

# MEDIA GUIDE



10<sup>e</sup> CONGRÈS  
MONDIAL DU LOISIR  
10<sup>th</sup> WORLD LEISURE  
CONGRESS

October 6-10

*Leisure, an essential tool  
in community development!*



CONSEIL  
QUÉBÉCOIS  
DU  
LOISIR

Québec 



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CONGRESS

*Out of the ordinary!*

The Conseil québécois du loisir (Quebec Leisure Council), which will be hosting the World Leisure Congress, and its many partners, are happy to present the World Leisure Congress Quebec 2008, an event under World Leisure's stewardship. The World Leisure Congress Quebec 2008 will take place from October 6<sup>th</sup> to 10<sup>th</sup> at the Centre des congrès de Québec (Quebec Congress Centre), recently cited as the best congress centre in the world and located in the heart of Quebec City, which will be celebrating its 400<sup>th</sup> anniversary in 2008.

After 20 years of absence, the World Leisure Congress returns to North America. It sets out to create a favourable place for encounters and discussions amongst decision makers, researchers, practitioners, students and volunteers from all over the world. Over 1,600 stakeholders from 60 different countries are expected at this international event. A first for Quebec!

The second goal the organising committee members have set out to achieve is to create an "opening to the world" for all Quebec and Canadian stakeholders and also to promote an "opening to our world" by presenting the successes, the initiatives and the drive of Quebecers in the field of leisure.

# Leisure

## Other goals of the event:

Mobilise, revitalise and bring together the Quebec and Canadian leisure communities.

Make 2008 the Year of leisure in Quebec.

Leave a heritage to the new cohort of workers, volunteers and stakeholders in leisure.

Position Quebec and the French community in the world of leisure.



# and community development



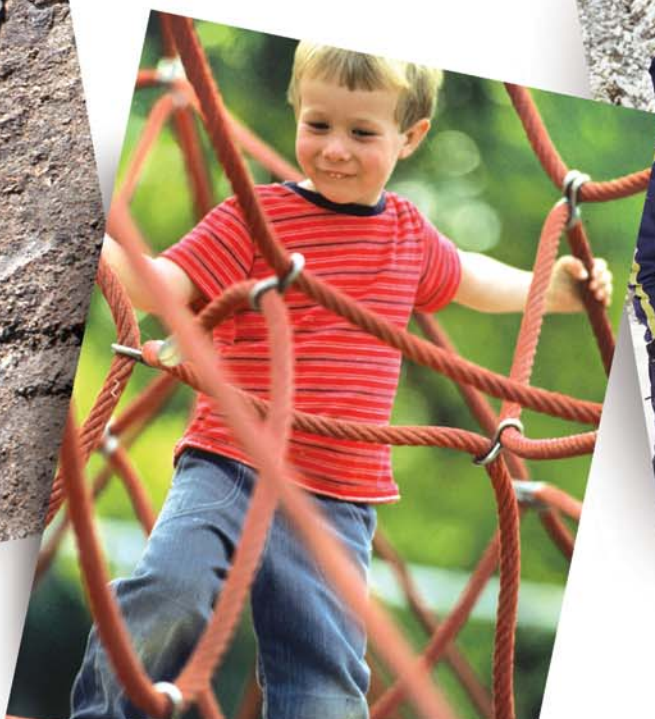
The entire Congress is focused on the issue of the appropriation of leisure for community development. To ensure a proficient analysis of this theme, and thus contribute to the advancement of knowledge, certain activities will be held, such as thematic conferences, panels, public plenary debates, thematic workshops and presentations (oral, posting) followed by discussions between the speakers and participants.

This theme addresses the manner in which communities integrate, utilise and configure leisure from their social, economical and cultural environment and for their own development.

