

# The Perception of Sport for All in the World and in Turkey

Erdal Zorba [1]

[1] Professor at Gazi University  
The Department of Physical  
Education and Sports  
The President of Balkan &  
Turkey Sport for All Federation  
erdalzorba@hotmail.com

## ABSTRACT

Sport for all is one of the rising concepts in the field of sport and physical education. Besides, developments in sport for all across the world have been examined in a number of recent publications. There are a number of international organizations whose sole focus is on sport for all, and they shape and direct sport for all organizations. However, a decisive definition of sport for all internationally accepted is still missing. The concept is perceived differently in various countries. On the other hand, sports for all concepts have been rising recently in Turkey. In addition, both definition and scope of the concept are missing in Turkey as well. The aim of this qualitative study is to review sport for all concept in the world by giving specific examples, show how sport for all is perceived in the world and in Turkey, reveal the perception differences between in Turkey and in the world.

**Keywords:** *Perception, Sport for All, World, Turkey*

## DRAFT PLAN OF THE STUDY

### INTRODUCTION:

Everyone has the right to engage in sport, which is an important factor in socio-cultural development. Because of its links with the present-day sports scene, the impact of recreational sport is growing all the time. Numerous initiatives organized under the heading "Sport for All" have demonstrated the universality of a phenomenon that leads man to create new conditions for the practice of physical recreation and leisure activities, to renew contact with nature and with entertainment, to rediscover freedom in sport.

The Sport for All movement is regarded as one of the most significant socio-cultural phenomena after the second half of the twentieth century. The advents of the mass industrial civilization, mechanization and automation in the manufacturing process have brought economic prosperity to modern society, and this prosperity contributes to a sedentary life style. At the same time, industrialization has produced various kinds of ill effects on society such as, health problems from less physical activity, severe stress from physical and mental labor, alienation from society, and youth delinquency. Such phenomena caused a great concern to all over the world countries pursuing welfare state policies. Therefore, it became imperative to find appropriate methods for solving such problems. Among so many methods, the promotion of Sport for All has been advocated by many as a means of removing these harmful effects on the physical and mental health of the people (IOC, Catalogue, 2000).

In the light of this information, the main aim of the present study is to provide a body of knowledge able to give aid in the process of more adequate ways and means to develop Sport for All (SfA) in Turkey.

**CONCEPTUAL/PHILOSOPHICAL FRAME OF SFA:**

There are various aspects to Sport for All, for instance, community sports, community recreation, fitness, trim, social sports, and mass sports. However, the concepts which these terms imply can all be identified with Sport for All. In fact, it is impossible to give one certain definition of Sport for All. The meaning of Sport for All varies depending on where and when it is used. In different societies it is understood differently (Eichberg, 2004).

European Charter for Sport (see McDonald, 1995, p.73) charges all the government "to enable everyone to participate in sports ..." This "charge" is based on a belief in the potential of sport to contribute to the quality of life "of each individual. For sport refers to" everyone "it must be defined everywhere. As Coghlan (1990, p.117) notes:

*Sport for All was defined (by the Council of Europe in 1976) as something quite different from the original concept of sport, embracing not only sport proper but also, and perhaps above all various forms of physical activity from spontaneous unorganized games to the minimum of physical exercise regularly performed.*

The "sport" in Sport for All is a loose term for activities as diverse as casual recreation, entertainment, games, activities, health promotion, and formally organized sport. According to Cousineau (1998, p.32), "the main objectives of the Sport for All ideologies are, first, to democratize participation in sport and, secondly, to improve the health of citizens."

Sports for All, organizations are disseminating the health and social benefits to be gained by all members of society through regular physical activity. As known people who do regular activity are generally healthier, more active, and conscious; the widespread of sports will increase public health and consequently will increase the number of healthy people in general society (Zorba & Komur, 2002).

