



VANCOUVER ISLAND  
UNIVERSITY

World Leisure Centre Of Excellence

## ANNUAL REPORT – 2014

*Education – Research – Service in Sustainable Leisure Management*



**Centre of Excellence**

world leisure organization  
at vancouver island university

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## Welcome from Dr. Ralph Nilson

*President and Vice-Chancellor of Vancouver Island University and lifetime member of the World Leisure Organization*

I'm pleased to introduce the first annual report for the World Leisure Centre of Excellence at Vancouver Island University (VIU).

In 2009, VIU signed a partnership agreement with the World Leisure Organization (WLO) to host a Centre of Excellence at VIU. Our vision was to establish a thriving internationally recognized Centre. Only five years later, I'm proud to say that vision is becoming a reality. VIU's faculty in the department of Recreation and Tourism Management have worked diligently on this collaboration and the result can be seen in the Centre's success.

The educational component of the Centre includes a robust graduate program that focuses on sustainability and innovation in leisure, and has generated significant interest from students around the world. The Centre attracts world-renowned visiting scholars who come to teach in the program and collaborate with students and faculty on research. In this short time, the Centre has also hosted numerous educational events for the broader community.

As a lifetime member of the WLO and President of VIU, I'm tremendously proud of the collective achievement of our faculty and the progress that has been made to build a strong foundation for the World Leisure Centre of Excellence at VIU.

I look forward to supporting the future growth and success of the Centre as demonstrated by the highly qualified graduates who have experienced excellence in education.

## Message from the Co-Directors

*Message from Joanne A. Schroeder and Nicole Vaugeois*

These are exciting times on the West Coast of Canada. Not only do we boast a beautiful location, but we love to learn where we live, and that learning takes place in our environment, in our diverse cultures and in our classrooms here at Vancouver Island University.

Since Vancouver Island University became home to the World Leisure Centre of Excellence in Sustainability and Innovation in 2009, our team has been busy launching a new graduate program, creating a network of scholars and creating awareness of our mandate. As any who have experienced the start of a new entity like this, it takes vision, collective effort and hours of hard work. This is our first ever



*Top: Dr. Ralph Nilson, President of Vancouver Island University. Below: Nicole Vaugeois and Joanne Schroeder, Co-Directors for the WLCE at VIU.*

annual report but in true "island time", it covers more than one year of activities for the Centre. We hope this helps to educate others on what the Centre is about, what achievements have been made to date, and recognize all the efforts of those involved in our activities.

Thank you to all of our great visiting scholars, our superb graduate students in the Masters of Sustainable Leisure Management program, our dedicated Research assistants, the World Leisure Organization, and Vancouver Island University. We look forward to furthering the impact of the Centre with you in the upcoming years.



The core themes of the Center include:

## Sustainability

**Questioning** the relationship between leisure and sustainability, **determining** the level of sustainability of the leisure industry and **inviting and monitoring** new models and approaches to enhance sustainability.

## Innovation

**Rethinking** the systems and structures that have evolved across the globe, **creating a culture of innovation where new** ideas emerge and flourish, and measuring the impact of innovation on sustainability efforts.

The Centre invites engagement from scholars, students and practitioners to explore these themes further in research, service or teaching.

### **WLCE Committee members:**

Nicole Vaugeois, Joanne Schroeder, Suzanne de la Barre, Grant Murray, Ken Hammer, Aggie Weighill

More information on:

[www.worldleisureviu.org](http://www.worldleisureviu.org)

## About the Centre

*“The World Leisure Center of Excellence in Sustainability and Innovation in Leisure brings together established and emerging scholars from around the globe to share innovative ideas, engage in dialogue and collaborate in research and teaching”.*

On September 15<sup>th</sup>, 2009, a partnership was created between the World Leisure Organization and Vancouver Island University (VIU) to establish a Centre of Excellence with a focus on innovation and sustainability in leisure management. The WLO definition identifies a Centre of Excellence (COE) as an international post-graduate program with research and service elements and the agreement states visiting scholars as an integral part of the program.



The work of the Center includes:

1. Creation of a network of scholars from academic, government, and practice to form a community of practice that engages in dialogue on sustainability and innovation in leisure;
2. Collaborative scholarship on sustainability and innovation in leisure including research projects, learn abroad opportunities, and interactive media;
3. Delivery of a Masters degree in Sustainable Leisure Management at Vancouver Island University where emerging scholars learn about the core thematic areas of the Center while engaging in dialogue with partners within the network.

*Dr. Ralph Nilson (President, VIU and Lifetime member of World Leisure) giving a speech during the signing ceremony September, 2009 with Dr. Chris Edginton (World Leisure) background. Ceremony cake on the right.*



## Education

### Master of Arts in Sustainable Leisure Management - Program

The Master of Arts in Sustainable Leisure Management at Vancouver Island University is entering its fourth year of the graduate degree. The program has proven to be attractive to students with an enrollment of 26 students in 2014, from over 100 applicants! In conjunction with the World Leisure organization this program inspires a global learning environment as well as instruction from international scholars and VIU faculty.

The program structure is comprised of two primary components: An 8 month residency in Nanaimo for course work and a 12 month period for fieldwork and thesis research. Coursework starts in September with an orientation for all students and ends in April when students complete their final preparations for fieldwork and thesis research.

The MA SLM is modular in design, and has students focusing on one course for four weeks with a one week interval between modules. There is both in class and field trips involved in the instructional approach with a class size that maximizes a community learning model, seminar style delivery, and experiential styles of learning.

