

# Chapter 12: Services

The Cultural Landscape:  
An Introduction to Human Geography

# Services-pg 374

- Service = any activity that fulfills a human want or need
- Services are located in *settlements*
  - *Hold nearly all the Earth's population but cover only 1 percent of its surface*
- Location of services is important for profitability
  - Why would U.S. companies locate in India?

# Key Issue 1 – pg 375

## Where Did Services Originate?

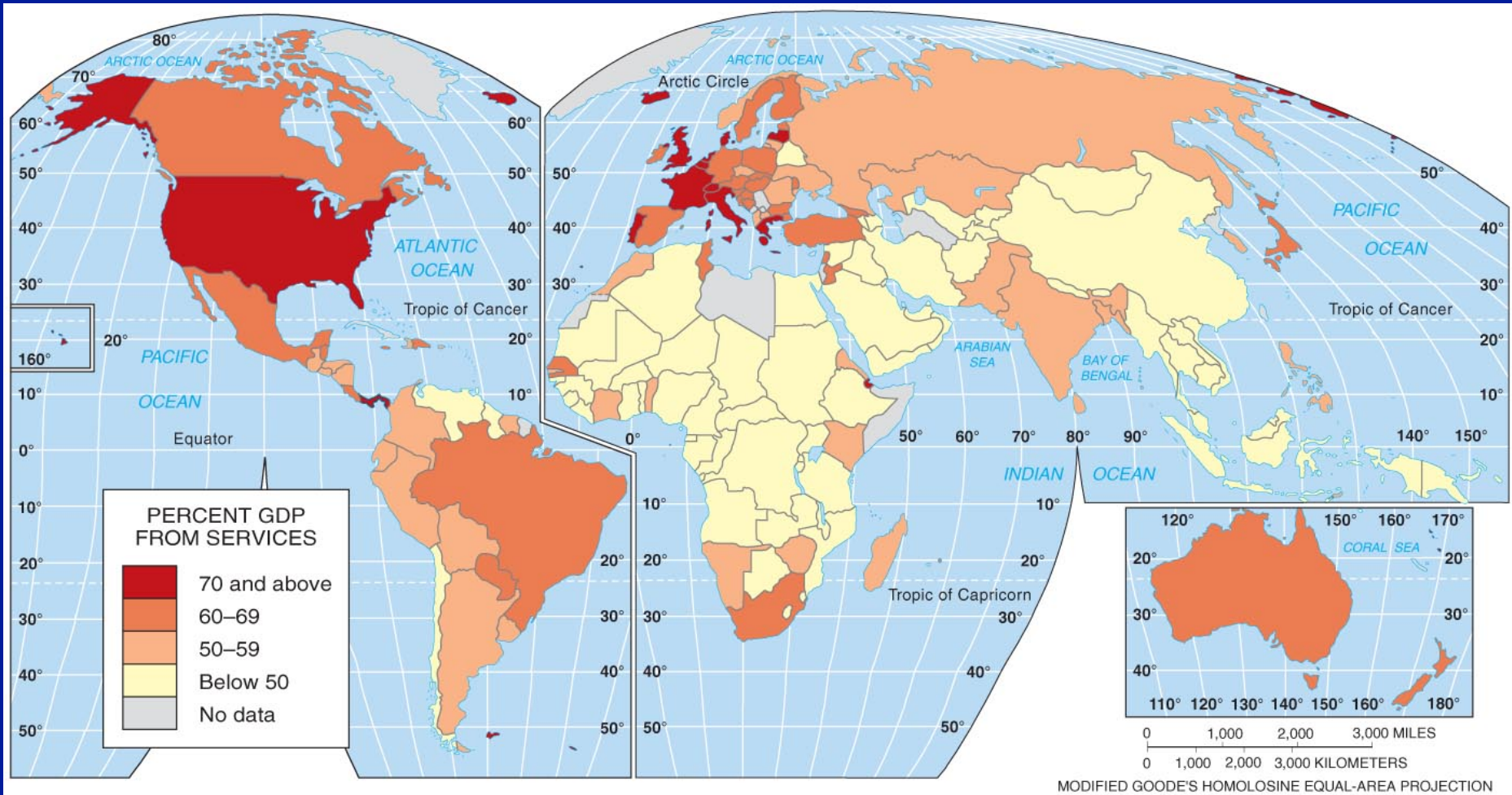
- Three types of services
  - Consumer services
    - About 44 percent of all jobs in the United States
  - Business services
    - About 24 percent of all jobs in the United States
  - Public services
    - About 17 percent of all jobs in the United States
  - In the United States, all employment growth has occurred in the services sector
    - *(how much of the GDP do services make up in other MDCs?)*

# Key Issue 1 – pg 375

## Where Did Services Originate?

- Pg 376
- Between 1972 and 2009 growth in employment in the United States has come from the Primary and Secondary sectors, while the tertiary sector has declined

# Percentage of GDP from Services, 2005



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Figure 12-1

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# Employment Change in the United States by Sector

