



CO-CREATING THE FUTURE OF LEISURE: A CASE STUDY OF PASAR

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15 June 2017

NOW LET'S TALK ABOUT...

THE RELEVANCE OF DISCOURSE ANALYSIS

LEISURE: A CONCEPT IN TRANSFORMATION

REFRAMING LEISURE WITHIN A FUTURES DISCOURSE

CASE STUDY: IMAGES OF THE FUTURE FOR PASAR

ROUND-UP

THE RELEVANCE OF DISCOURSE ANALYSIS

- A focus on what people accomplish in talk, text and interaction
- Discourse analysis brings to the surface underlying expectations and presuppositions
 - ➔ Exposes what is generally regarded as desirable, normal, inappropriate,...
- Narratives as crucial tools with which people articulate their expectations and understandings of their surrounding (future) worlds
- Society as made up of “intricate webs of expectations that human actors cast into the future” (Bell, 2003: 160)
- The future as a discursive domain of struggle and contestation

THE RELEVANCE OF DISCOURSE ANALYSIS

- How are futures discursively articulated and constructed?
- Discourse analysis can strengthen futures studies and vice versa
 - ➔ Discourse analysis brings with it a social constructionist framework that allows to account for the ways people locally make sense of their present *and* future realities
 - ➔ Futures studies does not back away from mapping out alternative directions and paying attention to how 'normativity' might change or alter

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“

1940 - 1950

**AMUSEMENT UNDER LATE CAPITALISM
IS THE PROLONGATION OF WORK**

”



Theodor W. Adorno & Max Horkheimer

“

**FREE TIME IS NOTHING MORE THAN A
SHADOWY CONTINUATION OF LABOUR**

”

2016 - 2017

QUOTES FROM BELGIAN NEWSPAPERS

“

WHEN FREE TIME IS SCHEDULED VERY CONCRETELY, IT FEELS MORE LIKE WORKING.

”

“

OVER THE PAST FEW YEARS, PEOPLE WERE BEING ASKED TO BECOME EVER MORE PRODUCTIVE.

”

“

OUR WORK ETHOS DATES BACK FROM THE INDUSTRIAL ERA, IN WHICH EVERYTHING REVOLVED AROUND PRODUCTION. IT IS TIME FOR GOING A STEP FURTHER IN THE EVOLUTION.

”

