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DEVELOPING A GUIDE FOR
INTERNSHIP IN SPAIN. CASE: SPAIN
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ABSTRACT

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This thesis was made in collaboration with Spain Internship SC and the aim was to develop a guide for new interns arriving to Spain. The guide was developed on the basis of the theoretical and empirical framework and provides the interns with necessary information regarding their stay in Spain.

In the theoretical part cultural differences were examined. The culture shock phenomenon was presented as well as the theories of Hofstede's cultural dimensions, and Trompenaars' and Hampden-Turner's cultural differentiations. Based on these two theories Spanish culture was analyzed in comparison to other cultures.

In the empirical part the qualitative research method was used in form of semi-structured interviews. Five current or previous interns were interviewed about their experiences in Spain considering work, free-time and cultural differences. The interview results and directives from Spain Internship SC determined the content of the guide.

Most respondents recognized Spanish culture as being different from their own and the results corresponded well to the theories presented in the theory part, with some deviations. Based on the interviews it can be concluded that there is a need for this kind of guide as it would prepare the interns for the internship and their living in Spain.

Keywords	Culture, culture shock, cultural dimensions, internship, guide
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ABSTRAKT

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Detta lärdomsprov är gjort med Spain Internship SC som uppdragsgivare och syftet var att utveckla en guide för praktikanter som anländer till Spanien. Guiden utvecklades utgående från den teoretiska och empiriska delen och förser praktikanterna med relevant information om hur det är att bo och göra praktik i Spanien.

I den teoretiska delen undersöktes kulturella skillnader. Fenomenet kulturchock presenterades samt teorierna om de kulturella dimensionerna av Hofstede, och Trompenaars och Hampden-Turner. Utgående från dess två teorier analyserades den spanska kulturen i jämförelse med andra kulturer.

I den empiriska delen användes den kvalitativa forskningsmetoden i form av semistrukturerade interjuver. Fem nuvarande och tidigare praktikanter intervjuades om deras erfarenheter från Spanien angående jobb, fritid och kulturella skillnader. Resultaten av intervjuerna och direktiv från Spain Internship SC bestämde guidens innehåll.

De flesta respondenter ansåg att den spanska kulturen skiljer från deras egen. Resultatet från undersökningen motsvarade till en stor del teorierna som presenterades i teoridelen även om det fanns avvikelser. Baserat på intervjuerna kan slutsatsen dras att denna typ av guide är relevant för att förebera praktikanterna för praktikperioden i Spanien.

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1 INTRODUCTION

Many education programmes today require that the students do an internship to get work experience in their field of studies and some programmes wish their students to get international experience as well. It is difficult to find any exact number on how many students annually go abroad for their internship as some students go through a programme while others find the placements on their own.

Nevertheless, the ERASMUS education and training programme of the European Union has since their start in 1987 helped more than 2.2 million students to go abroad to study or do their internship. During the academic year 2009-2010 altogether 213 266 students participated in the ERASMUS programme, and of these 35 561 students made their internship. According to the ERASMUS programme, Spain was also the most popular destination among students during this period, regarding both studies and internship. Altogether 35 386 students completed a part of their studies in Spain 2009-2010. These numbers only cover the European Union and only give information about students that went through the ERASMUS programme, the worldwide number is considerably higher (European Commission, referenced 1.1.2011).

For some students the internship period abroad might be their first time living in a foreign country. It is not easy to get started when not knowing anyone, not knowing the culture and not knowing how to move from one place to another in the most convenient way. Students that are making their internship through a programme normally get help during the first days or weeks from the organization, which is very important as it gives the students the chance to immediately get integrated to the society.

1.1 Research problem and the aim of the thesis

Since Spain Internship SC is a relatively young organization there are many things that are still under development, and a guide for the students is one of them. At this moment there is no actual information package for the incoming students, but most information is given upon request or according to the situations. A standard

guide that answers the most common questions and at the same time provides information about Spain and Seville would be helpful for all parties involved. The guide would then be handed to all new interns upon or before arrival. This thesis will investigate what kind of information the students want and need when they arrive to Spain to get a convenient start on their internship.

The aim with the thesis is to prepare a guide on the basis of the theoretical and empirical framework for the company Spain Internship SC, where I also did my internship in spring 2011. The guide is intended for students that are going to Spain for their internship through Spain Internship SC, and it will help them to adapt and get integrated to the Spanish and Sevillian culture and community.

As I was in the same position myself only a few months ago and unfamiliar with Seville, Spain and Spanish culture, I recognize the need for this kind of guide and also consider myself having a good basic knowledge and an advantage when investigating this subject. The information to be included in the guide will be determined in the research part, in which information is gathered through interviews from current or previous interns in Spain.

1.2 Structure of the thesis

This thesis is divided into a theory part and an empirical part. In chapter two in the theory part the term culture is defined and presented, as well as the culture shock phenomenon. Hofstede's cultural dimensions and Trompenaars' and Hampden-Turner's cultural differentiation dimensions are also presented in the same chapter. In chapter three the Spanish culture is analysed and presented in a comparative way with other cultures, based on the cultural theories presented in chapter two.

In the second part, the empirical part, the quantitative and qualitative research methods are presented in chapter four, with main focus on the qualitative research method. For the research semi-structured interviews were used, all conducted in Seville. The results of the interviews are analyzed and presented in chapter five.

Based on the analysis a guide model is presented in chapter six. The final version of the guide is included as an appendix in the thesis.

1.3 Defining internship

To clarify the terms that are used in this thesis, they will be defined here in order to avoid any kind of misunderstanding. There are many synonyms to internship, such as practical training, traineeship and work placement. Internship will however be the term used in this thesis. The person that is doing the internship is referred to as an intern.

In this thesis, the term internship refers to work experience where a student or recent graduate is under supervision getting familiar with a potential future workplace and to this belonging culture, tasks and social life for a fixed period of time. The internship supports the studies and usually also entitles credit points. An internship can be completed in the country of residence or abroad (www.puv.fi, referenced 15.9.2011).

The aim with an internship is to apply the theoretical knowledge from studies into practice. At the same time the student gets a good reference in the CV and gets the chance to establish a network of possible future employers. After completed internship the students obtain a good overview of their current skills as well as the skills that are in need of improvement (www.aarresaari.net, referenced 15.9.2011).

1.4 Company presentation: Spain Internship SC

Spain Internship SC was founded in 2010 by international business graduates and is a company that is specialized in offering internships and other services for students, but also assists companies in finding interns. The company is located in Seville, the capital of Andalusia in the south of Spain. Their business idea is to be a reliable company that offers customized services for their customers to a fair price. In collaboration with more than one hundred companies in Spain and abroad they can offer internships in several fields. The majority of the internships are based in Seville, but also in Madrid, Barcelona and the Canary Islands.

An internship in a foreign country is about much more than getting work experience. It is a good opportunity to experience a new culture and meet people from all over the world. Therefore Spain Internship SC, besides the internship itself, also offers other services for their customers with the aim to make the start in the new country as comfortable as possible. They have a student residence in the centre of Seville and two in the neighbour city Utrera for the students' disposal. In collaboration with a housing agency they can also offer other accommodation solutions according to the customers' wish. In collaboration with a language school they give the interns the opportunity to learn or brush up their Spanish knowledge. Spain Internship SC regularly organizes free-time activities for their interns, but as they are not specialized in organizing larger events they cooperate with an international events and travel organization in Seville (www.spain-internship.com, referenced 16.9.2011).

The main customer segment of Spain Internship SC is students in the ages 19-26 that are interesting in getting international work experience. The current main market is Europe, with the majority of the students representing Finland, closely followed by the Netherlands. There are also students representing American and Asian countries.

A few internships offer some type of remuneration, but a great part is unpaid. Since the majority of the interns are students that are enrolled in a university with the internship as a part of their studies, they can apply for a scholarship to finance their internship period. The students should also have a stable economic situation, since they care for their personal living expenses during their stay abroad.

Considering language skills, the applicants should know English and/or Spanish. In many internship placements English is enough, while other companies require that their interns can speak at least basic Spanish. In other words, the customer segment is wide and almost anyone can apply for an internship through Spain Internship SC (Mettomäki, interview 27.10.2011).

1.5 Information about Spain

Spain is located in South-western Europe, with most of the territory on the Iberian Peninsula. The Canary Islands, the Balearic Islands, a few smaller islands as well as the cities of Ceuta and Melilla in North Africa belong to Spain. The country is a constitutional monarchy and the capital is Madrid. The population was in January 2011 estimated to 46.9 million people. The Spanish currency is euro and they have since 1986 been a member of the European Union (Spain today, 2011, referenced 18.9.2011).

Spain is divided into 17 autonomous communities or regions. All regions have their own capital, flag and laws as well as authorities, which are directly elected by the population in each region. The official language is Castilian Spanish, usually known simply as Spanish, which is spoken by 74% of the population. Other languages that are official in some regions are Catalan (Barcelona), Galician (Galicia) and Basque (Bilbao) (Mole, 2004: 278).

The location of Spain gives the country a diverse climate and the temperature differences are noticeable when comparing the central inland with the coastal areas (Figure 1). Inland Spain belongs to the continental zone and has cold winters and hot summers. The north and northwest of Spain are directly affected by the Atlantic and are due to this having a higher precipitation than the average Spain, yet the summers are very hot and dry. The Mediterranean areas have mild winters and mild to hot summers, especially in the south. The mountain areas are usually characterized by cold winters and mild summers (www.spanish-town-guides.com, referenced 11.10.2011). The southeast is a semi-arid area and the landscape can at some place be semi-desert. This area is hot and dry with only a little rainfall (Spain today, 2011, referenced 18.9.2011).



Figure 1. Spanish climate zones (www.spanish-town-guides.com, referenced 11.10.2011)

The Spanish landscape is very diverse and as a matter of fact, Spain has the second highest topography in Europe after Switzerland. The mountain ranges Pyrenees and Picos de Europa in the north and Sierra Nevada in the south are popular skiing and hiking destinations, while sandy beaches stretched on the coastlines are attracting tourists around the year (Spain today, 2011, referenced 18.9.2011).

Spain is a country rich in cultural and historical heritage and can offer its visitors a variety of cultural sights in combination with an exotic climate. A great part of Spain has been dominated by Arab culture and due to this the country is rich in Muslim heritage and has many buildings left from that era. Important Spanish cultural features are flamenco and bullfighting as well as the many fiestas, ferias or fairs and pilgrimages (Boniface and Cooper, 2009, p.288-289).

In 2010 Spain was the second most popular tourism destination in the world with 53 million international arrivals, after France (77 million arrivals). Compared to 2009, this was a 1% growth. Thereby tourism is also one of the most important industries for Spain (Instituto de Estudios Turísticos, 2010, referenced 17.9.2011).

2 CULTURE

In this chapter the term culture will first of all be define. Also the phenomenon culture shock and its different stages will be presented as well as two cultural theories: Hofstede's five cultural dimensions, and Trompenaars' and Hampden-Turner's seven cultural differentiations.

2.1 Defining culture

Culture has been defined in numerous ways as it is perceived differently by various nations and ethnic groups. As an example, Alfred Kroeber and Clyde Kluckhohn did in 1952 present a list with no less than 164 definitions of culture. Based on common characteristics of the definitions they finally suggested the following definition of culture: "Culture consists in patterned ways of thinking, feeling and reacting, acquired and transmitted mainly by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e. historically derived and selected) ideas and especially their attached values" (Hofstede, 2001: 9).

The term culture is deriving from Latin *cultura*, which originally means to cultivate the soil (Hofstede, 2001: 10). Nowadays the term refers to the common knowledge, perceptions, values and practices of a society. Culture is often compared to religion and civilization and encompasses tangible and intangible elements. Society should however not be mixed up with culture, as society is a community, nation or a large group of people sharing traditions, institutions, activities and interests, while culture refers to the practices of a society (Cook, Yale and Marqua, 2009: 303).

The British anthropologist Sir Edward Burnett Tylor presented a classic definition of culture, describing it as "that complex whole which includes knowledge, beliefs, arts, morals, law, customs, and any other capabilities and habits acquired by man as a member of the society". This explanation presents culture as a phenomenon that includes basically everything regarding peoples' way of life.

The concepts and elements of culture can be referred to as on the figure below (Figure 2).

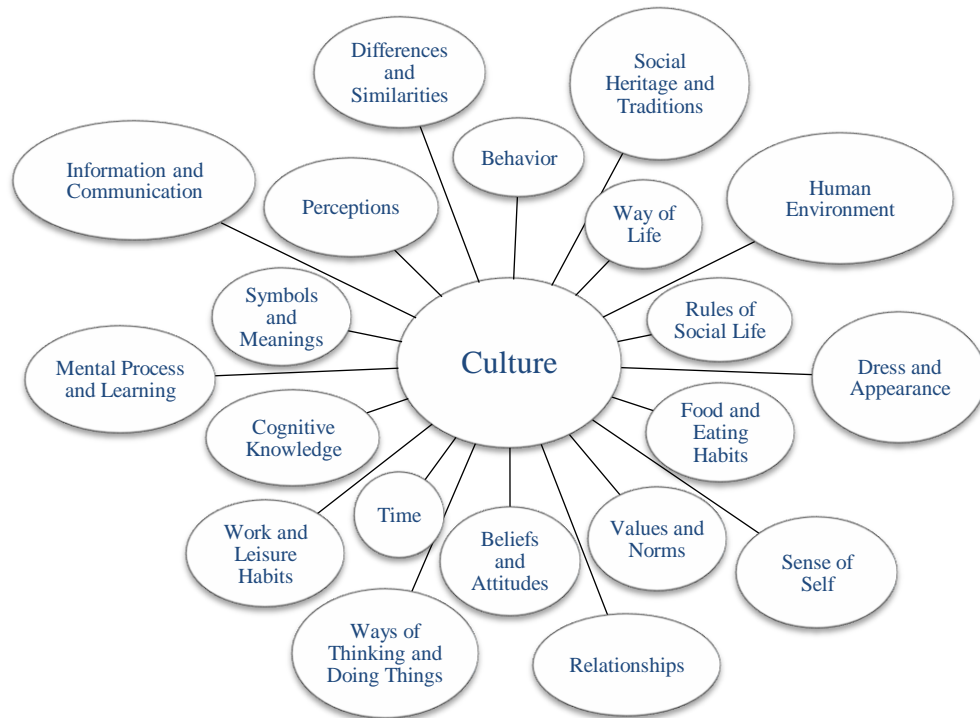


Figure 2. Concepts and elements of culture. (Reisinger, 2009: 86-90)

2.2 Four steps of experiencing cultural shock

When going for an internship to a foreign country, the students will be encountering a different culture although the differences might be only a few. They will meet new people and make friends at the same time as they are working in a business that might differ from the business structures they are familiar with from their home countries. At a beginning the cultural differences tend to be new and interesting and they absorb everything with enthusiasm. After a while these issues are still bearable, but the students might start missing things they are familiar with back home and feel irritated that they cannot order their favourite dish at the restaurant or get angry when they cannot communicate fluently. This phenomenon is called culture shock and is something they are expected to experience during their internship.

