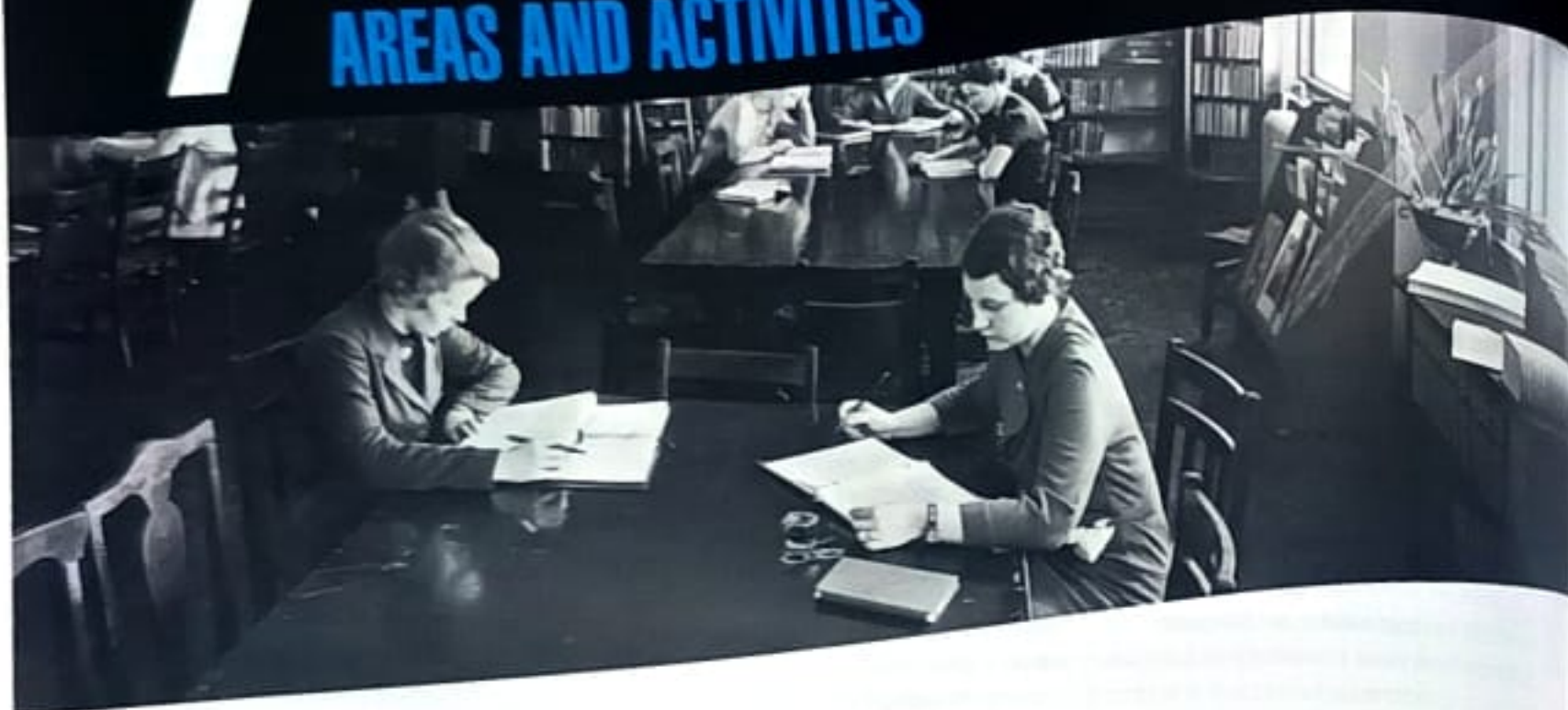


# 7 THE TERTIARY SECTOR. AREAS AND ACTIVITIES



## Reading and listening

**Zonia Baber**

My name is Zonia Baber, I was born in the US in 1862 and I am a geography and geology teacher. I graduated from the University of Chicago. I worked as an educator there in the Geography and Geology Department. My interest in analysing and understanding the environment led me to become the cofounder of the Geographic Society of Chicago in 1898. I have based my teaching methods on observation and fieldwork, thus showing my students a different way to learn through the practical application of their knowledge. In the time in which I live, my methods are revolutionary because they allow us to extract information directly from our surroundings, which complements theoretical learning.

I love my job because, apart from sharing my knowledge, I transmit my enthusiasm for the study of our environment to my students.

Education is one of the activities in the tertiary sector, which deals with delivering services aimed at fulfilling people's needs.

For a better understanding of the tertiary sector, its spaces and activities, you are going to learn about:

- The tertiary sector, activities and classification of services
- Transport: networks, current situation and systems
- Tourism: types, touristic spaces and policies
- Commercial activities: domestic and international trade

1 Read the text and answer the following questions:

- a) What is the basis for Zonia's teaching methodology?
- b) What is revolutionary about her method?
- c) What organisation did she found?

2 In which sector can you find Zonia Baber's activity? What type of activities can be found in this sector? What is the aim of these activities?

## LANGUAGE BANK

### SPEAKING

3 The evolution of transport has really affected the development of other activities in the tertiary sector, like trade and tourism. Make a list of the changes that have occurred because of this.

4 In pairs, imagine the Industrial Revolution never happened. Say what tourism and trade would be like nowadays without advances in transport.

### WRITING

5 In the last two centuries, the world has undergone substantial changes because of scientific and technical developments. These changes have affected the way we live. Imagine one day you wake up to find that the world has gone back to the way it was before. Write a story about your new life.



## CHALLENGES THAT LEAVE THEIR MARK

### LEARNING SEQUENCE

#### 7 HOW DO PRODUCTS REACH CONSUMERS AND HOW CAN WE ACQUIRE THEM?

- 7.1 Once the product is finished the next step is to get it to places where it can be purchased by consumers.
- 7.2 We will reflect on the impact transport has on the environment. Then we will discuss the role that advertising currently has.
- 7.3 Finally, we will assess if the current rate of consumption is nearly sustainable or whether this level has been exceeded.

• for guidelines, go to [anayaeducacion.es](http://anayaeducacion.es)



## TERTIARY SECTOR AREAS

### 1.1 Tertiary sector activities

The tertiary sector, or service industry, brings together all the activities involved in delivering services intended to meet people's needs, or those of other manufacturing sectors.

The most important activities are those of transport, communications, trade, tourism, health care and education. These are immaterial activities, that is, they do not produce material goods; they involve a low level of mechanisation and are heterogeneous, both in terms of their variety and the professional qualifications required to deliver them.

### 1.2 Service classifications

Services can be distinguished as follows:

- **According to who delivers them:** services can be public and private. **Public** services are provided by the State and the public administration using money collected from taxes; their main aim is to contribute to social welfare. **Private** services are delivered by private companies using money paid by those who demand the service; their main aim is to earn financial profit.
- **According to their function:** services can be commercial, or related to transport, leisure and tourism, information, administrative, financial, cultural, social services, personal services, etc.
- **According to their degree of specialisation:** there are **low-skilled** services, such as those offered by street traders, which require few qualifications; **skilled** services, such as education, which require professional training; and **highly-skilled** services, or the quaternary sector, which require an advanced level of professional training for areas, such as scientific research.

### 1.3 Services in the world today

The tertiary sector becomes more important as a society becomes more advanced.

- **In developed countries** all types of services are widespread. The majority of people have access to those considered as basic services, such as health care and education. Furthermore, services contribute over 60% to employment figures and GDP. This scenario is favoured by an increase in living standards, the welfare state becoming more widespread, as well as competition between businesses, which has led them to offer a wide range of services.
- **In underdeveloped countries** there are insufficient services and the majority of the population does not have access to basic services. Services contribute much less to employment figures and the GDP contribution is low due to the predominance of low-skilled services or those requiring little professional training.

