

The Formulation active lifestyle model with an economic approach: the contribution of sport for all in Iraq's gross national product(GDP)

Abstract

Purpose: In relation to the active lifestyle and the importance of physical education and sports in Iraq, as well as its impact on the economy, there is not much comprehensive and practical research. Therefore, the aim of the current research is to compile an active lifestyle model of the Iraqi society with an economic and sports commercial approach, so that it can address various angles of increasing its share in the gross national product.

Methods: for conduct this qualitative study, the strategy of database theory and the constructionist approach of Charms were used. Data were collected using in-depth semi-structured interviews. The participants in this research were 19 experts in three fields of sports sciences, economics and medical sciences.

Results: From about 210 sentences implemented from the interviews, 145 primary codes, 22 focused codes and finally the factors identified from the interviews were classified into six core categories of healthy movement, institutionalization, active lifestyle, health, people and society and economy.

Conclusion: The current model acknowledges that the institutionalization of an active lifestyle may contribute to an increase in GDP in two ways: first, the physical and mental health of individuals is likely to lead to increased productivity and efficiency in the workplace, perhaps leading to an increase in GDP. Secondly, the establishment of industries and services related to health and active lifestyle will bring suitable job opportunities and increase the income of individuals and society, which will lead to economic improvement and ultimately increase the national gross product.

Keywords: lifestyle, physical activity, sport for all, sports economy, sports marketing

Lifestyle is a broad and diverse concept that has a great impact on people's lives (Mamurov et al., 2020). This concept includes habits, practices, choices and individual values that determine how each person lives (Lambrinou, Hansen, & Beulens, 2019). Lifestyle is strongly influenced by various factors including culture, economy, society, and environment (Abdullayeva, 2023). Studying and analyzing this concept in terms of theoretical foundations and different theories allows us to gain a better understanding of the lifestyle of individuals and societies (McCormick & Vasilaki, 2018). Change in people's lifestyle and behavior is a natural and desirable phenomenon in modern societies (Uusitupa et al., 2019). Humans are exposed to social, technological, economic, and cultural changes that have a significant impact on their daily lives. These changes may be observed in different contexts including consumption methods, recreation, food style, and environmental influences (López-Moreno, López, Miguel, & Garcés-Rimón, 2020). Investigating and analyzing these changes and their effects on people's lives is an interesting and important topic in the field of social research and human sciences.

One of the styles that has received a lot of attention today is the active lifestyle; The active lifestyle of physical activity is considered as an important part of public health. Sports and recreational activities not only help people's health and well-being, but also have a positive effect on their mood and psyche (van de Zande, de Vries, van den Akker-Scheek, Zwerver, & Smit, 2022). Therefore, promoting an active lifestyle and physical activity has become a strategy to prevent diseases and improve quality of life (Henderson & Bialeschki, 2005). This issue can lead to reducing the costs associated with the treatment of diseases and improving the efficiency of people in daily life (Liu et al., 2018). From this point of view, study and research in the field of active lifestyle and physical activity is very important in public health. It can be acknowledged that moving towards health and well-being and its sustainability depends on choosing an active lifestyle (Bruland, Voß, Schulenkorf, & Latteck, 2019). Active lifestyle has different dimensions and includes psychological, social, spiritual, etc. dimensions (Nazem, 2012). The World Health Organization considers a healthy lifestyle to be having complete physical, mental and social comfort, and not just the absence of disease and organ defects (World Health Organization, 2019).

Active lifestyle as a growing concept in Iraqi society has also been highly considered. Iraqis of different age and gender spectrums show interest in sports and recreation activities (Nikoabadi, Nazari, & Salimi, 2023). In past years, sports such as soccer were known as popular sports in Iraq, but today, a variety of sports including cycling, hiking, mountain climbing, and group activities such as yoga and pilates have attracted the attention of many people. Not only young people, but also middle-aged and elderly generations pay attention to active lifestyle and sports.

It can be acknowledged that an active lifestyle has many benefits for the Iraqi society. This lifestyle can help improve people's quality of life, reduce rates of chronic diseases such as diabetes and cardiovascular diseases (Nazari & Shahvali Kohshouri, 2022). In addition, promoting sports and physical activities can help strengthen social connections and community spirit (Weiss & Kipp, 2018). This concept can also lead to the development of the sports and recreation industry, creating job opportunities and increasing economic prosperity (Acquah-Sam, 2021) in Iraq. Therefore, research on the active lifestyle and its effects on the Iraqi society is very important and can contribute to the sustainable development and general improvement of the Iraqi society.

The concept of an active lifestyle is highly attractive in society (Yang, Manning, & Marchetti, 2014) and has a wide variety of sports and recreation. It seems that due to the wide connection and interaction between the concept of active lifestyle, economy, health and welfare of the Iraqi society, scientific and academic research in this field can be improved and quantitatively added to them. Probably, a deeper study of the effects of active lifestyle on the economy and health of Iraqi societies can help to formulate effective strategies and policies in order to promote this concept and exploit it in the society.

In the concept of active lifestyle, the economic and business approach of sports is of particular importance (Myburgh, Kruger, & Saayman, 2019). Sports and physical activity, as an important part of this lifestyle, have significant effects on various sectors of the economy and business (Ya, 2020). Among others, we can mention the production and sale of sports equipment and clothes, the provision

of sports training and consulting services, and the organization of sports tournaments and tours (Gagnon, Stone, Brookover, Garst, & Mowery, 2017). These factors not only stimulate job creation and growth of the private sector, but also play an important role in providing national income since sales and trade in these areas increase.