Anthropologist Kalervo Oberg (1960) introduced the term culture shock and recognized four phases; honeymoon, crisis, recovery and adjustment. The intensity of each stage differs depending on the distance between the two interacting cultures and to which degree the visitors have prepared themselves for the stay in the new country (Coles and Hall, 2008: 131).

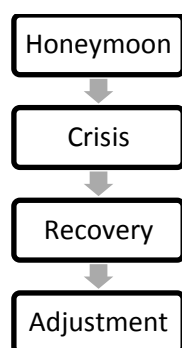


Figure 3. The culture shock phenomenon. (Coles and Hall, 2008:131)

The first phase is called *honeymoon*. At the first encounter with a new culture everything is new and different and the enthusiasm and curiosity to see and learn about the new culture and meeting new people are the most relevant. The first days or weeks run smoothly as the visitors are getting familiar with the new culture and are learning the most basic things about the new place (Coles and Hall, 2008: 131). Because of the openness for new things they learn relatively fast how the transportation system works, the most basic phrases, how to orientate in the area without a map and they meet new friends. At this phase the contact with the foreign culture and the actors in it is rather superficial. The first phase of the culture shock phenomenon can last from days to a few weeks (Aro, 1998: 20-21).

In the second phase, the *crisis* phase, visitors start to compare their own culture with the foreign with a predominantly negative attitude towards the host society. The things that in the beginning seemed to be fascinating now appear to be irritating. Feeling of inadequacy, frustration, anxiety and anger emerge increasingly and visitors do not want to interact with the new culture (Aro, 1998: 23-24).

During the *recovery* phase visitors get familiar with the new culture, learn the norms and values of it, and adapt to them. The attitude towards the new culture has changed and instead of getting irritated and trying to avoid the influences of it, they accept them. At this point they learn to carry on with normal life situations in a new culture (Coles and Hall, 2008: 131).

The last phase is *adjustment* and is characterized by that the visitors have accepted the new culture and enjoy the new cultural environment. More seldom they get misunderstood because of communication flaws and feel comfortable and confident (Reisinger, 2009, p.218). This stage is considered to be the easiest to manage of them all. However, this phase might affect the visitors' own cultural identity as their wish and quest to be a full member of the new culture can make them reject their previous cultural norms and visions. Although they change cultural identity they can be perceived by the other cultural members as an outsider and not accepted as a member of their culture, which might make them missing a cultural identity (Aro, 1998: 39-41).

Experiencing a culture shock has earlier been considered as a weakness, but is today a fact. It is considered to be an important part of an adapting process when moving or visiting a foreign country and culture. People experience culture shock differently and might not experience all stages. Even visitors that are going for a short trip can experience all phases in a short period of time, while those who are staying for months or years can experience each stage of the culture shock for an extensive period of time, even up to years (Reisinger, 2009: 219-220).

2.3 Hofstede's Cultural Dimensions

The cultural dimensions of the Dutch psychologist Geert Hofstede is one of the most famous and used theories when comparing and differentiating cultures. His studies were compiled in 1980 and 2001 when he analyzed how values are influenced by culture. The value scores were collected by IBM among a large selection of employees in more than 70 countries between the years 1967 and 1973. Of these he used the result of 50 modern countries, covering three regions (Reisinger, 2009: 139). Based on the analysis he identified four dominant cultural

dimensions: power distance (PDI), uncertainty avoidance (UAI), individualism (IDV) and masculinity (MAS). In later studies also long-term orientation (LTO) is considered to be a distinct dimension (Hofstede, 2001; 29).

Using these dimensions, he gave the 50 countries scores using a scale of 0-100 per dimension. Although all possible combinations occurred, some combinations turned out to be more frequent than others (Hofstede, 2001: 29). The study is however applied on comparisons between countries and not on individuals of a specific country, thus subcultures and regions within a country might not fit into the theory. Nevertheless the scores have been proved to be truthful when applied to the general population of the countries examined (Reisinger, 2009: 143).

2.3.1 The Power Distance

The first cultural dimension recognized was the power distance. This dimension handles inequality in the society and how less powerful members accept the unequal distribution of power in organizations, institutions and relationships. It can occur in areas such as physical and mental (e.g. sportsmen and artists, which is a basic fact in the human existence), social status and prestige, wealth and power as well as laws, rights and rules (Hofstede, 2001: 79-80).

The members of cultures scoring high in the power distance index (PDI) are not considered as equal, but everyone has their place in the society. In these cultures it is generally accepted that the power is distributed to the authorities. Status, rank, obedience, conformity, supervision and collaboration are of high value in high power distance cultures (Reisinger, 2009: 139). As an example, the respect between family members in a country with a high PDI is of great importance. Children are expected to obey their parents, grandparents, older relatives and in general all older people (Hofstede, Hofstede and Minkov, 2010: 67).

The population in low scoring PDI countries values independence, consultancy and personality and the inequality is minimized. On the other hand these cultures are strongly competitive as the individuals need to earn a beneficial position (Reisinger, 2009: 139). If comparing family relationships in low PDI countries to

high PDI countries, family members are treated equally in high PDI countries. Children are encouraged to take their own initiatives as soon as they are mature enough (Hofstede, Hofstede and Minkov, 2010: 67).

2.3.2 Individualism vs. Collectivism

As a second dimension is the individualism versus collectivism and it is gathered into an individualism index (IDV). This dimension describes to what extent individuals are expected to care for their own needs compared to remaining integrated into groups. In this case groups refer to the family. While people that emphasize their own needs are called individualist, people living in collective cultures are recognized as collectivists. In some cultures individualism is considered as something positive and is an indicator of well-being, while it in other cultures is perceived as alienating (Hofstede, 2001: 209).

Individualistic societies are in minority in comparison to collectivistic. Members of an individualistic culture care first and foremost for themselves and their immediate family. Already from their childhood they learn to think about themselves as “I” and recognize their personal identity differing from others (Hofstede, Hofstede and Minkov, 2010: 91). In individualistic societies are independence, self-actualization, self-development, freedom, autonomy, challenge, initiative, activity, achievement, financial security, self-orientation and privacy of high value (Reisinger, 2009: 140).

Most people live in collectivistic cultures and refer to themselves as a group. Compared to members of an individualistic society, collectivists think about themselves as a part of “we” and are loyal to the other group members, which are often their extended family consisting of parents, siblings, cousins, grandfathers and -mothers, uncles, aunts, servants and other persons living close. Other actors in the society are recognized as “they” (Hofstede, Hofstede and Minkov, 2010: 91). Members of collectivistic societies values group goals, rights, decisions, solidarity and collaboration. Social relationships are long and stable and characterized by loyalty (Reisinger, 2009: 140).

2.3.3 Masculinity vs. Femininity

The fourth dimension is masculinity versus femininity (MAS). The masculinity dimension refers to how the roles between the genders are distributed in the society and whether the society prefers masculine or feminine behaviour (Hofstede, 2001: 279).

In a high MAS culture, the people expect a masculine behaviour, i.e. self-confidence, acquisition of money and material possessions as well as lack of care for others (Reisinger, 2009: 140). Members of a masculine society are work oriented and strive for good earnings, recognition when doing a good job, opportunities for advancement and challenges, from which a sense of accomplishment and dominance can be achieved. Gender roles are clearly different and unequal and men are supposed to be tough, ambitious and assertive while women are expected to be tender and concerned about life and relationships. The role divisions in these cultures are distinct: men should be earning money and women should stay home and take care of the household (Hofstede, Hofstede and Minkov, 2010: 139-140).

In low MAS cultures, or feminine cultures, the society focuses on welfare, quality of life and sympathy. The gender roles are equal, although some gender-based behaviour is expected (Reisinger, 2009: 140). In feminine cultures good relationship at work, both between employees as well as employees and superiors, and cooperation is expected, people live in areas that they desire and have the security to work for their company as long as they wish. Differences in behaviour are widely accepted in low MAS societies, but as everyone is expected to be equal excellence is something each and everyone should keep to themselves (Hofstede, Hofstede and Minkov, 2010: 139-140).

2.3.4 The Uncertainty Avoidance

The uncertainty avoidance index (UAI) measures how members of a culture are prepared by the society on uncertain or unknown situations and whether they feel comfortable or uncomfortable with these situations. Uncertain and unknown

situations mean those which are unexpected, unstructured and differ from usual situations (Reisinger, 2009: 139). All humans are living in uncertainty; they do not know what will happen tomorrow or even after an hour. To handle the anxiety the humans have developed ways to avoid the uncertain situations through for instance religions, technology and laws. Uncertainty avoidance should however not be confused with risk avoidance as risk avoidance leads to reduction of risks while uncertainty avoidance reduces ambiguity (Hofstede, Hofstede and Minkov, 2010: 189, 197-198).

Members of cultures with a strong UAI feel more anxiety for unexpected situations. Therefore they avoid conflicts, disapprove competitions, remain emotionally restrained, display nationalism and are suspicious against foreigners and foreign cultures. They take distance to strange or unusual behaviour, and situations they do not feel familiar with are considered as dangerous. An organized structure in the society with many written rules, laws and orders as well as strict codes of behaviour are highly appreciated as they make situations more predictable (Reisinger, 2009: 139). A strong UAI level in a country is also associated with stress and a sense of urgency among the population. People in these cultures tend to be expressive as they use a lot of body language and show their emotions openly (Hofstede, Hofstede and Minkov, 2010: 198).

In countries with a weak UAI the population accepts uncertain situations, tolerates ambiguity and takes more risks. They are open to foreign behaviour and are interested in new and different ideas. People in low uncertainty avoidance societies are flexible, have fewer rules and are not as stressed as people from countries with a strong UAI. These countries are also competitive and focus on advancement (Reisinger, 2009: 139). Although they are open-minded, people in low uncertainty avoidance cultures are not expected to show emotions and generally disapprove noisy behaviour (www.geert-hofstede.com, referenced 1.10.2011).

2.3.5 Long- vs. Short-Term Orientation

The fifth and last cultural dimension is the long- versus short-term orientation (LTO). This last dimension was not a part of the original study of the cultural dimensions and is independent of the other dimensions that were identified. A Chinese Value Survey (CVS) was created by Chinese scholars and student samples were gathered in 23 countries in order to create this last dimension. The aim was to distinguish differences in thinking between East and West, as the IBM survey was mainly concentrating on Western minds (Hofstede, 2001: 351).

This fifth dimension refers to what extent a culture programs its members to accept delayed satisfaction of their material, social and emotional needs. The characteristics in the long- and short-term poles are divided as in the table below:

Long-Term Orientation	Short-Term Orientation
Persistence (perseverance)	Personal steadiness and stability
Ordering relationships by status and observing this order	Protecting your “face”
Thrift	Respect for tradition
Having a sense of shame	Reciprocation of greeting, favours and gifts

Figure 4. Values in Long- vs. Short-Term Orientation (Hofstede, 2001: 354)

Countries with a strong LTO value future rewards, especially perseverance and thrift, and are adapting easier to changing circumstances. In short-term oriented cultures fulfilling social obligations, respecting tradition, preserving the face (not showing emotions) and national pride, related both to the past and present, is highly valued (Hofstede, Hofstede and Minkov, 2010: 519-521). According to the study, Eastern countries value traditions and protecting the face more than Western countries. A culture is however not bound to one pole only, for instance the Eastern students valued tradition but they seemed to value thrift even more (Hofstede, 2001: 351-355).

2.4 Trompenaars' and Hampden-Turner's cultural differentiation

The theorists Fons Trompenaars and Charles Hampden-Turner developed a model of differences in national cultures. They set a parameter to differentiate cultures according to human nature (universalism/particularism), nature (inner-directed/outer-directed), activity (achievement status/ascription, analyzing specifics/integrating wholes), human relationships (individualism/communitarianism, equality/hierarchy, affective/neutral), and time (sequence/synchronization, past/present/future) (Reisinger, 2009: 153-154).

2.4.1 Universalism - Particularism

The first cultural differentiation defines how peoples' behaviour is judged by other people and can be divided into two dimensions: universalism and particularism. The universalism culture is based on rules and the members of it are expected to behave according to these rules. People interact with each other in the same manner regardless of social status and circumstances (Reisinger and Turner, 2003: 92). In a particularism culture people act according to obligations of relationships and circumstances rather than according to rules and regulations. Instead of following a standardized code of behaviour, the particularist adapts the behaviour depending on the situation and on the people involved in it, no matter what the rules might say (Trompenaars and Hampden-Turner, 1997: 8).

Comparing the two dimensions, universalism cultures are highly dependent on legal issues and what has been agreed on has to be followed. It is common that the universalist relies on other instances, such as the court, to mediate in conflicts. In particularistic cultures on the other hand, everything can be modified according to circumstances, and relationships are of highest importance. Even legal contracts are in order to modify. The universalist would describe the particularists as persons that "cannot be trusted because they will always help their friends", while the particularist would say that the universalists "cannot be trusted, they would not even help a friend" (Trompenaars and Hampden-Turner, 1997: 31-32, 48).

2.4.2 Individualism - Communitarianism

The cultural differentiation of individualism versus communitarianism, or collectivism, describes differences in human relationships and is similar to Hofstede's individualism vs. collectivism dimension (chapter 2.3.2). Individualism means that individuals prioritize their own needs before others, while the collectivist thinks of her-/himself as a member of a group with common goals and objectives.

In similarity to Hofstede, Trompenaars and Hampden-Turner recognize that individuals prefer, and are also expected to achieve things on their own and should take their own responsibility. In a communitarianism culture, people are performing in groups and the responsibility is shared between all members (Trompenaars and Hampden-Turner, 1997: 67).

2.4.3 Affective - Neutral

The affective versus neutral dimension describes to what extent people of different cultures are free to show their emotions. In affective cultures it is common that people are expressive and show off their emotions, regardless if they are positive or negative. People in neutral cultures are not expected to show their emotions and feelings in public (Nardon and Steers, referenced 8.10.2011).

Affective cultures use a lot of emotions in their language, such as smiling, laughing, gesturing and touching people. The personal space is relatively small and people stand close to each other while talking to each other. They can seem to be quite dramatic in their behaviour. In neutral cultures people are expected to be self-controlled and cool and have a larger personal space than in affective countries (Trompenaars and Hampden-Turner, 1997: 69).