#### During completion of the program, students:

- acquire a broad interdisciplinary knowledge of concepts, models and issues relating to the field of leisure;
- analyze sustainability issues by integrating social, environmental and economic perspectives;
- develop and critique policies and practices that advance sustainability goals;
- apply strategies to influence change and innovation at the community, regional, national and international levels;
- conduct applied research on specific leisure, innovation, and sustainability topics;
- develop capacity to actively engage in knowledge creation and mobilization approaches and strategies;
- engage with diverse stakeholders on complex leisure and sustainability issues; and,
- formulate a personal and professional commitment to strategic and innovative leadership practices in sustainable leisure services.



*2013-14 class during a trip along the Sunshine Coast to learn about sustainability case studies.*

## Course Descriptions:

### **SLM 601 – Leisure and Sustainability: Principles and Paradigms**

This course examines the principles, paradigms, and practices that influence leisure activities and service providers and the opportunities to adopt innovative professional policies and operational standards. It provides learners with the opportunity to identify, evaluate, and critique frameworks pertinent to sustainability in the leisure services industry. Particular attention is given to a world view of environmental, social, and economic consequences inherent in the actions taken to plan, design, deliver and monitor leisure services at the local, national, and international level. Sustainability issues, policies, and practices applicable to nongovernmental organizations, government, and commercial enterprises are examined.

### **SLM 602 – Case Studies in Sustainability and Innovation**

This course will provide the learners with the opportunity to discuss critique and apply core concepts, principles, and practices of sustainability to case studies in leisure. The focus is on critical thinking and the analysis of the mission and practices of public institutions, non-profits such as non-governmental organizations and commercial enterprises and their effort to advance social, economic, and environmental policy and practices. This course also includes one week of field work in a case study region to learn about the complexities involved in bringing about sustainability.

### **SLM 603 – Knowledge Creation and Mobilization I**

Learners will explore the various ways in which knowledge is created and mobilized to different stakeholders in the leisure system. They will understand the research process from conceptualization of a research project to mobilization (sharing and action). Learners will discuss methodological issues by analyzing case studies where they have been employed. Students will begin work on their thesis by developing a research “concept proposal” which identifies literature, gaps and potential research questions.

### **SLM 604 – Influencing Change Towards Sustainability**

This course provides an opportunity for learners to understand how to influence change towards sustainability in communities and organizations. Learners will be exposed to

theories on change, innovation, human behavior, and collaboration. Strategies to influence change focus on community development, leadership, collaboration and partnerships and strategic planning.

### **SLM 605 – Knowledge Creation and Mobilization II**

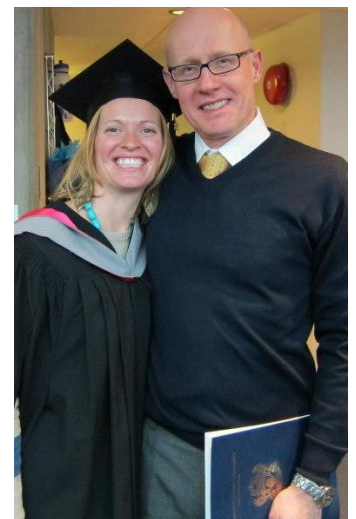
This course will build upon the basis of research methods developed in SLM 603. Students will develop analytical techniques and methods for effectively analyzing, moving and sharing knowledge. Building on the concept produced in the previous knowledge creation course, emphasis will also be placed on aiding in the development of a research proposal for use in the thesis component of the program. This course will provide a framework for students to discuss, critique, improve and present the research proposals they are developing with their supervisory team. Students will participate in seminars to share progress on their proposal including insights from literature, issues in design, and integration of ethics.

### **SLM 606 – Field Experience**

This course will allow learners to apply the lens of sustainability concepts and theories from the classroom setting to a “real world” setting. Learners will travel to, and engage in, a sustainability related project to gain the opportunity to work with a diversity of stakeholders. The field experience will require each student to prepare a detailed study plan, identify evaluative criteria to measure outcomes, and set out the strategy for dissemination & presentation to other students completing the course.

### **SLM 607 – Thesis**

The thesis represents the writing and oral defense of original thesis research that demonstrates a set of the learning outcomes noted in the proposal. These outcomes include analytical and critical thinking skills, an in-depth understanding of a specific sustainability issue, area, or topic, and a capacity to apply the process of knowledge creation and mobilization.







The World Leisure Centre of Excellence (WLCE) at Vancouver Island University (VIU) manages a blog that shares general information about the Centre and the Master of Arts in Sustainable Leisure Management program. Blogs are published once per week and engagement is encouraged either through comments or contributions as a guest author.

[Please follow our blog at WorldLeisureVIU.org](http://WorldLeisureVIU.org) and [subscribe to the weekly updates.](#)

## Out in the field

Field trips provide a unique and exciting 'out of classroom' learning forum for SLM students preparing them for real world roles. Students and visiting faculty benefit from engaging in field based learning opportunities during their experience at VIU.



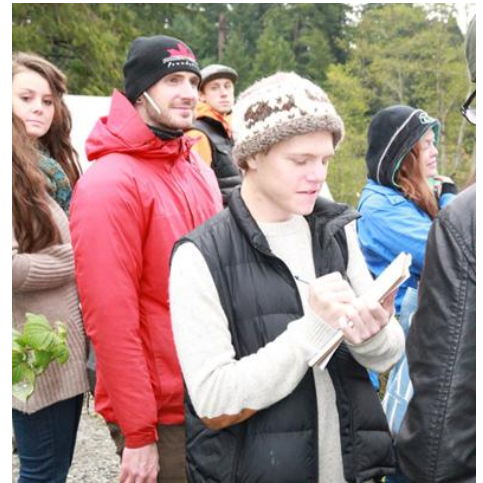
In 2011, students traveled the Pacific Marine Circle route and then provided insights in a GAP analysis report to the stakeholders involved in the route. This group also traveled into the interior of BC to learn about the role of planning in bringing about sustainable change in communities. In 2012, students learned about how Island environments are challenging and addressing sustainability challenges by travelling to Salt Spring Island (SSI) and the Pender Islands (PI). This group also took a trip to Whistler where they learned about the unique role of the Whistler Centre for Sustainability. And recently in 2013, students learned from numerous stakeholders in the Sunshine Coast region and compiled their insights into a volume of case studies to mobilize their knowledge. They also headed out to the West Coast to Tofino and Ucluelet to learn about resort communities and to engage in the community planning process underway in Tofino.