In addition, the relationship between the economic approach and sports business and active lifestyle in Iraq has positive effects on the promotion and development of sports (Mohamadi Torkamani, Bagheri, Zarei Matin, Moeini, & Khanifar, 2016). Promoting and advertising sports and leisure activities can create attraction for people and encourage the creation of demand for services and products related to sports and leisure (shahvali kohshouri, Askari, Mostahfezian, & Bahrani, 2022). As a result, these factors can help the development of the sports and recreation industry in Iraq and be considered as an important factor in realizing an active lifestyle in the Iraqi society. In general, it seems that the sports business and economic approach to active lifestyle as a comprehensive approach can help promote sports and recreational activities in the Iraqi society and also has high economic and commercial importance.

One of the debates in different societies related to the economy is the gross national product; The relevance of GDP in the concept of active lifestyle is very important (Hafner et al., 2020). Gross national product is a measure of the value of all goods and services produced in an Iraq in a specific period of time. This measure is used as a general indicator of the economic activity of an Iraq and its economic size. More simply, this measure tells us how much added value an Iraq has from all its goods and services and is used as a measure of the wealth and economic well-being of Iraqis. (Ferrara & Simoni, 2023) This study analyzes It deals with the effects of active lifestyle on gross national product in Iraqi society. Researches in this field can help to develop more detailed policies and programs to promote an active lifestyle in Iraq and its optimal use in meeting the economic, social and health needs of the society. These researches not only help to identify the strengths and weaknesses in these areas, but also to determine the right path to achieve the goals of sustainable development and the general improvement of the Iraqi society.

Not much research has been done on the relationship between active lifestyle and GDP. This small research suggests that promoting an active lifestyle can help improve inflation (Pretty et al., 2016). (Lambrinou et al., (2019) believe that with the increase in sports and recreation activities, the demand for products and services related to sports and recreation also increases, which as a result can encourage the growth of sports-related industries. In addition, (Sassi and Hurst (2008) showed that an active lifestyle can help reduce health care costs associated with chronic diseases. People who engage in vigorous physical activity may be less likely to develop chronic diseases, which can reduce disease rates and health care costs associated with chronic diseases. They lead (Ehrman, Gordon, Visich, & Keteyian, 2022). Therefore, research in this field can develop more detailed policies and programs to promote an active lifestyle in Iraq and its optimal use in providing economic, social and Help the health of the community, also (Haase, Steptoe, Sallis, and Wardle (2004) acknowledged that the development of GDP by promoting an active lifestyle can lead to increased productivity of people and increased efficiency in daily life, as well as the development of governments. It seems that people who exercise and They take recreation seriously, usually have better energy and physical health, and this can help improve efficiency in daily tasks and improve performance in various areas of life.

These researches and their achievements show that the relationship between active lifestyle and gross national product is of particular importance and shows the effects of this lifestyle on the economy, health, and productivity of individuals and society. By reviewing the literature related to active lifestyle and gross national product in past researches, it can be seen that in the field of sports management, economy and health, there is a fundamental gap that has so far paid attention to the active lifestyle of the Iraqi society and its contribution to the gross national product. not enough This unexamined point refers to not paying attention to the important and influential aspects of this lifestyle in the economy and health of the society. Therefore, further research in this field can help formulate more comprehensive and targeted policies and programs to promote an active lifestyle and exploit its positive effects in the Iraqi society. These researches can lead to clarifying unclear points and

providing more effective solutions to increase community participation in sports activities and human health.

The present study examines the relationship between active lifestyle and gross national product in Iraqi society. These issues include two fundamental aspects that have potential importance in the economic and health domains. At the beginning, the main concern of the research is to deal with the fundamental vacuum in domestic research related to the active lifestyle of the Iraqi society and its contribution to the GDP. Previous research has inevitably pointed to ignoring this relationship and not specifying the direct and indirect effects of this lifestyle in the national economy. One of the main reasons for investigating these two issues is that the active lifestyle is considered as an important factor in determining the health of society and increasing the productivity of people. By connecting these two important aspects, this research tries to prove the importance of awareness of active lifestyle in Iraqi society. Also, the study of this relationship can help officials and policy makers to implement more comprehensive programs and policies to promote active lifestyle and improve its effects on the gross national product.

During the research, in addition to filling the research gap in the field of sports management, economy and health, the understanding of these issues will probably lead to the importance of informing the public. This research tries to help formulate more comprehensive and targeted policies and programs to promote an active lifestyle and exploit its positive effects in the Iraqi society and inform people. So, the main problem of this research is the relationship between active lifestyle and gross national product in Iraqi society. This issue actually examines the relationship between increasing sports activities and recreation in society with economic growth and reducing medical expenses. This research, as a reflective and analytical economic and social study, deals with answering these key questions, how an active lifestyle in Iraq can increase the national gross product and help improve the quality of life of individuals and society. This research will not only help us become aware of the positive and negative effects of active lifestyles on our economy and communities, but may also improve important issues such as public health, quality of life, and economic sustainability.

