ESPACIALIZATION OF THE SERVICE SECTOR IN GOIÁS BETWEEN 1990 AND 2015

ESPACIALIZAÇÃO DO SETOR DE SERVIÇOS EM GOIÁS ENTRE OS ANOS DE 1990 A 2015

ESPACIALIZACIÓN DEL SECTOR DE SERVICIOS EN GOIÁS ENTRE LOS AÑOS 1990 A 2015

Tathiana Rodrigues Salgado – Universidade Federal de Goiás – Porangatu – Goiás – Brasil
trs.tathi@gmail.com

Abstract

Since the mid-1970s, the service sector has been the most expressive set of economic activities in the composition of Gross Domestic Product (GDP) and generation of formal jobs in Goiás. The objective of this article is to present, through statistical analysis, the distribution patterns of the formal establishments of the services sector in Goiás between the years of 1990 to 2015, a period denominated as a recent urbanization. To achieve the objectives, we use the data available on the basis of the Brazilian Ministry of Labor and Employment (MTE), which provide information about the spatial distribution of the establishments and the personnel employed in service activities. Besides the economic importance, we find a strong tendency to the spatial concentration of activities that make up this sector, which involves the formation of different levels of urban centralities.
Keywords: Service sector, space distribution, Goiás.

Resumo

O setor de serviços é, desde meados da década de 1970, o conjunto de atividades econômicas mais expressivo em termos de composição do Produto Interno Bruto (PIB) e geração de empregos formais no estado de Goiás. Nesse sentido, este artigo tem como objetivo apresentar, por meio da análise estatística, os padrões de distribuição dos estabelecimentos formais do setor de serviços em Goiás entre os anos de 1990 a 2015, período que denominamos de *urbanização recente.* Para atingir o objetivo, foram fundamentais os dados disponíveis nas bases de consulta do Ministério do Trabalho e Emprego (MTE), que oferecem informações sobre a distribuição espacial dos estabelecimentos e sobre o pessoal ocupado em atividades de serviços. Ao final, além da importância econômica, constatou-se uma forte tendência à concentração espacial das atividades que compõem esse setor, o que implica na formação de diferentes níveis de centralidades urbanas.
Palavras-chave: Setor de serviços, espacialização, Goiás.

Resumen

El sector de servicios es desde mediados de la década de 1970 el conjunto de actividades económicas más expresivas en términos de composición del Producto Interno Bruto (PIB) y generación de empleos formales en el estado de Goiás. El objetivo es presentar, a través del análisis estadístico, los estándares de distribución de los establecimientos formales del sector de servicios en Goiás entre los años 1990 y 2015, período que denominamos de urbanización reciente. Para alcanzar el objetivo, fueron fundamentales los datos disponibles en las bases de consulta del Ministerio de Trabajo y Empleo (MTE), que ofrecen informaciones sobre la distribución espacial de los establecimientos y sobre el personal ocupado en actividades de servicios. Al final, además de la importancia económica, se constató una fuerte tendencia a la concentración espacial de las actividades que componen ese sector, lo que conlleva la formación de diferentes niveles de centralidades urbanas.
Palabras clave: Sector de servicios, espacialización, Goiás.

Introduction

The aim of the present study is to present the spatialization of service sector activities in Goiás from the beginning of the decade of 80 until the year 2015.[1] This temporal cut can be called a period of *recent urbanization*. It is characterized by accelerated rural-urban inversion, territorial fragmentation – which gave rise to the state of Tocantins –, by the trend towards a greater population concentration in few urban centers and the process of metropolisation verified in the regions surrounding the Goiânia and Distrito Federal.[2]

The research used several methodological procedures, such as the bibliographic review about the concept of the service sector, the collection of secondary data on employed personnel and the number of establishments in the Brazilian Ministry of Labour and Employment (MTE) database, and mapping information.[3]

Due to methodological delimitations, the MTE database comprises only activities carried out within the framework of formal establishments. Therefore, it excludes workers from cottage industries, artisans, market-sellers, street vendors etc., which undoubtedly cover up a considerable number of service activities. However, despite these methodological limits, the survey is a reliable sampling of the sectoral economic dynamics of Goiás. Moreover, on the basis of the analysis of the data, was possible to recognize some of the particularities of the service sector.

The data collection also subsidized the elaboration of the cartographic material available in the article, which in turns allowed the recognition of the standards of the concentration of primary sector in the Goiás territory for the analysis period.