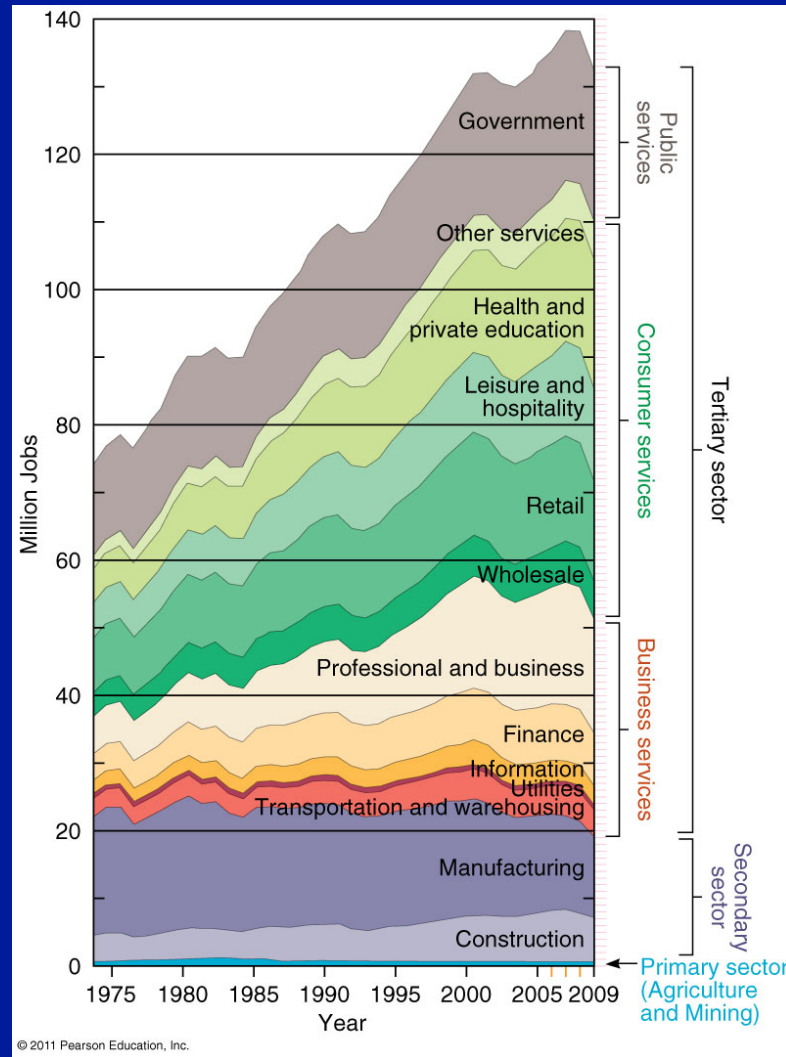


Figure 12-2

# Key Issue 1 – pg 378

## Where Did Services Originate?

- Services in early rural settlements
  - Early consumer services met societal needs
    - Examples = burial of the dead, religious centers, manufacturing centers
  - Early public services probably followed religious activities
  - Early business services to distribute and store food

# Key Issue 1 – pg 378

## Where Did Services Originate?

- Services in early urban settlements
  - Services in ancient cities
    - Earliest urban settlements (e.g., Ur), Athens, Rome
  - Services in medieval cities
    - Largest settlements were in Asia
    - European cities developed with feudalism



## Key Issue 2 – pg 381

### Where Are Contemporary Services Located?

- Services in rural settlements
  - Half of the world's population lives in rural settlements
  - Two types
    - Clustered rural settlements-???
    - *These were most common where in colonial America?*
    - Circular -??
    - Linear-
      - » *French long-lot system developed primarily because of what?*

# Key Issue 2 – pg 381

## Where Are Contemporary Services Located?

- Clustered settlements in Colonial America
- Dispersed rural settlements-???
  - In the United States
  - In Great Britain
    - » ***Enclosure movement-???***
    - » *what were its purposes?*

# Rural Settlement Patterns

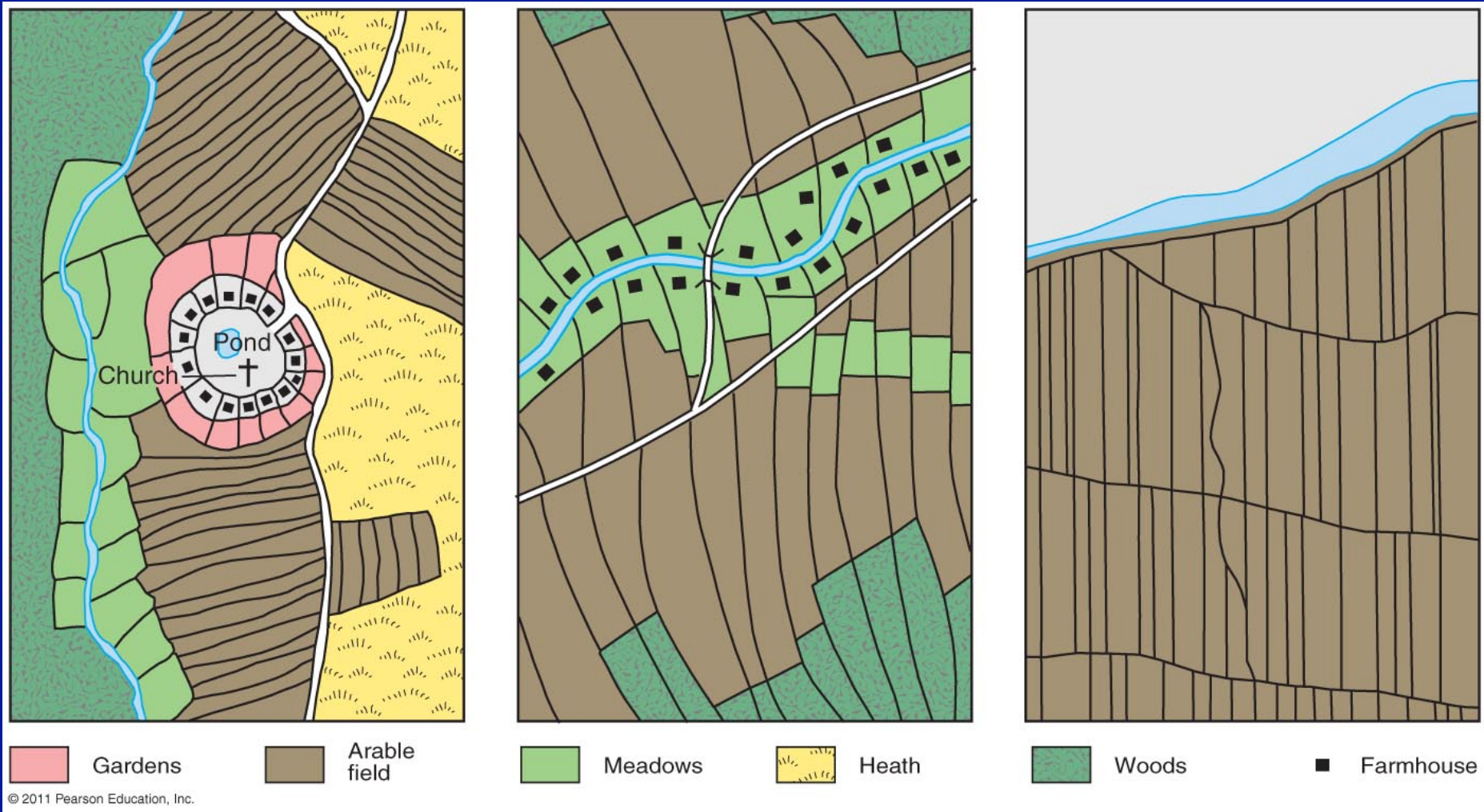


Figure 12-10

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# Key Issue 2 – pg 381

## Where Are Contemporary Services Located?

- Services in urban settlements
  - *What type of settlements do most people in the world live?*
  - Differences between urban and rural settlements (Wirth):
    - Large size
    - High density
    - Social heterogeneity
      - *How might you feel in a settlement with higher social heterogeneity?*
  - Increasing percentage of people in cities
    - *Urbanization - ???*
  - Increasing number of people in cities (pg 386)
    - Rapid urbanization continues today in the less developed countries
    - *Where are most of the 10 largest urban areas in the world located?*



