



2019 ANZALS Conference Themed Session

Commodified Leisure? Commercialisation and promotional cultures in, around and through leisure practices

Has leisure simply become an object, a thing, an experience to sell back to leisure seekers, users, participants, tourists and/or audiences/fans?

Across the spectrum of leisure, sport, tourism, events and recreation, it is hard not to witness (or to escape from) an assemblage of commercial forces operating in, around and through leisure practices. Whether it is through sponsored relationships and the increasing saturation of corporate/company logos embedded within these leisure-scapes and spaces; the guises of marketing, advertising and accompanying promotional cultures that seemingly project leisure as a 'must-have' or 'must-experience' commodity; the increasing corporatisation of many leisure spheres; the blurred lines between tourist-inspired branding of leisure as a form of place-making or through destinations; to the leveraging of leisure for further commercial endeavours and spin-offs (eg through events, technologies and other enterprises).

For this session, provocations, challenges and proposals are invited to engage perhaps with the contemporary state of leisure, the interrelationship between neoliberalism and leisure, the entanglements, embeddedness or constraints of commercialisation and leisure, or to 'future-gaze' on what the future may hold.

Abstract proposals would be welcome that address any aspect pertaining to the commodification, commercialisation and promotional of leisure (broadly conceived). Topics could include, but are not limited to, notions of leisure and:

- *The Experience Economy*
- *Monetisation of Access, Usage and Experiences*
- *Corporate Culture*
- *Commercially-laden Platforms and Frameworks*
- *Big Data and/or Social Media*
- *Conspicuous/Inconspicuous Consumption*
- *Participants, Spectators and/or Fans*
- *Tourism, Tourists and Destination Marketing/Place-Making*
- *Marketing, Branding, Advertising and/or Sponsorship*
- *Equipment, Gear, Merchandise and Paraphernalia*
- *Vices, Paradoxes and other Oxymorons*
- *Histories, Legacies and/or Futures*

Session Chair:

Dr Damion Sturm
Senior Lecturer,
School of Management,
Massey University,
Email: d.sturm@massey.ac.nz