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OVERVIEW OF MASS SPORT DEVELOPMENT POLICY

The article provides an overview on the foreign mass sport policy, and examines the development of this process in Kazakhstan. The purpose of the article is to review the international policy methods and measures in the field of mass sports aimed at involving all segments of the population, and to develop recommendations. Kazakhstan, post soviet, an independent country since 1991 has been just starting to create a sports culture and habits firstly by supporting elite sport. In recent years, Kazakhstan began to pay attention to the development of physical culture and sports. The Kazakh nation has unique sports and recreation activities that are left as legacy from their ancestors in the 15th century but it has not developed into mass habits and everyday lifestyle. Promoting mass sport only through elite sport cannot be enough. As the Norwegian case suggests there might be other actions involved, such as organizing the work of local clubs and regional associations, affordable facilities, education for coaches and leaders of sport clubs, and targeted programs for a special category of population. The key to success for these sports facilities lies in encouraging the public to participate in sports and entertainment activities. By attracting more people to use the facilities and spend money there, synergy between venues and mass sports, leading to mutual growth and sustainability can be created. The 2011 Asian Games became a catalyst for the development of mass sports in Kazakhstan. They increased interest in sports, stimulated investments in sports infrastructure, and also strengthened the prestige of Kazakhstani sports on the international arena. However, there were downsides as well such as uneven number of sport facilities between regions. economic difficulties and insufficient funding. Research methods used in this article include content analysis and statistical analysis.

Keywords: Kazakhstan, sport management, mass sport economics, sport services, international economics of sports, government support for sports, motivation for sports

Кілт сөздер: Қазақстан, спорт менеджменті, бұқаралық спорт экономикасы, бұқаралық спорттық қызметтер, халықаралық спорт экономикасы, спортты мемлекеттік қолдау, спортқа ынталандыру

Ключевые слова: Казахстан, спортивный менеджмент, экономика массового спорта, спортивные услуги, международная экономика спорта, государственная поддержка спорта, мотивация к спорту

JEL classification: M31, Z21

Introduction. The purpose of the paper is to overview international mass sport policy aimed at involvement of all ranges of citizens and make recommendations to Kazakhstan sport policy makers. Research methods include content analysis and statistical analysis of data on sports services and policies gathered from national statistics, official websites of government bodies, and academic publications. Kazakhstan, as a post-Soviet country, is just beginning to form a sports culture, starting with the support of elite sports.

However, in recent years, the country has been paying significant attention to the development of physical culture and mass sports. Mass sports policy in Kazakhstan is based on historical heritage and requires adaptation of working methods in line with historical stages, national policy, and global trends. This is reflected in government programs such as the Law on Physical Culture and Sports, the Concept of Physical Culture and Sports Development for 2023-2029, and the National Project «Healthy Nation» [1]. At the present stage, the main goal is to adapt society to a healthy lifestyle and involve more people in mass physical culture [2].

As part of the National Healthcare Project, the plan is to improve infrastructure and increase the proportion of the population leading a healthy lifestyle, which will create additional opportunities for the development of mass sports [3].

Literature review. International experience of mass sport policy varies from country to country. One way of developing mass sport is hosting world competitions, such as Olympic Games, World Cup and others. For example, China's experience in holding Olympic Regatta Sailing, 2008 in Qingdao showed that public interest in sport increased and a wealth of sport facilities were built thanks to investments from state, sponsors, society, lotteries. New outdoor fitness centers, stadiums, swimming pools and paths have appeared. Plethora of sport events for populations were organized by state and businesses. One of the initiatives was a Mass Sport Instructors project aimed to exercise public under professional consulting with further development to the Association of mass sport instructors and skyrocketing the number of instructors [4].

