

# GOOD PRACTICES IN THE 3ECONOMY+ PROJECT

*Learning from the experience*



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## Good Practices In The 3Economy+ Project



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*(Coord.)*

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IN THE 3ECONOMY+ PROJECT

*Learning from the experience*

GRANADA, 2020

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## SUMMARY

FOREWORD .....	IX
SECTION I	
GOOD PRACTICES IN K203 EUROPEAN PROJECTS MANAGEMENT	
1. PREPARING AND SETTLING A CONSORTIUM .....	3
I. INTRODUCTION .....	3
II. OBJECTIVES .....	5
III. WHAT TO DO. KEYS TO SUCCESS .....	6
IV. ACTIONS PERFORMED .....	6
V. CONCLUSION .....	8
VI. BIBLIOGRAPHY .....	8
2. QUALITY AS A GOOD PRACTICE TOOL .....	9
I. INTRODUCTION .....	9
II. OBJECTIVES .....	9
III. QUALITY AS AN ESSENTIAL AREA .....	10
1. Description of quality criteria .....	10
2. Criteria, indicators and goals for the project .....	11
4. Indicator Results Analysis .....	12
IV. CONCLUSION .....	12
V. BIBLIOGRAPHY .....	12
3. INTERNSHIP AND MOBILITY MANAGEMENT IN EU PROJECTS. PLACEMENTS MANAGEMENT AND MOBILITY .....	15
I. BIBLIOGRAPHY .....	19
4. INTENSIVE STUDY PROGRAMME ORGANIZATION IN EUROPEAN PROJECTS: THE CASE OF 3ECONOMY+ PROJECT .....	21
I. INTRODUCTION .....	21
II. INTENSIVE PROGRAMMES ORGANIZATION: CHALLENGES TO INTERCULTURALISM .....	21
1. Activities carried out at the first international meeting .....	22
2. The second Intensive Study Programme – Portalegre, Portugal .....	24
3. The third Intensive Study Programme – University of Malta, Malta .....	25

III. CONCLUSION.....	26
IV. BIBLIOGRAPHY.....	26
SECTION II	
GOOD PRACTICES IN THE 3ECONOMY+ STUDENT'S PROFILE AND TRAINING	
5. CROSSCURRICULAR SKILLS IN ECONOMICS, MARKETING & TOURISM .....	29
I. INTRODUCTION.....	29
II. FLEXIBILITY IN MAKING CONNECTIONS.....	29
III. 3ECONOMY+ AND ADOPTING A WIDE ANGLE APPROACH.....	30
IV. STRIKING A BALANCE BETWEEN TECHNICAL AND DEEPER ASPECTS .....	31
V. CONCLUSION.....	33
VI. BIBLIOGRAPHY.....	33
6. CURRENT STATE OF HE PROGRAMMES, LABOUR MARKET AND DIGITIZATION ..	35
I. INTRODUCTION.....	35
II. OBJECTIVES.....	36
III. DIGITIZATION AND LABOUR MARKET.....	36
IV. DIGITIZATION OF HIGHER EDUCATION .....	38
V. DISCUSSION AND CONCLUSIONS.....	39
VI. BIBLIOGRAPHY.....	40
7. PROFESSIONAL TRAINING .....	41
I. INTRODUCTION.....	41
II. OBJECTIVES.....	41
III. FRAMEWORK .....	42
IV. CONCLUSION.....	45
V. BIBLIOGRAPHY.....	46
8. TOURISM HIGHER EDUCATION PROGRAMMES: CHALLENGES AND FUTURE DIRECTIONS .....	49
I. INTRODUCTION: THE EVOLUTION OF TOURISM EDUCATION .....	49
II. THE NATURE OF TOURISM STUDIES: THE BROAD CURRICULUM.....	53
III. CURRICULUM DEVELOPMENT.....	54
IV. CURRICULUM DELIVERY .....	55
V. CHALLENGES AND FUTURE DIRECTIONS FOR COURSE DEVELOPMENT .....	55
VI. FUTURE DIRECTIONS FOR TOURISM IN HIGHER EDUCATION .....	57
VII. BIBLIOGRAPHY.....	60
9. PLURILINGUAL TRAINING IN HE PROGRAMMES: THE CASE OF 3ECONOMY+ PROJECT.....	63
I. INTRODUCTION.....	63
II. PLURILINGUAL SITUATION AMONG THE CONSORTIUM .....	64
III. AN INNOVATIVE PROPOSAL TO INCREASE STUDENTS' PLURILINGUAL PROFILE .....	65
IV. CONCLUSION.....	66
V. BIBLIOGRAPHY.....	66

