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Virtual exchange (COIL): shaping the tourism workforce of the future.

HARBERT, S. and ROITERSHTEIN, A.

2024

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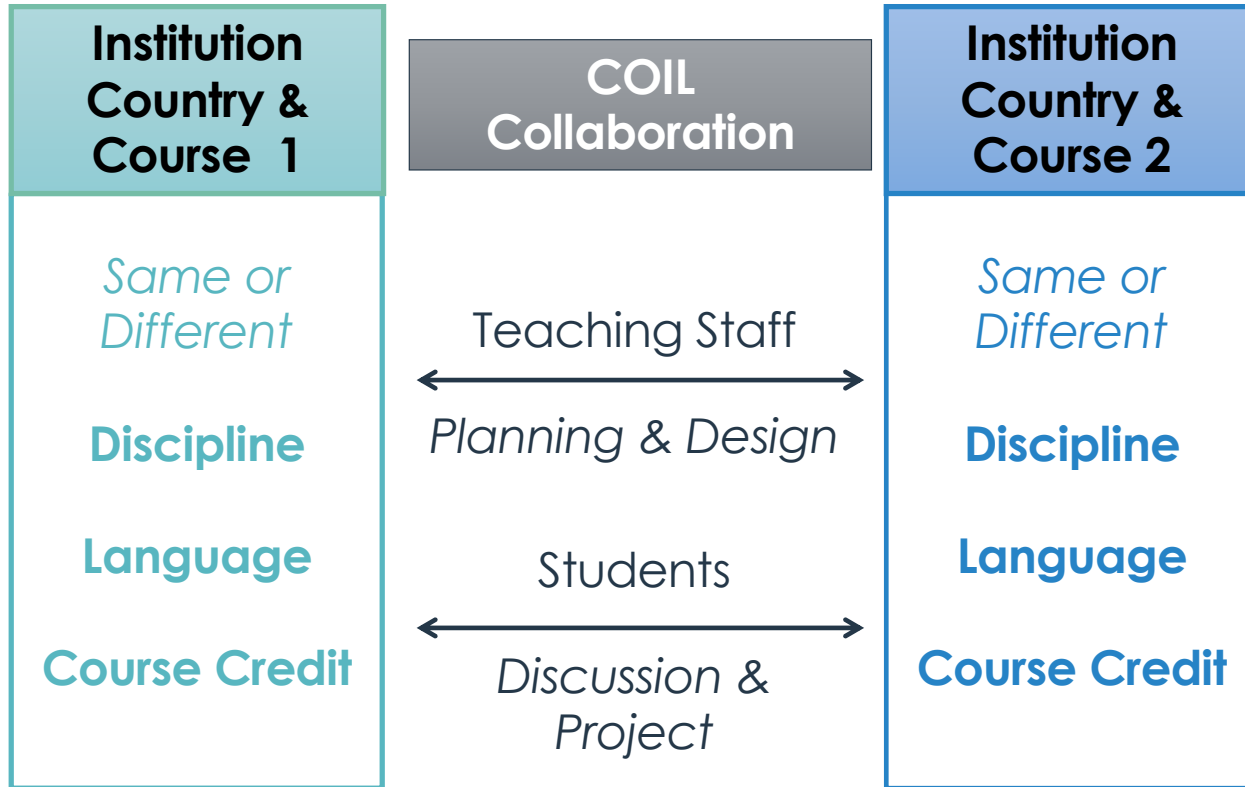
Virtual Exchange (COIL): shaping the tourism workforce of the future

Steve Harbert and Dr Alöna Roitershtein

18-20 SEPTEMBER 2024 | 32ND NORDIC SYMPOSIUM ON
HOSPITALITY AND TOURISM RESEARCH



What is COIL?



- ✓ Collaborative Online International Learning (**COIL**)
- ✓ Developed collaboratively by tutors
- ✓ Students from one institution **collaborate** with students from another institution, in a **different** country and/or culture
- ✓ Online and **free**

COIL - What we know

Benefits

- ✓ Internationalisation at home
(Lima, Bastos and Varvakis, 2020)
- ✓ Transversal skills
(Swartz et al, 2021)
- ✓ Intercultural and digital competency
(Choi and Choi 2020)
- ✓ Inclusive access
(Rubin 2017 and Crawford 2021)
- ✓ Challenges
(Swartz, Barbosa and Crawford 2020)

Disciplines

- ✓ Healthcare (Bhat and McMahon 2016)
- ✓ Humanities (Jiang 2022)
- ✓ Leisure & Recreation (Duffy et al 2022)



What we don't know

Very limited literature on COIL in tourism education, particularly in the North



① Interpretation: a Management Tool for Wildlife Tourism



② How Can Tourism Contribute to Achieving SDG14 - Life Below Water?



