

Chapter 12

Services

Services

- The regular distribution (of settlements) observed over North America and over other more developed countries is not seen in less developed countries.
- The regular pattern of settlement in more developed countries reflects where services are provided.
- In more developed countries the majority of the workers are employed in the tertiary sector of the economy, defined in Chapter 9 as the provision of goods and services to people in exchange for payment.
- In contrast, less than 10 percent of the labor force in less developed countries provides services.



Chapter 12 Key Issues

- 1. Where did services originate?
- 2. Why are consumer services distributed in a regular pattern?
- 3. Why do business services locate in large settlements?
- 4. Why do services cluster downtown?



Services Defined



- A service is any activity that fulfills a human want or need and returns money to those who provide it.
- In sorting out where services are distributed in space, geographers see a close link between services and settlements, because services are located in settlements.
- A settlement is a permanent collection of buildings, where people reside, work, and obtain services.
- They occupy a very small percentage of Earth's surface, substantially less than 1 percent, but settlements are home to nearly all humans, because few people live in isolation.

Services and Location

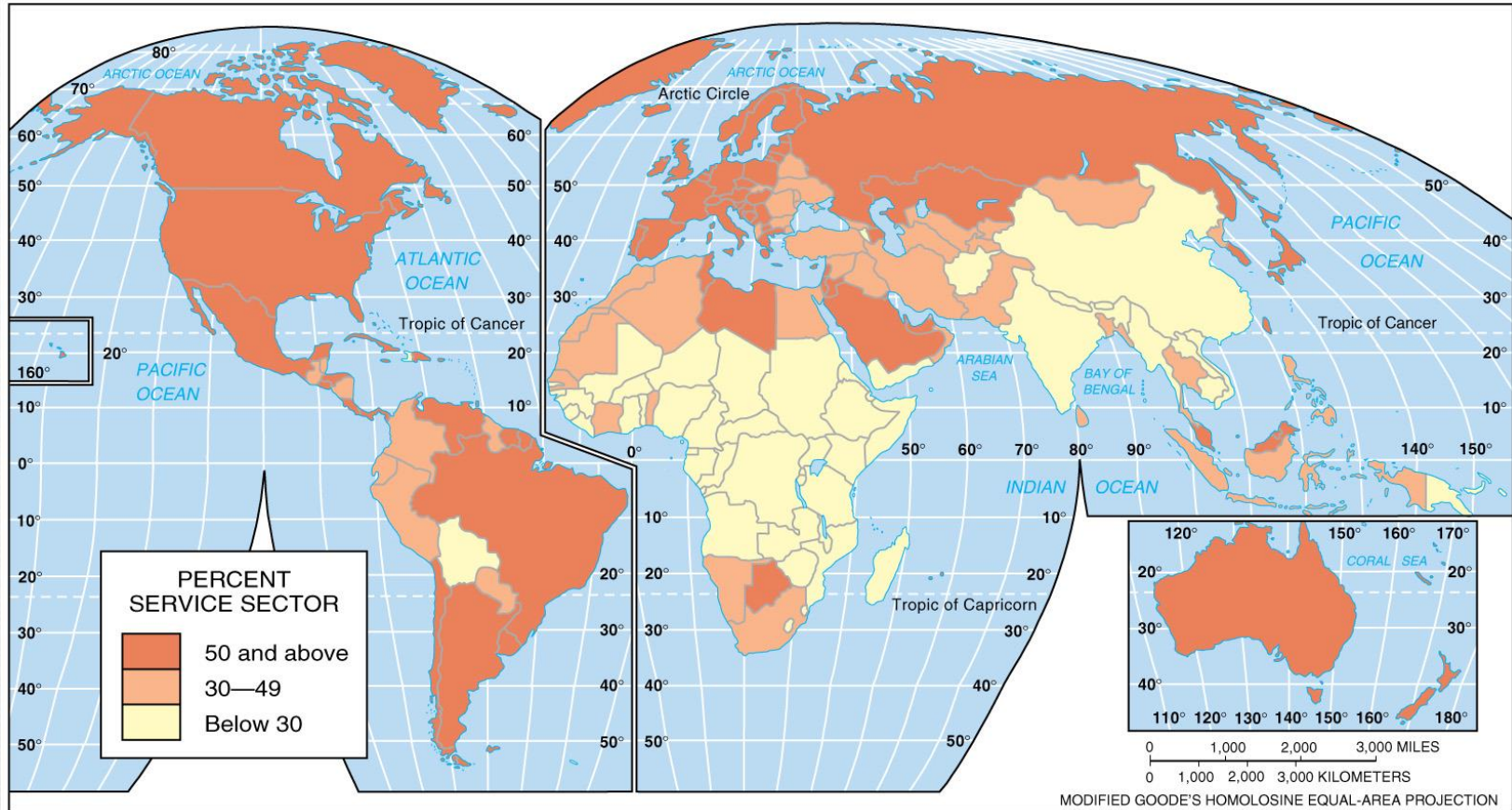
- The optimal location of industry, described in Chapter 11, requires balancing a number of site and situation factors; but the optimal location for a service is simply near its customers.
- On the other hand, locating a service calls for far more precise geographic skills than locating a factory.
- The optimal location for a service may be a very specific place, such as a street corner.
- Within more developed countries, larger cities offer a larger scale of services than do small towns, because more customers reside there.
- As they do for other economic and cultural features, geographers observe trends toward both globalization and local diversity in the distribution of services.