Previous World Leisure Organisation Congresses have demonstrated that leisure plays a significant role in development, while also being a direct result of this

development. The World Leisure Congress Québec 2008 wishes to examine leisure's social, cultural and economical contributions not separately, but how they are integrated as a whole by communities. It proposes to view leisure as a driving force for communities. In this context:

- The term community is used in the broad sense as a group of persons who share common interests, a history and an organisation in which they participate and for which they show solidarity.
- Leisure will be approached in four dimensions: time, activities, state of mind and the life experience which gives it meaning. The actors (individuals), associations and various components of civil, political and industrial society will be considered.



# Monday October 6<sup>th</sup>, 2008

## An international panel



The main theme for the Congress, "Leisure and community development", will be addressed from the opening session with an international perspective by a panel representing the five world zones. From the very start, panellists will answer the question "*How the communities from your zone use leisure for their own social, cultural, economic and environmental development*". Afterwards, during the entire Congress,

panellists and participants will exchange their ideas regarding several issues relevant to the general theme. The panel of the continents will be presided by Mr. André Thibault, President of the Congress' program committee. The leading members of this panel, who will also act as observers during the Congress and as spokespersons at the closing session are:



**From Korea:** Dong-Sung Cho, Ph.D, is a Professor of Strategy at Cheung Kong Graduate School of Business (CKGSB). He is also jointly appointed as a Professor of Strategy and International Business at Seoul National University. His research interests primarily focus on strategy development and implementation, competitive strategy, corporate philosophy, entrepreneurship, corporate culture, business-government relations, international business operations, joint venture, export and international marketing, international resources development, etc. He has published 43 books and over 90 articles.



**From Senegal:** Youssouf Fall is, since 2005, Secretary General of the Conference of Youth and Sports Ministers for Governments and States having French in common (CONFEJES). Among other professional experiences, he is the expert representing Mauritania during the Conference of Youth and Sports Ministers: of Arabic countries, of the CONFEJES, of the High Council for sports in Africa (CSSA), of the Maghreb Arab Union (UMA), of the Economic Community of East African States (CEDEAO), and of Zone II of the CSSA. He was also captain of the national basketball team, and head of the delegation at the Seoul Olympic Games in 1988.



**From United-States:** Karla A. Henderson, Ph.D, is currently a Professor in the Department of Parks, Recreation, and Tourism Management at North Carolina State University. She has also been on the faculty at the University of Wisconsin and Texas Woman's University and has served as president of Society of Park and Recreation Educators (SPRE), president of the American Alliance for Health, Physical Education, Recreation and Dance (AAHPERD) Research Consortium, President of the Academy of Leisure Sciences and on state, national and international boards. She has given numerous presentations throughout North America, Europe, Asia, and Australia. She publishes regularly in a variety of journals in the field and has authored of several books.



**From Brasil:** Luiz Octavio Lima de Camargo, Ph.D, is a member of the Master's Program in Fashion, Culture and Arts at the SENAC University Centre in São Paulo and teacher at the Bachelor level in leisure and tourism at the Escola de Artes, Ciências e Humanidades (School of Arts, Science and Humanities) - Sao Paulo University in Brazil. He has worked mainly on subjects relating to leisure, education, hospitality, tourism as well as animation and cultural research. He is the founder and first coordinator of the Bachelors in Hotel and Tourism at the Sorocaba University (Brazil) while being part of a group of teachers who set up and began the Master's Program in Hotel Industry studies at the Anhembi-Morumbi University of Brazil.



**From Australia:** J A Francis Lobo, Ph.D, is Honorary Professor and Honorary Senior Research Fellow at the Marketing, Tourism and Leisure School of Edith Cowan University of Perth, in Australia where he once was Associate Professor, Faculty Postgraduate Coordinator, Head of School, Community Studies, Faculty of Health and Human Sciences and Senior Lecturer, Department of Leisure Sciences. Outside University, Professor Lobo used to make presentations at international forums on leisure-related matters: childhood and adolescence; leisure philosophy; leisure and ageing; leisure and life balance; unemployment and leisure.



