and $K_2 > 0$ define the saturation values if there is no interaction between the groups. Finally, the terms involving the parameter g are the interaction terms and describe competitive interaction for $g > 0$.

We assume that due to a change of the environmental conditions the LTPA A becomes more attractive such that K_1 increases. The individuals adapt slow to this change. Therefore, the size of group A increases gradually towards a new saturation level. As a result of the interaction between the groups, this implies that group B slowly decreases in size. Figure 5 (panel A, top row) shows how the parameter K_1 jumps from a low value to a high value. Moreover, as predicted, the member sizes A and B converge slowly towards their new saturation levels. This implies that group A increases in size, while group B decreases in size (panel A, bottom row). This mechanism leads again to a negative correlation of the variables A and B, see Figure 5 (panel B).

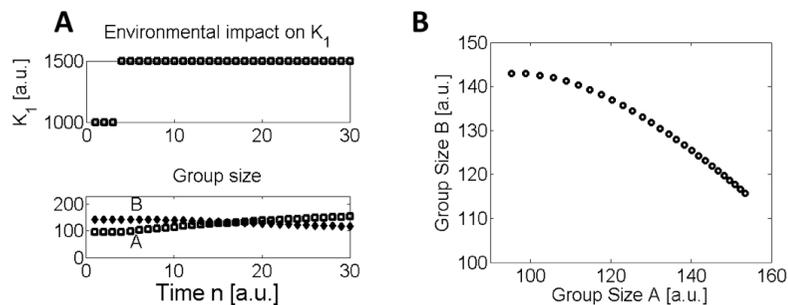


Figure 5: Illustration of the slow, transient case as predicted by the Lotka-Volterra model defined by Eqs. (5) and (6). See text for details.

Discussion

What is the benefit of the dynamical systems approach for understanding how preferences of LTPA evolve in time? The dynamical model may be used to make predictions that can guide political decision-making or decision making in businesses related to the leisure market. However, alternative approaches such as cross-correlational analysis and multivariate linear modeling can be used to make predictions as well.

A key feature of the dynamical systems approach as presented above is that it is rooted in the theory of self-organization. That is, we actually applied a much broader general framework to the evolution of leisure preferences than we have addressed above. The framework of self-organization comes with general model predictions that might be used to improve quality of life of individuals and to make political decisions more successful. For example, at the heart of self-organizing systems is the notion that qualitative changes can emerge from the interactions between groups such as the LTPA groups considered above. It can be shown that if the interaction strength g between groups exceeds a critical value then the preference for a LTPA, say A, might go to zero such that only activity B is an attractive alternative (Frank, 2014).

Such a monopole of a LTPA might be unwanted because a society engaged in a variety of leisure activities might be more in line with the general notion of diversity and cultural enrichment, and their overall benefits. As discussed for a long time in leisure studies, it is expected that in society many different activities and interests can coexist, once each activity produces different stimuli to the personal development (Dumazedier, 1974).

The Lotka-Volterra model may help policy makers to take preventive actions in this regard. A model like the Lotka-Volterra can make policy makers aware of possible scenarios, including the unwanted ones, and help them to take necessary actions to avoid them. Also, it could be helpful for policy makers to prepare in advance to deal with the outcomes of the predictions of these model, by virtue of making available the structure and support the citizen practitioner of a determined LTPA would expect, such as accessibility to facilities, transportation, police security, leisure professional support, and others. On the other side, these professionals could be developing campaigns to stimulate diversity, and avoid massification of LTPA practices.

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Manuscripts

Students' perception and experiences of a programme with cultural and adventure initiatives towards group cohesion

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Executive Summary

The purpose of this exploratory study was to determine the influence of selected cultural and adventure initiatives on the perception and experiences of group cohesion in a multicultural higher education institution. After a 3-day camp, rich qualitative data from students (N=120) was gathered through focus group discussions and PowerPoint presentations. Using ATLAS.ti, four themes emerged: positive attitude and behaviour, maintaining group level, self-maintaining, and membership attraction and attachment. The findings revealed positive experiences among the participants. It is recommended that follow-up interventions should follow to ensure sustainability.

Keywords: group cohesion; cultural and adventure initiatives; multicultural higher education institutions

Introduction

It is evident that students may experience a number of factors, such as financial difficulties, transition from high school to higher education institutions (HEIs), peer pressure/influence and the multicultural environment, as negatively related to their academic performance and achievement. HEIs in South Africa report dismal student graduation rates as a norm. The South African survey 2002–2003 revealed that South Africa has the highest number of higher education students in sub-Saharan Africa, but that less than two students in every ten actually graduate (Page, Loots & Toit, 2005). Although peer influence is one factor that negatively affects academic performance, it is evident that students also receive support from their peers or have learned that they can seek help from their peers (Fakude, 2012). Peer group is, therefore, an important agent of socialization (Todd, 2014) into the multicultural HEI. It is generally accepted that games and similar initiatives can play a significant role in the socialization of people (Roux, Burnett & Hollander, 2008).

Literature review

Acquisition of knowledge, skills and attitudes is uniquely structured in different societies through formal (teaching and learning) and informal transfer. Socialization, the active life-long process of learning and social interaction through which people acquire personality and learn the ways of the society they live in, is embedded in diverse and multi-level domains (Coakley, 2004; Coakley & Burnett, 2014). Social learning theory (the formation of identity as a learned response to social stimuli) emphasizes the social context of socialization where behaviours and attitudes develop in response to reinforcement and encouragement from those around them (Bandura & Walters, 1963; Bandura, 1977).

Group cohesion is a dynamic process where group members tend to remain together in the pursuit of common purpose and goals. Groups have characteristics that are common to them (Eys, Burke, Carron & Dennis,

2006). A group has common fate to its members, a mutual benefit for members, social structure, group processes and self-categorization (Hall, 2007). Social cohesion is the degree to which members of a group like each other and receive personal satisfaction from each other's presence (Cox, 2006). A group's cohesion can include either task cohesion, social cohesion, or both (Hall, 2007). Social cohesion is defined as when participants spend time together or share common interests outside the common purpose of the group; task cohesion is where group members unite to accomplish a specific task. People participating with others in recreation and adventure activities will gain the most psychological, physical, emotional and spiritual benefits (O'Connell & Cuthbertson, 2009). Social cohesion is, therefore, a topic of interest in sociology, psychology, mental health and, most recently, in public health.

A methodology developed for an experimental study (Roux, 2000) involved the implementation of an intervention programme, with the objective of changing attitudes and perceptions towards the 'self' and 'others' to improve group cohesion and dynamics (team functioning). Due to the significant positive changes ($p < 0.01$) in attitude, it was concluded that the intervention programme had a positive effect on the attitude of the participants (Roux, 2002). Therefore, we decided to adapt and use this methodology during a 3-day camp with second-year university students. The main aim of this study was to determine their perceptions about a programme of selected adventure and cultural initiatives towards group cohesion and dynamics in a multicultural setting, the University of Johannesburg. This is important for fostering positive interpersonal relationships and tolerance towards others within their own ethnic group and, especially, people from other ethnic groups. This positive experience could have a positive impact on the life, personal development and academic achievements of these participants (Roux, 2002).

Methods and procedures

This explorative qualitative research included all second-year students (N=120) from the Department of Sport and Movement Studies, University of Johannesburg. The participants were grouped ($n=10$) according to gender and race, to represent the demographics of the university student body as accurately as possible. As the programme progressed, the participants provided reflection and feedback about their experience of the various programme activities.

Data collection

Debriefing sessions were conducted after every activity and a final focus group discussion was conducted a week after the camp. Each group had to prepare a PowerPoint presentation and provide feedback by verbally reflecting on

1. The content of the activities in the programme;
2. Their experience while participating in these activities;
3. Their feelings about their counterparts' input during these activities;
4. Their purpose in the bigger group, i.e. the second-year group, as well as being a student at the university;
5. How typical or similar activities could be used to assimilate real-life situations.

Participants were invited to take part and informed about the aims and proceedings of the research. On formal agreement, sessions were audio-tape recorded. Participants were given the opportunity to withdraw from the session at any time, if they wished. Each session lasted between 30 and 40 minutes. Groups were coded Grp A–J. The information from both the PowerPoint presentation and the audio-tape recordings was analyzed with ATLAS.ti. Themes and subthemes were identified and discussed.

Researchers and facilitators

An independent researcher, trained in the methodology, administered the research and collected the data during the focus group discussion sessions. The facilitators were trained before the camp on the execution of the activities, how to create teaching moments to address various values, and how to plan and conduct a debriefing session.

Intervention activities and sequencing

The activities for this 3-day intervention programme were specifically chosen with the objective of changing the perceptions of the participants towards themselves, their circumstances and their peers. A prerequisite for success of the programme is the specific sequence in which the activities are presented. The sequencing (Tuckman, 1965 and Bunting 1985) was adapted from and based on the model developed by Roux (2002) (Figure 1).

According to Tuckman (1965), groups go through five stages: forming, storming, norming, performing and adjourning. To promote group cohesion among the students, only the first four stages were applicable. In the forming stage, relationships are formed. Groups then go through the storming stage, associated with confusion or arguments; thereafter, the group will use the norming stage to set rules guiding them to the performing stage. This final stage is best associated with group cohesion.

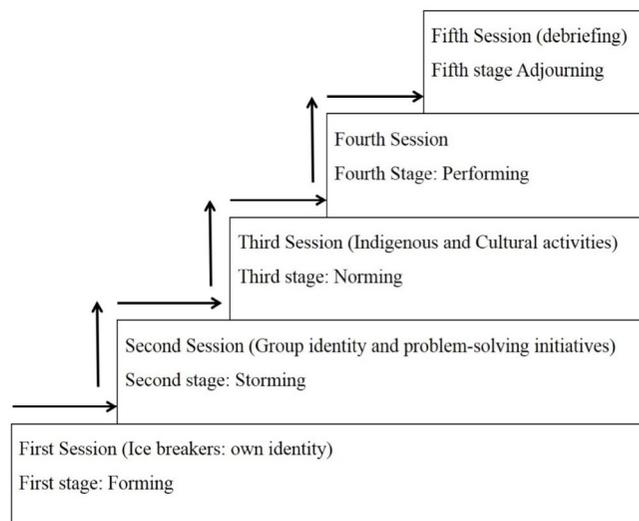


Figure 1: The sequencing of activities from Tuckman (1965) and Bunting (1985)

Intervention programme

First session (Ice breakers: own identity): Day 1. The aim of these activities was to facilitate communication skills, trust and commitment. This was enabled by the participants introducing themselves, and sharing personal feelings, ideas and experiences with other group members, to effectively work together as a team with a common goal of winning the other teams (Roux, 2002).

1. The know-yourself activity
2. Human knot
3. Relay games

Debriefing. A debriefing session was organized immediately afterwards to discuss feelings and experiences encountered during the session.

Second session (Group identity and problem-solving initiatives): Day 1 and 2. The aim of this session was to develop a group identity (unity of diversity), to identify the group's purpose and vision, as well as to plan, and to communicate individual roles and leadership skills.

1. T-shirts
2. Posters
3. Potjie-kos

Debriefing. This session was concluded with a debriefing session. This comprised a brief discussion on the content of the session activities and the experience of group members while participating in them. It also provided the opportunity for group members to explain their feelings about their counterparts' contributions towards the completion and outcomes of the activities.

Third session (Indigenous and cultural activities): Day 2. The aims of this session were interaction, fostering understanding and awareness, celebrating diversity within a multicultural society, and identifying similarities within and among cultural groups. Each activity was introduced with a brief background narrative and a description of how to execute the activity. The participants also had to learn to sing an Afrikaans folk song 'Ek soek na my Dina' before an accompanying dance was introduced.

1. Dibeke
2. Ek soek na my Dina (Folk dance)
3. Rotte Ei (Rotten Egg)

Debriefing. The content of the activities from this session was discussed in detail. The participants had to discuss the positives and negatives they had experienced while singing and dancing 'Ek soek na my Dina', and playing 'Dibeke.' The participants had to reflect on positive involvement evident from other participants within their own group (n=10). The participants were asked to stand up during a meeting with the whole group (n=120), to call that person by name, to tell the group what this person has done to deserve praise, and to congratulate this person with a hug.

Fourth session (Obstacle course and concert): Day 2. The aim of this session was to develop the following competencies: planning, brainstorming, identification of talents, ordering of ideas and imagining alternatives, interaction skills, communication skills, leadership skills, and performing with other people in front of an audience.

1) Obstacle course

The aim of this activity was to reach for individual as well as team-oriented outcomes. While an individual attempted a challenge on the equipment, the other participants remained on the ground acting as spotters and encouragers. It was expected that group members support one another physically and emotionally (Prouti, Panicucci & Collinson, 2007). Although the groups were competing for the best time, safety, support and co-operation were key factors. Therefore, the time of the person who finished last in each group was taken as the official time for the group. The obstacle course could only accommodate two teams at a time, and these were determined by drawing the same number from a hat. During the race, the rest of the group could choose a favourite competitor to support. All 120 study participants were involved.

2) Concert (role play)

A concert with role play was organized, with the theme 'What is wrong with this picture?' The aims were to help participants develop a sense of aesthetic understanding, to explore emotions, to gain confidence in their own abilities, to learn respect and depend on others, to appreciate the values and attitudes of their own and other communities, and to develop group dynamic skills (Taylor, 1991). The play was staged in front of all students and staff (n=133) at the camp.

Debriefing. This debriefing session was similar to previous sessions. However, for the last two activities the participants had good interaction with the total group. Participants were asked to call upon any participant from any group to stand up, so they could be praised and hugged for their performance, attitude and contribution towards the success of the camp. The session was concluded with a prize-giving ceremony and free social interaction.

Results and discussion

Four main themes emerged from the analysis of the PowerPoint presentations and the focus group discussions (see Table 1). These themes were further divided into subthemes.

Table 1. Overview of main themes and subthemes

Main themes	Subthemes
1. Positive attitudes and behaviours	<p>Positive attitudes and behaviours contributing towards group cohesion:</p> <ul style="list-style-type: none"> • Respect for the team • Good attendance/punctuality • Taking responsibility • Being friendly • Being willing or available
2. Maintaining group level	<p>Primary interpersonal interactions to keep group operating cohesively:</p> <ul style="list-style-type: none"> • Constant communication <p>Secondary interpersonal interactions:</p> <ul style="list-style-type: none"> • Exchange of information • Exchange of feelings
3. Self-maintaining	<p>How group cohesion is maintained by independent effort:</p> <ul style="list-style-type: none"> • Level of effort • Skills and knowledge • Performance strategies
4. Membership attraction and attachment	<p>Components contributing to lasting group cohesion:</p> <ul style="list-style-type: none"> • Interpersonal expectations • Emotional bond • Control or leadership • Affiliation

Theme 1: Positive attitudes and behaviours

During the presentation, the groups explained how positive attitudes and behaviours contributed to their group cohesion. The most recurrent behaviour expressed by participants was respect. Other behaviours or attitudes included the willingness of group members, members taking responsibility, and friendliness or members being nice. Only a few groups reported on positive behaviour, specifically on good attendance and availability to assist.

'... The camp provides us with life-long skills that will help us in our daily lives. We learnt social skills where everyone agrees to co-operate and respect each other and for us to practice decision making ...' (Grp E)

'... I found the best activity was the obstacle course as that truly tested each group's compatibility and willingness to work together ...' (Grp C)

'... On this positive camp, everyone was friendly and there was no drama amongst students ...' (Grp E)

The relationship between group cohesion and respect was confirmed (Thompson, Kray & Lind, 1998; Williams, 2001) and it was evident that groups received better long term results from forming a respect-based identity. At HEIs, students need to foster respect for self and others, regardless of race or gender (Cross, 2004). Group cohesion is the willingness to be part of the group and to be available to support when needed (Friedkin, 2004). A positive attitude towards the group is perceived by a willingness to take on more responsibility than needed (Wright & Lander, 2003). Friendliness and 'just being nice' is underestimated, especially in the formation of groups (Todd & Nesdale, 1997).

Theme 2: Maintaining group level

The groups consistently referred to a crucial interpersonal method of interaction that affirms group cohesion: constant communication. The groups explained that the exchange of feelings and information happened both while participating in the activities and in the facilitated reflection sessions. One group mentioned the difficulty of voicing negative feelings during reflection sessions, yet commended the facilitator's support. The following quotes best represent this theme:

'... Communicating with the team. Social rules and relations are created, communicated, and changed in verbal and nonverbal ways ...' (Grp F)

'... I have learned to respect one another, communicate if there is a problem, and I need to trust that no matter what life throws at me, they will be there to support me ...' (Grp E)

'... The reflection sessions were quite challenging especially when we had to give a negative characteristic of one of our group mates – our group didn't answer this question, as we felt it was impossible to answer ...' (Grp D)

Communication, verbal and nonverbal, plays an important role in maintaining group cohesion (Spoor & Kelly, 2004) and is of utmost importance to accomplish common goals (Siebold, 2007). Good communication skills provide group members with the confidence to address issues or resolve conflict among themselves (Amos, Hu & Herrick, 2005). Conflict usually arises due to communication breakdowns, whereas constant communication creates a platform from which mutual understanding and trust are created.

Theme 3: Self maintaining

Two methods to maintain group cohesion were frequently mentioned by the majority of the groups: i) the specific knowledge and skills group members already had, and ii) different strategies they applied throughout the intervention programme. The level of effort from individuals was also mentioned during the discussions.

'... Working collectively came with advantages such as making speedy decisions, being more creative due to the availability of more diversified views, accepting solutions to problems easier as well as the acquisition of complete and accurate information, which had an overall effect on the level of performance in every task ...' (Grp B)

'... The obstacle course was the most fun for me as it really made us depend on each other to achieve the goal ...' (Grp E)

To maintain group cohesion, groups should be interdependent and able to function without external support (Janz, Colquitt & Noe, 1997). Thus, codependence or interdependence are crucial elements in group cohesion, especially when a goal is being achieved (Conte & Sichman, 2008). Interdependence can be reinforced by truly knowing group members, which includes knowing their strengths and weaknesses. This knowledge can only be useful if it is applied as a strategy towards goal achievement (Harris & Harris, 1996; Zaccaro, Blair, Peterson & Zazanis, 1995).

Theme 4: Strong membership attraction and attachments

For group cohesion to continue, the groups indicated specific aspects that contributed to stronger membership attraction and attachments. Many groups focused on interpersonal expectations and its role in group cohesion. Control within the group or leadership, affiliation to the group and emotional bonds within the group were also mentioned.

'... I am a bit of a control freak and I expect things to be done my way usually, however on the camp, I started becoming more relaxed with my group members and trusted them more and that is something I will take and implement in my life ...' (Grp B)

'... I enjoyed the sense of belonging to a group and loved how we all got along so quickly and put our differences aside ...' (Grp C)

For a group to be successful, members should experience strong attraction and attachment to it (Walter & Bruch,

2008). Group attraction and attachment can be influenced by the level of affiliation with the group. Feeling united with or joined to the group may create a willingness to be controlled by other members (Wiltermuth & Heath, 2009). For group cohesion each group member must be prepared to fulfil a dominating or submissive role voluntarily (Yalom & Leszcz, 2005). This role (dominant or submissive) will only form naturally if the group feels a sense of belonging or unity (Overbeck, Correll & Park, 2005).

The results of this study may add significant value to the body of knowledge, especially for students in the South African context: 'becoming friends with someone I thought of as my enemy'. It was evident that the programme contributed positively towards group cohesion among the participants 'respecting people no matter their race or gender'. It is expected that these students will apply this methodology with similar initiatives in real-life situations in their academic career and beyond. The majority of the groups had positive experiences and could already appreciate the applicability of lessons learned from camp to other areas in their life. Statements such as 'feeling that I have known the group for a long time' and '... little did I know I just became a Bush Pirate' indicated that group cohesion and an overall positive experience were achieved. All the groups indicated that similar interventions should occur earlier in their academic career and more often, to assure sustainability (Roux, 2008).

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Leisure Education in schools: Challenges, Choices and Consequences

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Executive summary

Despite the growing advocacy for implementing leisure education in schools, its application lags behind its global expectations. Unlike the US trend of “back to basics” educational philosophy which prioritizes the learning of core subjects over leisure related subjects, countries in Asia have been changing their curricula to nurture the whole person development and thus paving the way for infusing leisure education into school systems. One example is Hong Kong which has undergone a major education reform in the last two decades. Even though scholars have suggested numerous channels and strategies for leisure education in schools, a lucid framework which takes into account the views of those for which leisure education in planned was not developed. This study is to explore the underlying dimensions of leisure education as it is manifested by teachers’ and students’ views. A Seventeen-item questionnaire has been submitted to 105 teachers and 1187 students from seven schools geographically distributed around Hong Kong. Responses were analyzed through Smallest Space Analysis (SSA). The SSA solutions among both students and teachers have yield three dimensional solution with coefficient of alienation .14. The solutions indicated a division to five dimensions: values and attitudes, self-development, motivation, ends and means and education among teachers and three combined dimensions among students: motivation and ends and means, self-motivation and education which includes active engagement, and values and attitudes. The identified dimensions resonate well with the suggested channels and strategies for leisure education in schools which incorporate various offerings, freedom of choice, trial and error and experiential learning. Whereas this similarity could facilitate the utilization of leisure education in schools, there is a need to consider the nature, strategy and context of such implementation. The paper addresses these challenges and draws implications for teacher training and parent education, and continued advocacy for the right for leisure and its significance for whole person development.

Introduction

Leisure education has been recognized as an emerging need for the enhancement of individuals’ quality of life. As a major educational institution, schools have been called upon to educate for leisure. Recent decades saw numerous publications offering strategies and channels for undertaking leisure education in schools. While these publications have offered a wide range of content areas and pedagogies, they fail to provide a lucid theoretical rationale for the process that leisure education entails, or its underlying structure. Any implementation of leisure education in schools should address the voices for which this initiative is planned. The present study aimed at finding out the different dimensions of leisure education as manifested in students’ and teachers’ views,

examining them in light of suggested leisure education strategies and recent global educational trends, and addressing the challenges involved in this process.

Literature Review

About leisure education

Grounded in the two major life domains of leisure and education, leisure education incorporates elements from both spheres and it is defined as content, context and process (Sivan & Stebbins, 2014). As content, it focuses on the subject matter and involves the supply of information and knowledge related to leisure, the teaching of skills and the provision of opportunities for participation in recreational activities (Mundy, 1998). As context, it includes the utilization of leisure settings and situations for education (Henderson, 2007; Pesavento & Ashton, 2011), and as process, it is presented as an intervention in developmental transitions and tasks over the lifetime (Kleiber, 2012).

Whether content, context or process, leisure education holds benefits for individuals and the society. These include, the development of one’s abilities and skills, talents and interests; the enhancement of sense of freedom, self-worth, self-confidence, self-esteem, determination, initiative, reliance, time management and the capacity for contemplation (Berner, Brannan, & Verhoven, 1984; Brightbill & Mobley, 1977, Dattilo, 2015; Morgan, 2006; Ruskin & Sivan, 1995). Leisure education could also contribute to the society through creative forms and enhancement of social contacts and harmony (Sivan & Stebbins, 2011).

Despite the lack of common definition of leisure education, most of its definitions refer to the development of four important elements: knowledge, skills, values and attitudes relevant to leisure. Those elements are the cornerstones of education and they are used to guide educational activities, programs and curricula for the achievement of learning outcomes.

Leisure education is part of the socialization process of individuals into their society. More specifically, leisure education can be viewed as a practical part of socialization into leisure, a process which involves major socialization agents (Kleiber, Walker & Mannel, 2011) and in which schools play a major part.

Why and how leisure education in schools

Schools have been regarded as the major socializing agents for leisure because of their significant role in the socialization process. Schools are the primary and the most important institutions of education and many school experiences have potential for imparting leisure knowledge and developing leisure attitudes, values and skills. The right for leisure and the need for access and for equity further support the need for leisure education to be part of the compulsory schooling period (Sivan, 2007).

A wide range of channels and areas were recommended for implementation of leisure education in schools. Suggestions were also made to use a multidisciplinary integration, community involvement and student-centered and active learning approaches. Pedagogies such as facilitation, experiential and creative learning, personal experimentation and counseling were also advocated (Ruskin & Sivan, 2002; Sivan, 1996).

In general the aims of leisure education can be best translated into practice by linking it to the educational objectives of the school system and to the sociocultural context of the society. In terms of content and pedagogy, leisure education should relate to both the cognitive and affective domains of development. The cognitive domain could be fostered by increasing the individual’s knowledge relevant to leisure. It has been argued that leisure education should also raise students’ awareness of the hazards of pursuing leisure activities, which may be harmful when being overused or abused (Dieser, 2013, Ruskin & Sivan, 2002). The affective

domain can be developed by fostering positive attitudes towards the use of leisure. Students' values and feelings underlying their preference of certain leisure activities can be explored through experiential learning involving a range of leisure activities.

Leisure education could also be utilized through the introduction of channels for experiencing relaxation techniques for students' health promotion and for undertaking volunteer and co-operative activities oriented at sharing and helping the community.

Both formal and informal channels are recommended for leisure education in schools. Leisure could be incorporated in each and every subject both inside and outside the classroom and involvement of students in various forms of learning including field trips, special projects and involvement in community projects. Informal channels could be utilized by employing some of the basic classic dimensions of informal education including: trial and error, modeling, participation based on freedom of choice, structural flexibility, enjoyment and involvement with the community outside school (Kahane, 1974). For best utilization of these channels, it is of high significance to employ the "supermarket" approach which provides a range of offerings and flexible participation for students (Ruskin & Sivan, 2002)

Globalization trends have brought global changes in school systems and curricula. Countries worldwide have undergone educational reforms emphasizing the need for more progressive view of schooling which incorporates a move from academic disciplines and separate subject-based curriculum to cross-disciplinary themes of study and from stressing the intellectual development of students to a whole person development (Sivan, 2014). Unlike the US trend of "back to basics" educational philosophy which prioritizes the learning of core subjects over leisure related subjects, countries in Asia have been changing their curricula to nurture the whole person development and thus paving the way for infusing leisure education into their school systems. One example is Hong Kong which has undergone a major education reform resulting in the enhancement of Life-wide Learning and Outside Learning Experiences that expose students to a range of experiences outside their classrooms and schools (Curriculum Development Council, 2002). Whereas these changes are in line with the principles of leisure education, it is of high importance to address the voices of students and teachers for whom this process is planned. The present study brings forward those voices by identifying the different dimensions of leisure education as manifested in students' and teachers' views.

Methodology

A 17-item questionnaire with various definitions of leisure education based on the literature review was distributed to 1187 secondary school students and 105 teachers in seven schools geographically distributed around Hong Kong. These schools represent different psychosocial characteristics and academic levels. Subjects were asked to indicate their level of agreement with each item on a three-point scale: agree, not quite sure, and disagree. The responses were analyzed using Smallest Space Analysis (SSA) (Guttman 1968). SSA is a multidimensional scaling (MDS) approach. This approach represents variables as points in Euclidian space, with interpoint distances corresponding to the proximities of variables. Using this approach enabled the achievement of a geometric representation of order relations rather than mathematical expressions of the items' loadings or correlations on the factor (Cohen, Fiorello & Farley 2005).

Results

The SSA solutions among students and teachers yielded a division to several sectors with a coefficient of alienation of .14. Each sector represents a general principle of leisure education and specific prescriptions and recommendations for its implementation. The general principles that were identified are: self-development, motivation, ends and means, active engagement, education and attitudes and values. All those six general principles can be viewed as areas of learning within a school context. The "Self development" principle aims at encouraging students to participate in activities that meet their needs and promote skills and abilities for their leisure activities. "Motivation" refers to aspects of education that help students to set their leisure preferences and ensure their enjoyment at leisure. The "Ends and means" focuses on the provision of relevant resources

for students' leisure participation. This includes, for example, the provision of information about relevant leisure venues and recreational programs. The "Active engagement" principle focuses on the importance of participation in active leisure for students' well-being as well as a preventive measure against misuse or abuse of leisure. The "Education" principle fosters the participation in activities through which students can increase their knowledge and widen their horizons. The last sector concentrates on the development of "Values and attitudes" in regard to leisure, such as understanding the importance of leisure, discovering the meaning of leisure, and thinking positively about it.

A comparison between students and teachers indicated that the six categories were clearly delineated among teachers, and they were combined into three categories among students: motivation and ends and means, self-motivation and education which includes active engagement, and values and attitudes.

In addition to the above identification of six dimensions, a distinction was found among students and teachers between personal and societal aspects of leisure education. The personal aspects were related more to the areas of Education, Active engagement and Values and attitudes, while the societal aspects were associated with the areas of Motivation, Ends and Means and Self Development.

Discussion

The use of SSA in this study brought to light several dimensions that could be utilized as areas of learning when implementing leisure education in schools. The identified dimensions resonate well with the suggested channels and strategies of undertaking this process. Thus, for example, the self-development dimension which provides students the opportunity to identify what their leisure needs are and help them choose activities that meet their own needs, goes hand in hand with the informal education principal of "freedom of choice". The dimension of "ends and means" which incorporates supply of information and provision of recreation programs could be regarded as part of the "supermarket approach". In addition, the dimension of "Active engagement" has been recognized for students' well-being and as a preventive mechanism that could decrease negative outcomes of leisure habits (Dieser, 2013; Sivan and Ruskin). Likewise, the dimension of "Motivation" could be manifested through helping students to establish their leisure preferences through their experiential learning involving trial and error in flexible environments with a range of offerings.