# Percentage of Population Living in Urban Settlements

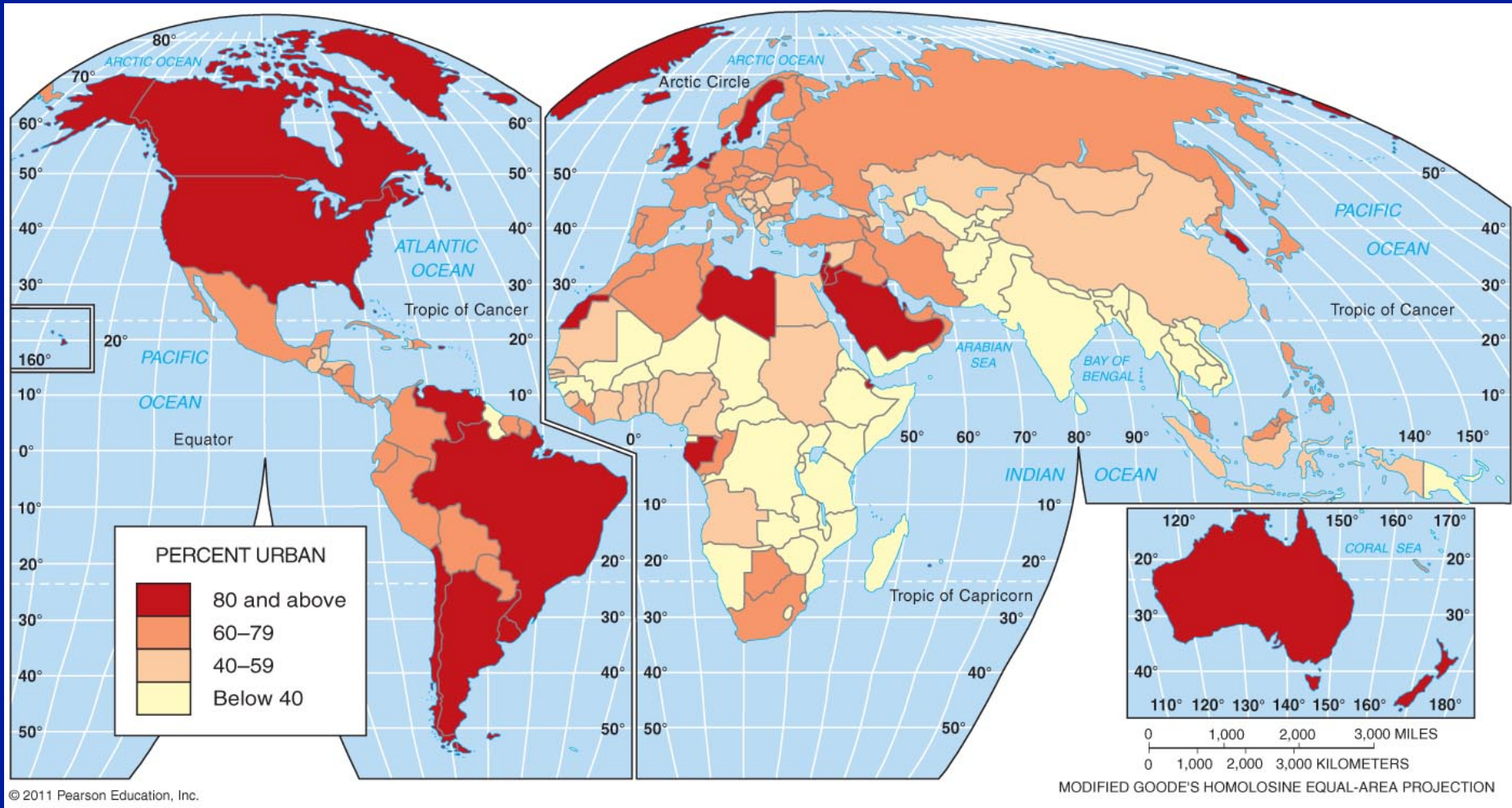


Figure 12-14

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# Urban Settlements With Populations of at Least 3 Million