## Services and specialisation

### Low-skilled services



There is a **high percentage** of such services in **underdeveloped countries**. In contrast, they have disappeared in developed countries as they are unnecessary or because they have been substituted by machines.

### Skilled services



They are **predominantly found** in **developed countries**. Especially significant are business services, or those requiring a high degree of professional training, such as education.

### Highly-skilled services



These form what is called the **quaternary sector**, which comprises of the activities requiring a very high degree of professional training. They are important in developed countries.

## Skills progress

### Using written texts

- 1 Read the information and write the answer: What is the difference between public and private services? And between low-skilled and skilled services? Give an example of each of them.

## The unequal distribution of services

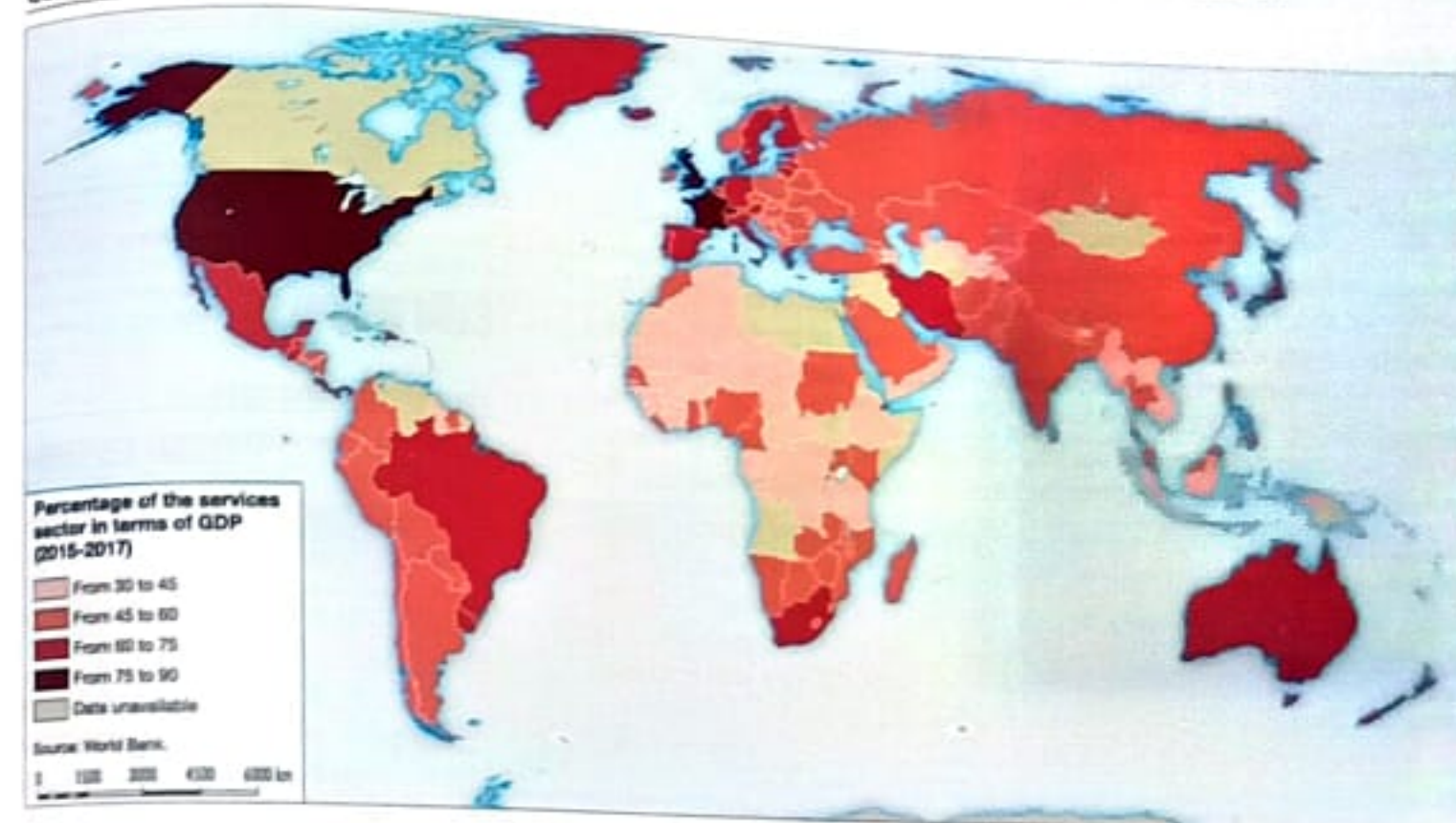
### Basic services

	Public expenditure in health care (% GDP, 2015)	Public expenditure in education (% GDP, 2010-2014)
Germany	11.2	4.9
United States	16.8	5.2
Spain	9.2	4.3
Tunisia	6.7	6.2
Brazil	8.9	5.9
Mexico	5.9	5.2
Bangladesh	2.6	2.0
Nigeria	3.6	0.9
Pakistan	2.7	2.5

Source: World Health Organization and human development indicators.

Public expenditure on education and health care reflects the varying degrees of service provision.

### Contribution to GDP



### Contribution to employment

	Tertiary sector employment in 2017 (%)
North America	79.3
Latin America and the Caribbean	64.4
South Asia	34
Eastern and Pacific Asia	54.2
Arab World	49.5
Europe and Central Asia	66.3
Middle East and North Africa	53.7
Sub-Saharan Africa	31.4
World	65

Source: World Bank.

In high-income countries services contribute 74.1% and in medium and low income countries they contribute 37.2%.

### Building your own knowledge

- 2 List three services that you use in your daily life. Then classify them according to the three criteria explained in the text.
- 3 Classify the following services according to their function: cinema, taxi, bakery, plumber, bank.

### Handling data

- 4 What differences between countries are revealed by basic services? What is the cause behind these differences?

- 5 In descending order, list the world's regions according to their tertiary sector employment figures. Which has the highest figure? And the lowest? What is the percentage difference between the area with the highest and lowest figure?

### Analysing human activity

- 6 Study the map and answer these questions: In what sort of countries do services contribute to over 60% of GDP? In what sort of countries is this figure not achieved? Explain why in each case.



## 2

## TRANSPORT (I). NETWORKS AND CONTEMPORARY TRANSPORT

### 2.1 Means of transport and infrastructure

**Transport** is the activity that moves people and merchandise between two or more places.

**Transport systems** are distinguished as land, sea and air transport. Each of these uses a specific **means of transport**, such as cars, buses, lorries, trains, boats and aeroplanes; as well as **fixed infrastructure**, such as roads, motorways, railways, ports and airports.

### 2.2 The global transport networks

Transport infrastructures create networks across a geographic area. These networks are made up of **nodes**, which are points of departure and arrival for passengers and merchandise; and by **pathways**, or lines that link the nodes together.

#### Linked areas

**Developed countries** have numerous, dense and well-built transport networks and their main nodes are in these countries' capital cities and other major cities. This is where the world's main airports are located (Atlanta, Chicago, Tokyo and London), along with the main ports (Rotterdam, Kobe, Chiba and New York). They also have good links to strategic global shipping routes, such as the major straits (Malacca, Hormuz, Gibraltar) and the major canals (Suez and Panama).

It is **currently** in these countries that the latest transport improvements have been introduced. These include: the use of new fuels (bioethanol, biomethanol, biodiesel and vegetable oils); an increased capacity in freight loads and passenger numbers, which reduces costs; infrastructure improvements, which cuts transport times and improves safety; increasing use of intermodal transport, or the coordinated combination of different modes of transport; and the use of high-tech systems that enable real-time transport monitoring.

