Chapter 12 Learning Guide – Services

Key Issue 1 – Where Did Services Originate?
Pgs. 374 - 381

1. Define service:
   Any activity that fulfills a human want or need and returns money to those who provide it

2. What sector of the economy do services fall under?  
   Tertiary

3. Define settlement:
   Permanent collection of buildings where people reside, work and obtain services

4. What distribution must services follow?  
   The distribution of where people live within a city, country or world region

Three Types of Services

5. What are the three subdivisions of the service sector of the economy?  
   Consumer Services, Business Services, Public Services

6. Define consumer services:  
   Services provided to individual consumers who desire and can afford to pay for them

7. What are the four main types of consumer services, and provide an example of each.  
   - Retail & Wholesale (dept. stores, grocers, car sales, etc.)
   - Education (public/private schools)
   - Health (hospitals, doctor offices, nursing homes)
   - Leisure & Hospitality (restaurants, bars, hotels)

8. Define business services:  
   Services that meet the needs of other businesses

9. What are the three types of business services, and provide an example of each.  
   - Professional (law, engineering, architectural, support)
   - Financial (banks, insurance, real estate)
   - Transportation & Information (trucking, utilities, publishing, broadcasting)

10. Define public services:  
    Provides security and protection for citizens and businesses
11. Just under 10% of U.S. workers provide public services. Label the pie chart below with the appropriate categories.

![U.S. Government Workers Pie Chart]

12. Explain where an increase and/or decrease have occurred in each of the following categories. (Use the reading and Fig. 12-2 as a guide)

<table>
<thead>
<tr>
<th>Changes in Number of Employees between 1972 and 2009</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Business Services</td>
<td>Increase in professional services</td>
</tr>
<tr>
<td></td>
<td>Decrease in finance &amp; transportation due to improved efficiency where fewer workers are needed</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Increase in healthcare, education &amp; entertainment</td>
</tr>
<tr>
<td></td>
<td>Retail has decreased</td>
</tr>
</tbody>
</table>

13. Based on archaeological research, what services were most likely provided in history’s earliest settlements?  
   **Consumer and public services**

14. What early structures and permanent man-made features were associated with the first settlements?  
   **Places for ceremonies of the dead such as temples**  
   **Places for dwellings such as houses**
15. What early structures and permanent man-made features were associated with early public services?  
   **Walls and citadels for defense**

16. What early structures and permanent man-made features were associated with early business services?  
   **Warehousing centers where people could trade goods and services**

**Services in Early Urban Settlements**

17. Identify four potential “hearth regions” for the world’s first urban settlements.  
   **Mesopotamia, Egypt, China & Indus Valley**

18. List three characteristics of the world’s first cities that emerged around 2000 BCE, as deduced from the excavations of Ur (modern Iraq) and Titris Hoyuk (modern Turkey).  
   - **Settlements were well planned communities**  
   - **Palaces, temples, public buildings in the center**  
   - **Houses built around a courtyard**

19. What was a *city-state*?  
   **Independent self-governing communities that included settlement and a nearby countryside**

20. What services did the city-state provide to the surrounding hinterland?  
   **Gov’t, military protection, public services**

21. Large cities, such as ancient Athens, began to supply what types of things not available in smaller settlements?  
   **Consumer services such as cultural activities**

22. Why did these large centers collapse with the fall of the Roman Empire in the 5th century CE?  
   **Because they relied on trading in a secure environment, but the empire now was fragmented and had hundreds of rulers**

23. What role did trade play in the revival of urbanism during the Middle Ages?  
   - **Trade expanded as a result of new roads and use of rivers**  
   - **Europe was filled with small market towns**

24. What were the five largest cities in the world during the Middle Ages (around 900)?  
   **Baghdad (Iraq), Constantinople (Turkey), Kyoto (Japan), Changan & Hangchow (China)**
Chapter 12 Learning Guide – Services

Key Issue 2 – *Where Are Contemporary Services Located?*
Pgs. 381 – 387

**Services in Rural Settlements**

1. Define *clustered rural settlement:*
   Place where many families live close together with fields surrounding houses and farm buildings

2. Define *dispersed rural settlement:*
   Farmers living on individual farms isolated from neighbors

3. How are strips of land allocated in a clustered rural settlement?
   - Farmers may own or rent land or land is owned by the settlements and farmers don’t control what they grow