Types and Origins of Services

- Types of services
 - Consumer services
 - Business services
 - Public services
 - Changes in number of employees
- Origin of services
- Services in rural settlements
 - Clustered rural settlements
 - Dispersed rural settlements

Service Sector Employment



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Over half of workers are employed in the service sector in most MDCs, while a much smaller percentage are in the service sector in most LDCs.

Types of Services

- The service sector of the economy is subdivided into three types:
 - consumer services,
 - business services,
 - and public services.
- The first two groups are divided into two subgroups.
- This division of the service sector has largely replaced earlier approaches that identified tertiary, quaternary, and quinary sectors in various ways.



Consumer & Retail Services

- Retail services and personal services are the two main types of consumer services.
- About one-fifth of all jobs in the United States are in retail services.
 - Within the group, one-fifth of the jobs are in wholesale, one third in . . . food (services).



Personal & Business Services

- Another one-fifth of all jobs in the United States are in personal services.
 - Most of these jobs are in health care or education.
 - The remainder are primarily arts and entertainment and personal care.
- The principal purpose of business services is to facilitate other businesses.
 - Producer services and transportation are the two main types.



Producer Services, Transportation & Similar Services

- Producer services help people conduct other business.
 - About one-fifth all of U.S. jobs are in producer services.
- Businesses that diffuse and distribute services are grouped as transportation and information services.
 - In the United States about 7 percent of all jobs are in this group.



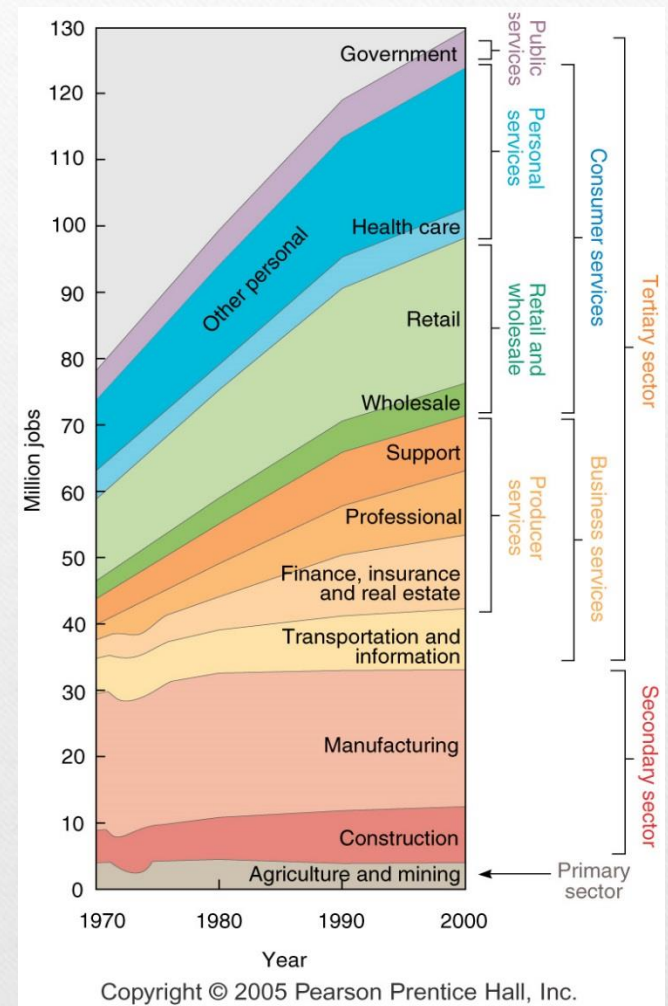
Public Services

- The purpose of public services is to provide security and protection for citizens and businesses.
- In the United States about 4 percent of all workers are in public services not already included in other service categories, such as teachers.
- The distinction among services is not absolute. Individual consumers use business services . . . and businesses use consumer services.
- Geographers find the classification useful, because the various types of services have different distributions, and different factors influence locational decisions.



