

## Tourism in Paris| sample answer

**Q: 'Examine the factors that influence the development of one tertiary economic activity in a European Region (not in Ireland) that you have studied' (2010 B.)**

The region I have studied is the Paris Basin. The Paris Basin has great physical factors, like a flat and also undulating topography, good limon soils and good drainage (river Seine). This makes the Paris Basin the economic heart of France and densely populated.

Because of the high population there is a big potential workforce for the services industry.

63.7% of French workers (16m) are employed in the service industry, this shows that Paris is very developed.

Paris is the centre of the government and the centre of employment, this resulted in Paris being the single largest employer in France with 25% of public jobs.

Paris is a very good example of a well developed economy, the people of Paris are quite a wealthy population, so they can afford to spend money on retail and services. This has caused the tourist industry to thrive due to demand.

Paris is a beautiful city and is well known internationally for its landmarks and culture. For example the Louvre and the Eiffel Tower. These and for many other reasons 9 million tourists come into Paris per year. Tourism has a very beneficial effect on tertiary and services industry (hotels, tours etc) and has generated 240,000 people employment.

Paris is recognised as the fashion capital with famous brands (Chanel) and high street shopping (Champs-Elysees).

This influences people to come for shopping sprees and spend lots of money into the economy.

Theme parks just outside the city offer attractions for all ages and families, year round. Such as Disneyland, which is only 30km east of Paris city.

Also outside Paris attractions such as WW2 battle sites at the Normandy beaches or Medieval cities (Caen, Reims) draw tourists out from the city.

Because of all these various attractions in and outside Paris, the Paris Basin, as a region has 28m visitors annually.

Tourism has caused the region of Paris to develop their transport system. And as a knock-on effect the newly developed and intricate transport system has made it an even more popular location for tourists to visit.

Paris is a primate city with a population 5 times bigger than Lyon (the second biggest). The Paris basin has 21 million people, this is one third of the population of France. This huge population and large tourist population means that a good transport system is essential.

The transport network is radial, this makes Paris very accessible as it is the focus of routes and a nodal point both nationally and internationally. The expansion of the transport system was made easier by the gently

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undulating topography. The radial layout make it easy for tourists to come into Paris from various different locations.

Good national/ international road and rail links and with the TGV it can take only up to 12 hours to get to Madrid and 12 hours to get to London via the channel tunnel.

Internally, Paris there is the SNCF (national rail), the underground and Metro and buses. This public transport provides people with transport to and from work.

Paris is the most important centre in France for banking, research and 3rd level education. 90% of banking headquarters are located in Paris and 200,000 are employed in the insurance industry.

Because of the French companies have head offices in the Paris Region.