WORLD LEISURE CENTRE OF EXCELLENCE

On September 15th 2009, a partnership was created between the World Leisure Organization (WLO) and Vancouver Island University (VIU) to establish a Centre of Excellence with a focus on innovation and sustainability in leisure management. The WLO defines a Centre of Excellence as an international post-graduate program with research and service elements.

The core research themes of VIU WLCE 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.

**VIU WLCE aims to:**

1. Create a network of scholars from academic, government, non-government and public to form a community of practice that engages in dialogue on sustainability and innovation in leisure;
2. Engage in collaborative scholarship on sustainability and innovation in leisure, including research projects, learn abroad opportunities, and interactive media;
3. Deliver the Master’s degree in Sustainable leisure Management at Vancouver Island University, where emerging scholars learn about the core thematic areas of the WLCE while engaging in dialogue with partners within the network.

The World Leisure Centre of Excellence in Sustainability and Innovation would like to invite international scholars to:

1. Help us to pursue the creation of knowledge on our research themes as a partner on research projects or as a graduate student in the MA Sustainable Leisure Management degree at VIU;
2. Share the knowledge on the Centre themes as a visiting scholar or as a contributor to our blog;
3. Benefit from the infusion of knowledge as a placement for a graduate student or a case study for fieldwork;
4. Leverage possibilities for research by linking to our WLCE as a research partner or international scholar.

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