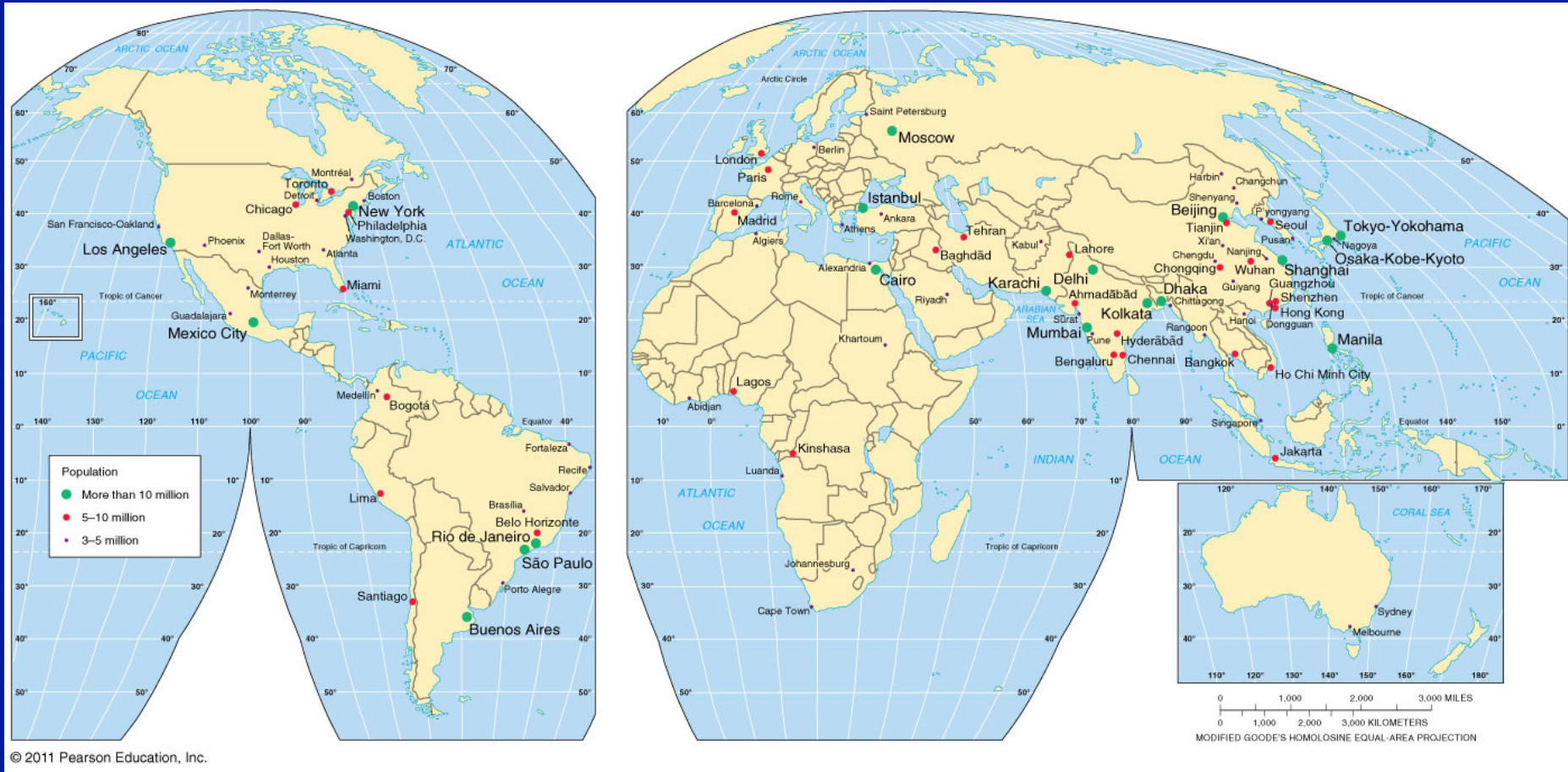


Figure 12-15

## Key Issue 3

### -pg387 Why Are Consumer Services Distributed in a Regular Pattern?

- Central place theory-???
  - First proposed by Walter Christaller (1930s)
  - Characteristics
    - A *central place* has a –
      - *market area* (or *hinterland*)-???
  - Size of a market area
    - *Range*-?
    - *Threshold*-?



