25. Tertiary Economic Activities

Key Words

Tertiary, tourism, Mediterranean climate, mass tourism, staycation, natural route-way, dormitory town, spin-off / multiplier effect, bridging point.

Why This Matters

Before the Covid-19 pandemic, tourism was one of the biggest economic activities in the world. When we travel, we consider where we go, how we get there and what we do on holiday. These issues are all influenced by climate and the landscape. In any country, transport links are affected by the landscape of that country. Tourism can also cause the development of transport links and increase access to the landscape.

My Learning Pathway

After studying this chapter I will be able to:
✔ Explain the term tertiary economic activity and give examples.
✔ Classify tourist attractions in Ireland.
✔ Identify tourist attractions on OS maps and aerial photos.
✔ Explain the term mass tourism.
✔ Describe the advantages and disadvantages of tourism.
✔ Explain how climate and landscape influence tourism.
✔ Explain how tourism affects the development of transport links.

Get Set!

With your class group brainstorm the kind of places you would like to go on holiday. Do the places you list have any factors in common?

Fast Fact!
One in every ten jobs across the world is in tourism.

Tertiary economic activities

In Chapter 23 you learned about the different categories of economic activity. **Tertiary economic activities** employ people to provide **services**. Examples of tertiary economic activity include tourism and transport. In this chapter we will focus on tourism and its connection to the physical world and transport.

What is tourism?

Tourism is travel for pleasure or business. The tourist industry includes businesses such as tour operators, airlines, restaurants and recreational businesses such as holiday resorts, interpretive centres, hotels, B&Bs, tour guides and car and bike hire.

Why has tourism grown?

Since the 1950s tourism has steadily grown to become one of the largest industries in the world. Each year over 1.4 billion tourists travel across the world. They contribute just over €7.8 trillion (1 trillion = a million million) to the global economy each year. How has this happened?

1. **Education:** People have become better educated which makes them curious to see other places they have read or heard about.

2. **Cheap flights:** International air transport has become cheaper, encouraging more people to travel further. However, since the Covid-19 pandemic global tourism travel reduced by over 90% and is only growing back slowly.

3. **Paid leave:** People have more leisure time and paid holiday leave, so they can afford to travel.

Fig. 1 Tourism has grown into one of the largest industries in the world since the 1950s.

However, in 2020 the COVID-19 pandemic severely restricted global tourism and people stayed home rather than travelling internationally. These stay-at-home holidays are called **staycations**.