In Norway, the policy implemented by the Norwegian Olympic Committee (also known as NIF - the Norwegian Olympic and Paralympic Committee and Confederation of Sports) is outlined in the Sports Policy Document, which is approved at the general assembly for a four-year period. It is important to note that the policy carried out by the Olympic Committee aligns with the national sports policy, with its main goal being the creation and maintenance of an open and inclusive sports movement. «Elite sports» in Norway refers to the highest level in the hierarchy of organizations engaged in sports activities, focused on achieving high athletic performance. National sports federations and Olympiatoppen (an organization within the Norwegian Olympic and Paralympic Committee and Confederation of Sports) create the necessary conditions for Norwegian athletes (including those with disabilities) to meet the highest international standards. The main qualitative goal for Olympiatoppen and national federations is to provide youth athletes with the opportunity to realize their ambitions and showcase their sports skills in all sports at the highest international level [5].

States develop and prioritize elite sport over mass and community sport. However, elite sport events, such as the Olympic Games and others stimulate mass participation, as evidenced from China's example, the Norwegian case.

The UK develops mass sport through youth within school curriculum and outside it as well as community sport activities. The 2012 London Olympic has not benefited amateur sport clubs in the UK meaning that such events do not necessarily form sport legacy [6].

The shift from a closed to a more open sports policy in this country was made due to national leadership from Mao Zedong to Deng Xiaoping. After the 2008 Beijing Olympics and the 2010 Asian Games in Guangzhou in China it was the rise of tennis in China that exemplifies a broader transformation in the nation's athletic landscape. This shift moves away from prioritizing success solely in the Olympics, and embraces a strategy of achieving overall excellence in sports.

China's rise in tennis became a way to show its growing importance on the world stage. For urban Chinese people, tennis offered access to a network of international tournaments, locations, and organizations, signifying their place among the global elite [7].

Promoting mass sport only through elite sport cannot be enough. As the Norwegian case suggests there might be other actions involved, such as organizing the work of local clubs and regional associations, affordable facilities, education for coaches and leaders of sport clubs, and targeted programs for a special category of population. To illustrate, the Norwegian biathlon case shows that the promoting link between elite and mass sport is explained through the economy of sport management, priorities chosen by governing authorities of the Norwegian biathlon Association which is the central body for developing elite and mass biathlon [8].

Despite controversial opinions that elite sport promotes mass sport, there is a common understanding that synergy between both sports should be developed and balanced sustain [9].

In Brazil the mass sport involvement started after weakening the Military Regime in the mid-1970s with the launching Sport for All Campaign, enactment of Law No. 6.251, National Plan of Physical Education and Sports, National Policy of Physical Education and Sports. Non-formal sport, as the term was created in relation to mass sport, and leisure time activities started to get attention [10].

There are some drawbacks with built sport facilities for mass events such as National Games. To illustrate, in Xi'an, China many single-functional sports facilities built or renovated for the 14th National Games struggled financially. Because they have a small number of regular users and are expensive to run, they're mostly owned by the government. This situation makes it even more important for the government

and relevant departments to take a big-picture approach (macro management) to plan for their development and ensure their sustainability.

Cities with thriving entertainment scenes can bring in more revenue through events like concerts and plays. In comparison, some multi-functional sports venues located in small or far distance from commuting don't have enough events of this nature, and not enough people use them regularly. This makes it difficult to cover their daily expenses. To solve this, there needs to be a bigger focus on promoting local mass sports activities. By getting more people involved in sports, these venues can be used more frequently and become financially sustainable.

The key to success for these sports facilities lies in encouraging the public to participate in sports and entertainment activities. By attracting more people to use the facilities and spend money there, synergy between venues and mass sports, leading to mutual growth and sustainability can be created [11].

Anyway, there is a common understanding that a bottom-up approach meaning mass population involvement in sport and cooperation between voluntary, state/public, for-profit sport organizations at local level is an obvious trajectory for sport and health agenda.