It can be stated what "sport for all" does not comprise. Professional sport, top sport, elite sport, high level performance sport are definitely not included in it (Palm, 1991).after that it has to be emphasized that "sport for all" does not amount to the informal sector of sport. It must not be narrowed down to non-institutionalized, non-organized sporting activities and/or home based exercise practiced individually or in informal groups. The latter can be considered as an important area of "sport for all". However, in our understanding, institutionalized and organized competitive sports practiced in a truly amateur way constitute the other significant field of it.

Finally, the relationship between the concepts of mass sport, leisure sport, sport recreation and "sport for all" should be ascertained. There are slight differences between these terms, the evaluation of which depends partly on the historical context they are used in, and partly on the perspectives from which they are analyzed (the number of participants, the purpose or the time frame of sport, etc.).

Based on national experiences and international literature, "sport for all" is regarded as "an umbrella term for recreation, sport development, mass participation programs and cultural recreation activities aiming to provide leisure opportunities and health promotion to their adherents" (DaCosta 2002. p. 15.).

Moreover, Sports for All was defined by Sport Progress Committee of Council of Europe as "an expression meaning; providing opportunities to people who desire to do sports in their leisure times to go and participate sports activities with no limitations dues to social status, origins and disabilities". From this definition it is understood that all people should benefit from this right. For this reason, "sports for all" has a principle to become widespread even in neglected part of societies such as criminals and prisoners, and abandoned children etc. because sport right is one of the social rights that defined as education, health and security rights.

In one of the study an interesting survey of the values of attributed to Sport for All was analyzed within 57 countries. As a result of that study, the highest ranking value was health, which was mentioned 52 times. This was followed be personal fun and recreation (32), contribution to the community (25), personal well-being (24), contribution to personal development (14), primary human right and contribution to the work efficiency (12), developing physical culture (10), and improving elite sport (10) as a basis of talent finding and elite performance. Thus, Sport for All is seen as a multifunctional expression of human and social life (Palm, 1989).

Therefore, the benefits of Sport for All through its role in society can be generally summarized: reducing health care costs, increasing work efficiency, and improving well-being.

**PERCEPTION OF SFA IN THE WORLD:**

Sports has so many definitions those have common points within them. Moreover sport content is defined as an institutionalized competitive activity that involves vigorous physical exertion or the use of relatively complex physical skills by individuals whose participation is motivated by a combination of intrinsic and extrinsic factors. (Dong, 1990)

However, the philosophy of Sport for All focuses not on competition, but rather on participation through sports, which provides collective services as well as individualistic benefits. Moreover, Sport for All movement's original intention is recharging both the body and mind of people with energy and vigor as a valuable means of sound enjoyment and of enhancing the self-fulfillment of individuals (Dong, 1990).

Before analyzing the perception of Sport for All in the worldwide perspective, looking historical processes will be useful to understand affectively. The cornerstones in the development of the global *Sport for All* movement are shown in the following table. Principally, it can be seen that in the last four - five decades, the *Sport for All* movement has grown more from practical approaches than from theoretical interpretations (De Knop, et al., 2002).

**Table 1. Chronological aspect of Sport for All movement (Baumann, 2010)**

PHASE	ACTION
Pioneer (1966 - 1985)	<ul style="list-style-type: none"> <li>• Individuals as visionaries (Palm, Astrand, Conrad, Hauge-Moe, Wolanska, Dixon, Tröger, Chang, Oja, etc.)</li> <li>• European origin</li> <li>• Volunteer movement</li> <li>• Informal biannual Trim and Fitness Conferences (Since 1969)</li> <li>• Sport for All mentioned by Council of Europe (1966)</li> </ul>
Consolidation (1986 - 1999)	<ul style="list-style-type: none"> <li>• 1<sup>st</sup> Sfa Congress, Frankfurt (1986) initiated by IOC and DSB</li> <li>• Since then biannual Congress</li> <li>• Establishment IOC Sfa Comission (1983)</li> <li>• Foundation of TAFISA (1991)</li> <li>• International Conferences on Sfa i.e. biannual TAFISA congress</li> <li>• Professionalization</li> <li>• Launch of international Sfa programs, e.g. Olympic Day Run (1987), World Walking Day (1991), Challenge Day (1993)</li> <li>• Expansion from Europe to the whole world</li> <li>• Establishment of national Sfa bodies</li> </ul>
Globalization (2000- present)	<ul style="list-style-type: none"> <li>• Involvement of additional stakeholders e.g. WHO, UNESCO, UN</li> <li>• Targeted alliances established i.e. Healthy Cities (WHO)</li> <li>• Establishment of educational schemes</li> <li>• Resolutions and policy papers</li> <li>• Social Marketing approach</li> </ul>