**From France:** Jean Viard, Ph.D, is a Research Director at the Centre for Political Research at Sciences Po (CEVIPOF). He is a specialist in social time management (leisure management, impact of the 35-hour work week), urban and rural areas (town and country planning, agricultural issues) and in political issues. He is the former chairman of two think tanks: one on economic development policy and planning in tourism for the Commissariat au Plan and one on rural development for DATAR, a French government body. Dr Viard regularly gives lectures and conferences on issues related to his research interests and has published extensively on all of these questions, including *Le sacre du temps libre* and *Le nouvel age du politique*.



# Tuesday October 7<sup>th</sup>, 2008

## Leisure: Plurality, Identity, Solidarity



In a context of cultural plurality, plurality of values and economical and political inequalities, today's communities are often different and pluralistic (plural) as citizens coexist as a whole and, to a certain degree, participate in globalisation. If we recognize leisure as having a certain capacity to develop community identity, a particular point of view and putting it into practice could produce quite the opposite effect. From invading tourism, to culture globalisation, to communitarianism and "cocooning", leisure also has the capacity to break down a community, thus reducing the feeling of identity and creating conflict.

Citizens can play together, participate in cultural and sporting events together and travel together. However, the leisure activities of one person or another can come into conflict. Although communities promote various methods of governing a wide variety of leisure and leisure activities, they must strongly defend this cultural diversity because the industry of leisure (culture, entertainment, tourism) is globalising and sometimes even standardising. This sub-theme will address the following question:

- How does leisure serve as an identity experience and a catalyst for solidarity and respect of differences in strong communities which stand out in a plurality of communities of belongingness?
- How can we counteract the negative and adverse effects of a leisure with unequal access, of individualistic practices and culturally different?

More specifically, we will question:

- In what way is the practice of leisure an experience which fosters identifying with one's community?
- How do communities use leisure to affirm their identity and what policies support this?
- How does leisure ensure the respect of diversity?
- In a community, how can leisure be a junction point between identity and plurality while motivating solidarity?

When addressing these issues, we will have to deal with the preservation of cultural diversity introduced by UNESCO. As well, for tourism, how do communities maintain their identity while benefiting from the relation with foreign visitors, for whom hosting calls for conformity to foreign standards.



**From Canada:** Gaétan Morency is presently Vice-President, Citizenship for the famous Cirque du Soleil. As member of management since 1992, he has held the positions of Vice-President, Planning and Development, then Vice-President, Planning and Public Affairs. In his present role, he is responsible for the development of sustainable citizen presence and action, for maintaining and developing relations with cultural, community, governmental and business sectors, as well as the deployment of cultural and social action programs of this world-renown organization. Gaétan Morency is the President founder of the TOHU - La cité des arts du cirque (circus art society), a fine example of cultural, environmental and community integration at the heart of the Villeray - Saint Michel - Parc Extension of Montreal borough, one of the country's most sensitive boroughs. He is also a founding member and Vice-President of Culture Montréal's administrative council.

Mr. Morency's conference will be followed by the presentation of a success story concerning leisure as a tool for community development; the story of Greater Toronto's YMCA, presented by its CEO, Mr. Scott Haldane. The YMCA in Toronto is Canada's largest, which deals with a much diversified community in matters of community leisure programming and child development.



**From Canada: Scott Haldane** began his career at the YMCA as a part time swimming instructor, and since 1977 has taken on several roles there. He is presently active in several North American projects dealing with diversity. As a matter of fact, he was a lecturer at the 7<sup>th</sup> Annual YMCA USA Diversity Champion Conference held in Milwaukee where he received two awards for Toronto YMCA's exceptional leadership in diversity and social inclusion. He also participated in 19 marathons, five triathlons and nearly 200 road races.