Results of this study bring to light the voices of students and teachers with regards to the dimensions of leisure education. Since the identified dimensions resonate well with the suggested channels and strategies for leisure education in schools, they could serve as areas of learning within school curricula especially among those education systems that have undergone major reforms to include more elements of whole person development. At the same time, infusing leisure education in schools includes the process of curriculum change where the nature, strategy and context of the change needs to be addressed (Fullan & Stiegelbauer, 1991).

Based on this premise, for leisure education to be successful it should be related to students' learning, require as little adjustment as possible in terms of teacher behavior and administrative arrangement and simple in that it can be implemented by individual teacher and by the whole school. It should also be introduced with helpful resources in terms of teaching kits or written materials. The strategy of implementation needs to involve the teachers so as to arouse their motivation and sense of ownership. As for the school context, it needs to be effective in terms of open communication channels, high staff involvement and commitment. The external context which refers to the sociocultural milieu and other socialization agents such as family and media should also be considered.

On one hand, the commonality between the underlying dimensions of leisure education as manifested in teachers' and students' views, the suggested strategies for its implementation and the underlying principles of whole person development which are at the core of educational reforms suggest that leisure education could be incorporated into existing school curricula. On the other hand, one should not turn a blind eye to the necessary conditions for a successful implementation which involve internal and external factors. Globalization processes brought with them keen competitions in which academic results play a crucial role in dictating students' future. Parents wish to see their children' success and together with teachers they hold high expectations for students.

In such a context, leisure may be considered the last on their priority list. Policy makers also look for the development of economical viable citizens who can make their living and contribute to the society. These situation calls for integrating leisure education into teacher training programs, educating parents on the importance of study-leisure balance and continuing to advocate for the "right for leisure" and its importance for whole person development.

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Manuscripts

Leisure Experience on the Camino de Santiago

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Abstract

From the viewpoint of leisure experience, this study aims to examine the motivations and the experiences of travelers (named as participants below) walking on the Camino de Santiago.

The Camino de Santiago in Spain has been traversed for thousands of years by saints, sinners, generals, kings, and queens. It is done with the intent to find one's deepest spiritual meaning. In 1993, the route was designed as the first European cultural Route and new yellow arrow-shaped waymarks started to appear alongside. The Camino began to see the coach tours and guided walking holidays for travelers or pilgrims from Spain and many other countries. Today tens of thousands of people from different countries walk this route every year. In the Holy Year 2010, 272000 people have been on this route. More or less, the walking tour on the Camino de Santiago has developed into a kind of tourism activity or leisure activity.

Leisure experience is often studied as a kind of experience. Two aspects are mainly focused: the first is the freedom to make decisions and the second is the inner meaning. Leisure experience includes three processes: anticipation, participation and reflection. From this perspective of leisure experience and through the analysis of literature, participant observation (the author of this study has accomplished the walking tour from Saint Jean Pied de Port to Santiago de Compostela between 10th June and 10th July in 2015,) and in-depth interviews (with 10 other participants on the Camino de Santiago,) this study would conclude as follows:

1. Nowadays, motivations for walking the Camino de Santiago could be out of spiritual, cultural or religious reasons, while these could also be for a physical exercise or simply a choice of a journey;
2. Participants who walked the Camino de Santiago have profoundly gone through the three processes of leisure experience: anticipation, participation and reflection.
3. Participants, after one month's hiking on Camino de Santiago, have not only acquired a positive experience in physical, mental and spiritual dimensions but also gained personal growth and development.

Keywords: Leisure experience; Walking journey; Cultural travel; Camino de Santiago

Introduction

One of the main issues for tourism research is the leisure experience, which may be defined as a leisure time spent on a travel in a foreign place (Xie Yan-jun (謝彥君), 2010, p.9.) Nowadays, much more people would like to choose the walking tour as a kind of leisure activities for environment protection and staying healthy.

Camino de Santiago means the routes that lead through European countries to Santiago de Compostela, a sacred place where Saint James rests in peace according to the legend. The most popular Camino de Santiago among these routes starts from St. Jean Pied de Port in France, and heads westward after traversing through

Mt. Pyrenees to Spain. This 800-kilometer-long route is called Camino Frances, which is also recognized as the World Cultural Route by UNESCO. Approximately tens of thousands of people walk this route each year, however, what would be the actual motivations and the experiences for these "pilgrims" nowadays?

Due to the significance of leisure experience research and the distinctiveness of the Camino de Santiago, this study conducted the research on the motivations and the experiences of travelers (named as participants below) from the viewpoint of leisure experience. The study result may make contribution to widen the research dimension of leisure experience as well as provide a reference to leisure activity planners.

Literature review

1.1. Experience

Experience is implied to an individual who processes personal perceptions after a certain time or an activity. It is not simply a feeling but rather a motion as well as an explanatory consciousness to such a motion. It is a spiritual process which connects to time and space at that moment. (Written by Kelly, John R. and translated by Zhao ran (趙冉), 2000, p.25) This complicated spiritual status is related to an external environment (Xie Yan-jun (謝彥君), 2006, p.60). In this study, the term experience refers to experience of sensation, which is different from experience of life. The latter is a common perceptual impression on the surface, in other words, it is the motions that overlap as well as an accumulation of knowledge derived from such motions. The former, however, is a profound and intensive instinct of life at a certain moment, which is unable to describe by languages. All in all, such an experience includes sensations and enlightenments in both physical and mental dimensions.

1.2. Leisure experience

Leisure experience includes three processes, which are called anticipation, participation and reflection. Also some scholars expanded these to five processes, which are called anticipation, travel to, on-site, travel back and recollection. (written by Rossman, J.R.; Schlatter, B.E. and translated by Chen Hui-mei (陳惠美) Zheng Jia-kun (鄭佳昆) Shen Li (沈立), 2003, p.21) In short, the processes of leisure or travel experience include planning and anticipation before an activity, details and participation during an activity as well as memory and recollection after an activity. Besides, John R. Kelly (2000, p.25) ranked the intensity level of leisure experience from flow, involved, relaxed to time killing by how participants involve themselves in an activity.

With a purpose of revealing the motivations and experiences of participants, the above mentioned three processes of leisure experience: anticipation (before the walking tour), participation (of both departure and return details during the walking tour) and reflection (by memory after the walking tour) as well as the intensity level of participation for the walking tour of the Camino de Santiago would be conducted as an analysis approach in this study.

1.3. The walking tour experience of the Camino de Santiago

Analysis for 9 travel books written about the Camino de Santiago by 10 authors who had walked the Camino de Santiago is concluded as below.

1.3.1 Motivations and anticipations of the walking tour

The motivations of ten authors for the walking tour are varied. One went on the walking tour due to the experiences of others. (Chen Ken (陳懇), 2015) Some took the journey as a method to deal with health issues (Kerkeling, H., 2006), while the others perceived it as either for a life breakthrough (Luo Qiong-ya (羅瓊雅), 2015) or a hope for walking through the valley of the shadow of darkness (Xie Wan-zhen (謝琬滇), 2014.) Some took it as a physical challenge or a personal breakthrough (Foster, E. O. & Foster J.W., 2013, Rufin, J.C., 2014; MacLaine, S., 2000,) and some perceived it as a journey for true self-seeking (Schirm, G., 2015) or

for spiritual-seeking (MacLaine, S., 2000). Still another went on to the walking tour out of invitation (McHugh, T., 2013). In general, these motivations were diverse, and none of them was out of pure tourism or religious purpose. Nevertheless, this walking tour contained self-challenge and inward spiritual-seeking which are far beyond other common walking activities.

Most of the authors went on the Camino de Santiago with curiosity and adventurous spirit before starting the walking tour. None of the authors had investigated the route condition or had physical training in advance (Chen Ken (陳懋), 2015) Luo Qiong-ya (羅瓊雅), 2015 (Kerkeling, H., 2006).

1.3.2 Participation of the walking tour

Within the walking tour experiences of the ten authors, some common viewpoints are shared as below. They were described as sufferings of physical bodies, challenges from weather and environment, experience of getting lost, freedom and fear for being alone, interactions and mutual helps with others, pleasures for gourmets and landscapes, a delight for putting down emotions or being space out, an inspiration or a gratitude for accomplishing the journey. As to the intensity level of participation, ten authors all reached to a level of active involvement, and some even reached to a level of flow in physical, mental and spiritual dimensions.

1.3.3 Reflection of the walking tour

By publishing their Camino de Santiago experiences respectively after the walking tour, these authors have proven that they reached to a great intensity level of reflection afterward. Although their physical fatigue may take months to recover from, they gave positive feedback in regard to their journey and described it separately as a walk for well-being in all physical mental and spiritual dimensions (Chen Ken (陳懋), 2015); a trip for self-orientation and a dynamic that consistently pushes oneself forward (Luo Qiong-ya (羅瓊雅), 2015); an experience of freedom through letting everything go (Rufin, J.C., 2014); an inspiration by sufferings that teaches the meaning of life (Xie Wan-zhen (謝琬滇), 2014); a long term change that was brought both physically and mentally (Schirm, G., 2015) Foster, E. O. & Foster J.W., 2013 (McHugh, T., 2013); a journey of the spirit (MacLaine, S., 2000); and, a journey that was as if the Creator threw us up in the air for finally catching us in a very amazing way (Kerkeling, H., 2006).

Methodology

The freedom to make decisions and the inner meaning are keys to study leisure experience, which study subjects includes psychological experience and awareness of motivations (Fan Yuh-cheng (范育成), 2007). (In addition, according to the scholar Xie Yan-jun (謝彥君) (2006) "only if we truly dive into a traveler's experience could we acknowledge such an experience and would further understand as well as describe it." For the above mentioned reasons, two methodologies are conducted in this study as below.

3.1. Participant observation

Between 9th June and 10th July in 2015, the author of this study has personally experienced the walking tour from St. Pied de Port to Santiago de Compostela. During the 800-kilometer-long walking tour, the route condition, facilities, walking conditions and interactions among other participants were all observed objects along the way.

3.2. In-depth interview

Among other travelers during this walking tour, ten participants were chosen as interviewees for in-depth interviews about their motivations and experiences on such a working tour. All of them had accomplished the walks on Camino Frances route, and afterward received email interviews for their reflection on this journey three months later. In this study, the statement for the walking tour of the participants would be subjectively described while the analysis would be objectively concluded.

Results and Discussion

4.1. Observation during the participation

4.1.1 Route conditions

The landscape from St. Jean Pied de Port to Santiago de Compostela is varied from mountains, wheat field,

wildness, frosts, highways, parks, villages, cities, which pavements are very different with materials such as muds, stones, ridges, concretes, asphalt, etc. Along the route, the directions are indicated with yellow arrow-shaped waymarks or patterns of shell.

4.1.2 Hostels (Albergue)

For people who walk on the Camino de Santiago, there would be a hostel (also called Albergue in Spanish) located on the Camino de Santiago route every five to ten kilometers. Usually these hostels are either founded by the public, the private or churches, and they all offer free beds, sanitary equipment and places for laundry and hanging clothes. Mostly the public owned or church founded hostels are relatively inexpensive so that they don't accept reservations and have entry access control as well as lights off at 10 o'clock in the evening. People check in by their arrival order, and have to check out before 8 o'clock by next morning.

4.1.3 The walking conditions and interactions among other travelers

During this walking tour, some travelers walked alone while others kept each other company. Some started with companions but walking separately until taking a rest, while some started alone, then found one or two companions on the way and walked together for some distance. When staying in a hostel, most travelers would take either a shower or a rest, take care of their feet, and then find a place for dinner or shopping for cooking. The interactions among these travelers were close and intensive at this time. Meanwhile, the closer these travelers were to the destination, the more intensive interactions were among these travelers, because they had been affected by mutual help experiences and were much more acquainted to each other.

4.1.4 Author's personal experience on this walking tour experience

After accomplished the 800-kilometer-long walking journey, the author of this study perceived this experience (of daily walking length averaged 25 to 30 kilometers) as a conversation for oneself in all the physical, mental and spiritual dimensions; a conversation between oneself to nature; and the conversations with other travelers. The challenges for physical, mental and spiritual dimensions were taken each day. The sufferings and physical pains came from the adaption to various route conditions and pavements such as walking alone underneath the scorching sunshine or in stormy rains while carrying one's own bitterness and loneliness along the endless wheat field. The significance of nature and cultural landscape on the way has been well appreciated. Among travelers, the joy and sorrow were shared as well as the warmth was delivered during interactions. A great gratitude emerged from the bottom of heart as there just came up the breeze, the cool water, the tree shadows, a café or a personal life story at the right time. The limit for one's physical body and potential became much clearer. The philosophy of simple life had been experienced and thus been practiced by reducing the luggage. Each day, there were risks and surprises that might happen on this journey while lessons for the release and living in the present were to be learned at the same time. All in all, it was a leisure trip that could lift and purify one's spirit and mind.

4.2. Results of in-depth interviews

During the walking tour, 10 participants (shown in table 1 as from A1 to A10) were chosen among travelers to be study subjects for in-depth interviews between June 9 and July 10 in 2015 and were followed by a second interview via email three months afterwards.

Table 1. Background of interviewees

Interviewee	Departure from	Occupation	Gender	Age
A1	Germany	PE teacher	male	ca. 55
A2	Taiwan	artist	male	45
A3	Japan	film director	male	ca. 40
A4	Australia	office staff	female	ca. 40
A5	America	dance teacher (retired)	female	54
A6	Korea	photographer	female	ca. 35
A7	Korea	fashion designer	female	ca. 30
A8	Spain	manager in technology company (retired)	male	70
A9	Spain	maintenance staff in Michelin restaurant	male	ca. 30
A10	Lithuania	Mormon	male	ca. 30

4.2.1 Motivations, anticipation and preparation for this walking tour

4.2.1.1. Motivations for this walking tour

Motivations of the interviewees are concluded as follows:

- For physical health or fitness:(A 9) (A 1)
- For making friends, practicing foreign languages or missionary:(A 6) (A 10)
- For inner desire:(A 2) (A 8) (A 9)
- For cultural experience or a tour:(A 3) (A 4) (A 5) (A 7)
- For self-fulfilment or self-seeking:(A 3) (A 5) (A 7)

4.2.1.2. Anticipation and preparation for this walking tour

- Well prepared and especially equipped with all the necessity for this long walking tour: (A 1) (A 4) (A 5) (A 7) (A 8) (A 9)
- Prepared the necessary equipment and toured with curiosity while hasn't investigated the route condition nor had physical training:(A 2) (A 3) (A 6) (A 10)

4.2.2 Interviewees' opinions during the participation

Opinions from interviewees who have experienced this one-month-long walking tour are concluded as follows:

- An endurance for pains and a physical challenge:(A1) (A2) (A3) (A4) (A5) (A6) (A7) (A9) (A10)
- Lessons for release, concentration and true experience of walking:(A1) (A2) (A8) (A9)
- A journey for making friends and enjoying interactions with others:(A1) (A2) (A3) (A4) (A5) (A6) (A8) (A9) (A10)
- A journey for embracing gratitude and a religious experience:(A2) (A3) (A4) (A5) (A7) (A10)
- A journey for enjoying gourmets and landscapes along the walking tour:(A1) (A2) (A3) (A4) (A5) (A6)
- A joy when arriving the destination:(A1) (A2) (A4) (A5) (A6) (A7) (A9)

4.2.3 Interviewees' opinions of this walking tour by memory

Opinions via email interviews from interviewees who recalled this walking tour three months afterward are concluded as follows:

- A retrieval for physical health and fitness: (A1) (A3) (A4) (A7) (A9)
- A release before returning to routines or workplace:(A1) (A2) (A7) (A9)
- A tour experience shared with family and friends as well as the memorable photos with other participants:(A2) (A3) (A6) (A8) (A9)
- A trigger to study more articles, books or films related to the Camino de Santiago afterwards:(A2) (A3) (A5) (A6) (A8)
- A journey for better self-understanding, more confidence or a dream fulfilment:(A2) (A3) (A5) (A6) (A7) (A9) (A10)
- A journey for being satisfied with one's status quo, and embracing as well as practicing the idea of living in the present:(A2) (A4) (A5) (A6) (A10)

Conclusion

Inferred from the above mentioned literature review, participant observation, field research and the results of in-depth interviews, three conclusions of this study are suggested as follows:

- Nowadays, motivations for walking the Camino de Santiago could be out of spiritual, cultural or religious reasons, while these could also be for a physical exercise or simply a choice of a journey;
- Participants who walked the Camino de Santiago have profoundly gone through all the three processes of leisure experience: anticipation, participation and reflection.
- Participants, after almost one month's hiking on Camino de Santiago, have not only acquired a positive experience in physical, mental and spiritual dimensions but also gained a well personal growth and development.

The Camino de Santiago is not only a religious route for pilgrims but a fantastic option for acquiring a profound leisure experience.

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Manuscripts

City, leisure and children: Curumim Program at SESC/Santana (2005-2014).

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Executive Summary:

This research aims to explore leisure in urban daily life on the North Side of São Paulo. It refers to the Cultural and Sports Centre implemented by Serviço Social do Comércio do Estado de São Paulo (SESC/SP) named SESC/Santana. In order to achieve results about SESC/SP's strategy for socio-educational leisure, project "Curumim Program" was chosen, especially considering that this project has been lead since the inauguration of SESC/Santana. The choice of this theme is based on the fact that leisure in São Paulo is a subject scarcely studied academically. The working method adopted was based on the analysis of images, reports, videos, interviews and specialized bibliography about leisure produced by SESC/SP. Such historical sources clarified that the strategy used by the SESC reveals an unique way to organize time/space for leisure.

Keywords: leisure, urban, education, time, space

Introduction

The rise of the metropolis interfered directly on the urban space and promoted a quick change in its structures. The houses, the streets, the parks and the public squares were physically reduced by the effects of the urban densification. In this scenario, the occupation of the free time organized itself in other ways that could ensure security, accessibility and culture diversification. Strengthens (Padovani, 2003, p. 173) "Therefore the metropolis has various and dialectic rhythms. The neighbourhoods, especially the deprived ones, had maintained the public and private spaces, in some cases, as ludic and playful areas."

Therefore, the representation of the cities were based on social, political, scholar and culture purposes and events. This situation provoked many changes in the urban daily life. Says MATOS (2002, p. 32) "The daily life as a theme is extremely extensive and sets difficulties to precise definitions"

That way, the urban leisure was induced by pre-established interests and with political purposes. According to CHARTIER (1991, p.17) "The social representations are not, in anyway, neutral speeches: they produce strategies and practices (social, educational and political) that tend setting an authority despite others, underestimating those"

In the second half of the XX century the preoccupation of the social representatives was to know how the non-working time would be occupied and the dangers that it could inflict on the society. The "Leisure Civilization" was broadcasted on the headlines of some mass media vehicles as the renunciation of traditional social values.

"Some newspaper's news too expressed misgiving feelings about the free time inversion into a time somehow pernicious to the society if, without rightful care, it ended up being greater than the working time. In this case, according to the newspaper "Correio da Manhã" a future society would be a society

entirely of hippies, seen as drug addicts – a consequence of the free time. This would mean renouncing on social structures like dress codes, the maintenance of traditional marriage as society's bases and the sexual differentiation" (BERTUZZI, 1994, p.43)

However, not every leisure activities were so restrictive. To DUMAZEDIER (1994, p. 74) "The results in the schools were increasingly competing with the contents of free time practices". This way the non-formal education advanced and gained space as a creative instrument for the solution and adequacy of some questions about this theme.

In São Paulo city many social experiences occurred that joined education with leisure in different contexts. Therefore several aspects and results were promoted by private and public institutions.

The highlight in this research was the Curumim Program performed by SESC/SP in the Santana unit localized in the north area of São Paulo's city. It sought results and perspectives for a creative leisure.

Literature Review

The intensification of urban occupation and the expansion of the city characterized a phenomenon in which proliferated political, economic and social relations. Those events mixed processes of production and reproduction. (GERARDI, 2003, p. 170)

Among the facts related to urban growth there is the intensification of the discussion about leisure, which takes place in opposition of time of work or time of school. That leisure was oriented to social, political and intellectual values of the urban elites. This privileged layers defined concepts and activities to popular leisure.

The "Parques Infantis" (Children's Park) on 1935 was a program conducted by the town hall of São Paulo's city. This project was directed to children of the industry workers and their families. The structure of the program was elaborated based on the Brazilian popular culture.

Other actions directed to children leisure was the "Sesinho's magazine" (1947 -1960) founded by SESI - Industrial Social Service. This material estimated the formal and non-formal education through tales, legends, parables, poetry, handwork, comics and games. This magazine ended in 1960. (Brites, 2004, p. 50)

The "Curumim Program" created by SESC/SP on 1987 develops activities of leisure and social education to children from 7 to 12 years old. In this program the interdisciplinary format constitutes one method that takes place outside the school ambience and it represents an alternative in the São Paulo's city.

Methodology

This research investigated the strategies that SESC/SP carried out to provide leisure time in group of children of São Paulo's North Zone as from 2005.

The sources used to analysis were pictures, interviews, specific literature, statistic's reports and my own professional experience as educator since 2006 in SESC/SP.

Part of this material can be found in the SESC/Memórias, a program that organises, files and displays a variety of official documents of the institution.

Results

The most important sources for this research were pictures of the children doing social educational activities at leisure times.

In Picture 01, it's possible to see the production of a collage that was part of an activity related to the theme "Everything about the body" chosen in 2010. The children had to lie down on papers and had their silhouette drawn. At first they completed the empty spaces with drawings of skeletons and human organs and then representations of feelings and desires.

The sources showed a range of possibilities to the time of creative leisure in an atmosphere of culture and education.



Discussion

This research investigated concepts, similarities and differences of leisure in programs and projects that occurred in São Paulo's city. The similarities are the age group, non-formal education contents and practices of introducing through play social and culture values. Many differences were found that were essentially marked by the policies of governments concerning its historical moments. The reflections about the results have been concentrating on Curumim Program realized in the north area of São Paulo's city by SESC/SP.

This program is characterized by a playful attitude on the activities present in educational dynamics in the leisure time. The sources pictures revealed aspects about the practice and it was possible to make some considerations about rescuing old and street games, stimulate curiosity, cooperation and pleasure with health care. (TEIXEIRA, 2014, p. 148)

The images registered the way that the Programa Curumim associated the leisure time to socio-educational actions. That can be statement mainly by the reading of the children's and educator's body language in the images. It shows behaviours of a carefree environment, creativity and playful experiences, learning situations and physical activities.

The leisure environment made possible by the educators is not strict or stifled by concepts and practices of knowledge areas of their graduations. That enables the progress to a planning more and more permeable to cultural, educational and political situations. That also indicates leisure's concepts and practices had crossed the border of sportive areas and had found other possibilities in other areas like social science, psychology, arts, history and education.

Based on this discussion and in the sources brought up in the research, one can say that the leisure activities related to the Programa Curumim are characterized by non-formal educational goals, openly favourable to the theme of cultural and social diversity.

From these considerations, it is assumed that diverging of the sportive and productive leisure that was established on the 1970's, the process in the Programa Curumim featured a vision of a "creative leisure" that gather the children's daily desires, feelings and pleasures expressions.

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Manuscripts

Youth, participation, creation and governance of their leisure spaces in Spain

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Executive Summary

This article is part of the current network society. The Digital Age has transformed connected all the way to experience the entertainment of the general public and young people in particular. The aim of this paper is to present the main results of the R + D + i coordinator character entitled "From educational time to social time: the participation of young people in the creation and governance of their leisure spaces factor personal development".

Research that aims to develop one of the aspects contained in the coordinated project "From educational time to social time: the daily construction of the youth condition in a network society" and whose scope of analysis is focused on identifying the repertoire of more significant leisure practices among peers, in Spanish population aged 16 to 18 years. A population that is in a transition period of great socio vital importance, the person has to reorganize his life choosing between continuing post-compulsory secondary education or inserted early in the labour market.

The purpose of the study was to identify how the different areas of youth leisure peer condition socialisation processes and learning of the Spanish population between 16-18 years. Thus, it has proposed an indicative classification: 1) if the entertainment takes place in physical or virtual spaces; 2) if the processes of creation are self-generated or institutional and 3) whether management processes are self-managed or run by external responsible.

The study was conducted between 2012 and 2015 and has been based on a methodological design that brings together various tools that legitimise the (qualitative and quantitative) mixed nature of the methodology used: questionnaire, focus groups and interviews. The ultimate aim of the project was to test how the intensity with which young people are involved in the design, generation and consolidation of spaces of a valuable leisure favourably contribute to the development of their subjectivity, especially when it comes to periods transitional vital.

In short, we present research that adds value to the socio returns leisure in shaping harmonious social times of Spanish young people between 16 and 18 years.

Keywords: Young, leisure, spaces, experience, participation

Introduction

The Network Society (Castells, 2005) in which we are immersed has generated a digital context that has transformed the way to experience leisure by the population in general and by young people in particular. The unstoppable development of digital technologies and the Internet have not only promoted new leisure activities

linked to virtual space, but they have also caused changes in the experiencing of leisure. In fact, at present hybrid leisure experiences can be talked about, which combine physical and virtual leisure spaces.

Discovering young people's leisure activities in depth is a way to be able to investigate the socio-educational returns that leisure times generate. On this point, the coordinated¹ R&D+i project has been developed, subsidised in the 2012 session (code EDU2012-39080-C07-00) by the Secretary of State for Research, Development and Innovation, attached to the Ministry of the Economy and Competitiveness of the Government of Spain, with funding from the European Union through the European Regional Development Fund (ERDF, 2007-2013), "From educational time to social time: the daily construction of the youth condition in a network society". A study in which one of the aspects that we are analysing in this article is developed: the participation of young people in the creation and governance of their leisure spaces as a factor for personal development" (EDU2012-39080-C07-03).

The area of analysis of this study has been centred on identifying the most significant range of leisure practices amongst peers in the Spanish population aged from 16 to 18 years. There is no doubt that the young people who are the target group for this piece of research are a sector of the population with their own circumstances and needs who should have specific attention paid to them. It is a vital period, characterised by in depth transformations in the cognitive field, in their physical, psychological and social development and in each individual's relations with people and institutions from the social world. These changes involve adaptations, regarding relationship between their actions within the context and the action of the context on the young people themselves, therefore we find ourselves faced with a two-way process.

Recent studies show that the interactions produced through the use of technology are now an integral part of young people's lifestyles, particularly if we refer to their social leisure times and their comprehension is crucial to be able to understand any changes in their values, attitudes and activities in their daily lives (Livingstone, 2008). Certain socio-demographic variables have been identified as fluctuating in young people's on and off-line experiences. Some of these independent variables are gender and socio-educational level, the discovery of which is consistent with studies on gender roles.

Different reasons are arising to understand why young people have such significant participation rates using digital means, turning this matter into a highly relevant subject in studies on youth. The main reason, or at least the one most covered, is the fact that the new technologies are being used to process some of the important tasks in the age group under study, 16-18 years, particularly when forming the mature identity and in evaluations made by the peer group (Wilska Pedrozo, 2007).

Finally, it seems a good idea to us to emphasise that this research project, in all cases, goes way beyond the normal, simple association of youth leisure with free time, an idea which today has little to say, to show how the latest conceptualisations for leisure in the 21st century do not concentrate the interest on the practices or on the free time, but rather on the experience value that undelies human leisure, the area which has a well-proven incidence on the personal well-being of the population being studied, forming one of the necessary conditions for the educational development of young people between 16 and 18 years of age.

¹Universities of Barcelona, Burgos, Deusto, La Rioja, Nacional de Educación a Distancia-UNED (National Long-Distance Education), Santiago de Compostela and Valencia.

Objectives and hypothesis

The age group of the sample population (16-18 years) coincides with a transitional period that is enormously important in a socio-educational way, therefore the research marked an exhaustive description of the leisure activities perceived as most significant for young people as its first target.

The identification of the content of their leisure allowed us to reconstruct the networks on which their practices evolve, as well as the emerging ways for creating and maintaining the new communities of practitioners, providing us with very useful information about the social and educational values of the post-compulsory school age population.

The next target consisted in establishing a link between the range of leisure activities practised amongst peers in non-formal contexts and the spaces where these were developed. The identification of the leisure activities perceived as more or less significant by youths of 16-18 years of age led us to an innovative analysis of the current policies regarding the space for the experience. Specifically, an indicative classification was proposed:

1. whether the leisure is developed in physical or virtual spaces;
2. whether the processes for its creation are self-generated or institutional and
3. whether the management processes are self-managed or managed by external managers.

Our guiding hypothesis defends the fact that the degree of involvement of the young people in the generation and management of their leisure spaces has a direct influence on their personal development. Amongst the possible benefits of their leisure experience we emphasise the integration of young people in informal learning dynamics, and the promotion of positive socialisation processes in a critical transitional period.

The more committed they are in the design and care processes of the leisure spaces for sharing with their peers, the greater the socio-educational returns gained by the young people from their leisure experiences will be.