Main part. Mass sport in Kazakhstan can be characterized as emerging but not quite at a sufficiently developed level. Kazakhstan is hardly a sporting country. According to the Ministry of Culture and Sports of the Republic of Kazakhstan, only 38.5%, or 7.6 million people, systematically engage in physical education. And if we consider that almost half of them are children who attend physical education classes at school (3.3 million people), only 4.3 million citizens will come out. If we subtract students and professional athletes, there will be even less. By 2029, the state intends to bring the overall indicator of «sportiness» of Kazakhstanis to 50%. The Concept for the development of physical education and Sports of the Republic of Kazakhstan for 2023-2029 indicates that every year the level of involvement in mass sports will increase by at least 2%.

In regional terms, the most sports-active city is Shymkent, where 42.1% of residents engage in running, push-ups, wrestling, and sweating in fitness centers. The second place in this sports ranking goes to the Kostanay region, with a rate of 41.9%. The bronze medal is awarded to the North Kazakhstan region with 40.2%. The outsider with a significant gap is the Ulytau region, where only 32.1% of residents engage in regular physical activities [12].

Government Initiatives: The Ministry of Culture and Sports plays a key role. A 2021 program launched free sports sections for children, were continued in 2022 and 2023 by using per capita funding meaning that each child has funds which can be spent on the sport they chose to do. Their parents sign up for them on special websites to make choices on type of sport and available places to go. This indicates a shift towards making sports more accessible [13].

Focus on Infrastructure: Building sports facilities is another area of emphasis. Investment is seen in places like North Kazakhstan, where sports complexes are being built to promote sports participation. Increased facilities provide more opportunities for people to get involved [14].

There are 43.1 thousand sports facilities in Kazakhstan, or only 50% of demand. Over the past year, they have increased by only 1.3%. The majority (61.5%) are so-called planar objects - outdoor sports grounds, outdoor football fields, courts, gym complexes, bike paths, etc. There are only 16.6 thousand capital structures with roofs and walls, or 38.5%.

There are about 3.2 thousand private sports facilities in Kazakhstan.

The existing sports infrastructure of youth sports does not meet the criteria for training athletes of international level. There is a lack of participation and disinterest of the necessary organizations in the implementation of sports programs [15].

Over the next six years, the agency plans to order the construction of 113 new sports facilities and an indefinite number of low-budget planar sports facilities.

Participation Numbers: There are positive signs. Over 1.5 million people participated in sports events in 2021, with a significant portion (900,000) from rural areas. This suggests that sports are reaching a wider audience. However, the share is still much lower than countries with sustainable sport experience.

School and universities involvement: School sports are a crucial area. More than 2 million Kazakhstani schoolchildren are involved in physical education and sports programs. 30.3% of students were members of sports sections in 2022. This early exposure can nurture lifelong habits.

The figure 1 depicted that sport and leisure activities were not so popular, except for 2021, when the state started to implement a per capita funding program for sport and other activities for school children.