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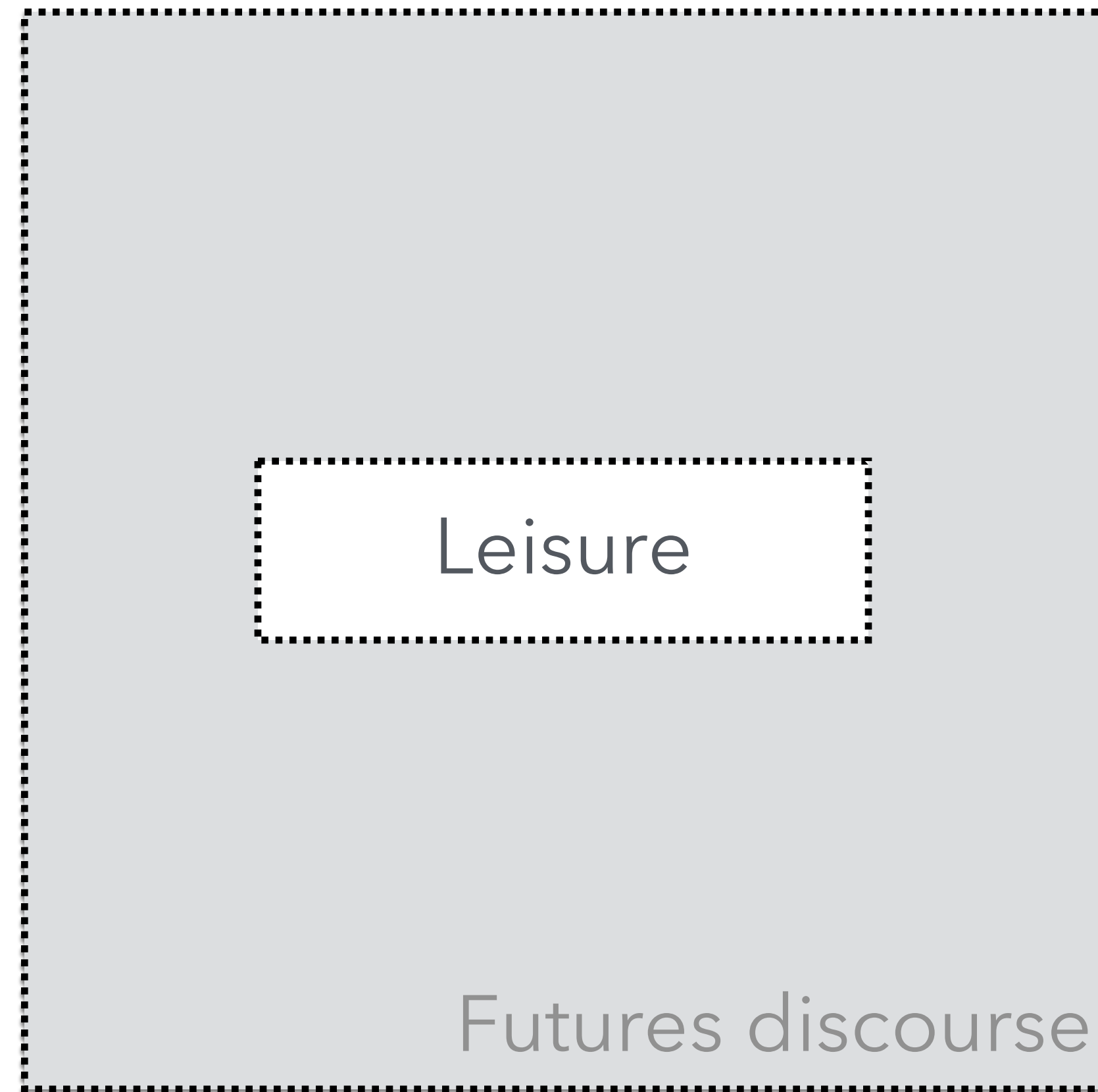
CASE STUDY: IMAGES OF THE FUTURE FOR PASAR

ROUND-UP

REFRAMING LEISURE WITHIN A FUTURES DISCOURSE

Opens up possibilities for:

- grasping underlying norms, values, expectations and presuppositions in relation to experiencing leisure
- instigating actions in the present
- inspiring people in laying the foundations of desirable futures



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CASE STUDY WITH PASAR

WHO IS PASAR?

**SOCIOCULTURAL LEISURE ORGANISATION
WITH NEARLY 300 BRANCHES IN FLANDERS
THAT ORGANISE ABOUT 3.000 YEARLY
LEISURE ACTIVITIES.**

The logo for Pasar, featuring a stylized white checkmark icon followed by the word "Pasar" in a white, sans-serif font, all set against a dark grey rectangular background.

MISSION

“Pasar wants to create chances for everyone to experience ‘net’ leisure time that allows them to enjoy, that enriches them, and that makes them happier”.



ACTIVITIES

Organises excursions, hikes, cycling tours, camping trips, etc. ➤ Innovation, quality and sustainability as key themes. Pasar magazine, Pasar website, Pasar e-newsletter.

