

LEISURE AND TOURISM

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Summary

Leisure is an universal component of human culture which takes different forms and meanings based on the characteristics of a given society. The growth of tourism is part of the globalization process and involves markets around the world, affecting labor relations and cultural aspects held as part of a broad global movement. This has provided greater force for international organizations that control a substantial amount of services in the tourism market, such as hotel chains, airlines companies and travel agencies.

It seems apparent the recognition of tourism as a thriving job market for leisure professionals, before a historical and social growth of tourism in the face of the deepest economic downturns. However, it appears that the presence of leisure in vocational training in tourism is commonly considered in a limited fashion, usually linked it to a technical conception from the recreation and associated as a product in a commoditized market which is based largely on the sector tourist.

This chapter aims at the approach of aspects related to the development of leisure, emphasizing this sector in well-known expansion and understanding the importance of this for social and economic development in its insertion in a globalized worldwide context. As a methodology, a qualitative analysis was performed in academic books, related articles, research organization' supplies and even on Brazilian and international institutional documents, emphasizing tourism as a relevant element on the field of leisure.

1. General Introduction

It is important to seek some answers understanding the leisure sector in the world and its relation with physical education and tourism. It seems to be well known the recognition of tourism as a prosperous labor market to the professionals of leisure, before both historical and social situation of growth of tourist activity even before the deepest economical adversities. Therefore, it is understood the tourism as a part of leisure and a basic contemporary element for analysis of that human life sphere. The perspective of the growth of tourism in the world is emphasized in many studies, increasing that field as an “industry without any chimney”, emphasizing its benefits for the environment and receptive community.

The expected is that the sector still grows in real terms 4,2% per year in a period between 2007 and 2016, information that helps to sustain the tourism as one of the strongest priorities in the world economy for the future. According to the follow sources used in this text, in the last fifteen years, South America registered a growth on 6%, beyond the world average 4,1%, which suggests that on the next years we'll testify a definite awakening of the region in an economical and tourist sense. Especially on Brazil, about 50 % of the total of arrivals of international tourists to the country has as a main goal of the trip the category of "leisure and vacations", once the other 20% are approximately in the category "visiting friends and relatives" and 30% are on "business and professional reasons".

2. Historical overview of Leisure and Tourism around the world

A definition of leisure that propose to be universal is practically impossible, because in western society, influenced by Judeo-Christian and Protestant ethic, leisure is commonly seen as free time from work and other obligations. The definition adopted in leisure oriental society is still little known and widespread academically (Jackson, 2006).

According to Iwasaki (2006), culture plays a central role in the conceptualization of leisure, whether in Western society, in Asian culture, the indigenous, among others. There is research evidence that prove the contribution of leisure to the quality of life for people in various cultural contexts in the world. In this way, forms of expression at leisure for art, dance, music, religion, dress, language, sports and gastronomy denote and celebrate individual and collective identities (Chick, 2006).

As part of the global economic processes of production and consumption, the internationalization of leisure activities force the emergence of a wider range of services and establishment of transnational relations franchise provider of retail products. Globalization thus lies at the heart of modern culture and refers to the network, always growing and developing rapidly, interconnections and interdependencies that characterize modern social life (Tomlinson, 1999).

Bull, Hoose and Weed (2003) defend that the growth of tourism is part of the process of globalization that involves markets, relations of labor and culture realized in a global dimension. Such fact has proportioned a bigger strength to international organizations that controls a substantial quantity of services in the touristic market once as owners of hotels, air companies and integrated tourism agencies. This way, it doesn't matter where the tourist is. He will be able to find his hotel style, his food and the same variety of entertainment. California's Disneyworld is replied on Florida, France and Tokyo. McDonald's or Pizza Hut exists in practically every city in the world.

Williams (2006) suggests that tourism is an important basis for protecting natural, cultural and historic for its ability to mobilize economic and political. However, facing the various impacts that tourism causes on destinations around the world, besides it, concerning the environmental saturation and the economical decadence of productive activities, we call into question until when that sector wouldn't be into service of a mercantilization attached to consumerist values and in conformity with the actual society?

The Australian authors Veal e Lynch (2001) express the concern related to the huge number of tourists in that country, in which the growth of the demand of divers in the Great Barrier Reef, by the coast of the state of Queensland, or even the visitors on the Blue Mountains, nearby Sydney, becomes a huge challenge to the managers in terms of preservation and responsibility of the environment.