2.4.4 Specific - Diffuse

In the third dimension, specific versus diffuse, Trompenaars and Hampden-Turner compare cultures according to how people categorize objects and other people and to what extent they get involved. Members of specific cultures search for

individual characteristics such as titles, facts, tasks and numbers and categorize people and objects based on this. In diffuse cultures, people categorize each other and objects based on patterns, structures and theories combined into a whole (Reisinger, 2009: 128).

Specific and diffuse cultures are sometimes recognized as *low-* and *high context* cultures. Context refers to how much information people need about others before effective communication can take place. Low context, or specific, cultures focus on specific objects individually before they go deeper and consider how each thing is related. For instance they keep a clear border between work and private life. People representing a diffuse (or high context) culture on the other hand, want to get as much information as possible before focusing on the specific and believe that everything is connected to everything. Loyalty is of great importance and therefore diffuse cultures put great effort on creating reliable relationships in work situations, compared to specific cultures that have the main focus the product (Trompenaars and Hampden-Turner, 1997: 89-90).

2.4.5 Achievement - Ascription

The achievement versus ascription dimension describes how people assess each other and from where they receive their status. In achievement oriented cultures people assess each other based on performances and measurable results and predict others' behaviour on the basis of their efforts and occupational status and achievements. People in ascription oriented cultures, on the other hand, judge others on the basis of inborn qualities such as gender, race, ethnic groups and family heritage and predict their behaviour on the basis of qualities belonging to these (Reisinger, 2009: 128).

In achievement oriented cultures the distribution of male and female superiors in companies is equal and people earn their position based on skills and proven proficiency. The status a person has is achieved through individual performance. On the contrary, the status in ascription oriented cultures is of great importance and usually something that derives from the family. Older people are considered to be more educated and experienced and are therefore respected by younger

people. Most senior positions in companies are held by middle-aged men with professional qualities. The status is important, and the titles are widely used to highlight the status (Trompenaars and Hampden-Turner, 1997: 118).

2.4.6 Sequential - Synchronic

In the sequential versus synchronic dimension, differentiations in how cultures manage time are described. If time is perceived as series of passing events, or a line, the time perception is recognized as sequential. A synchronic time perception is focusing on the past, present and future and the relation between them. It is like a cyclical and repetitive process where ideas about the future and memories from the past shape the present.

The saying “time is money” describes sequential cultures very well. Everything has its own time and place and the rules for these are expected to be followed. Punctuality is valued and arriving later than appointed is considered to be rude. Synchronic cultures do not focus on punctuality and all meeting times are set with reservation of approximately 15 minutes delay, in some cultures even more. Time is something flexible and it is more important to give time to someone than trying to be on time for appointments. If sequential cultures do one thing at a time, synchronic cultures manage doing several things at the same time (Trompenaars and Hampden-Turner, 1997: 124-125).

2.4.7 Inner-directed – Outer-directed

The last dimension differentiates people that are inner- and outer directed. Inner-directed people think that they can, and should, control nature and direct their behaviour with internal motives, while outer-directed people guide their behaviour with external motives and considers themselves as a product of nature (Reisinger and Turner, 2003: 119).

The term ‘control’ is widely used when describing inner-directed cultures. Inner-directed people believe they can control external factors and their own destinies and they focus on individual issues. When these factors are under control it is an indicator of success. Thinking is the most powerful tool and decisions should be

made based on this. Outer-directed individuals aim to live in harmony with nature. People adapt themselves to what is happening around the world and instead of focusing on personal success as inner-directed individuals, they focus on other people and environment (Trompenaars and Hampden-Turner, 1997: 145-146, 155).

3 SPANISH CULTURE IN COMPARISON

In this chapter Spanish culture will be presented in comparison with other cultures. The first part is presented based on Hofstede's cultural dimensions and the second part on Trompenaars' and Hampden-Turner's cultural differentiations.

3.1 Spain according to Hofstede's cultural dimensions

In Figure 5 below are the scores presented for most of the 50 countries in Hofstede's study, but also a few countries that have been added in later studies. As the last dimension long-term orientation (LTO) has been surveyed in only 23 countries, many countries on the list are missing that score and it will therefore not be considered in this chapter. The scores for China are only estimated and for the countries in the Arab World and East Africa the result is estimated regionally.

Country	PDI	IDV	MAS	UAI	LTO
Arab World **	80	38	52	68	
Argentina	49	46	56	86	
Australia	36	90	61	51	31
Austria	11	55	79	70	
Belgium	65	75	54	94	
Brazil	69	38	49	76	65
Canada	39	80	52	48	23
Chile	63	23	28	86	
China *	80	20	66	30	118
Colombia	67	13	64	80	
Costa Rica	35	15	21	86	
Denmark	18	74	16	23	
East Africa **	64	27	41	52	25
Ecuador	78	8	63	67	
Finland	33	63	26	59	
France	68	71	43	86	
Germany	35	67	66	65	31
Greece	60	35	57	112	
Guatemala	95	6	37	101	
Hong Kong	68	25	57	29	96
India	77	48	56	40	61
Indonesia	78	14	46	48	
Iran	58	41	43	59	
Ireland	28	70	68	35	
Israel	13	54	47	81	
Italy	50	76	70	75	

Jamaica	45	39	68	13	
Japan	54	46	95	92	80
Malaysia	104	26	50	36	
Mexico	81	30	69	82	
Netherlands	38	80	14	53	44
New Zealand	22	79	58	49	30
Norway	31	69	8	50	20
Pakistan	55	14	50	70	0
Panama	95	11	44	86	
Peru	64	16	42	87	
Philippines	94	32	64	44	19
Portugal	63	27	31	104	
Singapore	74	20	48	8	48
South Africa	49	65	63	49	
South Korea	60	18	39	85	75
Spain	57	51	42	86	
Sweden	31	71	5	29	33
Switzerland	34	68	70	58	
Taiwan	58	17	45	69	87
Thailand	64	20	34	64	56
Turkey	66	37	45	85	
United Kingdom	35	89	66	35	25
United States	40	91	62	46	29
Uruguay	61	36	38	100	
Venezuela	81	12	73	76	
West Africa	77	20	46	54	16

Figure 5. Country ranking of Hofstede's five value dimensions (www.geert-hofstede.com, referenced 1.10.2011)

According to the results, Spain has quite a medium score in all the dimensions, with the exception of UAI where they scored relatively high. There is no available score for Spain regarding the LTO, but as already mentioned that dimension will not be taken into consideration in this chapter.

Figure 6 shows a more generalized analysis of Hofstede's cultural dimensions, organized into Ronen's and Shenkar's country clusters (1985). The country clusters were made based on analysis of Hofstede's theory among others, and were divided mainly according to geography, language and religion. According to that figure, Spain is considered to be highly ranked in all dimensions, with the exception of the varied result regarding MAS, with results similar to Portugal, Italy, Belgium and France.

	Power Distance	Individualism	Uncertainty Avoidance	Masculinity
Nordic: Denmark, Norway, Sweden, Finland	Low	Medium-high	Low-medium	Low
Germanic: Germany, Austria, Switzerland	Low	Medium-high	Medium	High
Anglo: UK, USA, Canada, Australia, New Zealand, South Africa, Ireland	Low-medium	High	Low-medium	High
Latin European: Spain, Portugal, Italy, Belgium, France	High	High	High	Varies
Latin American: Colombia, Peru, Argentina, Chile, Venezuela, Mexico	High	Low	High	Varies
Far East: Malaysia, Singapore, Hong Kong, Philippines, Vietnam, Indonesia, Thailand, Taiwan	High	Low	Low-medium	Medium
Near East: Turkey, Greece, Iran, former Yugoslavia	High	Low	High	Medium

Figure 6. Ronen and Shenkar's Country Cluster and Hofstede's Cultural Dimensions (Reisinger, 2009: 148)

3.1.1 Power distance index

In the power distance index, Spain is ranked in the middle of the list, scoring 57/100. In comparison to other European countries, the PDI indicates that Spain is less equal than the average (44/100). The Nordic countries along with Austria achieved the lowest score and are the most equal according to the PDI.

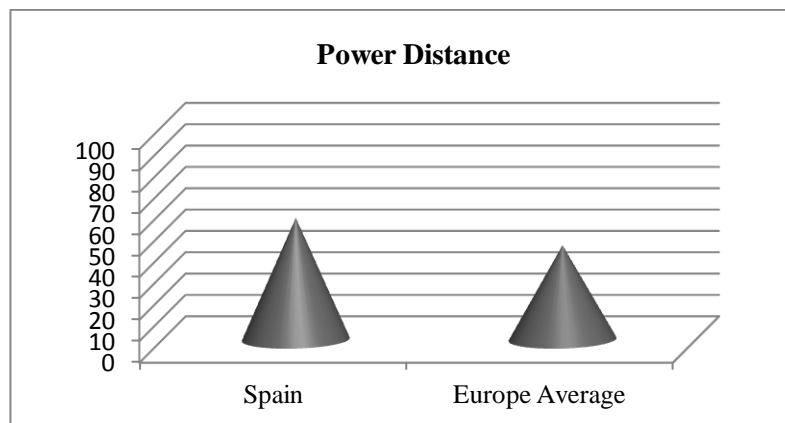


Figure 7. Power distance comparison between Spain and Europe in average.
(Hofstede, 2001: 500)

The authority in Spanish businesses is generally distributed to the top of the organizations, with the boss holding the most power (Bosrock, 2006: 400). Letting the subordinates participate in the decision making process might be considered as a weakness (Mole, 2004: 283). The traditional Spanish business is family based where most employees, especially those in superior positions, are members of the extended family. Nowadays, when the new generation takes over the family business, they are more influenced by the American business style with young managers using a participative leading style. The gender distribution in Spanish companies has become more equal during the years with more women entering the job market, even though the top positions mainly are held by men (Bosrock, 2006: 400-401).

Comparing Austria, that scored the lowest (11/100), to Spain, the power is in similarity to Spanish organization distributed to the top. In contrast to Spain, Austria is very strict in doing business. They are equal considering the gender distribution in workforce and the number of women working outside the home is among the highest in the industrialized world (Bosrock, 2006: 81, 83).

3.1.2 Individualism index

In the individualism index, Spain is also here ranked in the middle, scoring 51/100, compared to the average European score of 63/100. According to this

score, Spain is a medium-individualistic country. As earlier mentioned though, countries scoring high on the IDV are in minority (chapter 2.3.2).

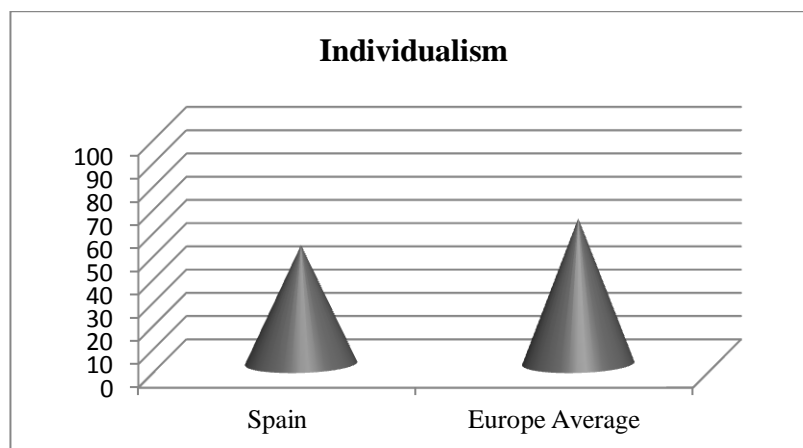


Figure 8. Individualism comparison between Spain and Europe in average.
(Hofstede, 2001, p.500)

The background for the Spanish score might be related to the religion. Spain is predominantly a Roman Catholic country characterized by strong family ties. The family is very important, and to the family belongs also the extended family. Compared to the Catholic Latin American countries though, Spain scored remarkable higher on the IDV. All Latin American countries are low ranked, with Guatemala on the bottom scoring 6/100, followed by Ecuador, Panama and Venezuela. The Catholic European countries on the other hand scored approximately the same as Spain despite from Italy that scored 76/100 and Portugal scoring 17/100.

From the individual aspect, Spaniards are very proud people and like to work individually and make their own decisions, rather than relying on group work. They do not appreciate criticism very well and might get embarrassed of outside criticism. Spanish people are dramatic in their language and use a lot of gestures while talking, which also differentiates them from the typical collectivist (Bosrock, 2006: 400).

3.1.3 Masculinity index

According to the masculinity index, Spain (42/100) is rather a feminine than a masculine country. The most feminine countries are the Netherlands and the Nordic countries, while Slovakia, Japan, Hungary and Austria are the most masculine.

As mentioned in chapter 3.1.1, Spain is quite equal in business with many women entering the job market. Yet the women are expected to take care of the family and household (Bosrock, 2006: 401). For older Spanish couples the man is still the one that should be strong and earn money while the woman takes care of the children and home. For the younger couples though, it is more common that the man helps with the housework and looking after children (Graff, 2000: 39).

Focus on welfare, quality of life and sympathy is, according to Hofstede, typical for feminine cultures (chapter 2.3.3). Spain has a well-developed health service system and offers an effective and equal, efficient and quality healthcare to the population. The healthcare is in general free for all Spanish citizens. Being a member of the European Union also sets requirements on the welfare system and the common values for freedom, democracy and respect for human rights drives Spanish culture into a feminine one (Spain today, 2011, referenced 18.9.2011).

3.1.4 Uncertainty avoidance index

Spain is very highly ranked on the UAI, scoring 83/100, which is higher than the average European score (67/100). Greece and Portugal are the highest scoring, while Singapore, Denmark and Sweden scored low.

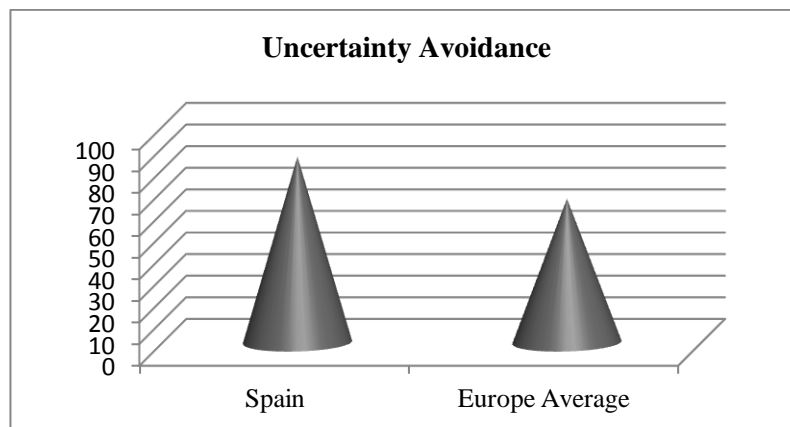


Figure 9. Uncertainty avoidance comparison between Spain and Europe in average. (Hofstede, 2001, p.500)

According to Hofstede strong UAI countries tend to be expressive countries, which is also the case for Spain. In contrast the Nordic countries that are not considered to be expressive all scored relatively low on the UAI (Hofstede, Hofstede and Minkov, 2010: 196). Common features for strong UAI countries are that they rely on religion, law, rules and regulations. Also here the Roman Catholic Church has an influence as it is conservative and traditional. For instance the religious holidays are important and respected by the Spaniards (Graff, 2000: 55).