One of the importance of this research is that it can help policy makers and officials to make decisions in the fields of public health, sports and recreation, and economy. The information obtained from this research can help to improve decisions and develop policies in the field of promoting an active lifestyle and increasing investment in industries related to sports and recreation. Also, this research can help to raise the level of society's awareness about the importance of an active lifestyle and its effects on human health and well-being. For this reason, this research is of particular importance as a multidisciplinary study that deals with economy, health, and society, and its results may possibly contribute to the general improvement of Iraqi society. This research can play an important role in promoting sports and recreation activities as well as further research in this field. The results of this research allow policy makers and decision makers to provide better policies in the field of promoting active lifestyles and developing industries related to sports and social recreation, while ordinary people can also benefit from the results of this research to improve their health and quality of life. become Sports industry and business can also benefit from the results of this research to increase investment in sports-related industries and services. Even researchers can use this research as a useful source of information for further research in this field. In this way, this research can promote general improvement and increase awareness about the importance of an active lifestyle and its effects on the economy, health and productivity of individuals and society. The main goal of this research is to compile an active lifestyle model of the Iraqi society with an economic and sports business approach, so that it can address the various angles of increasing its share in the gross national product and gradually remove the existing obstacles. This research examines the effects of active lifestyle on the gross national product in Iraqi society and its effects on the economy, health and productivity of individuals and society.

Method

The current study is of a qualitative type, which was conducted with the method of data base theory. In the current research, in order to present a schematic model of the findings from the coded data, the constructivist approach of data theory based on Charmaz (2006) was used. The theory based on the constructivist approach leads researchers to focus on what is happening in the field of study. Therefore, researchers are part of it and should be flexible (Charmaz, 2020).

The participants in the research reached 19 people using the theoretical saturation index. The characteristics and demographic characteristics of the participants, the selection criteria of the participants and the topics in the interviews are shown in Table 1.

Table 1. Demographic characteristics, characteristics of participants and inclusion criteria

Demographic characteristics					
Activity	Number	Filde of study	Number	Level of education	Number
Academic	11	Sport Science	11	BA	1
Executive	5	Economic	6	MA	4
other	3	other	2	Ph.D	14
Criteria for selecting participants			The topics in the interviews		
People familiar with active lifestyle literature with sports			lifestyles	sports marketing	Economy
Having a scientific article or book					
In the field of active lifestyle and economics of sports and marketing			Sport for all	active life	health oriented

The exclusion criteria included participants who refused to be interviewed or answered questions during the conduct of the study or interview and were not willing to participate in the research. Some characteristics and characteristics of the participants such as their academic and professional roles in this study. In the present study, in the entire sampling process, three stages of free, relational and theoretical sampling, which is the basis of using the constructivist approach of foundational data theory, were observed (Charmaz, 2006).

The interviews lasted approximately 45 to 60 minutes. These meetings were conducted with prior coordination and at the workplace of the participants, and in some cases where it was not possible to be physically present, the interviews were conducted through voice calls. Data collection was stopped after 19 interviews due to data saturation. The initial and preliminary questions of the interviews were as follows: 1. What kind of economic activities and sports business can include the active lifestyle model of the Iraqi society? 2. Can you suggest some of the basic factors that affect the choice of life style of Iraqi individuals and families? 3. How can this active life model of the Iraqi society contribute to the gross domestic product (GDP) of Iraq? 4. Can you state the advantages and disadvantages of this life model in relation to the economy, sports market and society? 5. What are the differences and similarities between the active lifestyle model of Iraqi society and other Iraqs and societies?

On the day of the interview, explanations were given to the participants regarding the objectives of the research that they were selected based on their abilities in relation to the research topic; They were assured that they were selected only to carry out an academic research and that their information would remain completely confidential and their details would not be mentioned.

In this research, the interviews were analyzed based on the constructivist approach of data theory based on Charmaz (2006). The four overlapping processes in the grounded theory constructivist analysis are: primary coding, focused or selective coding, axial coding, and theoretical coding. The first step in data analysis and experimentation, namely primary (open) coding, which is the process of crushing, comparing, conceptualizing and categorizing data, was formed with the focus of conceptualization. In the next stage (focused coding), codes with similar phenomena were classified with each other and so-called categorization was done. In the next stage (axial coding), from the categorization of concepts, axial codes emerged. Finally, theoretical coding was done. Theoretical coding in the constructivist method consists of arranging core codes together and based on logic and connecting them with other focused codes and validating relationships and filling empty spaces with

categories that need to be modified and expanded (Charmaz, 2006). In fact, this stage is the most abstract level of coding through which the relationships between the created categories are described. In order to achieve the desired integration at this stage, it is necessary for the researcher to adjust the main phenomenon and commit himself to it. The output of this stage is nothing but theorizing that has been achieved (Amiri & Norozi Seyed Hoseini, 2019).

In this study, in order to verify the results and strength, accuracy, and to legitimize and validate the findings and analysis, the method (Guba & Lincoln (1994) with the name of reliability, which is related to qualitative studies, was used. Therefore, the four indicators of acceptability, trustworthiness, verifiability and transferability were used for the consistency and strength of qualitative data. They had active supervision and participation in the stages of data collection and analysis, and long-term involvement with the participants helped to gain their trust and ultimately increase the validity and acceptability of the data used a constant comparison for the purpose of reliability (stability). In this way, the codes were reviewed several times in terms of similarities and differences. To determine the verifiability of the member review method (Andrew, Pedersen, & McEvoy, 2019) was used. In this way, the codings and the final model were given to four participants and they applied their opinions, and finally the research model was approved. It was also tried to check the transferability of the participants have more that this process continued until data saturation.