The final purpose of the project was to prove how the intensity with which young people become involved in the design, generation and consolidation of the spaces of valuable leisure has a favourable affect on the development of their subjectivity, particularly when dealing with vital transitional periods.

Methodology

The study was carried out between 2012 and 2015 and it has included different investigation strategies and processes (quantitative and qualitative) making use of different techniques and resources. However, the project starts with the preparation of a theoretical study using an exhaustive bibliographical review. The obsolescence of scientifically consolidated constructs regarding indisputable parameters for the comprehension of human behaviour, demands the resignification of these constructs protected by emerging realities that are persistently shown in the phenomenon of leisure, and more prominently if possible, in young people's leisure. On this aspect we cannot forget that the construct space, an indisputably relevant coordinate in leisure experiences, required an in depth review that contributes to a theoretical extension and a conceptual adaptation in line with the new realities that are currently included.

Along the same lines, the concept of valuable leisure experience (Cuenca, 2014) around which the basic assumptions referring to the theory of humanist leisure inspired by this study are fitted, within the framework of this research it sets forth the challenge of exploring new contributions that enrich their conceptual bases in the light of the reality of youth leisure, advocating the idea of taking the underlying assumptions of the concept even closer to the needs, rights and potentialities of young people as a group.

Regarding the empiric part the following was started up:

1. The design and application of a questionnaire prepared specifically for the analysis of youth leisure spaces shared with peers in transitional periods between 16 and 18 years. In total 314 questionnaires for both Professional Training and Baccalaureate students.
2. The design and application of a personal interview protocol prepared specifically to analyse the contributions of youth leisure amongst peers to the processes of socialisation and learning. In total 16 interviews.
3. Three discussion groups with different institutional managers for the youth leisure spaces: parents, tutors and educational officials; public authorities and experts on the subject.

Main results

The identification of the leisure activities that are perceived as more or less significant by young people of between 16 and 18 years, led us to an innovative analysis of the current policies of the experience space. On this point, we have been able to satisfactorily test the criteria to qualify the space in which the youth leisure experience is built:

Due to the nature of its devices, we have discovered that the leisure practices cannot be clearly discriminated as physical or digital, but rather young people build their leisure in emerging hybrid spaces ("second screen experience").

Regarding the space's creation processes, we have discovered that only a minority of young people can develop the leisure practices that they deem most significant in self-generated spaces by the community of practitioners' own initiative: this is due to the fact that they are subjected to constant negotiations with the institutional initiative (the educational centre, the town council, etc.).

Regarding the space's management processes, we have been able to conclude that young people between the ages of 16-18 feel the illusion of governing their leisure experiences thanks to the interactivity of the new technologies (social networks, etc, etc.), which create virtual community spaces that can overlap with physical spaces, which in reality are controlled and managed by institutional managers or technicians.

The next target consisted of verifying the hypothesis that ruled our research: the greater the active commitment by the young population in the generation and governance of the spaces where they practice leisure activities amongst peers outside school, the greater the benefits that they can obtain from these practices in areas as important for the development of their personalities as might be the negotiation of barriers, the critical control of the setting or informal apprenticeship with their peers.

With respect to this, we can conclude that the development of results has added many nuances to the initial hypothesis: the commitment to the management and care for the spaces takes on very different meanings when we take into account the nature, which is not only physical (infrastructural) of the spaces for youth leisure.

This no longer involves just managing the cleaning tasks, the agenda, the organisation, the shifts of enjoyment, of physical spaces, but rather it also involves also "looking after them" in their virtual reality, using online collaborative visualisation tactics or online calls for community participation that give more sustainability to the community of practitioners than physical involvement, however important it continues to be. All of this allows 2.0 governance strategies of the space to be talked about in order to be able to understand the benefits to the personal development of an innovative and emerging model for "valuable leisure experience".

Final reflections

This project has been highly aware of the way in which the new technologies are redefining traditional concepts such as "community of practitioners", "role expectations" or "social world". For this reason our approach is innovative and productive: thinking about young people's social time from the construction of new spaces that are proliferating thanks to virtual devices that can be coupled with physical devices, in new combinations of

practices and practitioners. Additionally, this research gives value to the socio-educational returns of leisure in the harmonious conformation of young people's social times.

However, methodologically the study has come across various different difficulties. On the one hand, as it is a coordinated project, with different sub-projects and targets, the questionnaire was too long and at times it was confused and difficult for students to answer. Likewise, it would have been interesting to use more innovative research techniques, in line with the young people's reality.

Finally, it is worth emphasising that this research opens up new horizons and lines of research for us, amongst which is the in depth analysis of the virtual and digital dimension of leisure for young people.

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Leisure as Recovery of Contingence in Human Existence and Society: Leisure philosophy based on studies mesology, phenomenology, and information sociology

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Executive Summary:

The issue of free time (leisure) was generalized in the 19th century when industrial revolution happened. Each individual has become aware of his/her private time separated from work. Through a familiar question, "how do I spend my leisure time", people explore a human way of living. This also involves fundamental questions of human being inevitable: what we consider as valuable and what we should search for in our life.

In this context, Aristotle's theory of relating pursuit of happiness with *scholē* (the etymology of leisure) has been often referred. His "happiness (*eudaimonia*, *eudaimonia*)" includes the meaning of "living well and acting well". It is explained with the concepts of virtue (*aretē*) and practical knowledge (*phronesis*) and has its potential in ethics and political philosophy even today (Aristotle, 1095a15-22). From this perspective, we can reconsider the significance of leisure in ethics in a broad sense, i.e. self-actualization in the industrialized society and recovery of integrality against division and specialization of labor.

On the other hand, along with the development of information technologies and globalization of markets, styles of leisure activities are changing today. While video games and online communities like SNS increasingly offer a sense of accomplishment, fulfillment, and intimacy, people's interests towards physical sensations and natural experiences such as diet, work, sports, travel, etc. are also growing. It can be considered that there are qualitative and structural changes, not a mere variation of activities.

As symbolized by labor in front of a huge manufacturing machine, there is a clear difference between labor styles of the industrial age and spending time with friends and families or focusing on one's hobbies. However, there is no outward difference between data processing through computer display at work and communication with friends and families through SNS or enjoying entertainments on smartphones. This is symbolized by the word "off", the meaning of which has changed from leaving from work "on" to cutting off an electric network.

It can be assumed that, in a society with developed ICT, the contrast between labor and leisure fades out and the two integrate as living environment of human beings. In the case of information network and leisure, we cannot suppose simple dichotomy like the schema of "labor vs. leisure". The aim of leisure today is rather to clarify the influence of this giant living environment upon humanity and consider the possibility to recover humanity. This paper addresses this issue from two perspectives (1) technology-mediated environment and (2) recovery of contingence.

In the following sections, the situation of leisure in contemporary society (section 1), the basic framework (section 2), and the fundamental relation between leisure and society (section 3) will be discussed in more detail. Finally the idea of "contingence" will be proposed (section 4).

Keywords: mesology, contingence, technological environment, milieu, IoT

Introduction

Leisure in Contemporary Society

Today, along the increasing population over 7 billion and growing economic activities covering the whole planet, leisure is one of major industrial domains and of a basic method to support the economic growth. If we suppose "leisure industry" which provides products and services for leisure activities such as recreation, entertainment, sports, and travel, it has been deployed across the primary, secondary, tertiary sectors of the economy. Its characteristic is not just that particular products of each sector are needed for leisure activities but rather that leisure is utilized for adding and increasing values of products and services of those industries. It overlaps with the situation of information industries (ICT, consultancy, R&D, etc.) or so-called quaternary sector which integrates with industries of other sectors.

If we locate leisure activities as a counterpart or supplement of production activities as in the case of labor vs. leisure schema, the expansion of leisure industries will be considered as surplus along the development of major industrial activities. In reality, however, leisure activities and corresponding industrial activities play an important role in the expansion of general economic activities.

The central objective of leisure activities is enjoyment. Marketing, the major method of industrial activities today, sets its basic target on recognition of what is enjoyable and how to own it. Experiencing post-industrialization and knowledge-based society, knowledge about values and symbols for human beings and technologies to manipulate symbols have become a necessity for the development of industries. Today, while it has been said that we are experiencing the quaternary sector revolution with new information technologies of artificial intelligence (AI) and the internet of things (IoT), etc., the significance of leisure will be more evident and it will be integrated with industries with higher complexity.

On the other hand, a new problem has been found which may make further expansion of market economy difficult: environmental problems such as shortage of resources and climate change, aggravation of international and national social disparity and civil war crisis, a financial crisis with extraordinary excessive debt. These are crisis states in macro scale, i.e. crisis of the earth, humanity, and civilizations, which require reconsideration of fundamental principles of existing human activities.

Leisure activities today merge with economic activities to become one of the important engines in economic growth. In this sense, it has become an element to accelerate the crisis. However, the concept of leisure originally had its meaning of mitigating the critical situation and solving problems by shedding a light on fundamental problems of industrialized society, not being integrated into industries. We should go back to the original meaning of leisure, which questions the essence of humanity against the reality of industrialized society. In the contemporary society in crisis, the significance of leisure today is to clarify the structure of problems and envisage a construction of new society.

Literature review

Extended Technification: Specificity of Modern Society

A Japanese philosopher Tomonobu Imamichi (1922 - 2012) states that invasion of techno-science within societies has gradually changed activity fields (environment, milieu) of the human being to produce "technological conjunctures" (Imamichi, 1990).

Mostly people unconsciously accept that so-called "environment" means "natural environment", in the schema of "human vs. environment". An artificial environment such as a city is then considered as technology or a tool

against natural environment. Here Imamichi criticizes this conventional understanding and states that human habitat (living environment) today is heavily created by science and technology. He tries to reconsider the essence of human world today and to provide new standards for actions and judgments as “eco-ethica”.

When we presuppose human's living environment as technological conjuncture, the sets of traditional concepts in relation to human, society, and culture becomes invalid: we cannot assume subjectivity of a human being, unified culture, temporality as fundamental consciousness of human beings, and even the nature of human beings such as a body. Freedom of subjectivity will lose its basis in the rational perspective of natural and social sciences. In a daily life surrounded by machines and systems, people's understanding becomes mere data processing. Culture – which was once a quest for the value of humanity, particularity of human beings, and relation with the transcendental existence – turns out to be considered as something belonging to specialized hobbies. The civilization of machinery technologies, which incessantly pursues efficiency, has developed methods to shorten time and made human life time considered as a resource. As nature is considered as resource, human is considered as a resource of labor.

Not only advancing tools for manipulating the environment, development of science and technology has also changed our basic worldviews to consider the environment and human beings. As technologies produce new environment-human models, they can be considered as a conceptualizing power to grasp objects and ourselves, i.e. “knowledge”. Conventionally, objects of technologies are supposed to be processed according to human consciousness as subjects. But what to be pointed out here is that technologies are not mere tools but also a kind of knowledge for cognition. Martin Heidegger (1889 - 1976) describes this as below.

Greek word τέχνη, *techne*, does not mean a productive action itself or a way of using tools but a knowledge to recognize a thing in front of us as something “not yet” existing or as resources and to imagine methods and processes for creating a possible reality. When developed sciences and technologies invade society and life, people are unconsciously forced by technologies they depend on to recognize every existence as something useful (Bestand). Recognition and worldviews of contemporary men are dominated by the fundamental structure of this technology as knowledge (Ge-stell) (Heidegger, 1953).

Instead of a relational structure of environment-technology-human (object-means-subject), there is a structure where technology-embedded environment exploiting nature and human as resources. Here human consciousness loses its subjectivity. Following Husserlian phenomenology, a German philosopher Hans Blumenberg (1920 - 1996) describes the change of living world as below.

In a life within a society with highly developed techno-science as an environment, people learn operations and responses as if they themselves are causes and effects rather than in the way of linking understandings of principles to operations like a craftsman using a tool. An effective way to accomplish an objective is not following a textbook to understand principles but operation manuals of machines – as if a right behavior for a human is to respond correctly to operations required by machines. Through the repetition of response to machines, a person unconsciously starts to give an order and meanings to the environment where he/she lives. Humans cannot stop giving such order and meanings behind their outside environment. Like finding a mythological order in stars of the night sky, humans construct a semantic network, i.e. worldview, to interpret a society (environment). In other words, the human is forced to giving a phenomenological evidence onto the new environment produced by technologies. (Blumenberg, 1963).

Today, Ge-stell of technologies for human beings is institutionalized or culturalized as a social system not just in individual's unconsciousness. To withstand this techno-naturalization (technification), we need to reconsider an ontological question: what is to be a human.

As such, phenomenological and ontological researches in the 20th century has revealed the fundamental problem, the crisis of humanity in the society of science and technology. Moreover, newly emerging technologies, which are considered to produce drastic changes in societies, will make the situation more serious: AI and IoT.

The judgment of a situation based on ideas and communication by words, gestures, and facial expressions acting on human emotion were conventionally regarded as a unique work of human spirit. The development of artificial intelligence will give these abilities to machines. Furthermore, these machines will cooperate each other and behave as an autonomous system as a whole based on big data provided by the internet of things with IC chips embedded. An era of such autonomous systems as the human living environment is approaching. The environment which has been considered as an object starts to behave as a new subject with abilities of judgment, action, and self-modification. From the side of the environment (=subject), human beings can be considered as a mere environmental element (Bestand). In such context which is already appearing as to be called as extended technification, the conventional schema of subject and object will not be suitable to capture the situation.

There have been many attempts in philosophy, sociology, cognitive science, media studies, etc. to capture an interrelated structure of human existence and the human world instead of the dualism of human beings and their environment. As an interdisciplinary research based on these works, mesology of Augustin Berque (1942 -) has provided significant concepts to consider the living environment of human beings. The concept which will be discussed in this paper, “contingence”, is one of them.

Characteristic of the knowledge of techno-science is to attempt to grasp a structure of objects rationally. Its social development has gradually generalized the world views which consider a society itself has its rational structure fundamentally. A situation is established where mechanical engineering and electronic technology come together and traffic and communication systems cover the whole planet. From one viewpoint, it is the situation where human beings have achieved their freedom to go anywhere on the earth and connect with anyone. From another viewpoint, however, humans are forced to have such consciousness to capture the world as such according to the new (compressed) space-time model based on principles (knowledge) of the systems. It can be said that homo economicus, i.e. human as consistently rational and narrowly self-interested, is the most simplified model among many human models. Yet the model of the market economy, the model of a relation of capitalists, workers, and consumers, is utilized in almost all fields to consider social activities of human beings. The problem of emotions and desires as a counterpart of rationality is integrated within the model as irregular variants or rather objects to be regulated as operable functions. The original meaning of the word “economy” was to coordinate human society, i.e. to strengthen the unity of community and human connections; therefore, it was inseparable from politics (πολιτικός *politikos*, “of, for, or relating to citizens”). It is clear that the models of economical and rational humans and their relations (markets) have changed the human world drastically.

Berque has criticized this situation as a crisis of humanity, society, and the earth. “*Ecumene* (*écoumène*)” proposed by Berque means the human habitat and also modality of human existence itself. He states that the destruction of *ecumene* has caused the crisis of humanity, society, and the earth and proposes recovery of *ecumene* as a solution (Berque, 2000).

For example, according to principles of science and technology and models of economic rationality, each individual and social phenomenon is a result of a combination of elements and laws, i.e. as a result of chance and necessity. In contrast, from Berque's mesological perspective, each individual, history, and culture is produced by a combination of materials and symbols. Therefore, these ontological structures are described not by chance or necessity but “contingence”.

The social significance of leisure today and in future will lie in the recovery of this contingency; this is the thesis of this paper.

Methodology

Criticism of Society by Leisure

As already mentioned, the generalization of free time (leisure) came along with industrialized society. Establishment of industrialized society was not only a result of development of industrial technologies but also of

the combination with a birth of new social model: classical economics departing from Adam Smith's *An Inquiry into the Nature and Causes of the Wealth of Nations* (1776) was the basic theory to combine the production system of machines with social development and it has provided new views of society and of human. Its point was to presume that the social wealth is brought by production with labor and to require the social reformation towards division of labor to increase productivity and efficiency and towards the free market to expand of product exchange and to implement fair distribution. Consequently, it has led rapid economic growth until today, producing global market, the superiority of market economy over politics, etc.

On the other hand, the basic ideas of modern industry for organization and process management – division of labors, optimization, and rationalization – have opposed the integrality of human existence including human relationships, emotions, love, friendship, etc. From the perspective of regarding a human as a resource for production, i.e. labor as an input of production function, efficiency will be sacrificed if humanity is respected. Even if a human is called *homo economicus* and taken as a unit of production and consumption, a living human does not change easily.

According to an economic anthropologist Karl Polanyi (1886 - 1964), human beings living in industrialized society are exposed to "the ravages of the satanic mill" of modern industries and markets (Polanyi, 1944, 2001 2nd ed.). Polanyi points out that economic systems (<G. οἶκος, a (reigning) house) were originally embedded in social relation but the contemporary social relation is embedded in economic systems. He then reevaluates the economics of Aristotle. Aristotle always tries to capture economics in relation to whole society. He locates trades with outside world as a necessity to support self-sufficiency (αὐτάρκεια autarky) of a community (κοινωνία Koinonia, partnership) of members connected by bonds of *philia* (φιλία, friendship). A market economy can be considered as natural only when it is useful for the survival of a community (Polanyi, 1957). On the other hand, the principle of classical economics which assumes the autonomy of market will achieve economic growth and fair distribution has been considered as an unredeemed promise in the reality of expanding and stabilizing social disparities. Capitalism today has been criticized for neglecting fair distribution of wealth. Conversely, one might say that separation of economy and ethics is today's general understanding. The father of classical economics, Adam Smith, however, emphasizes sympathy for others as the fundamental nature of human beings in his another main work *The Theory of Moral Sentiments* (1759) published prior to *The Wealth of Nations*. This contrasts with his focus on the role of self-interest in the latter.

We should not take Smith as in schizophrenia but regard that he supposes rational economic society is supported by empathy. Hume, who was a good friend of Smith, considered this principle of sympathy as the fundamental basis of humanity and claimed that human beings have a natural tendency to think about the public good.

Considering these facts, today's challenge for recovery of relation between economics and ethics and of relation between market and society, becomes clearer. It can be connected to Aristotle's theories of *scholē*/leisure. We should reconsider significance of leisure as ethics in broad sense and standards of political judgment for thinking the meaning of human life and society.

On the other hand, beyond the era of industrialization, the modernity as the principle continues to be strengthened, while post-modernization is loudly cited. We should reexamine whether leisure has maintained its power to criticize industrialized society or been absorbed in it.

As already seen above, the characteristics of technological society hide technological conjuncture behind the appearance of a new living world to steal critical power from human beings. It is doubtful whether a contemporary person recognizes his/her society as a community bound by *philia*. Instead, the evidence of market economy as a system which cannot be detected directly by physical sensation roots deeply in our unconsciousness.

Here, to reexamine the critical power of leisure, the concept of "virtual" by Pierre Lévy is introduced (Lévy, 1998). What Lévy addresses is the influence of digital technology on culture and society and the structures in which digital network produces collective intelligence. While his perspective is rather optimistic, in contrast to

the crisis of humanity discussed in this paper, his proposal can be applied here to redefine the concept of leisure. Lévy's concept "virtual" is not against "real" like in the conventional case of "virtual reality". He locates it against "actual". On the other hand, what is against "real" is "potential". To say simply, something real is something which exists as a thing. Something actual is something meaningful here and now. Something real can subsist even if it is not been intentioned but something actual appears explicitly as a subject or an object. Something potential becomes real (concrete) by losing its potentiality (diversity). Conversely, something real produces resources by becoming potential. Then what is virtual? Virtual is something which can be actual, i.e. it is the original situation to produce vivid meanings. Something virtual produces concrete meanings by being actualized. This relation is interchangeable with the relation between problems and solutions.

What Lévy then insists is virtualization of something actual. It is the process to bring something meaningful back to the situation before producing meaning or to create new problems instead of a current solution.

The imagination of human beings is not to look at something actual but to envisage hidden meanings behind the world and situations. For an exhibition of this innate productive ability, it is necessary for humans to retroact something possessing obvious meanings, i.e. something limited, to enriched problems.

Lévy expects the revitalization of productive activity innate to human beings. Persistently raised problem=virtualization and problem solution=actualization, i.e. ecstasy and activity, are here considered as "humanity". This is also the projection of imagination.

Change from actuality into virtuality in Lévy's sense may correspond to the function of leisure in the society of extended technification. In other words, the essence of leisure can be redefined as to seek for something which does not exist now and to question what should exist.

We cannot, however, be unaware of a huge pitfall here: discomfort feeling with Lévy's consistent optimism. Such virtualization has been repeatedly exploited by marketing, a technology to add meanings and produce demands.

As an existence with a biological body, human desire has physiological and physical limitation. Excess production will saturate a market. To overcome the limitation, a new desire must be produced while discarding what is already obtained. A product must first be desired heavily and then be disgusted right after obtained.

In other words, demand production is to produce shortage. It also means to make people in eternal frustration state. Marketing for enabling continuous economic growth is actually a technology to situate people in an abnormal mental state: as if trying to eat more by vomiting right after becoming full. It can be said that leisure linked with contemporary industry is utilized for this.

What is needed is not just to regard the function of leisure as virtualization but to deepen the function till fundamental level.

Results

Road to Écoumène: Can we play PCs, and Cities?

How can we resist the force of virtualization absorbed by marketing? Berque's understanding of contingency will show us the road. Let us reinterpret it with Lévy's concept of virtual.

Contingence is a concept which signifies space-time relationship of realization of particular milieu and history by a contact (contingence <L. *contingo*; to touch, reach, seize) of a subjective predicate and an objective subject. What contemporary marketing does is a technological manipulation of society to strengthen bonds between existential basis (each body and family, familiar space and society, etc.) and representations, i.e. to virtualize them, and to actualize a world of representations themselves. This manipulation has enabled the market of endless reproduction and consumption in which desires and its objects, that originally belong to the

private sphere, are mass-produced and consumed as replicated products. Contemporary people have been stolen their subjectivity by the world of representations produced by industries. This is what Guattari calls “deterritorialization” (Guattari, 2013) and Stiegler discuss this issue as “symbolic misery” (Stiegler, 2004). A process called self-identification by mass media can be understood in that the reality of industries has become regeneration of identity (copy of both product and desire) through marketing.

Taking the idea of replicated symbols, it is also possible to consider the issue in the field of arts. This is because works of art are to question an individual and to open our consciousness to the relationship between human and society as in the case of Heidegger who mentions poiesis at the end of his questioning of technology. On the other hand, however, we already know that these means of searching the truth are stolen by marketing technology: this is not about works of art as merchandise but the prosperity of “designs” which constructs meanings of the world and dominates it with technology.

How should we capture this issue of design in the situation where even the dual movements of virtualisation/ actualisation, deterritorialization/territorialization are exploited in marketing? The fundamental problem is that virtualization in acts of expression is the escape from “here and now” and weakening of subjectivity.

Something designed is something programmed (pro-grammed, written in advance). The world as technological conjuncture surrounding us appears as a collection of tools. These tools are neither an extension of an ability of human body nor machines as an ability detached from a body but pro-grammed “apparatus” (Flusser, 1983). Through utilizing, using, and consuming these apparatus, we accept the world embedded in them as our own.

Contingence, i.e. recovery of touching, reaching, and seizing, will be a play for re-pro-gramming these apparatus: a play which corresponds poetizing nature (φύσις physis) while their forms are quite different. To enjoy an apparatus and a city (extended technification) as to enjoy nature (to poetize moon-snow-flower, ποιησις poiesis) – this will concretize leisure activities to survive the world of extended technification and to escape from its destruction.

If we accept that human behaviors captured as big data are those of gregarious animals and data-driven marketing is actually possible, human judgment and behavior will manifest in the same principle as insects reacting a pheromone. If the new significance of leisure is to reveal fundamental problematics caused by such extended technification and to reconsider the living well and acting well of humans, i.e. to reconsider human existence, leisure will be an attempt to recover the contingency as an existential phenomenon of human existence and a concrete method for re-pro-gramming.

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Manuscripts

Gender Differences in Leisure among Older Adults. A Convergent Validation of Findings through the use of Joint Displays in Mixed Methods Research.

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Abstract

Vital events, such as widowhood and retirement, are broadly accepted as points of inflexion in the lives of older adults (Antonovsky & Sagy, 1990). These events often act as true engines of change and opening up toward leisure (Kleiber & Nimrod, 2008; Nimrod & Janke, 2011). However, the changes older adults go through differ according to gender. In this study, we used the theoretical constructs of retirement and widowhood as developmental task triggers (Antonovsky & Sagy, 1990; Lopata, 1973), the ethic of care as a constraining factor in women's leisure (Henderson & Allen, 1991), innovation in older age (Nimrod & Kleiber, 2007), and the rates at which women and men volunteer (Rotolo & Wilson, 2007) as the basis for gender comparisons through the integration of qualitative and quantitative findings in a joint display (Fetters, Curry, & Creswell, 2013; Onwuegbuzie & Dickinson, 2008). The integration of both types of findings revealed a great degree of convergence between the two data sets. Volunteering was an area where the data diverged, and where the use of mixed methods was key to disentangle the reasons for this diversion.

Even though the use of mixed methods is becoming more common in leisure studies, mixed methods research that truly integrates quantitative and qualitative inquiry and the use of joint displays are rare (e.g., Erpestad, 2013; Zandstra, 2012). From a methodological perspective, this article is our attempt to contribute a quality example of both to the leisure studies literature.

Keywords: mixed methods, joint displays, aging, gender, innovation in leisure, widowhood, retirement, ethic of care

Literature Review

Vital events, such as widowhood and retirement, are broadly accepted as points of inflexion in the lives of older adults (Antonovsky & Sagy, 1990). These events often act as true engines of change and opening up toward leisure (Kleiber & Nimrod, 2008; Nimrod & Janke, 2011). However, the changes older adults go through differ according to gender. In the case of women, whether and how women have been employed outside of the household and at what moment in life they become widows, both have an impact on how and when developmental tasks are triggered (Cusack, 1994; Gibson, Ashton-Shaffer, Green, & Autry, 2003/4; Gibson, Ashton-Shaffer, Green, & Corbin, 2002; Henderson & Allen, 1991; Hurd, 1999; Lee and Bakk, 2001; Lopata, 1973). In addition, the ethic of care is a key constraining factor that limits women's leisure at any age (Henderson & Allen, 1991). In the case of men, their leisure trajectories in older age often include continuity with previous pursuits in life and are colored by different conditions after widowhood than those of women (Carr & Wortman, 2005; Genoe & Singleton, 2006; Van den Hoonaard, 2010).

Developmental tasks

Life events, such as retirement and widowhood, will inevitably create discontinuities in behavior and experience, and may also be turning points to change repertoires and begin new leisure activities. Antonovsky and Sagy (1990) argued that with retirement, "what one wants to do, in contrast to what work life has required one to do,

becomes a more conspicuous option" (p. 364).

The literature shows that widowhood plays a very similar role for women. Hurd (1999) pointed out that the conditions for widowhood to be a trigger for suddenly addressing developmental tasks may be that the woman stayed home, or did gender-specific jobs (i.e., sawing/tailoring) that traditionally did not require contractual relationships (i.e., self-employment and piecework), and stayed married until older children no longer required their direct attention, factors that were constraining to self-expression. As Lee and Bakk (2001) asserted, once women became widows, "they develop their own sense of personal identity and begin to live full lives" (p. 54). Lopata (1973) called this phenomenon "blossoming." Lee and Bakk (2001) asserted that, "after the first difficult period following their husband's death, many women have found they have been able to advance and develop, establishing new and meaningful lives" (p. 53). Lopata's (1973, p. 75) own research reveals that many widows actually reported 'compensations' that follow the loss of a spouse such as living alone, a decrease in domestic responsibilities, and independence. As Lee and Bakk (2001) asserted, "Most women adapt quite successfully to lives without husbands; some even discover that they enjoy and relish their freedom. For many, widowhood presents a time for meaningful life change" (p. 54).

Innovation in leisure

After widowhood and retirement, the question turns to the content of the leisure time that opens up before older adults. There is a considerable body of work addressing continuity (Atchley, 1999, Kelly, 1999), substitution (Rubinstein, Kilbride, & Nagy, 1992; Lefrancois et al, 1998), and decline and abandonment (Iso-Ahola et al., 1994) of activities in retirees' involvement in leisure. However, there is not as much literature around innovation in later life (Nimrod & Kleiber, 2007). A study of recently-retired and well-educated elders in the southeastern US, Nimrod and Kleiber (2007) found that participants in the study embraced new activities that bore more (restoration innovation) or less (reinvention innovation) resemblance to anything they had done before. Continuity was reflected to some extent in the former category, but the changing circumstances of the activity provided entirely new sources of meaning.