The healthcare system can also be used when describing the differences between strong and weak UAI countries. In weak UAI countries, as for instance Sweden, doctors tend to send their patients home without prescriptions, while in Spain it is possible to get most medications from pharmacies, without any prescriptions (Hofstede, Hofstede and Minkov, 2010: 204).

Besides the written laws there are also expectations in behaviour, taking a queuing system as example. In United Kingdom that has a weak UAI (scoring 35/100), people queue in stores, bus stops, in general everywhere waiting for their turn. In strong UAI countries this is not as common. In Spain there is in many cases no queue at all, but people are waiting for their turn. Usually people simply ask who the last person is in turn and then they need to keep track of the person before them (Hofstede, Hofstede and Minkov, 2010: 210).

3.2 Spain according to Trompenaars' and Hampden-Turner's cultural differentiations

In this part Trompenaars' and Hampden-Turner's cultural differentiations present Spanish culture in comparison to other cultures. As the individualist-communitarianism is similar to Hofstede's individualist dimension, it will not be presented here.

3.2.1 Universalism – Particularism

Trompenaars' and Hampden-Turner's universalism – particularism dimension defines how people judge each other based on behaviour, and whether the judgment is based on rules or on relations. According to Hofstede's uncertainty avoidance dimension, Spain is ranked high on the UAI, meaning that they are anxious and rely much on rules. However, they would be described more as particularists than universalists.

Spanish business and the traditional recruitment process can be taken as an example (chapter 3.1.1). The businesses are to a great extent family based and people having some kind of relationship with the employers are rather recruited than an unfamiliar person with an impressive background. The business structure is more social than functional where loyalty is focused on people and not institutions (Mole, 2004: 283).

Another example is when comparing meeting systems in Germany, which is considered to be a universalistic country, to Spain. Germans are focused on getting straight to the point, while Spaniards prefer small talk to establish a relationship before the meeting starts (Bosrock, 2006: 191, 400).

3.2.2 Affective – Neutral

Spain is along with France and Italy considered being the least neutral of the European countries. Spanish people use a lot of body language with hand gestures and they are passionate while speaking. The personal space is relatively small and they touch each other during the discussions. When greeting it is normal for

women to kiss other women and men on both cheeks, and men give other men a big bear hug. In emotionally restraint countries people have more private space. In for instance Thailand, people greet each other with a wai (slightly bowing with the palms pressed together), which would make a Thai person feel strange with the Spanish behaviour and they would probably not appreciate it (Trompenaars and Hampden-Turner, 1997: 69).

As Figure 10 shows, Trompenaars and Hampden-Turner (1997) found differences in verbal communication between different cultures. The tone of voice is different in Anglo Saxon, Latin and Oriental language, with the Latin tone of voice going up and down, being a fair reflection of their emotional behaviour. In the Oriental language, normally spoken in Southeast Asian countries, the tone tends to be monotonous and self-controlled, reflecting their culture.

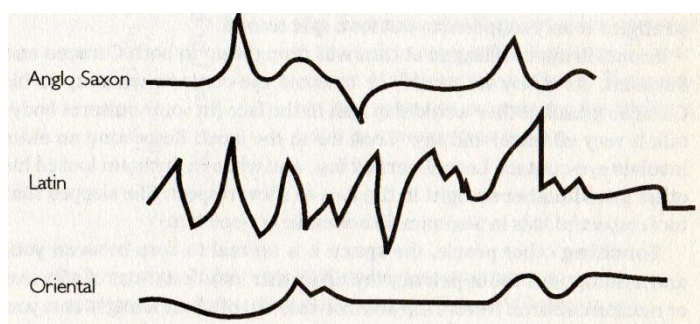


Figure 10. Tone of voice. (Trompenaars and Hampden-Turner, 1997: 75)

3.2.3 Specific – Diffuse

Spanish culture is considered to be diffuse. As mentioned, Spaniards prefer to start meetings with small talk before coming to the main point, which is a diffuse strategy going from the general to the specific. It is important to establish a relationship before going to the specific issues (chapter 3.2.1).

Spanish people are proud and might get embarrassed if outsiders criticize them. Neither will they admit faults very easily and get offended if someone points it out. When something that is perceived as personal for them is made public it makes them losing their face as their private area has been intruded (Trompenaars and Hampden-Turner, 1997: 86). Conversely in the Netherlands, that is

considered to be a specific country, people are expected to criticize. Those who never criticize are considered to be either a liar or simple minded (Bosrock, 2006: 306).

3.2.4 Achieved – Ascribed

Trompenaars and Hampden-Turner made a survey on whether respect depends on family background. Those countries that agreed with this statement were considered to be ascriptive and those who disagreed were considered as achievement-oriented. Based on this statement alone, the Nordic countries and Ireland, United Kingdom, New Zealand and USA turned out to be achievement oriented while Kuwait, Saudi Arabia, Austria and Oman ascriptive. 82% of the Spanish respondents disagreed, which summarizes, based on this survey, that Spain mainly is a culture where status is achieved (Trompenaars and Hampden-Turner, 1997: 106).

Despite this result Spain differs from for instance the Nordic countries. In Sweden when recruiting people, education and recent performances are the most important features and the age is quite irrelevant, while Spanish people respect age and experience more (Trompenaars and Hampden-Turner, 1997: 112). In Finland people are aware of status, but people from the same class can socialize without any class distinction. In Spain people socialize mainly vertically, i.e. with people on the same professional level (Bosrock, 2006: 162, 401).

The use of titles in Spain is however not very extensive as they are mainly used for high-level executives and in formal relationships. In Germany, which is similarly to Spain quite achievement-oriented, titles are really important. It is rude not to use or to misuse titles (Bosrock, 2006: 182). In Thailand that is considered to be an ascriptive country, the family heritage is affecting the respect achieved. For Thai people titles are important and the people *are* their titles. People positioned high in the hierarchy are also supposed to show it on the outside, for instance by driving a nice car (Trompenaars and Hampden-Turner, 1997: 111-112).

3.2.5 Sequential – Synchronic

Spain's time perception is predominately synchronic. The expression 'mañana' more or less describes it all very well. Mañana does literally mean tomorrow, but in reality it means later, or even much later, which the Spanish meeting system is a good example of. Not only do the meetings start with small talk before coming to the main point, they seldom start at appointed time. While Japanese people are expected to show up to meetings earlier than appointed, the Spaniards are expected to arrive approximately 15-30 minutes later (Bosrock, 2006: 400).

The sequential time perception is common in North America and Northeastern Europe, which also reflects the business conduct very well. If Spaniards are about 15 minutes late for meetings, it is a trifle in comparison to Middle East and Africa where the delay can be a part of the day or even the whole day (Trompenaars and Hampden-Turner, 1997: 123).

In traditional Spanish businesses it is not very common to forecast and plan the future, they rather rely on intuition and business instinct, which is also very typical synchronic cultures. The companies' future opportunities are very much connected to the success of the past (Mole, 2004, p.282; Trompenaars and Hampden-Turner, 1997: 132-133).

3.2.6 Inner-directed – Outer-directed

According to Trompenaars' and Hampden-Turner's study (1997) on attitudes to the environment, Spanish culture is relatively inner-directed. They asked their respondents to consider if they believe that controlling nature is worth trying. 50% of the Spanish respondents thought it is worth trying. Another question was about fate and whether the respondents believed that what happens to them is their own doing. On this matter 76% of the Spanish respondents agreed.

North America and parts of Western Europe are predominantly inner-directed, although for instance Sweden, Italy and the Netherlands are exceptions as they are more outer-directed. East Asian countries such as Japan and Singapore are also outer-directed (Trompenaars and Hampden-Turner, 1997: 142-145).

Inner-directed cultures tend to be competitive and believe in their own force, which gives them a sense of control. While outer-directed cultures focus on others and believe they can achieve the best result from people from the outside, inner-directed persons trust their own intuition and focus on self, own group and organizations (Trompenaars and Hampden-Turner, 1997: 155). Earlier in this chapter it was described that Spanish businesses normally do not plan the future but trust on intuition and business instinct, which supports the theory that Spain is rather inner- than outer-directed.

4 RESEARCH

The reasons for conducting a research are of curiosity, interest or intuition. The purposes are to discover, interpret or develop methods or systems that will help the humanity to understand or gain more knowledge on particular matters of the world or universe. A research can briefly be described and summarized as “a human activity based on intellectual application in the investigation of matter”. A scientific research is a collection of data that has been gathered based on observable, empirical and measurable evidence (Glenn, 2010:1; 5).

When conducting a research there are two different research methods that can be distinguished: quantitative and qualitative. The two methods can either be used separately or combined in the same research to increase reliability. The quantitative research method is recognized by structured questioning in form of a questionnaire where most questions have fixed-response alternatives. The purpose is known to the respondent, which makes the process direct. The quantitative methods also involve statistical analysis and rely much on numbers (Sabel, Marketing research. 2010).

In the qualitative research method the focus is on understanding behaviour. The data collected with a qualitative research is usually rich in information gathered from a smaller sample group than in a quantitative research, in which data is collected from a large group. The method investigates ‘why’ and ‘how’ rather than ‘what’, ‘when’ and ‘where’ (Veal, 2006: 193).

4.1 Qualitative research

The method chosen for this thesis is the qualitative research since the aim is to look for understanding and feelings rather than statistics. The information desired should be rich in information and the opinions of the respondents are being examined.

A qualitative research can be conducted with different methods and techniques: in-depth interviews, group interviews or focus groups, participant observation, textual analysis, biographical methods, and ethnography (Figure 11). These

methods can be used separately, but they can also be combined depending on the aim of the research (Veal, 2006: 197).

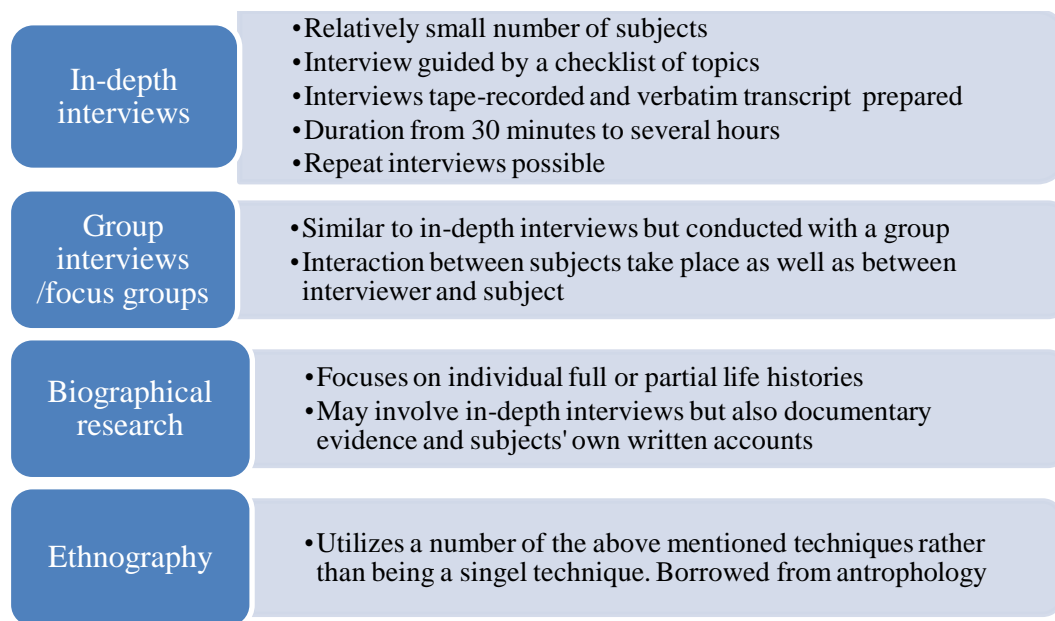


Figure 11. Summary of qualitative methods (Veal, 2006:198)

If the interviewer's role in quantitative research is low it is significant and high in the qualitative research. Moreover the qualitative research method is exploratory, or hypothesis-generating, while the quantitative research has the main focus on testing the hypothesis. The advantages with qualitative research are that the data collected is very rich in information and the chance for misunderstanding is lower. On the other hand, the data collected through qualitative research is much more complex, but not without a risk of receiving information that is not relevant to the topic. It is also more difficult to code and analyze the data in a reliable way (Glenn, 2010:104-105).

A qualitative research can be either non-disguised (direct) or disguised (indirect). When the purpose of the research is revealed and obvious to the respondents it is non-disguised, and if the research is unrevealed and the respondents are unaware of that they are a part of the research it is called disguised. Group interviews and in-depth interviews are typical examples of non-disguised research techniques (Sabel, Marketing research 2010).

4.2 Semi-structured interview

For this research the semi-structured interview is chosen as research method. The questions are prepared and asked in a pre-arrange order, but there are no fixed response alternatives. This method is chosen as it results in comprehensive answers, but also ensures that the interview stays in the intended topic.

A semi-structured interview is a type of in-depth interview (Figure 11). Whereas unstructured interviews allow the respondents to talk freely about a specific subject, a semi-structured interview is guided by key questions, but also allows flexibility allowing the interviewer to ask additional questions if necessary. The questions make the analysis of the results easier and also make them comparable to other results. Although these positive aspects, there is a risk for the interviewer to get biased as he or she selects the questions and might inhibit the respondents' comparability (Finn, Elliott-White and Walton, 2000: 73, 75).

Usually when conducting a semi-structured interview, the interviewer has the questions on paper as a guide for the interview. In some cases the respondents have received the questions before the interview to get familiar with them. During the interview, which normally lasts from 30 minutes to one hour or more, the interviewer can either write down the interview word by word or tape-record it. If tape-recording it is necessary to transcript the interview later for analysis. Tape-recording is in most cases preferable as the interviewer can put the whole focus on the interview (Sabel, Marketing research. 2010).

