



OECD Reviews of  
Higher Education in  
Regional and City  
Development

## **Andalusia, Spain**

PEER REVIEW REPORT

21 October 2010  
Draft report to the  
Regional Government of  
Andalusia

needs.

In the first half of 2010 (February to May) the international relations office at the University of Seville registered over one hundred enquiries about the services. So far no evaluation has been made about the customer satisfaction or impact of services on regional economy.

Source: University of Seville (2010), Visit Us programme, [www.visit-us.es](http://www.visit-us.es).

373. A region-wide university collaboration within the Visit Us programme could enhance the visibility and access of the Andalusia's culture to a larger group of international students and families, and to the wider public. The regional economy would also benefit from closer and stronger collaboration between universities, regional and local governments and the tourism industry by sharing information on universities' cultural and educational offer. In addition to international students, this service could also target the migrant communities in Andalusia.

374. Consideration should also be given whether the University of Seville's Visit us programme would allow for collaboration with the International University of Andalusia's (UNIA) Art & Thinking project (*Arteypensamiento*) and the Atalaya Project and its Cultural Observatory in which the universities already work together to deliver a broad cultural programme to the regional population. The Atalaya project was launched in 2006 as a joint initiative of the Andalusian universities to improve the co-ordination of universities' cultural activities, to enhance university networking in arts and culture and to evaluate the practices, methods and activities. In the arts and culture, the Atalya programme, co-ordinated by the University of Cadiz and supported by the Regional Government of Andalusia, is the first region-wide programme in Spain where universities' cultural offices work in close collaboration. The programmes draw on the cultural heritage of Andalusia ("Networked flamenco" *Flamenco en Red*) and highlight the contemporary cultural scene (*Canal de cultura contemporánea*). Recently, the programme has also embarked on collaboration with the Andalusian Federation of Provinces and Municipalities to ensure wider dissemination of the cultural programme. The Atalya programme maintains a web portal (<http://observatorioatalaya.es>) which highlights ten different cultural programmes that are each co-ordinated by one university. This portal could be developed to provide an international gate to the Andalusian culture among students and foreign visitors and to help attract international talent.