The article is divided into three sections including this introduction. Section one presents the conceptual conception of services that which guided the analysis of the data. The second section presents some general aspects of the service sector to the temporal cut analyzed. The third and final section presents the spatialization of information collected in the MTE database.

Service sector: a concept for geographic studies

The most well-known conceptual approaches to the service sector are those of an operational nature. They group economic activities of a production apparatus in three sectors: the agricultural or primary, the industrial or secondary, and services or tertiary. Cano (2012, p. 41, our translation)[4] defines the three economic sectors as follows:

> i) primary sector: involves all the activities that are in direct contact with nature and whose production is characterized as primary goods. They include agriculture, fishing, forestry, animal husbandry and plant and animal extraction.
>
> ii) secondary sector: comprises the modification or the processing good by means of physical or chemical processes. They include mineral extraction industry, manufacturing or processing industry, civil construction and electric power generation, gas production and water and sewage treatment (the industrial services of public utility).
>
> iii) tertiary sector: also called Service Sector does not include the physical production itself, but the provision of services: commercial activities, transportation, insurance, financial services, social security, education, health, government services etc.

This triple classification, inherited from the classical works of Fischer (1936) and Clark (1940), attributes to the service sector a residual character. In other words, all economic activities not directly linked to the production/extraction of a material asset are encompassed in the sector. The definition of the service sector as the residual activity group mainly oriented studies on countries' economic development.

However, the residual character must not be seen, as Kon (2004) highlights, as an insignificant part that remains of a whole, since, modernly, in both developed and underdeveloped economies, the service sector represents, on average, the largest of the three economic sectors.

The classification of the services as a group of wasteful activities reveals, in truth, the difficulty in defining the set of economic branches of such different natures. As George (1979) emphasizes, the notion of tertiary sector arises more from the need to classify the group of activities not directly producers, which proliferated as a result of technological developments of the industrial society, than by the very essence of these activities. In this respect, Offe (1991) states that the services, as well as the model of "service society", are defined by what they are not. "In this regard, the services are generally understood as those economic activities that can not be attributed to either the primary sector (agriculture, mining) or the secondary sector (industry)." (Offe, 1991, p. 13, our translation)[5].

Other pragmatic definitions can be found in contributions from Hill (1977) e Gadrey (2001). In Hill's (1977) thought, the basic idea is that one economic unit performs some activity for the benefit of another, in other words, one unit serves the other. According to Gadrey (2001, p. 32, our translation)[6],

> [...] a service activity is an operation that aims at a transformation of the state of a reality C, owned or used by a consumer B, carried out by a service provider A at the request of B, and with frequency related with him or her, but without taking to the production of a good that can circulate economically independently of the support of C .

Although these concepts are practical for economic-statistical studies, they are insufficient for the understanding of spatial dimension of the services. With this in mind, the proposals of George (1979), Oliveira (1979) e Offe (1991), to understand the services from their functional characteristics, seem to be the most appropriate for the geographical analyze which has the service sector as the object of study.

According to Oliveira (1979), the primordial character of the service sector that deserves attention is its role in the sphere of movement of capital. In the words of the author (1979, p. 40, our translation)[7,] "this simple recognition also puts in place another question: the tertiary is not simply what does not fit in the other sectors."

Following the line of Oliveira´s (1979) thought, it is assertive to say that the services are activities responsible for enabling the integration between the production and final consumption and this is a crucial function in a market economy. Therefore, relating the development of the sector to the very expansion of capitalist relations and the expansion of urbanization processes.

Understand the service sector for its functional nature, and not simply as a grouping of wasteful activities, may be helpful to analyze the impact in the space of agglomerations of services since the processes of distribution and consumption occur in spatial realities. Moreover, one of the inherent characteristic of the service sector is the great heterogeneity of the activities that compose it. This characteristic cannot be disregarded, since, according to George (1979), this diversity implies in different zones of influence, flows of relations and several effects of attraction and polarization between localities, therefore, in the formation of different levels of centralities.

From reading George (1979), we extract that the services can be analyzed on different scales. A "higher tertiary", functional at the level of the economic and political sets of states or large regions, and a "banal tertiary", linked to local consumption, city scale or a fraction of territory.

For the study of the services in underdeveloped spaces, such as what we do, besides the considerations proposed by George (1979), should be considered, as warned Santos (2008), the unequal income distribution, which implies in spatial impacts at the local and regional level.

