

Beat: Politics

Spain: bulls, football and Sun

It is the perception of the world

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USPA NEWS - Spain has advanced in the last 30 years to consolidate its democracy, develop its economy and participating in international institutions, among others. And yet, not been able to clear the typical image of this country in the world has.

For the rest of the world, Spain is still synonymous with bulls, football and Sun. A study of the Elcano Royal Institute reveals the image that Spain has among the citizens of the rest of the world: bullfighting, football, Sun and beaches, monuments and tourism; in a word, party. And not that it is false that perception because in Spain bullfights are held, the best football league in the world is disputed (see article on USPA News of January 21, 2015), the climate is mild most of the year, art and monuments are present in all cities and the country is a world power in tourism.

However, the Spanish claim that are much more than that: a creative society, good workers globally recognized, solidarity with international causes, as evidenced by their shares under the UN flag and its current membership Security Council, and a ancient culture that encompasses all the arts. The study of the Elcano Royal Institute was conducted in ten countries: Germany, UK, France, USA, Mexico, Brazil, Morocco, Algeria, South Korea and Indonesia. According to the director of the institute, Carmen Gonzalez, Spain's image abroad has improved as evidenced flamenco and siesta no longer appear on the top of the perception of citizens of other countries.

For example, among the Germans Spain is the second best country, only behind Germany itself. The Germans have better image of Spain than the French, British, Italians and Americans. Higher scores are received in Mexico and Brazil, while at the other extreme is located Morocco where, despite its proximity to Spain, it has the worst image of Spanish, which he describes as "intolerant".

For the responsible of the institute in the perception of Spain abroad influence current policy issues. He cites the returns to Morocco illegal immigrants can influence the image we have of Spain in the North African country, and back in Germany, where it is considered that Spain, unlike Greece, has "done its homework" to overcome the economic crisis. In general, Spain is considered a hardworking and honest country. Other considerations depend on the viewpoint of each: the rich countries consider a poor nation, including Algeria, despite having a per capita income less than the Spanish, and poor nations believe that Spain is a country rich.

Increases confidence that the Spanish economy will improve in the coming months and decreases the percentage of pessimistic on this point, which, according to Carmen Gonzalez, seems to mean that consolidates in the world the idea that Spain is emerging from the crisis. Nevertheless, the economy and politics get the worst scores in the international perception of Spain, which is valued primarily as a tourist destination and its athletes.

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