

**СПОРТТЫҢ ЖАЛПЫ ТЕОРИЯСЫ
ОБЩАЯ ТЕОРИЯ СПОРТА
GENERAL THEORY OF SPORT**

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**THE ROLE OF TAFISA AND TÜRKIYE'S EXPERIENCES IN DEVELOPING
A SPORT FOR ALL MODEL IN KAZAKHSTAN**

Abstract

This study aims to propose a sustainable, inclusive and applicable Sport for All model for Kazakhstan by drawing on TAFISA's global Sport for All approach and Türkiye's academic, institutional and practical experience in this field. The article is designed as a conceptual review and model proposal, using document analysis, institutional experience assessment and comparative policy analysis. It discusses the relationship of the Sport for All philosophy with quality of life, physical activity, public health, social participation and cultural sustainability. It also evaluates the international role of TAFISA, the practices of the Turkish Sport for All Federation and examples of academic cooperation between Türkiye and Kazakhstan. In particular, the ASES International Congress on Sport and Health Sciences and certified training seminars held at Abai Kazakh National Pedagogical University on 6-9 April 2026 are considered as a concrete basis of cooperation for a model applicable in Kazakhstan. The main conclusion is that Kazakhstan's Sport for All policy should be developed not only through competitive sport but also as a multi-stakeholder active living model that reaches all segments of society across the life span. The proposed model requires coordination among ministries, universities, local governments, sport federations, civil society organizations and international bodies.

Keywords: sport for All, TAFISA, Türkiye, Kazakhstan, quality of life, physical activity, public health, social participation.

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**ҚАЗАҚСТАНДА БҰҚАРАЛЫҚ СПОРТ ТҰЖЫРЫМДАМАСЫН
ДАМЫТУДА TAFISA-НЫҢ РӨЛІ МЕН ТҮРКИЯ ТӘЖІРИБЕСІ**

Аңдатпа

Бұл зерттеудің мақсаты - TAFISA-ның жаһандық «Бұқаралық спорт» тәсілі мен Түркияда қалыптасқан академиялық, институционалдық және қолданбалы тәжірибелерге сүйене отырып, Қазақстан үшін тұрақты, инклюзивті және қолдануға болатын «Бұқаралық спорт» моделін ұсыну. Зерттеу тұжырымдамалық шолу және модель ұсынысы ретінде дайындалған. Онда құжаттарды талдау, институционалдық тәжірибені бағалау және салыстырмалы саясат талдауы тәсілдері қолданылған. Мақалада «Бұқаралық спорт» философиясының өмір сапасы, дене белсенділігі, қоғамдық денсаулық, әлеуметтік қатысу және мәдени тұрақтылықпен байланысы қарастырылады. Сонымен қатар TAFISA-ның халықаралық рөлі, Түркияның «Бұқаралық спорт» федерациясының тәжірибесі және Түркия мен Қазақстан арасындағы академиялық ынтымақтастық мысалдары бағаланады. Абай атындағы Қазақ ұлттық педагогикалық универ-

ситетінде 2026 жылғы 6-9 сәуір аралығында өткізілген АSES халықаралық спорт және денсаулық ғылымдары конгресі мен сертификатталған білім беру семинарлары Қазақстанда қолдануға болатын модель үшін нақты ынтымақтастық алаңы ретінде қарастырылады. Негізгі қорытынды: Қазақстандағы «Бұқаралық спорт» саясаты тек жарыстық спорт арқылы емес, қоғамның барлық топтарын қамтитын көпжақты белсенді өмір салты моделі ретінде дамытылуы тиіс.

Түйін сөздер: бұқаралық спорт; TAFISA, Түркия, Қазақстан, өмір сапасы, дене белсенділігі, қоғамдық денсаулық, әлеуметтік қатысу.

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РОЛЬ TAFISA И ОПЫТ ТУРЦИИ В РАЗВИТИИ МАССОВОГО СПОРТА В КАЗАХСТАНЕ

Аннотация

Целью данного исследования является разработка устойчивой, инклюзивной и практико-ориентированной модели развития массового спорта в Казахстане на основе глобального подхода TAFISA, а также академического, институционального и прикладного опыта, накопленного в Турции. Исследование выполнено в формате концептуального обзора и предложения модели. В работе использованы методы анализа документов, оценки институционального опыта и сравнительного анализа государственной политики. В статье рассматривается взаимосвязь философии массового спорта с качеством жизни, физической активностью, общественным здоровьем, социальной вовлечённостью и культурной устойчивостью. Кроме того, анализируются международная роль TAFISA, опыт Федерации массового спорта Турции, а также примеры академического сотрудничества между Турцией и Казахстаном. Особое внимание уделяется Международному конгрессу АSES по спортивным и медицинским наукам, а также сертифицированным образовательным семинарам, проведённым в период с 6 по 9 апреля 2026 года в Казахском национальном педагогическом университете имени Абая. Данные мероприятия рассматриваются как конкретная платформа международного сотрудничества для формирования модели, применимой в условиях Казахстана. Основным выводом исследования заключается в том, что политика развития массового спорта в Казахстане должна основываться не только на достижениях соревновательного спорта, но и развиваться как комплексная модель активного образа жизни, охватывающая все группы населения.