Methodology

Reflective
accounts of
participating
students



Thematic analysis
(Nvivo)



- 1) SDG Competencies
- 2) Emotions
- 3) Soft skills
- 4) Subject knowledge

Findings - Competencies for SDGs

- 1) Collaboration competency
- 2) Critical thinking competency
- 3) Normative competency
- 4) Self-awareness competency

*“I believe that my **critical thinking** skills improved thanks to the COIL project, as we had to **appraise** and **compare** the wildlife tourism provision in **different countries and environments.**” P1c*

*“Despite being graded on individual participation, which did reduce levels of stress, the completion of the group task was still **emotionally distressing** due to factors **I did not have any control over**, which is **something I have to work on** for my future career.” P1d*



Findings – Emotions & Soft Skills

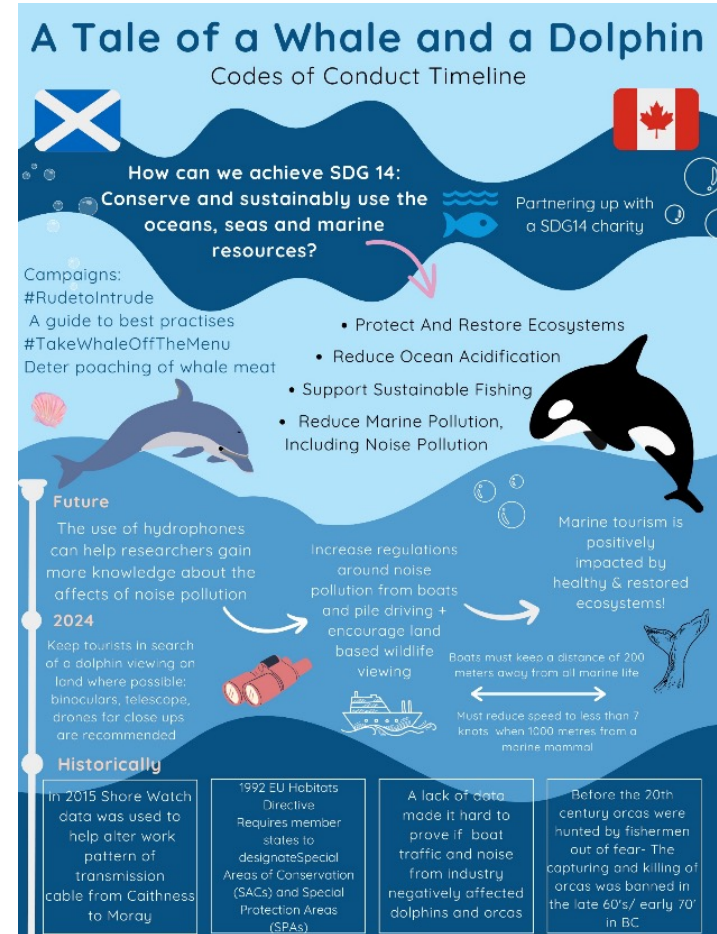


Findings - Subject knowledge

“We had the opportunity to **investigate** and **study** a code of conduct for ongoing visitor management. Observing **firsthand** how **ethical tourist activities** may contribute to the **preservation of marine life and its habitats...**” P2d

“It was also interesting to see the **different marketing techniques** and **interpretation tools** that Icelandic organisations use in order to attract their customers and entice tourists.” P1a

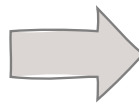
“I was surprised at the **contrast in management practices** between Forvie NNR and Reykjavik harbour.” P1c



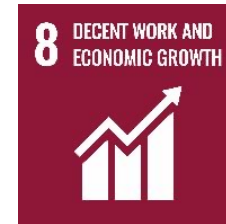
So what?

Future tourism workforce

- ✓ globally competent
- ✓ culturally sensitive
- ✓ technologically skilled



Support sustainable tourism development on a local, regional and global scale



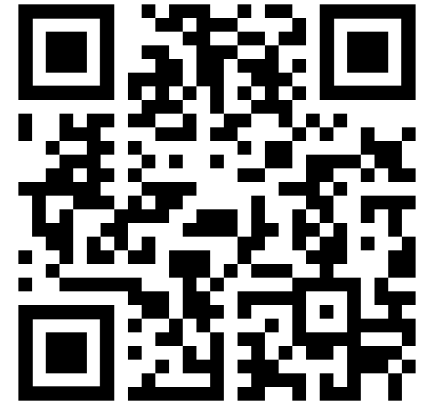
COIL@UArctic (2024)

COIL@UArctic



COIL@UArctic is a future-focused, globally connected, virtual learning strategy for UArctic members and partner institutions with a focus on biodiversity education and other issues, important to the North.

- ✓ About COIL pedagogy
- ✓ Benefits of COIL
- ✓ SDGs and COIL
- ✓ Partnering with Indigenous students, communities and institutions
- ✓ Biodiversity Education and COIL
- ✓ COIL templates, tools and examples



<https://www.rgu.ac.uk/coil-uarctic>

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Thank you

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