#### Poorly linked areas

- **Less developed countries** are poorly linked regions because there are few transport networks and in general they are badly built (apart from some large ports and airports in capital cities). This is the case for a number of African, Latin American and Southeast Asian countries.
- Earth's **underpopulated regions** also have very sparse transport networks, and in some places none at all. Therefore, these regions are hard to access. This is the case with Siberia, the Arctic, Central Asia's mountains and steppes, Australia's arid regions and the interior of Brazil.

#### A strategic sector



Transport is a strategic sector for states. This is due to its **political importance** in the defence and integration of territories; its **economic importance**, as it enables the exchange of products and encourages activities such as industry, trade and tourism; and its **social importance**, because it facilitates personal and cultural contact, as well as leisure activities.

### Skills progress

#### Handling concepts

- 1 Define the following concepts: *transport system, means of transport, transport infrastructure, transport network.*

#### Evaluating the historical evolution

- 2 Working in groups, choose a means of transport and create a PowerPoint presentation on its historical development. Present it to the class. It should last ten minutes.

Write ten questions on the topic and when the presentation is over, use them to test the rest of the class.

#### Handling maps

- 3 Study the maps and list the following: a) the main transport nodes; b) the least connected areas; c) the reasons for these differences.

Go to preparing and presenting a piece of work

← SKILL

#### Examples of transport

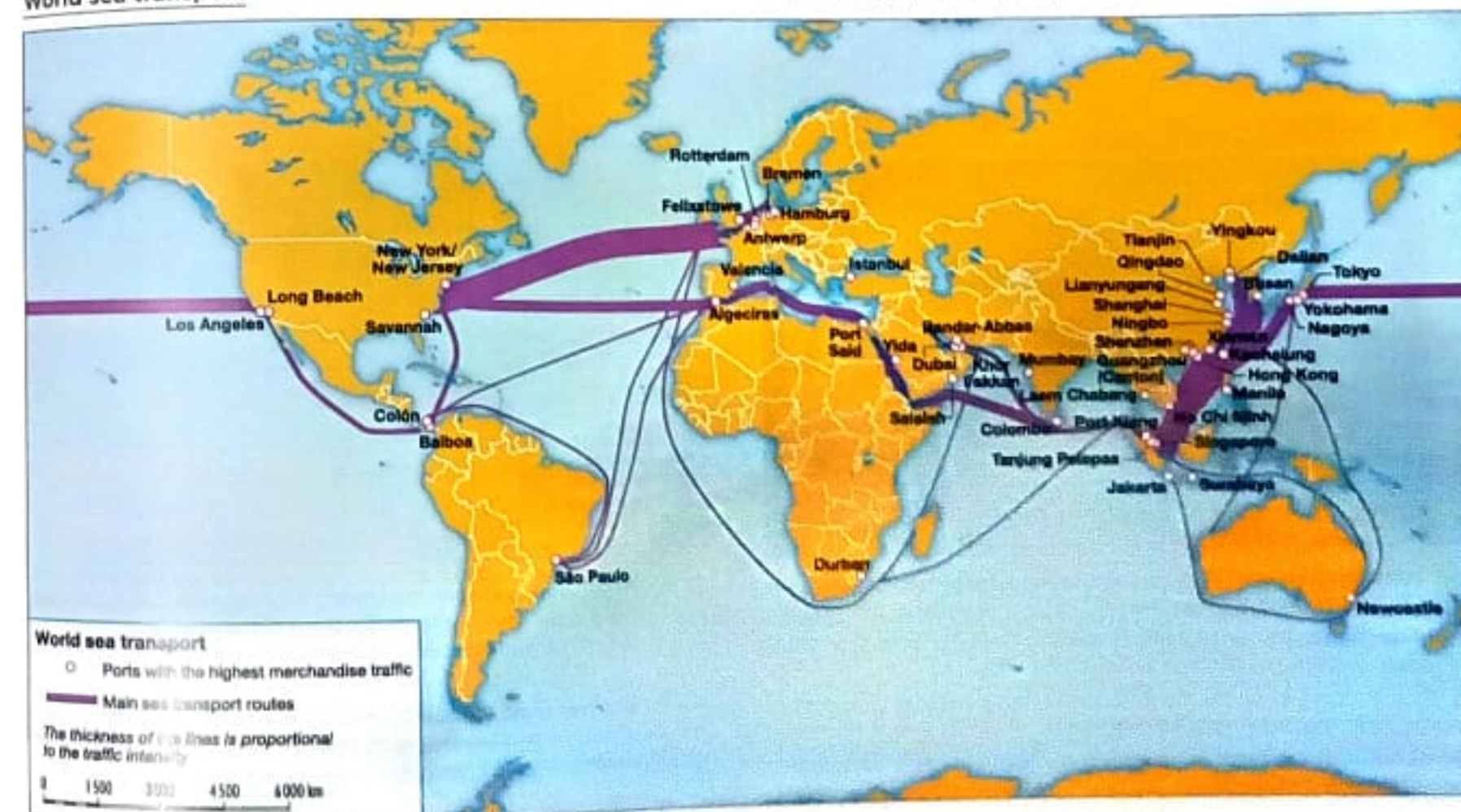
##### Air networks



With **air transport**, important airports act as hubs, or major centres, where the traffic from secondary routes meet, and from where they are distributed towards other hubs. The main hubs are located in the economic centres of North America, Europe and East Asia.

**Sea transport** is operated along three main routes: the **North Atlantic**, between Europe and the USA; the **Indian Ocean and the Mediterranean Sea**, through which crude oil, amongst other products, is transported from the Middle East to Europe; and the **Pacific Ocean** for shipping between the United States and Asia.

##### World sea transport





## TRANSPORT (II). TRANSPORT SYSTEMS

### 3.1 Land transport

Land transport is the world's most widespread system. For this reason, its infrastructure is the most widely used in the majority of countries. Land transport has two distinctive networks: road and rail.

#### Road transport



Road transport is the most widely used network for passenger and freight transport over medium and short distances.

Its **advantages** are direct access between the points of departure and arrival, along with flexible travel times.

Its **disadvantages** are its low load capacity, both for people and freight, high traffic density, which introduces the risk of accidents, and atmospheric pollution caused by vehicle engines, which release high levels of CO<sub>2</sub> emissions that cause climate change.

#### Rail transport



Rail transport is used for passenger and freight transport over medium and short distances.

Its **advantages** are its high load capacity, safety, speed and low pollution levels if operated on an electric grid.

Its **disadvantages** are the rigidity of the route and the high cost of building and maintaining the lines.

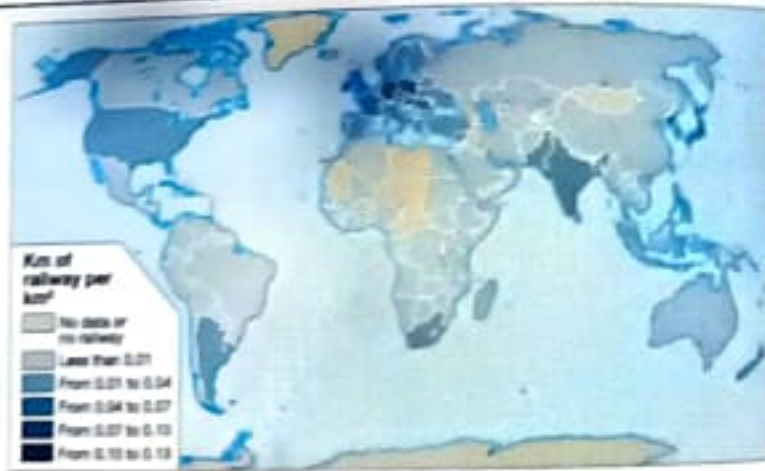
Today, railways are recovering from the crisis caused by competition from road and air transport.



