

Innovation in Sport Education: The International Tennis Federation Academy

Miguel Crespo
International Tennis Federation

Innovation has been understood as a chaotic, complex, iterative and social process that implies the adoption of new practices, structures, or technologies (Wolfe, 1994). Innovation in sports has been defined as the adoption and use of a novel idea or behaviour by an organisation (Winand & Hoerber, 2017). Tennis is a multifaceted activity that can be considered a global industry and a business with many ramifications.

It has been indicated that tennis has an innovation strategy since it is committed to develop ideas and implement innovative practices (Crespo & Jabaloyes, 2020) and, for innovative processes, tennis is especially seen as a favourable scenario (Crespo, Botella-Carrubí & Jabaloyes, 2021). In fact, innovation through digitalization is one of the main objectives of the International Tennis Federation (ITF) 2020-2024 strategy (ITF, 2021).

The ITF Academy is one of the key digitalization projects of the ITF. It is an integral element of the “blended learning” methodology already implemented in all ITF certification courses. All the ITF education activities are done through this platform. It is directed towards coaches, players, parents and all interested in increasing their tennis knowledge.

Under the challenging circumstances during 2020 the ITF online educational digital platform has provided valuable free of charge resources to all the tennis stakeholders. It has also been used to deliver courses with Olympic Solidarity and the different national associations, webinars, conferences and online events during these unprecedented times.

This platform will be presented as an example of digital innovation applied to the education in the sport ecosystem.

References

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