Results

From about 210 sentences implemented from the interviews, after removing duplicate and unrelated items, about 101 primary categories were identified and marked by the researcher in the primary coding. Then, in the focused coding, 22 codes were obtained and finally presented in six central codes. An example of the data analysis method with the constructivist method in this research is shown in Table 2.

Table 2. An example of coding in the constructivist approach

Basic coding		Centralized coding	Axial coding
Propositions and labeling (basic concepts)	Categories	- Recognizing the needs - Evaluation and corrections	- Institutionalization
- Identifying needs and issues that need to be institutionalized - Investigating and analyzing basic problems and needs. - Evaluating the institution's performance and checking the effectiveness of policies and processes. - Apply changes and corrections if needed to improve the institution's performance.	- Knowing the concepts of requirements - Investigation and analysis of problems - Review of basic needs - Evaluation of people's performance - Investigating the effectiveness of policies - Apply changes and corrections		

Based on the procedures presented in the methodology section and also the provided coding sample, the categories, centralized codes and central codes are presented as described in Table 3.

Table 3. Categories, centralized codes and central codes of the active lifestyle model of the Iraqi society with an economic approach and sports business

P	Cocepts & Categories	Centralized coding	Theorical cods
P3	Prevention of diseases	Origin & Fundamental	People's health movements
	Creating employment		
P12	through sports activities		
	Improving the physical and mental health of people		
P10	Creating fields of physical activity in communities		
P7	Promoting a culture of healthy lifestyle	Changing the behavior pattern	
P7	Increasing the rate of participation in sports activities		
P9	Reducing the consumption of substances harmful to health		
P8	Raising people's awareness about healthy eating		
P1	Encouraging an active and sports lifestyle		
P19	Improving sports skills in people	Individual ability	
P8	Promoting self-care and pursuing personal health		
P8	Increase safety and physical ability		
P9	Development of individual knowledge in the field of nutrition and health		
P10	Creating sports infrastructure in cities	organizeing	
P3	Encouragement to participate in sports events and competitions		
P1	Promoting cooperation between organizations in providing health services		
P1	Improving coordination between institutions to implement health programs		
P12	Compilation and implementation of national health programs	Strategizing `	
P14	Promoting the use of technology in the advancement of individual health		
P15	Creating health standards in communities		
P5	Promotion of advertising and awareness in the field of health		
P5	Analysis of the needs of society in the field of health and sports	Recognizing the needs	
P7	Identifying weaknesses and development needs in related industries		
P10	Research in the field of lifestyle and its effects on the economy		
P18	Identifying the challenges and opportunities of institutionalizing an active health lifestyle		
P1	Assessing the impact of demographic and social changes on needs		
P2	Determining the duties and responsibilities of different departments in institutionalization	Structure design	
P19	Creating communication and coordination between different organizations and institutions		
P2	Promoting coordination between different departments of the government		
P2	Creating incentive policies to promote a health-oriented lifestyle	Formulation of policies and regulations	
P6	Developing strategies to attract investment in related industries		
P6	Providing facilities and government support to businesses related to active lifestyle		
P18	Formulation of regulations related to the quality and safety of health-oriented products		
P18	Developing risk management strategies against economic and social changes		
P9	Setting up sample projects in different communities	Implementation and enforcement	
P11	Establishing counseling and training centers in the field of health and sports		

P17	Implementation of educational programs in schools and universities		
P17	Analysis of the results of the implementation of programs and projects		
P8	Conducting continuous evaluations based on specific indicators	<i>Evaluation and corrections</i>	
P8	Gathering community feedback and providing opportunities for criticism and suggestions		
P13	Implementing pleasant programs to promote a health-oriented lifestyle		
P16	Creating measures to attract community support and participation in programs	<i>Stabilization and establishment</i>	
P16	Continuation of promoting the promotion of health-oriented lifestyle in social media		
P7	Implementing measures to deal with challenges and obstacles in the long term		
P6	Creating tools and resources for continuous financial support of programs		
P6	Prevention of diseases		
P15	Promoting public health programs		
P15	Promotion of community awareness	<i>Reducing treatment costs</i>	
P12	Access to preventive medical services		
P5	Encouraging sports and physical activities		
P14	Teaching stress management techniques	<i>Increased productivity and greater concentration</i>	
P3	Promoting health-oriented lifestyles		
P13	Educational programs to improve mental health		Active lifestyle
P1	Consulting services to improve the quality of life		
P1	Development of healthy food businesses		
P12	Creation of sports equipment production industries		
P18	Promoting health and sports tourism activities	<i>Creation of related industries and services</i>	
P7	Health and treatment services with a prevention approach		
P7	Health and pharmaceutical technologies		
P2	Communication with social influencers		
P10	Cooperation with famous athletes		
P19	Detailed and attractive information about products	<i>Increase sales of related products</i>	
P19	Research and development programs to improve products		
P16	Special facilities and discounts to attract customers		
P7	Promoting sports activities to improve physical health		
P11	Promoting healthy and balanced nutrition in communities		
P11	Creating educational programs to inform about health	<i>Health Promotion</i>	Health
P3	Encouraging preventive examinations and periodic checkups		
P5	Development of disease prevention and control programs		
P17	Raising the level of community awareness in the field of health and improving daily life		
	Development of citizen participation programs in health affairs	<i>General improvement</i>	
	Creating a culture of health in work and educational environments		
	Promoting the use of green spaces and its positive effects on health		
	Increasing access to health and treatment services in different parts of society		
P13	Increasing access to cultural and recreational infrastructure in communities		
P2	Supporting social programs and projects to improve people's quality of life		
P13	Promotion of targeted economy in order to reduce social inequalities	<i>Development of social welfare</i>	
P4	Creating job opportunities and developing social skills in the community		People And society