Today, developed countries have numerous, dense and well-built networks of main roads and motorways.

This facilitates state control over territories, economic activity and the movement of people.

However, in underdeveloped countries there are not enough networks and they are poorly built, which contributes to these countries' ongoing limited economic development.



With regard to **passenger transport**, high-speed trains compete with air and road transport over medium distances; and local trains compete with cars and buses over short distances as they avoid road traffic.

For **freight transport** the use of containers has become standard as it makes loading and unloading operations easier, offers lower costs and increases competitiveness.

### Skills progress

#### Making products

1 Compare the characteristics of road and rail transport in a table.

#### Planning your work

2 Search for information on the high-speed train (AVE) and write a summary in your notebook.

### 3.2 Sea and air transport

ships are used above all for transporting freight. The percentage of passenger transport is very small.

Aeroplanes are a recent means of transport, which only began to gain importance in the mid-20<sup>th</sup> century.

#### Sea transport



**Maritime freight transport** is the best means of transporting heavy and voluminous freight over long distances, such as crude oil, grain, minerals or coal.

Its **advantages** are its high load capacity and low cost.

Its **disadvantages** are its slow speed and the risks of polluting the sea along the shipping routes.

Today, freight ships tend to increase their tonnage and speed, specialise in a single type of freight (crude oil, grain, metals, etc.) and



use the container system. The facilities at ports have been adapted to receive a range of different types of ships and they have terminals that use the same procedures worldwide, which simplifies loading and unloading.

**Passenger sea transport** figures are much lower today. Long-distance passenger transport has ceased due to competition from aeroplanes and the sector focuses on tourist cruise ships. Medium- and short-distance transport is limited to ferries running between islands or crossing straits.

#### Air transport



**Aeroplanes** are used for long-distance passenger transport and the transport of perishable, urgent or low-volume and high-value goods.

Their **advantages** are speed, safety and independence from the obstacles posed by the terrain or the sea.

Their **disadvantages** are the high costs of setting up and maintaining air companies, the high fuel prices and consumption rates and the noise and atmospheric pollution they cause.



Today, **passenger transport** has expanded with the creation of charter flights to tourist areas, the proliferation of low-cost air companies and the increase of regional flights in small planes.

**Airborne freight transport** takes advantage of airports in large urban industrial areas along with the services they provide.

As a result, it has been necessary to develop airports by building new runways, passenger terminals, freight terminals and land transport links.

#### Making products

3 Compare the advantages and disadvantages of sea and air transport.

#### Working with maps

4 List the world's most important ports. Group them by continent.



# GRAPHIC REPORT

## The latest transport trends

Currently, the desire to achieve greater transport efficiency is contributing to the development of multimodal transport which is a combination of different transport modes. This saves time and money by using the most convenient modes of transport on each leg of the journey. In addition, it is a more sustainable transport system, since it reduces energy consumption and CO<sub>2</sub> emissions.

Furthermore, the transportation of information, which is essential in contemporary society, has created communications and telecommunications networks that instantly connect people and companies around the world.

Nowadays, the most important network is the Internet, with which we can communicate and access a large volume of information from institutions, individuals and private companies in a simple and instantaneous way.

## Skills progress

### Comprehension, expression and ICT

- 1 Explain what the objectives of multimodal transport are.
- 2 Give examples that demonstrate this phrase: "The Internet has allowed the development of globalisation, and it is revolutionising ways of production, professional work and ways of research"
- 3 Using the illustration, write a text explaining how the Internet works.
- 4 The electronic commerce boom is generating demand for new professional profiles, related to supply, foreign trade, stock management, systems analysis, and trade and marketing management. Choose three of these occupations and look for three companies in your immediate environment which you think they may need that type of professional profile.

## 1. Multimodal transport

Combines different modes of transport for the transportation of goods or people. To achieve this, it is organised into networks composed of nodes. Here different modes of transport come together through corridors or multimodal routes. They use specific infrastructures to facilitate the transfer from one mode to another, such as logistics platforms and transport interchanges.

### Logistics platforms

Logistics platforms are areas where the transportation of goods between two points is planned, organised and managed. Among its activities are the contracting of services; the changing of goods from one mode to another, and decomposing the contents of a container into its elements to store, classify, pack or send them to their final destination.



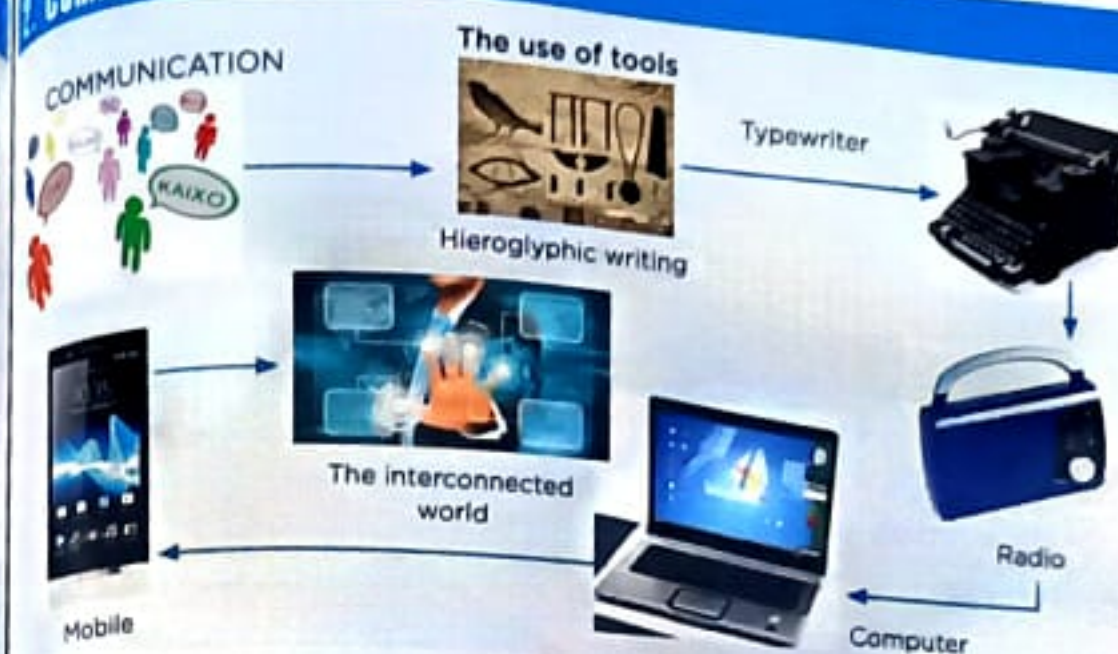
### Passenger interchange

Passenger interchanges are located at the main entrances of large cities. They are interchange points between modes of transport, such as bus-metro; or metro-train.

They are intended to minimise the impact of transfers on the traveller, eliminating the feeling of breaking up the trip.