SECTION II  
GOOD PRACTICES IN BLENDED TRAINING

10. GOOD PRACTICES IN ONLINE TRAINING .....	69
I. INTRODUCTION .....	69
II. HOW DID E-LEARNING START? .....	70
III. CHARACTERISTICS OF E-LEARNING .....	71
IV. TEACHING CHARACTERISTICS IN MOOCs (TYPE OF INSTRUCTION MATERIAL IN 3ECONOMY+)...	72
V. CONCLUSIONS .....	73
VI. BIBLIOGRAPHY .....	73
11. GOOD PRACTICES IN ONLINE TUTORING AND FEEDBACK .....	75
I. INTRODUCTION .....	75
II. CONTEXTUALISING THE 3ECONOMY+ PROJECT .....	76
III. PARTICIPANTS .....	77
IV. GOOD PRACTICES IN TUTORING AND FEEDBACK .....	78
1. Didactic strategies .....	78
2. Contents .....	79
3. Tools and resources .....	79
4. The role of the teacher and the student .....	80
5. Evaluation models .....	80
V. BENEFITS .....	80
VI. LIMITATIONS AND CHALLENGES OVERCOME .....	81
VII. CONCLUSIONS .....	82
VIII. BIBLIOGRAPHY .....	82
12. FROM TRADITIONAL ONLINE COURSE TO MOOC. A STEP FORWARD .....	83
I. INTRODUCTION .....	83
II. FROM THE ORIGINS TO CHANGE OF TEACHING .....	83
III. ORIGIN OF OPEN LEARNING RESOURCES .....	84
IV. OPEN SOCIAL LEARNING ´ CONTEXTUALIZATION .....	84
V. ORIGINS OF THE MOOCs .....	85
VI. MOOC ´ CONTEXTUALIZATION .....	86
VII. BIBLIOGRAPHY .....	87
VIII. RESOURCES .....	88
13. PROPOSAL FOR THE EVALUATION OF THE QUALITY OF THE MOOCs .....	89
I. INTRODUCTION .....	89
II. IDENTIFYING CHARACTERISTICS OF MOOCs .....	90
III. A REFLECTION ON THE QUALITY OF MOOCs BASED ON THE EXPERIENCE OF SOME USERS .....	91
IV. THE AFORTIC GUIDE .....	93
V. PROPOSAL FOR THE ADAPTATION OF THE AFORTIC GUIDE FOR THE QUALITY ASSESSMENT OF MOOCs .....	94
1. Adaptations proposed in the guide .....	94
2. Proposed adaptations to the procedure .....	95
3. Proposed adaptations to the indicators .....	95
VI. BIBLIOGRAPHIC REFERENCES .....	96



14. ENRICHING THE PROFILE OF 3ECONOMY+ STUDENTS THROUGH MOBILITIES AND INTERNATIONAL EXPERIENCES. THE STUDENTS' VOICES..	99
I. INTRODUCTION .....	99
II. TYPES OF MOBILITIES IN 3ECONOMY+ PROJECT.....	99
1. A brief insight to the three Intensive Programmes .....	100
2. International internships: companies or institutions .....	100
III. METHODOLOGY .....	102
1. General Objective .....	102
2. Specific Objectives .....	102
3. Instrument and design .....	103
4. Participants .....	103
5. Data analysis process .....	104
IV. RESULTS: EXPERIENCES AND PERCEPTIONS OF THE STUDENTS.....	104
1. Development of the internships.....	104
2. Supervisors of the institution of origin and destination .....	104
3. Companies or institutions.....	105
IV. THE ACQUISITION OF COMPETENCIES IN 3ECONOMY+ STUDENTS .....	105
V. GLOBAL SATISFACTION WITH THE INTERNATIONAL MOBILITIES.....	107
VI. CONCLUSIONS.....	107
VII. BIBLIOGRAPHY.....	107
AFTERWORD .....	109

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## FOREWORD

It is a very great pleasure for me to draft this prologue to the publication which has been produced as one of the major outputs of the 3 Economy+ project, coordinated by a team led by Dr Miguel Ángel Montero, of the University of Granada's Department of Statistics and Operational Research.