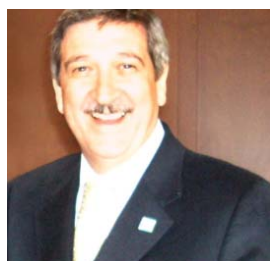
The panel which follows the main conference will be presided by Mr. Gilles Pronovost, sociologist, professor at the Université du Québec in Trois-Rivières, and member of the Congress' program committee. The panel is made up of three experts who will definitely give us food for thought:



**From Canada: Danielle-Claude Chartré** is presently assistant deputy minister for the Ministry of Culture, Communications and Status of Women. She has had many roles within this Ministry since 1997, such as deputy minister for regional development, museology and training. Prior to this, she also evolved in other ministries such as Natural Resources, and Energy and Resources. In addition, Mrs. Chartré has held the role of communication advisor and teacher within several cabinets. She was also a journalist for the Radio-Nord group.



**From Great Britain: Chris Rojek** is Head of Department of the School of Social Sciences and Professor of Sociology and Culture at the Brunel University of West London. He was formerly Professor of Sociology and Culture at Nottingham Trent University, UK and Professor of Sociology at the University of Staffordshire. He is the author of many books the most recent of which are *Leisure Theory*, *Celebrity*, *Stuart Hall*, *Frank Sinatra and Brit-myth: Who Do the British Think They Are?* His research interests are celebrity culture, the sociology of leisure and tourism, popular music and the sociology of culture. In 2003 he was awarded the Allen V. Sapor Award for outstanding achievement in the field of Leisure



**From Italy: Norberto Tonini** graduated from the University of Trieste where he studied political science and philosophy of law. From 1970 to 1980 he worked as Secretary General to the National Council where he was responsible for worker assistance for the International Confederation of Free Trade Unions. He then took on the role of Manager to the Friuli Venezia Giulia region's emigration office. In 1999, he was named Secretary General of the Italian Association for the Right to University Studies, and still holds this position. For almost 20 years, he has been very active within the International Bureau of Social Tourism, has been its President since 2000, and is part of several expert committees including the World Committee of Ethical Tourism.

# Wednesday, October 8<sup>th</sup>, 2008

## Leisure: Public and private space

Developed in a sector of time free from work and sanitary obligations, leisure provides us with a powerful feeling of freedom and personal satisfaction. The implementation of activities and leisure experiences has created an important cost efficient space characterised by the economies developed. Furthermore, and in a situation where this quest for personal expression confines the individual to a role of private consumer of goods and services, there is a risk of reducing leisure's capacity to animate communities' public space and creation of social ties. How do communities develop with leisure, civil society with its associative life and civic learning capacity and citizen participation? For several countries, the field of leisure is a privileged

sector of citizen volunteer commitment, mainly through associations, a breeding ground essential to the establishment of strong communities. Also, several places, whether under public or associative responsibility such as parks, cultural centers, community centers, sport complexes, or summer camps, are an essential dimension to the story line and to life and, moreover, are environments which promote social ties. This sub-theme will address the following questions:

- How and under what conditions do the practice, the governing and the organisation of leisure promote the creation of social ties?
- What role should be given to associative life?



## Honorary President for the Congress, Main Speaker

In the broad sense of its meaning, does leisure promote individualism or is it the creator of social and community ties? Honorary president for the World Leisure Congress Québec 2008, **Jean-Paul L'Allier, Esq.**, main speaker for the World Leisure Congress Québec 2008, will open discussions on this subject. From 1989 to 2005, Mr. L'Allier was Québec City's mayor and presided over the "Association mondiale des maires francophones" (World Association of French mayors). He joined the ranks of Langlois Krönstrom Desjardins' law firm in January 2006 as strategic advisor in business development. He is also guest professor at Laval University in education and research activities for the "École supérieure d'aménagement du territoire et de développement régional" (Post graduate studies in land-use planning and regional development), political science department, geography, as well as information and communication.

## An Opening to the World

The Congress' organising committee would like to introduce Québec leisure to all the delegates! On Wednesday afternoon, workshops will be held in the field, directly at the facilities of some 30 leisure organisations who will share with delegates their experience, their development and their expertise!