Tourism in Ireland

Tourism is one of Ireland's most important industries. Before the Covid-19 pandemic, over 9.5 million tourists visited Ireland per year. Tourism employed over 260,000 people (full / part-time / seasonal workers) and was worth over €9.4 billion to the Irish economy. Since Covid-19 the tourist industry has changed dramatically and is still adjusting to the new ways in which people socialise and go on holiday. Tourism has many **spin off** / **multiplier effects** because the money spent by tourists filters through the rest of the economy, supporting other businesses and jobs.
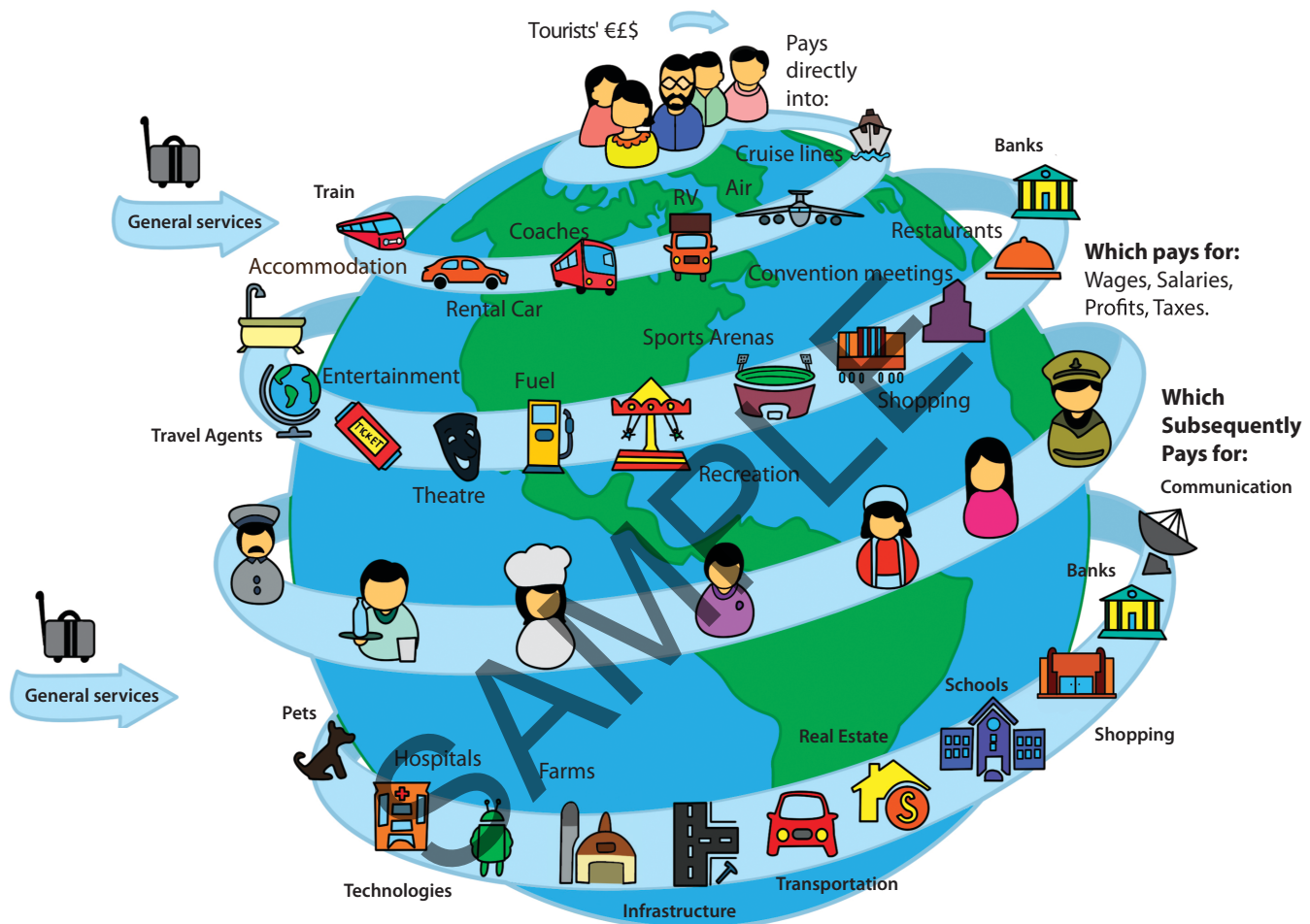

Fig. 2 The many spin-off / multiplier effects of tourism.

How the physical landscape influences Ireland's tourism

The promotion of Irish tourism at home and abroad is based on the country's landscape and culture rather than the guaranteed sunshine of, say, the Mediterranean. Ireland's tourist attractions are divided into three physical regions:

1. **The Wild Atlantic Way**   2. **Ireland's Ancient East**   3. **Ireland's Hidden Heartlands**

☘ These regions are linked to the physical landscape, such as the Atlantic coastline with its **cliff and beach scenery**, the **River Shannon** and **lakes** with its **Blueways and walking trails** and the landscape of eastern Ireland with its **castles and ancient monuments**.

☘ In the past, the landscape influenced the location of castles and churches that today are major tourist attractions, e.g. the Rock of Cashel and Blarney Castle.

🍀 Cycle **greenways** are tourist routes along old railway tracks. These follow flat or very gently sloping routes across an area, e.g. Great Western Greenway.

🍀 Ireland also has several **geoparks**, where tourism is based on the geology of the area. These include the Burren Geopark in County Clare (see Chapter 8) and the Copper Coast Geopark in County Waterford.