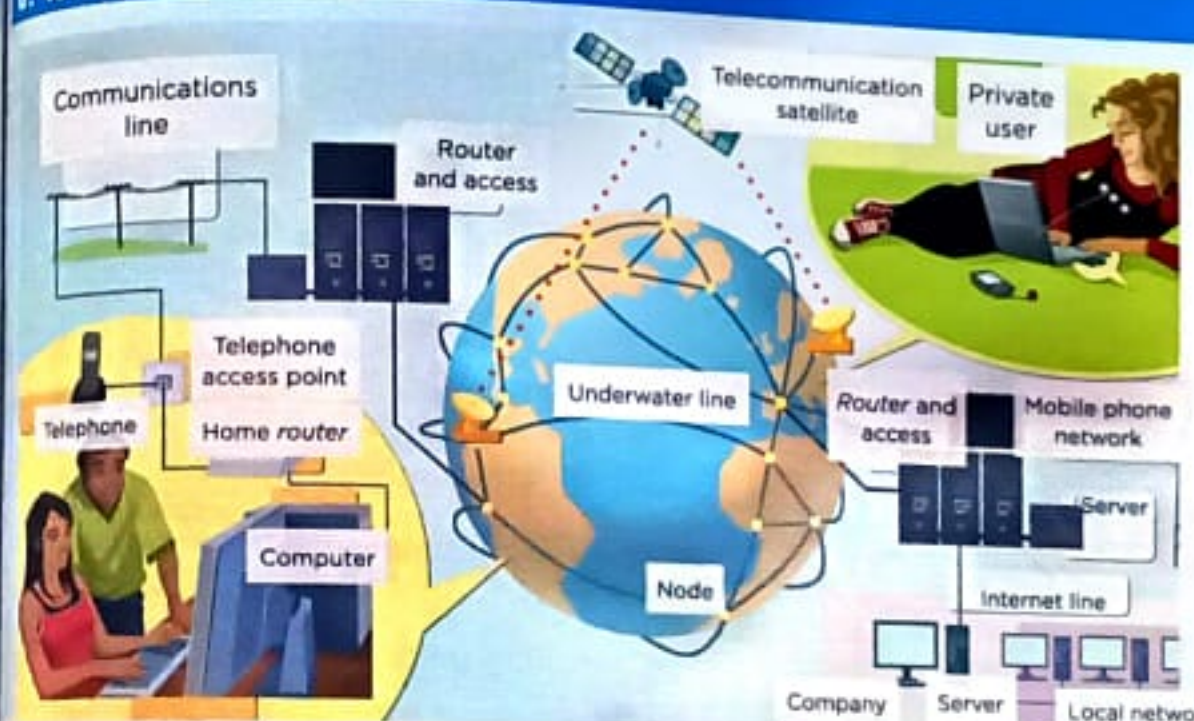


## 2. Communication



**Communication** is the service that allows the sharing and exchanging of information or knowledge between people using different means, such as the telegraph, landline telephone, radio, television, computer, mobile phone, and satellite communications.

## 3. Telecommunications



**Telecommunications** are one of the rising subsectors of the tertiary sector. Currently they are organised into networks: informative, telecommunications, satellite communications and the Internet.

The Internet has become the main information highway, that is to say, an enormous electronic connection network that connects networks and computers distributed throughout the world.

## 4. The digital gap



**Information highways** are concentrated within a few companies in developed countries that control the capital and technology necessary to produce large flows of information. However, the increase in the number of smartphones at affordable prices is reducing the digital divide between countries.



## TOURISM (I). TYPES AND TOURIST AREAS

Tourism is the temporary movement of people (from 24 hours up to a year) from their place of residence to another place generally, for leisure purposes.

### 4.1 Types of tourism

In the world today, tourism is quite varied. Its greater accessibility has led to a rise in many types of tourism.

- **Waterside tourism** is today the most widespread. It includes beach holidays, which take place along temperate coasts and on the shores of some lakes, sailing and water sports, and spa holidays, which are located near natural or hot springs.
- **Mountain tourism** takes advantage of mountainous regions and their attractions. It includes skiing, along with other sporting and adventure activities such as hiking, mountain climbing, canyoning, hang gliding, etc.
- **Rural tourism** provides experiences of traditional agrarian activities and ecosystems of special value. It includes visits to country museums, relaxation, and the purchase of natural or artisanal products.
- **Other forms of tourism** are: cultural tourism, which consists of visits to cities with special historical, artistic or cultural attractions; business tourism linked to conferences and conventions, for which good communications and infrastructure are valued; and, finally, religious tourism to holy sites such as Mecca, Rome, Santiago de Compostela and Jerusalem.

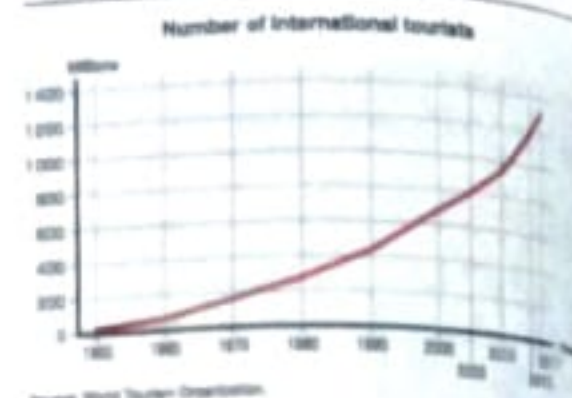
### 4.2 Tourist areas

- The world's main tourist visitor and host regions are Europe and the United States.

In **Europe**, tourism is focused along the Mediterranean coast, the Alps, the spa towns of the Atlantic seaboard, and major cities such as Paris, London and Rome. In the **United States**, it is focused along the California and Florida coasts, and in major cities such as New York, San Francisco and Las Vegas.

- **Other international tourist destinations** are: Eastern European countries, for their architectural and cultural heritage; Mexico and the Caribbean, for their climate and beaches; China, India, Thailand and Nepal, for their cultural attractions and low costs; Morocco and Tunisia, for their proximity to Europe, their beaches and their cultural heritage; and finally, Kenya, with the attraction offered by safaris.
- **Less developed countries** attract less international tourism. Tourism is hindered by problems such as the lack of transport and infrastructure, poor safety and political instability.

### Development of tourism



Since the 1950s, tourism has grown massively in developed countries, where it has become a mass phenomenon, although it is mainly a middle-class activity.

Today, there are tourist activities throughout the world.



### Skills progress

#### Making original products

- 1 Design a trip during in which you can experience the different types of tourism.

It should include the transport system used for reaching the different places and the specific activities done in each location.

#### Using sources of information

- 2 Collect newspaper articles that address the fragility of the tourism sector in any part of the world, this could be in developed countries or those suffering conflicts.

### Recognising elements of a map

#### Geographical regions and countries

Geographical area	Tourists (Millions) 2013	%
Europe	671	51
Asia and the Pacific	323	24
America	209	16
Africa	63	5
Middle East	58	4
WORLD	1,324	100

Source: World Tourism Organization

Tourist arrivals		
Ranking 2017	Tourist (millions) 2013	Tourist (millions) 2017
1 France	83.0	86.9
2 Spain	57.5	61.8
3 United States	66.7	75.9
4 China	57.7	60.7
5 Italy	46.4	58.3
6 Mexico	23.4	39.3
7 United Kingdom	29.5	37.7
8 Turkey	35.7	37.6
9 Germany	30.4	37.5
10 Thailand	22.4	35.4

#### Location of main tourist areas



The **main tourist areas** combine specific attractions for visitors. In some cases, they offer natural attractions, such as beautiful landscapes or pleasant climates, while others provide cultural (heritage, folklore, gastronomy), economic (prices, infrastructure) or political (safety) attractions.

#### Working with statistical data

- 3 Answer the following questions using the information in the table: a) Which two continents welcome the most international tourists? b) What are the attractions of each of the countries that lead the world ranking of international tourism?

#### Interpreting Sources

- 4 Write a text on global tourism flows using the information provided by the map.
- 5 Why is tourism less important in less developed countries?



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## FOREIGN TRADE

Foreign trade is trade that is undertaken between countries. It involves the purchase of goods abroad, or **imports**; and the sale of goods abroad, or **exports**. Both are recorded in a document known as a **balance of trade**, and its balance can be either a surplus or a deficit, depending on whether exports are higher than imports.