Ключевые слова: массовый спорт, TAFISA, Турция, Казахстан, качество жизни, физическая активность, общественное здоровье, социальная вовлечённость.

Introduction. Sport for All is one of the main approaches showing that contemporary sport policies cannot be evaluated only through elite performance, medals, records and competitive success. According to this perspective, sport and physical activity should be accessible to all segments of society, including children, older adults, women, people with disabilities, employees and disadvantaged groups. Therefore, Sport for All is not only a matter of sport policy, but also a common field of health, education, local government, culture, social policy and development.

The philosophy of Sport for All supports lifelong active living across all age groups. In this context, the aim is not merely to direct individuals to sport events, but also to support correct nutrition, proper body use, avoidance of harmful habits, stress management, family and social harmony, social participation and quality of life. Habits that begin in the family should continue at school, university, workplace and local community levels.

In modern societies, physical inactivity, obesity, chronic diseases, digitalisation, urbanisation, stress, social isolation and declining quality of life have made physical activity policies more important. The World Health Organization states that physical activity provides significant health benefits for different groups, including children, older adults, pregnant and postpartum women, and people living with chronic conditions or disabilities (World Health Organization, 2024). Therefore, Sport for All policies should be considered not only in relation to sport success, but also in relation to public health and social welfare.

Kazakhstan offers a strong field of application for the Sport for All approach due to its young population, wide geography, university potential, cultural diversity, traditional games and ties with the Turkic world. However, developing a sustainable model requires the use of international experience, an accurate reading of local needs and a multi-stakeholder policy basis.

This article aims to propose a Sport for All model applicable in Kazakhstan by combining TAFISA's global Sport for All experience with Türkiye's academic and institutional accumulation. The study also aims to expand previous Türkiye-Kazakhstan cooperation in the fields of quality of life and sport sciences towards model development and policy preparation.

Materials and methods. This study is designed as a qualitative and conceptual review/model proposal. Document analysis, institutional experience assessment and comparative policy analysis were used together. The main data sources are TAFISA's institutional statements, the Council of Europe's Sport for All approach, UNESCO policy documents on sport, WHO recommendations on physical activity, practices of the Turkish Sport for All Federation, Turkish publications on Sport for All and quality of life, and academic cooperation examples related to Kazakhstan.

The study is not an experimental research; therefore, it does not include field measurement or statistical analysis. Instead, available documents, academic publications, institutional experiences and practical examples were synthesised to develop an applicable model proposal for Kazakhstan. Such an approach provides an appropriate framework for policy-oriented and model-development studies.

Three guiding questions were used in the document analysis: What is the role of TAFISA in the international institutional development of Sport for All? In what ways can Türkiye's academic and practical experience in Sport for All serve as an example for Kazakhstan? Through which stakeholders, target groups and implementation stages can a Kazakhstan Sport for All model be developed?

Conceptual Framework: Sport for All, Physical Activity and Quality of Life

Sport for All is an inclusive approach arguing that sport cannot be reduced to high performance and competitive success. In this philosophy, success is measured not only by rankings, records and medals, but also by individuals' acquisition of active habits, orientation towards healthy living, participation in social life and improvement in quality of life. In this respect, Sport for All is not an alternative to elite sport, but the broad social base that complements it.

Physical activity includes all bodily movements that require energy expenditure in daily life. Therefore, Sport for All includes not only organised competitions, but also walking, cycling, games, dance, swimming, outdoor activities, family participation, workplace exercise, school-based activities and recreational practices. Thus, sport becomes part of everyday culture rather than an activity limited to specific facilities.

Quality of life is a multidimensional concept involving physical, mental, social and environmental well-being. The Kazakh validity and reliability study of WHOQOL-BREF provides an important scientific basis for quality of life research in Kazakhstan. This indicates that a Sport for All model should be evaluated not only by the number of participants, but also by indicators of physical health, psychological health, social relations, environment and overall quality of life.