Employment Change in U.S.

- Between 1970 and 2000 all of the growth in employment in the United States has been in services.
- Producer-service jobs tripled between 1970 and 2000, whereas the number of all service jobs doubled.
- Professional services... quadrupled.
- Jobs increased by about three-fourths in personal services, retail services, and transportation services, and by about one-third in public services.
- The personal-service sector has increased rapidly primarily because of a very large increase in the provision of health-care services.



Growth in employment in the U.S. since 1970 has been entirely in the tertiary sector, with the greatest increase in professional services.

Origin of Services



- Services are clustered in settlements.
- No one knows the precise sequence of events through which settlements were established to provide services.
- Based on archaeological research, settlements probably originated to provide personal services, especially religion and education, as well as public services such as government and police protection.
- Transportation, producer, and retail services came later.

Early Personal Services

- The early permanent settlements may have been established to offer personal services, specifically places to bury the dead.
- Having established a permanent resting place for the dead, the group might then install priests at the site to perform the service of saying prayers for the deceased.
- This would have encouraged the building of structures—places for ceremonies and dwellings.
- Until the invention of skyscrapers in the late nineteenth century, religious buildings were often the tallest structures in a community.
- Settlements also may have been places to house families, permitting unburdened males to travel farther and faster in their search for food.



The Role of Woman

- Women kept “home and hearth,” making household objects, such as pots, tools, and clothing—the origin of industry.
- The education of children became an important service.
- Making pots and educating children evolved over thousands of years into a wide variety of services which create and store a group’s values and heritage and transmit them from one generation to the next.
- People also needed tools, clothing, shelter, containers, fuel, and other material goods.
- Men gathered the materials.
- Women used these materials to manufacture household objects and maintain their dwellings.
- The variety of personal services expanded as people began to specialize.



Early Public Services

- Public services probably followed the religious activities into early permanent settlements.
- The group's political leaders also chose to live permanently in the settlement.
- The settlement likely was a good base from which the group could defend nearby food sources against competitors.
- For defense, the group might surround the settlement with a wall.
- Thus, settlements became citadels.
- Although modern settlements no longer have walls, their military and political services continue to be important.