## 8.1 The organisation of foreign trade

Today, there are international institutions such as the World Trade Organization (WTO), as well as a number of trading blocs to facilitate foreign trade.

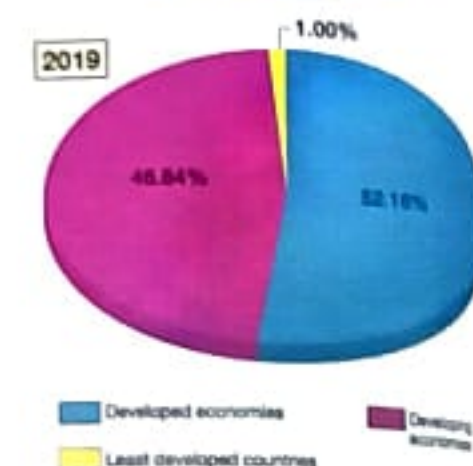
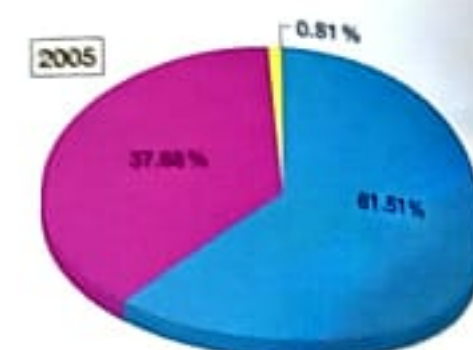
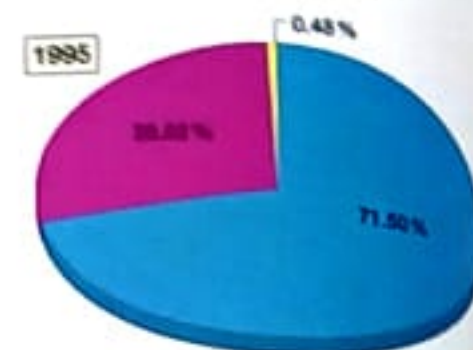
- The **World Trade Organization (WTO)** seeks to eliminate or reduce trade tariffs, police unfair trade and arbitrate trading disputes between its members. It has increased free trade around the world, although the 2008 economic crisis has led some countries to adopt protectionist measures in the face of foreign competition.
- **Trading blocs** are groups of countries formed to foster trade between their members. In some cases, they are free trade areas, such as the North American Free Trade Agreement (NAFTA). Others are customs unions, such as the European Union Single Market.

## 8.2 Foreign trade areas

- **The European Union and the United States** control the export of the majority of the world's merchandise (50%) and services (75%). This is focused on the export of manufactured goods and technology and the import of raw materials and energy. However, the export of semi-manufactured goods to emerging countries is rising, and these countries transform them into finished products, which are then imported.
- **Emerging countries** have increased their role in global trade, especially China, India and Brazil. Their trade with developed countries is based on importing manufactured goods, technology and semi-manufactured products. They also re-export cheap finished products as well as increasing numbers of medium and high-tech products. Their trade with less advanced countries is based on the export of manufactured goods and low-cost technology goods, and the import of raw materials and energy. China is especially important in this regard as it has become Africa's second trading partner.
- **The remaining countries** participate in global trade to a much lesser extent. This is the case with Russia and the Commonwealth of Independent States, some underdeveloped Latin American countries, Oceania, due to its geographical isolation, and above all Sub-Saharan Africa, which continues to be a marginal region due to its poverty. These areas and countries export raw materials for energy and food production and import manufactured goods.

### Exports and Imports

Participation in global merchandise exports according to levels of development (1995-2018)



Source: World Trade Organization.

## Skills progress

Handling concepts 

- 1 Define *import*, *export*, and *balance of trade*

### Finding relevant information

- 2 Find information on the Internet about the World Trade Organization.

Check how many member states there are, what its aims are and what criticisms exist about activities

Go to searching for information in the press and on the internet

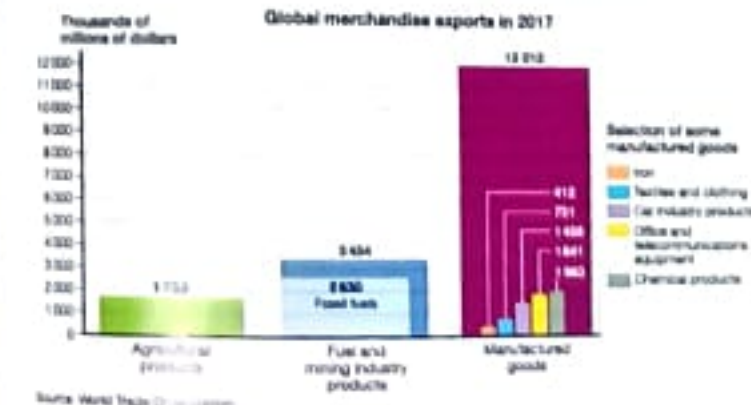
international trade  
trading blocs



## participation in global trade



## Global merchandise exports in 2017



Source: United States Census Bureau.

### Using maps

- Find out more about one of the foreign trade blocks: members, aims and operating methods.
- Write a commentary on the map showing countries' participation in world trade, along with the graph on the left.



# TOURISM (II). EFFECTS AND TOURISM POLICIES

The immense growth of mass tourism has led to positive and negative repercussions on tourist destinations and new tourism policies.

## 5.1 Economic effects

Tourism has beneficial effects for the economy of the destination countries. It creates employment, it is a main source of income in many countries, and it stimulates other economic activities, such as the construction sector, agriculture, transport and trade.

It also has negative repercussions, such as the precarious nature of the employment, due to many jobs being seasonal, prices increases and land speculation.

## 5.2 Demographic effects and social consequences

Tourism attracts a job-seeking population to work in the sector's activities and it has stopped emigration from certain areas, such as mountainous regions, small villages and historical cities. On the downside, the seasonal rise in visitor numbers can saturate the services supplied.

From a social point of view, tourism contributes to the modernisation of traditional forms of life in the host regions, and it spreads knowledge of different customs which helps to avoid racism and xenophobia. However, it can also lead to the loss of a region's specific identity and customs.

## 5.3 Environmental effects

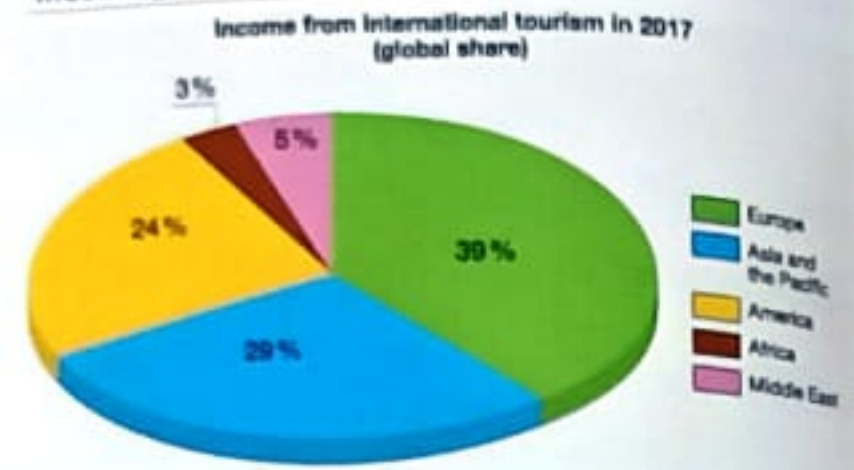
Tourism has aided the rehabilitation of certain areas. However, tourism infrastructure (marinas, hotels, apartments, etc.) changes the landscape. Mass tourism also gives rise to pollution and an increase in waste, and overexploits the water and land.