Academic cooperation projects of this kind are an important part of the University of Granada's internationalization strategy. They offer an excellent opportunity to progress towards institutional objectives in innovative policies, offering enhanced quality of provision to our students, as well as an important framework for developing closer inter-institutional ties with other universities, for sharing best practice and for peer learning with our partners.

In this particular case, the project addresses a number of issues which are priorities in the Erasmus+ programme and hence of central importance for the universities of the future. It aims to enhance the employability of students in the disciplines of Economics, Tourism and Marketing, through a variety of actions, including international work placements, shared virtual course work, short intensive programmes, all of which in turn promote language skills amongst the students involved.

The project has thus been a test bed for the blended mobility initiatives which will form a part of the new 2021-27 Erasmus programme, by implementing a COIL approach: collaborative on-line international learning, through activities co-designed by academic staff from the three partner institutions, and then implemented with students from all three, on-campus locally, on-line, and then with a short physical mobility (through intensive programmes held at partner institutions). This kind of mobility is of course designed to promote international activity for students who are often unable to participate in traditional, longer mobility programmes for personal or financial reasons, and is thus highly inclusive in nature.

The project has further promoted intersectoral mobility of students in the form of international work placements or internships. It is a given that students benefit greatly during their undergraduate and postgraduate programmes from work-based learning,

in an authentic environment, in industry, business or in the public and third sectors, provided of course the activity carried out is well designed with learning outcomes related to their study programmes, and with sufficient and appropriate tutorial support both from their universities and from their workplace. When these placements are international, students are able to add to the learning outcomes, those generic skills which are closely linked to international mobility in general: language, cultural and intercultural skills, personal initiative and autonomy, adaptability, amongst others. And in this case, the project has also piloted on-line work-based learning, during the health crisis, paving the way for the future, which will undoubtedly also favour virtual placements.

But perhaps the most outstanding and differentiating feature of this project, funded by the Spanish national agency (SEPIE) and coordinated by the University of Granada, is the attention it has paid to the socio-economic environments of the three partner institutions. As the project itself insists, one of the major aims has been to bring new opportunities to groups of students in socio-economically disadvantaged regions of the European Union: Malta, the Portuguese Alentejo, and the Autonomous City of Melilla, a Spanish enclave on the Northern coast of Africa.

For the University of Granada, it has been a source of considerable satisfaction to have our Melilla campus act as coordinator in a European project of this kind for the first time ever. The University is keenly aware of its importance as a driver of socio-economic development for the city, through the provision of higher education for the growth of the younger generations in a series of carefully selected programmes linked to sectors of strategic interest. This project has built on that approach, offering learning opportunities in the areas of Economics, Tourism and Marketing, all of which are key to the city's future development.

3Economy+ has thus been an innovative initiative for its three partners, their academic staff and their students. And this publication is yet another positive outcome. Over the years, the Erasmus programme in its successive incarnations has funded a large number of collaborative projects of this kind, producing excellent innovative and impactful resources, materials, training, conclusions and policy recommendations. All too often, however, projects have lacked strong dissemination policies, thus hindering their true final impact, something which this publication aims to remedy.

The international project team, led by Dr Miguel Ángel Montero, is to be congratulated for their hard work and for the excellent outcomes of the project, for their students, for academic colleagues at each of the three partner institutions, for their immediate socio-economic contexts, and for the broader higher education community participating in the multiplier events, and reading this publication.

DOROTHY KELLY  
Vice Rector for Internationalization  
University of Granada

The members of the 3Economy+ Project would like to present a publication of best practices already in place at the project partners in terms of international business, marketing and tourism, in the international procedures related to each of the contexts in which this project is focused. We think it will serve as a useful instrument to increase economic cooperation among the three regions involved and collection of best practices in the field of business, marketing and tourism, being this our objective. The publication consists of 14 chapters structured in 3 sections, where we address how to improve in the management of European projects, from our point of view, how to enhance the profile and training of the 3Economy+ project students and how to improve the blended learning, since with all the material that has been generated in this project we intend to create a MOOC so that it is available for free and open to anyone interested in content in the areas we have worked on. All of it, is the result of our experience during years of work, but also, basically, because of the participation in this project, in which we only intend through a quick reading to show our ideas of how to face each of the topics that are exposed. Maybe not every reader agrees with the content, but these are the sensations that each author has reflected. This project was selected in the 2017 call for proposals within the KA2 Action - Cooperation for innovation and exchange of good practices, more specifically, in Action KA203 - Strategic partnerships for higher education.



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