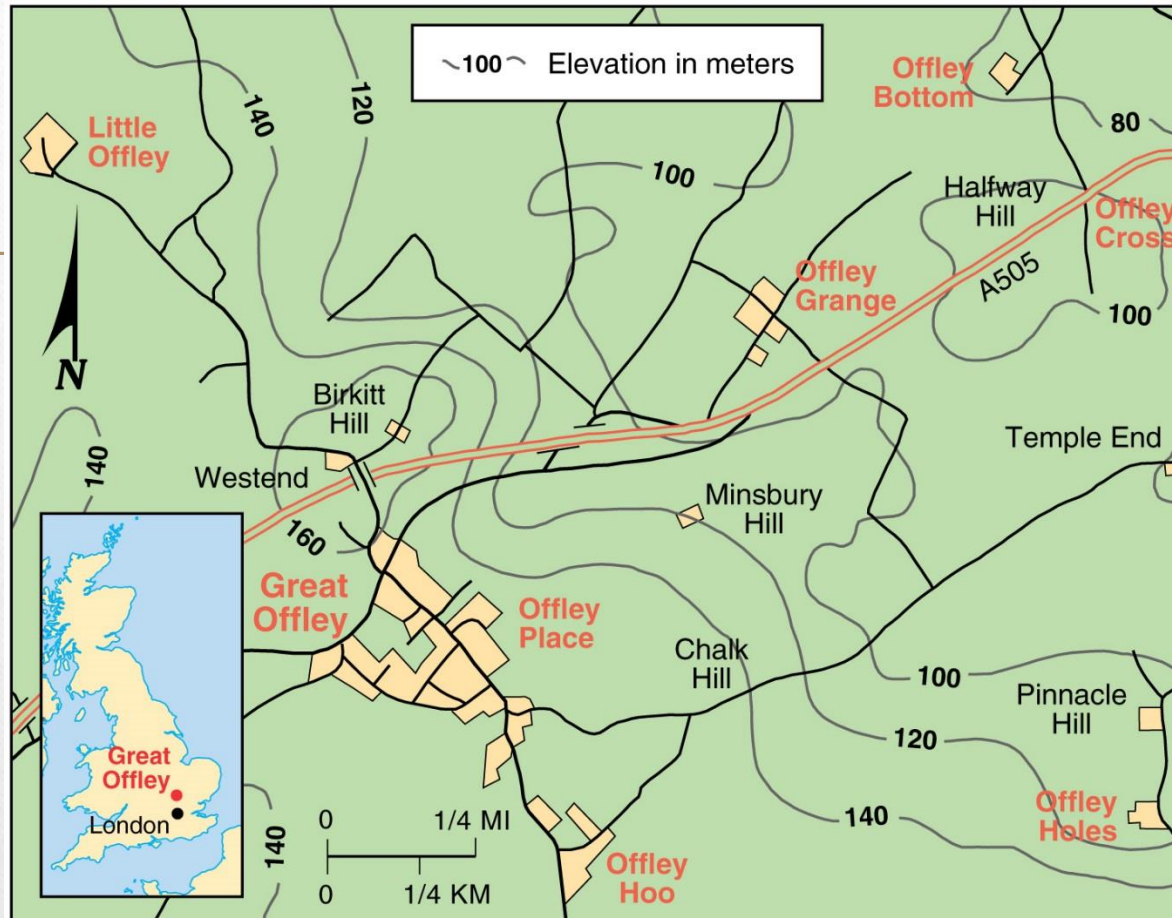


Early Retail and Producer Services



- Everyone in settlements needed food, which was supplied by the group through hunting or gathering.
- Settlements took on a retail-service function.
- People brought objects and materials they collected or produced into the settlement and exchanged them for items brought by others.
- The settlement served as neutral ground where several groups could safely come together to trade goods and services.
- To facilitate this trade, officials in the settlement provided producer services, such as regulating the terms of transactions.