“There is probably no better place on earth for such a diverse group of students to learn about local responses to sustainability challenges” says Dr. Vaugeois. “The people in the Island region are known for their innovative thinking and commitment to sustainability challenges. Having our students learn from them is better than anything I can teach them in the classroom.”

## Profile on students in the region

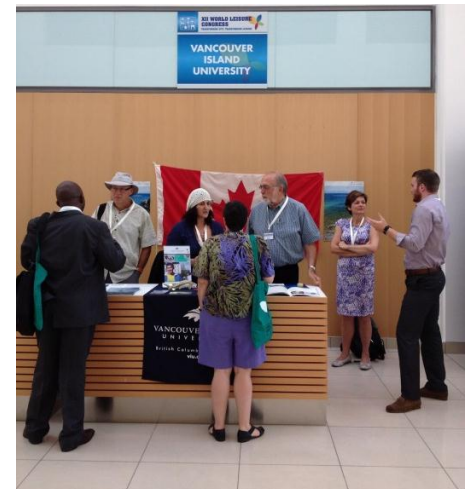
In January, 2014, and as part of the SLM 604 course: *Influencing Change Towards Sustainability*, the Master of Arts in Sustainable Leisure (SLM) students participated in a four-day field trip to Tofino and Ucluelet on the West Coast of Vancouver Island, British Columbia, Canada. SLM 604 aims to provide “an opportunity for learners to understand how to influence change towards sustainability in communities and organizations.” The field trip was designed to give students an opportunity to experience the applied dimensions of course theories and concepts on change, innovation and sustainability.

While in Ucluelet and Tofino the class of 20 students from across Canada, China, India, Germany and Saudi Arabia interacted with community leaders and change agents who shared with them their personal and community stories, their hopes and impact-driven efforts towards positive and sustainable change. In Ucluelet, learners were involved in discussions that expressed the challenges associated with diversifying community (and regional) economies that have for a long-time relied upon the natural resource sectors of fisheries and forestry. The people we spoke with are intimately aware of the way that tourism offers both opportunities and obstacles to small rural and remote communities. Working in Tofino with the Whistler Centre for Sustainability (WCS) ([www.whistlercentre.ca](http://www.whistlercentre.ca)), the SLM students solicited feedback on the draft *Vision to Action* (V2A) document which compiled findings on the community’s input on the Integrated Community Sustainability Plan (ICSP). In teams of two, SLM students spoke with community members and leaders about their thoughts on the document and its contribution to the planning process specifically as it leads them into the next planning stage. The feedback solicitation exercise presented a unique opportunity for the students to engage with stakeholder and planning processes with invested community members on the future of their community. Student reports were submitted to the WCS as part of their consultation process with The District of Tofino.



## World Leisure Congress Participation

VIU sent a contingent of faculty and students to the World Leisure Congress in Rimini Italy in 2012 to promote the Centre and its activities. Our booth was a busy place where connections were made with field supervisors for our grad students and linkages were explored with new academic partners in Africa. There was tremendous uptake of our Center and our areas of focus - sustainability and infusion are both very under-represented in the program topics. We will be sending a large group to the Mobile, Alabama Congress in September 2014 and are planning to run a Master Class on our Centre to bring about greater awareness of the World Leisure Centers of Excellence along with our partners in BREDA, the Netherlands and Arizona State, USA.



## First World Leisure Centre Field-School

*The first ever WLO Centre of Excellence field school will take place at the 2014 congress in Mobile Alabama. The course, **Building a Livable City Through leisure: A Global Perspective** has 14 participants from three Universities, Vancouver Island, South Alabama and NHTV in Breda, Netherlands. Using Mobile, Alabama as a case study the students will explore the opportunities to improve the livability of downtown Mobile and the role of a wider range of stakeholder groups. They will be conducting a case study analysis of the possibilities to rehabilitate and revitalize the downtown leisure area of Mobile. As the first inaugural school the hope is that we will be able to apply the international model to each future WLO congress.*



## SLM Students as Change Agents – Select Field Experiences

In the SLM program, students are provided the opportunity to apply themselves in field based situations to deepen their learning. These experiences vary widely from attending international conferences, to study tours, to doing internships with international organizations and more. Here are a few examples of some recent field experiences.

### Vincent Kusi-Kyei – Learning about Parks Canada



Vincent Kusi-Kyei is a student from Ghana in the MA SLM program. He did his internship at the Gulf Island National Park Reserve of Parks Canada Agency in Sidney-Victoria allowing him to experience something different from his traditional context of managing national parks in Africa. Between April 2013 to December, 2013 Vincent was exposed to evolving paradigms in conservation management allowing him to translate theoretical experience into real life application in the parks system. During his internship, Vincent engaged in the public consultation process with stakeholders and local community members for the development of a Park Management Plan as well as park monitoring of recreational assets and on-site maintenance. He also gathered and reviewed field reports, attended conferences on community engagement and the technological advancement in natural resources management and assisted in coordination of recreational and outdoor activities for seniors and kids in collaboration with Saturna Marine Research and Education Society. During the experience, Vincent was able to gain extensive experience collaborating with multiple stakeholders

including: the Partnering and Engagement Officer, the Park Superintendent, First Nations Programme Manager, Facilities and Assets Manager, Visitors Experience Manager and the Park Management Board. Vincent feels that the experience allowed him to learn about the importance of building and developing trust with stakeholders and the challenges of integrating the concerns of stakeholders in national conservation policies, especially Aboriginal communities responses and residents.