P4	Promoting the concept of social responsibility in businesses and organizations		
P15	Creating attractive and encouraging academic and educational programs		
P15	Encouraging sports activities and healthy lifestyle		
P15	Providing opportunities to participate in social decision-making	<i>Increase motivation</i>	
P6	Development of incentive programs in organizations and work environments		
P6	Increasing motivation to participate in matters related to community development		
P10	Encourage domestic purchases		
P10	Increase domestic production		
P10	Creating employment and domestic income	<i>Increase in domestic consumption</i>	
	Promotion of domestic products		
P17	Supporting domestic markets		
P17	Industries and production related to sports equipment		
P5	Food sector and provision of healthy food		
P13	Training and consulting activities in the field of sports and health	<i>Creating job opportunities</i>	Economic
P9	Development of technology and software related to monitoring and analysis of sports activities		
P9	Production of sports equipment and devices		
P11	Technology and software related to sports		
P11	Industries related to sports training and consulting	<i>Development of related industries</i>	
P8	Health and medical and restorative care		
P8	Research and innovations related to sports and physical activity		

The present model has six specific axes, which are presented schematically in the continuation of the formation of one of these axes. Figure 1 schematically shows the formation of the economic axis as one of the main axes of the Iraqi society's active lifestyle model with an economic approach and sports business.

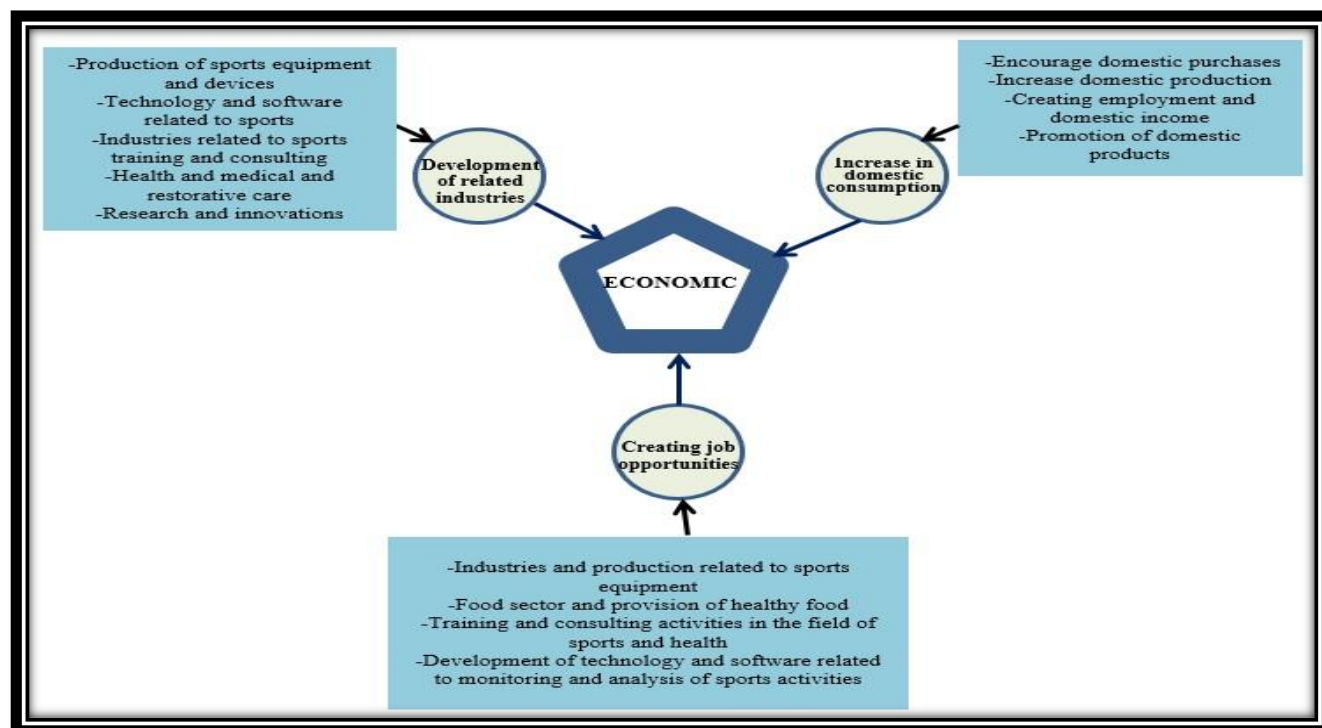


Figure 1. Schematic of the economic axis

After analyzing the categories related to the active lifestyle of the Iraqi society with an economic approach and sports business, the final model of the research was presented as Figure 2. The factors

identified from the interviews were classified into six main categories of health movements, institutionalization, active lifestyle, health, people and society, and economy.