CASE STUDY WITH PASAR

RESEARCH SET-UP

TIME HORIZON 2035

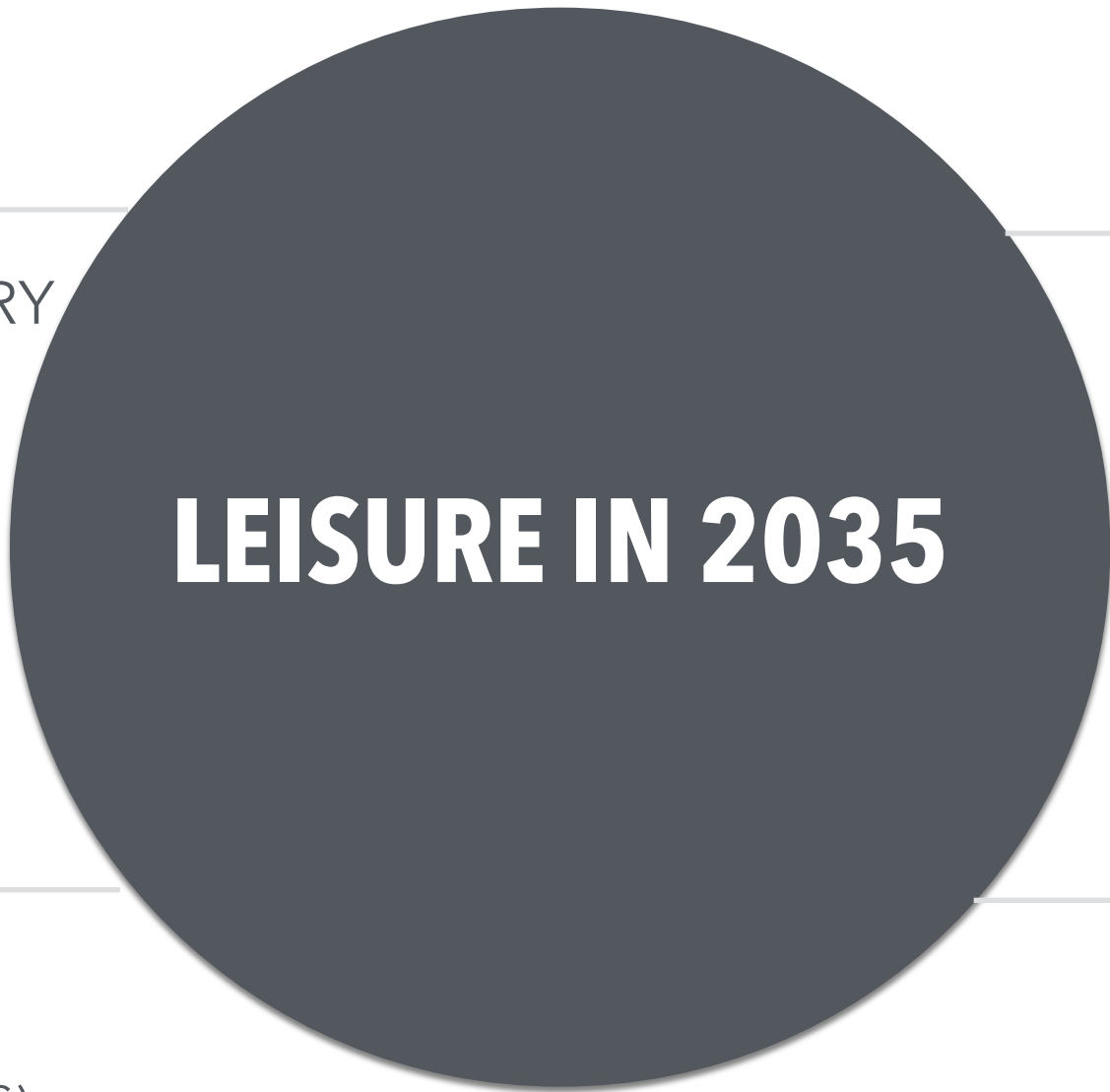
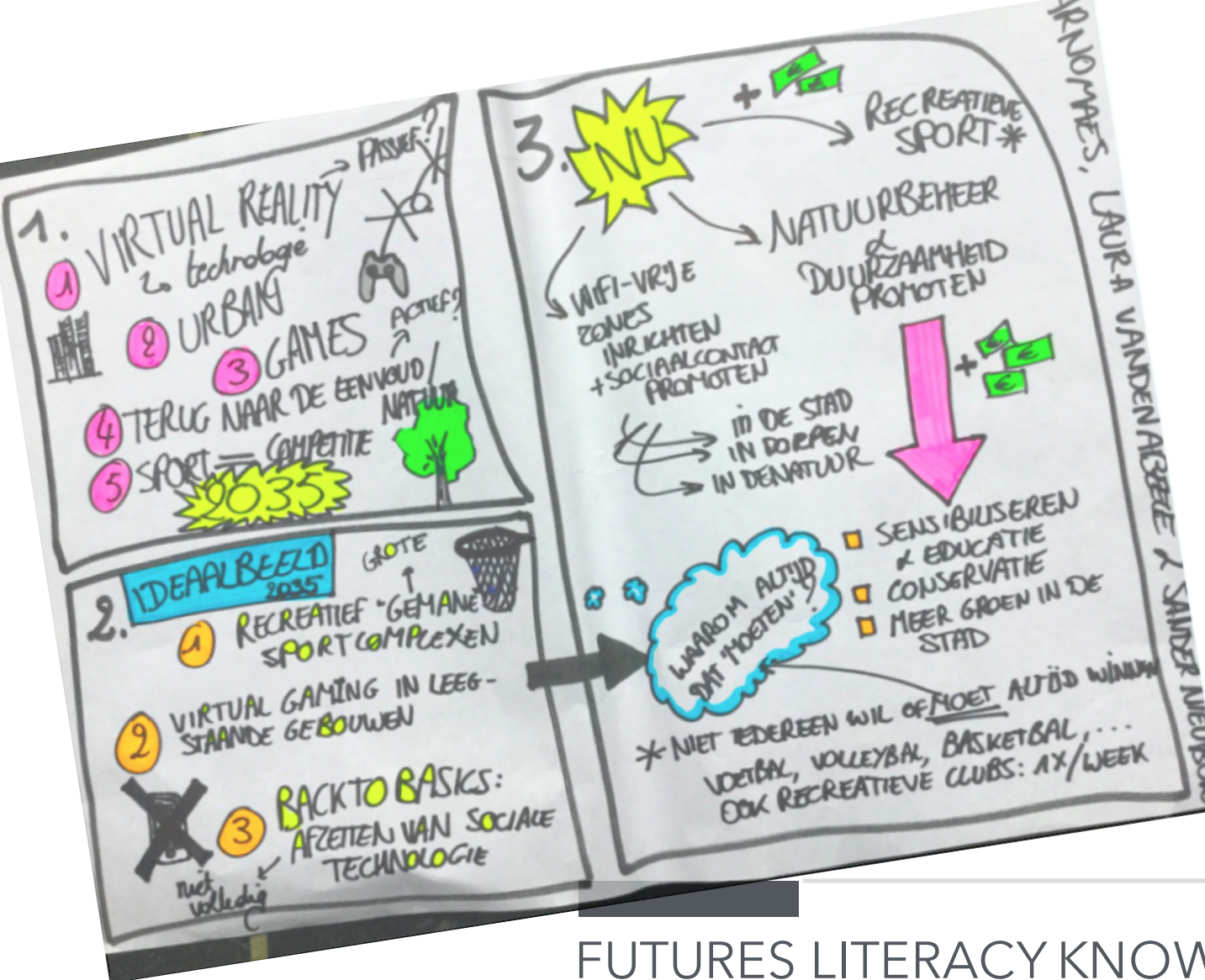
**WHICH POSSIBLE FUTURES CAN RECREATIONISTS IMAGINE ABOUT
THEIR LEISURE ACTIVITIES AND LEISURE EXPERIENCES IN 2035?**