The UNESCO Kazan Action Plan emphasises inclusive access to sport, physical education and physical activity at national and international policy levels (UNESCO, 2017). The Council of Europe's Sport for All approach also contributed to recognising sport as a common responsibility of public policy (Council of Europe, 1976). These documents show that Sport for All is not only an individual choice, but also a matter of public policy.

TAFISA and the Global Sport for All Movement

TAFISA is one of the most important global institutional structures in the field of Sport for All. It was officially formed in Bordeaux, France, in 1991 under the name Trim and Fitness International Sport for All Association, and later became one of the central actors of the Sport for All movement (TAFISA, n.d.). TAFISA's basic vision is related to the goal of creating an active, sustainable and inclusive world.

The importance of TAFISA does not derive only from being a sport organisation. It brings together public institutions, sport federations, local governments, universities, civil society organisations and experts, providing an international network for knowledge sharing, project development, education, leadership, events and policy production. This network can provide an important reference framework for countries such as Kazakhstan, which has a wide geography and cultural diversity.

TAFISA's global approach has common ground with the sport, health, education and physical activity policies of international institutions such as the IOC, WHO and UNESCO. This common ground requires sport to be evaluated not only as a field of competition and performance, but also in terms of public health, social participation, cultural sharing, active ageing, child and youth development, disability inclusion and quality of life.

A Sport for All model to be developed in Kazakhstan can benefit from the experience of TAFISA and Türkiye in three ways: establishing a conceptual framework compatible with international standards, bringing different stakeholders together around common goals, and increasing the international visibility of national practices. Nevertheless, the model should not be developed through direct copying, but through adaptation to Kazakhstan's social, cultural, geographical and institutional conditions.

The philosophy of Sport for All can also make visible traditional games, local cultures and social memory that are at risk of being forgotten. Therefore, the Kazakhstan model should be nourished not only by modern physical activity programmes, but also by traditional games, regional cultures and local community experiences.

Türkiye's Experience: Academic Background, Institutional Practices and Social Dissemination

Türkiye has significant experience that can be evaluated for Kazakhstan in terms of academic studies, federation practices and international cooperation in the field of Sport for All. In Türkiye, the Sport for All approach has developed together with the concepts of physical fitness, healthy living, quality of life, recreation, wellness, lifelong sport and social participation.

In the academic foundation of this field, Erdal Zorba's works such as *Herkes İçin Spor ve Fiziksel Uygunluk* (1999), *Herkes İçin Spor ve Yaşam Kalitesi* (2013), *Herkes İçin Yaşam Boyu Spor* (2016) and *Yaşam Kalitesi ve Wellness* (2021) occupy an important place. These works show that Sport for All is not merely a field of event organisation, but a holistic approach related to physical fitness, health, quality of life, active living and social participation.

The experience of the Turkish Sport for All Federation is also important in this context. The federation's objectives include disseminating sport throughout society, increasing public awareness, contributing to a healthy social structure, organising scientific and educational events, sport festivals and recreational competitions, conducting activities for disadvantaged groups, organising courses in areas such as wellness, yoga and hemsball, developing leadership programmes, and establishing cooperation with public institutions, local governments, universities and civil society organisations.

Recent practices are particularly important for Türkiye-Kazakhstan relations. Organised by ASES and hosted by Abai Kazakh National Pedagogical University, certified training seminars and a congress for physical education and sport teachers were held in Almaty on 6-9 April 2026. The programme titled "Physical Education in the 21st Century: Pedagogical Approaches, Practice, Digitalisation and Artificial Intelligence" was held within the scope of the ASES International Congress on Sport and Health Sciences. Academics working in sport sciences and physical education teachers from Kazakhstan came together during the programme.

Within this programme, Prof. Dr. Erdal Zorba, invited from Türkiye, delivered seven separate educational seminars in the fields of physical education, physical activity, quality of life, digitalisation, artificial intelligence applications and sport sciences. This experience shows that a Sport for All model in Kazakhstan has an applicable basis through teacher training and university cooperation, rather than remaining only a theoretical proposal.

Furthermore, previous studies by Dr. Baglan Yermakhanov and Prof. Dr. Erdal Zorba indicate a continuing academic relationship between Kazakhstan and Türkiye in sport sciences and quality of life. The Kazakh WHOQOL-BREF study is one example that strengthens the scientific dimension of this relationship. Thus, Türkiye’s experience should be considered not as a ready-made recipe for Kazakhstan, but as a learning and adaptation area that can be used in model development.

Kazakhstan Context: Needs, Opportunities and Potential

Kazakhstan offers important opportunities for Sport for All policies due to its wide geography, young population, university structure, cultural ties with the Turkic world and development potential in sport. Increasing access to physical activity in different regions of the country is important for evaluating sport not only as a field of competition and elite success, but also as a tool for public health and quality of life.