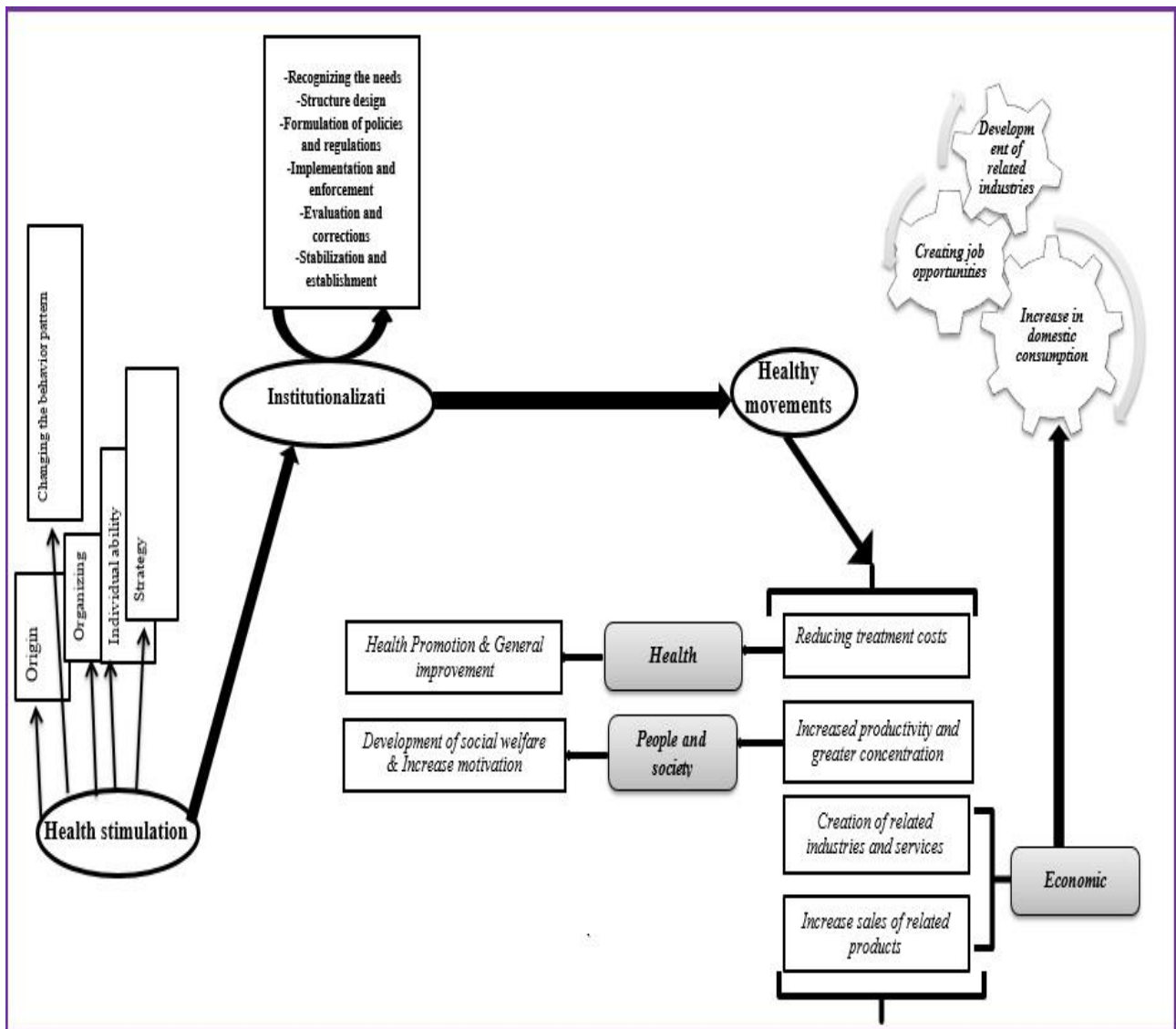


Figure 2. The final model of building the active lifestyle of the Iraqi society with an economic approach and sports business

It seems that the presented model has such a capacity that it is possible to present suitable strategies for increasing the share of the gross national product in the Iraqi society based on active and health-oriented lifestyle in separate sectors. The current model acknowledges that the institutionalization of an active lifestyle may help to increase the gross national product in two ways: First, the physical and mental health of people probably leads to an increase in productivity and efficiency in the work environment, which improves these functions, probably. It leads to an increase in the gross national product. Second, the creation of industries and services related to health and active lifestyle will create appropriate job opportunities and increase the incomes of individuals and society, which will also create economic improvement and eventually, possibly increase the national GDP. Finally, it is likely that the institutionalization of an active lifestyle can help improve the overall economy and sustainable economic growth.

Discussion

The purpose of this research was to contribute to public improvement and increase awareness about the importance of an active lifestyle and its effects on the economy, health, and productivity of

individuals and society. Hence, the present model was addressed to this goal in two separate parts. The active lifestyle model of the Iraqi society with an economic and sports business approach can be described and explained based on these two phases. Ibn Madal first discussed how to institutionalize an active lifestyle; In the following, he investigated the impact of institutionalized active lifestyle on the economy and gross national product in Iraqi society.