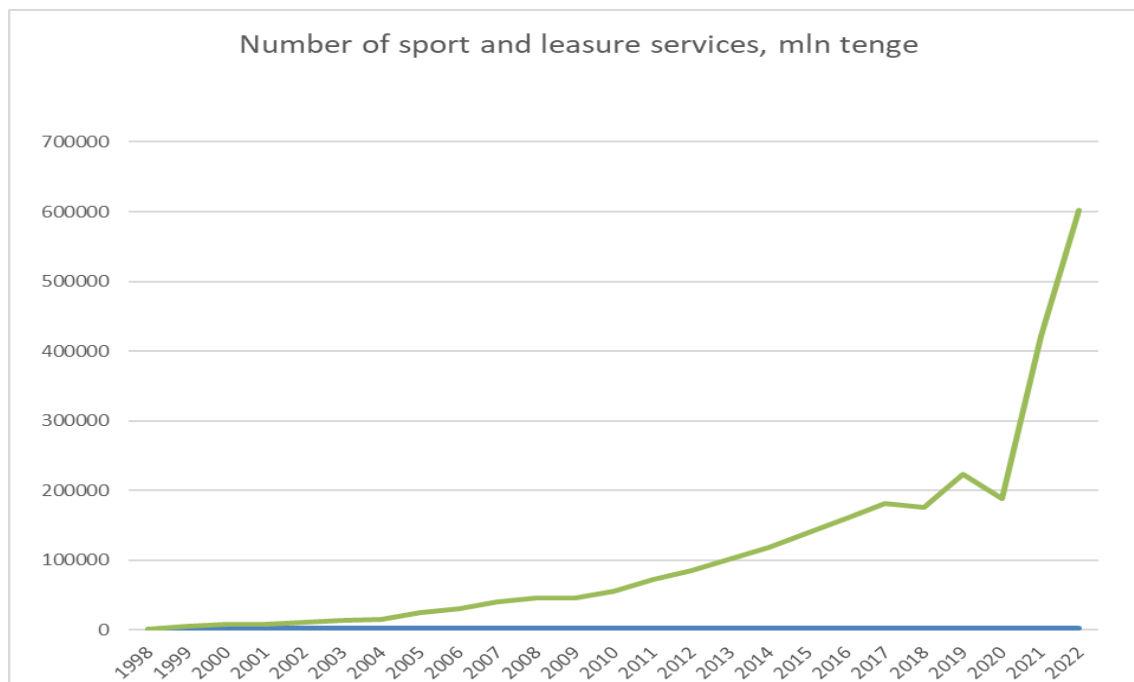


Figure – 1. Number of sport and leisure services rendered in Kazakhstan, mln KZT*

* Compiled by the authors based on the stat.gov

In terms of cost incurred for sport and leisure the table 1 illustrates data which states the following. The amount of money spent is increasing, including the finance of citizens from 20% in 2020 to 60% in 2021 and 2022.

Table – 1

Sport and leisure services rendered in 2020-2023 by type of source funding, mln KZT*

Distribution of funding	2020	2021	2022	2023
total	237 843,77	399 239,7	589 647,3	754 862,5
including, expense of the population	48 360,5	239 071,5	357 102	427 130,1

* Compiled by the authors based on the stat.gov

Regarding Kazakhstan's experience on elite mass sport events and their influence on stimulating mass to sport, in 2011 Asian Games were hosted in two big cities of Kazakhstan, Almaty and Astana.

In general, the 2011 Asian Games became a catalyst for the development of mass sports in Kazakhstan. They increased interest in sports, stimulated investments in sports infrastructure, and also strengthened the prestige of Kazakhstani sports in the international arena. However, there were downsides as well. The development of sports infrastructure was concentrated mainly in large cities. This has led to some unevenness in the development of mass sports between regions. After the 2011 Asian Games, the pace of development of mass sports slowed down somewhat. This is due to a number of factors, such as economic difficulties and insufficient funding.

Nevertheless, Kazakh nation has unique sports and recreation activities that are left as legacy from their ancestors in the 15th century but it has not developed into mass habits and everyday lifestyle.

Conclusion. The Kazakh nation has unique sports and recreation activities that are left as legacy from their ancestors in the 15th century but it has not developed into mass habits and everyday lifestyle. Promoting mass sport only through elite sport cannot be enough. As the Norwegian case suggests there might be other actions involved, such as organizing the work of local clubs and regional associations, affordable facilities, education for coaches and leaders of sport clubs, and targeted programs for a special category of population. The key to success for these sports facilities lies in encouraging the public to

participate in sports and entertainment activities. By attracting more people to use the facilities and spend money there, synergy between venues and mass sports, leading to mutual growth and sustainability can be created.