4.3 Validity and reliability

Validity and reliability are together with objectivity important factors when evaluating the research and measuring the accuracy of it. Validity refers to whether the information that has been collected is the same as the information that was intended to be measured. The validity of a qualitative research is in general higher than of a quantitative research since the interviewer is closer to the subject. Validity can be divided into two types: internal and external validity. Internal validity refers to what extent an independent hypothesis causes effects on

dependent variables, while external validity means to what extent the result can be generalized and applied to other people, groups and investigations. (Finn, Elliott-White and Walton, 2000: 28).

Reliability refers to the consistency of the results. If using a questionnaire the results of the respondent should be identical, or almost similar, every time the research is conducted, although it would be at another time and in another place (Veal, 2006:41). In case the reliability in a research cannot be assured, the research cannot be considered as accurate either. Generally reliability is considered to support the validity, but in some cases it is possible to have reliability without validity (Glenn, 2010: 151).

According to the definition of reliability above, the reliability in this research could be considered as medium. If the research was repeated with the same respondents a month later, many of the answers would vary as the respondents have gained more knowledge about Spanish culture by then and probably also changed their opinion. All the interviews were conducted in English, so there was no need for translations, which could have affected the result by inaccurate translations. All the interviews were tape-recorded and transcribed, so it was possible to concentrate fully on the interview during the interview process. What could have affected the reliability in a negative way could be that the respondents were aware of the fact that the research was made in cooperation with Spain Internship SC, and were careful about saying negative things about the internship. Five persons participated in the interview, which is enough for a qualitative research.

The validity of the research can be considered as high as the data collected corresponded well to the data that was intended to collect. Since the interview was semi-structured, it was easy to ask additional questions if needed. Also in the analysis process it was possible to dismiss information that was not relevant for the research. As the results of the respondents were quite similar it would be applicable on other interns of Spain Internship SC as well.

4.4 Implementing the interview

The semi-structured questionnaire used for this thesis was divided into different sections with each section focusing on a specific theme. The themes in the questionnaire focused on the time before the internship, the internship, free-time, and cultural differences. Each section consisted of several questions that were developed based on the theoretical framework.

The sample of respondents were chosen from Spain Internship SC's database and the selection technique was non-probability sampling, where the respondents were consciously selected by personal judgment (Sabel, Marketing research, 2010). All respondents were living in Seville or Utrera when the interviews were conducted, and the respondents were either current or previous interns. The interviews were conducted in November 2011. Altogether five people were interviewed and the respondents were representing different countries, genders and were doing their internships in different companies. The questions were sent to the respondents before the interview as they all preferred to get familiar with the content in advance.

5 RESEARCH RESULT AND ANALYSIS

In this chapter the result of the research is presented and analyzed. All interviews were conducted in Seville and each interview was tape-recorded and then transcribed with the permission of the respondents. The durations of the interviews were between 20 and 40 minutes and the respondents were willing to co-operate and answer all the questions. The transcriptions of the interviews were made one day after the interview at the latest. The interview questionnaire can be found as appendix 1.

Altogether five respondents participated in the interview. All the respondents represented different nationalities: Aruban/Dutch, Dutch, Finnish, Lithuanian and Swedish. Two of the respondents were male and three female in the ages 22-25. The respondent representing Aruba is studying and has work experience from the Netherlands and did therefore refer to Dutch culture during the interview.

The majority of the respondents were studying within the area of business, but also the areas of media production and public relations were represented. One respondent had already completed the internship period of four months, while the other had completed between one and four months of their internship at the time of the interview. The total duration of their internships was between two and five months.

5.1 Before the internship

The first theme in the interview was about the time before the respondents arrived to Spain for their internship. The questions were about how they prepared for their internship and what kind of information they received from Spain Internship SC before arrival.

In the first question the respondents were asked about why they chose Spain for their internship. The main motives were Spanish culture, climate and language, and some respondent chose Spain because it is located close to the home country. Two of the respondents did not plan to do their internship in Spain, but happened to find the webpage of Spain Internship SC and from there on the process

proceeded quickly. One of the respondents was recommended by the university to apply for an internship through Spain Internship SC and felt that it was a reliable company.

The second question investigated how the interns prepared before arriving to Spain. All respondents gave similar answers to this question; they were checking web pages and reading articles about Spain and Seville, as well as looking up basic information about Spanish culture and the company in which they were going to do their internship. If the information could not be found on the internet they contacted Spain Internship SC or previous interns for more information. They also prepared all necessary documents, as for instance the European Health Insurance Card. One of the respondents travelled to Spain for the internship within a week after sending the application and did not have time to prepare at all, but was of the opinion that everything went smoothly.

The interns were also asked to explain what kind of information they received from Spain Internship SC before departure. Also here the respondents said that they got similar information about Spanish and Sevillian culture, main sights and about the accommodation. All respondents were provided with information about the company in which they were going to work and what it is like working in Spain in general. They perceived it being easy to contact Spain Internship SC in case they had any questions.

Besides investigating what kind of information was provided before arrival, the respondents were asked to tell if there was any information that would have been necessary to get from Spain Internship SC. Most of the interns were of the opinion that they were provided with enough and appropriate information. However, one respondent would have appreciated information about the transportation system for instance what bus to take from which bus stop to get to the internship place, as it was difficult to find the way around during the first days. Another respondent pointed out that it would have been helpful to get some kind of information about the use of ATM's in Spain.

5.2 Doing the internship in Spain

In the second theme of the interview the internship itself was investigated. The respondents were asked to reflect upon differences between companies in their home country with the companies in which they did their internship and also to describe how they feel about working in a Spanish company.

5.2.1 Differences in working in a Spanish company

First the respondents were asked to compare differences in working hours in a Spanish company and in a company in their home country. All respondents noticed a great difference regarding the working hours. In their home countries they were used to working between 8.00-16.00 or 9.00-17.00, while in Spain a few of them had to experience the siesta, with an approximately two-hour break in the middle of the day around 14.00-17.00. The working days did in that case start at 9.00 or 9.30 and end between 18.00 and 20.00.

A few of the respondents thought they were working considerably less than they are used to in their home country, but this was very much depending on the companies in which they did their internships. Those who did not experience the siesta did either end their working day at the same time as the regular employees went for siesta or were doing their internship in a company that did not have any siesta. Many of the respondents were also of the opinion that the employees are expected to work more overtime in a Spanish company than in a company in their home country, as one of the interns told: *“sometimes they expect you to stay a bit longer than normal, but I guess that can happen in every country”*.

The respondents also noticed differences in dress code in a Spanish company and in a company in their own country. The two respondents that had working experience in a Dutch company both agreed on that the dress code in the Netherlands is casual but had different opinions on the dress code in Spanish companies. One of them considered the dress code in Spain to be stricter and told that *“men here, we always have to wear a suit and a tie”*, while the other respondent considered Spanish companies being *“a little it easier with that. You*

can for example come with shorts or with a t-shirt". The Finnish respondent was of the opinion that the dress code in Spanish companies is more formal, while the Swedish respondent considered that Swedish people dress more professionally. The Lithuanian respondent thought the dress codes in business are similar in Spain and Lithuania, being casual smart.

The following question was about the differences in socialization. The Finnish, Swedish and Lithuanian respondents agreed on that there is much more interaction between the employees in Spain than in their home country and that it was easier to get integrated into the company. They perceived the other employees as friendly and helpful. One of the respondents told that "*our boss invited us like, let's go and have dinner*", and did not think it is very common to do like that in her home country. The two respondents with working experience in the Netherlands on the other hand thought that there was not much socialization at the work place in a Spanish company compared to a Dutch company, but that the Spanish employees are working more individually and only interact during the breaks.

Nevertheless, all respondents agreed on that the atmosphere in a Spanish company is more relaxed than in their home countries. Some respondents thought that it is in order to have fun in the workplace in Spain, and one told that "*it seems like okay to dance and moonwalk here, and a little bit more having fun, even though you are working*". A third told that the pressure of performing and producing at work is not as high as in the home country, but that the employees can take the time to perform the tasks. One respondent did point out that the atmosphere might sometimes feel a bit anxious because of language problems, since only a few speak English in the company.

Further on, the respondents compared the differences in hierarchy, or distribution of power. The majority of the respondents perceived that the hierarchy was not noticeable and that the boss was on the same level. For instance in Lithuania and Sweden the respondents noticed a clearer distribution of power than in Spain. In the Netherlands again, the boss was perceived being more equal to the other employees compared to Spain, where the boss mainly give instructions and then

work on the own. Most respondents did however tell that the boss is easily distinguished as he or she is normally working in his/her own room, separated from the other employees. One respondent told that it is easy to tell who the boss is *“based on the voice, on the way he acts [...] He just tells you this is what you should do, this is what you should not do and that’s about it”*.

The respondents were also asked to compare the gender roles in a Spanish company to a company in their home country. The majority of the respondents did not think there was any difference in the gender distribution as they have noticed and experienced it as being equal in both Spain and their countries. The two respondents with working experience from Dutch companies did however notice a slight difference: *“here the male are more dominant, you’ll see that they run the business”*.

5.2.2 Working in a Spanish company

When the respondents were asked to describe typical Spanish employees they all agreed on that they are laid-back and do not stress very much. All respondents thought that the employees in their home countries are more performance- and achievement oriented than Spanish employees.

The opinions did however differ concerning other traits. Some respondents described their co-workers as self-centred and only concentrating on their own tasks, expecting others to do the same, while other described them being polite, helpful, and open-minded, and they seem to enjoy the work. They were also described as loyal, not only considering work but in general.

The following question was investigating what the respondents like and dislike about working in a Spanish company. All respondents mentioned that it feels good that everything is relaxed and that they did not very often feel stressed at their internship place. On the other hand some respondents also regarded this as a negative issue as the work did not feel very serious if everyone takes it easy all the time and the fact that there does not seem to be a plan. The *mañana* attitude in Spanish companies was also considered as something negative by the

respondents: *“they told me that it is general in south of Spain that there is no actual planning, people do what they think at the moment is the right thing to do, and they are not thinking ahead, and also when there are some problems they don’t want to fix it right away”*.

Two of the respondents liked the fact that the employees are focusing on their own work and one of them said that *“I would say I like that everybody is focusing on own tasks [...] and nobody gets involved with other peoples’ tasks”*. Almost all respondents mentioned that they get clear directives from the boss and that it is easy to ask if there is something they do not understand. One respondent could not think of anything negative with working in a Spanish company.

5.3 Free-time in Spain

The third theme was about free-time activities; what kinds of activities the respondents are interested in and how they find information about activities and events.

The first question was about how the respondents experienced the guided city tour in Seville that Spain Internship SC gives to the interns during their first days. Two of the respondents answered that they did not go for the city tour at all. One of them was one of the first interns arriving through Spain Internship SC, and this service was not yet provided at that time. The other respondent said she was not asked if she wanted to go. Both of them said that they did not have any problems finding their way around and used maps and guidebooks, but mentioned that they would have been interested in participating in a guided tour.

Those respondents who participated in the tour had a positive attitude towards it and thought it is a good start when arriving to Seville. They get to see the main sights and at the same time get to know other people, but thought that it should be voluntary. The respondents were also of the opinion that a lot can be developed regarding the tour. They advised that the tour could contain more sights and the tour guide could give more detailed information, not only the history about

monuments but also their current use. One respondent thought it would be interesting to get written information about the different sights during the tour.

In the next questions the respondents were asked about what they are interested in doing during their free-time, if they do the same activities in Spain as they do at home and from what sources they find information about events and activities. All respondents said they like to be with friends and go out to eat and drink and that they usually do the same in Spain as at home. Some respondents were interested in participating in sport activities, while other were more interested in reading, listening to music and relax on their free-time. Also hobbies like fishing, shopping, studying cultures and travelling were mentioned. Most respondents said they usually do the same activities here, for instance one respondent explained: *“I try to travel, at least go sightseeing every weekend...”* and another one told that *“when I came here I bought a rot, a fishing rot, so I am going to fish here, I took my hobby to here”*.

The best source of finding information seemed to be Facebook, *“you subscribe to all of these events to all of these companies here [...] and you’ll be up to date with every event, every party, and every trip”*. Another mentioned source of information was friends and one respondent also mentioned that the boss usually tells them about current events. Also posters on the streets are helpful, as one respondent explained *“there was a feria a short while ago, and we didn’t know about it until we saw like posters and billboards on the streets. So we went to have a look and I ended up visiting the feria like eight times”*. The interns were of the opinion that it is not difficult to find information, but that it definitely is an advantage to have knowledge of Spanish language.

Further on it was investigated whether the respondents mainly interact with the locals or other internationals. Almost everyone said they spend most of the time with international people, one reason being that they live together with international people. Another reason for this was the language *“I can only communicate in English and in my native language, so that might be why I don’t have that much interaction with the natives”*. A further reason was that the respondents felt they had more in common with other internationals as *“it is*

easier to connect with international people, because we have one thing in common: that you're here, you're not living here, but you are here either for work, your internship or your studies”.

Two respondents told that they try to interact with the local people as much as possible as it is the best way to get to know the culture and learn the language. All respondents except for one were also interested in interacting more with the locals than they do at this point. They still thought it is easy to find Spanish people, for instance when going for parties, but that it is hard to start a conversation because of the language barriers.

5.4 Cultural differences

In the last part of the interview the cultural differences were investigated closer. The respondents compared Spanish culture with the culture in their own countries and also gave their opinions about Spanish culture according to personal experiences and imaginations.

To start with the respondents were asked to compare the differences in communication in Spain and their home countries. All respondents thought the difference is big and that the Spaniards are expressive and are speaking louder. One of the respondents explained that Spanish people express themselves “*maybe not more clearly, but at least more loudly*” than in her country.

The Spanish people were also recognized as having warmer relationships, but that they do not feel to be reliable. They were also described as social and polite as “*here people want to talk to you; they say hi on the streets [...] people are more open and want to help each other. In my country it is more, everyone is on their own*”. One of the respondents did however feel that Spanish people are not very patient and that it is “*like they want to get rid of you as quick as possible, it is not as they say it, but you can see it on their non-verbal signs, that they don't want to wait and they are not so patient*”. All respondents agreed on that people are more reserved in their native countries.

Further on the respondents compared differences in food and eating habits in Spain and in their home countries. Again the word 'relaxed' appeared. The Spanish people take time to eat, as the meals would be of great importance, while for instance in the Netherlands people seem to hurry while eating. The respondents also noticed differences in the dinner times; in Spain people eat later than in the respondents' home countries. Further they thought that the Spanish food portions are normally smaller, i.e. tapas portions, and that Spanish people are ordering several dishes and then share everything, as one respondent said "*here it is quite a tradition that you taste everything, and share the plates and there are always plenty of variations and options*". All respondents agreed on that this is different than in their home countries.