To effectively understand the main idea of Sport for All we need to mention about specific characteristics of Sport for All. TAFISA (The Association for International Sport for All) has recognized seven key phrases that reflect not only the movement's success, but also document the present standing of the global Sport for All movement. These phrases comes from practical area with leanings of "on the ground" experiences. Meanwhile they introduce the specific challenges ahead.

The first key phrase is "Growth". The movement of Sport for All is growing persistently. This growing process should not explain with only the number of participants but also in the increasing number and variety of national Sfa organizations. About growing process we need to emphasize the improving number of special Sfa organizations. Those organizations are directly doing their job accordingly the current trends in organizational structures of Sfa. This changing process can be explain more effectively by the member structure of TAFISA, more than 40% of the 200 member organizations from 140 countries are independent national Sport for All organizations. They are linked with the traditional sport system of a country, but operate separately.

Second key phrase comes from demands of so many countries and it is named as effective programs. Because of lower level experiences and low competency level to develop their own national programs Asian, Latin American

and African regions members' countries want to learn any type of knowledge to implement effective programs in their country.

TAFISA has made responding to this demand one of its key priorities in providing services for members. This demand explains to a large degree the success of TAFISA programs, including

- World Challenge Day, which is a friendly competition in *Sport for All* between cities of comparable size. It is always held on the last Wednesday of May, with 50 million participants from 3.000 cities in more than 50 countries;
- World Walking Day, which takes place on the first weekend in October, with 70 countries participating every year;
- World *Sport for All* Games, which every four years bring together more than 100 countries presenting their traditional games and sports, with the last Games held in Busan, Korea, 2008 under IOC and UNESCO patronage;
- Triple AC (Active City – Active Community – Active Citizen) program which focuses on the promotion of *Sport for All* in the community setting and is being developed in partnership with the IOC (Baumann, 2010).

Recognition is the third phrase and it is approving that Sport for All movement passed too many barriers and developed constantly even in political, economic and social field. Chronological point of view will explain this big improvement but may be no one was thinking this big step from SfA structure from 1960s to today. In those days this movement started without any reputation and publicity. Moreover It was seen as a subdimension of elite sport but it has developed unbelievably since then and in these days respected in the worldwide of sport areas.

Absolutely this development was realized by governments as a crucial development of community. Different countries got SfA perception differently. In these days experts and responsible people of SfA organizations are agreeing to find one stable structural body and mission of SfA to have global recognition. This ultimate goal should be the shaping of one strong, global, independent *Sport for All* body in close cooperation with the IOC, representing the interests of the global *Sport for All* Movement in order to strengthen position and thus further increase recognition in all related areas.

Fourth key phrase is extension of perspective which means that sport for all is not only individual oriented issue, but also it has so important social benefits. This phrase is so new phrase in sport for all movement and its importance and right practice has not understood from sportive agencies (sport clubs, organizations, departments etc.).

Because of the having too many positive effects on different issue like health, peace, solidarity and etc. sport for all movement has extra aims to achieve. Absolutely SfA cannot solve all problematic issues but it can help to have more optimistic world than this one.

As other developmental issues if Sport for All wants to have big importance in social life it has to have healthy networking and exchange of experiences. This phrase of structure can be defined like a myelin sheath of neuron cell. Its mission is transfer to all impulse to neuron. In order to facilitate a systematic and demand oriented transfer of knowledge between all parts of responsible people, sport for all movement needs to have professional tools, including making use of modern information technology.