Quality of life research can be an important starting point for developing a Sport for All model for Kazakhstan. The Kazakh validity and reliability study of WHOQOL-BREF demonstrates that quality of life can be measured in the Kazakh context. This provides the opportunity to evaluate future Sport for All programmes not only by the number of activities, but also in terms of quality of life, physical health, psychological health, social relations and environmental opportunities.

Universities can play an important role in the model-development process in Kazakhstan. They are strong institutions both for scientific research and for reaching the young population. Cooperation among physical education and sport sciences, public health, education, recreation, social services and local governments can contribute to the scientific development of the model.

Local governments should also be among the main stakeholders of the Kazakhstan model. Sport for All practices have their strongest effect at the level of neighbourhoods, schools, parks, open spaces, families and local communities. Although central policies determine the direction, daily physical activity habits are often formed at the local level.

In this framework, the model proposed for Kazakhstan should balance national policy, academic support, local implementation, TAFISA connection, Türkiye’s experience and community participation. Thus, the model can become an active living strategy adapted to the social and cultural structure of the country, rather than a project remaining only on paper.

Results. A Sport for All Model Proposal for Kazakhstan

The model proposed in this study aims to create a bridge between TAFISA’s global vision, Türkiye’s practical experience and Kazakhstan’s local needs. The model consists of five main components: institutional coordination, academic support, local implementation, target-group programmes, and monitoring and evaluation.

Model component	Main purpose	Possible implementation
Institutional coordination	To establish cooperation among ministries, sport organisations, universities, local governments and civil society.	Creation of a national Sport for All working group or coordination board.
Academic support	To develop and evaluate the model on a scientific basis.	University-based studies on quality of life, physical activity and participation.
Local implementation	To bring programmes into the daily life of citizens.	Accessible activities in parks, schools, campuses, municipal areas

		and community centres.
Target-group programmes	To design programmes for children, youth, women, older adults, people with disabilities, employees and disadvantaged groups.	Family walks, school activity programmes, workplace exercise, active ageing and inclusive sport activities.
Monitoring and evaluation	To measure impact and support sustainability.	Indicators of participation, quality of life, physical activity, satisfaction and social participation.

Discussion. The proposed Kazakhstan Sport for All model brings together TAFISA’s global experience and Türkiye’s academic and practical accumulation. Its original contribution is that it aims not merely to organize sport events, but to develop a multi-stakeholder policy framework focused on active living culture and quality of life.

Previous studies have mostly addressed quality of life, scale validity or the relationship between physical activity and health in specific samples. This article differs by transforming this accumulation into a model proposal. The recommendation of a Sport for All model that can be supported by quality of life measurements in Kazakhstan increases the practical value of the study.

TAFISA’s global Sport for All network can increase Kazakhstan’s international visibility and cooperation capacity. Türkiye’s experience is also a meaningful example for Kazakhstan due to cultural ties, sport policy practices, publication background, teacher training and federation practices. However, for the model to succeed, Kazakhstan’s local realities, regional differences, climate conditions, facility opportunities, cultural structure and institutional capacity should be taken into account.

This study offers an initial model. It is recommended that the model be tested through pilot practices, developed through participant feedback and transformed into a policy document at the ministerial level. In this respect, the article is also a preliminary preparation for a possible international project.

Conclusion. In conclusion, TAFISA’s global Sport for All approach and Türkiye’s academic and institutional experience provide an important basis for developing a sustainable and inclusive Sport for All model in Kazakhstan. Kazakhstan’s young population, university potential, cultural diversity and relations with the Turkic world offer suitable opportunities for the development of this model.

The proposed model requires cooperation among the fields of health, sport, education, local government and social policy. Therefore, Sport for All policies in Kazakhstan should not be left only to sport institutions, but should be developed within a multi-stakeholder and scientifically grounded structure.

At the policy level, several recommendations can be highlighted. A national Sport for All working group or coordination board should be established in Kazakhstan. Universities should be included in the scientific support and evaluation dimension of the model. Education, leadership and community participation programmes should be developed by drawing on TAFISA and Türkiye’s experiences. Programmes to be implemented in pilot regions should be monitored using indicators of quality of life, physical activity level and social participation. At a later stage, the model should be transformed into a comprehensive project report and submitted to national and international support mechanisms.

This article provides an academic and institutional starting framework for developing a Sport for All model in Kazakhstan. Supporting the study with a broader Kazakh explanatory text and presenting it to relevant institutions as a policy/project proposal may increase its practical impact.

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