Menezes e Coriolano (2002) accuse the fact that tourism has revealed, with rare exceptions, highly predatory of the natural ecosystems, because of the consumerist behavior that transforms it into

another commodity. Krippendorf (2000) emphasizes the incessant search for the tourism in the free time as an escape from the values of the big cities, realizing escapism activities from the daily restlessness, in a certain functionalist way.

We shall see ahead how this situation has influenced the establishment of vocational training in tourism, seeking to understand the interfaces with leisure, investigating both thematic literature as well as some official documents performing key examples in a wide range of sociocultural realities.

3. Educational perspective

The basis for leisure education is the belief that leisure is a creative and constructive force in the lives of individuals, social groups, communities and society overall (Henderson, 2006). We will discuss in this item the implications on the relationship between leisure and tourism with regard the job market.

We believe that is relevant to highlight some misunderstandings between leisure and tourism when discussing vocational training and the labor market, both in national and international level. In some cases, leisure is minimized as a discipline to be fulfilled in tourism degree courses. In others, leisure is understood as a broad area where tourism is just an element like sports, arts, dance, and others.

Camargo (2001) points out the greater expressiveness of tourism courses in Brazil, because the first one has greater appeal in commercial and political spheres than the second. From this perspective, if undergraduate and graduate programs in leisure are still a novelty in Brazil, some experiences in North America, Europe and Oceania have been developed offering programs in both fields.

Obviously the training is not only driven by tourism courses at the college level, denying several other training opportunities as on a technical level or through teaching, research and extension in various sociocultural contexts. However, from an educational perspective, the intention is to seek the interface in leisure alluding to a university degree in tourism from the bachelor, modality that experienced a steep growth worldwide.

For instance, in the United States, McLean, Hurd and Rogers (2005) emphasize that training programs in leisure exists since the early beginning of the twentieth century. In the 1920s, for example, the National Recreation Association provided a degree program for professional work with recreation and park managers. According to the authors, during the Great Depression of 1930, thousands of people applied for a job opportunity with the Federal Government for jobs in the field of recreation in order to assist the design and development of themed spaces and facilities in communities. However, only after the second half of the twentieth century is that the career of recreation was seen as actually growing. The authors stress that the term "tourism" has been added recently in most programs in United States due to the commercial sector perspective, where associations in recreation and parks tend to be more connected to the business departments in American universities.

Similarly to the process of training in leisure and recreation in the United States, in Australia the tourism would be given as early as mid-1990 a prominent part in higher education. Australia has had a number of favorable conditions for the tourism industry by the climatic condition and the multiculturalism of their society, being such activity raised as a "big deal" and key element in the political projects of Australian universities (Parker; Paddick, 1990; Rowe; Lawrance, 1997; Hamilton-Smith, 1998).

Concerning the professional training and the labor market in leisure and tourism in Brazil, we observe a clearly prevail of the second to the detriment of the first in terms of offers in higher education. Current information at Brazilian Ministry of Education, points out that by the end of 2012, it was available 743 undergraduate programs in tourism and 44 in leisure (Brasil, 2012).

In summary, it is fundamental to perceive the importance to receive contributions from a wide range of areas besides tourism (such as physical education, arts, performing arts, occupational therapy, social sciences, etc) to the field of leisure studies. The next item will explore the career opportunities in tourism mostly fostered by an academic formation in leisure.

4. Career opportunities

Although it appears less important in a society that values work, leisure can express deep expressions of a given culture and may become the most important part of people's lives by providing self-realization, based both on an individual or collective way of life (Jackson, 2006).

Swarbrooke (2000) emphasizes the actual tendency to value the tourism, in an activity that has been faced as a “renewal tool”. Therefore, the author details that such field is a great promise for the new jobs creation – especially for the residents-, stimulating new forms of using abandoned equipments in the locality and helping in the creation and maintenance of services that also can be used for the local population.

Veal (2006) emphasizes that a key problem to understand the economic significance of leisure is the difficulty of measurement. That's because most of the data of an economy underscores the importance of leisure component to harness it to other components such as clothing and household spending. A significant exception, according to the author, it would be with the field of tourism, since the data of the satellite account of a country usually expose clearly how it was moved in this sector.

Analyzing information about the employment situation generated by United Kingdom's economic sector between 1985 and 1998, Bull, Hoose and Weed (2003) point out that services related to leisure and tourism are responsible for over 2 billion of jobs in that part of the world, representing approximately 9% of the total number of British employment. Information of 1971 showed this sector owning only 6% of the total.

