**Tertiary Activities ⮊ You should be able to:**

* Define tertiary activities
* Name a number of jobs involved in tertiary activities
* List the reasons why tourists come to Ireland using examples.
* Discuss the reasons why tourist numbers have grown over the past 100 years.
* Describe a Mediterranean climate.
* Explain why tourists are attracted to this climate
* Examine the positive and negative effects of tourism in an area.
* Determine if transport links have helped develop tourism in Spain

**Tertiary Activities**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Tertiary Activities | Services | Banks  | Hotels | Teachers | Nurses |
| Transport | Recreation | Tourism | Poor world= low% tertiary Activities | Rich world= High % tertiary Activities |  |

**Tourism Ireland**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Growth= Transport links | Growth= Spending Power | Growth= New airport | Growth= Package holiday | Growth = low cost airlines | Growth= Ferry routes |
| Natural Beauty | Connemara | Glendalough (glaciated valley) | The giants causeway | The Burren | The Shannon (Cruises) |
| Recreation and sport | Golf Course | Salmon fishing | Adventure holidays | Walking/ cycling trails | Football/ Hurling |
| Beaches/ coastlines | Cliffs of Moher | Ring of Kerry | Rugged West Coast  | Blue flag beaches (Tramore) | Achill Island |
| Cities/ towns | Book of Kells/ trinity college | Blarney Castle | National museum | Fota wildlife park | Grafton street |

**Tourism Spain**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Mediterranean | Case Study: Malaga | Summer Temp= 25+ | Winter Temp= 16+ | Summer + winter= Low rainfall | Summer Sun= 12hours+ |
| Winter Sun= 6 Hours+ | Package holidays | Low cost airlines | Tan= fashionable | Sun/ Sea/ Sand | Marina |
| Niche Holidays | Costa del sol | Low cost of living | Good night life | Family friendly | Resorts= marina |
| Advantages | Local Jobs | Services Improved | Land value increase | Standards of living increase | Farmers have larger market  |
| Disadvantages | High rise apartments | Employment is seasonal | Land too expensive for locals | Loss of tradition/ culture | Noise/ pollution/ crime |
| Transport links | Road network (E15) | Increased number of international airports | High speed rail line | Improved ferry links | All transport modernised. |