### Janice Johnson - Tseshah First Nation Councillor "A First Nations Woman in Leadership"

Janice is a mother of 3 beautiful children, a recent graduate of the SLM program and currently serves her First Nations community as a Councillor. Her traditional name is Tliniihak, which means the colors of the rainbow and symbolizes "Hope for the Future." Janice believes it is important that to share her traditional name because it is what guides her through life experiences. As a First Nations woman, it can be scary to share your knowledge because everyone in your community is watching and have developed high expectations of your ability to deliver. When Janice went away for University, her community invested in her and believed in her so she didn't take her education lightly. So when the opportunity came to run for Chief and Council: a government body that reflects and represents our community values, visions and goals, she decided to run. During this process, she had to stand up in front of her entire community to share how she would be

an asset to the peoples future. In her experience as a Councillor, she is learning that policies need to change overtime or else they become ineffective. Gaining a better understanding of how these policies can lead to sustainable outcomes has opened her eyes to policy development processes. In my culture, it is in a woman's nature to care for their families so it is important to have them involved. My community has learned the importance of including the visions, creativity, and perspectives of women. They have learned that their involvement can provide the balance needed to manage community wellness. As a Tseshah woman, Janice is proud to say that her community values women's perspectives and understands the benefits of women in the management and delivery of programs and services.

## Gordon Clark – World Tourism Organization Intern

Gordon Clark felt privileged to be completing his field experience as an intern with the Sustainable Development of Tourism Program at the World Tourism Organization. The Sustainable development of Tourism Program is an exciting department of UNWTO, which has numerous projects on the go, all the time. A significant portion of Gordon's responsibilities were in preparing for sustainable development events and drafting travel visa facilitation studies.

Despite progress in visa facilitation made in recent years, on average two thirds of the world's population is still required to obtain a visa before travelling, which is an obstacle to tourism growth. UNWTO is active in the international community, working with nations and regional commissions to best balance national 'security' concerns and potential tourism growth. Another element to balance is visa facilitation innovation such as application interfaces, electronic visa processing and regional agreements, which can ease restraints in international travel. Gordon enjoyed working with the enormous UNWTO database of visa policies and travel flows, as well as receiving the wisdom of the staff in his office. The Sustainable Development of Tourism Program has a significant role to play at UNWTO and is frequently involved in presentations, conferences, and meetings.



## Basemah Aliboshy- Ethical Fashion Advocate and Researcher



Basemah believes that ethical fashion is on the rise and the emergence of the green fashion business model has increased the introduction of trends leading to products that have less impact on nature and communities. For her field experience, Basemah did an internship with FEM International, a non-profit organization in Montreal that works to promote ethical production and consumption in the fashion and textile industry, based on sustainable development principles. It is recognized by its customers and partners as a pioneer in fair trade and environmentally sustainable fashion in Quebec. Its mission is to empower women to reach their potential as individuals, community leaders and entrepreneurs and have better lives.

Basemah worked as a project assistant to complete a database of ethical fashion events in North America and of boutiques in Montreal, Toronto and Ottawa for ethical fashion products as well as assisting in promotions, product testing and sales events. This experience was consistent with Basemah's choice of thesis topic where she is exploring attitudes and purchasing behaviors of young Saudi women with respect to ethical fashion.

## Chen Yang –Management Committee at Dr. Sun Yat-sen's Mausoleum in Nanjing, China

Chen Yang completed his field experience at Dr. Sun Yat-sen's Mausoleum located in the east of Nanjing, China. This venue is the burial site of Dr. Sun Yat-sen, a great democratic revolution pioneer in China and also the president of the Republic of China one century ago. It has become one of the most famous scenic areas in China and is an important part of the Zhongshan Mountain National Park.

Chen worked on the Dr. Sun Yat-sen's Mausoleum Management Committee. The committee was established in 1996 with the support of the government of Nanjing and focuses on the management of the scenic area with the intent to sustain it as a world class tourist attraction. The committee is responsible for making strategic plans for sustainable development, including how to control visitor volume, how to minimize the ecological footprint according to the carrying capacity of the scenic area, how to decrease environmental pollution and so on. Chen's major work responsibility was to assist the director in managing the team and to provide services to visitors who speak English. He also studied some official documents about how to make this scenic area more sustainable and serve visitors better, for instance, the rules and regulations of managing pollution and documents about how to control visitor volume. He conducted an online survey that examined tourists' satisfaction in Dr. Sun Yat-sen's Mausoleum and provided a number of recommendations to the committee in order to make improvements for this tourist attraction.



## International Engagement

### The Heart of Gold Rural Community Empowerment Project

The Heart of Gold (HG) is a best-practice undergraduate research-involved case study that has demonstrated significant gains in social and economic capital over the last eleven years. The HG is an international community-university research alliance between the Farm and Agro-tourism Association of Los Santos (FAALS) cooperative in Costa Rica and Vancouver Island University (VIU) in Canada that uses co-operative inquiry methods for effective sharing of local knowledge, and knowledge exchange and mobilization to meet small-scale farming community needs. Overall the project focuses on strengthening small-scale farming livelihood security through innovative diversification of farm product (direct-trade organic-in-the shade coffee), and agro- and eco-tourism business development that helps to stabilize small-scale farming economies. More specifically, the project seeks to create new modalities of research collaborations involving organizations not often associated with research on international development; to influence policy and practice through researchers sharing knowledge with community associations about development challenges; and,

to improve learning capacity by creating educational platforms for identifying solutions to livelihood threats. The provision of planning and research support for agricultural cooperatives can be critically important since it equips communities to confront and deal with socio-economic and environmental change, and to create community resilience.