The sixth and one of the most important factors is education of SfA. TAFISA is the hallmark of the education part of SfA movement. It deals with the transfer of knowledge and information beyond the national level to the local and regional level of *Sport for All* leaders. So far in the last 30 years, TAFISA has served the national directors of *Sport for All*. They invited and received them at conferences. TAFISA has reached a hundred or two hundred persons this way each time. But there are many thousands of leaders responsible for *Sport for All* programs on the sub-national level. In city municipalities, sport ministries, sport federations, clubs, resorts, companies etc.

Last phrase is Targeted Approach which means the identification of large and significant groups of the population, such as families, women or immigrants that are reached by using specific and targeted marketing instruments and tools. The underlying strategy is referred to as the Life Stages Concept, e.g. children, young adults; mid-age and older people etc. in order to assure lifelong physical activity for all (Baumann, 2010).

In this section, an overview of the determinants of Sport for All (in case of Asia & Europe) utilized in the current study is provided. The major determinants include: (a) History and culture; (b) Institutions, (c) Marketing, (d) Sponsorship and financing, (e) Target groups, (f) Strategy and (g) Social changes.

To struggle with changing world all parts of Sport for All need to show more and more effort to improve success of it. While struggling with the challenges all factors should be needed to organize according to structure of Sport for All.

In the lights of above information, some premier countries SFA structure can be analyzed to see case of SFA in reality.

After 1945, there have been SFA initiatives in seven countries of Asia, three of which have adopted influences from the Trim movement since the early 1970s. In terms of Korea, it is possible to say that once the SFA movement shows up as a phase in the construction of the culture of movement, it can be inferred that its successive re-inventions came through the fusion of various concepts and the adoption of new denominations.

In Singapore, the meaning of leisure & health is translated by the expression fun & fit, which makes up the communication basis of the national movement "Sports for Life", launched in 1996. The use of the expression "life" as a synthesis of the combination leisure & health was also adopted in Australia by the campaign "Life, Be in It" of the 1970s.

In Israel, the influence of Traditional Sports and Games (TSG) in the development of SFA is inserted in a wider perspective on which a culture of movement is constructed. The same was observed in Korea. This specific culture is based on values, which come from change and which reach sports in general and physical education. In Singapore, the TSG are understood as cultural expressions that give identity to the different ethnic groups of the country. In Australia, the TSG have been rediscovered by SFA. As a result, they have generated an additional role of cultural movement to enrich SFA.

The international relations for the development of SFA are a means cultivated by six countries in Asia. The event Challenge Day (competition between cities of similar population numbers, taken place on one only day, totaling participant) is one of the symbols of this cooperation. This way, one of the favorite strategies of SFA in Asia is the promotion of large-scale events, adopted by six countries.

Australia, Korea and Singapore are countries in which different versions of SFA had fast development because of the realization of big international competition (Olympic Games, Asian Games and World Championships).

According to institutional management of SFA in Asia the transfer of SFA management to another governmental institution or to another private institution in a successive mode has been happening in Korea, Israel, Australia, Japan and China.

In Australia, it is possible to observe a trend towards unorganized, informal sport activities, which seems to emphasize locally practices and community services.

In Asia case marketing issue was followed by the indirect promotion of SFA by commercial providers is identified in Korea and Australia. The use of Internet for communication and marketing related to SFA development is found in present days in Israel and Australia.

Target groups, In Taiwan, the target group 'women' coincides with that of 'family' because both are considered interdependent. In Israel, the target groups are arranged on a priority basis according to social necessities: first come the elderly, second the workers and in third, women. There are target groups in Australia that represent social development needs of that country such as "ethnic communities" and "aboriginals". By the same token, the unemployed made up a target group developed in Korea. Social priorities in Japan have indicated as targets: children, the elderly and handicapped people. In China, the elderly are the most important target group for SFA.

Strategy; In China during the 1990s, the strategy of SFA was inserted in the development of sport in general and in the whole country. The same happened in Korea, within the same period, with the incorporation of SFA in the five-year plans of the development of sport in general.