## 5.4 New tourism policies

Today, tourism policies seek to foster the positive effects of mass tourism and avoid the negative ones. To achieve this, countries promote sustainable tourism, which combines economic development with the maintenance of natural and cultural values.

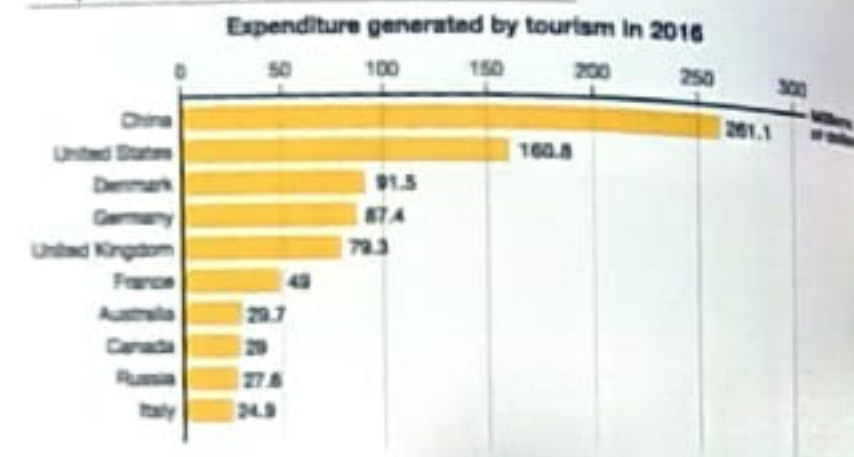
### Statistics for the sector

#### Income generated by tourism



Source: World Tourism Organization

#### Expenditure generated by tourism



Source: World Bank

#### Importance of tourism around the world



Source: World Tourism Organization

### Skills progress

#### Handling data

- Which regions of the world receive the highest income from tourism? Why is tourism important?

### Tourism. Factors for sustainable development



All tourist agents should **protect the natural environment**, in order to achieve sustainable economic growth that is capable of meeting the needs and aspirations of both present and future generations in an equitable manner.



Public authorities (national, regional and local) should prioritise developing tourism in a way that enables **scarce and valuable natural resources** to be saved, in particular with regard to water and energy in order to avoid producing waste.



Tourist activities should be designed so that they **protect ecosystems and biodiversity**, as well as **preserving endangered species** of wild fauna. Tourist agents should agree to limit their activities in especially sensitive areas: deserts, polar or high mountain regions, coastlines, tropical jungle, etc.



**Nature tourism and ecotourism** are recognised as making a particularly **valuable** contribution to the improvement of **tourism**, so long as they respect natural heritage and local populations. Furthermore, they should respect the number of visitors that sites can manage.

United Nations World Tourism Organization (UNWTO)

#### Creating tables

- Using a table like the one below, compare the repercussions of tourism.

Repercussions of tourism	
Positive	Negative

#### Using the media

- Find a newspaper article that addresses some of the repercussions of tourism. Draw a diagram showing its main and secondary ideas.

#### Being aware of the climate crisis

- With the help of the images and text, explain what sustainable tourism involves.



## COMMERCIAL ACTIVITIES

### 6.1 Trade and its elements

Trade is the sale and purchase of merchandise and services between producers and consumers in exchange for payment. Its aim is to meet the population's needs. The elements involved in trade are the following:

- **Supply and demand;** in other words, the sellers who supply goods or services, and the buyers who are interested in acquiring them.
- **Merchandise,** or the goods and services traded for payment.
- **Payment** for the merchandise acquired. In the past, **bartering** was used. Today, money is used along with other means of payment, such as cheques, letters of credit, credit cards, etc.
- The **market,** or place where the sale and purchase is undertaken. It can be a physical marketplace, if the merchandise is kept on site, such as a shop; or an abstract market, if the merchandise is kept off site, such as a stock exchange or stock market.

### 6.2 The development of trade

#### Trade in the past

In the **pre-industrial era**, trade was limited by the low level of goods manufactured, the population's limited purchasing power and transport difficulties. As a result, there was predominantly a local trade in basic products and an international trade, which was restricted to expensive items for the wealthy.

Then, in the **Industrial era**, production increased, purchasing power improved and transport developed. These factors led to an increase in domestic and foreign trade.

#### Trade today

Since the 1980s, trade has undergone major changes known as the 'commercial revolution'.

- The **supply** of products has been diversified in order to reach more consumers. New forms of sale, such as self-service shops and large retail stores, have also been adopted.
- **Customer demand** has increased its purchasing power; diversified in terms of age, gender and background; become better informed about brands, quality and prices; and is highly influenced by advertising; while shopping has become linked to leisure.
- **New technologies** have been incorporated into retail equipment (card payment terminals, barcode readers, computers), as well as purchasing (vending machines, Internet) and payment methods (payment cards).
- These changes have led to a major increase in domestic trade and have globalised foreign trade.

### Types of market

#### Physical



These offer merchandise that can be obtained physically. For example, a grocer's store or food markets, as illustrated in the picture.

#### Abstract



The merchandise traded is not present. For example, in stock markets, as illustrated in the picture, or in international raw materials markets.

### Skills progress

#### Developing knowledge

- 1 Identify the elements involved in trade depicted in the images above. Then provide a summary of them in a mind map.