In the initial phase of this model, it is mentioned that the institutionalization of health-giving movements leads to an active lifestyle. First, it was stated how the movements of the health sector are created; This model acknowledged that the beginning of health-giving movements has a principle and origin that directly refers to the awareness of the people of the society about the benefits of a health-oriented and active lifestyle. Awareness of the benefits of an active lifestyle (Carl, Sudeck, & Pfeifer, 2020) can be promoted through various strategies. Holding workshops, exhibitions, webinars and advertising campaigns are among the methods that provide the society with the necessary information. Government encouragement and support can also have a significant effect on increasing awareness. Publishing successful examples of people who have adopted a healthy lifestyle and achieved positive results can influence the decisions of others. Also, schools and educational centers can provide a platform to convey information about health and physical activity to young people and children. These measures and solutions can all be effective to improve society's understanding of the importance and benefits of a healthy and active life and encourage people to choose better and healthier options.

In the next step, changing the behavior pattern is mentioned (Heimlich & Ardoin, 2008); Changing behavior patterns can promote healthy behaviors. When a person implements new behavioral patterns in his life, such as increased exercise and dietary changes, these changes can lead to improvements in physical and mental health. For example, increased physical activity leads to stronger muscles, reduced stress, and improved cardiovascular health. Also, changes in the eating pattern can help improve the general state of health and reduce the risk of chronic diseases. Overall, changes in behavior patterns can help a person achieve a healthier and more active lifestyle.

In the next stage, it is mentioned to be organized; Facilitates the organization, improvement and facilitation of health sector movements. With the proper arrangement and organization of health activities (Gauld, 2012), it is possible to improve the provision of health services, sports activities and promotion of healthy lifestyle patterns. Organizations can facilitate and encourage this process by providing resources, training, and creating appropriate spaces for exercise and health activities. Also, by setting strategies and implementing documented programs, organizations can encourage people to health-giving and empowering activities of society and create a positive impact on public health.

In the next step, to achieve healthy movements (Kwete et al., 2022), individual ability is mentioned; Individual ability plays an important role in healthy movements. When a person focuses on their personal abilities and strives to improve them, they can lead a healthier lifestyle. Individual abilities such as endurance, motivation, appropriate decision-making and coordination to perform sports activities and changes in dietary patterns can help people move towards health and recovery. Also, these abilities can encourage a person to make better choices for personal health and overall life improvement.

In the last stage of reaching health-giving movements, the present model has mentioned the discussion of strategy; Strategizing, by providing detailed and documented plans and strategies, helps health-giving movements. By setting goals and formulating action plans, this process can lead to improved performance and increased efficiency of health movements. Good and appropriate strategies can lead to high productivity and optimal use of resources, encouraging participation in sports activities and promoting a healthy lifestyle. This process also helps to promote the role of organizations and health service providers in society, as it improves and expands health activities through effective planning and direction.

In the next part of the initial phase, the current model acknowledges that by institutionalizing healthy movements, an active lifestyle can be achieved (Jafary Nadrabady, Bagheri, & Ghorban Jahromi, 2023); For this purpose, he introduced a structure and process. To institutionalize health-giving

movements in communities, the first step is to provide appropriate awareness and education. It is very important to provide effective information and hold educational programs to familiarize people with the benefits and importance of a healthy lifestyle and sports activities. Creating sports spaces and sidewalks, as well as providing facilities that encourage people to participate in sports, can play an important role in institutionalizing these movements. In addition, the need for government support and policies to promote sports activities and healthy lifestyles is critical. By combining these factors, it is possible to institutionalize health-giving movements within communities and move towards improving health and quality of life more purposefully.

Also, based on the findings, it can be stated that the institutionalization of health-giving movements (La Berge, 1984) consists of different stages. First, it is important to know the needs of the society and analyze them carefully. Then, the design of the appropriate structure and the formulation of policies and regulations that respond to these needs are done. For success, the implementation of these policies is done with precision and quality, and in the next step, continuous evaluation of these activities takes place. Through evaluation, strengths and weaknesses are identified and necessary corrections are applied. Finally, the stabilization and establishment of this institutionalization process is done with the aim of embedding and stabilizing these concepts and approaches in the society, especially through culturalization and building endurance in these actions.

At the end of the first phase of this model, it is mentioned that active lifestyle can help all people and society with different approaches. A health-oriented lifestyle can help all people and societies with different approaches. Individually, this approach helps each person manage strategies to improve their individual situation and health. This includes regular exercise, optimal nutrition, stress management, and improving mental health. In the family, promoting this lifestyle can help strengthen positive attitudes and create shared health habits within the family. In local communities, creating sport for all spaces, encouraging group activities and holding health-oriented events can increase people's participation and share a health-oriented culture. At the policy level, supporting health-based policies and promoting health programs can have greater impacts in communities and guide people towards a healthier life.

In the second phase, this model points out that if institutionalized, active lifestyle can affect the economy, health and productivity of individuals and society. An active lifestyle, if implemented as a comprehensive approach, can help reduce treatment costs, promote health, and improve overall health (Fancourt & Finn, 2019). This approach is based on disease prevention and health maintenance. By promoting regular sports activities and healthy eating, it is possible to reduce the risk factors of chronic diseases such as cardiovascular diseases and diabetes. These preventive measures can lead to a reduction in the need for costly treatments and uncomplicated hospital admissions.