4. Illustrate a circular rural settlement.

5. In a linear rural settlement, why are settlements clustered around roads and/or rivers?
   For communication and water source

6. Why did New England colonists prefer clustered settlements?
   - *Traveled to New World as a group*
   - Wanted to reinforce common cultural and religious values
   - Defense against Indian attacks
7. Why had owning several fields around a clustered rural settlement become disadvantageous?
   - Farmers lost time moving between fields
   - More roads needed to be built
   - Farmers were limited in what they could plant

8. Why did many European countries convert to dispersed patterns?
   More efficient for agriculture

9. Define enclosure movement:
   Between 1750 and 1850, England’s consolidation of small landholdings into a few large farms

10. What happened to England’s displaced farmers?
    Moved to urban settlements and became factory workers

11. Complete the chart with several bullet notes detailing the characteristics of urban settlements according to Louis Wirth.

| Large Size                      | - Know only small percentage of residents
|                                | - Meet people in specific roles
|                                | - Relationships are contractual (you’re paid wages; you pay others for goods and services)
| High Density                   | - Each person performs a specific task to allow the urban system to function
|                                | - Encourages people to compete in a limited space
|                                | - Stronger groups tend to dominate
| Social Heterogeneity           | - Variety of people
|                                | - People have greater freedoms; people more tolerant of diverse behaviors
|                                | - Can still feel isolated because they are surrounded by people who are indifferent

12. Explain the difference between number or people living in large cities and the percentage of people living in large cities as it relates to MDCs and LDCs.
    - Large percentage reflects level of development and is typical in MDCs
    - Large number is people is reflected in LDCs as they have large urban settlements because migration from countryside to urban settlements is increasing population
    - Large number of people is reflected in LDCs due to high natural increase rates
Central Place Theory

1. Define central place theory:
   Explains the distribution of services on the fact that settlements serve as centers of market areas for services

2. What does central place theory seek to explain?
   How the most profitable location can be identified

3. Define central place:
   Market center for the exchange of goods and services by people from the surrounding area

4. What is a market area?
   Area surrounding a service where customers come from

5. What other term is sometimes used to refer to a market area?
   Hinterland

6. What shape does central place hypothesize for market areas?
   Hexagon

7. Why this particular shape?
   Unlike circles, hexagons rest without gaps; unlike squares, the distance from the center is not as great

8. Complete the pyramid below regarding the concept of range.

<table>
<thead>
<tr>
<th>RANGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Definition: Maximum distance people are willing to travel to use a service</td>
</tr>
<tr>
<td>Services with LONG ranges: Concert, sporting event like a ball game</td>
</tr>
</tbody>
</table>
9. Complete the pyramid below regarding the concept of threshold.

<table>
<thead>
<tr>
<th>THRESHOLD</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Definition:</strong> Minimum number of people needed to support the service (minimum number of customers needed to generate a profit)</td>
</tr>
</tbody>
</table>

Not all people within a market area can be counted when determining location of a service by considering its threshold. Explain how this is so, and provide examples→ → → → →

Not all services appeal to everyone

- Movie theaters – young; Chiropractors – old
- Thrift stores – poor; Dept. stores – wealthy
- Amusement parks – families; Night clubs - singles

10. According to geographers, where is the best location for a service (once range and threshold have justified its viability)?
   **One that minimizes the distance to the service for the largest number of people**

11. The **gravity model** helps explain this as the optimal location is __**directly**___ related to the number of people in the area an __**inversely**_____ related to the distance they must travel.

12. What two patterns are reflected by consumer behavior?
   - Greater number of people in a particular place, the more potential customers
   - The farther people are from a particular service, the less likely they are to use it

13. **Small settlements** have services with __**small**____ thresholds, __**short**____ ranges and __**small**____ market areas.

14. **Larger settlements** have __**larger**____ thresholds, ranges and market areas.

15. However, smaller neighborhoods within larger settlements must also do what?
   **Provide services having small thresholds and ranges**

16. Who created the original study in central place theory? Where?
   **Walter Christaller; Southern Germany**

17. Who documented the central place phenomenon in the U.S.? Where?
   **Brian Berry; Midwest U.S.**
18. In MDCs, the pattern of cities follows the *rank-size-rule*. What is it?

