



International Centre
of Excellence in
**Tourism and Hospitality
Education (THE-ICE)**

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The High's and Low's of COILs in Action: A case study from Qatar, the UK, and the UAE

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The Project

- COILs
 - Promote international exposure and learning

Objectives:

- i. Understand students' perceptions of COIL experiences.
- ii. Measure the impact of COIL experiences on students' learning.
- iii. Explore how students are affected by COIL experiences.
- iv. Develop best practice standards for developing and running COIL experiences.



Methodology

- COIL A: Qatar (8) and UAE (20)
 - Research ethics
 - Lecturer-led & independent group work
- COIL B: Qatar (6) and UK (4)
 - Supply chain in operations management
 - Lecture & cross-university student group work
- Focus groups run after COIL

Interaction
Hearing new ideas
Meeting different cultures
Participating in a new
experience/different
class style

Organisation
Communication
Different Ideas
Topic
Different cultures

Liked

Learned

COIL

Disliked

Future

Lack of interaction
Lack of motivation
Tech/internet issues
Activity clarity

Networking
Communication
Different ideas
Creative thinking



Results

- See changes in:
 - More interaction
 - A COIL series
 - COILs with specialist institutions
 - Group assessments
- Would want to participate again:
 - YES!



Future Research/Practice

- Different variations of COIL
 - Long-term assessments (graded)
 - Promote interaction
 - Work with more partners
 - Strong communication and planning
 - Plan Bs!
 - Ongoing...more input and partners are welcome!