# “Daily Urban Systems”

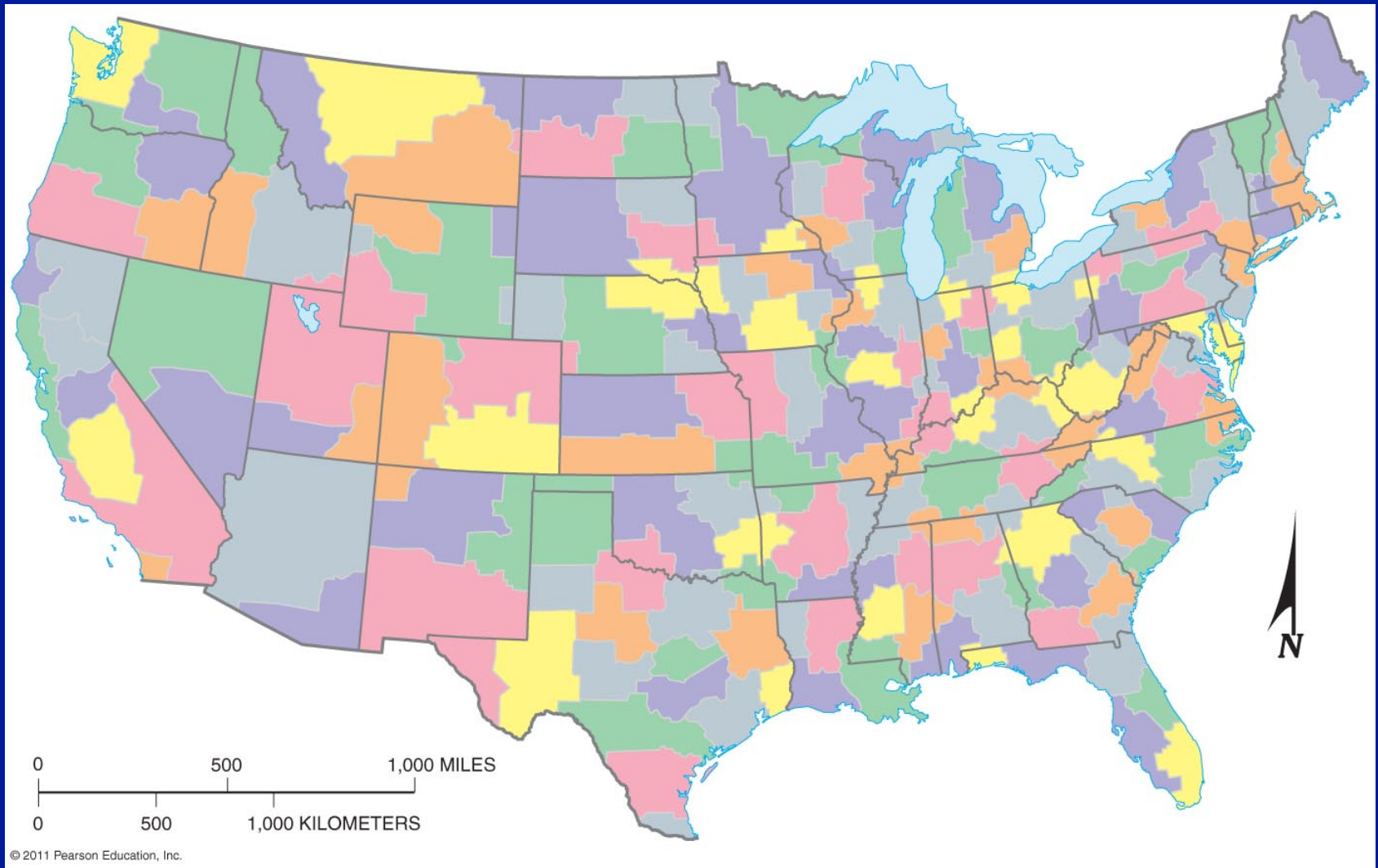


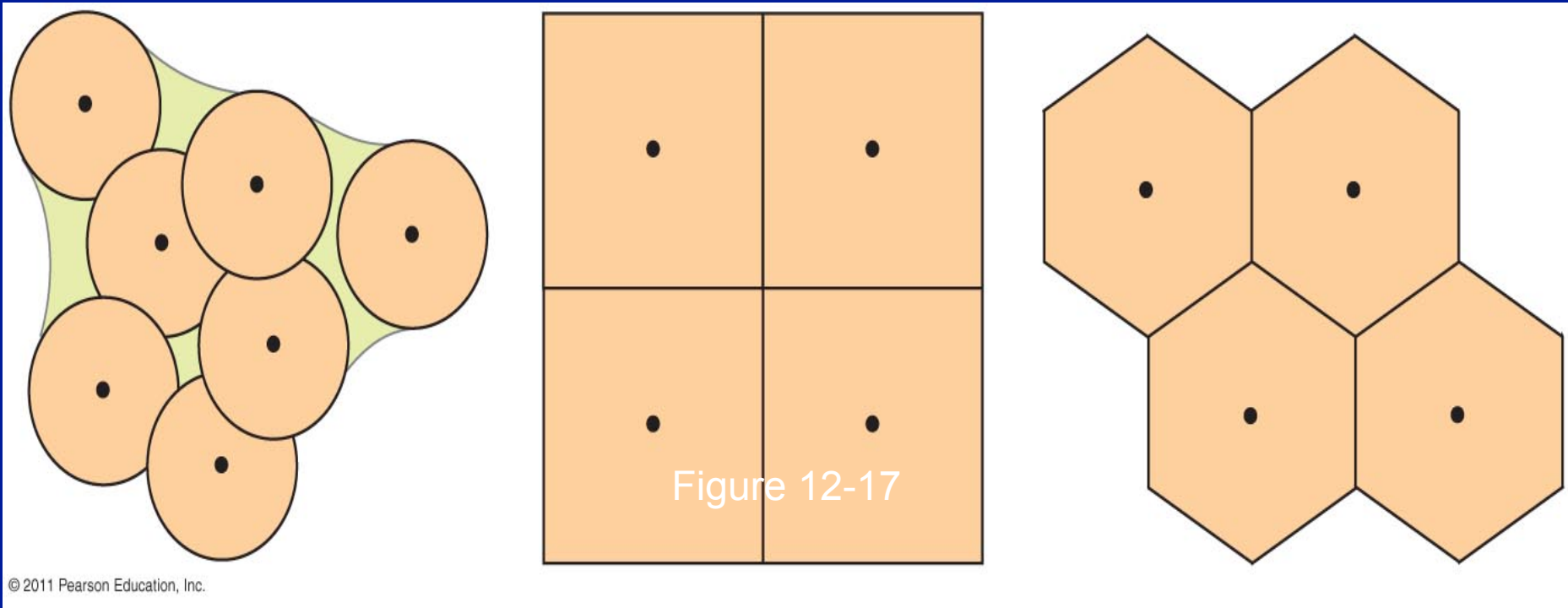
Figure 12-16

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## Key Issue 3

-pg387 Why Are Consumer Services Distributed in a Regular Pattern?  
Central Place Theory?



# Key Issue 3

-pg387 Why Are Consumer Services Distributed in a Regular Pattern?

Market Areas, Range, and Threshold for Kroger Supermarkets

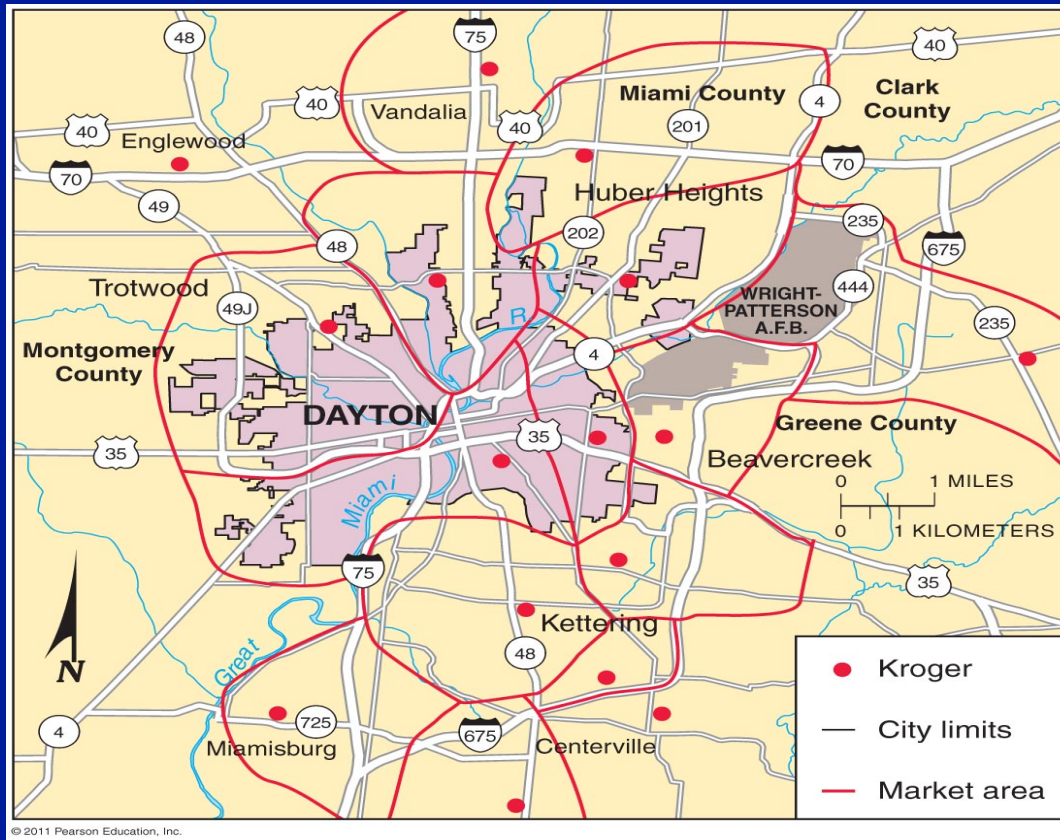


Figure 12-18

## Key Issue 3

### -pg387 Why Are Consumer Services Distributed in a Regular Pattern?

- Market-area analysis
  - Profitability of a location
    - Compute the range
    - Compute the threshold
    - Draw the market area
  - Optimal location within a market
    - Best location in a linear settlement
      - *Gravity model* - ??
    - Best location in a nonlinear settlement

# Key Issue 3

-pg387 Why Are Consumer Services Distributed in a Regular Pattern?