Social Changes; In Korea, SFA has been working as a means of social intervention, with its focus directed to the awareness of an active lifestyle. With this orientation, SFA has been part of the modernization of the country.

A proof that SFA has had oscillatory effects in society is found in Korea, where there was an increase in the practices between 1994 and 1997. However, there had been a decrease in 1991. Both increase and decrease had explanations elaborated outside the sports world. SFA in the year 2000 was operating in China with two priorities: (i) the improvement of life in the urban centers and (ii) the social development of the countryside.

In Israel, military service has been working as an incentive to SFA. In Australia, there has been little increase in the numbers of the active population in relation to SFA initiatives that have been developed. In 1985, the participants were 54% of the total population and in 1998 they were 59%. The number of people affiliated to top sport has also decreased 20% between 1980 and 2000.

In Singapore participation in SFA went down at the beginning of the 1990s, which created a gap in the continuous growth of the number of participants. In Australia, the stability level of participation in sport practices has indicated that there seems to be a decrease in the number of young people taking part in physical activities as opposed to the increase in participation in relation to the other groups. The concept that most of the adults engage in physical activity because they had developed the habit as kids, is emphasized in Israel. It is recommended, then, to see how important it is for school programs to adhere to SFA to look into the future. In Australia, uncomplicated and fun activities have been considered as the key to lifelong participation in SFA.

National conclusions; In Japan, at the beginning of the 21st century, there was a "Sport for All society" in progress according to SFA local leaders.

In Singapore, there is a clear-cut and successful way of having a "sporting nation" through national plans that happen every five years. One of the objectives of these plans is to make facilities available for sports practices within a maximum distance of 3km from any place of residence.

Within the European context, nine countries had experienced different versions of SFA before 1945, including, five in the east, having mass sport as the basis. However, these five nations have adopted the European Charter in different stages to make the necessary adjustments and to legitimate the practices. This type of adoption of the Charter and of the principles of the Trim Movement has come up in these countries. That meant consolidation of previous experiences.

The current models of SFA historical evolution are not completely confirmed by interpretation from European countries as found in preceding chapters. Thus, the often suggested phase of democratization of sport of the 1960s had similar approaches in eleven countries (three from the eastern region) out of a total of 17. Seven countries went through the phase of emphasis on the role played by the government and on the active lifestyle of the 1970s. But only two countries have recognized the commercialization phase of the 1980s and have confirmed the emphasis on individualization of the 1990s.

In England, since the 1970s the idea of a historical *continuum* has prevailed, connecting SFA with top sport and attributing to both mutual influences and advantages. In Finland, the long-time tradition of sport for cultural affirmation as well as for recreation had a shift towards health promotion during the 1980s by influence of the UKK Institute.

In Europe, there have been popular movements that have given basis to SFA such as (i) the summer camp movement in Greece, Italy and Poland, (ii) the movement of the workers in Finland, Austria, Italy, Portugal, Bulgaria and Poland, and (iii) the women's movement in Finland. Tourism has also supported SFA in different historic periods in Austria, Spain, Poland, Bulgaria and Italy. The movement 'back to nature' is one of the causes of SFA growth in Germany, Austria, Finland, Italy, Romania and Bulgaria.

The movement that motivates recreation, which had come up in the United States at the beginning of the 20th century, had later repercussions in both Germany and Greece at different times. Football has been acting as constraints to SFA in Hungary. There has been some expansion of volunteerism during the 1990s in SFA in Poland and Bulgaria, clearly showing the adoption of means of mobilization of participants inspired in Western Europe.

Among the six European countries influenced by the Olympic Movement, Finland came first adopting the following motto even before World War II: "Olympic winners = healthy citizens". There is a sense of re-invention of SFA in different historic periods. One example of that is Finland, which had an event similar to today's Challenge Day back in 1941. This made it compete against Sweden in a walking competition with approximately 1.5 million participants in Finland against 0.9 millions in Sweden. In Greece and Romania, although there have been long-term sports traditions that go back to an ancient past, it is worth noticing that there is a mentality against physical activities in different segments of the population.