In this sense, in the present work, we have considered the existence of two groups of service activities: *polarizing services* and *local services*. Both with the capacity to generate centralities, but with distinct spatialities. In the two groups, we will find activities pertaining to the scope of public management and private initiative.

The *polarizing services,* spatially selective, are those able of promoting medium and long-range spatial interactions. In this group are include activities such as wholesale trade, specialized and luxury retail trade, specialized repair services, higher education and, in some temporal cuts, middle education, air transport services, interstate and international road link services, management services (public administration). Besides other rare services or non-routine services which do not justify a spatial dispersion, for example, business consultancy services such as marketing and advertising and some medical specialties.

The *local services,* spatially more dispersed, are those responsible for serving the local population and generally have direct contact with consumers. In this group are included the activities of retail food trade, garments, household appliances, personal use articles etc., as well as the small wholesale trade earmarked to the local establishments, basic education, basic health care, non-specialized repair services, hosting services, among others.

Geographically, both of the groups can coexist in the same space. However, the tendency is that the existence of polarizing activities and the diversity and quality of local services are reduced proportionally to the size of the urban concentration. This way, as previously stated by Santos (2008), the income gape, marked in underdeveloped spaces, will promote the coexistence of activities of the same nature, but with different levels of quality, each one influencing a specific space, structuring the circuits of the urban economy.

General aspects of the service sector in the state of Goiás between 1990 and 2015

In 1990, the active population with formal employment links in Goiás was of 434.744 thousand workers, of which 71.8% were employed in the services sector (Brasil, 1990). The high participation of the tertiary work became a characteristic of general structure of formal employment in the state, as we can see in Table 1.

Table 1 - Percentage of formal jobs by economic sector in Goiás (1991-2015)

Year	Agriculture	Industry	Services[3]	Others
1991	1,9	20,9	70,8	6,4
1995	4,9	21,0	72,6	1,5
2001	6,4	21,1	72,5	0,0
2005	6,6	20,2	73,2	0,0
2015	6,1	23,5	72,1	0,0

[3] The service sector includes public administration activities.

Source: Brasil (1991–2015). Elaborated by the author.

The internal content of the sector is what has changed over the course of these almost three decades. In 1990, with a state newly-fragmented, the activities of the public administration represented 41% of the formal jobs in services, and that percentage had been equal to 36.3% in 1988 and to 42.8% in 1989. In that year, in Goiânia, the public service represented 45, 9% of the tertiary jobs and 33, 5% of total formal occupations. In 25 municipalities, this category accounted for more than 90% of jobs in registered services (Brasil, 1990).

The relative increase of the public sector at the end of the 1980s and its high percentage in the early 1990s did not result from the expansion of the number of jobs but from the dismemberment of the northern portion of Goiás territory for the installation of the State of Tocantins. Because the public services, historically, concentrated on the meridional portion of Goiás, this was one of the arguments that justified the creation of the new federative unit.

The participation of public administration in the level of the formal jobs in services remains at around 40% by the year of 1996. In 1997, this figure falls to 35.9% in 2000, it is 35.6% and in 2015 the percentage of public service participation in formal employment reduces to 30.54%

(Brasil, 1990). However, here I have one observation to make, the elevated percentual values found in literature cannot be understood as resulting of a high participation of state activities in the economy or a large availability of public services. In Goiás, these values, mainly during the 1990s, were symptomatic of the strong informality in the sector. As it can be calculated from the data presented in Table 02, the informality reached 74.6% of service workers in 1990; 65.86% in 2001; falls to 45.8% in 2011, but grows again and, in 2014, is estimated at 49.3%.

Table 2 – Occupied population and formal links by branches of the service sector, Goiás, 1990-2015

Year	Total of the sector		Trade		Provision of services		Public Administration	
	Occupied population	Formal links	Occupied population	Formal links	Occupied population	Formal links	Occupied population	Formal links [1]
1990	1.217.795	312.050	285.219	63.953	816.882	120.204	115.694	127.893
1995	1.805.000	371.080	281.830	76.396	757.065	141.284	98.519	153.400
2001	1.551.505	529.838	407.717	127.501	1005.932	209.541	137.856	192.796
2005	1.511.000	691.593	529.000	172.695	867.000	261.754	163.000	257.144
2011	1.805.000	977.354	643.000	251.159	1.304.000	344.557	207.000	338.436
2014	2.119.000	1.074.400	666.000	303.640	1.253.000	448.603	200.000	322.157

Source: Goiás in data (IMB, 1995, 2011, 2015), National Household Sample Survey – PNDA (IBGE, 2011), Brasil (1990,1995, 2001,2005, 2011,2014). Data worked by the author.