Ethics of care

Henderson and Allen (1991) provided "a review and an interpretive framework for examining the 'ethic of care' (i.e., the activity of relationships) as it offers possibilities and constraints for the leisure of women." (p. 97). They defined 'ethic of care' as:

an activity of relationship, of seeing and responding to need, of taking care of the world by sustaining the web of connection so that no one is left alone. [...] Most females follow a developmental path that concentrates on responsibility and commitment to others and that women define themselves in relation to others. (Henderson & Allen, 1991, p. 99)

Henderson and Allen (1991) argued that "the ethic of care connotes an attitude that defines how one ought to be in the world. It occurs because of personal capacities and socialization factors that define what opportunities may exist for leisure" (p. 102). The authors pointed out that the ethic of care exists in stark contrast with the emphasis on individualism and self-reliance predominant in Western societies, and that women often receive contradictory messages about the importance of individuality and, at the same time, of being connected to others.

Women have been denied power in most aspects of life, except for contexts of reproductive work, such as housework, education, and caring for others. Women, thus, may cling to the only areas where they can exert power although these same areas are the ones that may never free them from obligation and gender roles. Unobligated time may never exist for them. The ethic of care becomes internalized, impacting decisions on day-to-day basis, becoming a constraint when the needs of others come first and one's own needs are put

last. Because of the relational nature of women's development, they tend to choose activities where social interaction is either the main activity or a requirement for the activity to take place. "Meaning is not in an activity but in the context of the relationship and responsibility. Thus, the social benefit of leisure may be embodied in this ethic of care." (Henderson & Allen, 1991, p. 105)

Ethics of care and volunteering

Henderson and Allen (1991) highlighted an ethic of care as an underlying value for volunteerism and community service.

The ethic of care embodied through the social reform movements of a number of groups of women has created many of the social institutions that we have today. [...] The ethics of care helps to provide a basis for focusing on others through volunteerism and community service which can be important leisure experiences for many people. (Henderson & Allen, 1991, pp. 105-106)

Rotolo and Wilson (2007) found that although there was little difference in the amount of hours women and men of all ages volunteer, there were substantial differences in what they do as volunteers. They found that "men are more likely to occupy leadership positions than women. They are more likely to do maintenance work and teach or coach, while women are more likely to prepare and serve food or clothing, raise money, and 'help out' at events" (Rotolo & Wilson, 2007, p. 559). In this same line, Manning (2010) found that older "women are more likely to be involved in volunteer behavior characterized as more caring, person-to-person tasks, compared to men, who are more likely to be involved in political or public leadership positions" (p. 128).

Mixed Methods Research

There are several classifications of types of mixed methods research designs (see, for example, Greene, 2007; Leech and Onwuegbuzie, 20010; and Creswell, 2015). Each classification focuses on different aspects of the research process. For example, Leech and Onwuegbuzie (2010) developed an eight-design typology based on level of mixing (fully, partially), time (concurrent, sequential), and the status of quantitative or qualitative methods (dominant, equal). Greene's (2007) classification included the three elements in Leech and Onwuegbuzie (2010), plus purpose of the study (triangulation, expansion), phenomena assessed (same, different), and whether there is an integrative task (comparison, joint analysis, data representation). Creswell (2015) proposed a much simpler classification that includes three basic designs (convergent, explanatory sequential, and exploratory sequential designs) that underlie all mixed methods studies.

One of the critiques of studies using multi-methods in their research is that they often do not integrate the findings from the different methods, or integrate them in a superficial way, mostly by having quotes from the qualitative data support or illuminate the quantitative findings (i.e., McLaughlin, Adams, Vagenas, & Dobson, 2011). Occasionally, though results are jointly reported, the methods for integration of qualitative and quantitative data are unclear (i.e., Stathi, Gilbert, Fox, Coulson, Davis, & Thompson, 2012).

Creswell (2015) describes integration as occurring in different moments in a mixed methods study, from the data collection phase, to the interpretation and reporting phases. Creswell (2015) describes four types of integration of quantitative and qualitative data: merging the data, explanation of the data, building of the data, and embedding of the data (p. 83). One of the ways to merge data at the interpretation phase is the use of joint display of findings. Joint displays "integrate the data by bringing the data together through a visual means to draw out new insights beyond the information gained from the separate quantitative and qualitative results. This can occur through organizing related data in a figure, table, matrix, or graph" (Fetters, Curry, & Creswell, 2013 p. 9). Guetterman, Fetters, and Creswell (2015) recently conducted a literature synthesis on the use of joint displays in the health sciences. They found a relatively small number of empirical articles (19) using this analysis strategy. The authors of this article found that examples of joint displays in leisure studies are also limited, and they are mostly dissertations and masters theses (e.g., Erpestad, 2013; Zandstra, 2012). Thus, joint displays is a relatively new methodological approach in this field worth exploring.

Methodology

Research Questions

Previously published articles from this same research project (Cuenca, Kleiber, Monteagudo, Linde, & Jaumot-Pascual, 2014, and Jaumot-Pascual, Monteagudo, Kleiber, & Cuenca, 2016) have already answered quantitative and qualitative questions in relation to the influence of meaningful leisure in the subjective well-being and gender differences in the construction of meaningful leisure among older adults in Northern Spain. The first (mostly quantitative) article (Cuenca et al., 2014) was based on the analysis of the data as a whole, focusing on theoretical constructs such as serious leisure and well-being. In light of the findings in a second (qualitative) article (Jaumot-Pascual et al., 2016) that highlighted the complexity of gender differences in the construction of meaningful leisure, the need for further quantitative analysis of the data from a gender perspective became apparent.

This paper addresses a purely mixed methods question: How do the quantitative data and the qualitative findings converge or diverge around gender differences among older people in the Basque Country in Northern Spain?

Paradigmatic stance

We take Green's (2007) dialectical stance in our mixed methods study, because we understand our research "as a practice of active engagement with difference" (p. 14). In the case of this study, difference is apparent at a variety of levels. Methodologically, we engage with the differences in qualitative and quantitative inquiries to triangulate or cross validate findings, valuing what each brings to the understanding of the phenomenon. At the content level, we engage with the differences in terms of gender to learn about the differences in leisure involvement for older women and men.

Mixed methods purpose and design

The study was conceived as an explanatory sequential mixed methods design (Creswell, 2015, p. 60) where the results of the qualitative method were to be used to explain the quantitative findings. The resulting qualitative and quantitative data were initially analyzed independently. Qualitative data were analyzed using grounded theory and narrative analysis methods. Quantitative data were analyzed using non-parametric chi-square analysis, Pearson correlations between variables, and regression analysis. Subsequently, data were analyzed in an integrated manner through the use of a joint display (Fetters, Curry, & Creswell, 2013; Onwuegbuzie & Dickinson, 2008).

The project initially mixed methods for development purposes (Greene, 1989, p. 260) by using one method to develop the other, which in this case was sampling. In this paper, we also mix methods for convergent validation of findings (Sandelowski, 2000, p. 248), or for triangulation, as it is usually referred to. The findings from the qualitative analysis, which was done after a first quantitative and preliminary qualitative analysis, posed different questions to those initially addressed, pointing towards gender as a key element in leisure in older adults in Northern Spain. The project's quantitative data had yet to be analyzed from a gender perspective, so doing a mixed method analysis poses an interesting opportunity to do so and to look at the convergence of qualitative and quantitative findings from this perspective.

In Cuenca et al (2014), integration of findings was done using a contiguous approach, which "involves the presentation of findings within a single report, but the qualitative and quantitative findings are reported in different sections" (Fetters, Curry, & Creswell, 2013 p. 9). The article included the discussion of both quantitative and qualitative findings, but they were mostly juxtaposed and only marginally integrated.

In this paper we are aiming at a different approach to integration. We are integrating at the interpretive and reporting level, once data have already been analyzed. We integrate findings through a joint display. Using Onwuegbuzie & Dickinson's (2008, p. 206) taxonomy of visual representation, the joint display we have created takes the shape of a thematic comparative level 3 text-table, where theoretical constructs are matched with both qualitative and quantitative findings from the study to make the points of convergence and divergence

apparent. The team chose which quantitative variables to analyze using non-parametric chi-square analysis by matching them with the qualitative themes developed in the previous analysis.

We ensure the quality and reliability of our meta-inferences generated through the integration of findings through Tashakori and Teddlie's (2008) integrative framework. Quality and rigor have been the norm in the study across for its duration, from its design to the interpretation stage. From the criteria described by Tashakori and Teddlie, we highlight the careful work of interpretive distinctiveness, where team researchers have developed nuanced conclusions that bring a new perspective to broadly accepted constructs in leisure studies (see introduction and conclusions for more detail).

Findings

We use our main theoretical constructs to organize the contrast of qualitative and quantitative findings and to present our meta-inferences, or convergent validation of findings. In this article we tackle four main theoretical constructs: widowhood and retirement as developmental tasks, women as more innovative in their leisure after widowhood and/or retirement, an ethics of care as a constraint to women's leisure, and women and men as having similar participation in volunteering activities. Further discussion of the meta-inferences can be found in the discussion and conclusions section of the article.

Theoretical construct		
Retirement is a developmental task that creates discontinuities in behavior, in this case in leisure behaviors (Antonovsky & Sagy, 1990). For women who have been homemakers, widowhood plays the role of retirement in their development (Lopata, 1973).		
Qualitative findings	Quantitative findings	Convergent validation of findings
Women indicate that retirement and especially widowhood made them reconsider their lives and motivate changes in their leisure practices. Retirement plays this role for men, but to a lesser extent.	Women have to change their leisure practices due to events in their lives significantly more often than men (Pearson Chi-Square=11.315, p-value=.001). Retirement impacts both women and men's leisure at similar rates (12.2% of men, std. residual .7; 9.7% of women, std. residual -.8). Widowhood impacts leisure almost twice more often for women than for men (3.1% of men, std. residual -1.8; 7.5% of women, std. residual 1.9), though the difference is not quite significant.	The findings seem to converge, though the quantitative data is not conclusive.

Theoretical construct		
Older women are more innovative in leisure, meaning that they start new leisure activities after retirement and/or widowhood more often than men. (Iso Ahola et al., 1994, and Nimrod & Kleiber, 2007)		
Qualitative findings	Quantitative findings	Convergent validation of findings
Women report that they start new leisure activities (meaningful or otherwise) more often than men after widowhood and/or retirement (6 women as opposed to 3 men). Men tend to continue the practice of life-long leisure activities more often than women (6 men, 4 women).	Women have been practicing in their meaningful leisure activity for not as long as men (Pearson Chi-Square=11.292, p-value=.046). While only 63.7% have been practicing their meaningful leisure activity for over 10 years, 74.5% of men have.	The findings converge. The length of time women and men have participated in leisure activities is an indicator that women's activities are newer, while men's activities have been part of their lives for longer.

Theoretical construct		
The ethics of care is a constraining factor on women's leisure involvement by limiting their ability to participate in leisure activities. (Henderson & Allen, 1991)		
Qualitative findings	Quantitative findings	Convergent validation of findings
4 women report that they care for family members, mostly parents and grandchildren, and that this limits their participation in leisure activities. No men report family responsibilities as a constraint for their leisure.	There is no significant difference as to how much women and men abandon the practice of meaningful leisure activities (Pearson Chi-Square=2.622, p-value=.270). However, the reasons they abandon the practice of meaningful leisure activities is significantly different by gender (Pearson Chi-Square=14.271, p-value=.047). While only 4.5% of men indicate family responsibilities as the main reason for abandoning the activity, 24.4% of the women do. The events that have an impact on women's leisure are relational (32.1% of women, std. residual 2.3; 10.6% of men, std. residual -2.6).	The findings converge. The quantitative findings indicate that an ethics of care has a role both in leisure as a whole and in the abandonment of meaningful leisure activities in particular.

Theoretical construct		
Women and men volunteer at similar rates. (Rotolo & Wilson, 2007)		
Qualitative findings	Quantitative findings	Convergent validation of findings
The same amount of women and men report volunteering in their leisure time (4 women and 4 men). The main difference between women and men is in the content of what they do when they volunteer: women help organizing events and care for people, and men teach the skills they have learned in their life-long leisure pursuits.	There is a significant difference in the rate women and men volunteer. More than twice the amount of women volunteer than men, with 15% of women volunteering as opposed to 6.2% of men (Pearson Chi-Square=15.721, p-value=.000).	findings The quantitative data diverges from both the literature and what our qualitative indicates about the rates women and men volunteer at. We don't have survey data about the content of the activities older adults do in their volunteering, so we can't contrast it with the qualitative data.

Discussion and Conclusions

Developmental tasks

We started our analysis with the hypothesis that widowhood and retirement are developmental tasks that create discontinuities in behavior, in this case in leisure behaviors (Antonovsky & Sagy, 1990), and that they impact women and men differently. The qualitative data shows that women reconsider their lives and make changes in their leisure practices after retirement and especially widowhood. Retirement also plays this role in men's leisure, but to a lesser extent, mostly by allowing them for more time to practice leisure activities that they have practiced throughout their adult lives. In our quantitative data we find that 11.2% more women than men have to change their leisure practices due to events in their lives significantly more often than men (Pearson Chi-Square=11.315, p-value=.001). In terms of the nature of these events, we find that retirement impacts both women and men's leisure at similar rates (12.2% of men, std. residual .7; 9.7% of women, std. residual -.8), while widowhood impacts leisure almost twice more often for women than for men (3.1% of men, std. residual -1.8; 7.5% of women, std. residual 1.9). However, this difference falls just short of being significant because the standardized residual falls within the [-1.96, +1.96] range. So, the findings seem to converge, though the quantitative data is not conclusive in this respect. We will see later on that the impact of these events is more significant when their nature (i.e., work related vs. relational) are taken as a whole.

Innovation in leisure

Our analysis parted from the notion that older women are more innovative in leisure, meaning that they start new leisure activities after retirement and/or widowhood more often than men (Iso Ahola et al., 1994, and Nimrod & Kleiber, 2007). In our qualitative data women report that they start new leisure activities more often than men

after widowhood and/or retirement while men tend to continue the practice of life-long leisure activities more often than women. Our quantitative data shows that while only less than two thirds have been practicing their meaningful leisure activity for over 10 years, almost three fourths of men have. The percentage for women is higher in all other categories that indicate that they have practiced the leisure activity for shorter periods of time (less than 1 year, 1-3 years, 4-6 years, 7-10 years). Consequently, we conclude that women's meaningful leisure activities are newer than men's, having been practicing them for not as long as men. Both quantitative and qualitative data converge, thus we infer that it indicates more innovation in leisure among older women than men.

The findings from this study are mostly consistent with previous research (Iso-Ahola et al, 1994; Nimrod & Kleiber, 2007) about continuity and change in leisure later in life: the men tended to continue activities they enjoyed in the past or returned to old activities they had abandoned. The women, on the other hand, were more likely to use retirement and especially the loss of a spouse as triggers for change (Nimrod & Kleiber, 2007), even though their choices of activities continued to be defined and somewhat constrained by an ethic of care and long-standing domestic responsibilities.

Ethics of care

Leisure studies literature describes an ethics of care as a constraining factor on women's leisure involvement by limiting their ability to participate in leisure activities. (Henderson & Allen, 1991). In our qualitative data we find that while almost half of the women report that they care for family members (mostly parents and grandchildren), and that this limits their participation in leisure activities, no men report family responsibilities as a constraint for their leisure.

Our quantitative data illuminates the qualitative findings by illustrating both how much an ethics of care influences both changes in leisure in general and the abandonment of meaningful leisure activities in particular. Three times more women (32.1% of total) than men (10.6% of total) answer that events that involve relationships with others have impacted their leisure. For women, these events include family responsibilities (such as caring for grandchildren, parents, and partners), widowhood, children's emancipation, separation or divorce, partner's retirement, and family crisis. For men, these events include family responsibilities and widowhood exclusively. There is no significant difference as to how often women and men abandon the practice of meaningful leisure activities. However, the reasons they abandon the practice of meaningful leisure activities is significantly different by gender, with more than five times the percentage of women (24.4%) indicating family responsibilities as the main reason for abandoning the activity than men (4.5%). The quantitative findings indicate that an ethics of care has a role both in leisure as a whole and in the abandonment of meaningful leisure activities in particular. Our findings support Belenky, Clinchy, and Tarule's (1986) description of women's development as relational. We find that the events that impact women's leisure practices go beyond widowhood and immediate family care responsibilities. They include other relational events that broaden both the radius and the type of relationships that are significant enough to have an impact on women's leisure, such as adult children's emancipation, separation or divorce, partner's retirement, and family crisis. Men don't mention any of these more extended relational events as having impact on their leisure.

Volunteering

We started our integration of findings with the hypothesis that women and men volunteer at similar rates (Rotolo & Wilson, 2007). However, we found ourselves with contradictory qualitative and quantitative findings in our hands. While the same amount of women and men report volunteering in their leisure time in the qualitative data (4 women and 4 men), there is significant difference in the quantitative data, with women volunteering more than twice as often than men.

The team initially thought that this contradiction was due to the fact that in the quantitative analysis we had to combine 4 different answers to compile the "yes" response to the question about participants' involvement in volunteering and whether their participation has changed since the occurrence of a life event (i.e., new activity, increased participation, continued participation, and decreased participation). Even though the four response options fall under a general label of "yes" in terms of their participation in the activity, we wondered

to what extent the format of the question wasn't confusing to respondents and the impact this may have had in responding to it, biasing it toward a "yes" response.

However, we then realized that the literature reviewed comes mainly from Anglo-Saxon countries while the data for this study come from Spain. Consequently, we realized that there may be cultural differences at play that make volunteering rates different among older women and men in Spain from those described in the Anglo-Saxon literature. A search of literature produced from research done in Spain on older adults' volunteering participation shows that indeed there are gender differences in older adults' participation in volunteering.

A recent study conducted by Villar, Celdran, Faba, and Serra (2013) used data representative of the country's (except for Ceuta and Melilla) older residents in family households with a landline from the Survey on Older Adults done by the IMSERSO (Institute for Older Adults and Social Services) in 2010 with the goal of obtaining data on life condition of older people in Spain. Villar et al.'s study found that "Gender [...] stands out as relevant in three of the four generative activities [caring for grandchildren, caring for dependent adults, volunteering, and civic participation] that we have taken into account. In this sense, both the care of dependents and volunteering are activities (especially this last one) heavily feminized" (p. 73, citation translated by this article's authors). Thus, in our case, the qualitative data was misleading, making us wonder about the outcomes of the quantitative data, because it agreed with a theoretical construct based on a different cultural background from that of the research participants'.

In spite of the clarification provided by the appropriate literature, we still need to illuminate the reasons for the lack of convergence around the gender differences in volunteering between the qualitative and the quantitative data in our project. We believe that the main reason for this disparity is due to the sampling strategy used to select the interview participants, which was designed to surface respondents that had one or more activities regarded as especially meaningful for them or that defined them as having highly involved leisure repertoires. As a consequence, the qualitative sample is not representative of the larger population in the quantitative sample, introducing some unforeseeable differences, such as the rates of participation in volunteering. While almost half of the interviewees participated in volunteering activities, with equal rates for both women and men, only about 10% of questionnaire respondents did so, with women (15%) volunteering at significantly higher rates than men (6.2%). So, we found that while in the general population women volunteer at more than twice the rate of men, older adults that have especially meaningful or highly involved leisure repertoires seem to have similar volunteering rates independently of gender. However, this is highly speculative and would have to be supported with further research.

In this study we found that the use of mixed methods and the integration of findings through joint displays allowed us to identify misconceptions about the population studied, identify the appropriate literature, and correct our interpretation of the data.

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Manuscripts

A Comparative Study of the Management of Aeronautic Sports in Taiwan and China

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Abstract

Hot air ballooning is a form of popular leisure activity in Taiwan. This study aims to address the opportunities and constraints facing the development of hot air ballooning as a leisure activity in Taiwan. In addition, the role which hot air ballooning might play in the development of tourism in rural regions of Taiwan is explored. The purpose of the study is to explore the constraints on Taiwan's development of hot air ballooning, analyze hot air ballooning trends in Taiwan and discuss safety issues related to hot air ballooning.

Furthermore, this research has an attempt to study the management and development of aeronautic sports in Taiwan and mainland China. Aeronautic sport is still not a well-known leisure activity, or sport event in Taiwan and mainland China until this decade. Lacking of government's official support, some enthusiastic aeronautic sports lover work hard to introduce these fantastic flying experience to people living in Taiwan and China. General Administration of Sport of China and Chinese Taipei Aerosports Federation have dedicated in this field and started getting feedbacks. Government begins setting laws for regulating this aero carrier, assign an open area for free flying, and give support in hot air balloon events. However, the regulations and the supervisory department are not clear enough now at this point. Hot air balloon is the first invented aircraft from human beings. Along with the evolution of human civilization and science and technology, the use of hot air balloon transfers from traffic and military purpose to leisure perspective. The aim of this study is to address the strategic choice of aeronautic sports in Taiwan and China. Documentary analysis and in-depth interview have been adopted in this study. The main argument of the study is that, firstly, to understand the history of development of aeronautic sports in Taiwan and China; secondly, to evaluate the rules and regulations of aeronautic sports cross straits; thirdly, to explore the constraints of current development of aeronautic sports in Taiwan and China; fourthly, and lastly, to analyze the trends for the aeronautic sport.

Keywords: hot air balloon, paragliding, aeronautic sports, Taiwan, China

Introduction

Flight has been a dream for human beings as well as the incentive for engine technology development since ancient times. The hot air balloon was the first human-carried aircraft in history. The Wright brothers were two credited with inventing and building the first controlled, powered and sustained flying machine in 1903, however, hot air balloon flight was achieved before even the time of the Wright brothers (Kalakuka & Stockwell, 1998). The prototype of the hot air balloon was first built in China to deliver messages or as a ritual function. However, it was not a transportation tool until 1783. Joseph-Michel and Jacques-Etienne Montgolfier experimented with animal skinned balloons to start free flying (HickokSports, 2009). In the 19th century, hot air balloons were used for military and science functions. Governments used hot air balloons in World War I and World War II for observation purposes. Some people also used the balloons to flee the war torn countries (Frankenfield & Baker, 1994).

People use hot air balloon for recreational activities (Kalakuka & Stockwell, 1998). In 1989, the Aero Club of France was founded to set rules for hot air balloon competition. In 1905, the international flying sport association, Fédération Aéronautique Internationale (FAI) was established. Since 1938, FAI has hosted international hot air balloon competitions. The promotion of hot air ballooning as a recreational activity has gone well in American and European countries. These countries have more open areas to allow hot air ballooning activities. Moreover, people living in those countries enjoy participating in sports events. They are willing to take on new ideas and challenges and therefore, people from those countries often exhibited greater influence in the sport's international organizations. In Asia, countries such as Japan, Taiwan, and China have also set up their own hot air ballooning associations.

Literature Review

History of Hot Air Balloon Association of Chinese Taipei Aerosports Federation in Taiwan

In Taiwan, Chinese Taipei Aerosports Federation is in charge of a variety of aerosports, including paragliding, parachuting, aero model and hot air balloon. Hot Air Balloon Association is currently under the authority of Chinese Taipei Aerosports Federation. Hot air balloons have been manufactured in Taiwan for over 30 years. However, the development of hot air ballooning as a leisure activity is still hindered by factors including weather, airspace constraints and high population density (Shia, 2006; Tsai, 2009). Taiwan's climate is also not ideal for hot air ballooning. There are typhoons in the summer and monsoons in the winter, furthermore, usable airways are also mostly reserved for military and commercial purposes. Therefore, there is a lack of available free airspace. The hot air balloon's requirement for large areas of airspace is the main cause for its lack of popularity. The Civil Aviation Authority Aircraft specifically developed regulations for hot air balloons mainly with the Civil Aviation Law and Super Light Vehicle Law. Subject to domestic laws, hot air balloon sports are regulated except during holidays. People in the areas between Shoufeng and Guanshan are able to enjoy free flying every Saturday afternoon, while other times the area is restricted to 'tethered flying' which means being in a hot air balloon tethered by cables (Civil Aviation Bureau, 2009; Edmonds, 2009). This does give the same pleasure as in free flying.

Hot air balloon and plane flight are not conflicting with each other. They are two different kinds of aircraft designed for different air heights, which creates very low chances of collision. The Chinese Taipei Hot Air Balloon Association and Civil Aviation Bureau Consultations have established a non-power aircraft management approach including free flying (Shia, 2006). Regarding the manufacture of hot air balloons, Taiwan has been skillful among Asian countries. Aircrafts are categorized into two types, namely LTA (lighter-than-air aircraft) and HTA (heavier-than-air aircraft). Currently, hot air balloons, helium balloons and flying boats are categorized as LTA Aircraft. Taiwan completed a comprehensive certification system for hot air balloons in 2012, since licensing systems and testing equipment standards have been well established in Taiwan, hot air balloons instructors' and referees' training are also gradually developing in Taiwan. In addition, hot air balloon manufacturers are starting to be more professional regarding areas such as material science and technology development.

General Administration of Sport of China

General Administration of Sports of China is the government agency responsible for sports in China. It is subordinate to the State Council. It also administers the All-China Sports Federation and Chinese Olympic Committee. The administration is responsible for a number of areas. They are: creating a national sports framework; providing development in the sports industry and promoting sports development in rural regions; promote physical activity and exercise participation in schools, regional and local communities; organizing athletic and national sports events; enforcement of drug use and anti-competitive measures; liaising and cooperating sports with Hong Kong and Macau; organizing international sport events in China; Support and fund research into the development of sports and implementing regulation governing the sports industry, market

and best practice. As a result, aero sports in China are under the authority of State General Administration of Sports.

Methodology

The purpose of this section is to outline the method of data collection and analysis used in this research. The section starts by outlining the data collection techniques (documentary analysis), and how documentary materials were used in the study. It then presents an overview of the research site, and the process of data analysis. It concludes with a brief discussion and problems encountered in the research.

Secondary data provided an important source of information. Secondary data were collected on public document, i.e. newspapers and archival material. The results of the document analysis are used to structure the next section. In this section, and in the conclusion which follows, reference is made back to aerospots history help interpret the findings and their effects on sport policies in Taiwan and China.

Results

Hot air balloons have the benefit of allowing families to participate in a trip together due to their large size. In addition to being a form of transport, hot air balloons can be an effective media for advertising. Just as everyone looks up to see a neon billboard, they will also look up to see a brightly colored floating object in the air. Despite ballooning's success in other foreign countries, Taiwan is still limited to tether flying. A tethered flight can generate as much media publicity as dragon boat races. The tethered flight can appear in the media and promote good interaction with consumers. Hot air ballooning can also be an excellent media for international exchange. In addition, a more flexible funding plan and airspace policy can be beneficial for the development of hot air ballooning. Taiwan is currently economically and environmentally able to supply the leisure provision for hot air ballooning. As a result, the pace of progress could be sped up (Tsai & Hsieh, 2010). To achieve this goal, Taiwan government officials need to represent internationalization and increase funding for science and technology projects. For example, if they included air projects at the stone carving festival in Hualien, it would spur tourism. Furthermore, if Taiwan government bodies send more professionals abroad to attend hot air balloon competitions, there would be an increase interest in hot air ballooning in Taiwan.

On an African safari trips, a hot air balloon flight experience can be offered for a charge of USD. 200-300. The large basket can give a ride for up to ten people each time, and tourists are able to experience floating over the land while enjoying the spectacular views of bison, giraffes and zebras. The balloon will then land and have the passengers enjoy a champagne breakfast (Park et. al., 2006). This hot balloon safari trip surely will create a lifelong memorable experience for the tourists. This kind of hot air balloon experience can be done in Taitung, Taiwan as it has some of the most beautiful untouched land. However, the Taiwanese government has to cooperate and plan well to properly help set up Taitung hot air balloon trips (Tsai & Hsieh, 2010).

The hot air balloon experience will improve tourism quality and the international reputation of Taiwan. Therefore, the Taiwan Tourism Bureau could consider joint cooperation to develop a more effective tourism plan to enable more tourists to observe the lily flower, the cauliflower field, and the overall beauty of Taiwan. Japan has been actively using hot air balloons to publicize local attractions. Hokkaido in Northern Japan is a good model, where this has been used this as their business strategy for over twenty years (Tsai & Hsieh, 2010). The visitors are able to enjoy steak and drink fresh milk in the hot air balloon package tour. Large posters painted with prairies, livestock, and hot air balloons attract tons of thousands of tourists. These examples of international successes are further proof that this business model could be copied in Taiwan. The hot air balloon, itself, is a very prominent eye-catching object (Walmsley, 2003; Spindler, 1999). Taiwan is ambitious to improve international relations and therefore, hot air balloons can be a promoting tool for Taiwan. The Chinese Taipei Hot Air Balloon Association is planning to design a hot air balloon in the shape of Taiwan (Shia, 2006). Through this eye-catching promotion, Taiwan will likely receive more positive international attention.