## Optimal Location for a Pizza-Delivery Service

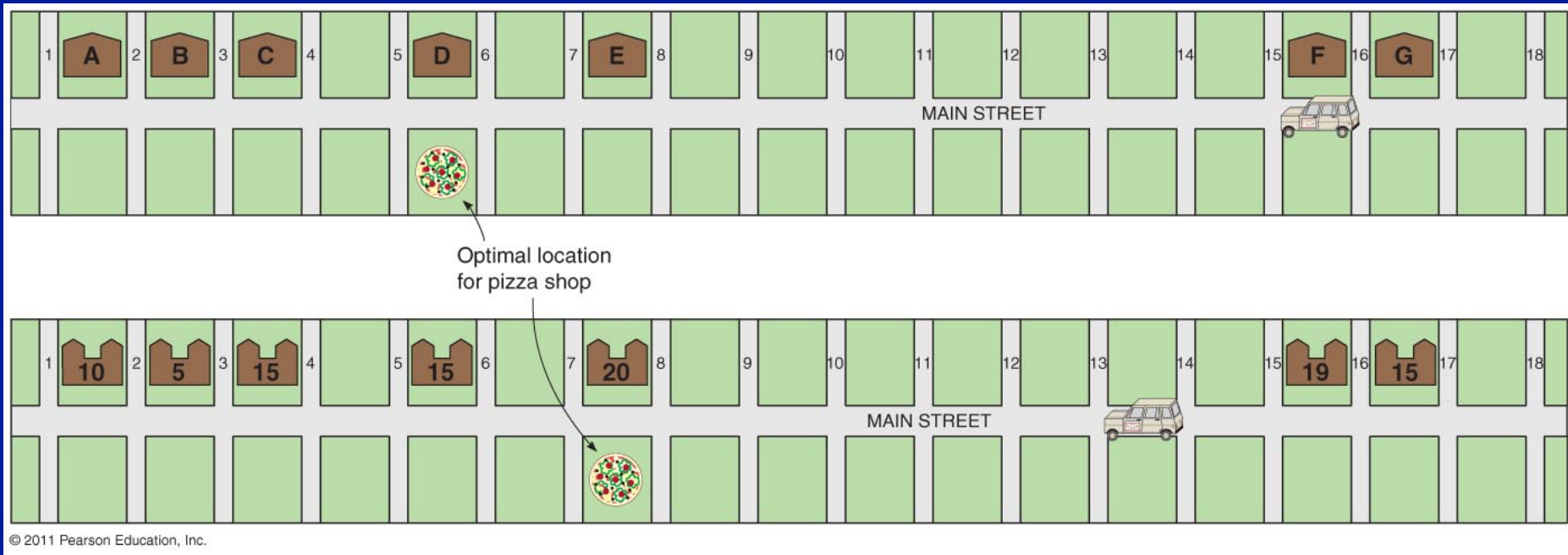


Figure 12-20

## Key Issue 3

### -pg387 Why Are Consumer Services Distributed in a Regular Pattern?

- Hierarchy of services and settlements
  - Nesting
    - Market areas in MDCs = a series of hexagons of various sizes
  - *Rank-size distribution of settlements*
    - *Copenhagen?; London?; Bucharest?*
    - *Primate city rule -??*
      - *Primate cities*
  - *Periodic markets-?*

# Key Issue 3

## -pg387 Why Are Consumer Services Distributed in a Regular Pattern? Central Place Theory

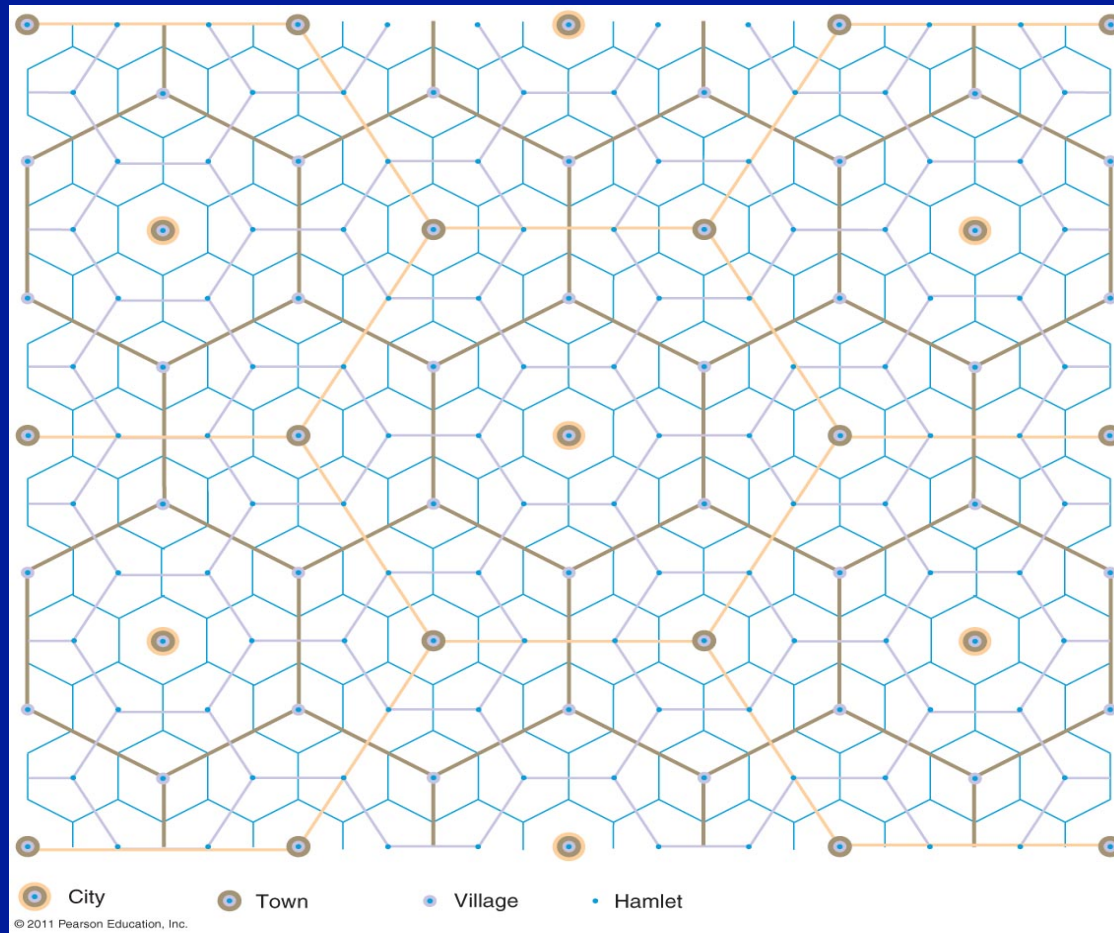


Figure 12-21



# Key Issue 3

-pg387 Why Are Consumer Services Distributed in a Regular Pattern?