The three most common institutional bases linked to SFA that is the state, the society and the market, seem to be in equilibrium in 14 countries but only in terms of the government and society, except in Finland, Belgium-Flanders, Austria, France and Germany, where the market link also plays an important role.

In Europe; Marketing is becoming today a tool for SFA initiatives in Romania, but this beginning is mostly related to a new law to patronize sport activities, not specialized institutions in sport. In early stages of SFA in Austria, the idea of sport as a commodity that has to be sold facing competition with many leisure opportunities and offers has successfully influenced SFA marketing principles and strategy.

In Denmark the definition of target groups has been produced according to the specialization of the institution that promotes SFA. Targeting has also been made adequate with availability of settings for the practices.

In Hungary, there are doubts on the democratic interpretation of SFA since the right of citizens to not participate in activities is often not respect.

In Poland, it has been observed that there has never been any clear strategy for the development of SFA. In Greece strategies have the meaning of to reach target groups according to their priority in SFA local choices. The same has happened in Latin America in the case of Argentina.

In Finland, there is a conception of SFA in which marketing is the core of the strategy of combination involving target groups, settings and activities. In Belgium-Flanders there is a version of this definition of SFA strategy that places marketing in a pivotal position.

In Austria, the proportion of female participants in SFA physical activities in relation to the male participants went from 7:1 in 1969 to 1:3 in the 1990s. In Finland, the programs of intervention in SFA of the 1990s have been interpreted as having already reached the limit of effectiveness. In Portugal the number of senior participants has been growing up while the number of young people participating in physical activities has been going down, in conditions similar to those of Australia. In Italy, still in the year 2000, there was some manipulation of SFA by the Catholic Church and political parties, confirming that the variable "risk of social control" still exists in the interpretation of SFA and in its resulting social changes.

In Belgium-Flandres a controversial interpretation of SFA has been proposed: on the one hand SFA has had good results but on the other hand it has showed low participation in the practice of physical exercises by the population. In Germany, the experience of SFA has revealed that there are results that have not been anticipated by program leaders.

In Finland, models of intervention for groups of inactive people who happen to be highly resistant to changes have not been followed. Still in this country there have been concerns in relation to pressures that might be generated on these inactive individuals, especially when they come to their own limits.

In the USA, the most important umbrella organizations (in the nonprofit area) are the AAU (Amateur Athletic Union), an association of 58 sport federations and NCAA (national Collegiate Athletic association). High schools, colleges and universities are still most important providers of amateur sport. The NCAA represents more than 1.200 colleges and universities, and the National Association of Intercollegiate Athletics (NAIA) has around 300 member institutions, mostly smaller colleges, in intercollegiate athletic programmes.

In addition there are numerous organizations which provide sports and physical activities for non-elite athletes, especially children (Hums & Mac Lean, 2004). Administrators of local districts, community clubs, fraternal organizations and church groups offer athletic training programmes and being a sponsor for competitive organizations. Parents and adults organize teams or clubs for competition in local leagues.

#### **SFA IN TURKEY:**

Social legislation and social services are integral features of modern life. Public welfare programs started rather recent decades in Turkey, but, with the growing need to cope with the effects of quality of life in industrialization and improve the distribution of wealth, it is inevitable that the governments take into account these problems and enhance social services.

The role of Sport for All in society is to extend the benefits of sport activities to the community emphasizing the public health and social, educational and cultural development. Sport for All should be recognized as a public good

which needs government intervention for its implementation.

The first introduction of the idea of "sports for all" in Turkey was realized by Atatürk said that "persons who have a duty regulate the sports activities do not constitute sports policy only for winning and showing off while raising children. The main goal is to get physical education for citizens of all ages". This opinion shows that "sports for all" understanding was expressed by Atatürk in a precise manner.