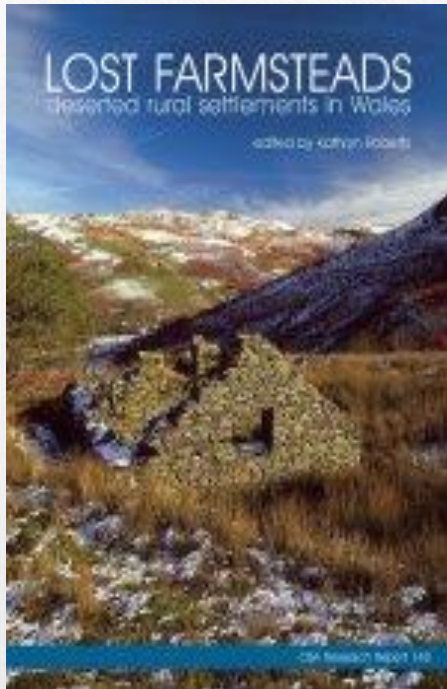
Growth of Rural Settlements



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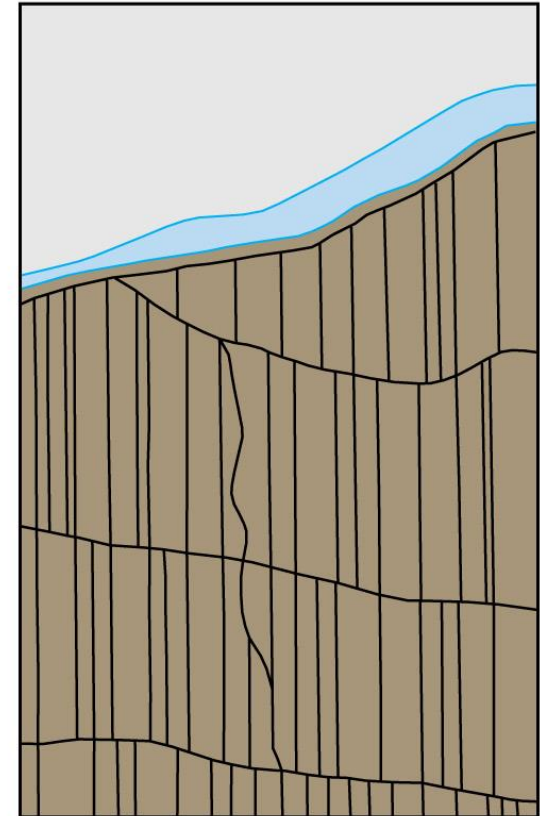
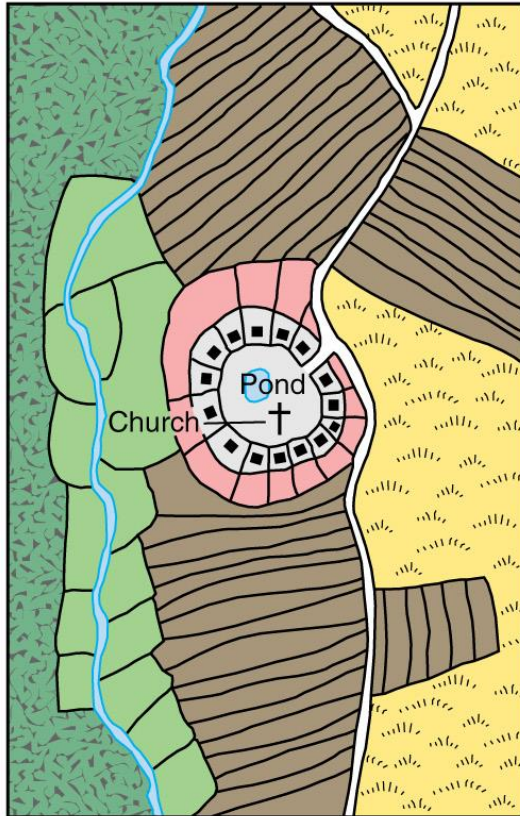
The establishment of satellite settlements in a rural landscape over time is illustrated by the number of places named “Offley” in this area.

Clustered Rural Settlements



- A clustered rural settlement typically includes homes, barns, tool sheds, and other farm structures, plus personal services, such as religious structures and schools.
- In common language such a settlement is called a hamlet or village.
- The fields must be accessible to the farmers and are thus generally limited to a radius of 1 or 2 kilometers (one-half to 1 mile) from the buildings.
- In some places, individual farmers own or rent the land; in other places, the land is owned collectively by the settlement or by a lord.
- Parcels of land. . . may be allocated to specific agricultural activities.
- Consequently, farmers typically. . . have responsibility for. . . scattered parcels in several fields.
- This pattern. . . encouraged living in a clustered rural settlement to minimize travel time to the various fields.
- Traditionally, when the population of a settlement grew too large for the capacity of the surrounding fields, new settlements were established nearby.
- The establishment of satellite settlements often is reflected in place names.
- Clustered rural settlements are often arranged in one of two types of patterns: circular and linear.

Rural Settlement Patterns



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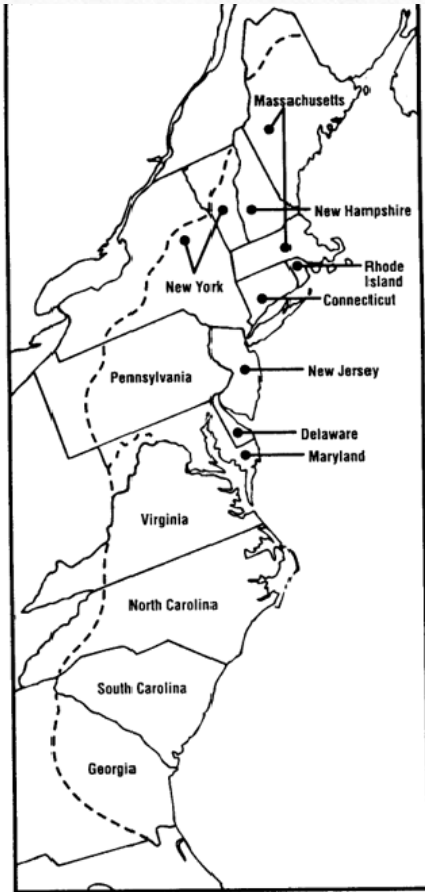
Circular settlement patterns are common in Germany. Linear “long lot” patterns are often found along rivers in France, and were transferred to Québec.

Linear Rural Settlements

- Linear rural settlements feature buildings clustered along a road, river, or dike to facilitate communications.
- The fields extend behind the buildings in long, narrow strips.
- Today, in North America, linear rural settlements exist in areas settled by the French.
- The French settlement pattern, called long-lot or seigneurial, was commonly used along the St. Lawrence River in Québec and the lower Mississippi River.