It has become a common practice in tourism studies targeting distinctive segments in the professional field. These segments comprehend elements as the goal of the practice, the audience involved in it as well the best way to plan/optimize tourism. Vaz (1999) is one of the authors that targets tourism on different bases, such as personal, sociocultural, socioeconomic, psychographic, and behavioral. This distinction allows the author to classify this phenomenon in segments such as the elderly, single, health, cultural, religious, events, business, sports, rural, among others.

However, it is clear that tourism can also be enjoyed by a lower social class economically, prominent point of the current campaigns to stimulate the so called “social tourism”. From the segmentation presented to the field of tourism, social tourism is subsidized by entities founded in practices related especially to recreational activities and enabling the journey to low-income people (Campos; Goncalves, 1998; Trigo, 1998; Vaz, 1999). We highlight here the role performed by SESC in the state of Sao Paulo, Brazil, with its tourism policy aimed at social and leisure.

Henderson et.al. (2001) identify that the most recent pattern on recreational programs on higher education on the United States are focused on hospitality, trips and tourism direction, which makes such segments as one of the most emerging in the North American higher education reality, focused on a huge part of hospitality services and business management.

Table 1. Professional job market in Leisure and Tourism

In local level, in the field of leisure, it is noteworthy scientific societies with significant influence on the research of this theme, recognized for its events, research groups, and publications staff: ANZALS, Australia and New Zealand; APCL, China; CALS, Canada; FUNLIBRE, Colombia; GIEL, Brazil; LARASA, South Africa; LSA, the United Kingdom; OTIUM, Spain; among others.

However, we would like to emphasize the importance of WLO as an organization in a global range. Established in 1952 initially as International Recreation Association, the organization changed its name to World Leisure and Recreation Association in 1967 and adopted the term simplified World Leisure in 1999. In 2007, the organization came to be called the World Leisure Organization (Edginton, 2007).

It has the status of the UN non-governmental advisory body. It is responsible for being an association with scholars worldwide, bringing researchers of various nationalities and, by its degree of comprehensiveness, it is recognized worldwide in the scientific field of leisure.

Are included as WLO main priorities the commitment to the benefits of leisure, promoting policies and specific legislation, the strengthening of leadership in this field of knowledge and the expansion of international cooperation. The organization is structured in the development and dissemination of research on leisure, as well as support to young researchers, fostering thematic groups of studies, consultancy and training. Its role has been to promote the need to support leisure studies from the public, private and third sector, together with the actions from UNESCO and UNICEF (WLRA, 2006).

About actions specifically with the UN, Edginton (2007) emphasizes that a significant commitment to the WLO was the link with the UN MDG, since the overall relevance of this project to be committed to the goals of fighting poverty, hunger, disease, illiteracy, environmental degradation and discrimination against women. The author also highlights other important actions related to WLO in stimulating scientific study at leisure in its 192 member countries, such as the publication of the academic journal World Leisure Journal, ISSN 0441-9057.

Concerning training in leisure, the WLO supports Centers of Excellence in Leisure Studies known as WLCE. Initially established at the University of Wageningen in the Netherlands in 1992, nowadays the WLCE program can be found in USA, Arizona State University and Canada, Vancouver Island University (WLCE, 2012).

The World Leisure Congress is organized by WLO since 1988, as shown in the table 2:

Table 2. World Leisure Congress

In 1998, the 5th World Leisure Congress was held in Sao Paulo, Brazil. For one week, the leisure community was mobilized to explore the theme “Leisure in Globalized Society: Inclusion or Exclusion?”, to celebrate the 50th Anniversary of the United Nation Declaration of Human Rights and to enrich our understanding of the Latin American experience. An important feature of the Congress was the adoption of the “Sao Paulo Declaration on Leisure and Globalization” which establishes the importance of leisure diversity.

Jackson (2006) suggests that leisure can not be understood or managed without recognition of their reciprocal relations with the social, economic, cultural, environmental and political. This means that policies in a given area will inevitably influence leisure. In addition, learn about the habits, attitudes and values that occurred in leisure are fundamental for the planning, management and policies related to areas of economic development, cultural preservation, health and wellness, environmental management, among others.

In 2009, it was launched the “Latin America Association for Public Policies in Education, Sports and Leisure”, supported by the Brazilian Government and involving scholars from several countries in the region, with the common purpose to promote the leisure studies in its relation with education and sports sectors. Definitely, this official support from the government is a strong signal that Brazil is going through a time of significant growth in several sectors, including the leisure, tourism, sports and education sectors.