WILD ATLANTIC WAY
SLÍ AN ATLANTAIGH FHIÁIN

Coastal attractions
Cliff scenery: Slieve League, Co Donegal
Beaches: Keel strand, Achill Island, Co Mayo
Coastal walks: The Cliff Walk, Kilkee, Co Clare
Water sports: Surfing at Bundoran, Co Donegal
The Burren Geopark, Co Clare: Karst landscape

IRELAND'S ANCIENT EAST®
Wander Through Time

Landscape and heritage
Newgrange: Ancient riverside monument
Hook Head, Co Wexford: Oldest lighthouse in the world
Rock of Cashel: Ancient monument
Glendalough, Co Wicklow: Hiking
Co Kildare: Golf and horse racing
Copper Coast Geopark, Co Waterford: Sandstone and copper mines

Ireland's Hidden HEARTLANDS

Rivers, lakes, geology
River Shannon: Cruising and boating
Lough Derg: Fishing
Forest Parks: Lough Key
Lakes of Leitrim: Kayaking

Identifying tourist attraction on OS maps and aerial photos

Many tourist attractions are visible on aerial photographs, e.g. beaches, forest walks, boating facilities and lakes. Tourist facilities and items of interest are marked on the OS maps you use in school. Become familiar with the symbols for these facilities on the legend for OS maps. Are there many of these facilities and / or items of interest in your local area?

📍 **Activity**

Look at this OS map of Kilrush in County Clare and use the legend below to find 10 things of interest to tourists. Look carefully for two that are NOT symbols in the legend. In your geography copybook write the name and a six-figure grid reference for each item you find.

Brú de chuid An Óige
Youth Hostel (An Óige)

Brú saoire Neamhspleách
Independent Holiday Hostel

Láithreán carbhán (idirthurais)
Caravan site (transit)

Láithreán campála
Camping site

Láithreán picnicí
Picnic site

Ionad dearctha
Viewpoint

Ionad pairceála
Parking

Ionad eolais turasóireachta
(ar oscailt ar feadh na bliana)
Tourist Information centre
(regular opening)

Ionad eolais turasóireachta
(ar oscailt le linn an tséasúir)
Tourist Information centre
(restricted opening)

Bádóireacht
Boating activities

Tearmann Dúlra
Nature Reserve

Foraois bhuaircíneach
Coniferous Plantation

Coillearnach Dhuillsilteach
Deciduous Woodland

Foraois mheasctha
Mixed Woodland

Séadchomhartha
Ainmnithe
Named Antiquities

Clós, m.sh. Ráth nó Lios
Enclosure, e.g. Ringfort

Láthair Chatha (le dáta)
Battlefield (with date)

Galfchúrsa, machaire gailf
Golf Course or Links

Bealach rothar
Cycle route

Siúlbhealach le
comharthaí; Ceann Slí.
Waymarked Walks;
Trailheads.

A T An Taisce
National Trust

Trá
Beach

Fig. 3 Tourist attractions are clearly labelled on the legend for OS maps.

Activity

Look at this photo of Bundoran in County Donegal. Then answer these questions in your geography copybook.

(i) Using the correct terms, name and locate two tourist attractions shown on the photograph.

(ii) Explain why each of the attractions you have named in part (i) above is attractive to tourists.

Check and Reflect

Check your progress along your learning pathway. Complete the following activities in your geography copybook.

1. Describe: Give three reasons why tourism has grown to be one of the biggest industries in the world.

2. Classify: Name Ireland's three tourism regions. Give an example of a tourist attraction in each.

3. Explain: Explain the terms **tourism** and **spin-off effect**.

4. State. Which tourism region is closest to your home?

5. Identify: Which tourist destinations have you visited in Ireland?

6. Reflect: Where in Ireland would you like to visit?

Climate, landscape and tourism in Spain

Spain is one of the world's top three tourist destinations. Over 83 million tourists visit it each year, worth over €92 billion to the Spanish economy. Over 930,000 people work directly in the tourist industry in Spain.

While Spain has a variety of cultural attractions, the majority of visitors go there in summer for its hot, dry and sunny **Mediterranean climate** and sandy **beaches**.

Spain is different to other tourist destinations in that large numbers of tourists all visit at the same time of year. Millions of visitors arrive to the coastal resorts in June, July and August. This is called **mass tourism**.

Fig. 4 Spain: one of the world's top tourist destinations.

The Mediterranean climate of Spain attracts tourists

People from cold, wet and windy areas of northern Europe (e.g. Ireland) are attracted to Spain because:

☀ Summer **temperatures are high**. It is nice and warm for beach holidays, e.g. the average summer temperature in Malaga is 23°C.

☀ There is **hardly any rainfall** in June, July and August, e.g. Malaga has just 43 days with rain each year and most of those are in winter. Random summer thunderstorms may occur.