*Abhay Mepparambil, SLM student from India assisting in planting coffee.*

For more information contact Dr. Dave Robinson

**This project has recently been announced WINNER in the category of "REPLENISH" for the 2013-2014 "SNAP - Sustainability Now and Powerful! Awards" of the Journal of Sustainability Education.**

### Ghana Research & Study Tour

In 2013 the Ghana Research & Study Tour wrapped up three years of ongoing research and community project work with community partners at the Wechiau Community Hippo Sanctuary, and the communities of Larabanga and Busua. This field program, focused on community-based tourism development and conservation, has involved 15 Canadian students and 3 Ghanaian students for a combined total of 6 months of fieldwork. In 2012 and 2013 students from previous trips returned to complete additional research projects and to fill leadership roles in the program. Dr. Aggie Weighill feels that "having Kelcie Jessen (MA SLM 2014) participate in the undergraduate research program and conduct her own research is an added bonus for our community partners." "Kelcie's research into voluntourism raises important questions about local capacity building and the potential for unintended negative consequence of inviting volunteers in to one's community". Dr. Weighill will be sharing the results of Kelcie's research at the 2014 WLC.

Outcomes of this project include thousands of dollars contributed to the tourism economies of remote rural communities, undergraduate researcher training (Canadian & Ghanaian), graduate researcher training (MA SLM), four peer-reviewed conference presentations (students), numerous public presentations, improved student confidence and broadened skill-sets, and the creation of greater awareness of global conservation and tourism development issues. Students involved in this program have gone to pursue master degrees, international internships, and have indicated that they experienced strong personal and academic growth as a result of their participation. ([www.viuafrica.com](http://www.viuafrica.com))

For more information contact Dr. Aggie Weighill



*Photo: Kelcie Jessen conducting an interview in Ghana. Photo credit Aggie Weighill*



## Nepal Field School

This field school provided students a better understanding of the issues related to community based conservation and tourism development within developing countries (particularly in Nepal). Models of community based conservation governance, sustainable livelihoods development, and critical issues in tourism development were examined. Students critically evaluated three different governance structures of protected areas representative of jungle habitats, Himalayan alpine, and 600 year old inhabited urban centers; all of which are UNESCO World Heritage sites. Students developed skills in conducting cross-cultural knowledge mobilization with a particular focus on analysis of cost-benefit flows, conservation, leisure and well-being.

Students were also provided an opportunity to apply the skills and knowledge gained within VIU's recreation and tourism program by participating in on-going and self-developed research, using a multitude of data collection techniques throughout Nepal. ([www.viunepal.wordpress.com](http://www.viunepal.wordpress.com))



*Dr. Pete Parker with his team of students in Nepal.*

For more information contact Dr. Pete Parker

*Congratulations to the award winning students*

## SLM Student Awards and Scholarships

### Laurel Sliskovic

Winner of the Pat Corbett Award for Sustainable Tourism, 2012



### Shannon Bence

Winner of the Social Sciences and Humanities Joseph-Armand Graduate Scholarship, 2012-14  
Finalist for the Social Sciences and Humanities Storyteller Award – presenting at the World Social Sciences Forum in Victoria, 2013  
BC Recreation and Parks Association Leadership Award, 2014



### Monica Shore

Winner of the Social Sciences and Humanities Joseph-Armand Graduate Scholarship, 2013-14  
Tourism Industry Association of Canada/Parks Canada Sustainable Tourism Scholarship



### Liane O'Keefe

Winner of the Social Sciences and Humanities Joseph-Armand Graduate Scholarship, 2014-15



## Innovation Infusion Events



The WLCE offers a series of learning events on the Nanaimo Campus to extend opportunities to the broader community to learn about topics related to sustainability and innovation. These events are led by innovators and our Visiting Scholars and to date have been tremendously successful.



### **Dr. Tarquin Bowers** **World Leisure Organization**

Tarquin has worked in a wide range of cultural contexts, researching and designing community, economic and social development. His *Innovation Infusion* event addressed the topic of “Cultural sustainability” and discussed the challenges and opportunities of the aboriginal tourism industry in Australia. His presentation sparked conversation about tourism’s potential to exploit and/or empower cultural groups.

### **Erin Heeney & Laurel Sliskovic** **The Sociable Scientists Inc., Vancouver Island**

Erin and Laurel were the very first graduates of the WLCE’s M.A. in Sustainable Leisure Management. In 2013, they co-founded The Sociable Scientists Inc., a research and facilitation company on Vancouver Island. Their *Innovation Infusion* event introduced the way their business connects leisure, sustainability and entrepreneurship. The Sociable Scientists’ goal is to create innovative solutions for social sustainability issues.



### **Jason Robinson** **Sustainability Television, Vancouver**



Jason is the Founder and CEO of Sustainability Television. He is a frequent speaker at sustainability, leadership and technology conferences and an outdoor enthusiast. His *Innovation Infusion* event explored how online media can be used to raise awareness of

sustainability issues. He discussed how business can be a vehicle for social change. Sustainability TV is an independent social enterprise media company that shares both proprietary and member submitted content that encourages healthy, vibrant communities all around the world.

### **Dr. Kelly Whitney-Squire** **University of Otago, New Zealand**



Kelly is an alumnus of Vancouver Island University’s Tourism and Recreation Management degree. She has since completed her PhD, which was the topic of her *Innovation Infusion* event and looked at the implementation of a language-based

tourism program in Haida Gwaii, Canada. Her presentation discussed the community-based tourism initiatives supporting language development and language revitalization for indigenous peoples.