Turkey is one of the rare countries in the world which has an article related to sports in her Constitution. Article 59 of the Constitution says, "The State takes measures to develop the physical and mental health of Turkish citizens of all ages and encourages the spread of sports among the masses. The State protects successful athletes." In recent years, with investments made in the field of sports, scientific research and the increase in importance placed by the State on sports policy, sports in Turkey became a well-liked and interesting both for performance and for the utilization of leisure time. With this objective, sports engaged in by the masses are encouraged, that is one of the basic components of raising a physically and mentally healthy society, the concentration is being directed at all the areas of **Olympic sports** rather than on a single branch, the predominance of the state is being decreased while the contribution of the private sector is increased and measures are being taken for the rational utilization of the facilities.

Article 3530 of the Constitution item 21 says "institutions, factories, trading houses and associations which have employee more than 500 have to build sports facilities such as gymnastic halls, swimming pools, sports area and have trainers and teachers for their employee and by decision of executive committee".

Turkish Sport for All Federation (TSFAF) is one of the members of TAFISA. Before the TSFAF recreational sportive organizations were organized by different sportive federations and some voluntary organizations. However, the need of having institutional agency in Turkey to organize comprehensive sportive organizations was declared in Sport Council in 8 to 11 May 1990. After that this important problem was solved by the formal establishing of Turkish Sport for All federation in our country. TSFAF has one agent for each province in Turkey (total 81 TSFAF agents). TSFAF has 13 commissions to carry out its organizations and programs.

The vision of the TSFAF is; 3 to 93 until all ages and all walks of human life, improve quality, health, peace and happiness to the fore will remove the sports culture to promote the entire sport of expansion for, festivals, games and recreational contests to childhood from, proper nutrition, your body to use the correct values as life philosophy is to aim to develop the ability to adopt. Also, stay away from bad habits such as alcohol, cigarettes; always adopt an active lifestyle, family and society in trying to teach the values to be in harmony. To develop a Sport Culture for individuals, families, educators and administrators to raise awareness, international peace and sports culture to contribute any scientific or recreational activities to make the publication to issue and various organizations to organize, for All Sports Federation's vision, as can be explained.

After the establishing of TSFAF, it has started to develop practical and educational and cultural knowledge and principles for Turkey.

#### **COMPARISON OF THE PERCEPTIONS OF SFA:**

As we mentioned above Sport for All has some key phrases and determinants to move further in every area that will help to have an important role in social life.

In this section of present study determinants of Sport for All and the case of Turkey will be discussed.

First determinant is history and culture; in case of Turkey; has twenty two years after establishment of Turkish Sport for All Federation. Recently, TSFAF has been started to have rapidly adaption to worldwide challenges of Sport for All. TSFAF has established an academical and practical network and exchanging experiences especially with universities and municipalities. TSFAF organizes seminars, congress and etc. to develop Sport for All perception and knowledge in Turkey.

TSFAF is a half governmental organization. It means that TSFAF has the three most important types of institutions that have managed SFA; the State, non-governmental organizations and institutions from national sport system. Moreover, Sports in Turkey is being encouraged and supported by the state and sports clubs are given financial aid. The main targets of the sports policy of the state are to increase the number of athletes, to attain superior successes at international sports competitions, to prepare suitable sports environment for encouraging and



providing for every individual at every age to engage in sports activities. Large sports facilities and investments in Turkey are realized by the state to a great extent.

All over the world the marketing of SFA is playing a coherent role in the continents where marketing principles have been partially used and where communication tools have been used to mobilize participants. The implementation of marketing strategies is a new issue for Turkey, the use of Internet for communication and marketing related to SFA development is growing so fast.

As we mentioned above TSFAF is a half governmental organization. TSFAF is financing by multiple sources led by governmental institutions and its private fund which organize for all types of activities of TSFAF. Sponsorship has insufficient support for Turkey like in developed countries.

Targeting is an important determinant of SFA for Turkey. All over the world countries have been using targeting procedures in addition to free access to participation as found in mass promotions and TSFAF tries to follow same way. Targeting means that focusing on some special groups (Elder people; Children & Youth; Workers; Handicapped etc.) to make their participation in their activities.