☀ Cloudless skies and **long sunny days**, e.g. Malaga has 2,800 hours of sunshine per year. People from cloudy, northern countries such as Denmark love to visit Spain for the sunshine.

☀ **Winters are mild** (10°C Jan). This attracts older tourists to stay there over the winter for health reasons.

All of these climatic factors are big attractions for tourists looking for warm, guaranteed-sunshine holidays.

**Fig. 5** Sunbathers on the Costa del Sol, Spain.

Activity

Look at the climograph below and answer the questions in your geography copybook.

(i) Which month is the hottest and what is the average temperature in that month?

(ii) How many days of rainfall are there in January?

(iii) Which months have no rainy days?

(iv) In which month would you chose to visit Malaga. Give one reason for your answer.

(v) What is the relationship between the climate of Malaga and the number of tourists?

Average Monthly Temperature and Precipitation
Malaga, Spain
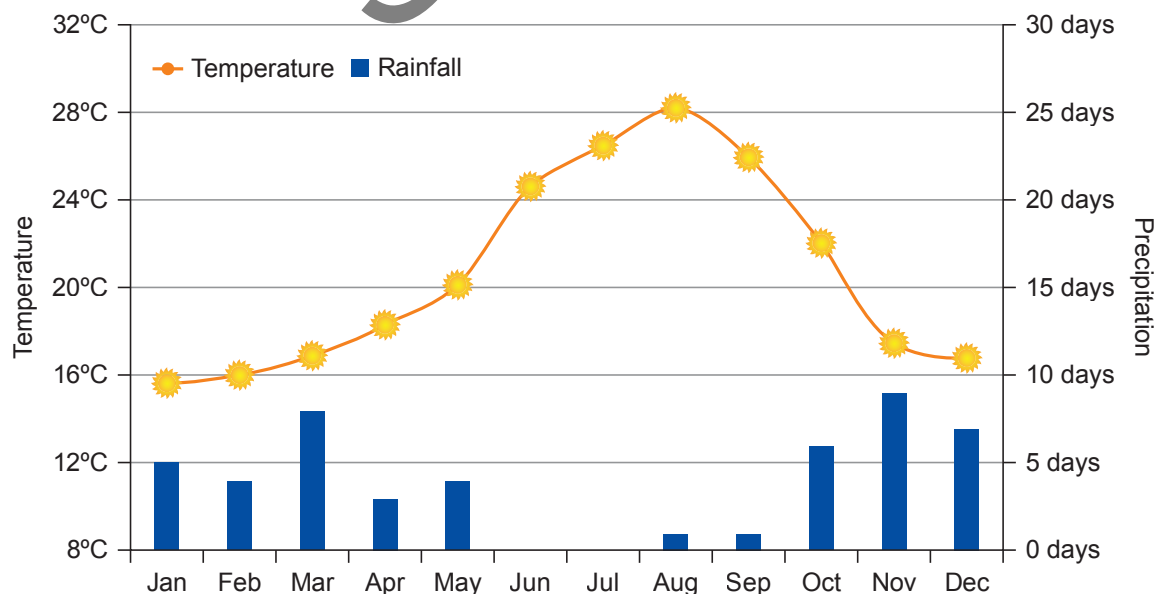
The landscape of Spain attracts tourists

Southern Spain has a varied landscape. This, in addition to the climate, attracts tourists to the region. Tourists of all ages have a good choice of holiday activities based on the landscape:

☀ **Coastal landscape for beach holidays**
Spain has many beautiful **sandy beaches with scenic cliffs**, **caves and sea stacks**, e.g. Alicante on the Costa Blanca. Some of these coastal areas are used for golf courses, e.g. Mijas.

☀ **Mountain landscape for hiking, biking and skiing**
Spain has high **snowy mountains** for skiing holidays, e.g. the Sierra Nevada is the highest ski resort in Spain. You can ski in the morning and still swim at the coast later in the day.

☀ **River landscape for cruises and city breaks**
Spain has **beautiful rivers** with busy cities. These attract tourists for river activities and urban breaks, e.g. cruising on the Guadalquivir river and visiting the cities of Cordoba and Seville.

Advantages and disadvantages of tourism

Advantages

Tourism improves infrastructure: Income from tourism is spent on improving roads, airports, hotels, hospitals, schools and other facilities such as cycle routes. These benefit everyone in the country, not just tourists.