In the following question the respondents compared the Spanish time perception to the time perception in their own countries. All respondents thought that Spanish people are very laid back with time and the *mañana*-attitude can be seen everywhere. One respondent said that it almost feels like the Spaniards are "*neglecting the time*", another explained that "*it doesn't matter if something takes two hours, three hours or four*" while a third told that the "*days begin later and the nights last forever*". It was also mentioned that everything seems to be delayed in Spain because nobody is ever stressing. They all agreed on that the time perception is stricter in their home countries. As one respondent said, it is okay to come ten minutes late for work in Spain, but in their own country it would be considered very rude.

Concerning Spanish laws and regulations, it turned out that the respondents have not really paid attention to the laws and regulations in the country, and could therefore not really explain how they perceive them. However, the respondents were of the opinion that there are not much rules and regulations in Spain compared to their home countries. One respondent thought that the rules are "*a mess*" and that there is much that could be developed.

One respondent had paid attention to the differences in regulations concerning alcohol consumption, saying that "*in my country it is not possible to drink on the streets, it is not possible to go party on the streets*" but had noticed that it is

common in Spain. Another respondent noticed the traffic regulations being less strict than in the home country.

5.4.1 Living in Spain

Finally the respondents were asked about what they miss the most in their home countries, what they like and dislike with Spain and they were requested to give concrete examples of situations that were more difficult respectively easier than expected.

The most common answer regarding what the respondents missed were their friends and family, but as one respondent also pointed it is easy to keep in touch with people in the home country through the internet. Also the cuisine was something that a few respondents told that they miss in their home country. One respondent missed the range of vegetables in the supermarket in the home country. Another respondent also mentioned that the living standard in the home country is much higher than in Spain, but also pointed out that way of living in Spain is despite that not bad at all. It was also mentioned that “*when you are away you start appreciating home more*”. However, a few respondents said that it was not difficult to live their normal lives in Spain, as people were very welcoming and that it felt like “*being on a long vacation*”.

Although several respondents said they missed the food in their home countries, they declared that they like the Spanish food. Spanish culture in general was something all the respondents liked about Spain and one respondent summarized the other respondents’ answers very well when explaining that “*I’m fascinated about this country’s rich history, breathtaking monuments, friendly and happy people and easy-going lifestyle*”. The flamenco dancing and bullfights were also mentioned as interesting aspects of Spanish culture. The relaxed Spanish lifestyle was appreciated by the respondents, but one respondent thought it was both positive and negative as “*they are living their lives relaxed and they’re not taking everything so serious [...] and the Spanish economy is not very stable anymore, and I think it has partly to do with the easy-going lifestyle*”, meaning that they are not so concerned about the future.

Further when asking what the respondents dislike with Spain, three respondents answered that they cannot come up with anything they dislike. The negative aspects that were mentioned were that the Spanish houses are not particularly cold resistant and that it is very cold inside during the winter. Many respondents were positively surprised of the transportation system in Seville and Spain in general, but it was still mentioned that during night time there are no possibilities to public transportation system what so ever, and that you have to rely on the taxi.

Three of the respondents told about the languages barriers that they faced upon arrival being more difficult than expected, although they were of the opinion that they have at least intermediate knowledge of Spanish language, and one respondent explained that *“I thought when I came that I will go back as a fluent Spanish speaking [...] but the Spanish here is different than in other parts of Spain. So that is more difficult than I thought before”*. One respondent came to Spain open-minded and without any expectations and did not end up in any situations that felt difficult. On the other hand the same respondent was born as a native Spanish speaker and did therefore not have any problems to communicate and told that being in Spain feels just like being at home.

One respondent was positively surprised by the Spanish language skills and told about the first meeting with the boss as a situation that was easier than expected: *“the first meeting with my boss and my Spanish isn’t really good and he doesn’t speak English [...] and I realized that, ok, my Spanish isn’t really that bad”*. Three respondents agreed on that travelling around in Spain is much easier than they imagined; the public transportations system is tidy, it is easy to find information and it is possible to get information in English from for instance the railway- and bus station.

5.5 Conclusions

All the respondents had completed approximately half of the internship, except for one that already completed it, during the time of the interview. They had already been long enough to indentify traits in Spanish culture from both negative and positive aspects and had passed at least the first two stages of culture shock. Most

of the respondents had continued with their normal life by doing the same interests in Spain as in their home countries, which characterizes the third stage in the culture shock phenomena – the recovery phase (chapter 2.2). One respondent gave information that was typical for the last stage (adjustment phase) as the respondent told being in Seville feels like being at home.

When comparing the result of the analysis to Hofstede's cultural dimensions and to Trompenaars' and Hampden-Turner's cultural differentiations it can be concluded that a great part of the analysis result corresponds to the presented theories, but there were also deviations from the theories. The subjects that were most mentioned were the relaxed lifestyle and the perception of time, which in this research confirms Trompenaars' and Hampden-Turner's theory of Spanish culture being sequential (chapter 3.2.5), but also inner-directed (chapter 2.4.7). As mentioned it is typical for sequential and inner-directed cultures to focus on the past and current situation and not planning the future, and one of the respondents also pointed this out. In the first mentioned chapter it was also claimed that the expression *mañana* is often used describing Spanish culture, which all the respondents mentioned during the interviews.

According to the respondents the Spanish people are quite expressive and loud when talking and they are using lot of gestures. This is supported by Trompenaars' and Hampden-Turner's theory of the Spanish culture being affective (chapter 3.2.2), but also Hofstede's individualism index (chapter 3.1.2), where Spain was considered to be in the middle. The individualistic aspects were characterized by the expressiveness while speaking but also that Spanish people are loyal, as one of the respondents pointed out. In that same chapter it was mentioned that Spanish employees prefer to work individually rather than in groups, but only two of the respondents recognized this in their internship places. The respondents also told that it is common for Spaniards to go out and eat, ordering several dishes that is then shared between the group, which to some extent also supports the collectivistic side of Spanish culture.

Considering the business life in Spanish companies as the interns experienced, it corresponds quite well to the theories. According to Hofstede's power distance

index, Spanish culture could be described as having a medium power distance. In chapter 3.1.1 it was mentioned that in Spanish companies the authorization is distributed to the top, which also a few of the respondents noticed as they said that for instance the boss has his room, the boss can be distinguished from other employees based on tone of voice and the way of acting and he mainly gives directives to the other employees and then work separated from them. The respondents did not notice any remarkable difference in the gender distribution in Spanish companies either, just as it was mentioned in the theory part in the same chapter, and also in the masculinity index (chapter 3.1.3). Most of the respondents were of the opinion that all employees are socializing at work no matter of what their social status is, deviating from Trompenaars' and Hampden-Turners' theory of Spanish culture being ascriptive (chapter 2.4.5).

In Hofstede's uncertainty avoiding index Spain was scoring considerably higher than the European average (chapter 3.1.4), and would thus be characterized by relying on religion, laws, rules and regulations. However, very few of the respondents had been reflecting upon this. They perceived the system being a mess and recognized it being less laws and regulations in Spain than in their home countries, which differs from the theory. On the other hand, one characteristic of uncertainty avoiding cultures is that they are not particularly open to foreign behaviour. As one of the respondent mentioned, it is easier to manage in Spain if you have knowledge of the Spanish language as not many speak English, and another respondent expressed it feels like the Spaniards do not really want to pay attention to you, but want to get rid of you as fast as possible. Also the fact that Spanish culture is strong and quite different supports the high score in the uncertainty avoidance index.

6 GUIDE MODEL

In this chapter the model for the guide will be presented. The guide will partly be based on the result of the research and partly based on directives from Spain Internship SC and the final version of the guide is found as appendix 2.

As I was doing my internship in Spain Internship SC during the spring 2011 I have already compiled a folder of information that is relevant for the guide. A great part of the information can be used in the guide, although much of it needs to be updated, while other information will not be relevant for this purpose. At the time I am making the guide I am living in Seville, which is an advantage when gathering new information.

The guide will be made for the interns staying in Seville, since the greatest part of the internships provided by Spain Internship SC is at this point in this area. It would also be difficult to make one single guide that would encompass whole Spain. Some parts of the guide are however possible to apply in future guides made for the same purpose for other parts of Spain.

6.1 Planning of the guide

The aim with the guide is to provide all new interns coming through Spain Internship SC with information that will help them get started with their lives in Seville and Spain. The guide will be handed to the interns before or upon arrival and the format will mainly be a PDF file, but possibly also in a printed version. It should contain relevant information for the interns but it should at the same time not be too comprehensive.

The content of the guide will give the interns relevant information about what they should think about before arrival, for instance what documents they need and what items are necessary to bring with them. It will also inform the interns about the Spanish businesses; business hours, dress codes and typical Spanish business manners. Further it will also contain information about free-time activities, partly based on the result in the research but also general information, as well as

information about public transportation system, health care, public holidays, customs and traditions, and other general information about Seville and Spain.

The content of the guide will be gathered from the folder of information that was compiled during the period I was in Seville for my internship, but also information that has been added to it afterwards, as well as from tourist offices, websites and literature about Spain. Maps, information about accommodation and company information will not be included in the guide as the interns get separate information about this upon arrival and according to their situation.

6.2 Layout of the guide

As already mentioned the guide format will mainly be in PDF. This format is preferred as it can be send to the interns through e-mail before they arrive, and it is environmentally friendly and cost-effective as well.

The guide will contain both texts and pictures. The pictures used in the guide are obtained from Spain Internship SC, since they have a database of pictures that can be used for commercial purposes. Some of the pictures are also my own while others some interns gave me the permission to use their pictures.

The template of the guide is same as for all other informative documents used by Spain Internship SC with white background, Calibri font size 12, and Spain Internship SC logo on the bottom of each page. Some information in the guide is only valid for the year 2012, and the guide should therefore be updated annually. Spain Internship SC will have the guide in Word format as well, which makes it possible for them to update when necessary in the future.

7 SUMMARY

The aim with this thesis was to develop a guide for interns arriving to Spain for their internship and was made in cooperation with Spain Internship SC. As a base for the guide was the theoretical and empirical framework as well as directives from Spain Internship SC. They did not have any actual information package for the interns from previous, which was the reason to why I was asked to do it. As I did my internship in Spain Internship SC during spring 2011, I also recognized the need for a guide and had good background information for making it.

In the theory part the term culture was defined. The culture shock phenomenon and the theories of Hofstede's cultural dimensions and Trompenaars' and Hampden-Turner's cultural differentiations were also presented. Based on these theories, Spanish culture was analyzed in a comparative way with other cultures.

The empirical research was conducted through semi-structure interviews among altogether five current and previous interns. All interviews were conducted in Seville during autumn 2011. The interviews were based on the theoretical part and the aim was to test the theories of Hofstede, and Trompenaars and Hampden-Turner, but also to find out what kind of information would be necessary to include in the guide.

The results indicated that the interns perceived Spanish culture as being, to some extent, different from their own, but none of the respondents saw it as something negative. The results also corresponded quite well to how Spanish culture was described by the theories of Hofstede, and Trompenaars and Hampden-Turner. Based on the results of the interviews it can be concluded that this kind of guide is necessary for the students as it makes it easier for them to understand Spanish culture already before arrival. Thus it is also an advantage for Spain Internship as they can provide the students with a great amount of information at once instead of answering questions regarding these matters every now and then.

The guide is mainly intended for interns in Seville, which was also the plan from the beginning. Although the guide focuses on Seville, a great part of the

information applies for entire Spain, and it was later on decided that it will therefore be handed to all interns arriving to Spain. Some information in the guide is only applicable for the year 2012 and needs therefore to be updated annually, if necessary also several times a year since some information, e.g. prices, might change.

All in all writing the thesis proceeded very well, and Spain Internship SC was for a great help during the research part and while writing the guide. During the research process I encountered some issues that I would do differently if repeating the research. For instance I would test the questionnaire on someone before conducting all the interviews, as I noticed that some of the questions were difficult to understand for the respondents. Nevertheless it did not affect the interview as it was possible to ask them in different ways during the interview to obtain the intended information. Further the theories presented were relevant for the guide as they explained Spanish culture very well, and testing them proved that they were quite correct.

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Respondent 2. Seville, 8.11.2011.

Respondent 3. Seville, 15.11.2011.

Respondent 4. Seville, 20.11.2011.

Respondent 5. Seville, 21.11.2011.

SEMI-STRUCTURED QUESTIONNAIRE

I'm Mia Back, a fourth year student in the Degree Program in Tourism at Vaasa University of Applied Sciences in Vaasa, Finland. I am in cooperation with Spain Internship SC conducting a research for my bachelor's thesis with the aim to develop a guide for new interns coming to Spain. The information gained from this research will be the base for the guide. All information will be processed confidentially and anonymously.

1. BASIC INFORMATION

Age

Nationality

Field of study

Duration of internship

2. BEFORE THE INTERNSHIP

Why did you choose to do your internship in Spain?

How did you prepare before you went to Spain?

What information did you get from Spain Internship before departure?

What information provided by Spain internship would have been necessary before going to Spain?

3. INTERNSHIP IN SPAIN

What are the differences between a Spanish company and a company in your country considering

- Working hours
- Dress code
- Socialization
- Atmosphere
- Distribution of power (hierarchy)

How do you perceive a typical Spanish employee?

What do you like/dislike with working in a Spanish company?

Which differences are there in the gender roles in a Spanish company and in a company in your country?

4. FREE-TIME IN SPAIN

How did you experience the guided tour provided by Spain Internship during your first days?

What are you interested in doing on your free-time?

How are/were you finding information on events and activities?

Are/were you usually interacting with locals or international people, why?

5. CULTURAL DIFFERENCES

What are the differences in communication in Spain and in your country?

What are the differences in food and eating habits in Spain and in your country?

What do/did you miss the most in your home country?

What do you like/dislike about Spain?

Give concrete examples of a situation that was

- More difficult than expected
- Easier than expected

What are the differences in time perception in Spain and in your country?

How do you perceive the Spanish law and regulations



GUIDE FOR INTERNSHIP IN SEVILLE

www.spain-internship.com

Welcome to Spain!

We are happy that you chose Spain for your internship and we hope you will have a great time here. Spain can offer you a lot of things to see and do all over the year. The country is rich in cultural and historical heritage as well as it can offer you an exotic climate with a lot of sun and sandy beaches. You can spend the days with looking at the numerous monuments, spend the evening with a drink while you enjoy a flamenco show and finally dance the night away. Or why not watch the famous bull fights or take part in one of the many ferias? Trust us, you will not have a boring time in Spain, and hopefully this guide will help you getting your Spanish life started as good as possible. If you have any questions about something you can't find in the guide you can contact us at any time. Our contact information can be found in the end of this guide. Once more, welcome to Spain!