Colonial American Clustered Settlements



- The first European colonists settled along the East Coast in three regions: New England, the Southeast, and the Middle Atlantic.
- New England colonists built clustered settlements centered on an open area called a common.
- Clustered settlements were favored by New England colonists for a number of reasons.
- Typically, they traveled to the American colonies in a group.
- The settlement was usually built near the center of the land grant.
- New England settlements were also clustered to reinforce common cultural and religious values.
- Colonists also favored clustered settlements for defense against Indian attacks.
- Each villager owned several discontinuous parcels on the periphery of the settlement, to provide the variety of land types needed for different crops.
- Beyond the fields the town held pastures and woodland for the common use of all residents.
- The southeastern colonies were first settled in the 1600s with small, dispersed farms.

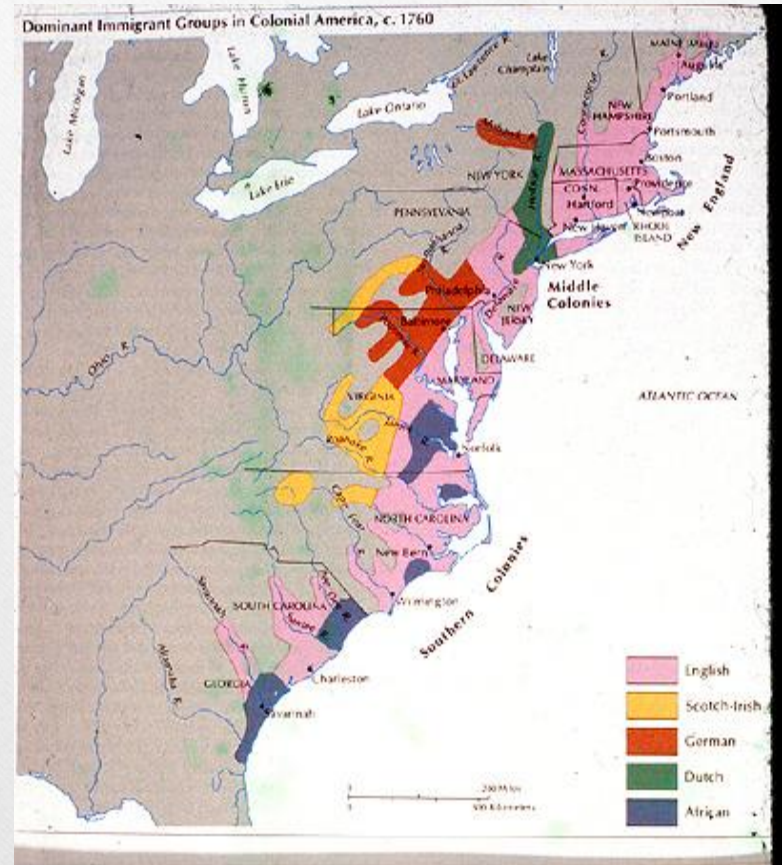
Dispersed Rural Settlements

- Dispersed rural settlements have become more common in the past 200 years, especially in Anglo-America and the United Kingdom, because in more developed societies they are generally considered more efficient than clustered settlements.



Dispersed Rural Settlements in the United States

- The Middle Atlantic colonies were settled by a more heterogeneous group of people.
- Further, most Middle Atlantic colonists came as individuals.
- Dispersed settlement patterns dominated in the American Midwest in part because the early settlers came primarily from the Middle Atlantic colonies.
- In New England a dispersed distribution began to replace the clustered settlements in the eighteenth century.
- In part, the cultural bonds that had created clustered rural settlements had weakened.
- Owning several discontinuous fields had several disadvantages: Eventually people bought, sold, and exchanged land to create large, continuous holdings instead of several isolated pieces.
- A shortage of land eventually forced immigrants and children to strike out alone and claim farmland on the frontier.



Enclosure Movement

- To improve agricultural production, a number of European countries converted their rural landscapes from clustered settlements to dispersed patterns.
- A prominent example was the enclosure movement in Great Britain, between 1750 and 1850.
- Because the enclosure movement coincided with the Industrial Revolution, villagers who were displaced from farming moved to urban settlements and became workers in factories and services.
- The enclosure movement brought greater agricultural efficiency, but it destroyed the self-contained world of village life.