Tourism creates jobs: For every **direct** job in tourism, nearly another two are created in related businesses (indirect jobs) such as transport, restaurants and crafts. About 260,000 people are employed in tourism in Ireland.

Tourism can help conservation: Natural habitats for wildlife are protected so that tourists can visit them, e.g. national parks, mountains, rivers and wetlands. Examples of such parks include Yosemite National Park in the US and Wicklow National Park in Ireland.

Tourism can help to reduce racism: When people from different cultures meet on holiday and learn about the places they visit, it encourages mutual understanding of other people's backgrounds. This improved understanding of different cultures makes it more difficult for people to hold on to untrue stereotypes about other nationalities.

Disadvantages

High land prices: Developers often buy land in scenic areas to build hotels and apartments. Local people then cannot afford to buy homes in their own area.

Jobs are seasonal: In remote scenic areas such as the west of Ireland, the tourist season lasts from May to September. People then need a second job when the tourist facilities close for the winter.

Water, air and noise pollution: Irresponsible tourists leave litter and graffiti and they may damage plants and disturb wildlife. Areas featured in films such as Skellig Michael (*Star Wars VII: The Force Awakens*) or the Giant's Causeway (*Game of Thrones*) may become swamped with visitors. Sewage

from busy, coastal tourist resorts pollutes the sea during the main tourist season (May – September), e.g. Southern Spain and some parts of Ireland, e.g. Kilkee in County Clare.

Antisocial behaviour / Overcrowding: In some areas, e.g. Temple Bar in Dublin and Magaluf on the Spanish island of Majorca, tourists cause disruption and high crime rates. This makes life difficult for locals and discourages other tourists from visiting. Overcrowding is a problem. In Majorca and Ibiza, there are 12 tourists for every 1 local person. In Barcelona over-tourism has triggered protests against more visitors.

Fast Fact!

In 2020, a 'Do not consume' notice was put in place on drinking water in Achill Island, County Mayo. This was due to a 50% increase in water consumption caused by the number of staycationers on the island, which put pressure on the water treatment plant on the island.

Solving the problems of mass tourism

Tourism is now a political issue in major cities such as Barcelona, where there have been protests against tourism and 20% of the people there think tourism is the city's worst problem. The Covid-19 pandemic saw the city go into lockdown more times than the rest of the country.

The Spanish government is introducing more regulations to control the worst effects of mass tourism. Some of these include:

- A pause on building new hotels.
- A tourist tax of €1 - €2.25 per night per person collected by the accommodation in which the tourist(s) stays.
- Closing unlicensed holiday rental accommodation.
- Better policing of crowded areas.

How tourists can make their holiday sustainable

Wherever you travel there are several things you can do to reduce your impact on your destination.

- Avoid visiting at peak times.
- Use local guides and stay in small, locally owned official accommodation.
- Travel to less visited areas.
- Behave respectfully, learn the local language, eat local foods and leave no trace of your visit.
- Consider taking a staycation.

Check and Reflect

Check your progress along your learning pathway. Complete the following activities in your geography copybook.

1. **Understand:** Explain the term **mass tourism**.
2. **Describe:** Write three reasons why Spain is a popular tourist destination.
3. **Interpret:** Explain two advantages and two negative effects of tourism.
4. **Evaluate:** With a partner discuss two ways to reduce the negative effects of tourism in an area.
5. **Consider:** What impact does tourism have on your local area?
6. **Reflect:** Do you think the advantages of tourism outweigh the disadvantages?

The influence of the landscape and tourism on transport links

People travel for work and for social reasons. Goods need to be transported between suppliers and their markets. The landscape controls what we can build and where we build our transport links. Tourism increases the demand for efficient transport links to tourist centres.

Fig. 6 Roads and railways are often built along and across natural route-ways, e.g. river valleys.

Landscape and transport links

The shape of the landscape (**relief**) can hinder or promote the development of roads, canals, railways, airports and sea ports. Transport networks have to balance the cost of building materials with the need to link places as directly as possible while avoiding physical obstacles such as lakes, mountains and conservation areas.