Cheers,

Spain Internship team



Interns at Cervecería 100 Montaditos. Photo: Spain Internship SC.

Before arrival

In normal cases you can find everything you need in Spain, but some things might be useful to check before you arrive. So here is a little check-list for you:

- Do you have a valid insurance covering the traveling itself and your stay in Spain? For people from the EU-countries, don't forget to get and bring your European Health Insurance Card (also make sure it is valid for your stay)!
- Do you have all necessary vaccinations? If you are not sure, please contact the health care in your own country.
- Do you use any medications? Make sure you bring enough for your stay in case you wouldn't find any corresponding medications here.
- Bring your own sheets! Spain Internship can also get them for you for a price of 20 €, but remember to ask in advance (only in Seville and Utrera).
- What kind of credit card do you use? Most ATM's approves the most common cards, but usually there is a charge for cash withdrawal. Please consult with your bank for more information to avoid any unpleasant surprises.
- Make a copy of your passport and keep it separately from your passport. Also scan a copy of it and send it to your own e-mail. Just in case...
- Bring your student card! You can get students discount in for instance museums and cinemas.



Plaza de la Encarnación. Photo Spain Internship SC.

Information about Seville

Seville is the fourth biggest city in Spain and also the capital of Andalusia. The province of Seville consists of 105 towns and has a population of 1,900,000 people, and in Seville itself around 700,000 people. The average annual temperature is 18-20°C with hot summers and milder winters. Seville is especially known for bullfighting and flamenco, and there are a lot of historical buildings and monuments to visit, many of them in a Gothic or Moorish style. There are many international students in Seville, so it is the perfect place for you to get to know people from all over the world and at the same time enjoy the Spanish and Andalusian culture.

Information about Spain

Surface:	505,370 km ²
Capital:	Madrid
Population:	46.9 million (January 2011)
Languages:	Castilian Spanish (official language) 74%, Catalan 17%, Galician 7%, Basque 2%
Currency:	Euro (€)
Religion:	Roman Catholic 94%, other 6%
Regions:	17 regions, as well as the autonomous cities of Ceuta and Melilla

General information

Tipping: menu prices usually includes service charge, so there is no need to leave a tip. If you wish to you can leave a small change, 5-10% is typically enough.

ATM's approve the most common cards (the symbols for the accepted cards are normally displayed), but usually there is a charge for cash withdrawal. Please consult with your bank for more information.

In most shops you can pay with the most common credit/debit cards. Some cafeterias or restaurants only accept cash payments. In some shops payment by card is accepted only when purchasing for a certain amount.

Beware of people on the streets (normally Roma/gypsies) who try to give you a flower, plant or other gift, they expect payment in return. This is common in the most touristic areas, as for instance in the area of the Cathedral and Giralda.

Many companies have a siesta in the middle of the day, starting at 2pm until 5pm (might differ between companies):

- Banks are open Monday-Friday 8.30am-2pm, some banks also on Thursdays 4-7pm and Saturdays 9am-1pm.
- Post offices are open Monday-Friday 8.30am-9.30pm and Saturday 8.30am-2pm. Smaller post offices are usually open Monday-Friday 8.30am-2pm.
- Restaurants are open during lunch hours 1-4pm, and during the dinner time 8.30pm until midnight or later.
- Bigger shops and department stores normally don't have any siesta, while smaller shops are closed 2-5pm. They open at 10am and close around 9-10pm.



Santa Cruz. Photo: Spain Internship SC.



Horse carriages outside of the Cathedral and Giralda. Photo: Spain Internship SC.

Gestures and habits

Families are important in Spanish culture. The family ties are very strong and the family comes first, in every situation. Spanish people are in general very proud of themselves and their culture. Especially Sevillanos are proud of their heritage and they will enjoy every positive word you say about Andalusia. However, they don't handle criticism very well and might get offended.

Spaniards are very dramatic in their language and use a lot of gestures. They are not in a fight although it may look like it sometimes. In most cases Spanish people don't speak very good English, so even though you only know a few words in Spanish – speak up! They will appreciate that you try.

When meeting in formal situations, Spaniards shake hands. More common is that women kiss other women and men on both cheeks. Men might give each other a bear hug with a lot of dunking in the back. If you feel insecure on how to greet, the best option is to shake hands. Spaniards also stand close to each other while speaking. There's no point to step backwards to make the distance longer, they will follow you.

Spanish lifestyle is quite relaxed and they don't stress any extra, so be prepared that everything doesn't happen immediately.

Sometimes you also need to push to get service, nobody will pay attention to you if you stand quietly in a spot. For example the queuing system in Spain can in some cases be a bit messy. The easiest way is simply to ask who the last person in line is, and then you know when it is your turn.

Useful phrases

Hi	Hola
Goodbye	Adiós
See you later	Hasta luego
Good morning	Buenos días
Good day/afternoon	Buenas tardes
Good evening/night	Buenas noches
How are you?	¿Qué tal? / ¿Cómo estás?
My name is / I am	Me llamo... / (Yo) soy...
What is your name?	¿Cómo te llamas?
Nice to meet you	Encantado (if you are a man) Encantada (if you are a woman)
Where are you from?	¿De dónde eres?
I am from...	Soy de...
Where is...?	¿Dónde está...?
Excuse me	Pérdon
You are welcome	De nada
No problem	No pasa nada
Please	Por favor
Check please	La cuenta, por favor.
How much does it cost?	¿Cuánto es? / ¿Cuánto cuesta?

Safety and Security

Spain is normally a safe country, but use common sense and be careful anyway.

- Watch out for pickpockets, especially in crowded areas. Remember that a thief seldom looks like a thief.
- The tap water is in general drinkable. If you are not sure, please ask someone.
- An insurance that covers theft, loss, medical expenses, cancellations and delays is recommended for your stay.
- Mosquitoes in Spain are not carrying malaria, but their bites can cause irritation and infection.

Communication

A Spanish SIM card can be bought from most phone shops. For a stay of a few months we would recommend you to get a pre-paid connection. We would recommend you to buy Yoigo as they have beneficial prices. Remember to bring your passport as you need to show it when purchasing the SIM card. You can charge you pre-paid SIM card in for instance phone shops and supermarkets marked with the sign of your operator. Other phone cards can be bought for instance from tobacco shops and some supermarkets.

Wi-Fi can be found in several cafés and restaurants, usually free of charge. In case you don't have your own computer there are usually computers to use in the Tourist offices.

Stamps can be bought from almost any Tobacco shop or from shops with the yellow Correos sign. If you're not sure about the fees we advise you to go to the post office. Post boxes (yellow) can be found spread around in the city.

What if I get sick?

The Spanish health care system is very good, so don't be afraid to go to the doctor in case you feel that you are in need of it. Pharmacies also offer valuable advices and have a good coverage of Over-the-Counter medicines. Each district have farmacias de guardia (duty pharmacies), the pharmacy is always announced on the doors of other pharmacies.

Important numbers:

Ambulance	061
Emergency	112
Policía Nacional	091

If you need to see a doctor you should visit a Centro de Salud (public health care center) or doctors belonging to the public health care system – Consultorio. For visiting the hospital you need a referral from a doctor. In case of emergency you can go directly to the 'ambulatorio' at the hospital. To find a Centro de Salud close to you, visit: <http://www.juntadeandalucia.es/servicioandaluzdesalud/centros/default.asp#>.

The European Health Insurance Card (for EU citizens only) entitles you medical treatment on the same terms as the Spanish citizens in the public health care sector. In Spain the health care is usually free, but you will still need to pay for medications. Besides the European Health Insurance Card we advice you to get an insurance for covering other expenses. Make sure that the card is valid for the period of your stay.

Non-EU citizens should get an insurance that covers all possible medical care and other possible scenarios – as emergency flight back home in case of accidents. Always check with your insurance company what medical care they cover.

There are no specifically recommended vaccinations for visiting Spain, but make sure you have the basic vaccinations recommended in your country. Please contact the health care in your country for more information.

Transportation system

Bus and tram

By bus is probably the best way to move around in Seville. There are more than 40 lines and the buses that runs regularly from about 6.30am to 11.30pm.

Single ticket (billete univiaje)	Bus: Can be purchased from the driver. Tram: Can be purchased from the vending machines at the tram stops.	1.30€
Multi card (tarjeta multiviaje)	The multi card can be purchased and recharged on: <ul style="list-style-type: none"> Information point at Prado de San Sebastian and Ponce de Leon, Tussam main office Avda. Andalucía 11, and in over 700 points throughout Sevilla (tobacco shops, kiosks etc.) that have the Tussam sign Can be recharged at the vending machines on the stop of Archivo de Indias, Plaza Nueva, Prado San Sebastián and Puerta de Jerez <p>Card deposit 1.50€ (you will get back deposit when/if you return the card). Card can be charged for min. 6€ or max. 50€ per time.</p>	0.70€ / trip
Tourist card (1 to 3 days)	Allows unlimited amount of trips for the period of validity.	1 day: 5€
	Card deposit 1.50€ (you will get back deposit when/if you return the card).	3 days: 10€

Other cards available for people registered in Seville. For more information, visit any information point, Tussam main office or the web page <http://www.tussam.es>.

Night buses run every day with departures at 12am, 1am and 2am from Prado de San Sebastián.

Airport bus leaves from Prado de San Sebastián, Avda. El Cid. Single ticket is 2.40€, return ticket 4.20€. If you are using a rechargeable card it costs 2€/ way.

Long journey buses leave from Plaza de Armas or Prado de San Sebastian. Travelling by bus is usually cheaper than by train, so it might be useful to check both train and bus prices when planning your trip.

For more information about travelling to:

- Inside Spain, Portugal and other countries: <http://www.alsa.es>
- Madrid, Madrid airport: <http://www.socibus.es>
- Algeciras, Cádiz, Jerez, Rota: <http://www.tgcomes.es>
- Fuengirola, Marbella, Ronda etc.: <http://www.losamarillos.es>
- Inside of Spain: <http://www.movelia.es>

Metro

Sevilla has one metro line which operates between Ciudad Expo and Olivar De Quintos. Metros tend to go every five minutes. The line has been divided into three different zones. If you go from one zone to another you have to pay small additional fee called a "jump" (salto). Tickets can be bought from the vending machines. For more information, visit: <http://www.metro-sevilla.es>.

Ticket type	0 jumps	1 jump	2 jumps
Single ticket (Billete Univiaje)	1.35€	1.60€	1.80€
Round trip (Billete De Dia Y Vuelta)	2.70€	3.20€	3.60€
1 Day Card (Bono De Dia)		4.5€	
Metro Card (Bonometro) Recharge min. 10€ max. 50€	0.82€	1.17€	1.37€
Metro Card (Bono Plus 45) (Can be used for 45 trips within 30 days)	30€	42€	50€
Bono To Transfer (Bono Con Transfer can be used in any urban transport, ideal for multiple users, recharge min. 5€ max. 50€)	0.82€	1.17€	1.37€

Train

The main train station is Santa Justa, but many trains also leave from San Bernardo train station. From here you can take both commuter trains and long haul trains. For more information, timetables and prices, visit <http://www.renfe.es>.

Flights

Seville's airport San Pablo is located 10 km north of the city. It has both domestic and international flights and also some low-cost airlines are flying from here, for instance Ryanair and Vueling. The airport has an excellent bus connection to Seville. Spain Internship can also pick you up from the airport and drive you to your new home in Seville, the price for this service is 45€.

Doing your internship in Spain

The first day

Before you start your internship you should contact your coordinator at your internship place to agree on when you will begin. If you are not sure on how to find the company you should ask from your coordinator concerning what bus or metro to take, bus stops and approximate duration of the trip. Always bring the phone number of your coordinator with you in case you would have problems finding your way to the company the first days, just to be sure.

Make sure that both you and the company in which you are doing the internship in has a copy of the internship contract before the internship starts, so both parties are aware of what has been agreed on.

In case you have any questions that can't be answered by your coordinator, please contact Spain Internship and we will do our best to help you.



Interns at work. Photo: Spain Internship SC.

Dress code

The dress codes are different in all companies and in some cases you might be judged on the bases of you appearance. If you are not sure on how to dress in your company, dress properly the first day by following the hints below:

- Don't wear sneakers or sport shoes for work. Make sure your shoes are clean.
- Avoid wearing outstanding and very colourful clothes.
- Men wear a shirt, jacket (even though it is hot in summer) and usually also a tie. As inter you are advised to wear a shirt, the tie might not be necessary.
- Women wear well-cut dresses, a blouse and a skirt or dressy pants, or pantsuits.

Holidays and ferias

Roman Catholic is the largest religion in Spain and the public holidays are celebrated on catholic bases. There are holidays common for the whole country and in addition the different regions have their own holidays. Altogether there are about 14 holidays per region per year. During the holidays most shops are closed, but many restaurants are open and are usually very crowded. There are also several ferias (or fairs) spread around in the country, and many of these are definitely worth visiting.

Public holidays in Seville 2012

1 st January	National	Año Nuevo (New Years Day)
2 nd January	Andalusia	Año Nuevo
6 th January	National	Epifanía del Señor (Ephiphany)
28 th February	Andalusia	Día de Andalucía (Andalusia day)
2 nd -8 th April	National	Semana Santa (Easter week)
5 th April	Andalusia	Jueves Santo (Maundy Thursday)
6 th April	National	Viernes Santo (Good Friday)
1 st May	National	Fiesta del Trabajo (Labour Day)
30 th May	Seville	San Fernando
7 th June	National	Corpus Christi (60 days after Easter)
24 th June	National	San Juan
15 th August	National	Asunción de la Virgen (Assumption)
12 th October	National	Fiesta Nacional de España (National Day)
1 st November	National	All Saints Day
6 th December	National	Constitution Day
8 th December	National	La Inmaculada Concepción
25 th December	National	Christmas Day

Semana Santa

Semana Santa (Easter Week) is celebrated in entire Spain, but Seville is known for having the best fiesta. During the week there are several processions by the nearly 60 brotherhoods throughout the city centre and the city is crowded of people that are either participating in the processions or following them as spectators. During this week the city is crowded and you can barely move, but it is definitely worth a visit. Beware of deviations in opening hours in the shops during this week.



Procession during Semana Santa.
Photo: Mia Back

Feria de Abril

Two weeks after Semana Santa the April Fair, Feria de Abril takes place. The area for this week long fair is at Feria de Abril in Los Remedios and the whole area is filled with casetas (tents) and there is also an amusement park set up exclusively for the feria. Most of the casetas are private belonging to families, business, clubs, trade associations and political parties, and you can only visit them if invited, but there are also a few public casetas open for everyone.