Discussion

In order for hot air ballooning to effectively become a prominent feature of a nation or a region's tourism industry, safety considerations are of the greatest importance. Tourists must be assured that the activity is safe. In 2008, a hot air balloon accident in Guangxi Province, China caused the death of four tourists. This incident brought national media attention regarding hot air balloon safety (Wang, 2009). Hot air balloon accidents are usually caused by human factor. Accidents can be caused by three possible oversights. The first possible mistake can be altitude oversight. Another potential mistake might be the hot air balloon propeller air blower speed and temperature oversight (Edmonds, 2009; McConnell et. al., 1985). In addition, space, climate and condition of equipment are also important factors. Proper hot air balloon piloting is important as there are many potential dangerous problems that could be prevented with experience and knowledge. However, even with the potential dangers, hot air balloon, as a form of civil aviation, has still a lower accident rate than land based transportation. The dangerous factor of free flying is the potential of fire related accident happening on the balloons (Spindler, 1999). Prior to flying, all hot air balloons must carry some fire prevention equipment. The equipment required on the balloon are a fire extinguisher and two additional forms of ignition such as petrol lighter or wind-proof matches (Laakso et. al., 2007; McConnell et. al., 1985). Professional air balloon pilots are required to pilot the balloons as accidents do happen due to human errors. Pilots are required to gain official hot air balloon knowledge handling skills such as achieving flight ability, knowing the specific time required for a hot air balloon to reach a specific height, maintaining stability in stranded air, reducing the balloon's height on time, understanding exhaust and landing knowledge, and properly handling buoyancy brakes, distinguishing height, having duct replacement of six, knowing different height, and rising up to a destination. In addition to the required international licenses through technical and theoretical written examination, the pilot must have actual operation of a hot air balloon for at least 100 hours. Taiwan's Aviation Bureau only recognizes as qualified hot air balloon pilots those who have been trained and examined by American instructors. Consequently, professional hot air balloon pilots in Taiwan meet all international safety standards. As an added bonus those pilots are so proficient in English and better able to communicate with international tourists.

Conclusion

The struggle to conquer the blue sky has been the highest ideal for hot air balloon aviation. After five centuries, hot air balloon technology has become more mature and competitive. Taiwan, while having the scientific and technological capacity to manufacture hot air balloons, has not achieved the same level of hot air balloon activity of some European and American countries. Hot air balloon activities are considered rare in Taiwan; there are no real competitions but hot air balloons are currently used to promote Taiwan's tourism industry. In addition to using it solely for domestic purposes, the hot air balloon can be used to promote Taiwan during international exchange activities. Hot air balloons can also be used for commercial purposes by constructing special balloons covered with a designed company logo or advertisement icons. Through hot air balloon flight activities, the sponsoring companies will achieve the benefits of advertising of increased corporate visibility and image (Wilson et. al., 2001). Many international corporations in the world have their own exclusive hot air balloon. There is still great opportunity for the people of Taiwan to use aviation such as hot air balloon flight. This study attempts to demonstrate to the public that the hot air balloon is a proper and legitimate choice of outdoor leisure pursuits.

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An effective leisure program for older people with diabetes

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Executive Summary

This paper will present findings from a research study, undertaken in Australia, to explore the meaning that older people with diabetes attribute to being involved in an exercise and health promotion leisure program. A qualitative hermeneutic phenomenological methodology was adopted to identify what participants perceived was meaningful to them about the experience of being involved in a leisure program. Semi-structured interviews and a focus group were conducted with participants following the facilitation of a leisure intervention, which incorporated individualized physical activity and lifestyle education over a 12-week period. The primary goal of the intervention was to enhance the health and wellness of people with diabetes. A number of themes emerged from the analysis of participant interview and focus group transcripts. The overarching theme, and critical point of difference, identified in this research study, of effective leisure programs for health and wellness purposes, is person-centeredness. This essence of meaning, person-centered program efficacy is explored as a key to ensuring the effective design, promotion and delivery of leisure programs for older people with diabetes.

Since determination of an effective leisure program can only be established by those involved, the expertise of the participants on their own journey is recognised throughout this presentation by privileging their voices and presenting their words, thereby allowing the findings to be contextualised through the lens of the participants. The identified essence of person-centered program efficacy is examined from a strengths-based perspective. In keeping with this approach, the presentation will focus on and discuss enablers to effective leisure programs rather than barriers. It is anticipated that exploration of these findings can lead to better understanding how participant engagement particularly of older people, in other health promotion leisure programs can be enhanced.

Key words: leisure; diabetes; exercise; health promotion; older persons

Introduction

Diabetes is a prevalent and chronic disease both in Australia and internationally, affecting 347 million people worldwide. Estimates suggest that diabetes will be the 7th leading cause of death by 2030 (WHO, 2015). There is strong evidence to suggest that physical activity improves diabetes outcomes by assisting glucose control, promoting weight management and preventing related complications (Hu et al., 2014), as well as improving an individual's overall health and wellness (Law et al., 2013). Despite the evidence, there is reportedly still a lack of compliance and adherence to exercise regimens by people with diabetes (Jennings et al., 2013). An important measure in addressing this deficiency is to establish why people with diabetes join exercise and health promotion leisure programs. Gaining this understanding can valuably inform and guide the design, promotion and delivery of future leisure programs in a specific, targeted, and disease appropriate manner.

Literature review

Physical activity and diabetes management

As low physical activity levels are a known risk factor for the development of diabetes, increased physical activity is also a foundation of diabetes management, contributing to reduced complications and consequently mortality (Sluik et al., 2012; Carson, Williams & Hill, 2014). Yet research suggests that most people with type 2 diabetes do not engage in regular physical activity (Boudreau & Godin, 2014; Brouwer et al., 2010). Physical activity works through a number of pathways to help prevent and manage diabetes outcomes. It improves insulin sensitivity and glucose tolerance, reduces blood pressure and cardiovascular risk factors, and contributes to weight loss and fat accretion (Balducci et al., 2014; Brunet et al., 2005; Brouwer et al., 2010; Carral et al., 2013; Bergström, Behre & Schmidt, 2012; Moe, Eilertsen & Nilsen, 2013).

Aerobic and resistance type exercises alone, without any dietary modifications, significantly reduce insulin resistance and therefore are beneficial activities for people with diabetes (Kim & Park, 2013). Current guidelines from the Australian Diabetes Council and the American Diabetes Association (ADC, 2014b; ADA, 2014) recommend that people with diabetes should participate in higher levels of physical activity than the general population in order to ensure optimal health benefits (Moe, Eilertsen & Nilsen, 2013; Colberg et al., 2010). Programs that enable individuals to increase their levels of physical activity may therefore ultimately reduce the health burden of this disease.

Exercise and health promotion program

This research aimed to examine the factors that individuals described as influential in their engagement with a specialised exercise and health promotion program for diabetes (Beat It), in order to provide understanding of the meaning that people with diabetes attribute to being involved in the program. Authors have suggested that if people are to engage, then the individual must be part of the process of ascertaining what constitutes meaning (Tulle & Dorrer, 2012). This research study explores this in individuals with diabetes participating in an exercise and health promotion program called Beat It, which will be outlined in Methodology.

Methodology

Phenomenological approach

Qualitative research is concerned with understanding the complex and subjective meanings that emerge for different individuals and groups, in particular social contexts and over time (Schneider et al., 2014). These methodologies are often employed when the subject of research is sparsely represented in the research literature or has been poorly examined in the past. As the aim of this research was to provide understanding of the meaning that people with diabetes attribute to being involved in an exercise and health promotion program, the research sought to understand a phenomenon that may have multiple realities and interpretations. This approach is referred to as naturalistic ontology and was the view taken within this research.

Phenomenology is one methodology within a naturalistic approach, and explores experience as understood from the individual's perspective. Phenomenology seeks to understand and describe the individual's lived experience of a phenomenon (Berger, 2010; Polit & Beck, 2014), thus making it a powerful tool to gain insight into what motivates actions of individuals and how meaning is constructed by the individual within the context and frame of reference of their situation (Berger, 2010; Mackey, 2005; Paley, 2013).

A Heideggerian interpretative phenomenological was used as the researcher sought to understand the participants' experiences, but did not believe it is possible to fully suspend her presumptions about peoples' experiences of exercise given her professional expertise and experience as a registered nurse and as a personal

trainer. This approach also seeks to emphasise the uniqueness and diversity of the participants, rather than find common essences. By interpreting the participants' voice, to capture the key aspects of the experience, phenomenological reduction occurs (van Manen, 1990).

Research participants

Participants who had recently completed the Beat It program in a regional Australian town, were contacted via email and/or mail by a staff member from the centre where the participant undertook the program. Research packs were distributed and potential participants were asked to contact the researcher if they wanted to be involved. Two males and 13 females were interviewed with an age range of 56 to 73 (average age 64) with diabetes were interviewed and seven participated in a follow up focus group to member check emerging themes.

The Beat It Program

Beat It is a leisure program, established by the Australian Diabetes Council and delivered across Australia by accredited providers. This program is an evidence-based exercise and lifestyle education/modification program that involves twice weekly individualised physical activity training and fortnightly lifestyle education (disease prevention, treatment, management), nutrition and goal setting sessions. The 12-week program is designed to assist people living with diabetes to improve and manage their disease and increase their physical functioning, thereby enhancing their quality of life. This aim is achieved through education and physical activity conducted in a safe and supportive community environment (ADC, 2011).

Data collection

Ethics approval was sought and gained from a Human Research Ethics Committee at a regional university in Australia. The data collection was two phased – individual interviews and then, once preliminary analysis of themes had occurred, a focus group was held to provide an opportunity for collaborative discussions and to member check interpretation of previously collected data (Streubert & Carpenter, 2011).

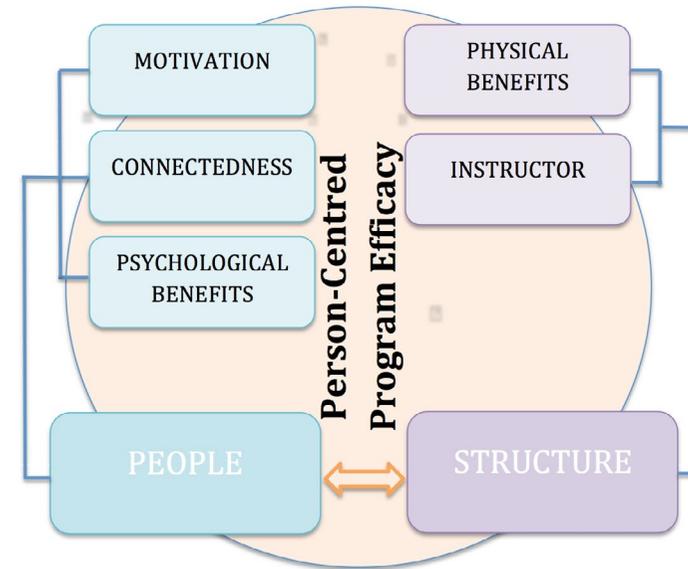
Analysis and reporting

After data were collected and transcribed, coding occurred to capture themes and concepts, and determine essence(s). The focus group also served to reiterate the importance of themes. In discussing these findings, the expertise of the participants on their own journey is recognised throughout this paper by privileging their voices and by presenting their own words, thereby allowing the findings to be presented through the lens of the participants.

Results

Results indicated two themes and five elements associated with the themes. Underlying all these the essence of meaning was determined to be around person-centred program efficacy, which is the point of difference.

These are illustrated in the figure below.



Person-centredness is well researched and defined, and in my research context is underpinned by values and philosophies of 'empathy, dignity, autonomy, respect, choice, transparency, and desire to help individuals lead the life they want' (Reid-Searl et al, 2014, p. 486). Person-centredness focuses on the uniqueness of the individual and hence the importance of customising service delivery to the needs and requests of the person, supporting their rights, values and beliefs with the intention of maximising their potential (Moyle, Parker & Bramble, 2014). The strengths-based approach moves attention to the person and their abilities, focusing on the fact that individuals have strengths that can be utilised and developed to promote ownership of their own health, care or service delivery and contribute to improving their quality of life (Moyle, Parker & Bramble, 2014; Xie, 2013). This is important when considering the participants in my research study, as individuals with diabetes who were able to contribute to improving their quality of life when involved in exercise and health promotion through empowerment and self-efficacy, in whatever capacity or meaning that has to the person.

As a result of a systematised and structured analytical approach, the theme of people emerged as critical to creating a person-centred approach to the efficacy of the program Beat It. In various ways all of the participants described how being involved with other people encouraged them to attend the leisure program and enabled them to interact and engage with it meaningfully. This engagement which was described by participants in a positive way, contributed to valuable outcomes for them as an individual. The participants' reported meaning gained through experiences associated with people throughout the leisure program. Participants described these experiences as being linked to connectedness with others and the ensuing benefits of this connection, along with personal motivation. These translated into the emerging elements associated with the theme people. The second theme that emerged from analysis and informs the essence of meaning of person-centred program efficacy is structure. The participants indicated in interviews and in the focus group that the structure of the leisure program Beat It impacted significantly on their experience of the program. Structure informs person-centred program efficacy by providing clear principles related to ways of working. Structure enables participants to feel comfortable and be able to engage in a meaningful way with the program. The structure framed the participants' experiences and gave meaning to them in different ways to their interaction with people. Structure was informed by two elements.

Discussion

All participants spoke of the person-centred way they were treated during the leisure program, and how valuable that was to them. They felt like individuals. A key characteristic of person-centredness is relationship, where the individual feels empowered and finds meaning in the interaction (Jacobs, 2015). My research identified the essence of meaning as person-centred program efficacy. There is a need to move away from conventional diabetes programs where an 'expert' directs the content, to one where people with lived experience of diabetes are heard and thus empowered. After all, these are the consumers of the program and they are the ones who will gain benefit from the program and for whom the programs are meant to be designed. People with diabetes must have an audible voice; a voice that is both heard and listened to (McQueen, 2015), acknowledged and incorporated into structuring and planning programs. It is clear that leisure programs can play a meaningful and important role in dealing with diabetes and how to surmount associated difficulties of the chronic disease (McCormick & Iwasaki, 2008). Building strengths supports people to create a life of meaning despite challenges and limitations associated with chronic disease (Stumbo & Peterson, 2009).

Diabetes is a chronic disease that necessitates lifelong engagement in and commitment to healthy living – exercise, nutrition and general health promotion so as to augment health and wellbeing (American Diabetes Association, 2016; Linmans, Knottnerus & Spigt, 2015). Despite this, many people with diabetes do not follow recommended guidelines for exercise or nutritional eating. This can be partly attributed to inadequate support for such activities, and can also be due to ineffective programs for people with diabetes (Wozniak et al., 2015). My research facilitated capacity to hear participant's voices on important aspects of the leisure program Beat It and highlighted their lived experience. This is critical for gaining perspective and understanding the influence of diabetes on engaging in leisure programs. By understanding and appreciating this perspective of the person with diabetes, relevant and appropriate leisure programs can be provided for this population.

Older people with diabetes are known to have low levels of engagement in exercise (van Stralen et al., 2009; Porter, Shank & Iwasaki, 2012; Valencia, Stoutenberg & Florez, 2014). Baker et al. (2015) found that programs generally do not reach people and lack individual effectiveness. When people are not involved in the process of planning for an intervention or program, then the criteria will be matched to the provider only. Engagement will not be effective when programs are not tailored to meet individual needs. It is critical that people with diabetes engage in regular exercise, and it seems from my research study that a collaborative, person-centred approach is the best way to go about this.

Diabetes care incurs a cost burden (Ma & Ma, 2014), particularly as the number of people with diabetes is increasing (Ferrioli, Pessanha & Marchesi, 2014). Diabetes is associated with increasing costs to the healthcare system, and is one of the main geriatric syndromes along with its related complications (Kirkman et al., 2012; Porter, Shank & Iwasaki, 2012). Diabetes expenditure is rising in healthcare, with more than 75 percent of this expenditure being spent on people between fifty and eighty (Hodge et al., 2013; Zhang et al., 2010). To effectively counter this, healthcare needs to be proactive in establishing exercise programs that promote healthy and active ageing (March et al., 2015). Exercise programs for older people with diabetes have been demonstrated to have good cost-benefit ratios as well as effectively reducing the frequency of complications associated with diabetes (Coyle et al., 2012; Otterman et al., 2011; Valencia, Stoutenberg & Florez, 2014) and associated hospitalisations (Gadsby, 2011).

The Ottawa Charter of Health Promotion (WHO, 1996) advocates that health promotion occurs when people are able to improve and practice more successful control over their health. The concept of health promotion was founded on the notion of community action – raising awareness and instilling community accountability and involvement in one's own actions. In 2007, the World Health Organization also promoted person-centred approaches to healthcare – “the overall vision for people-centred health care is one in which individuals, families and communities are served by and are able to participate in trusted systems that respond to their needs in humane and holistic ways” (WHO, 2007, p.7). Despite this international charter and framework, community interventions and in particular community leisure programs, involving health promotion and

exercise, are underdeveloped, certainly in Australia. Programs, such as Beat It, have proven to be effective in promoting self-care and increasing levels of exercise in people with diabetes and other chronic illnesses. Interventions where groups are involved in participatory pedagogy have demonstrated many benefits, including the ones found in this research – social connection, physical and emotional benefits and general improvement in quality of life (March et al., 2015).

Beginning with the “end in mind” says Covey (2005, p.96), is a practice that should be considered when planning future programs for people with diabetes, specifically older people. Determining what the ‘end’ is (the desired outcome, what brings meaning) can be achieved by listening to participants of previous leisure programs, such as Beat It. Their voices highlight what is meaningful to them when participating in a program and hence programs can be developed around those concepts. But it is only the participants who can truly identify how to reach those things. By shifting the focus to the person involved, self-management and self-determination are encouraged, bringing a positive conception of health and empowerment to the individual (Jacobs, 2015). Such person-centredness will enhance leisure programs strive to achieve.

Person-centredness acknowledges the individual as someone who experiences, despite their chronic disease. Person-centredness chooses to be strengths based, to consider ability, individual values and beliefs. It sees all behaviour as meaningful (Hebblethwaite, 2013; Edvardsson, Winblad & Sandman, 2008). Person-centredness places the individual at the heart of all interventions and choices (McCormack, 2003).

It is therefore imperative that person-centredness be fundamental to all planning and implementation of leisure programs, and has been a point of difference in my research.

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Manuscripts

Leisure and Health: Examining the Relationships between Greenspace and Children Health

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Acknowledgements

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Abstract

Attentions on the potential benefits of greenspace for health and well-being have increased in recent years, but empirical research evidence on the effects of greenspace exposure shows inconsistent results. Therefore this research is to explore the relationship between behaviors of using greenspace and health, and by social-ecological framework and Theory of Planned Behavior (TPB) to analyze the possible moderators between them. The participants were fifth and sixth grade students in Taipei City, Taiwan, 1,280 questionnaires were issued and 1,132 valid questionnaires were collected. By applying structural equation modeling to construct models of attitude of using greenspace, behavioral intention, behaviors of using greenspace and health. The results showed: (1) attitude of using greenspace had significant positive influence on behavioral intention; (2) behavioral intention had significant positive influence on behaviors of using greenspace; (3) behaviors of using greenspace had significant positive influence on health outcomes; (4) moderators of behaviors and health outcomes differ by perceptions of greenspace, gender, exercise, myopia, skin allergy and accessibility of greenspace. We discuss the evidence of how these factors act as moderators and consider the implications from this improved understanding of the relationship between greenspace and health. In conclusion, this framework can be used to inform planning of research studies, and may be developed in the future as more evidence emerges.

Keywords: social-ecological model, greenspace, theory of planned behavior, health city, structural equation modeling

Introduction

With the advance of technology and the improvement of environment and hygiene practices, the promotion of citizens' health has become a common governance goal for many counties. Sallis, Sallis, Owen, & Fisher (2008) indicated that contacting natural landscape can promote positive mental status and health recovery. In light of the importance of this greenspace theory, Lachowycz & Jones (2013) proposed a socio-ecological framework accessing the relationship between greenspace and health. They illustrated the cause and effect relation of greenspace and health, and they consider the influence of potential moderators and mediators mechanism. In this regard, the influence of accessing greenspace behavior to physical health is not a simple linear path; it is affected by different factors and mechanisms and produces different degrees of substantial changes. However, the relationship between greenspace and physical health through a systematic research framework has not been explored.

Urban parks and greenspace provide opportunities to be close to nature, relax, exercise and play games in a short transportation time (Manley, 2004); Godbey (2003) also found that primary school students can discover their favorite leisure sports by playing different games and sports, and if one could find his or her favorite leisure

sports during primary school stage, he or she could possibly continue the habit of playing sports to adult stage. Therefore this research targeted primary school children as the study subject and selected urban Taipei City as the research area. Social-ecological framework (Lachowycz & Jones, 2013) was employed as the theoretical basis of this research to understand the relationship between children's usage of greenspace in urban area and health. Besides, studies suggest that TPB can effectively explain decisive factors of related behaviors relevant to health (such as leisure sports) (Ajzen & Manstead, 2007; Downs & Hausenblas, 2005). Hence, this research applied the planned behavior of greenspace theory to examine usage behaviors, and combined social-ecological framework to understand the relationship of Taipei City primary school students' behaviors of using greenspace and health. This research could become a reference for government and other related organizations in parks and greenspace planning, and to assist the application of environmental planning and policies of civilian health to transform Taiwan into a "healthy city."

Literature review

1. Overview of Taipei greenspace system and children's participation of leisure sports

Greenspace are primarily consisted of natural vegetation areas or artificial natural environments (for instance, urban parks) which are accessible by the public (CDC, 2009; Lachowycz & Jones, 2013). In this research, urban greenspace were classified into metro park, urban park, community park, and greenspace in Taipei City. Participating leisure sports has great benefit to one's mental and physical development (Burdette & Whitaker, 2005; Godbey, 2003). However, due to the lifestyle changes and parents' expectations in children's academic performance, today's primary school children does not have enough regular exercise. The longer sitting period is likely to cause children to gain excess weight, and causing negative health impact (Chen, 2002).

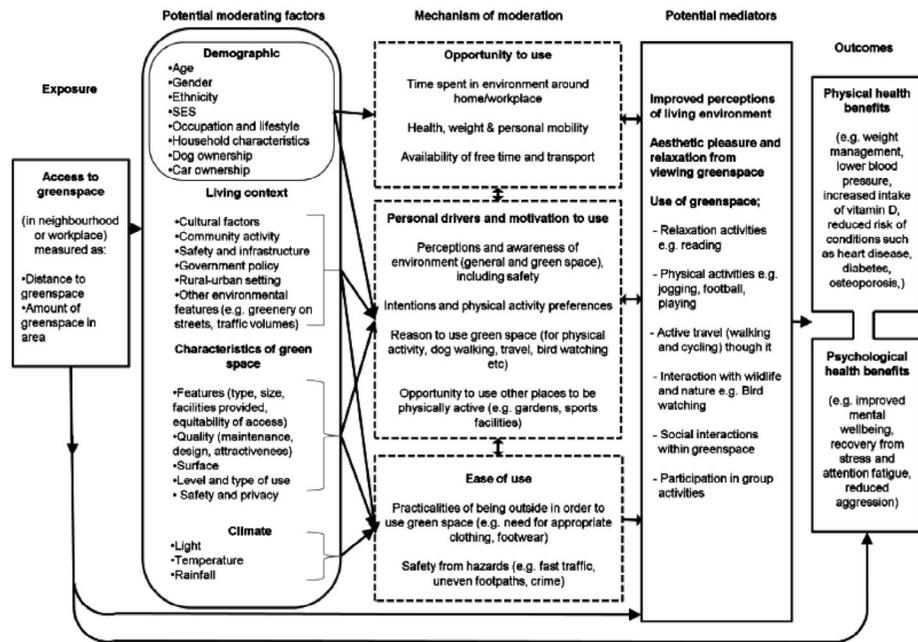
2. Concept and measurement of health

In 1948 World Health Organization defined health as "Health is, therefore, seen as a resource for everyday life, not the objective of living. Therefore, health promotion is not just the responsibility of the health sector, but goes beyond healthy life-styles to well-being" (WHO, 1986). Regarding the assessment of health, Ware (1988) proposed "The Medical Outcome Study (MOS) 36-item short form general health survey measures, SF-36" Ware (1988) including physical functioning (PF), role limitations due to physical problems (RP), bodily pain (BP), general health (GH), vitality (VT), social functioning (SF), role limitations due to emotional problems (RE) and mental health (MH). The first four dimensions are measurement of physical health, and the last four dimensions are measurement of mental health. A higher score suggests a sounder health condition. Because SF-36 is a complete measurement tool, it was used as reference and was revised to measure physical and mental conditions in this study.

3. The relationship between greenspace and health: causal, moderator, and mediator

Lachowycz & Jones (2011) systematically reviewed fifty studies about the relationship between accessing greenspace and health, and the results were not consistent, showing positive correlation, low correlation, no correlation and even negative correlation in some studies. They also mentioned that many researches were based on loosely defined theories and seldom considered the measurement of the path of cause and effect. However, the premise of discourse of greenspace' influence to health is "getting close to and use it," and it would be based on the premise to presume green space's positive effect to health. If the relationship between the both is not established, it cannot be simplified to direct cause-and-effect relation; instead, there might be other potential factors that interference such relation. In addressing on such reflection, Lachowycz & Jones (2013) proposed a social-ecological framework of the relationship between greenspace and health (Figure 1) in which the relationship between greenspace and health was influenced by potential mediator and moderator. The influence of behaviors of using greenspace to physical health is therefore not in single linear path.

Figure 1. The social and ecological framework of relationship between accessing greenspace and health



4. Theory of planned behavior

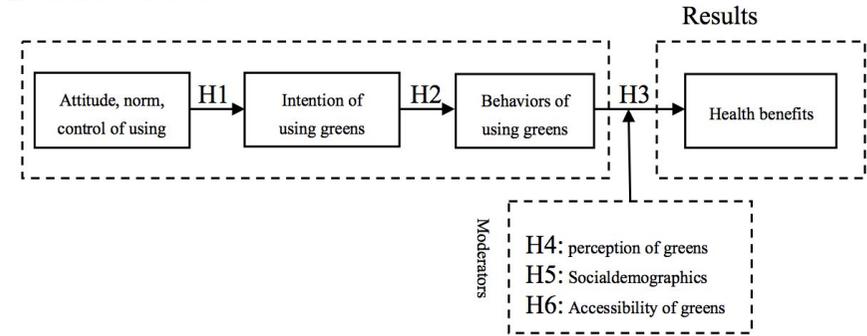
Social psychologist Ajzen (1985) proposed theory of planned behavior. He considered that the intention of behavior would be influenced by attitude and subjective regulation, and intention of behavior would further influence behaviors (Ajzen & Manstead, 2007; Downs & Hausenblas, 2005). Planned behavior has been proved to effectively explain decisive factors of human behaviors related to health (for instance, leisure sports or losing weight). We considered that the social-ecological framework of correlation between accessing greenspace and health was typical application and presentation of theory of planned behavior; therefore, planned behavior was adopted to reflect social-ecological framework to study the relationship between behaviors of using greenspace and health.

Methodology

1. Research framework

This research firstly adapted planned behavior theory to explore the relationship between behaviors of using greenspace and health and then added related moderators based on social-ecological framework of Lachowyc & Jones (2013) to understand whether moderators would further influence the relationship between behaviors of using greenspace and health. SEM was applied to establish theoretical model of this research and examine each hypothesis. Hypothesis was proposed based on Figure 2:

Figure 2. Research Framework



- H1: Attitude, norm, and control of using greenspace would significantly influence intention of using greenspace
- H2: Intention of using greenspace would significantly influence behaviors of using greenspace
- H3: Behaviors of using greenspace would significantly influence health benefit
- H4: Effect of perception of greenspace has moderate effect on health benefit in behavior of using greenspace
- H5: Sociodemographic have moderate effect on health in behavior of using greenspace
- H6: Accessibility of greenspace has moderate effect on health in behavior of using greenspace

2. Participants and areas of the research

Stratified sampling method was applied in this research. Taipei City was divided into Taipei area I which is primary mountain side area and Taipei area II which is primary the old downtown area. Participants selected were fifth and sixth grade primary school students.

Results

1. Descriptive analysis of samples' background data

Total amount of 1,280 questionnaires were issued from April 9th, 2015 to October 15th, 2015, and 1,132 valid questionnaires were collected (730 for Taipei area I, 402 for Taipei area II), with an 88% of rate of return. In the survey, 549 were male participants (48.5%) and 583 were female (51.5%), 678 people (59.9%) were fifth grade students and 454 people (40.1%) are sixth grade students. For vision statue, 720 (63.6%) children has myopia, 412 (36.4%) children were non-myopia. For skin allergy, 340 (30%) children have skin allergy, 792 (70%) children do not have skin allergy.

2. Descriptive analysis of each variable

1. Behaviors of personal participation in sports
Sport participation is classified into frequent participation (701 people, 61.9 %) and non-frequent participation (431 people, 38.1%).
2. Attitude and intention of greenspace usage behavior
Attitude and intention of greenspace usage were measured with Likert Five Point Scale. Attitude of greenspace included belief (average 4.3), regulated belief (average 4.25) and controlled belief (average 3.7). The average of intention of using greenspace was 4.33. Students' attitude and intention of using greenspace are relatively high.
3. Behaviors of using greenspace
Students' behaviors of using greenspace included using greenspace once a week (201 people, 18.5%), twice a week (290 people, 25.6%), three times a week (252 people, 22.3%), four times a week (78 people, 6.9%), five times a week (164 people, 14.5%), six times a week (41 people, 3.6%) and seven times a week (97 people, 8.6%). The duration of time spend in greenspace, included one to five minutes (159 people, 14.0%), six to ten minutes (183 people, 16.2%), eleven to twenty minutes (188 people, 16.6%), twenty one to thirty minutes (237 people, 20.9%), and more than thirty one

- minutes (365 people, 32.2%).
4. Health benefit
Health effect was calculated individually. Higher score means better health condition, including physical health (average 82.3%) and mental health (76.4%) showing majority of students are in good physical and mental conditions.
5. Perception of greenspace
Effect of perception of greenspace included environmental features (average 3.85), environmental condition (average 3.99), environmental accessibility (average 3.95), environmental aesthetic (average 3.84), and environmental safety (average 3.54).
6. Accessibility of greenspace
Accessibility of greenspace was based on the total area of greenspace and walking distance to greenspace. It was analyzed by K mean of clusters and results were classified into high accessibility (602 people, 46.8%) and low accessibility (530 people, 53.2%).