- Railways need flat land as trains can only climb and descend gentle slopes due to their weight. This is why rail lines often have bridges, tunnels and viaducts to keep the line as flat as possible.
- Roadways can be built on steeper slopes but it is expensive to do so, requiring many bends and tunnels. In general they use valleys through mountainous areas.
- Ports need coastal sites with deep water and wide channels for large container ships.
- Airports need large areas of flat land for runways and should be located away from housing to avoid disturbance.
- Rivers are **natural route-ways** through the landscape and provide connections between cities that develop along their course. Roads and railways are often built along and across river valleys for this reason, e.g. the River Rhine in Germany.

Fig. 7 Trains often use tunnels to keep the line flat.

Case study: Ireland's transport network

- The first routes in Ireland were prehistoric trackways that followed the natural landscape, following the tops of ridges and crossing rivers and streams at narrow, shallow points. By the Iron Age (500 – 332 BC), wooden trackways (*tóchar / togher*) through bogs were common. In medieval times (5th century – 15th century), natural routes such as the ridge of the Esker Riada between Dublin and Galway were used to cross the midland bogs.

- Many settlements grew up at **bridging points**, places where routeways crossed rivers at narrow points, e.g. Kilkenny, Athlone.

- By the 18th century Ireland had a network of gravel-surface turnpike (toll) roads all **radiating** out from Dublin. These were used by horse-drawn carriages. Specialist roads such as the Butter Road for the transport of butter between Cork and Listowel and the Military Road over the Wicklow Mountains were built at this time. The Grand Canal and Royal Canal were also built in the 18th century to transport goods to and from Dublin and towns connecting to the River Shannon.

- In the 19th century rail transport was developed. Today some of these abandoned rail tracks are being converted to cycling greenways, e.g. the Waterford Greenway. By the 20th century, airports at Dublin, Shannon and Cork were developed. Dublin Port, Rosslare Port and Cork are the main sea ports.

- Today, Ireland has a well-developed motorway system and many towns have ring roads and by-passes to reduce congestion, e.g. Dublin's M50, Enniscorthy by-pass, Cork's Lee tunnel. The road network has encouraged the growth of towns along their routes. Some towns that lie near major cities have become commuter or **dormitory towns**. People live in these towns and use the road network to travel to work in their nearest city. Examples of Irish dormitory towns include Naas, Carlow, Navan and Tuam.

- The government's **Project Ireland 2040** plan aims to improve transport across Ireland.
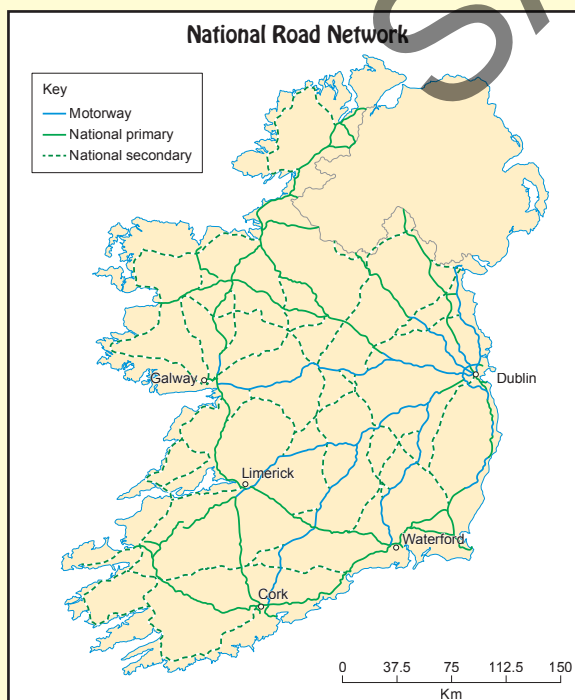
Fig. 8 Ireland's road network.

Fig. 9 Railways, seaports and airports in Ireland.

Tourism and transport links

Transport and tourism are closely linked. Popular tourist destinations need a well-developed, co-ordinated transport network to carry the many tourists that visit. Providing good affordable access can increase visitor numbers to a new destination.

Fig. 10 A train travelling through Alpine landscape in Switzerland.

- Spain has invested heavily in its transportation infrastructure in order to encourage, as well as efficiently handle, the millions of tourists that arrive each year. Because of this, Spain has more international airports than any other European country and the longest high-speed rail network. All of the main Spanish tourist islands, e.g. Mallorca, have airports.
- Switzerland has a well-developed Alpine road and rail network using valley routeways, tunnels and cable cars to bring people to and from ski and lake-side resorts.