A country’s *nth* largest settlement is $1/n$ the population of the largest settlement, i.e. 2nd largest settlement is ½ the size of the largest, 4th largest is ¼ the size of the largest

19. If the largest city in a country is more than twice the size of the second city, it is said to be what?

Primate city

20. What is the situation in Europe and LDCs with regard to “rank-size” distribution and primate cities?

<table>
<thead>
<tr>
<th>EUROPE</th>
<th>LDCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>- Copenhagen, Denmark has 1 million inhabitants &amp; 2nd largest city only 200,000</td>
<td>- Not enough wealth in a society to pay for variety of services</td>
</tr>
<tr>
<td>- London, England has 8 million inhabitants &amp; 2nd largest city only 2 million</td>
<td>- This creates a hardship for people who must travel long distances</td>
</tr>
</tbody>
</table>

21. Define *periodic market*:

Collection of individual vendors who come together to offer goods and services in a particular location on specific days

22. What groups of people and areas are provided goods by periodic markets?

- People with low incomes
- Sparse populations
Chapter 12 Learning Guide – Services

Key Issue 4 – Why Do Business Services Cluster in Large Settlements?
Pgs. 394 – 400

Hierarchy of Business Services

1. Read this section and answer the questions in the chart below.

<table>
<thead>
<tr>
<th>WORLD CITIES</th>
<th>List the 3 largest world cities: NY, London, Tokyo (DOMINANT)</th>
<th>What do they share</th>
<th>What is the “second tier” of world cities called?</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>They are centers of the flow of information &amp; capital</td>
<td>Major World Cities</td>
</tr>
<tr>
<td>COMMAND &amp; CONTROL CENTERS</td>
<td>What services do these cities contain?</td>
<td>Large corporations, banking facilities, business services</td>
<td>Give several example cities from U.S. Boston, New Orleans, Atlanta, Dallas, Philadelphia, Denver, St. Louis, etc.</td>
</tr>
<tr>
<td>SPECIALIZED PRODUCER SERVICES CENTERS</td>
<td>Give examples of specializations &amp; cities represented by each.</td>
<td>Detroit – motor vehicles; Pittsburgh – steel; Rochester – office equipment; San Jose - semiconductors</td>
<td></td>
</tr>
<tr>
<td>DEPENDENT CENTERS</td>
<td>List the four sub-types of dependent centers and where they are located.</td>
<td>Resort, Retirement, Residential Centers – South &amp; West Manufacturing Centers – old Northeast Military Centers – South &amp; West Mining Centers – near mining areas</td>
<td></td>
</tr>
</tbody>
</table>

Business Services in LDCs

2. What functions do offshore centers provide, and explain each?
   - Taxes: tend to be low or nonexistent; given tax free status
   - Privacy: secrecy laws help people/businesses from disclosing information

3. Where is a prominent example of an offshore center?
   Cayman Islands

4. What are typical back-office functions?
   Insurance claim processing, payroll, transcription, routine clerical activities, billing inquiries, technical inquiries
5. Why have LDCs been able to attract back offices?
   Low wages & ability to speak English

Economic Base of Settlements

6. Define basic industry:
   Industry that sells their products/services to consumers mainly outside the settlement

7. Define non-basic industry:
   Enterprises whose customers live in the same community (consumer services)

8. What is the economic base of a community?
   Community's unique collection of basic industries

9. Explain how a basic industry creates new types of jobs.
   New basic industry stimulates new non-basic industries, i.e. supermarkets, restaurants

10. Basic industries originally referred to ____primary sector____, but in a postindustrial society, increasingly, the basic industries are in ___business___, ____consumer____, and ___public____ services.

11. Complete the graphic below to illustrate the question above with regard to the cities of Cleveland and Baltimore.

<table>
<thead>
<tr>
<th>Cleveland's economic base during the industrial period...</th>
<th>Cleveland’s economic base in post-industrial society is...</th>
</tr>
</thead>
<tbody>
<tr>
<td>Steel</td>
<td>Hospitals, clinics &amp; medical technology research</td>
</tr>
<tr>
<td>Baltimore’s economic base during the industrial period...</td>
<td>Baltimore’s economic base in post-industrial society is...</td>
</tr>
<tr>
<td>Fabricated steel products</td>
<td>Services particularly biotechnology</td>
</tr>
</tbody>
</table>

12. What did Richard Florida’s research deduce?
   - Individuals with special talents locate in cities with more cultural diversity
   - Cities with high cultural diversity have a high percentage of talented people