The 20th edition of the well-respected magazine “The Economist” brought as a front cover the news “Brazil takes off”, highlighting Brazil as a member of the BRIC nation and one of the economies that would come to dominate the world. According to them, the main facts that justify this statement are: a) Brazil's economy has been steady, not sudden, growing 5%/year and meant to become fifth by 2016; b) the Brazilian Real has gained almost 50% against the American Dollar; c) falling poverty and a swelling lower-middle class; d) take-off achieved through reform and democratic consensus-building. The same article suggests that Sao Paulo will be the fifth-wealthiest city by 2025 (BRAZIL..., 2009).

As a matter of career opportunities, it is important to highlight that several sports mega events will take place in the country in this decade could increase even more those numbers. In the current global context, Brazil is going through a time of significant growth in several sectors, including that of leisure in their interfaces with sports and physical activities. Several sports mega events will take place in the country in this decade: *5th CISM Military World Games 2011*, *FIFA Confederations Cup 2013*, *FIFA World Cup 2014*, *Olympic Games Rio 2016* and *Paralympic Games Rio 2016*. It is expected a huge impact in 55 sectors, including: sports and wellness; leisure, tourism, hotel industry and hospitality; transports and urban mobility; airports, ports, stadiums; environment; information technology; infrastructure and services; among others, fostering legacies to the host cities.

The *5th CISM Military World Games 2011* held in Rio de Janeiro on 16-24 July 2011 mobilized 7000 athletes from 100 countries in 23 sports. The work force was approximately 10000 volunteers and the facilities are expected to accommodate the Olympic Games in 2016. The *FIFA Confederations Cup 2013* will be held on 15-30 June 2013 in six cities: Belo Horizonte, Brasília, Fortaleza, Recife, Rio de Janeiro and Salvador. Eight teams will be qualified to compete on this sports event: a) *Brazil*, as the 2014 FIFA World Cup host; b) *Spain*, as the 2010 FIFA World Cup winner; c) *Uruguay*, as the 2011 Copa America winner; d) *Japan*, as the 2011 Asian Cup winner; e) *Mexico*, as the 2011 Concacaf winner; f) *Italy*, as the 2012 UEFA Euro runners up; g) *Taiti*, the 2012 Oceania Nations Cup winner; and, h) the 2013 Africa Cup of Nations winner.

The *FIFA World Cup 2014* will be held on 12 June-13 July 2014 in twelve cities: Belo Horizonte, Brasília, Cuiabá, Curitiba, Fortaleza, Manaus, Natal, Porto Alegre, Recife, Rio de Janeiro, Salvador and Sao Paulo. Third two teams will be qualified to compete on this sports event. Considering the huge impact in the Brazilian society, there are some professional qualification programs going on supported by Federal and local governments that will qualified 240,000 professionals up to 2014 aided by a multi task team of experts in the sectors of gastronomy, transport, business, languages and all those related to welcoming and helping tourists (PORTAL 2014..., 2012).

The Olympic Games Rio 2016 and Paralympic Games Rio 2016 will be held on 05-21 Aug 2016 (Olympics) and 07-18 Sep 2016 (Paralympics) in Rio de Janeiro. It is estimated to involve 10500 athletes from 205 countries, competing in 28 sports (Olympics) and 22 sports (Paralympics). The work force will bring 70000 volunteers from different sectors in 34 venues. Regarding the venues, only 26% will have to be built, thanks to the previous events: Rio 2007 Pan American Games, Rio 2007 ParaPan American Games, 5th CISM Military World Games and 2014 FIFA World Cup (RIO 2016..., 2012).

In a study performed in 2008 having the *Beijing Olympic Games* as the main object, it was identified the practice of sports and physical exercises designed as part of Chinese culture and its relation to events on a global scale as the Olympics. The development of studies and academic research in leisure in the country was investigated from the professional formation in the subject in its relation with the job market in strong expansion. On approaching aspects related to the development of physical education, sports and leisure in China, it was fundamental to emphasize the sector of tourism in well-known expansion and understanding the importance of this for social and economic development of this country in its insertion in a globalized worldwide context (Uvinha, 2008).

In Brazilian case, analyzing the impact of the sports mega events in the society and the real legacy for the community, we do believe that it is important to create a strong relation between physical education and tourism, having the “leisure sector” as a convergent field.