The strategy that has been historically defined for SFA is increase in participation, which has been combined with the focus on social inclusion. Turkey is a new country that is rapidly showing contemporary strategic options such as long-term projects (to make more active), awareness & awards, training of wellness trainers programs, talent identification tests and fitness tests.

In social changes part Turkey has similar features like other countries, include; Turkey has better percentage of SFA activities participation, the positive perception percentage of SFA, increasing attention with healthy life, and also increasing diversity in SFA practices than before and this percentage is improving every year.

#### **DISCUSSION AND CONCLUSION:**

Sport for All is one way of intervention in society, encouraging the population as a whole or parts of the practice of physical activities to promote the inclusion of participants in the events of leisure, health and sports. Therefore, from the initial of 1980's, the SFA has been characterized by all denominations and competing objectives, reflecting the emphasis on the development of local sports and the globalization of sport within the culture of active life in Turkey.

According to institutional point of view in Turkey, SFA has been inserted and adapted to multi-layered sport systems (State, non-governmental) but remains uncoordinated and lacking in continuity of programs, events and other means of intervention.

Marketing of SFA in Turkey is still growing area and trying to make adaptation to global structure of other developed countries. In this case, communication tools for people to participate in events are commonly used in the SFA initiatives in relation to marketing. Moreover, communication in the SFA is supported with the principles of marketing and knowledge.

As even in developed countries, financing of the SFA initiatives is the biggest problem in Turkey too. So far, SFA funding in Turkey has been made by governmental institutions, especially of local level, also TSFAF's private grant and donations from collaborators.

In its initial years TSFAF had focused all types and all age groups within community to make them more active for their health and social life. However, in last decade as all other countries TSFAF has started to focus on target groups like handicapped people, workers, elderly people and children. TSFAF has some ongoing projects for target groups to increase participation to SFA initiatives.

Adaptation of long-term projects, certification programs (Wellness, Yoga), large scale events and educational programs (Sport for All Leaders) are the most used strategic events in Turkey. All of these events are based on the improvement of mobile people's percentage.

Like the visible trend of all countries Turkish community have showed improvement at the participation to SFA initiatives. This participation affected positive attitudes towards SFA but we should declare that the concern of healthy lifestyle is the dominant problem in many countries. Here is the point to educate this kind of community because both healthy lifestyle and the main idea of SFA initiatives have so many common points. Moreover, there are some other

social barriers to attend SfA organizations include; economic crisis, lack of knowledge and, lack of willingness for Turkey.

#### SUGGESTIONS:

The first step should be the development of a contemporary, scientific, measurable and applicable state policy with the help of all community institutions about sports education, servicing and application. In these policies, firstly; the relations and priorities of all relevant parameters such as the development of sport culture, sport education, success, organizations, sport economy, public health etc. should be clear.

It should be taken into consideration that making the culture of sport widespread is as important as a competitive success. The growth of the sport culture will lead to very good result such as, general public health, moral development of young generations, filling spare times with useful activities and making sport industry more powerful (Fifth Five Years Progress Plan, 1985). At this point, TSFAF should be supported and different projects should be put into practice via this federation. So, Turkey sport for all federations should a pioneer federation in our country because it aims the missions above and this federation takes the reason of foundation directly from 59th item of fundamental law.

Today, some of the performance sports leave their real goals and try to serve in the area of exercise for health. This situation caused serious problems in the spread and success of these sports. Even, it is more difficult today, to find qualified athletes in these branches.

The areas such as plates, yoga or aerobic do not have competitions. For example; plates is kind of floor exercise done with various equipments for physical treatment. So workshops and certificates can be organized for coaching. When we look at the program of sport for all and wellness coaching, different education and application programs for olds, pregnant, sedentary, disabled people etc. are available. We can put these into an order like, Office exercises, exercises for pregnant, old and disabled people, and exercises for illnesses because of immobility, exercises for the equipment in parks and gardens and floor exercises done with various materials (Zorba, 1999).

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