*Are you an innovator with something to share? Let us know how you can get involved in the Innovation Infusion Series.*

**Drew Cooper**  
*PacificSport Vancouver Island, General Manager*



Drew is the General Manager of Nanaimo-based PacificSport Vancouver Island. He has had a 21-year rugby career and has coached numerous sports teams. At PacificSport, Drew creates programs that provide access to training for all aspiring athletes and that increase

physical literacy among youth in our communities. His *Innovation Infusion* event focused on the topic of physical literacy, which is dropping in performance from generation to generation.

**Lesley Anderson**  
*Tourism Nanaimo, Destination Management E.D.*



Lesley was fundamental in the development of the Canadian Tourism Commission's Explorer Quotient (EQ). EQ is an innovative profiling tool that helps licensed tourism organizations understand the motivations and behaviours of

international travelers, then market specifically to target clients. Lesley's *Innovation Infusion* event introduced the EQ concept and demonstrated Canada's leadership in the area of tourism marketing.



*Grad students enjoying a break with Dr. Rick Rollins*

**Liz deMattia**  
*Nanaimo Science and Sustainability Society (NS3), co-director*

Liz (centre) founded NS3 in 2010 with partner Sue Durnin. Their vision was to increase science opportunities for kids in Nanaimo. Their mission is to inspire families and to develop their interest in science and sustainability through fun, hands-on learning. At her *Innovation Infusion* event, Liz had us play with wooden blocks as she described the journey of developing the not-for-profit society and its programs. NS3 is working toward the development of a permanent science centre, which would be a tourism destination in Nanaimo.



## Visiting Scholars

The WLCE at VIU benefits greatly from the insights gained from our visiting scholar program. Believing that it is only possible to provide an international perspective on sustainability in leisure by exposing students to realities elsewhere, the WLCE invites applications from global scholars to visit our campus and assist in teaching one of the grad courses. Scholars provide a public lecture (Innovation Infusion Event) while at VIU and actively engage with faculty, students and community stakeholders.

*Interested in becoming  
a visiting scholar?  
Applications are accepted  
annually - see  
[www.worldleisureviu.org](http://www.worldleisureviu.org)*

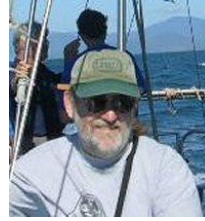


## Visiting scholars – 2011- spring 2014



**Dr. Tobias Luthe**  
*Director of Research and Professor for Sustainability Science. Institute for Tourism and Leisure, Univ. of Applied Sciences, Chur, Switzerland*

Dr. Luthe focuses on the interaction of nature (ecosystems) with humans (socio-economic systems) in a holistic or systems approach - looking at the big picture while focusing on the small steps - integrating theory and practice in a creative way.



**Dr. Bob Payne**  
*Lakehead University, Ontario, Canada*

Dr. Payne's research interests center on human dimension issues in parks and protected areas and in natural resources. He has always been interested in how people connect with the natural world and how they express those relationships, in their activities, their planning and their policy making.



**Dr. Pat Maher**  
*Associate Professor, University of Northern BC, Canada*

Pat brought his expertise in recreation and tourism in Polar Regions and delivered a lecture on "Gazing from the periphery to the core". He is particularly interested in expeditionary or remote field-based travel and the meanings visitors associate with such experiences. His interests are in outdoor and experiential education, leadership, wilderness values, and adventure tourism.



**Dr. John McCarthy**  
*School of Built Environment, Heriot-Watt University, Edinburgh, Scotland*

His research has focused on Spatial planning and urban regeneration, including international comparative approaches. He delivered a public talk on "The Cruise Industry and Sustainable Development in European Cities", in which he outlined the costs, benefits and potential that cruise industry development has in historic port cities.



**Dr. Neil Carr**  
*University of Otago, New Zealand* Neil's research examines leisure and tourist behaviour, with a focus on youth, families, animals, and university students. His *Innovation Infusion* event discussed the

topic of "Dog friendly tourism," which questioned whether the tourism and hospitality industries should accommodate travelers with pets. This led to a discussion around the tourism trends that may impact the environmental and social sustainability.



**Dr. Stephen Wearing**  
*University of Technology, Sydney, Australia*

Stephen's areas of expertise surrounds volunteer tourism, parks and leisure, and services to youth, conservation and community. His *Innovation Infusion* event looked at "International volunteer tourism" and presented ways to integrate travelers and communities. With the rise in popularity of "voluntourism," there is a need to question the sustainable management of this sub-sector.



**Dr. Katherine King**  
*University of Bournemouth, England*

Katherine's research focuses on the geographies of sport and leisure. Her *Innovation Infusion* event was called "Access for all? Public policy and youth participation through lifestyle sports." It discussed her PhD research, which found that lifestyle sports may be a way to reconnect youth with nature and rural environments. Existing policies, however, must adapt to the needs of younger users.



**Dr. Geoffrey Godbey**  
*Penn State University, United States*

Geoffrey has extensive experience as a consultant, speaker, author and professor in Canada, the United States and China. He is a Professor Emeritus at Penn State University. His *Innovation Infusion* event addressed "Reforming leisure in China." He compared the different views of leisure in China and North America and spoke of innovative ways that Chinese communities are integrating leisure into their daily lives.

**Dr. Sam Lankford**

**University of Northern Iowa, United States**



Sam has been a planner across the United States as well as a professor in the areas of tourism, leisure and recreation management. His *Innovation Infusion* event focused on the importance of “Community participation for tourism development.” His presentation demonstrated the link between civic engagement and quality of

life for residents. Engaging communities in the development of tourism destinations can build social capital, create more vibrant public spaces and lead to more sustainable communities.

**Olaf Ernst**

**NHTV Breda, The Netherlands**



Olaf Ernst joined VIU for the entire spring 2014 semester from NHTV Breda, the WLCE’s partner university in the Netherlands. Olaf co-taught several courses in the B.A. of Tourism Management and the M.A. in Sustainable Leisure Management, and was highly involved in the Nanaimo’s entrepreneurial community and choir scene.