For example, getting regular exercise and eating a healthy diet can help you lose weight and control your blood pressure and blood sugar, which can help reduce related diseases. On the other hand, providing urban environments and communities that encourage people to be physically active plays an important role in preventing diseases related to lack of physical activity.

Also, raising awareness and promoting a healthy lifestyle (Hayman, 2010) can help increase people's motivation to follow healthy habits and follow up regularly. These preventive measures may significantly reduce the costs of treating preventable diseases and improve the overall health of the community. Therefore, this approach not only helps to improve people's health, but also has an effective role in reducing health costs and promoting health and general improvement.

Hempenein of the present model points out that an active lifestyle by promoting healthy habits and regular sports activities, improves people's energy and mental ability (Uhrich, Heggstad, & Shanock, 2021). These measures can improve the efficiency and concentration of people in doing their daily tasks and work. Also, with regard to stress management and attention to mental health, this approach can help people face less stress and have the ability to manage emotions and focus more.

In this regard, promoting healthy habits in the workplace (Kugathasan, Gilbert, Laberge, & Mathieu, 2022) and daily life can strengthen the balance between personal and professional life and prevent mental burden on the individual. Also, group activities and group sports can help strengthen social connections and create a sense of belonging to society and encourage people to continue in healthier

and social activities. Therefore, an active lifestyle plays an important role in increasing the productivity and concentration of people and improves the quality of life and strengthens the general spirit of the society.

It can also be stated that an active lifestyle can contribute to the development of social welfare through the promotion of health approaches and regular sports activities. By strengthening the physical and mental health of people, this approach can increase the feeling of satisfaction and individual well-being and improve the quality of life. Also, creating spaces for group activities and promoting social communication can take advantage of people's spirit and motivation and strengthen the feeling of belonging to the society and, as a result, promote social well-being. Increasing people's motivation to participate in health activities and creating culture for a healthy lifestyle can also create a more positive and dynamic life from the people's point of view, and since each person as a part of society participates in realizing this goal, it can have a positive effect on social well-being. and increasing the motivation and determination of the society.

One of the most important parts of this model refers to the effect of an active lifestyle on the economy. An active lifestyle seems to have a significant impact on the economy. This lifestyle can have many effects on related industries and services by increasing attention to regular exercise, healthy eating and stress management. To expand industries and services related to this lifestyle, investments can be made in areas related to sports activities, production of healthy products, healthy food services, and the provision of mental health improvement services. For example, the creation of more sports spaces, the development of healthy food stores and restaurants, and the development of mental health counseling and education centers, among other activities, can be among the measures that cause the expansion of these industries and related services.

In order to increase the sales of products related to health-oriented lifestyle, various methods can be used. One of these solutions is proper promotion and effective advertising for these products as part of a healthy lifestyle. Also, communicating with people and communities focused on physical and mental health, through special stores, nutrition programs, sports courses, and health-oriented events can also help improve the sales performance of these products. Also, accurate and complete information about products, their positive effects on health and their role in healthy lifestyle, can help increase demand and, as a result, successful sales of these products.

An active lifestyle can have many effects on the economy. This lifestyle causes more demand for products and services related to health and sports. This demand is seen in various categories from healthy food and nutritional supplements to sports equipment and healthcare services. With increasing attention to health and sports, the demand for these products and services will increase, which will lead to the need for more production, job creation, and the growth of related industries.

For the development of these industries and services, investing in the production of healthy food, creating sports spaces, developing health and pharmaceutical technologies, and providing healthcare services can be effective. Also, creating efficient distribution networks and implementing effective advertisements to promote these products and services to the market can be effective in making people more accessible to these products and services and promoting their use.

In order to increase the sale of products related to active lifestyle, communication with communities and target groups, using appropriate marketing methods, can be efficient. Partnering with social influencers, celebrity athletes, or health-related content providers can have a huge impact on attracting customers and promoting products. In addition, direct communication with customers and providing accurate and useful information about products, their positive effects on health and how to use them, can play an important role in encouraging customers to buy.

Conclusion

In general, increasing attention to a health-oriented lifestyle can help economic growth by increasing the demand for products and services related to health and sports and lead to the creation of jobs and profitability for various industries. As a result, with the development and promotion of health-oriented lifestyle, it is possible to expand related industries and services, and the sales of products belonging

to this category will grow and increase. These measures will not only help improve the health of the society, but also help in economic development and increase the income of related industries. It can be stated that the present model acknowledges that probably the active lifestyle has the potential to affect the share in the Gross National Product (GDP). These effects may occur in several important areas. First, increasing the physical health of people increases efficiency and productivity at work. People who have better physical health provide better performance in the workplace, which can help increase production and improve the economic results of companies and industries. Secondly, increasing attention to healthy lifestyle and exercise can lead to reduction of health costs. This drop reduces the need for treatment of preventable diseases and additional medical care, which ultimately reduces health-related costs and provides more resources for investment in other areas of the economy. It seems that industries and services related to health-oriented lifestyle also play an important role in the national GDP. The creation and development of industries related to the production of healthy food, sports and fitness activities, the production of health equipment and products, and the provision of health and medical services, leads to the creation of jobs and economic growth. These industries help to strengthen and grow Iraq's economy by creating added value, creating job opportunities and producing new products and services. Therefore, increasing attention to active lifestyle not only helps to improve people's health and quality of life, but can also lead to increased productivity, reduced health costs, and the growth of related industries and an increase in Iraq's gross national product.

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