Fig. 11 Cable cars are used to transport people around ski resorts in Switzerland.

Check and Reflect

Check your progress along your learning pathway. Complete the following activities in your geography copybook.

1. Explain: Write the meaning of the terms **dormitory town, natural routeway, bridging point.**

2. Relate: State two ways in which building transport links is affected by the landscape.

3. Reflect: What have you learned about transportation and the landscape that is interesting to you?

Transport links: OS map skills and aerial photos

Transport links can be clearly seen on OS maps and aerial photos. The map and photo below show how the transport network has used the physical landscape.

Bridge built at narrow river crossing point.

Local roads using gap between hills.

N30 has bends to climb steeper ground.

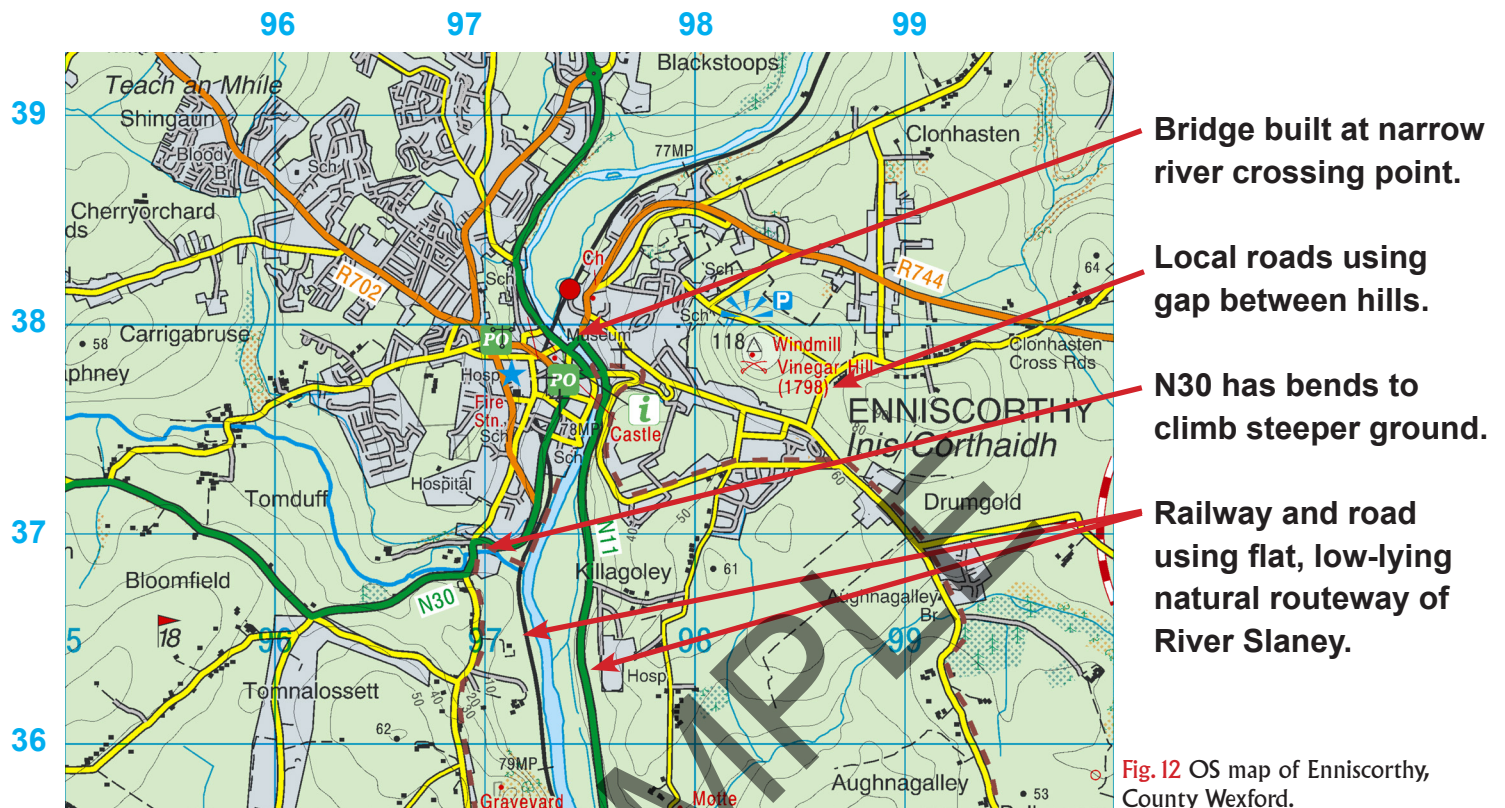Railway and road using flat, low-lying natural routeway of River Slaney.