His *Innovation Infusion* event presented current research on the positive and negative impacts of commercial gentrification in particular neighbourhoods in Amsterdam, Vancouver and Nanaimo.

**Completed Masters in Sustainable Leisure Management Thesis Topics**

Student	Thesis title	VIU Supervisor	Co-Supervisor(s)	External evaluator
Danielle Burrows	Exploring the potential for tourism related payment for ecosystem services in Tla-O-Qui-Aht Tribal Parks	Grant Murray	Carleigh Randall	Pam Shaw
Augusto Dominguez	Exploring the opinions of Parks, Recreation and Culture managers regarding the relationships between recreation and social capital and its benefits.	Joanne Schroeder	Ken Hammer	Doug Brimacombe & Edie Doepker
Erin Heeney	Connection and understanding: The basis of a positive mutual gaze between residents of a small island developing state and a community of multi-national ocean cruisers.	Nicole Vaugeois	Omar Moufakkir	Holly Donohoe
Laurel Sliskovic	Local Vancouver Island tourism participation and its relationship to quality of life - an exploratory thesis research project	Joanne Schroeder	Ken Hammer	Jennifer Horn
Monica Shore	Sustainable cultural development in a small post-industrial Canadian city.	Suzanne de la Barre	Nancy Duxbury	Allison Bain
Janice Johnson (Tlinihak Wemptis)	Relationship between traditional resource harvesting and tradition knowledge transfer of Ts'ishaa7ath	Grant Murray	Tommy Happynook Jr.	Charlotte Cote
Shannon Bence	Young Adults’ Perspectives on the Attractiveness of Living in Rural Canadian Communities	Nicole Vaugeois	Terri McDonald	Katherine King
Gordon Clark	The Potential Utility of Tourism Demand as an Indicator of Sustainable Development in Tourism	Nicole Vaugeois	Richard Porges	Chris Choi
Kelcie Jessen	Voluntourism and its influence on the capacity building of the host community: The case of Ghana	Aggie Weighill	Angela Benson	Stephen Wearing
Sixin (Michelle) Liu	Ecotourism development in China: A case study of Huidong Harbour Sea Turtle National Nature Reserve	Grant Murray	Pete Parker & Suosheng Wang	Geoffrey Godbey
Huixuan (Nana) Ouyang	Assessing Home Inn Contributions to Sustainable Tourism Development in Dal and Heshun Ancient Towns, Southwestern China	Pete Parker	Chia-Pin (Simon) Yu	Brijesh Thapa
Anna Romanova	Agritourism in the Cowichan Valley, British Columbia, Canada	Suzanne de la Barre	Jenny Horn	Donna M. Senese
Chen Yang	The benefits of sustainable development for the urban parks in Nanjing, China	Rick Rollins	Pete Parker	Bob Payne

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## Research Spotlight

### Traditional Trades as Employers and Training Mechanisms for Canadian Youth

*The World Leisure Centre of Excellence at VIU seeks to engage in knowledge creation and sharing on topics related to sustainability and innovation. Our faculty maintain active in a range of research areas and are always seeking collaborative opportunities with other scholars.*

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In 2013, researchers from World Leisure Centre of Excellence (WLCE) at Vancouver Island University (VIU) collaborated with the Économusée British Columbia Artisans at Work initiative at the Société de développement économique de la Colombie-Britannique (SDECB) on a Knowledge Synthesis Report for the Social Science and Humanities Research Council of Canada (SSHRC).

The study report synthesizes what is known about Canada's Traditional Craft Trades (TCT) sector. The main objectives of the project were to: (a) establish a clear definition of the TCT sector, (b) explore labour market needs for the sector, and; (c) identify challenges, successes and possible ways to enhance training and skill development for artisans. An in-depth review of academic and grey literature was followed by a Knowledge Exchange Forum with 45 artisans, policy makers, academics and investors on Vancouver Island in October 2013. The report concludes the training and capacity-building needs of the diverse artisanal labour market—from cheese makers and beer brewers to silversmiths and leather workers—are often overlooked by government and educational institutions. It is proposed that difficulties in defining the TCT sector, through both terminology and statistics, have likely been limiting its development. A new typology of the Traditional Craft Trades is thus presented, which divides the sector into two categories: utilitarian trades and consumable trades. Future priorities for the sector include understanding how artisans define success, attracting young generations to consider training in the TCT sector, identifying appropriate training models for each trade, and finding ways to provide the often rural or remote labour market with accessible supports. In order to reflect the values of the TCT sector's labour force, there is a need for ground-up economic development models that have a triple bottom line approach with economic, environmental, and social impacts considerations.



Social Sciences and Humanities  
Research Council of Canada

Conseil de recherches en  
sciences humaines du Canada



*Authors: Nicole Vaugeois, Monica Shore, Nichola Evernden, Pascale Knoglinger & Jenny Horn*

## Select Knowledge Mobilization Activity by SLM Students

- Shannon Bence. "Planting seeds of insight: Creating resilient, attractive and sustainable coastal communities for tomorrow's generations." Oral presentation presented at Vancouver Island University – Powell River Campus, British Columbia, 2014.
- Shannon Bence "Young adults' perspectives on the attractiveness of living in rural Canadian communities." Oral presentation at the Rural Revitalization Foundation Conference in Thunder Bay, Ontario, 2013.
- Shannon Bence. "Young adult attraction and retention to rural communities in Canada." Oral presentation at the Congress of the Humanities and Social Sciences in Victoria, British Columbia, 2013.
- Shannon Bence. "Youth retention and attraction to the Pender Islands." Oral presentation at Island Studies: West Coast Canada & Beyond on Gabriola Island, British Columbia, 2013.
- Shannon Bence. "Young adult attraction and retention to rural Canadian communities." Poster session presented at the World Leisure Congress in Rimini, Italy, 2012.
- Erin Heeney. Applying the Mutual Gaze: Understanding Compatibility between Hosts & Guests. Conference presentation at the Island Studies Conference, Gabriola, British Columbia. May 2013.
- Erin Heeney. The Mutual Gaze Between Locals and Yachties. Conference presentation at the 12th World Leisure Congress. Rimini, Italy. October, 2012.
- Erin Heeney. Port Renfrew Residents' Perceptions of Pacific Rim National Park. Conference presentation at the 3rd British Columbian Protected Areas Research Forum. Vancouver, British Columbia. December 2011.