5. Challenges and trends for the 21st century in Leisure and Tourism

Henderson et.al. (2001) points out the impact of the advances of technology on tourism as an element that influences the way people travel. It is noticed that the tourism has emerged as one of the most profitable economies in many countries once the access to travel is growing, due to advances in technology. The same authors defend the fact that people all over the world want to experience different cultures, visit historical sites and see the natural beauty of the world, for example the penguin colonies on the Antarctic, or the of Nepal, sail the Amazon river, visit the Greek ruins as well as to visit the China great wall. According to them, the advances of technology nowadays allows that even those families without enough conditions to visit such localities are able to learn about those cultures through television, videos and websites. It is prospected for the future a kind of tourism that will exploit the possibilities of space tracks, resorts on the orbit and adventure activities realized on the moon.

It is defended that activities which foresee both physical and social sustainability of tourism should be prior to the detriment of a meaningless economical exploit in the sector. Leisure trips that takes people to visit their friends and family, for an example, has experienced a well-known growth around the world and it has been investigated by the publishing of documents by the WTO.

In the material published by the WTO, it is expressed that leisure trips suffers a huge influence of holidays, school vacations or climate, implying in an attachment to this market on the seasonality of the sector in which are offered distinct conditions for each season, even if it is high, mid or low (OMT, 2001a). The international tourism is strongly influenced by the segment “Visiting friends and relatives – VFR”, with travelers motivated by being with their friends and relatives and important as a precursor of trips that aims for the promotion of tourism in general conditions (OMT, 2001b).

In a research published by the year of 2007, with information concerning 2003 and entitled “Tourism Economy – Analysis of Tourism activities” (IBGE, 2007), “The Brazilian Institute for

Geography and Statistics – IBGE” exposed relevant information about the sectors of leisure and tourism in the country. It was the first time a survey was held by the Institute especially about this theme, realized on the technical cooperation between IBGE, the *Ministry of Tourism* and the Brazilian Institute of Tourism - EMBRATUR achieving results originating from the analysis of the Annual Research of Services - PAS, Research of Familiar Budgets - POF and National Research by Samples of Residence - PNAD.

On this document, IBGE points out that the activities with leisure and tourism on Brazil generated in 2003 the amount of R\$31,1 Billion, which represented on the occasion 2,2% of the added² value of the Brazilian economy on that year. Besides this, other considerable facts can be referenced emphasizing the growing strength of the sector in the country, as to employ at that time 5,4 million people with field related activities.

Therefore, an information deserves special attention on this research, incorporating the objective of pointing out the touristic interests on leisure, which shows the families in 2003 spent at medium 1,7% of the budget with trips, which symbolizes the amount of R\$ 17,096 Billion. Those trips, entitled by the Institute as “Non-Routine” (excluded the regular travel jobs), has as the main spent, the vehicle fuel (24.69%), followed by feeding and inter municipal bus (10.35%) emphasizing Sao Paulo state residents and Minas Gerais residents as the ones which spend the biggest amount with travels (respectively 27,78% e 12,51%).

Those marks complement the perspective pointed out in two previous years in which such situation generated documents by the Supporting Service to the Micro and Small Enterprises - SEBRAE, which emphasizes a proper situation to the “leisure trips” by the perspective of the economical situation, with the establishment of the currency, decline of the interest taxes foresight and a growing facility to credit access (Moletta; Garcia, 2001).

Published researches by official institutions on the sector, in the world, reinforces the 2003 unpublished information spread by IBGE in 2007, in a sense of growth of leisure and tourism in South America, especially on Brazil, fact that is going to be detailed below. Thus, is valid to emphasize before, that according to a published document by the World Travel and Tourism Council (WTTC, 2006), the estimate for the future³ regarding the sector of leisure and tourism in the world is that 280 million new jobs are going to be generated, which represents 9,0% of the total number of employment available in the world. Opportunities generated direct or indirectly in this field are represented as the ones which involve accommodation, transportation, recreational activities, and more.

The expected is that the sector still grows in real terms 4,2% per year in a period between 2007 and 2016, information that helps to sustain the WTTC line of argument that the field of trips and tourism is established as one of the strongest priorities in the world economy for the future. The information presented by the Brazilian Ministry of Tourism (BRASIL, 2007) compliments the strong growth announced by WTTC. Despite negative facts that punctuated the year of 2006, as the “Air Blackout”, the sector registered on Brazil the best year in the history of leisure and tourism in the country, regarding the entry of foreign exchange, with foreigners’ visitors. The activity generated on the period between January to November of that year was an amount of US\$ 3,916 Billion, exceeding in 1,42% the registered mark in the whole 12 months of 2005, which had, so far, the best register.