Fig. 12 OS map of Enniscorthy, County Wexford.

River transport

Bridging point used by rail line.

High viaduct used across river valley to keep rail line level.

Road using flat land parallel to river.

Fig. 13 An aerial photo of Drogheda, County Louth.

Review My Learning

Check and Connect

Connect the key term with its matching explanation. **(i)** Copy the answer grid below into your copybook and fill in the correct letters. **(ii)** Then write the explanation of each key term as a complete sentence in your copybook.

Key term	Explanation
1. Tertiary economic activities	A. Has hot, dry, sunny summers and warm, wet winters.
2. Mass tourism	B. A route through the landscape, e.g. a river valley.
3. Mediterranean climate	C. New businesses set up because of others in an area.
4. Natural routeway	D. Provide services to people.
5. Spin-off / multiplier effect	E. When large numbers of tourists visit an area at the same time.

1	2	3	4	5

Get Exam Ready

Climate data for the Costa del Sol (Spain)

Month	Jan	Feb	Mar	Apr	May	Jun	July	Aug	Sept	Oct	Nov	Dec
Temp °C	12	13	14	16	19	22	25	26	23	19	15	13
Rainfall (mm)	83	75	59	40	23	13	2	5	15	57	115	98
Daily hours of sunshine	5	7	8	8	9	10	11	11	8	7	6	5

1 ▶ Study the table above and answer each of the following questions.
   (i) What is the annual temperature range in the Costa del Sol?
   (ii) Explain two reasons why June, July and August are attractive months for tourists to visit areas such as the Costa Del Sol.

2 ▶ (i) Name one European country or region where climate is an important influence on tourism.
   (ii) Name and explain three reasons why tourism is important in the area that you have named.

3 ▶ Explain one way in which tourism can help to improve transport and communication links in a region.

4 ▶ Describe one way in which tourism can have a negative or unwelcome impact on a region.

Exam-Style Question: How to Maximise Your Marks

Read the Exam-Style Question below. Before you write the answer in your copybook, read the guidelines provided to help you.

Exam-Style Question: Name one Irish tourist region and explain two reasons why tourists are attracted to this region.

Guidelines: Use these to shape your answer: Name the region, e.g. the Wild Atlantic Way. Reason 1: Varied coastal scenery, accessible by car, well signposted, Cliffs of Moher, Co Clare. Reason 2: Activities to do, e.g. swim, surf, play golf, visit interpretive centres.

At a time of your teacher's choosing, share your work with your classmates to see how others present their work. After doing so consider the following:

1. Could you make changes for the better in your answer?

2. What have you learned from and what can you share with your peers?

> Now go to page 188 of your **Skills Workbook** to complete your activities on Tertiary Economic Activities.

My Learning Pathway

Tick (✓) the box that shows where you are on your learning pathway	Not there yet	On my way	Nailed it	Revised for Exam
I can explain the term **tertiary economic activity** and give examples.				
I can classify types of tourist attractions in Ireland.				
I can identify tourist attractions on OS maps and aerial photos.				
I can explain the term **mass tourism**.				
I can describe the advantages and disadvantages of tourism.				
I can explain how climate and landscape influence tourism.				
I can explain how tourism affects the development of transport links.				

My Learning Solutions

1. For every Nailed it tick, Well Done You! Your hard work is paying off. Keep going. For any Not there yet and On my way ticks, fill in **My Learning Resilience Chart** on page 192 of your **Down to Earth Skills Workbook** to help you stay on your learning pathway.

2. Exam coming up? Make sure you can confidently tick the Revised for Exam box. Good Luck!

Congratulations! You have successfully completed the following Learning Outcome in this chapter:

Assess the interrelationships between the physical world, tourism and transport. (*2.9*)