Mr. Louis Jolin, professor at the Université du Québec in Montreal will preside over the panel following the main conference. Wednesday's four panellists are:



**From Canada:** **Gérard Beaudet**, an urban planner from Québec, is presently Director at the Institut d'urbanisme de l'Université de Montréal (Urban Planning Institute at the University of Montreal). He is the author of several books on the subject of urban planning in Quebec as well as a renowned lecturer and debater with the media on subjects such as land-use planning, heritage, development and urban planning.



**From United States:** **Linda Caldwell** is a Professor of Recreation, Park and Tourism Management at The Pennsylvania State University. She is committed to conducting research that is practical and usable, and thus she works from an interdisciplinary perspective and combines leisure, health, and human development. In 2005, she received the Allen V. Sapora Research Award for excellence in research.



**From Senegal:** **Abdou Salam Fall**, sociologist and researcher at the Institut fondamental d'Afrique noire (IFAN) (Fundamental Institute of Black Africa) in Dakar, Senegal, is President of the Réseau intercontinental pour la promotion de l'économie sociale et solidaire (RIPESS) (Intercontinental Network for the promotion of social and integrated economy). Published titles: *Altermondialisation, économie et coopération internationale*; *L'Afrique qui se refait* et *Le Sud... et le Nord dans la mondialisation. Quelles alternatives?*



**From Canada:** **Bernard Généreux** is President of the Fédération Québécoise des Municipalités (FQM) (Quebec Federation of Municipalities) since 2006. Mr. Généreux is mayor of the municipality of Saint-Prime and prefect of the MRC Le Domaine-du-Roy since 1993 and 1999 respectively, and is also a citizen involved in his community. He has taken on many roles within various socio-economic organizations in his region.



# Thursday, October 9<sup>th</sup>, 2008

## Leisure: Prevention, Health and Quality of Life



It is now generally recognised that leisure benefits health and quality of life. Leisure is a determinant for health according to the World Health Organization (a specialized UN body) for whom health is defined as follows:

*A person's physical, psychological and social ability to interact in their environment and to perform the roles they have chosen in an acceptable fashion for themselves and for the groups to which they belong.*

However, it is also clear that certain practices of leisure may bring about health problems (compulsive gambling, alcoholism, social isolation, etc.) or have

significant risks (accidents caused by extreme sports and the absence of proper techniques). More and more frequently, individuals, governments and societies favour the practice of leisure with the purpose of fighting or preventing illness for example. This sub-theme will address the following question:

- How and under what conditions can communities benefit from this capacity of leisure?

In an underlying question, we will try to discover if the instrumentation of leisure contains risks for leisure itself. This panel will be presided by Mr. Réal Lacombe, founder of the "Réseau Villes et villages en santé du Québec" (Québec's healthy town and country network).



**From Canada:** **Suzanne Lareau** is President and Chief Executive Officer of Vélo Québec which has four divisions and 70 full time employees. Suzanne Lareau has been working in the world of cycling for nearly 30 years and is one of the pioneers who initiated the Tour de l'Île de Montréal. Not only does she make other people peddle, she is also a seasoned cyclist who made cycling her first mode of urban transportation. Suzanne Lareau has a degree in physical education from the Université du Québec à Montréal, and is the author of *Les Hics de la mécanique*.



**From Canada:** **Dr Alain Poirier** has been working in the public health sector for 15 years and is known for his role as host and columnist for the written and electronic press. Since January 2003, he is National Director of Public Health and Assistant Deputy Minister for Quebec's Ministry of Health and Social Services.



**From United States:** **Norma Stumbo** serves as the director of the Midwest Alliance in Science, Technology Engineering and Mathematics (STEM). She spent 23 years as a professor in the department of kinesiology and recreation and four years as the associate dean at Illinois State University. She has written and edited six textbooks as well as scores of book chapters and research articles in peer-reviewed journals. She has presented hundreds of conference sessions and workshop nationally and internationally.