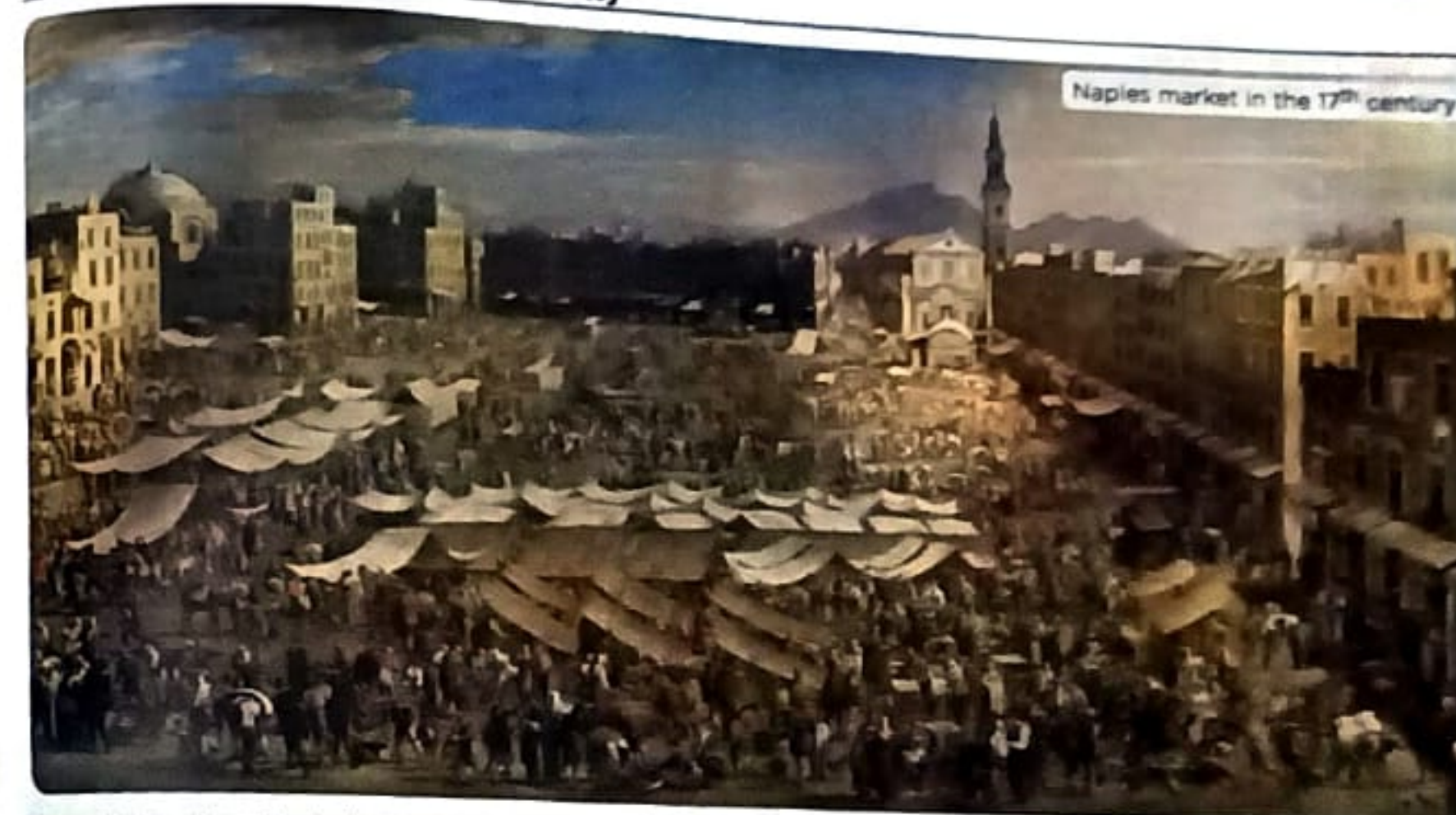
#### Using terms and concepts

- 2 Link the following terms with contemporary trade: *leisure, information, technology and advertising*. If necessary, find out more about these terms before answering.

#### Promoting initiatives

- 3 Imagine that you are creating an advertising campaign for a product. What elements would you highlight about it?

### past and present of commercial activity



Naples market in the 17th century

For centuries, **domestic trade**, was constrained by the limited production of goods, the population's limited purchasing power, and the difficulty of transporting goods. As a result, local trade was the

predominant form and it was undertaken in city squares and artisans' workshops. In contrast, **foreign trade** focused on luxury items for the wealthy social groups.

#### Use of new technologies



Today, the supply of goods has diversified, demand has increased and commercial activity has incorporated new technologies.

- A. **Improved commercial equipment:** card payment terminals, barcode readers, computers.
- B. **More efficient sales:** vending machines, Internet.
- C. **Swifter payment methods:** payment cards.

#### Handling images

- 4 Using the information provided in the images above, complete the following tasks: a) in your notebook, list the features of past and contemporary trade; b) Explain how production, transport and purchasing power influences trade.

#### Using sources of information

- 5 These days there are institutions that defend consumer rights. Visit the website of the Citizens Advice Bureau (<http://www.citizensadvice.org.uk/consumer/>) and list the areas in which it undertakes its activity.



## CHALLENGES THAT LEAVE THEIR MARK

### APPLY

- 1 Explain why:
  - a) The tertiary sector becomes more important as society becomes more advanced.
  - b) Aeroplanes are used for long-distance passenger transport.
  - c) Tourism can have beneficial effects on the economy of destination countries.
- 2 Study and compare the pictures below. Then write ten lines explaining the differences among global transport networks.



### REFLECT AND EVALUATE

In this unit we will focus on the study of the tertiary sector. Reflect individually and share in a group your assessment of the activities involved.

To do this, download the corresponding rubric at [anayeduacion.es](http://anayeduacion.es)

### TEST YOUR SKILLS

To test your knowledge of the tertiary sector, fill out the self-assessment. You can find it at [anayeduacion.es](http://anayeduacion.es).

- 3 Briefly answer the following questions: What is sustainable tourism? What advantages does it offer over conventional tourism?



- 4 The statistics table below lists basic data on China's trade sector. Analyse it and answer: a) Is China's balance of trade a surplus or deficit figure? b) What products does it trade in? c) In what area of international trade would you include it and why?

TRADE IN MERCHANDISE	Value 2017
Merchandise, exports (Millions of USD)	2 263 329
Merchandise, imports (Millions of USD)	1 841 889

	Annual percentage value		
	2010-2017	2016	2017
Merchandise, exports	5	-8	8
Merchandise, imports	4	-5	16

<b>Proportion of worldwide export (2016) %</b>	
Agriculture and fishing products	3.6
Fuel and mining products	2.4
Manufacturing and others	94.0
<b>Main destinations (2016) %</b>	
1. United States	18.4
2. European Union	16.2
3. Hong Kong, China	13.7
4. Japan	6.2
5. Korea, Republic of	4.5

<b>Proportion of worldwide imports (2016) %</b>	
Agriculture and fishing products	9.8
Fuel and mining products	20.5
Manufacturing and others	69.7
<b>Main origins (2016) %</b>	
1. European Union	13.1
2. Korea, Republic of	10
3. Japan	9.2
4. Taiwan	8.7
5. United States	8.5

Source: World Trade Organization (WTO)

# PROTAGONISTS

## IN THE PAST Mary Anderson

### Basic information

**Name:** Mary Anderson  
**Period:** 1866-1953  
**Nationality:** American  
**Occupation:** real estate developer, rancher, winemaker and inventor  
 I was born in the state of Alabama and I started my real estate career with Fairmont apartments in Birmingham. In 1893 I moved to California, where I dedicated myself to cultivating grapes and raising cattle. In 1902 I went on a trip to New York. While in that big city, on a wet day with some snow,

I took the tram. Due to the rain, the driver had to put his head out of the window to see where we were going and from time to time he had to stop, get out of the vehicle and clean the windows. I arrived late to my destination and thought that using the tram when it is raining wasn't a good idea. After thinking it over, I came up with a small invention to clean windows without having to stop or go outside. This automatic cleaning device could be controlled from the inside and is known as a windscreen wiper.

In November 1903, I patented it and tried to sell it but without success. In the end it was a man that popularised it, Henry Ford, by including a similar device in his most famous car model, the Ford T.

I didn't get any benefits from the invention though. Apparently during those years other men patented similar inventions, but I am proud of mine and I am sure that my contribution helps when driving in areas with abundant precipitation.



## NOW Susan Newbon

### Basic information

**Name:** Susan Newbon  
**Date of birth:** 1962  
**Nationality:** British  
**Occupation:** driving school teacher  
 Susan Newbon is a Welsh woman, who in April 2018 decided to turn her work career around and fly to Saudi Arabia to work as a trainer for the first female driving school teachers and driving license examiners in that country.

Until that time, she had always worked in Europe and had her own driving school. She wasn't used to applying for jobs or creating a curriculum, but she was among those who were selected out of 1500 people, by the international instructional team of drivers in the

kingdom of Saudi Arabia.

At first, she had many doubts and fears, since the Saudi way of life is very different to the British. However, the possibility of being one of the protagonists on the road to equality gave her the strength to accept that challenge.

On June 24, 2018, the law that allowed Saudi women to drive finally came into effect; they had been waiting for years and that's why after midnight many women took to the streets of the main cities with their cars and recorded videos of that historic moment. This permit



## QUESTIONS

- 1 Mary Anderson came up with her invention in New York City. What means of transport was she travelling in? What means of transport are currently used there?
- 2 Look for information on the number of women who fly planes in our country. Is there equality? Are we close to getting it? Summarise and analyse the data you have collected.

allows women to travel and accept jobs that are far from their homes or that require a driving license.

Saudi women have won the battle for driving and it is estimated that the number of female drivers will increase greatly. However, they will have to keep fighting to open a bank account, study or get married without the permission of a male guardian.