3. Using planned behavior to explore relationship between behaviors of using greenspace and health

The models to measure the behavior, intention and health effect of using greenspace were established through confirmative factor analysis. SEM structure model was developed after each theoretical model has a good validity. Table 1 shows that each indicator has reached goodness of fit in the hypothesized model. Figure 3 shows that attitude of behavior of using greenspace would significantly and positively affect behavioral intention, behavioral intention would have significant positive influence behaviors on greenspace usage, and behaviors of using greenspace also have significant positive influence on health outcome.

Table 1. Goodness of Fit of SEM

	χ^2/df	GFI	AGFI	RMSEA	NFI	RFI	IFI	CFI	PGFI	PNFI
SEM structure	8.138	.951	.922	.079	.948	.932	.954	.954	.605	.724
Suggestion value	1~5	>.9	>.9	<.1	>.9	>.9	>.9	>.9	>.5	>.5

Note: Grey shading shows values which do not reach suggestion value

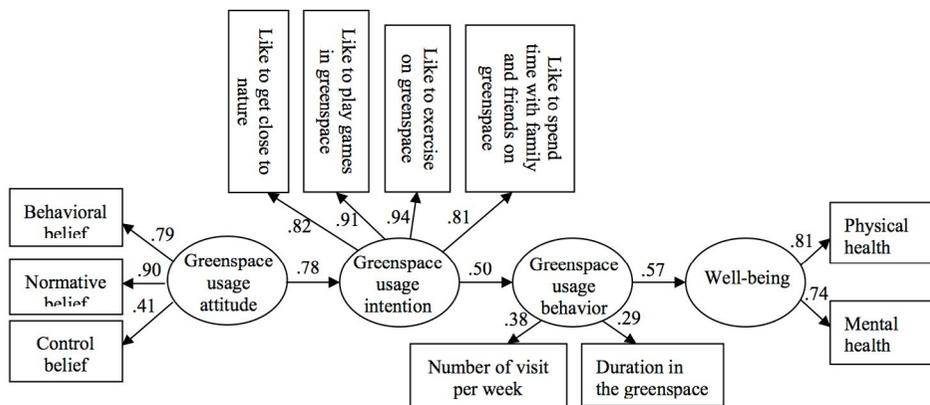


Figure 3. Structural Model

Note: p value of each path coefficient reaches significant level <.000

4. The influence of moderators to health in behaviors of using greenspace

To further examine if the structural models would be intervened by moderators, a suggestion by Keil, Tan, Wei, & Saarinen (2000) was adopted to use t test to test the difference of path coefficient.

5. Effect of perception of greenspace

Analysis of K mean was applied to divide effect of perception of greenspace into low score group (364 people) and high score group (768 people). The result shows that children with high effect of perception of greenspace is significantly higher than low score group in their greenspace usage behavior to the influence of effect health (standardized path coefficient .551>.395, p<.000).

6. Sociodemographics

Sociodemographics of this research included gender, vision status (myopia), skin allergy and frequency of sport participation. On the influence of health effect of participants' behaviors of using greenspace, the results show that male participants have significantly higher effect than female (standardized path coefficient .672>.439, p<.000), non-myopia participants have significantly higher effect than myopia participants (standardized path coefficient .637>.535, p<.000), non-skin-allergy participants have significantly higher effect than skin-allergy participants (standardized path coefficient .637>.477, p<.000), and frequent-sport-participating children have significantly higher effect than seldom-sport-participating children (standardized path coefficient .591>.518, p<.000).

7. Accessibility of greenspace

Accessibility of greenspace is classified into high accessibility and low accessibility. The result shows the influence of health effect of low accessibility is significantly higher than high accessibilities (standardized path coefficient .698>.463, p<.000).

Discussion

This research used theory of planned behavior to examine the framework of social-ecological theory (Lachowycz & Jones, 2013), and the results show the behavior of greenspace usage of primary school students would influence their behavioral intention. Behavioral intention would significantly influence behaviors of using greenspace, and behaviors of using greenspace would also significantly and positively influence health effect. If primary school children have positive attitude of using greenspace, it would enhance their intention to use greenspace and promote greenspace using behavior, and furthermore gaining health benefits. We found the degree of behavioral intention of using greenspace in the following order: normative belief, behavioral belief, and controlled belief, suggesting that parents are the main companions for children in greenspace, and they have the greatest influence of behavioral intention to children. Moreover, students' recognition and identification of greenspace could also promote them to produce intention to use it, while promoting or obstructing factors could also influence their intention. On the contrary, the explanatory power of influence on behavioral intention to greenspace usage behaviors slightly decreased. It suggested that usage behaviors were controlled by not only personal intention but also partly influenced by non-intentional factors. For health effect, greenspace usage behavior has more advantages on physical health than mental health.

By adding moderators to understand if there were other factors that would influence the relationship between greenspace and health, the results showed students with higher greenspace perception have significantly higher influence on health compare to students with lower perception of greenspace. Regarding social and economic backgrounds, health benefit on males was significantly higher than female; this might be because male students might have higher sports participation than female students. The influence of health effect on greenspace usage behaviors of non-myopia participants was significantly higher than myopia participants, and also significantly higher for non-skin-allergy participants than skin-allergy participants. It could be regarded that participants with better health condition could gain higher health benefits. For sport participation frequency, participants with high sport participation frequency have significantly higher health benefits than low sport participants, indicating frequent sport activities could have health benefits. Also low accessibility to greenspace has significantly higher health effect than high accessibility, since it would take longer to arrive to greenspace

also increase the strength and time of exercise and increase the health effect.

Suggestions:

1. Microscopic perspective: accessing greenspace and development of health
 1. The development of attitude of behaviors of using greenspace
Developing positive attitude toward greenspace usage behavior can increase greenspace usage, and students' normative and behavioral belief also have great influence on the usage behavior. Family and parents are the important key to encourage children to develop positive attitude and recognition toward greenspace, and to help students to develop positive recreation and sports habits to increase their usage of greenspace.
 2. The study of factors that influence behaviors of using greenspace
This research has confirmed that the relationship between behaviors of using greenspace and health would be intervened by other factors, and controlled belief was also an important factor that influenced intention and further influenced behaviors of usage. Future studies could include other individual controlling factors (such as life style or attitude of leisure) or non-intentional factors (obstruction of leisure) to study factors that might influence behaviors of usage.
 3. Develop habit of using greenspace
Policies can be established to promote schools to encourage students to walk or play in greenspaces, and regulating the service range and location of parks and greenspace to increase children's exposure to greenspace. People with poor health condition should be encouraged to go to greenspace and practice sufficient outdoor leisure activities to improve their physical condition and health.
2. Macroscopic perspective: healthy life and city planning
 1. Human centered city planning
Urbanization has reached 78% in Taiwan, with a highly concentrated population and busy life style. This research provided theoretical discourse and confirmation of such discourse regarding the relationship between park/greenspace and health. City planning is not only to allocate and design of city spaces; it should be taken human as the center to emphasize on the life style of human-environment interaction, creating a "supportive environments" of healthy city.
 2. Bottom-up practice of green city
The concept of "sustainability" and "green" has become a tendency of city development for the 21st century. This research emphasized on observation and experience of people's daily life to practically understand opportunities and limitations, environmental perception and effect of activities of greenspace users. The connection between people and greenspace is a reference to green city, and the bottom-up practice could demonstrate people's capability of health and rights of self-determination. The process can encourage active participation of people, to promote health, to build healthy communities, and to promote national scale public policies to creating a healthy city and schools for the public.

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Environmental Governance and Development of Sustainable Tourism

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Abstract

International Union for Conservation of Nature (IUCN) definition of protected areas is: the sea or land which is protected by laws or other efficient management methods for preserving and maintaining its biodiversity or related culture resources. The ocean is always the essential source for living to Penghu Islands; it also develops the unique historical culture. The rich resources in the ocean make the fishing industry become Penghu Islands' economic arteries. Nevertheless, the resources of fishing industry have been decreasing since early 90s due to plenty of reasons. This phenomenon has changed the industry and demographic structure as well. Because of the issue of ocean resources sharply cut back and the trend of international conservation, Penghu County protected areas are mostly for protecting the island habitat. After, the restrictions for sea area are brought in into the marine protected areas concept, such as, restriction of fish body length for fishing, restriction of fishing gears and fishing methods, and restriction of fishing season. The local community rights and interests must be considered as well when it comes to the delimitation and management of protected areas, to make the best result.

Since offshore island is small and with weak ecosystem, the conservation thing is especially important to it. The disappearance of wetlands means the extinction of habitat to ecology and the cut off of the future for a valued environmental education to human beings. Hence, this research studied the conservation management plan for the national Chingluo wetland in Penghu. With the conservation experiences from nature reserve, using Analytic Hierarchy Process (AHP) to see if it is workable to apply the existing nonconsumptive ecotourism in order to increase local residence revenue and build a new management pattern. Operating the industry by methods which meet the ecological principles, archiving the goal of conservation, and proposing specific supporting measures related to wetland neighboring community engagement, to create the sustainable and competitive operation patterns and development strategies for important island wetlands related leisure, conservation and fisheries and farmers associations.

Keywords: Environmental governance, Wetland, Penghu, Sustainability, Ecotourism.

Introduction

Research Background and Motivation

Taiwan is surrounded by the ocean. The features of environment create different kinds of wetlands, which are the important assets for Taiwan (Chiau, Wen-Yan, 1999). Wetland, forest, and ocean are three important global ecosystems. Furthermore, wetland has high productivity; it produces diverse animals and plants and it is also closely related to human living environment. Wetlands are known as "the kidney of the earth" because it has the functions of decomposition of organic matter, toxic substances cleaning, water purification. Besides, it also breeds diverse animals and plants. In addition, abundant food chain, living, resting, and breeding place for living things, all these advantages also make wetlands be known as the living things supermarket. What's more, water conservation, water purification, flood control and storage, and climate regulation are all functions of wetlands. Two thirds of the fish catch are from wetlands all over the world, which means wetlands have high socio-economic value.

However, as the rapid economic and social development, population growth, climate change, and people used to see wetlands as marshy lands, wetland are destroyed and used in an inappropriate way. As a result,

the functions and resources of wetlands become less. It has great impact on wetlands conservation and sustainable development. Taiwanese Wetland Conservation Act is carried out on World Wetlands Day, 2nd February 2015. Taiwan is an island country, and there are lots of coast and inland wetlands. Therefore, it is especially important to understand about conservation and wise use, and also how to stable the ecology, maintain the biodiversity, and ensure crops and fishery supply.

Since off island is small and with weak ecosystem, the conservation work is especially important to it. The disappearance of wetlands means the extinction of habitat to ecology and the cut off of the future for a valued environmental education to human beings. Penghu Chingluo Wetland has vast territory, which is the biggest mangrove conservation area in Penghu. Moreover, it is also an important habitat and breeding place for birds, such as terns. This wetland is full of rich nature and human ecology resources. Hence, the Chingluo Wetland is the research object. Different evaluating aspects on planning of conservation and wise use will be investigated and discussed in this research.

Research Purpose

Regarding to the research background and motivation above, the research purposes are as below:

1. to know experts' opinions about Chingluo Wetland conservation work
2. to build a conservation and wise use hierarchy for Chingluo Wetland by using Analytic Hierarchy Process
3. to provide decision makers with the information of Chingluo Wetland conservation and sustainable management
4. to provide direction and advice for future researchers

Literature Review

The Meaning of Wetland and Wise Use

Wetland, forest, and ocean are three important global ecosystems. Wetland has high productivity; it produces diverse animals and plants and it is also closely related to human living environment. Wetlands have many functions in many aspects. Nonetheless, people are used to have misunderstanding about wetlands. Some people think it is useless and just a mosquito breeding ground. This kind of incorrect thoughts makes wetlands have disappeared largely. Due to the multifunction of wetlands, people around the world started to take it more serious.

There are different opinions and definitions about wetlands all over the world, and the most well-known and adopted one is Ramsar Convention (1971). As defined by the Convention, wetlands include a wide variety of habitats such as marshes, peatlands, floodplains, rivers and lakes, and coastal areas such as saltmarshes, mangroves, and seagrass beds, but also coral reefs and other marine areas no deeper than six meters at low tide, as well as human-made wetlands such as waste-water treatment ponds and reservoirs.

There wasn't any precise definition about wetlands in Taiwan before. However, when the Wetland Conservation Act was carried out on 2nd February 2015, the definition was also made as below: referring to areas of natural or artificial, permanent or temporary, still or flowing, freshwater, saltwater or semi-saltwater marsh, lagoon, peat land, tidal zone, water, including areas of marine water the depth of which at lowest tide does not exceed six meters. It takes wise use as principle to implement conservation and sustainable management from the bottom to the top. Moreover, its definition about wise use refers to a timely, fittingly, moderately and adequately sustainable utilization of the biological resources, water resources and land resources that is achieved in a compatible approach within the wetland ecological capacity to maintain the quality and quantity of wetland resources in a stable condition.

In a bid to maintain a sound and stable ecosystem for promoting a sustainable development of the overall environment and for strengthening the wetland conservation and restoration, government agencies of all levels and members of the general public shall make adequate management and wise use of the natural resources and ecological functions of wetlands to ensure a no net loss of the wetland. The principles governing the conservation and wise use are as follows:

1. Natural wetlands shall be protected with priority, and the water resource system also maintained.
2. Enhance the conservation of the wetland's plant and animal resources.
3. Wetlands offering ecological network significance and its peripheral environment and landscape shall be adequately and comprehensively planned and maintained.
4. In coordination with wetland restoration, flood prevention, flood retention, water quality purification, water resource conservation and utilization, landscape and recreation, an overall planning shall be promoted for the wetland system. If necessary, constructed wetlands may be created in proper areas by suitable means.

Wetlands Function and Value

People used to see wetlands as marshy lands with no value, and ignore the importance. In fact, wetlands have great values on ecology, environment, society, and economy. They are also honored as “the kidney of the earth” and “the living things supermarket”. Two thirds of the fish catch are from wetlands all over the world, which means wetlands have high socio-economic value. Around 18% of the earth is wetlands, and it creates 25% productivity. Beside, 90% of fishing catch in the world is from wetlands. (Hansson et al., 2005)

Wetland not only is good to the environment but also makes great contribution to the changes of social pattern and natural ecosystems.

- 1.flood regulating, 2.water supply, 3.groundwater replenishment, 4.groundwater and seawater intrusion prevention, 5.coast protection, 6.nutrients retention, 7.accretion conservation, 8.toxins clearing, 9.energy producing, 10.natural resources producing, 11.water transportation, 12.gene pool, 13.habitats and wildlife animal conservation, 14.natural landscapes, 15.research institutions, 16.tourism, 17.regional ecosystem regulating

Wetlands' functions can be divided into three categories.

(A)Direct and indirect benefits to human beings:

- 1.natural resources producing, 2.coast protection, 3.flood regulation, 4.groundwater replenishment, 5.water supply, 6.groundwater and seawater intrusion prevention, 7.water transportation, 8.energy producing, 9.climate adjusting, 10.recreational tourism

(B)Natural ecosystem conservation:

- 1.nutrient retention, 2.accretion conservation, 3.toxin clearing, 4.habitats and wildlife animal conservation

(C)Potential values: 1.gene pool, 2.research, 3.natural ecosystem education

Make wetland as a buffer zone and a rich resource asset by restoring and rebuilding with appropriate ecological engineering techniques.

Chingluo Wetland Brief Introduction and Environment Overview

There are 51 national wetlands in Taiwan and Chingluo Wetland is one of them. The range of Chingluo Wetland is from east, Peng highway 13, to west, Hongluo Fishery Harbor's east side. Chingluo Fishery Harbor and agglomerated settlement are not included in it. Furthermore, the range is also from north, Chingluo sandspit 6 meters away sea area, to south, Hongluo fish farm. The total area is around 250 hectares big.



Figure 1. The range of Chingluo Wetland

Population Overview

There are Chingluo Village, Baikeng Village, Hongluo Village, and Sisi Village around Chingluo Wetland currently. According to Hushi Township Household Registration Office's population statistics on January 2016, there are 830 households in these four villages, which are 2122 people in total. 1162 of them are male and 960 of them are female, which is in a good balance. The population density around Chingluo Wetland is low, so the wetland environment is not easy to be damaged.

Industry Patterns

1. Agriculture

Farmlands of each village are located on both sides of Peng highway 13. The main crops are peanuts, sweet potatoes, cabbages and green onions. Besides, they are mainly for personal use instead of for the market. Also, the cultivated area is not big, so the use of pesticide and fertilizer is still under control. Hence, it has not caused great influence to the wetland yet.

2. Fishery

The residents mainly rely on inshore fishing. Large fishing vessels can hardly be seen around Chingluo Wetland. Instead, there are mostly sampans in Chingluo and Hongluo fishery harbors. The number of boats in Chingluo Wetland is under CT0 (under 5 tons).

Many residents rely on intertidal zone for livings. They indicate that there were abundant living marine resources. When it was ebb tide, people could catch conches and go fishing. However, all the living marine resources have been reducing because of the environmental changes. Hence, how to prevent it from keeping happening becomes an important topic.

3. Others

The B&Bs in Chingluo Village are far away from the wetland. Hence, it has not caused any problem so far. In addition, there is a new farm in Hongluo; another new one in Baikeng Village which is 1.5 hectares big. In the Baikeng Village farm, there are abalone, laver, lobster, oyster, grape algae, grouper, horseshoe crab, sand snapper, and so on. Besides cultivation, the person in charge here also set an area for ecosystem experience.

Artificial Scenery

There are many special buildings around Chingluo Wetland, such as Hushi Zhaori Shell Button Factory, Hongluo Brick Factory, Yang Ming Stone Tower, and temples. Besides, there are also stone traps (Coral Fishery) in Penghu, and four of them are inside Chingluo Wetland, which belong to different owners. Two of them are in good condition while the other two in inner and outer harbors are partly broken.

Water Resources System

The freshwater in Chingluo Wetland is mainly from surface runoff. One is from the well of south side Yuandayung shrimp farm, and the other one is from north side Taiwu Mountain. There are 5 domestic sewage discharge points around Chingluo Wetland. 1 of the Chingluo drains and 2 of the Hongluo drains are the most related to Chingluo Wetland.

Natural Environment Summary

Penghu is surrounded by the ocean, so the strong monsoon is one of the most well-known features. In summer, it is south-west monsoon; in winter, it is mostly north-east monsoon. Typhoons in summer and monsoon in winter always cause serious damage to Penghu's farm crops and woods.

The weather in Penghu is windy and dry. The rainy season here is between June and August. Mangrove grows in wetlands and it is not lack of water. Hence, the weather type in Penghu doesn't cause much impact on it. The ocean temperature is gradually going up. In the past 60 years, the ocean temperature nearby Taiwan has increased 2 degree Celsius. The influence on wetlands can be observed in a long term.

The Crisis Chingluo Wetland Is Facing Now

Wetlands are important assets to Taiwan. However, they are rapidly disappearing due to population increasing and fast economy growth. People were lack of knowledge and conservation concept before, so this caused great impacts on wetlands ecosystem as well. In the recent years, there are plenty of wetlands have been used to develop residential districts, industrial districts, fishery farms and so on. Furthermore, a lot of domestic sewage and industrial waste are discharged into the ocean through wetlands. All these factors have brought terrible influences to wetlands, like telluric wetlands, seawater intrusion, wetland ecosystem balance destroy, biodiversity reduction, etc. The functions and values of wetlands are important to human beings, and they directly impact our descendants' well-beings. Hence, how to conserve the current wetlands, how to remediate the damaged wetlands, and how to wisely use the wetlands without destroying them become an important lesson.

Research Methods

Research Structure

The evaluating factors for Chingluo Wetland conservation and wise use are obtained through the research literature reviews. There are three levels and three different aspects for evaluating. The first level is to know workable plans for Chingluo Wetland conservation and wise use. In the second level, three different aspects for evaluating are set, which are economic, social, and environmental. The workable plans for conservation and wise use are analyzed from these three aspects. In the last level, there are 14 different factors under the three different aspects.

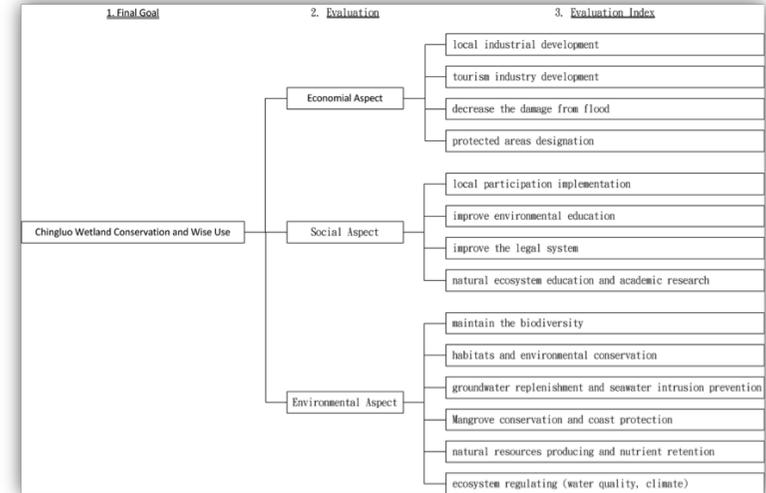


Figure 2. Analytic Hierarchy Process (AHP) structure

The Meaning of Decision Making Factors for Chingluo Wetland Conservation and Wise Use

Economic, Social, and Environmental

The main purpose of this research is to investigate the workable plans for Chingluo Wetland conservation and wise use. Conservation and wise use should be combined with sustainable development, local industry, social culture, and wetland ecosystem. Sustainable development is to ensure that people are using the ecosystem resources and nature environment without destroying them. Herremans and Reid in 2002 proposed the theory about sustainable. They indicate that economy, society and environment have influences on each other and make a balancing development. Hence, economic, social and environmental aspects are adopted for this research.

Economic Aspect

1. Local Industry Development: The protected areas designation and management have directly (good or bad) impacts on the residents who live nearby the wetland. The local industry development has huge impacts on local's economy. Therefore, despite of wetland's nature environmental conditions, the local industry development should also be considered to reach sustainable development and maintain or increase residents' economic sources.
2. Tourism Industry Development: Lately, Taiwanese people are more focusing on their leisure time activities. Off islands have rich unique natural ecosystem resources and natural landscapes, so they can be good places for people to enjoy their holidays in. The tourism industry has only little impact on wetland environment. As long as people are not trying to destroy it and manage it in appropriate methods, they can make economic benefits while keep sustainable management going.
3. Decrease the Damage from Flood: Wetland has disaster prevention function. It can be used as a reservoir, a flood discharge, and also a flood detention area. Wetland can also store the water, lower flood peak impacts, decrease flood and soil erosion. Hence, it keeps the residents nearby safe and protects them from the financial loss caused by flood.
4. Protected Area Designation: If there is no regulation on the usage of natural resources, it is easy for people to destroy the natural resources or over use them. Hence, for the long term benefits, people should

pay attention to conservation, restoration, and sustainable development. By appropriate protected area designation, wetlands' natural ecosystem and environment are well protected as well. Protected areas can help with conservation, species restoration, and biodiversity. It also controls the situation of over development and pollution. Developing wetlands without destroying them will make higher values.

Social Aspect

1. Local Participation Implementation: Many people are lack of wetlands acknowledge and conservation concept. Hence they feel unwilling to know more about it and feel it has nothing to do with them. In order to let people accept and implement conservation, restoration and sustainable development while decrease the conflicts between government and local residents, people should carry out the from bottom to the top's pattern and improve local participation implementation.
2. Improve Environmental Education: Wetlands have many important functions. However, anthropogenic pollution and environment problems lead to natural resources decrease, value functions decrease, wetland environment deterioration and pollution. Improving environmental education helps people to realize the importance of wetlands. Therefore, they will be able to treat and protect wetlands in proper ways.
3. Improve the Legal System: When it comes to the wetland confine, people need to invoke legal provisions and divide authority and responsibility. While people are doing those works, they notice the existing legal regime for wetlands conservation and wise use needs to be improved. People must avoid sectionalism and must have regulations to better wetland conservation management.
4. Natural Ecosystem Education and Academic Research: There are rich natural landscapes and ecosystem resources in off islands. Therefore, they become perfect places for holidays and also for education and research purpose. By letting people experience ecosystem in person helps them directly know more about Chingluo Wetland's environment and living things species. Hence, it is helpful for wetland protection, conservation, restoration, and sustainable development. Moreover, it produces great value for science studies.

Environmental Aspect:

1. Maintain the Biodiversity: There are many different kinds of animals, plants, and algae, which forms a vast food chain and a biodiversity value. Wetlands provide places for living things to live, rest, and breed, so they are also called "living things supermarket." Wetland environments are important to threatened and endangered species. There are 40% of threatened or endangered species need wetlands for surviving. Hence, it is proved the necessity of wetlands to living things (Barten, 1983; Catallo, 1993; Williams, 1996). Wetlands are closely bound up with human beings' lives. Besides safety factors, biodiversity is also essential to our food, medicine, living, and so on.
2. Habitats and Environmental Conservation: The main reason for the decrease of living things is the damage of habitats. Once habitats are destroyed, it is hard to get it back to the original status. This is different from the consuming of manpower, resources, and time from over gathering, hunting.
3. Groundwater Replenishment and Seawater Intrusion Prevention: Wetland is one of the water sources for groundwater replenishment. It can regulate floods and replenish the groundwater. Moreover, wetland can effectively help with prevention of seawater intrusion. If there is no wetland to replenish the groundwater, seawater can rapidly flow into groundwater horizon and lead to the salification of groundwater and soil.
4. Mangrove Conservation and Coast Protection: Mangrove is an ecosystem with high sensitivity, high productivity, high decomposability, and high biodiversity. The unique environmental features of mangrove let it be able to protect coast erosion from waves. Furthermore, mangrove can lower the damage to land plants from the salinity caused by strong wind and sea wind.
5. Natural Resources Producing and Nutrient Retention: Wetland is one of the most important habitats for living things. It has organic detritus formed from fallen leaves of mangrove plants. This provides fish, shrimps, crabs and shellfish with nutrients. Two thirds of the fish catch are from wetlands all over the world, which means wetlands have high socio-economic value. Moreover, the rich amount of fish, shrimp, crab, and shellfish is the main food for birds, which means it creates a unique and complete ecosystem.
6. Ecosystem Regulating (Water Quality, Climate) : Wetland is the buffer zone between lands and the

ocean. Decomposition of organic matter, toxic substances cleaning, water purification is also the function of wetlands. Hence, they are also known as the kidney of the earth. Wetland can also purify the dust and fungus in the air. In addition, it can balance carbon dioxide, nitrogen, and sulfide; which means it has great impacts on carbon cycle, nitrogen cycle, and sulfur cycle. Moreover, wetland has the function of carbon storage as well. The wetland area is under 9% on earth, but it creates up to 13 trillion US dollars value annually. Wetland and rain forest ecosystem are both considered as Carbon Credit in the world (Zedler and Kercher, 2005).

Analytic Hierarchy Process (AHP)

Analytic Hierarchy Process (AHP) is a multiple target decision making method developed by Dr. Thomas L. Saaty from University of Pittsburgh. It is applied on uncertain situations or multiple assessment criterion decision making. AHP has layered structure and matrix concept. Through layered structure concept, the factors that affect the problem are divided into many aspects. From those aspects, another layer of different aspects are developed under each of them. Hence, the hierarchy is built. After that, the matrix concept is adopted to assess the weight of each assessment criterion. The result will be quantified, and be used for decision making.

There are three main layers included in AHP: Final target, decision criteria (evaluating aspect), and workable plans. First of all, the problem that needs to be assessed has to be confirmed. Next, evaluate from the top to the bottom of the hierarchy. Once the savant has evaluated the influent factors, the layered structure can be built and the matrix can be done as well. After, compare the relative importance of different factors at the same layer – two facts at a time. There are five scales in the measurement scale. The weight of each factor can be counted by the measurement scale. The higher weight a factor gets the more acceptable it is. In addition, the consistency of the AHP must be checked – the answers from the questionnaire respondents have to be coherent. Hence, the result becomes workable plan information for decision makers (Saaty 1980).

Questionnaire Respondents and Methods

The research object is Penghu Chingluo Wetland. It's quite complex to evaluate the planning of wetlands, so Analytic Hierarchy Process (AHP) method is adopted for this research. Simplify and systematization the problem, and quantify the importance of each option, to build a conservation and wise use development pattern for Chingluo Wetland. Hence, it provides decision makers appropriate plans, and it also can be the reference for researches.