The feria can almost be divided into a morning- and night feria, as during the morning (which means about noon) the feria begins with parades of horse-carriages and horsemen, and the night feria, which begins at 8pm and ends in early morning, is filled with eating and drinking (popular drinks are Manzanilla and Rebujito), and Sevillana dancing and singing. During this week the Sevillian women dress up in flamenco dresses, traje de gitana, and men wear traje corto, a suit consisting of fitted pants and a short cut jacket with broad-brimmed hat. So, put on some nice clothes, bring your best mood and take part of this amazing feria!



Women in flamenco dresses at Feria de Abril. Photo: Kristina Juknyte.



The gate of the 2011 Feria de Abril in Seville. Photo: Kristina Juknyte.

Feria de Utrera

In similarity to Seville, also the town of Utrera has its own feria. Feria de Utrera is a medium-sized fair, but the atmosphere is the same. There are casetas, both private and public, and a lot of singing and dancing. Also during this feria women dress up in flamenco dresses and men in the typical suit. Feria de Utrera normally takes place in the beginning of September.

Things to do

Cinemas

Seville has several cinemas, but usually the movies are dubbed into Spanish. There is one cinema , Avenida 5 cines V.O. showing all movies in original version with Spanish subtitle. The cinema is located next to Plaza de Armas. The price is 6€, with student discount 5.50€, and on Wednesdays (exception holidays) 4.50€. For more information about cinemas and to see the current movies, visit: <http://www.cineciudad.com> or <http://www.ecartelera.com>.

Theatres

A good way to experience Spanish culture is to go to the theatre. In Sevilla the most popular theatres are:

- Teatro Lope de Vega
- Sala La Imperdible
- Teatro Central
- Teatro de la Maestranza (opera)

Flamenco

Andalusia is known for flamenco, and once you are being here you should definitely take the chance to see a show. Many famous flamenco dancers are home from Triana, and in this part of Seville you can find a lot of authentic flamenco performances. You can find tablaos (flamenco shows) around the city centre, the shows are announced on posters along the streets or you can ask for more information from the tourist office. These shows are however mainly for tourists, if you want to find authentic performance you should ask around from locals and in bars for current performances.

In **La Carbonería** (Calle Levías 18) you can enjoy flamenco shows for no extra charge. The shows start around 8pm, and around 10pm it is usually very crowded so if you want to enjoy the show fully you should be on time.

If you are interested in the Flamenco art you should pay a visit to the flamenco museum **Museo del Baile Flamenco**. The museum can offer you exhibitions, audio and media, flamenco classes, relaxation areas and more. Opening hours: Monday-Sunday 10am-7pm. Prices: Adults 10€, students 8€, children 6€. For more information, visit: <http://www.museoflamenco.com/>.

Bike rental

Probably the best way to move around in the city center is by bike. If you want to rent a bike we recommend you to use SEVici. They have altogether 250 stations spread out across the city where you either can take or return your rented bike. There are two types of subscriptions you can choose between:

- short term subscription (7 days)
- long term subscription (1 year)

The subscriptions can be bought either on one of the SEVici stations or on internet. For more information: visit <http://en.sevici.es/>.

Bullfighting

The Sevillanos are very proud of their bullfighting traditions. The bullring Plaza de Toros de la Real Maestranza is one of the oldest and biggest bullrings in Spain and is worth visiting although you're not interested in seeing the bullfight. The season for the bullfights starts during Semana Santa in April until end of September/beginning of October. Prices start from 13€ and you can choose between sol (sun) and sombra (shade) categories. Seats in the sun are normally cheaper, as it gets very hot during the summer months.

The tickets can be bought from Plaza de Toros or from some of the ventas for events, one of the located in Calle Tetuan in the city center. Most fights are on Sundays at 6.30pm. If you don't want to see the bullfight you can also visit the bullring through a guided tour. The tour lasts for about 45 minutes and costs 6.50€. For more information, schedule and prices, visit: <http://www.realmaestranza.com>.



Bullfighting in Seville. Photo: Markus Puumala.



Plaza de Toros de la Real Maestranza. Photo: Markus Puumala.

Soccer

Seville has two teams playing in the first division La Liga. The soccer season starts in August and ends in May. The two teams representing Seville are Sevilla FC and Real Betis Balompíe.

Sevilla FC's stadium –Estadio Ramón Sánchez Pizjuan- is located in Nérvion next to the Nérvion Plaza shopping mall. The stadium of Real Betis Balompíe – Estadio Benito Villamarín- is located on Avenida de la Palmera. Tickets can be bought from respectively stadium, online or from the *ventas* of events (one is in Calle Tetuan). For more information, visit: <http://www.sevillafc.es>, <http://www.realbetisbalompie.es> or <http://www.lfp.es>.



Estadio Ramón Sánchez Pizjuan. Photo: Mia Back.

Shopping

Seville city center:

- Calle Sierpes and Calle Tetuán: clothes, shoes, jewelries, furniture, books, ceramics and a lot of cafés and restaurants.
- Avenida de la Constitución: gift shops, cafes, restaurants, and electronics warehouse *Fnac* (computers, music, movies, phones etc.).
- Plaza de Armas shopping mall: cinema, restaurants, supermarket, clothes.

Los Remedios:

- Calle Asunción and Republica Argentina: clothes, shoes, perfumeries, gift shops, restaurants and more.

Nervión:

- Nervión Plaza shopping mall: clothes, shoes, hairdresser, restaurants etc.
- Media Markt (electronics warehouse).



Nervión Plaza. Photo: Mia Back.

IKEA: By bus M-161 (Sevilla-Tomares) from Plaza de Armas, the bus trip is for about 10 min. You can also ask at the information desk at Plaza de Armas regarding what bus to take and from which platform. Check <http://www.ikea.es> for more information.

Aire Sur shopping centre: located next to IKEA (<http://www.ccairesur.com/>).

Factory outlet: located close to Seville Airport. There is a *free* bus transfer from Prado San Sebastián (Avenida de Portugal) at: 10:00 – 12:30 – 16:40 -18:40, and from Factory at: 13:30 – 17:40 – 19:30 – 21:15. Be aware of changes in the timetable. For more information and bus routes, please check <http://www.factory.es>.

El Corte Inglés: in this department store you can find everything from furniture and clothes to perfume and grocery (they have food items you can't find from normal supermarkets). It can for instance be found in Plaza de Duque, Plaza de la Magdalena and Nervión. Check <http://www.elcorteingles.es> for more information.

Supermarkets: smaller supermarkets as SuperSol, Dia, MAS, Mercadona and OpenCor can be found scattered in the city. If you are looking for bigger grocery stores, we advice you to look for Lidl, Carrefour, Alcampo, Hipercor or Eroski. There is no

supermarket open 24 h, but OpenCor is open everyday 07:00-01:00 or 08:00-02:00, find the closest OpenCor on <http://www.opencor.es>.

Theme parks

Isla Mágica is an amusement park located in the city centre. It offers you several attractions, restaurants and shops. For more information, visit: <http://www.islamagica.es>.



Interns at Isla Magica. Photo: Jean Tovino.

Aquópolis is the new water park in Seville and is also one of the biggest in Spain. This is a great place to spend hot summer days; all you need to bring is your swimsuit and towel. The park is located 15 minutes from the city centre and can easily be reached by bus. For more information, visit: <http://www.sevilla.aquopolis.es>.

Parks

There are several parks in Seville where you can go for exercise, stroll around or make a picnic. Most famous is Parque de María Luísa, in which you can find Plaza de España and a few museums, and Parque de los Príncipes.



Parque de Maria Luísa. Photo: Spain Internship SC.

www.spain-internship.com

Going out

The Spanish people are eating dinner quite late and often going out for tapas, usually around 9-10pm, so the restaurants and tapas bars are quite crowded at that time. When eating out it is normal to order several tapas that are then shared among the company. The Spaniards normally drink beer or wine along with the food. Usually restaurants charge for bread, even though you won't eat it. If you don't want bread, tell it when you order the food.

As the dining time is late the nightclubs are also getting started late and people are not going to the clubs before 2am. The Spanish night life is great and something you need to experience during your stay. If you plan to go to a night club you should avoid wearing shorts (for men), sneakers or sandals, as you can be denied entry if not dressed properly.



Interns at dinner party. Photo: Spain Internship SC.

City centre

- Alfalfa: a lot of restaurants and bars. A common meeting place for students, especially during evenings and nights during the weekdays. Thursday is the best day to go if you want to meet both locals and internationals.
- Kudéta (Buddha) night club: one of the most famous clubs in Seville with three floors. Located in Plaza de Armas.

Santa Cruz

- Various tapas bars and restaurants.
- Restaurant & Bar Levies: great variety of dishes to student beneficial prices.
- La Carbonería: flamenco shows.



Restaurant & Bar Levies. Photo: Markus Puumala.

Alameda

- Alternative bars and clubs and the area is known for its bohemian atmosphere.
- Good mixture of live music performances, bars, terraces and cheap beers and it is quite busy during the weekends.
- A few gay bars can also be found in this area.

Calle Betis

- A popular street full of bars, the best place to make parties in weekends.
- Boss night club: one of the biggest in Seville.
- During the summer season there are also some nice terraces next to the river.



Salsa lesson at Boss night club. Photo: Markus Puumala.

Other night clubs

- Antique Theatro (Isla de Cartuja).
- Abril (Nérvion): many parties arranged for international students.
- Caramelo (Nérvion): many parties are arranged for international students.

Summer terraces

- Casino Terraza (Avenida de María Luisa).
- Terraza Bilindo (Paseo de las Delicias).
- Terraza Alfonso (Paseo de las Delicias).
- Kudéta (Plaza de Armas).
- Rosso (Antique Theatro).
- Several terraces along the river that are worth to pay a visit.

Mare Club Sevilla

In Dos Hermanas, a city 15 km south of Seville, there is the perfect bar for spending hot summer days. Imagine yourself lying in the pool with a drink in your hand watching at a clear blue sky. Besides the pool there are also a cafeteria and terrace.



Mare Club, Dos Hermanas. Photo: Alexandra Nordström.

Things to see

Seville and its surrounding are full of historical heritage that is worth to see. Below are a list of the places and monuments we recommend you to visit during your stay. Remember to bring your student card as you get student discount in many places!

Cathedral and Giralda is probably the main sight in Seville. The cathedral is built upon an Almohade mosque, used until the 15th century, and it was finished in 1507. The Giralda tower is a remaining from the 12th century laminar. Today it is the third largest Christian cathedral in the world and the largest Gothic temple. Inside the Cathedral you can for instance find the Columbus' Tomb, dating from 1902. Declared National Monument and UNESCO World Heritage.



The Cathedral and Giralda. Photo: Markus Puumala.

Real Alcázar is Europe's oldest Royal Palace that is still in use when the King and Queen visit Seville. Outside of the palace is the impressive garden Jardines del Alcázar, which are open for visit for the public. Declared UNESCO World Heritage.



Torre del Oro. Photo: Mia Back.

Torre del Oro (Golden Tower) is located next to Guadalquivir as a remaining from the 13th century Almohade watchtower. The origin of the name is uncertain as some think that it comes from the substance that covered the tower, looking as metallic gleam, while other think it derives from its function as deposit for precious metals brought from America. Inside the tower it is possible to visit the Naval Museum, where important historical documents and graphic from the city's naval history is kept.

Plaza de España, located inside of Parque de Maria Luísa, was built for the Latin American Exhibition in 1929 and designed by Aníbal González, the best known 20th century Sevillian architect. The impressive building is built of brick and decorated with ceramics. On the square are huge tiled panels dedicated to each province of Spain.



Plaza de España. Photo: Spain Internship SC.

Archeological Museum is located in Parque de Maria Luísa (Plaza de América). It offers its visitors remains from the lower Palaeolithic era up to the Middle Ages, but also including a large collection of Roman remains. The museum is located in on of the pavilions for the 1929 Latin American Exhibition.

Metropol Parasol on Plaza de la Encarnación was completed as late as 2011. The building is almost 30 m high, designed by the German architect Jurgen Mayer H. and is made of Finnish wood. The Parasol contains shops, a market, panoramic terraces, a museum and also a podium for concerts and other events. The spot it is built on is a former Roman city, dated back to the 1st century BC.



Metropol Parasol. Photo: Spain Internship SC.

Alameda de Hércules is also known as the bohemian area of Seville. The promenade is designed in 1574 and in both ends of the promenade are columns with sculptures installed. In one end are Roman pillars of Julius Caesar and Hercules and on the other end with lions bearing shields. The promenade has many bars and restaurants and is a popular spot both during day- and night time.



Alameda de Hércules. Photo: Mia Back.

Itálica is located in the village of Santiponce, 8 km outside of Seville, and is the ruins of the first Roman city on Spain. It dates back to 206 BC and is now partly reconstructed and includes one of the biggest of all Roman amphitheatres, ruins of houses with mosaics, Roman baths etc. Itálica can be reached by bus M-172 from Plaza de Armas. Ask at the information desk at the bus station to make sure you find the right bus.



Ruins of the amphitheatre, Itálica. Photo: Mia Back

Utrera is an agricultural town located 35 km away from Seville and also an important destination for our interns. The town is historically interesting with a castle, churches and houses and mansions in Baroque style. The Utrera region is also known for breeding *toros* (fighting bulls). A lot of tapas bars can be found along the streets and the price level is considerably lower than in Seville.

Besides from the sights already mentioned you can also visit the following, as they are popular spots in Seville:

- **Puente de Triana**, or Puente de Isabel II is constructed by iron and designed by Eiffel himself.
- **Old Tobacco Manufacture** is the biggest industrial building that has been erected in Europe. It functioned as a tobacco factory until 1950, but is today used as the main building of the University of Seville.
- **Museum of Folklore and Arts** is also located in a former pavilion of the 1929 Latin American Exhibition (Plaza América). This museum focuses on anthropological and ethnographical research and houses collections of costumes, potteries, silverwork, farming implements etc.
- **Cartuja Monestary and Andalusian Contemporary Art Museum** houses more than 500 works from the beginning of last century. The works are paintings, sculptures, tapestries and ceramics by Spanish artists. It also hosts works from young, contemporary Andalusian artists and other temporary exhibitions.
- **Teatro de la Maestranza** is Seville's leading opera house, opened in 1991 as a part of the World Expo '92, located next to Plaza de Toros.
- **Archive de Indies** is the home to several historical documents of the founding of the New World since 1785.

Contact information

Please don't hesitate to contact us if you might have any questions or feedback.

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