Information on the *World Tourism Organization* (UNWTO, 2007) points out that the International Tourism registered in 2005 about 806 million tourists, moving 680 billion of American Dollars in exchange. Regarding Latin America, the organization publications usually refers to this region as a

“Sleeping Giant” concerning leisure and tourism, because of the volume of tourists, once the level of exchange to the sector is relatively small comparing to other countries in the world, mainly related to resources and opportunities offered to many destinations on the same continent.

The Table 3 refers to elements that are elusive to the leisure and tourism practiced on Latin America and analyzed through the utilization of the analysis tool named SWOT, used to emphasize the *Strengths*, the *Weakness*, the *Opportunities* and the *Threats* in the segment:

Table 3. SWOT Analysis – Leisure and Tourism in South America

According to the referred source, in the last fifteen years, South America registered a growth on 6%, beyond the world average 4,1%, which suggests that on the next years we'll testify a definite awakening of the region in an economical and touristic sense. Especially on Brazil, about 50 % of the total of arrivals of international tourists to the country has as a main goal of the trip the category of “Leisure and vacations”, once the other 20% are approximately in the category “visiting friends and relatives” and 30% are on “business and professional reasons”.

If we compare these numbers with the ones registered for example on Peru and Argentina, we'll verify that these countries have a representatively of 90% and 82% respectively, for “Leisure and vacations”, thus way more representative than our national numbers for the same category (UNWTO, 2007). This fact doesn't diminishes the clear relation between the leisure and tourism spheres in Brazil and it's representatively for the international tourist, but indicates the country as one of the continent's most expressive in the category “business and professional reasons” in activities realized in metropolitan cities such as Sao Paulo.

We strong believe in a real legacy for the society in a country hosting sports mega events, fostering a platform to accelerate its development and impacting in quality of life through leisure, sports and tourism. In this way, Brazil could generate in this decade a relevant legacy in infrastructure, creation of jobs, income and promotion of its image on a global scale, bringing social and economical transformation to the country.

6. Conclusions and Perspectives

According to the analysis realized on this chapter, in academic books, related articles, research organization' supplies and even on Brazilian and international institutional documents, was tried to emphasize the tourism as a well known element on the field of leisure.

Despite the great participation on the sector, tourism, as an interest attached to leisure, must be thinking besides the functionalist sieve that presupposes an escape from the life in the big cities. Searching for an illusionary way to compensate the dissatisfactions, trying to find balance for the daily stress on the urban life.

This interest on leisure should be understood not only as a compendium of the economical development of the current capitalist society, but as a strongly relevant human dimension for the search of social commitment and use of the values also contesting the current system. Therefore, when it's understood as a field of human promotion, besides the simple economical perspective, it's allowed to intent this environmental and social sustainability, that we long for in a real possibility of value the tourism and understand it as an element of culture.

Nomenclature

ANZALS: Australian and New Zealand Association for Leisure Studies
APCL: The Asia-Pacific Centre for the Study and Training of Leisure, China
CALS: Canadian Association for Leisure Studies
EMBRATUR: Brazilian Institute of Tourism
FUNLIBRE: Fundación Colombiana de Tiempo Libre y Recreación
GIEL: Interdisciplinary Group of Leisure Studies, University of Sao Paulo, Brazil
IBGE: The Brazilian Institute for Geography and Statistics
INEP: National Institute of Studies and Educational Research, Brazil
LARASA: The Leisure and Recreation Association of South Africa
LSA: Leisure Studies Association, UK
MDG: United Nations Millennium Development Goals
OTIUM: Instituto de Estudios de Ocio, University of Deusto, Spain
PAS: Annual Research of Services, Brazil
PNAD: National Research by Samples of Residence, Brazil
POF: Research of Familiar Budgets, Brazil
SEBRAE: Supporting Service to the Micro and Small Enterprises, Brazil
SESC: Serviço Social do Comércio, Brazil
UN: United Nations
UNESCO: United Nations Educational, Scientific and Cultural Organization
UNICEF: The United Nations Children's Fund
UNWTO: United Nations World Tourism Organization
VRF: Visiting friends and relatives
WLCE: World Leisure's Centre of Excellence
WLO: World Leisure Organization
WTTC: World Travel and Tourism Council

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