AHP is an expert interview method. In this research, it defines the expert as – researchers who have understanding and interest in Chingluo Wetland, researchers, environmental groups, village head, local community members, government, and industry members. 23 questionnaires are distributed by personally visit (visit in person) in coordination with mails and emails. After the questionnaires are returned, Expert Choice analysis tool is adopted. The importance of each Chingluo Wetland conservation and wise use factor is analyzed by the results of the questionnaires.

Results and Discussion

23 AHP expert questionnaires are distributed, 19 of them are returned (83%) (Table 1).

Table1. Expert Questionnaire Basic Information

Gender	No.	Main Area	No.
Male	14	Environmental Education	1
Female	5	Natural Ecosystem	8
Age	No.	Others	No.
Under 30	3	Acknowledge level to wetlands	No.
31~40	2	Under 20%	2
41~50	8	20%~40%	3
51~60	4	40~60%	10
61~70	2	60%~80%	3
Occupations	No.	80%~100%	No.
Scholars or Researchers	5	Participation in Wetlands Research Work	No.
Environmental Groups	2	Ever	11
Village Head or Local Community Members	4	Never	8
Government	2		
Industry Members	6		

After the questionnaires are returned, Expert Choice analysis tool is adopted to count the weight and consistency of each aspects and factors. The overall inconsistency (C.I.) of all aspects is under 0.1; the whole layer C.I. = 0.0055, economic aspect C.I. = 0.00281, social aspect C.I. = 0.00204, and environmental aspect C.I. = 0.00491. As for the consistency ratio (C.R.), they are all under 0.1. The whole layer C.R. = 0.0035, economic aspect C.R. = 0.003, social aspect C.R. = 0.003, and environmental aspect C.R. = 0.004. It indicates that the layer structure's consistency is measured up to standard, and weight assigned value is acceptable. The consistency of this research is reliable.

The assessment result in Table 2 shows that environmental aspect (63.0%) > economic aspect (20.4%) > social aspect (16.6%), which is based on their relative weights. It also indicates that experts believe environmental aspect brings large impacts on Chingluo Wetland's conservation and wise use, and much more important than economic and social aspects. The weight of environmental aspect is over 60%. Even though economic and social aspects are relatively less important to Chingluo Wetland's conservation and wise use, it is still necessary to evaluate these two aspects when it comes to sustainable management.

There are 14 index factors in the third layer. Among the whole layer, the top three of them are "habitats and environmental conservation," "maintain the biodiversity," and "ecosystem regulating (water quality, climate)." The weight of them are 15.2%, 12.0%, and 11.2%.

There are 4 index factors under economic aspect. From the highest to the lowest weight are protected areas designation (0.443) > decrease the damage from flood (0.210) > local industrial development (0.201) > tourism industry development (0.145). It is obvious that protected areas designation attaches more importance than the other three factors. This implies that experts believe the designation of protected areas is the most important index factor under economic aspect. With reasonable designation of protected areas for Chingluo Wetland, it helps to protect wetland's ecosystem and environment. Additionally, appropriate development of wetland can make higher values.

There are 4 index factors under social aspect. From the highest to the lowest weight are environmental

education improvement (0.328) > local participation implementation (0.263) > research purposes (0.258) > improve the legal system (0.151). This indicates that experts believe environmental education improvement is the most important index factor among these four. Improving environmental education helps people to realize the importance of wetlands. Hence, they will be able to treat and protect wetlands in proper ways.

There are 6 index factors under environmental aspect. From the highest to the lowest weight are habitats and environmental conservation (0.240) > maintain the biodiversity (0.190) > ecosystem regulating (0.178) > natural resources producing (0.147) > coast protection (0.135) > groundwater replenishment (0.110). It shows that experts believe habitats and environmental conservation is the most important index factor among all those factors under environmental aspect. Once habitats are destroyed, it is hard to get it back to the original status. If habitats are protected well, all other functions will always be there.

Table 2. The assessment result from AHP

Perspective Name	Perspective Weight	Index Name	Index Weight	Index Order	Hierarchy Weight	Hierarchy Order
Economical Aspect	0.204	local industrial development	0.201	3	0.041	12
		tourism industry development	0.145	4	0.030	13
		decrease the damage from flood	0.210	2	0.043	11
		protected areas designation	0.443	1	0.090	5
Social Aspect	0.166	local participation implementation	0.263	2	0.044	9
		improve environmental education	0.328	1	0.054	8
		improve the legal system	0.151	4	0.025	14
		natural ecosystem education and academic research	0.258	3	0.043	10
Environmental Aspect	0.630	maintain the biodiversity	0.190	2	0.120	2*
		habitats and environmental conservation	0.240	1	0.152	1*
		groundwater replenishment and seawater intrusion prevention	0.110	6	0.069	7
		Mangrove conservation and coast protection	0.135	5	0.085	6
		natural resources producing and nutrient retention	0.147	4	0.093	4
		ecosystem regulating (water quality, climate)	0.178	3	0.112	3*

In figure 3, it shows that factors of environmental aspect are more influence than those in the other two aspects. In the top 5 index, it's obvious that environmental aspect is more influential than others.

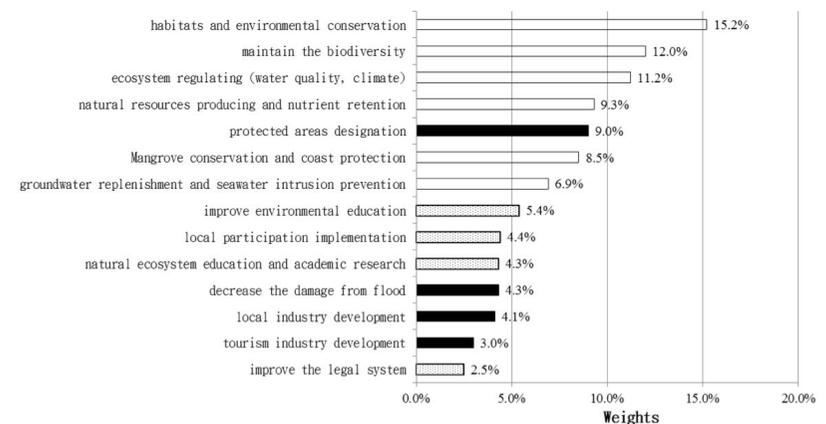


Figure 3. the perspective weight of each layer is shown in bar chart and in order. Black stands for economic aspect, dot stands for social aspect, and white stands for environmental aspect.

Conclusion and Recommendations

The main purpose of this research is to figure out the workable directions of Chingluo Wetland conservation and wise use. Wetland conservation and wise use are difficult and complex. Hence, wetlands sustainable management strategies cannot be decided by only few workable factors.

Research results can be the reference for Chingluo Wetland conservation, remediation, and sustainable management, to fulfill wise use. It is able to introduce new resources without destroying wetland environment or impacting residents' industry activities, for instance, to develop water activities, to keep the flexibility for development and use, to provide social environmental education, tourism, and to beautify the environment.

This research is focusing on Chingluo Wetland's conservation and wise use. Future researchers are suggested to study on all other aspects and details. Wetlands sustainable management is complex so lots of factors needed to be considered before any decision is made. In addition, there are different evaluating factors for different wetland environments. Hence, it is suggested to also investigate and discuss about other wetlands.

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Aspects Of Leisure Participation To Promote Inclusion

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Abstract

The purpose of this concept paper is to address leisure participation to promote inclusion. Leisure is perceived freedom and intrinsic motivation. It is the individual engaged and challenge to have individual experience, personal growth and enhanced well-being. Leisure can positively affect people is abundant. Positive leisure plays a significant part in the lives of all people. Leisure has been shown to have instrumental value as a means for people to experience personal growth and development, or in short, to flourish. Participation leisure activity is a fundamental human right and an important factor of quality of life. Leisure experiences and participation provide unique and valuable opportunities that may result in numerous physical, social, and psychological benefits, as well as enhance overall quality of life. Barrier preventing individuals with disabilities from full leisure participation can be divided into three major categories: (1) intrinsic barriers, which result from the individual's own limitations and may be associated with a physical, psychological, or cognitive disability; (2) environmental barriers, composed of the many external forces that impose limitations on the individual with disability; and (3) communication barriers, which block interaction between the individual and his or her social environment. In inclusive recreation program everyone, regardless of ability, participates together in the same programs. Adaptations, if needed, are provided so that the person with a disability is an equal participant. The concept of inclusion enables people the freedom to chosen programs and services based on their interests and to engage in activities with friends and family. Leisure provides opportunities for normalization, to be in an environment and engaged in activities that are as normal as possible for someone of given age, sex, or location. Leisure inclusion is physically, socially and administratively. Inclusive leisure experiences encourage and enhance opportunities for people of varying ability to participate and interact in life's activities together with dignity. They also provide an environment that promotes and fosters physical, social, and psychological inclusion of people with diverse experiences and skill level. Inclusion enhances individuals' potential for full and active participation in leisure activities and experiences. Steps make inclusive program and services for everyone including: (1) promoting inclusion through physical access; (2) promoting inclusion through programmatic access; (3) promoting inclusion through attitudinal access; (4) effective communication to facilitate inclusion; (5) using human resources to promote inclusion; and (6) committing to change and taking action. Moreover, strategies evaluate inclusion: (1) regularly communicate with the participant, family, and staff; and (2) make changes as needed supports, accommodations, environment, and program. In conclusion, leisure has been portrayed to be ideal conveyances to promote inclusion. Inclusion is most effective when support, assistance, and accommodations are provided. People are entitled to opportunities and services in the most inclusive settings.

Keywords: leisure participation, inclusion

Introduction

National Therapeutic Recreation Society (NRPA, 1999) is dedicated to the four inclusion concepts of:

1. Right or leisure (for all individuals).
2. Quality of life (enhancements through leisure experiences).
3. Support, assistance, and accommodations.
4. Barrier removal in all park, recreation, and leisure services.

The pursuit of leisure is a condition necessary for human dignity and well-being. Leisure is a part of healthy lifestyle and a productive life. Inclusion enhances individuals' potential for full and active participation in leisure activities and experiences. The benefits of this leisure participation (NRPA, 1999) may include:

1. Providing positive recreational experiences that contribute to the physical, mental, social, emotional, and spiritual growth and development of every individual.
2. Fostering peer and intergenerational relationships that allow one to share affection, support, companionship, and assistance.
3. Developing community support and encouraging attitudinal changes to reflect dignity, self-respect, and involvement within the community.

Leisure is freedom from time-consuming duties, responsibilities, or activities (Bricker, Dustin & Bricker, 2010). It is a dynamic concept that influenced by the social context of your life course. Leisure preferences can be very stable within the home environment. Individuals add and drop opportunities based upon the presence or absence of a partner, child, or occupation characteristics (obligation, commitments, and demands). Participation is primarily in experiences related to the home and individuals only leave the home based upon opportunities, or participation in leisure opportunities (Sigleton, 2013).

Leisure during 20th century has typically been discussed from three approaches: time, activity, and state of mind. In the 21st century, the approaches to and application of leisure are expended. The activities undertaken in leisure are generally associated with recreation and are pursued mainly for enjoyment or fun. Leisure is related primarily to use of free time, participation in recreation activities, and state of mind. The three typically perspectives of leisure- time, activity, state of mind – focus primarily on individuals and how they experience leisure (Henderson, 2010).

Opportunities for leisure are numerous. Thus action is needed by individuals as well as policy makers to communicate the personal, economic, social, and environmental potential of leisure and to ensure that people have a variety of opportunities for expression of leisure. Inclusive recreation (Hironaka-Juteau, & Crawford, 2010) is based on providing opportunities and choices for people from diverse groups to participate with their peers. Complete inclusion is achieved when a person is physically included in the space or environment and all of necessary adaptations, accommodations, and supports are place to allow social, cognitive, and emotional inclusion. The purpose of this concept paper is to address aspects of leisure participation to promote inclusion.

Leisure Participation

Leisure described are recreational activity is usually measured by the distribution and frequency of participation in specific activities (Henderson, 2010). Participation should be measured as more than attendance at an activity (Burlingame & Blaschko, 2010). Nash (1953) recognized that participation is a continuum and arranged his leisure continuum much as Maslow arranged his hierarchy of needs. This hierarchy measures leisure participation by how a person uses time for leisure, adding the person's state of mind as one dimension of hierarchy. Nash first developed a six-level model, which showed a hierarchy of leisure participation based on the impact of participation had on the individual and those around her/him. The most desirable of participation in Nash's model involved creative participation (Burlingame & Blaschko, 2010). Figure 1 shows Nash's model.

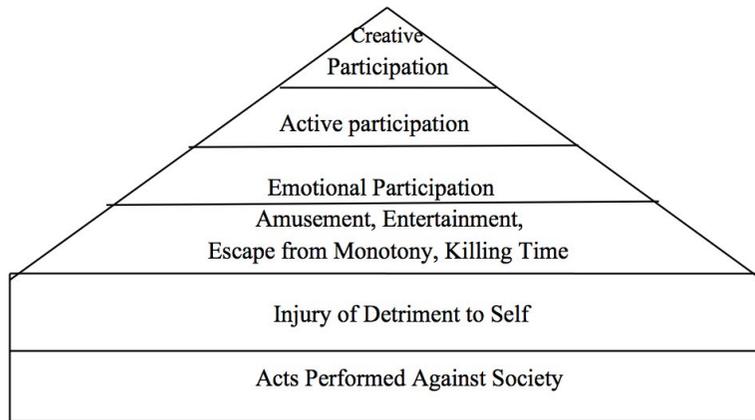


Figure 1 Nash's Model of man's Use of Time Participation (Burlingame & Blaschko, 2010, p. 563)

The Leisure Step Up program (Burlingame & Blaschko, 2010) further develops Nash's model into nine leisure participation levels—lost freedom, unhealthy negative choice level 2, unhealthy negative choice level 1, Level 0, healthy positive choice level 1, healthy positive choice level 2, healthy positive choice level 3, healthy positive choice level 4, and cathartic level. These levels emphasize that participants is at her/his current level as a result of her/his own choices and behaviors. It is important that the participants the awareness that s/he is responsible for her/his leisure. Cathartic level is the ultimate level in leisure participation. Moreover, Participation and Activity Limitation Survey (PALS) provides information of Canadian information every 10 years on the number of persons with some types of disability that makes daily living activities difficult (Bullock, Mahon, & Killingsworth, 2010).

In addition, The International Classification of Impairments, Activities, and Participation (ICIDH2) classification the definition of disablement is an umbrella that includes three dimensions: body structures or functions, personal activities, and participation in society. Figure 2 suggests that disablement is a complex relationship that includes the interaction between the disorder or disease and personal and environmental contextual factors. Participation is the operation of the disablement process, in that refers to the person's engagement in the activities of life; as function of his impairment(s), health conditions, and contextual factors (Bullock, Mahon, & Killingsworth, 2010).

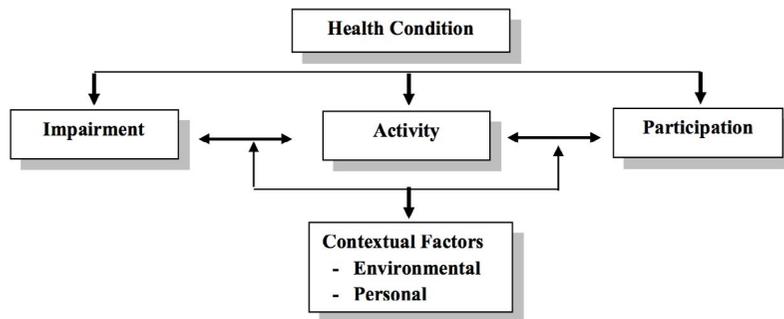


Figure 2 The International Classification of Impairments, Activities, & Participation (ICIDH2) (Bullock, Mahon, & Killingsworth, 2010, p. 5)

The word participation is to describe levels of activities (Bull, Hoose, & Weed, 2003). Recreation participation gives specific satisfactions in knowledge and values to participate who engage in various activities (Schreyer & Roggenbuck, 1978). There are four elements in the recreational activities adoption process: opportunity, knowledge, favorable social milieu, and receptiveness. Brandenburg, et al. (1982) posit that "...continuing participation in leisure activity offers the individual not only a potential shift in interests, but new opportunities, wider knowledge, a different social milieu, and may alter the state of receptiveness"(p. 269). There are three major factors which affect recreation participation: personal, social circumstantial and opportunity (Torkildsen, 1983). Outlined in Table 1 are the factors that influence an individual in recreation participation.

Table 1 Influences on Recreation Participation

Personal	Social and Circumstantial	Opportunity Factors
Age Stage in life cycle Gender Marital status Dependants and ages Will and purpose in life Personal obligations Resourcefulness Leisure perceptions Attitudes and motivation Interest and preoccupation Skill and ability-physical, social and intellectual Personality and confidence Cultural born into Upbringing and background	Occupation Income Disposable income Material wealth and goods Car ownership and mobility Time available Duties and obligations Home & social environment Friends and peer groups Social roles and contacts Mass leisure factors Education and attainment Population factors Cultural factors	Resources available Facilities-type and quality Awareness Perception of opportunities Recreation service Distribution of facilities Access an location Choice of activities Transport Cost: before, during & after Management: policy and Support Marketing Programming Organization and leadership Social accessibility Political policies

Torkildsen, G. (1983). Leisure and Recreation Management. NY: E and F. N. Spon, p. 225

Barrier preventing individuals with disabilities from full leisure participation can be divided into three major categories (Jackson, 2005):

1. Intrinsic barriers, which result from the individual's own limitations and may be associated with a physical, psychological, or cognitive disability;
2. Environmental barriers, composed of the many external forces that impose limitations on the individual with disability; and
3. Communication barriers, which block interaction between the individual and his or her social environment.

Inclusion Concept, Process, and Models

The introduction of term inclusion serves notice that there is dissatisfaction with the extent to which people with disabilities have become a part of their communities. Inclusion gives people equal opportunity to grow and develop to their fullest potential (Bullock, Mahon, & Killingsworth, 2010).

Inclusion is defined as a process that enables an individual to be part of his or her physical and social environment by making choices, being supported in his or her endeavors, having friends, and being valued (Bullock & Mahon, 2010). The key content of inclusion is that it seeks to assure everyone, regardless of their level of ability or disability, the right to experience an enjoyable and satisfying life. Inclusive leisure experiences encourage and enhance opportunities for people of varying abilities to participate and interact in life's activities together with dignity and respect. (Jenkins & Pigram, 2003:251)

Inclusion refers to empowering people with disabilities to become valued and active members of their communities through involvement in socially valued life activities. Inclusion philosophy and practices evolved from core principles and concepts that are deinstitutionalization, accessibility, normalization, integration, mainstreaming, least restrictive environment, supports, and person-first language (Daly & Kunstler, 2006: 183-184). It also refers to ensuring that all individuals—regardless of characteristics such as race, class, religion, physical or mental disabilities, sexual identity, gender, or any other defining characteristics—have the right to leisure (Henderson, 2014).

The operational of inclusion goes beyond the common conceptions of mainstreaming and integration. Inclusion provides opportunities for a participant to choose to be with her peers in the regular setting and also provides the supports and accommodations needed to ensure personally satisfying and valued participation (Bullock, Mahon, & Killingsworth, 2010). Pearpoint & Forest (2008) state:

Inclusion means affiliation, combination, comprisal, enclosure, involvement, sounding. It means BEING WITH one another and caring for one another. Inclusion means inviting parents, students, and community members to be a part of a new culture, a new reality. It means joining with new and exciting education concepts (cooperative education, adult education, whole language, computer technology, critical thinking). Inclusion means inviting those who have been left out (in any way) to come in, and asking them to help design new systems that encourage every person to participate to the fullness of their capacity—as partners and as members (p. 1).

The philosophical basis for inclusion is an individual and very personal journey. There are three core concepts to fully embrace inclusion. The first core concept is the process of learning, preparing, experiencing, and growing with each person, with each family, and in each recreation opportunities. The second concept is always putting the person first in our language, our planning, and our minds. The third core concept is that no one is exempt. The groups to which we belong can change over time based on our life's journey (Hironaka-Juteau, & Crawford, 2010).

Several conditions can be considered as prerequisites to providing a quality inclusive program (Long & Robertson, 2010). The first is accessibility public recreation facilities. The second is accommodation--the removal of barriers that otherwise might prevent participation. The third is adaptation—the art and science of assessing and managing variables and services so as to meet unique needs and achieve desired outcomes. Anderson and Kress (2003) presented a step-by-step framework for implementing the inclusion process. The process involves seven steps that provide a balance between the general and the specific.

- Step 1—program promotion
- Step 2—Registration and assessment
- Step 3—Accommodations and supports
- Step 4—Staff training
- Step 5—Program implementation
- Step 6—Documentation
- Step 7—Evaluation

Deborah Chavez (2000) presents the I-triad model. It involves three steps to consider when developing a strategic plan to inclusion: Invite, include, and involve.

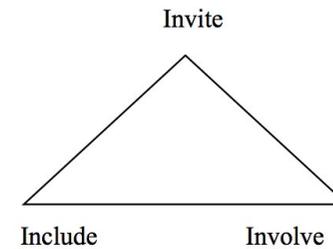


Figure 3 The I—triad (Chavez, 2000)

Barriers of Inclusion

Key barrier to inclusion include – transportation, structural, economics, social and attitudinal, psychological, communication, and programmatic accommodate (Hironaka-Juteau & Crawford, 2010).

The universal design in recreation (Dillenschneider & Burkhour, 2010) removes barriers by:

- Creating physical access
- Creating cognitive access
- Removing social barriers
- Creating a sense of safety and belonging
- Creating a sense of empowerment
- Removing programmatic barriers

The components of creating an inclusive program (Nisbett & Gray, 2010) include:

- Understanding the program's purpose
- Understanding the participants
- Understanding the activity and activity analysis

Promoting Inclusion through Playgrounds, Sport, Game, Physical Activity, and Tourism

Creating inclusive access to play, playgrounds should be designed to stimulate the imagination, challenge the body, and encourage interaction between all kids. All playgrounds should be fun, safe, and accessible to everyone (Burkhour & Almon, 2010).

The Functional Approach for Modifying Movement Experience (FFMME) model is developed by Kasser and Lytle (2005). The FAMME model is a four-step process leading to inclusive activity. This is a player-centered approach that requires the leader to be familiar with the movement capacities of the player with a disability.

- Step 1: Determine underlying components of the skills.
- Step 2: Determine the participant's capacities.
- Step 3: Match modification efforts to capacities
- Step 4: Evaluate modification effectiveness.

Barriers specific to participation in physical activity for people with disabilities can include inaccessible recreation and fitness environments, lack of knowledge and training on the part of fitness professionals, inadequate supervision, unfriendly or unwelcoming environments, cost of services, transportation, and physical limitations of disability (Rimmer et al., 2004).

There are two primary factors limit participation (Wolfe, 2010):

1. Attitudes
 - a. Individual attitudes

- b. Intra-individual attitudes
- c. Inter-individual attitudes
- 2. Course design factors can limit access and participation of all people in challenge course programs;
 - a. Restroom facilities
 - b. Distance from parking to the course
 - c. Existence or number of handicapped parking spaces
 - d. Trails connecting elements
 - e. Outdoor temperature

Meanwhile there are four steps will help leaders encourage participation of all people on a challenge course:

- Focus on ability rather than disability
- Change the psychological environment
- Change the social environment
- Change the physical environment

In addition, there are major barriers that prevent a person from fully participating in recreation and tourism activities. Some of these impacts on tourism participation:

- 1. Personal barriers
 - a. Lack of knowledge
 - b. Social skills
 - c. Physical or psychological dependency
 - d. Lack of skills
 - e. Health issues
- 2. Attitudinal barriers
 - a. Perceptual barriers Omission barriers
 - b. Paternalistic barriers
- 3. Communication barriers
 - a. Sensory impairments
 - b. Cognitive limitation
 - c. Language barrier

Four major areas of accessibility those are critical to inclusion participation in tourism (Voight & Cole, 2010):

- Entrances
- Parking
- Ramps and routes
- Restrooms

Strategies for Action

Inclusive recreation services (Henderson, 2014) means that all participants will be encouraged to participate and to undertake enjoyable activities because they possess the confidence and skill level necessary to be successful. The approach to programming for inclusion is based on an equitable education model (Bailey, 1993). How recreation services contribute to social inclusion (Henderson, 2014)? –

First, professional ought to examine the philosophy and mission of their organizations.

Second, an awareness of leisure significance and the possibilities for recreation service must lead to some type of action that should occur to right any possible wrong.

Third, professionals need to be able to see the big picture including poverty, technology, and changing demographics.

Recreation and leisure can make a difference in the quality of life in communities in ways that can bring people together, rather than isolate and separate. Making recreation programs inclusive depends on consistent and concerned efforts.

Inclusion is about programs that embrace differences, where all people have their need met, where people learn to live with one another, and where basic values are important to each child, not just to some of the children (Strully, 1990). In inclusive recreation program everyone, regardless of ability, participates together in the same programs. Adaptations, if needed, are provided so that the person with a disability is an equal participant. The concept of inclusion enables people the freedom to chosen programs and services based on their interests and to engage in activities with friends and family. Leisure provides opportunities for normalization, to be in an environment and engaged in activities that are as normal as possible for someone of given age, sex, or location (Nisbett & Gray, 2010)

Recreational providers must ensure that program provide inclusion for all groups (e.g., racial and ethnic groups, males and females, people with and without disabilities). How therapeutic recreation specialists can facilitate leisure experience for people with disabilities? Inclusion involves social interaction as well as physical integration. Providing support includes expressing an acceptance of a person and their abilities and enhancing participation at the individual's desired level of independence. Although inclusion is important, in some case specializes services are necessary and desired. People with disabilities should be able to choose differing degrees of inclusive participation (Henderson, 2014).

Inclusive Assessment Tool

Inclusive Assessment Tool (IAT) assesses the physical and social inclusion of recreation environment (Anderson, Penney McGee, & Wilkins, 2011). The IAT assesses four major areas of recreation resource: physical accessibility of the area or facility, administrative practices of the agency, program practices used by the staff, and adapted equipment.

Conclusion

In conclusion, leisure has been portrayed to be ideal conveyances to promote inclusion. Inclusion is most effective when support, assistance, and accommodations are provided. People are entitled to opportunities and services in the most inclusive settings.

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The Missing Link And Its Impact On Healthy Living

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Executive Summary

Statistics from the World Health Organization indicate that the state of general healthcare globally has showed an improvement between 2005 and 2015, thereby increasing life expectancy by 5 years WHO (2015). But other sources show that more countries in the world are becoming unhealthy according to Sims (2015). Cardiovascular diseases like stroke and heart disease, all of which affect healthy living, remain the number one killer globally. This appears to be an anomaly since an improvement in healthcare is logically expected to promote healthy living. This motivated the researcher to investigate if there is more to healthy living than most of the literature on the subject suggest.

Most literature commonly mention diet, exercise and weight-loss (referred to as traditional factors for the purpose of this research) as the main factors of healthy living. If there are more factors, then they are not adequately mentioned in mainstream literature. This is a cause for concern as such factors may not have been given adequate attention. The purpose of the research was to investigate whether there are such factors (referred to as underlying factors for the purpose of this research) and if so, find out the relationship with the traditional factors. This could be the missing link to finding answers to the anomaly.

Questionnaires, interviews and texts were used to collect data for the investigation. The findings confirmed that there are indeed underlying factors. They do impact on the traditional ones either positively or negatively and at varying degrees. They include age, sleep, stress, socio-economic status (SES) and prayer.

The following recommendations are made based on the findings:

- (i) The definition of healthy living is reviewed as almost all those in the literature studied do not adequately reflect the role of the underlying factors.
- (ii) Factors like gender, alcohol and drugs and their role in healthy living need to be investigated further.

The findings of this research do not in any way suggest that once all the underlying factors of healthy living have been given as much attention as the traditional ones, health risks like obesity and cerebrovascular diseases will immediately drop. It will take the concerted efforts of individuals and governments to make any meaningful impact on improving the lives of people. Nevertheless, the findings are groundbreaking because they provide ground and motivation for further investigation into the subject by proving that there are indeed other factors to healthy living and more importantly, that they do have an impact on other factors.

Key words: healthy living, traditional factors, underlying factors, anomaly, missing link.

Introduction

The World Health Organization (WHO) indicates that over the last decade, there has been a relative improvement in healthcare. Areas such as efficacy of drugs, the operation of certain medical procedures and training of medical personnel are some areas mentioned. The same period has seen an increase in the use of alternative

methods in curing diseases and healing the sick. Today, there exist different therapies from commonly-known ones such as chemotherapy to relatively unknown ones like cardiac resynchronization therapy. Separate statistics WHO (2015) indicate that cardiovascular diseases (CVD's) such as heart failure and stroke represent the major cause of death globally.

WHO (2015) suggests that most of these diseases can be prevented by dealing with risk factors that include unhealthy diet, obesity and physical inactivity. This suggests that living a healthy life can control such diseases. Fortunately, the number of people living healthy lives has increased in the past five years. There is a multi-billion dollar wellness industry responsible for products, programs and services on dieting, exercise and weight-loss. However, Sims (2014) reveals in the Bloomberg rankings reveal that 1, 6 billion people worldwide are obese. The study concluded that none of the countries studied has been able to contain obesity in the past three decades.