GOALS

- Using participative and co-creative methods to draw an overall picture of the wishes, needs and expectations of recreationists in relation to spending and experiencing leisure in 2035
- Providing Pasar with insights on the bottom-up understandings of their (potential) users, facilitating them in the development of future-oriented actions, and nurturing their long-term effectiveness as a sociocultural leisure organisation

CASE STUDY WITH PASAR

RESEARCH METHODS, RESEARCH SUBJECTS & RESEARCH OUTPUTS



FUTURES LITERACY KNOWLEDGE LABORATORY

80 TOURISM & RECREATION MANAGEMENT STUDENTS

→ 22 PROBABLE AND PREFERABLE IMAGES OF THE FUTURE AND ACTION POINTS

CO-CREATIVE HIKING WORKSHOPS

6 HETEROGENEOUSLY COMPOSED GROUPS OF 35 HIKERS

→ 3 NARRATIVES ABOUT PARTICIPANTS' IMAGINED DESIRABLE LEISURE FUTURES



ONLINE SURVEY ON THE PASAR WEBSITE

CALL VIA PASAR NEWSLETTER (PASAR MEMBERS)

→ RATHER LIMITED RESPONSE (13 RESPONDENTS)

2 FOCUS GROUP INTERVIEWS

1 GROUP OF PASAR STAFF MEMBERS, 1 GROUP OF PASAR BOARD MEMBERS

→ CRITICAL REFLECTIONS ON PASAR'S POTENTIAL ROLES WITHIN THE STORIES' RESPECTIVE CONTEXTS



Pasar onderzoekt samen met Erasmushogeschool Brussel onze vrijetijdsbesteding en -beleving in 2035. Wij willen graag weten hoe jullie het zien, wat jullie verwachtingen zijn. In 2035 zijn we 20 jaar ouder dan vandaag, niet eens zo veraf. Jullie inbreng via de enquête tekent onze gezamenlijke toekomst. Spannend!

Wat denk jij? Doe nu mee aan onze bevraging en bepaal zo het toekomstbeeld van onze vrije tijd.



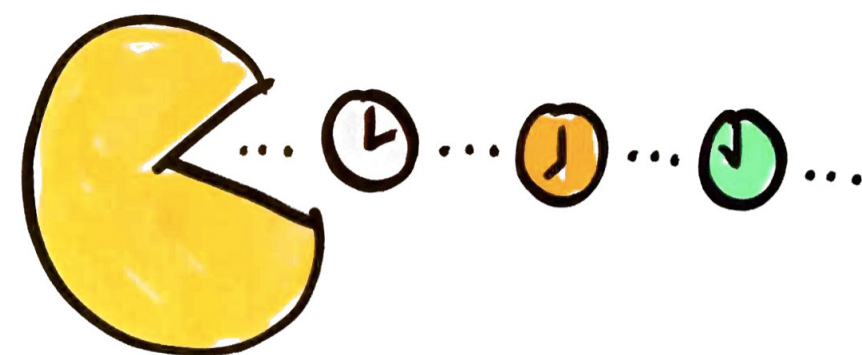
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CASE STUDY WITH PASAR

RESEARCH OUTCOMES

- The future of leisure seems to be situated within its plurality and complexity - as already holds for leisure in general
- Leisure organisations such as Pasar can act upon the unpredictability of the future or upon the possibility of alternative futures
- The formulated preferable images of the future - in the form of narratives - as a source of inspiration and as potential bedrock for Pasar's future actions
- Allows Pasar to prepare their actions in ways that meet the (future) needs and expectations of its members



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- Leisure as a concept in transformation
- Relevance of reframing leisure within a futures discourse
- Allows for anticipation in the present and preparation for the future
- Outcomes are in itself thoroughly contingent, but can help in giving meaning to actions and policy decisions/strategies
- Follow-up: new case studies with sociocultural organizations to underpin validity of the argument



THANKS FOR YOUR ATTENTION AND PARTICIPATION!

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