Tristan Hopper, Caleigh Ellis, Beth Hagarty & Lauren Torok. Challenging the Leisure Discourse: Building an Evolving Theory for the Next Generation. Conference presentation at the Canadian Congress on Leisure Research, Halifax, Nova Scotia. May 2014.

Sreya Kumar, "Attracting lifestyle entrepreneurs to amenity rich rural areas in British Columbia, Canada" presented at Diverse Regions: Building Resilient Communities and Territories: Regional Studies Association European Conference, 2014 in Izmir, Turkey

Monica Shore. Quality of Life for Island Artists. Conference presentation at the Island Studies Conference, Gabriola Island, British Columbia. May 2013.

Monica Shore. Sustainable Cultural Development in a Small Post-Industrial Canadian City. Conference presentation at the Nordic Geographers Meeting, Reykavík, Iceland. June 2013.

Laurel Sliskovic. Local Vancouver Island tourism and its relationship to quality of life for residents. Conference presentation at the 6th Annual Interdisciplinary Conference for Leisure, Hospitality and Tourism, Fethiye, Turkey. April 2012.

Laurel Sliskovic. Pride of place, sense of space, and quality of life. Conference presentation at the Island Studies Conference, Gabriola Island, British Columbia. May 2013.

## Sustainable Leisure Management: Graduate Cohorts - 2011-2013

One of the primary functions of the WLCE at VIU is to stimulate inquiry into sustainability in the leisure field through the graduate program. Our program has been growing steadily from 10 students to now, 26 students. The classroom experience is rich as learners enter from a variety of backgrounds including their discipline (ranging from arts, economics, business, recreation and tourism) and their country of origin (i.e. Ukraine, Germany, India, China, Ghana, Mexico, Saudi Arabia, Canada).



**1st Cohort – 2011**  
10 students, 4 countries

Wei (Viviane) Bao, China  
 Christopher Beharrell, Canada  
 Mandeep Singh Bhullar, India  
 Danielle Burrows, Canada  
 Augusto Dominguez, Mexico

Erin Heeney, Canada  
 Janice Johnson, Canada  
 Martin Pariseau, Canada  
 Laurel Sliskovic, Canada  
 Marc Sorrie, Canada

**2nd Cohort – 2012**  
15 students, 6 countries



Abhinav Verma, India  
Anna Romanova, Ukraine  
Basemah Alhobishy, Saudi Arabia  
Chen Yang, China  
Gareth Davies, Canada

Gordon Clark, Canada  
Huixuan (Nana) Ouyang, China  
Ivona Bucan, Croatia  
Jake Skinner, Canada  
Junzhi (Chris) Xin, China

Kelcie Jessen, Canada  
Monica Shore, Canada  
Shannon Bence, Canada  
Sixin (Michelle) Liu, China  
Vincent Kusi-Kyei, Ghana

**3rd Cohort – 2013**  
20 students, 5 countries



Abhay Mepparambil, India  
Amal Alharbi, Saudi Arabia  
Anna Nehm, Germany  
Caleigh Ellis, Canada  
Evi Petersen, Germany  
Handy Singh, India  
Justine Powell, Canada

Liane O'Keefe, Canada  
Manish Kumar, India  
Maren Schullerus, Germany  
Michele Greene, Canada  
Mingqi (M.K.) Yang, China  
Pranav Pesati, India

Sreya Kumar, India  
Yandi (Evelyn) Pan, India  
Yihua (Erika) Chen, China  
Yuan Yuan (Amy) Li, China  
Xinting (Wendy) Liang, China  
Zehan (Harden) Yu, China  
Pratik Chakravarty, India

The World Leisure Centre of Excellence benefits from the involvement of the Faculty and Staff in the Department of Recreation and Tourism Management.

Thank you – to the VIU Campus Career Centre Work Opportunities Fund for your generous support for our Research and Development Assistants

A big thank you goes out to the Research and Development Assistants who have assisted the WLCE in getting established since 2010. We could not have done it without you.

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**Nicole Vaugeois, Ph.D**

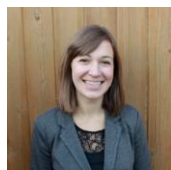
*Co-Director, WLCE at VIU*

Email: [Nicole.Vaugeois@viu.ca](mailto:Nicole.Vaugeois@viu.ca)

**Aggie Weighill, Ph.D - Graduate Coordinator**

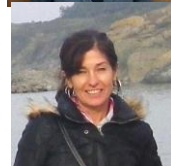
Email: [Aggie.weighill@viu.ca](mailto:Aggie.weighill@viu.ca)

## WLCE Research & Development Assistants



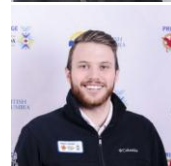
**Monica Shore (2012-14)**

Event Coordinator and Supervisor



**Justine Powell (2014)**

Research, Development & Public Relations



**Marc Sorrie (2011-12)**

Research and Development



**Liane O'Keefe (2013-14)**

Marketing and Communications



**Jake Skinner (2012-13)**

Media and Communications



**Hailey Rilkoff (2011-12)**

Marketing and Promotions