The largest leisure  
Trade Show ever

# 2008

October 8<sup>th</sup>, 2008, from 6 PM to 8 PM  
October 9<sup>th</sup>, 2008, from 7:30 AM to 4 PM

The largest leisure trade show ever will be held during the World Leisure Congress Québec 2008. With over 200 exhibitors from all lines of activity such as equipment, games, tourism, game modules, sports, leisure, safety and animation, the trade show will favour privileged encounters amongst workers in the field of leisure and suppliers of leisure products and services.

*A real beehive!*

The World Leisure Organisation attracted and will continue to attract the direct involvement of some 170 individuals. Approximately 30 Quebec, Canadian and international partners as well as an inter-departmental committee grouping 10 ministries and governmental bodies have mobilized to ensure the success of this Congress. Nearly 80 students in leisure from Cégep of Rivière-du-Loup, Cégep of Saint-Laurent, Cégep of Old Montréal, Dawson College, Laflèche College, the University of Québec in Trois-Rivières and other Canadian universities such as Moncton, Acadia and Brock University will also participate in this event.

## Friday, October 10<sup>th</sup>, 2008 Summary and Closing

Four important activities will conclude this 10<sup>th</sup> edition of the World Leisure Congress. First, a summary of the Congress by the panel of the continents members who had been acting as observers during the entire week. An important moment for this event will be the adoption of the Québec Declaration regarding leisure and community development. Once introduced during the Congress, the Québec Declaration will be broadcast throughout the world thanks to partners such as the World Leisure Organisation.

During the closing ceremonies, Québec's mayor, Mr. Régis Labeaume, will pass on the World Leisure Organisation's flag to the mayor of Chuncheon, Korea, host city to the next World Leisure Congress which will be held in 2010.

A closing dinner will then be held at the Palais Montcalm in the city center, truly symbolising the Congress' theme since culture, tourism, history, sports, and outdoor recreation gather there regularly. The dinner will be animated by leisure organizations, thus promising a very colourful finale!



## An eco-responsible event



The World Leisure Congress organising committee adheres to the eco-responsibility values. It aims at integrating the environmental, social and economic dimensions to the whole of the activities with sustainable development in mind. This event is a pilot project in connection with the development of a Quebec certification in eco-responsible practices. This certification will be produced by the Réseau québécois des femmes en environnement (Quebec women's network for environment) in cooperation with the Quebec Standards Bureau.

## Participants

Stakeholders - in cultural leisure, outdoor recreation, science, socio-education, sports and tourism, will take part in this year's World Leisure Congress.

The following people will be joining them:

- Elected officials from various levels of government and various countries involved in community development.
- Directors, upper and middle level management representatives in Quebec and Canadian municipal management.
- Tourism stakeholders from the private and public sectors.
- Culture, education, health and social services professionals.
- Researchers, department managers and college and university professors.
- Quebec, Canadian and international students in leisure.
- First class personnel and volunteers involved with associations in various fields.



## The Basics for Journalists

- A** Prior to the beginning of the Congress, and every day during the event, the main lecturers and panellists can be available for interviews.
- B** A press room will be set up for press conferences and interviews.
- C** All members of the media must be accredited. Daily accreditations can be provided.
- D** Several hotels located near the Centre des congrès are already completely booked. To take advantage of the discounts made available by the Congress and to ensure accommodations in the immediate vicinity, please contact Global Tourisme International:  
www.globaltourisme.com/cml2008/fr  
E-mail: info@globaltourisme.com  
Phone: 1-888-684-0662 (toll free Canada, USA)  
Fax: 1-418-684-3085.
- E** The preliminary program and details regarding the workshops are also available. Go visit our web site without delay! A link towards these documents is available on the home page of the event's site: [www.loisirquebec2008.com](http://www.loisirquebec2008.com).
- F** All the Congress' newsletters can be found in the "Media" section of the web site.



*Leisure, an essential tool in community development!*

World Leisure Congress Quebec 2008

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