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БҰҚАРАЛЫҚ СПОРТТЫ ДАМУ СЯСАТЫНА ШОЛУ

Аннотация

Мақалада бұқаралық спорт саласындағы шетелдік саясатқа шолу жасалады, сондай-ақ Қазақстандағы осы процестің дамуы қарастырылады. Мақаланың мақсаты-халықтың барлық топтарын тартуға бағытталған бұқаралық спорт саласындағы халықаралық саясаттың әдістері мен шараларын қарастыру және ұсынымдар әзірлеу. Қазақстан, посткеңестік, тәуелсіз ел 1991 жылдан бастап спорттық мәдениет пен әдеттерді қалыптастыра бастады, ең алдымен жоғары жетістіктер спортын қолдай бастады. Соңғы жылдары Қазақстанда дене шынықтыру мен спортты дамытуға баса назар аударыла бастады. Қазақ халқының XV ғасырда ата-бабаларынан қалған бірегей спорт және демалыс түрлері бар, бірақ олар бұқаралық әдеттерге және күнделікті өмір салтына айналмады. Тек элиталық спорт арқылы бұқаралық спортты насихаттау жеткіліксіз болуы мүмкін. Норвегия мысалында көрсетілгендей, жергілікті клубтар мен аймақтық қауымдастықтардың жұмысын ұйымдастыру, қол жетімді Нысандар, жаттықтырушылар мен спорт клубтарының басшыларын оқыту, халықтың ерекше санатына арналған мақсатты бағдарламалар сияқты басқа да шаралар қолданылуы мүмкін. Мұндай спорт нысандарының табысқа жетуінің кілті - халықты спорттық-ойын-сауық іс-шараларына қатысуға тарту. Нысандарды пайдалануға және оларға ақша жұмсауға көбірек адамдарды тарту объектілер мен бұқаралық спорт арасындағы синергияны құруға мүмкіндік береді, бұл өзара өсу мен тұрақтылыққа әкеледі. 2011 жылғы Азия ойындары Қазақстанда бұқаралық спортты дамытудың катализаторы болды. Олар спортқа деген қызығушылықты арттырып, спорттық инфрақұрылымға инвестицияларды ынталандырды, сондай-ақ қазақстандық спорттың халықаралық аренадағы беделін нығайтты. Дегенмен, әртүрлі аймақтардағы спорт нысандарының біркелкі емес саны, экономикалық қиындықтар және қаржыландырудың жеткіліксіздігі сияқты жағымсыз жақтар болды. Осы мақалада қолданылған зерттеу әдістеріне мазмұнды талдау және статистикалық талдау кіреді.

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ОБЗОР ПОЛИТИКИ РАЗВИТИЯ МАССОВОГО СПОРТА

Аннотация

В статье представлен обзор зарубежной политики в области массового спорта, а также рассмотрено развитие этого процесса в Казахстане. Цель статьи - рассмотреть методы и меры международной политики в области массового спорта, направленные на вовлечение всех слоев населения, и выработать рекомендации. Казахстан, постсоветская, независимая страна с 1991 года, только начинает формировать спортивную культуру и привычки, в первую очередь поддерживая спорт высших достижений. В последние годы в Казахстане стали уделять внимание развитию физической культуры и спорта. У казахского народа есть уникальные виды спорта и отдыха, оставшиеся в наследство от предков в XV веке, но они не переросли в массовые привычки и повседневный образ жизни. Продвижение массового спорта только через элитный спорт не может быть достаточным. Как показывает пример Норвегии, могут быть задействованы и другие меры, такие как организация работы местных клубов и региональных ассоциаций, доступные по цене объекты, обучение тренеров и руководителей спортивных клубов, целевые программы для особой категории населения. Ключ к успеху таких спортивных объектов - в привлечении населения к участию в спортивно-развлекательных мероприятиях. Привлечение большего количества людей к использованию объектов и трате денег на них позволяет создать синергию между объектами и массовым спортом, ведущую к взаимному росту и устойчивости. Азиатские игры 2011 года стали катализатором развития массового спорта в Казахстане. Они повысили интерес к спорту, стимулировали инвестиции в спортивную инфраструктуру, а также укрепили престиж казахстанского спорта на международной арене. Однако были и отрицательные стороны, такие как неравномерное количество спортивных объектов в разных регионах, экономические трудности и недостаточное финансирование. Методы исследования, использованные в данной статье, включают контент-анализ и статистический анализ.