## Rank-Size Distribution in the United States and Indonesia

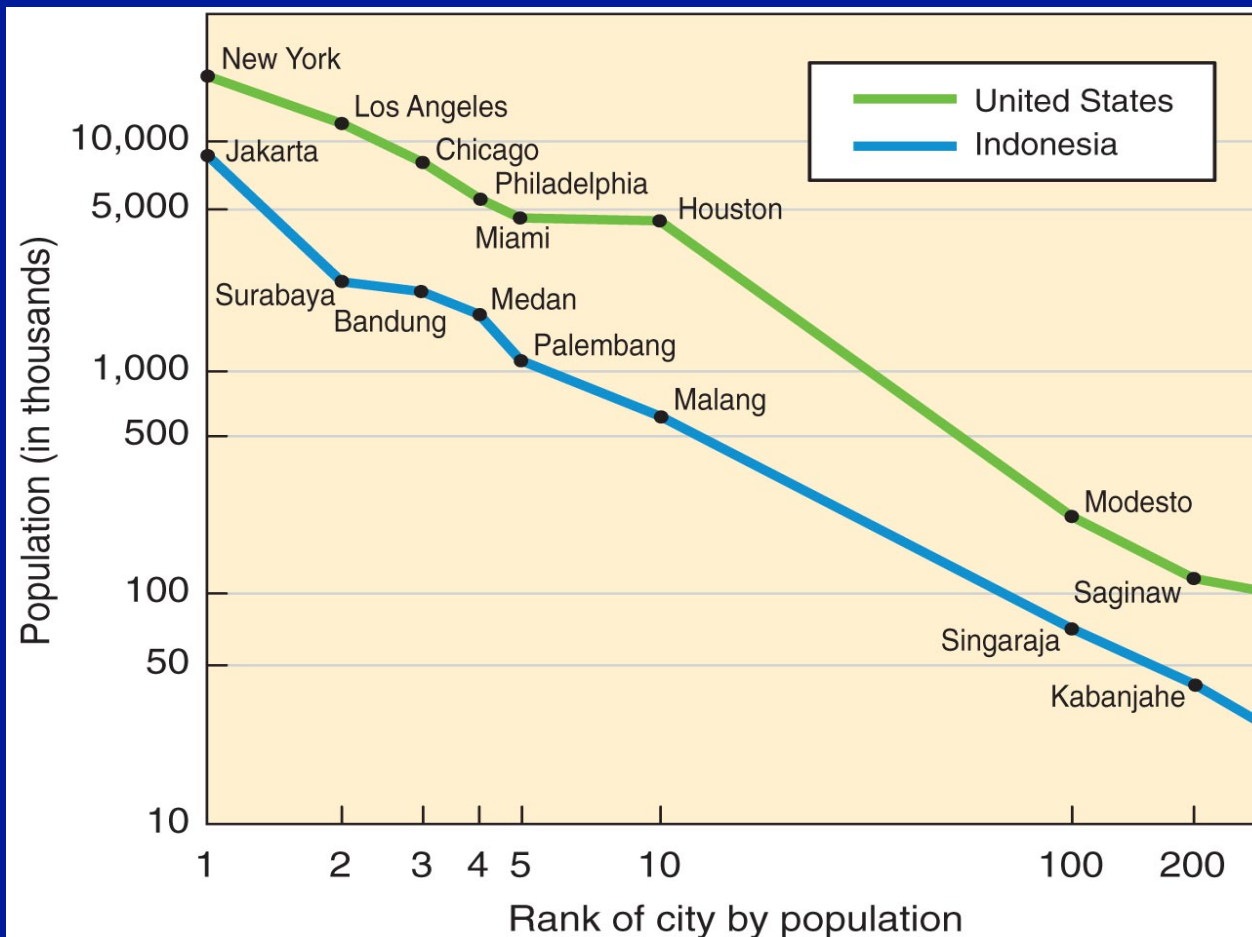


Figure 12-23

# Key Issue 4

## Why Do Business Services Cluster in Large Settlements?

- Hierarchy of business services
  - Services in world cities
    - Business: clustering of services is a product of the Industrial Revolution
    - Consumer: retail services with extensive market areas
      - May include leisure services of national importance due to large thresholds, large ranges, and the presence of wealthy patrons.
    - Public: world cities are often the center of national or international political power



# Key Issue 4

## Why Do Business Services Cluster in Large Settlements?

### World Cities-???



Figure 12-25

# Key Issue 4

## Why Do Business Services Cluster in Large Settlements?

- *Business services in LDCs*
  - *Offshore financial services*
    - *Two functions:*
      - *Taxes*
      - *Privacy*
  - *Back offices*
    - *LDCs are attractive because of:*
      - *Low wages*
      - *Ability to speak English*

# Key Issue 4

## Why Do Business Services Cluster in Large Settlements?

- Economic base of settlements
  - Two types:
    - *Basic industries-?*
    - *Nonbasic industries-?*
  - Specialization of cities in different services
  - Distribution of talent