Given this background, there seems to be an anomaly, as an improvement in healthcare and healthy living is expected to control health conditions like stress and obesity. These considerations led to the hypothesis that there is more to healthy living than physical activity, diet and weight-loss as most of the literature on the subject reveal. Thus the purpose of this study is to investigate two questions:

1. Are there any other factors to healthy living than diet, weight-loss and physical activity?
2. If so, how do they relate with these factors? For the purpose of this research, diet, weight-loss and physical activity will be termed traditional factors and those being investigated will be called underlying factors.

The study will use questionnaires, interviews and available literature on the subject to gather data. One of the potential outcomes of the study is that with regard to healthy living, there are other factors besides the traditional ones. The other is that they impact either positively or negatively on the traditional factors.

Literature Review

This research is important as findings may help individuals and healthy living concerns better understand healthy living. The literature selected is mostly publications, relevant studies and articles on the internet. The preference for the internet is because a search revealed that literature on the specific topic in other forms is limited. Besides, there is a lot more variety on this topic on the internet than in any other form.

The definitions of healthy living in the literature reviewed raise concerns. Nearly half of them mention diet, exercise and weight-loss as the main factors of healthy living. Age, stress, sleep, socio-economic status (SES) and prayer are not mentioned at all even though they are mentioned in the texts. However, several of the literature studied illustrate both the positive and negative effects of these factors. Another concern is the terminology used for the traditional factors. In the opinion of the researcher, the terms diet, exercise and weight-loss are not accurate. They are too narrow in scope.

The researcher recommends that diet should be called healthy eating as the latter is broader in scope. Physical activity is suggested as opposed to exercise as exercise is actually part of physical activity. In addition, weight management which includes weight-loss, weight-gain and weight control, is suggested as weight-loss is not the only health concern to be taken into consideration.

Methodology

Participants

A total of 1, 200 healthy participants were randomly selected and given questionnaires. There was an equal number of men and women. A further 29 men and 26 women agreed to be interviewed. In each case, the participants included all the population groups of South Africa, that is, Blacks, Whites, Coloureds and Asians. They were all over 35 years of age and lived in the Pietermaritzburg area of KwaZulu-Natal, South Africa. The age group over-35 was preferred as in this particular instance they were easier to contact.

Tools and materials

The questionnaires were made up of both open-ended and closed-ended items. They were designed by the researcher with the help of another researcher. The objectives of the research were clearly spelt out. Interviews were conducted using the same items as the questionnaires.

The Missing Link

Texts on the subject were also used to collect data. They were predominantly publications, articles and research materials.

Procedures

The questionnaires were administered by hand. There was a section on instructions and guidelines on how to answer the questions. They were collected by hand. The interviews were conducted face-to-face by the researcher. Those interviewed were adequately briefed before and debriefed after the session. They were given ample time to respond and wherever necessary, questions were repeated without leading them to specific responses. In both the questionnaires and interviews, respondents were asked to indicate factors which, in their own opinion, influenced healthy living besides the traditional ones. However, the researcher asked them questions mainly on the underlying factors. Texts were identified, studied and analyzed.

One of the potential limitations of the methodology was the questionnaire response rate of 59, 25%. Besides, 11 of them, representing 1, 5% of those that responded, were declared invalid for not following instructions.

Results

Questionnaires

Out of the 600 questionnaires given to men respondents, 349 were returned and the women, 362. This is a total of 711. The results were categorized and analyzed and are represented in the tables below.

Table 1: Results for Questionnaires

Item	Confirmed	Percentage
Stress as a factor	687	96, 6
Stress as an influence	604	84, 9
Age as a factor	520	73, 1
Age as an influence	498	70, 0
Sleep as a factor	477	67, 1
Sleep as an influence	448	63, 0
SES as a factor	471	66, 2
SES as an influence	475	66, 8
Prayer as a factor	370	52, 0
Prayer as an influence	362	50, 9

Table 2: Results for Interviews

Item	Confirmed	Percentage
Stress as a factor	45	81, 8
Stress as an influence	41	74, 5
Age as a factor	43	78, 1
Age as an influence	42	76, 4
Sleep as a factor	39	70, 9
Sleep as an influence	36	65, 5
SES as a factor	35	63, 6
SES as an influence	30	54, 5
Prayer as a factor	31	56, 3
Prayer as an influence	29	52, 7.

In all, 41 respondents, representing 74, 5% of the total number of those interviewed indicated a combination of physical activity and diet, and 33 (57, 9%), suggested a combination of physical activity, diet and weight-loss as factors of healthy living. On whether they believed there are more factors besides the traditional ones, 32 (56, 4%) agreed.

Texts

Over 75% of the texts studied mentioned physical activity, diet and other factors as the factors in their definition of healthy living. More than 60% of the texts mentioned stress, sleep, age, and SES as factors. Just over 50% indicated weight-loss as a factor. Less than 15% mentioned prayer as a factor. Approximately 70% confirmed that age, sleep and stress do have a direct impact on the traditional factors. Just over 50% confirmed SES as having an impact and just over 35% established a direct impact by prayer.

Discussion

The research problem was to investigate if there are other components to healthy living besides the traditional ones and if so to establish the relationships amongst them. Significantly, findings from the questionnaires, interviews and the literature review confirm that there are indeed other factors, referred to as the underlying factors. In addition these underlying factors influence the traditional ones either positively or negatively.

Questionnaires

Stress accounts for most of the responses both as an underlying component (96.6%) and as an influence on the traditional components (84, 9%). This is not surprising as it was also mentioned in most of the literature reviewed. It is followed by age, sleep and socio-economic status. Except prayer (52, 0%), at least 60% of all respondents agree that the underlying factors are factors of healthy living. As to whether or not the underlying factors influence the traditional ones, again at least 60% of all the respondents agree, except for prayer which received only just over 50, 9% approval rate. The issue of prayer is not surprising. The low response can be attributed to the fact that many people do not feel comfortable talking about religion in general. Another reason could be that respondents possibly did not quite clearly see how prayer can be a factor in healthy living, less so influence factors like eating, weight management and physical activity.

Interviews

Most respondents agree that stress is a healthy living factor (81, 8%) and as an influence (74, 5%). This is followed by age (78, 1%) as a factor and 76, 4% as an influence. Sleep follows with 70, 9% and 65, 5% respectively. Just as in the questionnaires, SES has more responses than prayer. Responses for prayer are relatively low: 56, 3% as a factor and 52, 7% as an influence on the traditional factors. An interesting observation about the questionnaires and interviews is that in comparison, the percentage number of responses for the factors that were presented is higher in terms of being factors than as being an influence. This can be attributed to a possible perception in the minds of respondents that just because an issue is a factor does not necessarily mean it is an influence.

Texts

Over 85% of the texts reviewed indicate that there are other factors of healthy living other than the traditional ones. More than 65% of the literature also shows the influence of stress, age, sleep, SES and prayer on eating plan, physical activity and weight management. The findings confirmed that there are indeed underlying factors. They do impact on the traditional ones either positively or negatively and at varying degrees. Among others, Sheldon (2015) suggests that whilst age does contribute to loss of muscle mass and thus makes it increasingly difficult to do regular physical activity, older people are often motivated to do physical activity to improve health and control weight. Age causes a reduction in the sense of smell and taste and therefore reduction of appetite. As we age, metabolism slows down with less energy being burnt and therefore a greater chance of being obese Vann (2009). The findings also confirm sleep as an underlying factor. Mertz (2014) for instance refers to a research at Columbia University which suggests sleep deprivation causes weight-gain whilst enough sleep on the other hand helps to burn more calories. According to Tyson (2015), lack of sleep causes low energy levels and limits bone and muscle repair but sound sleep may help motivate people to do

physical activity regularly. Hall (2015) cites a study which suggests that lack of sleep limits the production of leptin and the overproduction of ghrelin thereby causing overeating.

Research by Yale University suggests that stress, especially chronic stress, is responsible for low energy levels and hindering recovery in physical activity. However, it is believed that stress can also make sportsmen perform better due to adrenalin. This is supported by Gleason (2014) who reveals that the excessive adrenalin can boost performance. Lack of sleep promotes excessive snacking in addition to reducing the willpower to resist food. This may cause overweight or obesity according to Greenberg (2013). A study on SES suggests that social class is one of the determinants of people's choice of food. As such, there is more likelihood for people from low-income groups to eat less nutritious foods. According to Hillsdon (2011), people from high income groups are more likely to participate in expensive sports than those from low income groups. In terms of prayer, there is scientific evidence that prayer improves self-control, energizes people and helps reduce stress (Routledge, 2014). Indirectly therefore it helps in physical activity, weight management and healthy eating. Unfortunately, several texts do not highlight the role of the underlying factors as they do the traditional ones, less so the relationships amongst them. If SES for instance as a component of healthy living is given prominence in mainstream literature as having a direct bearing, the opinion of the researcher is that many countries and communities will put more effort into closing the social divide because the wider it grows the greater the risk it poses to healthy living. Similarly, if there are more materials on the benefits of prayer with regard to healthy living, people will be presented with more options in their quest for healthy living.

This research reveals that there are more factors to healthy living than the traditional ones most commonly mentioned. It is possible that as important as they are, many people are ignorant of their role in health in general and healthy living in particular. This can be one of the reasons why the anomaly mentioned earlier on exists. The findings are significant because they help to expose the missing link as the key to solving the anomaly.

The following recommendations are made based on the findings of this research:

- (i) That the definition of healthy living is reviewed.
- (ii) That more research is conducted on other factors such as gender, meditation, alcohol and drugs.

In conclusion, the researcher proposes the following definition for healthy living: Pursuing a life that is full of vitality, satisfaction and good health by taking responsibility for, and committing to a lifestyle change that includes regular physical activity, healthy eating and effective weight management, all of which are influenced by certain underlying factors.

Emanating from this definition is a simple formula representing healthy living and the relationship amongst the various factors:

$HL = (PA + HE + WM) UF$ where HL is Healthy Living, PA is Physical Activity, HE is Healthy Eating, WM is Weight Management and UF is Underlying Factors.

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Contributions of leisure to “meaning-making” and its implications for leisure services

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Executive Summary

Humans naturally seek the pursuit of a meaningful, enriching life. This paper summarizes the current research-based knowledge about the role of leisure in meaning-making. As supported by this literature, the key themes of leisure-induced meaning-making include: (1) identity (personal and collective), (2) creativity (e.g., self-expression through creative leisure), (3) connectedness (socially, spiritually, and culturally; e.g., connections with people, religion, nature, and culture), (4) harmony/balance (important for maintaining happiness, wellbeing, and life quality), (5) stress-coping and healing (coping with stressors, healing from trauma), (6) growth/transformation (e.g., resilience, post-traumatic growth, and empowerment), and (7) experiential and existential aspects of leisure (e.g., “flow” activities). Human’s inspiration for an engaged life is seen as an overarching theme to broadly capture these functions. Specifically, a meaningful engagement with one’s life seems to be achieved by maintaining: (a) a joyful life, (b) a composed life (e.g., making one’s life more composed, focused, collected, and/or in control), (c) a connected life (e.g., socially, spiritually, culturally), (d) a discovered life (e.g., self-identity, self-discovery), and (e) a hopeful and empowered life (e.g., showing a sense of strength). A meaning-focused leisure/recreation practice can then be developed by adopting the above framework that consists of the seven themes of meaning-making through leisure and the five elements of a meaningful engagement with life. It has been documented that meanings or a meaning system represent a broader, more holistic concept to one’s core values and inspiration for life than personal behaviours and experiences per se. Accordingly, this meaning-focused leisure practice can help practitioners conceptualize leisure more than just from an activity/behavioral or experience-based perspective. Rather, this approach allows them to focus on the meanings that leisure activities can promote, which are appealing and important to their clients. A key reminder is that any leisure activity that has an element of engagement in a broad sense can facilitate meaning-making, regardless of intensity and size of leisure activities/events as a way to promote meaning-making. Another key idea is that meaning-focused leisure practice emphasizes the value of people proactively leading the process rather than people being told what to do in a prescriptive way. This distinction emphasizes the importance of using a people-led proactive approach to meaning-focused leisure practice. Considering the increasing diversity in our global society, meaning-focused leisure practice seems particularly relevant to socially marginalized and disadvantaged population groups such as people with disabilities and ethnic minorities including immigrants and refugees.

Keywords: engagement, meaning of life, purpose of life, recreation

Introduction

The pursuit of a meaningful, enriching life is essential for happiness and wellbeing (Baumeister & Vohs, 2002; Frankl, 1985; Hicks & Routledge, 2013; Raskin, Bridges, & Neimeyer, 2010; Wong, 2012). Meaning-making refers to a process by which a person derives meaning(s) from an activity (Morgan & Farsides, 2009).

Considering a unique characteristic of leisure as a freely chosen, self-determined activity, leisure is considered a key domain of life, in which people seek to gain valued meanings of life (Heintzman, 2008; Hutchinson & Nimrod, 2012; Iwasaki, 2008; Iwasaki, Coyle, Shank, Messina, & Porter, 2013; Kleiber, Hutchinson, & Williams, 2002).

The purpose of this paper is to identify and map the current research-based knowledge about the role of leisure in meaning-making and describe its implications for advancing the field of leisure studies and services. The paper begins with an overview of the literature on meaning-making through leisure, which then informs the identification of the key themes of leisure-induced meaning-making. Guided by such literature, the paper also describes implications of focusing on meaning-making through leisure for leisure/recreation services.

Literature Review

A systematic inquiry on contributions of leisure to meaning-making is an emerging area of research. Phenomenological studies on creative leisure (Hegarty & Plucker, 2012) and walking (Wensley & Slade, 2012) each found the relevance of self-expression as a way of meaning-making. Coining “creative leisure” based on the proposition that “creativity is most meaningful in our everyday lives” (Hegarty, 2009, p. 10), Hegarty and Plucker (2012) noted that self-actualized creativity represents an aspect of creative leisure. The meaning themes identified by Wensley and Slade’s (2012) study with regular walkers included: social connectedness (e.g., building new social relationships and a medium for social interaction), wellbeing (e.g., emotional and physical wellbeing, de-stressing), connection to nature, and achievement from a challenge (self-actualisation). Watters, Pearce, Backman, and Suto’s (2013) qualitative study on the engagement in ikebana (Japanese flower arrangement) as a meaningful leisure activity found three key themes including: (a) ikebana as an avenue to a richer life, (b) transformation of the self through ikebana, and (c) ikebana’s role in supporting harmony in life. Heintzman’s (2008) leisure-spiritual coping model contains meaning-making (e.g., life purpose, transformation, growth) as a key concept, illustrated by his case study to uncover the specific pathways that link the various spiritual and leisure constructs. Iwasaki’s (2008) integrative review of the literature highlighted culturally contextualized processes of meaning-making through leisure, from a global perspective, that involves both “remediating the bad” and “enhancing the good” in people’s quest for a meaningful life. According to Newman, Tay, and Diener’s (2014) literature review based on 363 research articles linking leisure and subjective wellbeing (SWB), meaning-making was identified as a core mechanism to promote SWB, for example, through promoting tranquility and peace of mind, self-worth and pride, growth and development, stress-coping, active engagement, positive emotions, and well-being in itself.

Deschenes (2011) suggested that in contrast to the daily activities of “production,” leisure can offer a space or activity for “healing” from everyday life. Specifically, Deschenes noted that leisure as a means of meaning-making can drive the process of personal development, as a freeing source for the experiencing of the infinite dimension, coined as the “liberating” effects of leisure. Banfield and Burgess’ (2013) study with artists showed meaning construction of “flow” experiences (Csikszentmihalyi, 2002, 2014) derived from creative practices through its embodied construction within both experiential (e.g., expressive) and existential (e.g., meaning, vitality, identity, sense of achievement) aspects of flow. Their study highlighted intertwined elements of mind, body, and world, through which the artists derived meaning from the expression of their artistic process, a sense of innate creativity, a sense of achievement, as well as the absorption and diminishment of “I” toward a feeling of there is no “I” at all (Spinelli, 2005) as experiential and existential corollaries.

Broadly, the role of leisure in meaning-making has important implications for advancing the field of leisure sciences, considering an increasing emphasis on “positiveness” in the social sciences. For example, Freire’s (2013) edited book extends positive psychology by “embedding leisure into the positive science field,” stressing the significance of meaning-making that extends from individuals and subjective experiences to social worlds.

Within Freire's edited book, Stebbins (2013) discussed serious leisure as a meaning-making activity to illustrate the central role of leisure in research and theory on positiveness in the social sciences.

Importantly, the role of leisure in meaning-making is relevant to recreation and leisure practices. For example, Carruthers and Hood (2007) developed a Leisure and Well-being Model (LWM), claiming that: "The profession of Therapeutic Recreation (TR) has the opportunity to play an important role in supporting clients to create a life of meaning, in spite of challenges and limitations" (p. 276). Within the LWM, the focus of TR services is on working with clients to (a) increase positive emotion and reduce suffering on a daily basis (i.e., emotion regulation) and (b) develop and express their full potential through the development of their psychological, social, cognitive, physical, and environmental resources (Hood & Carruthers, 2007). Hood and Carruthers (2013) noted that this model "advanced a framework through which professionals can help people engage in leisure in the most beneficial way possible and use their capacities to create a life of meaning and purpose" (p. 121).

Hutchinson and Nimrod's (2012) qualitative study on leisure as a resource for successful aging by older adults with chronic health conditions, identified several key themes including "more than managing — living a life of meaning." Hutchinson and Nimrod summarized:

A deep sense of purpose, satisfaction, and meaning resulted from experiencing achievements and seeing one's self as competent and capable. It was also a result of a shift in perspective, which enabled participants to focus on and appreciate small pleasures. Together, experiencing one's self as "successful" and deriving satisfaction and enjoyment from life contributed to participants' perceptions that their lives had value and meaning (p. 57).

Furthermore, Chun and Lee's (2010) study on posttraumatic growth for people with spinal cord injury identified the themes of making sense of traumatic experience and finding meaning in everyday life, and building meaningful relationships through leisure. Phinney, Chaudhury, and O'Connor's (2007) phenomenological study with older people with dementia found that leisure activities enhanced meaning-making through promoting pleasure and enjoyment, connection and belonging, and autonomy and personal identity. It has been shown that the meaningfulness of leisure for immigrants goes beyond issues of coping with and adapting to acculturation stress, but also involves issues of self-realisation, self-expression, and belonging/connectedness (e.g., Kim & Kim 2013; Mata-Codesal, Peperkamp, & Tiesler, 2015). Such leisure-generated unique experiences and meanings appear particularly salient to marginalized populations, including persons with disabilities and ethnic minorities (e.g., immigrants, refugees) to address limited opportunities and social exclusion globally (Hood & Carruthers, 2013; Heintzman, 2008; Iwasaki et al., 2014; Mata-Codesal et al., 2015).

More recently, Iwasaki, Messina, Coyle, and Shank's (2015) qualitative study examined the role of leisure in meaning-making with individuals with mental illness. Analyses of the interview data identified several key themes of meaning-making through leisure including the role of leisure in promoting: (a) a joyful life, (b) a composed life (e.g., making one's life more composed, focused, collected, and/or in control), (c) a connected life (e.g., socially, spiritually), (d) a discovered life (e.g., promoting self-identity and self-discovery), and (e) a hopeful and empowered life (e.g., showing a sense of strength). Contextualized by these specific themes, an overarching leisure meaning-making theme, which emerged from this study, was inspiration for an engaged life. The findings suggest that leisure can provide a safe, stable, and meaningful space where individuals are inspired to be actively engaged in life, achieve their goals (e.g., personal, social, and spiritual), and celebrate their talents and accomplishments. The findings based on the participants' voices suggest that leisure gives strength, peace of mind, inspiration, and more depth and color to one's life and makes it more well-rounded in their journey to recovery. One unique contribution of this study was that it provided illustrations of lived experiences showing not only the possibility of deriving multiple meanings from a single experience, but also the potential interconnectedness of the meaning themes identified. For example, the participants' descriptions included the role of creative activities (i.e., arts, crafts, and collages) in promoting a discovered and connected life, as well as the role of poetry, church activities, and walking through nature in promoting a connected, discovered, and hopeful/empowered life. Overall, this study provided evidence for the connections among

leisure, meaning-making, and engagement with life among people with mental illness.

Key Themes of Leisure-induced Meaning-Making

Guided by the research-based knowledge about the role of leisure in meaning-making and its significance to leisure/recreation practices, leisure/recreation professionals and those in related fields would benefit from considering a meaning-focused leisure/recreation practice with their clients. Below, I provide a literature-informed conceptual guideline for this approach, which can also be supplemented or integrated with a more conventional approach to leisure/recreation practice.

First, identity appears to be a key theme for the role of leisure in meaning-making (Kim & Kim 2013; Mata-Codesal et al., 2015; Phinney et al., 2007). Not only is this theme concerned with personal identity, but it also involves collective identity. Discovering who the person is both individually and collectively seems vital for the pursuit of a meaningful life, and such discovery can be facilitated by meaningful leisure (Banfield & Burgess, 2013; Csikszentmihalyi, 2002, 2014; Iwasaki et al., 2015).

Second, creativity has been emphasized as another theme for the role of leisure in meaning-making (Banfield & Burgess, 2013; Hegarty & Plucker, 2012; Mata-Codesal et al., 2015). Some researchers have coined creative leisure to describe opportunities that leisure can present for self-expression as a meaningful form of leisure (Hegarty, 2009).

Third, connectedness has been shown as a key theme for leisure meaning-making (Chun & Lee, 2010; Phinney et al., 2007; Wensley & Slade, 2012). This theme appears to have several dimensions including social, spiritual, and cultural connectedness. Not only is building interpersonal, social relationships essential to this theme, but connectedness has spiritual and cultural elements including one's connections to nature, religion, and culture (Heintzman, 2008; Iwasaki et al., 2015; Phinney et al. 2007; Wensley & Slade, 2012).

Fourth, another key theme appears to be contributions of leisure to maintaining harmony or balance in one's life (Hutchinson & Nimrod, 2012; Iwasaki et al., 2015; Watters et al., 2013). Compared to the other domains of life (e.g., work/employment), leisure seems to provide less restrictive and more flexible and liberating opportunities to change or adjust the pace and tone of life so that the person can experience a more harmonious, balanced life (Newman et al., 2014; Wensley & Slade, 2012).

Fifth, meaning-making through leisure has been found to be a key process for effective stress-coping and healing that can lead to subjective wellbeing (Carruthers & Hood, 2007; Fredrickson, 2002; Newman et al., 2014). Leisure pursuits appear to have a unique, powerful property to provide a person under stress or trauma with opportunities for effective coping or healing (Deschenes, 2011; Heintzman, 2008; Iwasaki et al., 2008; Kleiber et al., 2002).

Sixth, such stress-coping and healing functions of meaningful leisure seem to facilitate growth and transformation, which represents another theme for the role of leisure in meaning-making (Deschenes, 2011; Heintzman, 2008; Mantero, 2000; Waters & Moore, 2002; Watters et al., 2013). Resilience, post-traumatic growth, and empowerment through leisure (Chun & Lee, 2010) are several key concepts related to these functions.

Finally, illustrated by meaning construction of "flow" experiences (Csikszentmihalyi, 2002, 2014), giving attention to both experiential and existential aspects of leisure is worthwhile (Banfield & Burgess, 2013). The former addresses expressive processes (e.g., through creative leisure), whereas the latter deals with vitality, identity, and sense of achievement as a key leisure-induced meaning-making function. Indeed, these two elements are often intertwined through the fusing of thought and action, and the integration of mind, body, and spirit (Banfield & Burgess, 2013; Csikszentmihalyi, 2014).

Accordingly, all of these seven themes for meaning-making through leisure seem to converge for the idea that engagement with life is an overarching theme to describe these functions. Here, engagement refers to being actively engaged and involved in something that is important, valued, and passionate, personally, spiritually,

socially, and culturally (Hutchinson & Nimrod, 2012; Iwasaki et al., 2015; Silverstein & Parker, 2002; Watters et al., 2013). More specifically, a meaningful engagement with life seems to be achieved by maintaining several elements including: (a) a joyful life (having a happy and enjoyable life), (b) a composed life (e.g., making one's life more composed, focused, collected, and/or in control), (c) a connected life (e.g., socially, spiritually, culturally), (d) a discovered life (e.g., self-identity, self-discovery), and (e) a hopeful and empowered life (e.g., showing a sense of strength).

Importantly, research has shown that leisure can promote all of those elements of a meaningful engagement with life, suggesting that there seem to be connections among three key concepts — leisure, meaning-making, and engagement (e.g., Hegarty & Plucker, 2012; Hutchinson & Nimrod, 2012; Lloyd et al., 2007; Phinney et al., 2007; Stuckey & Nobel, 2010). For example, the role of leisure in promoting a composed, focused, and collected life is a key function of leisure as diversionary activities, described by Kleiber, Reel, and Hutchinson (2008) on the relevance of leisure to adjustment to disability. The idea of diversionary activities represents the role of leisure in coping with stress, ranging from physical activity and social leisure to relaxing leisure and even flow activity. Also, Iwasaki et al.'s (2015) qualitative study with persons with mental illness found that creative activities (e.g., arts, crafts, and collages) promoted a discovered and connected life, while poetry, church activities, and walking through nature promoted a connected, discovered, and hopeful/empowered life. Importantly, this study provided evidence for the connections among leisure, meaning-making, and engagement in life. In summary, conceptualizing the role of leisure in meaning-making based on the above framework seems to help researchers and practitioners better understand the specific mechanisms by which people seek to gain meanings of life through leisure.

Implications of Meaning-Making through Leisure for Leisure/Recreation Services

Consequently, a meaning-focused leisure practice can be developed by adopting the above framework that consists of the seven themes of leisure and meaning-making, and the five elements of a meaningful engagement with life. In terms of the rationale for using this approach, it has been documented that meanings or a meaning system represent a broader, more holistic concept to one's core values and inspiration for life than personal behaviours and experiences per se (Baumeister & Vohs, 2002; Frankl, 1985; Hicks & Routledge, 2013). Consequently, this meaning-focused leisure practice can help practitioners conceptualize leisure more than just from an activity/behavioral or experience-based perspective. Rather, this approach allows them to focus on the meanings that leisure activities can promote, which are appealing and important to their clients. A key reminder is that any leisure activity that has an element of engagement in a broad sense can facilitate meaning-making. For example, a relaxing low intensity activity (e.g., listening to music, reading) can be as engaged and meaningful as a flow-like high intensity activity (e.g., rock climbing, tai-chi, artistic activity), whereas a small leisure event (e.g., casual leisurely conversation over coffee or tea, dog-walking, gardening) can be as engaged and meaningful as a "big" leisure event such as an extended vacation to Hawaii. These examples illustrate a broad spectrum of leisure engagement, regardless of intensity and size of leisure activities/events, as a way to promote meaning-making.

Another key idea is that meaning-focused leisure practice emphasizes the value of people proactively leading the process rather than people being told what to do in a prescriptive way. This describes the distinction between a proactive versus prescriptive approach. This means that what people do with leisure, rather than what leisure does to people, should be emphasized to promote constructive people-led engagement through meaningful leisure. The former concept (i.e., what people do with leisure) is more people-driven than the latter concept (i.e., what leisure does to people), which is more prescriptive in nature (van der Voort et al., 2015).

Conclusion

This paper summarized the current research-based knowledge about the role of leisure in meaning-making. The key themes of meaning-making through leisure identified include: (1) identity, (2) creativity, (3) connectedness, (4) harmony/balance, (5) stress-coping and healing, (6) growth/transformation, and (7) experiential and existential aspects of leisure. All of these seven themes seem to converge for the idea that engagement with life is an overarching theme to describe these functions. More specifically, a meaningful

engagement with life can be achieved by maintaining several elements including: (a) a joyful life, (b) a composed life, (c) a connected life, (d) a discovered life, and (e) a hopeful and empowered life.

In addition, the paper provided insights into strategically focusing on meaning-making through leisure for leisure/recreation services by adopting this framework. Accordingly, this meaning-focused leisure practice can help practitioners conceptualize leisure more than just from an activity/behavioral or experience-based perspective. Rather, this approach allows them to focus on the meanings that leisure activities can promote, which are appealing and important to their clients. A key reminder is that any leisure activity that has an element of engagement in a broad sense can facilitate meaning-making, regardless of intensity and size of leisure activities/events, as a way to promote meaning-making. Another key idea is that meaning-focused leisure practice emphasizes the value of people proactively leading the process, rather than people being told what to do in a prescriptive way. This describes the distinction between a proactive versus prescriptive approach, by emphasizing the importance of using a people-led proactive approach to meaning-focused leisure practice. In conclusion, research has shown that leisure can promote meaning-making for the pursuit of a purposeful, enriched, and fulfilling life through providing people with opportunities for active engagement with self, others, and nature/world. Considering the increasing diversity in our global society, a meaning-focused leisure practice seems particularly relevant to socially marginalized and disadvantaged population groups such as people with disabilities and ethnic minorities including immigrants and refugees.

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