# Key Issue 4

## Why Do Business Services Cluster in Large Settlements?

### Economic Base of U.S. Cities

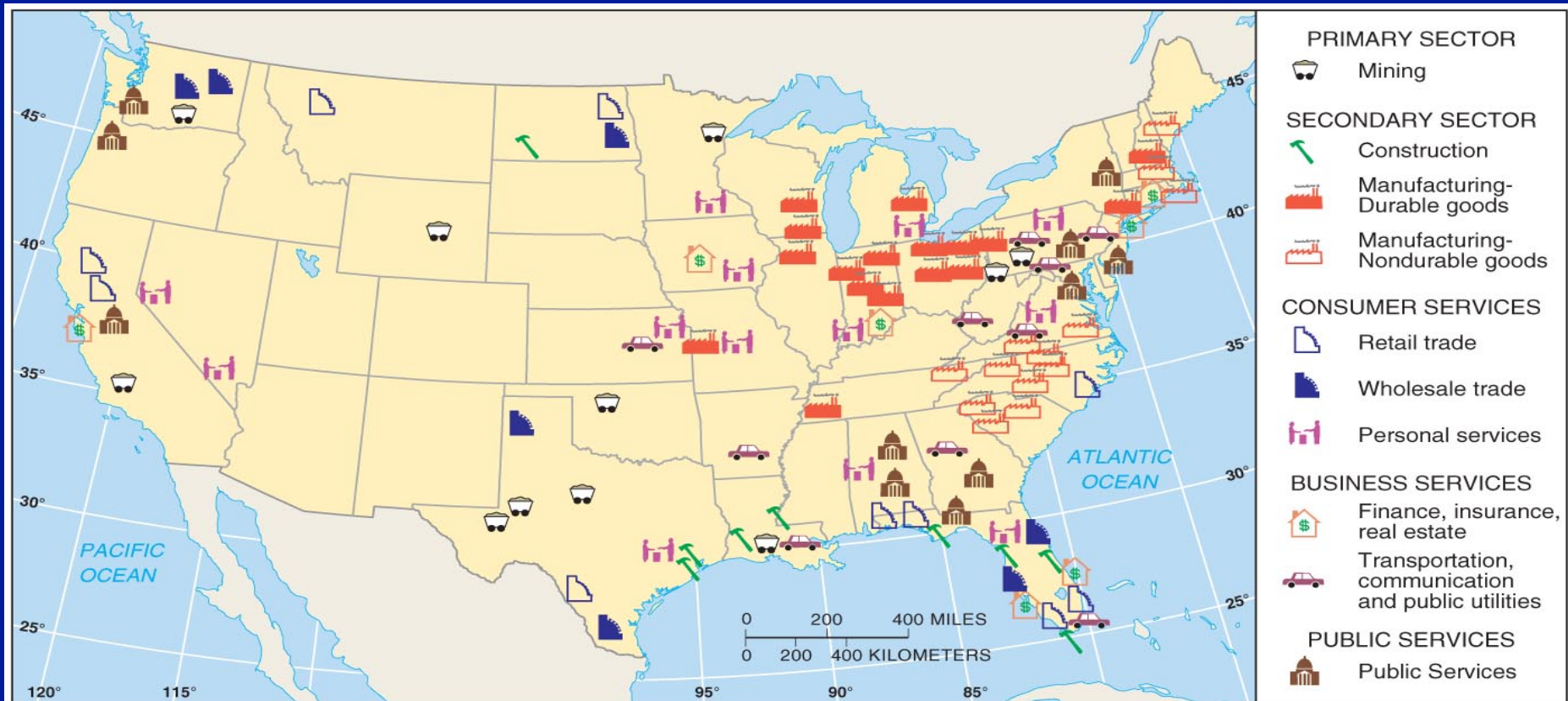


Figure 12-28

# Geography of Talent

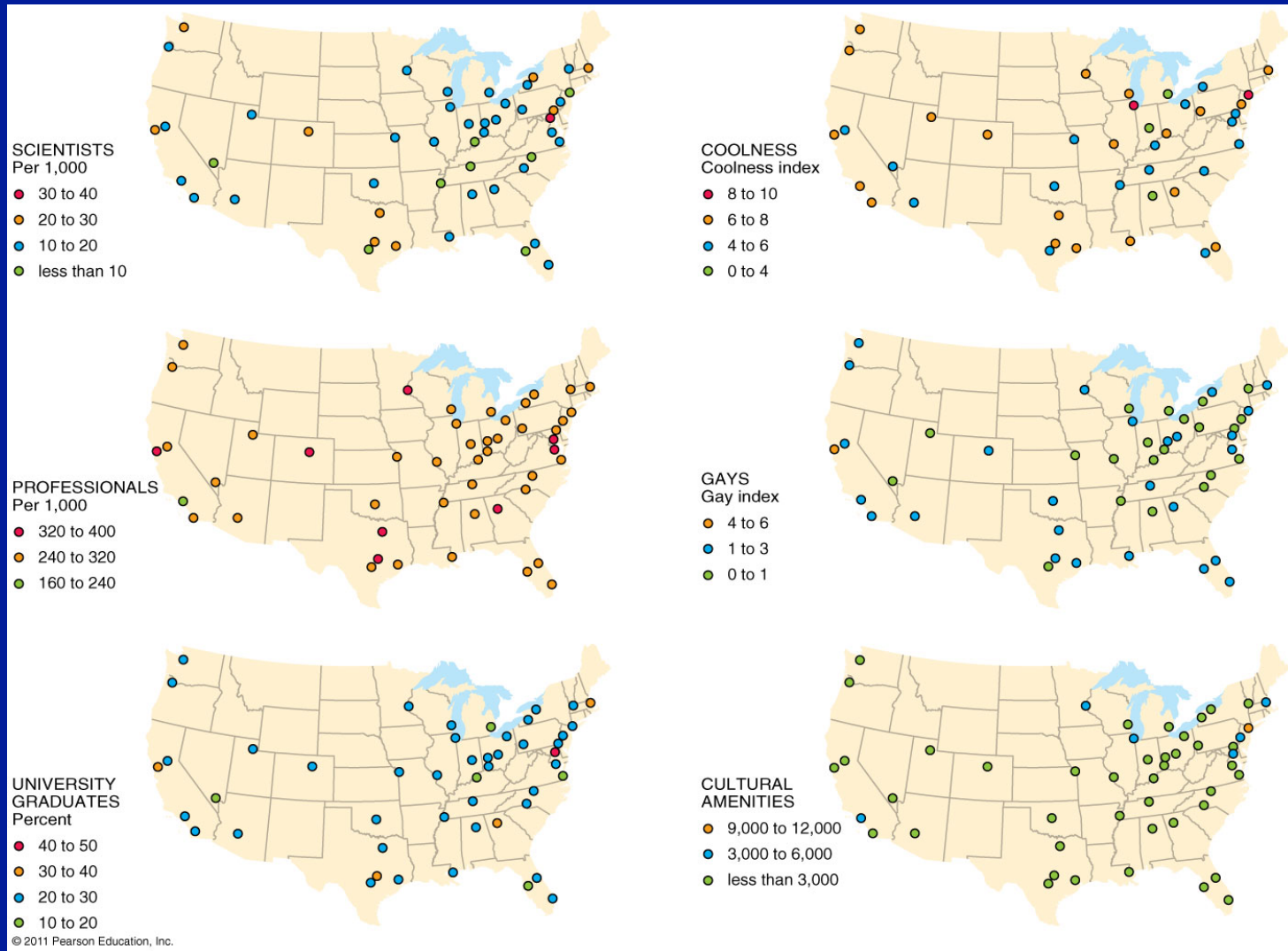


Figure 12-29



# The End.



## Up next: Urban Patterns