[1] The number of formal links in public administration is greater than of the occupied population due to the possibility of the public servant to be able to maintain more that one link.

In Table 3, it is possible to confer the percentual evolution of the branches that compose the service sector, we also can see that the activities of retail trade recorded the highest relative growth in the period represented.

Table 3 – Internal composition of the service sector, formal links, Goiás, 1990-2015

IBGE sub-sectors	1990	1995	2000	2010	2015
Retail trade	17,11	16,47	20,09	22,68	23,05
Wholesale trade	3,39	4,12	4,42	4,20	4,67
Financial institutions	6,01	4,02	2,32	1,62	1,72
Professional technical administration	8,74	6,52	9,55	10,55	11,98
Transports and communications	5,91	7,55	5,96	5,80	5,87
Accomodation, food, repair and maintenance service	13,62	8,56	11,19	10,87	12,36
Medical, dental and veterinary services	3,13	7,00	6,28	3,55	4,43
Teaching	1,12	4,43	4,61	4,50	5,38
Direct and autarchic public administration	40,98	41,34	35,59	36,23	30,54
Total service setor	100	100	100	100	100

Source: Brasil (1990, 1995, 2000, 2010, 2015). Data worked by the author.

Besides the increase of the formalization in the other segments of the service sector, the shrinkage of the percentual of public administration also is resulting of the privatization politics, the liquidation of state and federal public enterprises and the adoption of the practice of outsourcing of functions within state structures. From 1990 to 2015, were privatized four state companies: Cachoeira Dourada (CDSA) Power Plant, the Telecommunications Company of Goiás (Telegoiás), Banco do Estado de Goiás (BEG) and the Centrais Elétricas de Goiás (CELG). During the same period, five was liquidated, these are: Caixa Econômica do Estado de Goiás (CAIXEGO), Consórcio de Empresas de Radiodifusão e Notícias do Estado (CERNE), Empresa de Turismo de Goiás (GoiásTur), Consórcio Rodoviário Intermunicipal (CRISA) and Transporte Urbano do Estado de Goiás (Transurb). In 2017, other public companies are in the process of liquidation.

The predominance of the service sector in the employment structure is parallel to the tertiarization of the state Gross Domestic Product (GDP). Figure 1 shows that, as of 1990, the service sector is consolidated at the forefront of state income, with participation always above 50%.

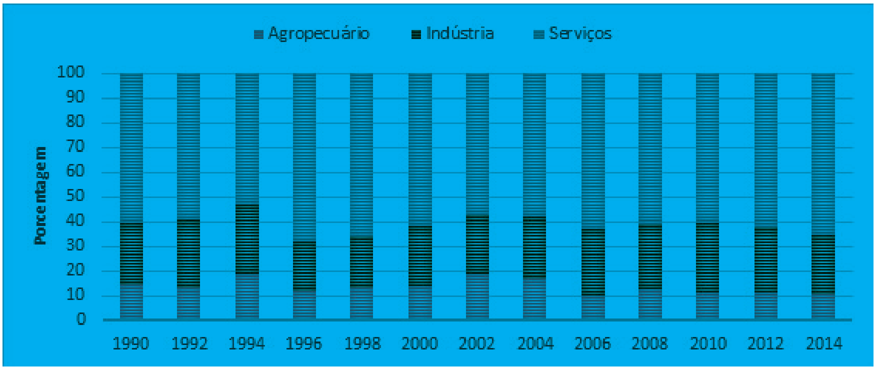

Figure 1 – Composition of the Gross Domestic Product (GDP), Goiás, 1990-2014.

Source: SEPLAN/Sepin Gerência de Contas Regionais. Indicadors (2006, 2011, 2014).

The examination of the evolution of services genres separately reveals that the most important activities of the sector in terms of added value (VA), historically, are those of the public administration and the commercial ones. In 1995, the participation of these two branches in the composition of the VA sector was, respectively, of 23 and 20%. In 2000, these percentages are between 22 and 19% and, in 2014, these values were of 23 e 20%. As of 2005, the VA to the state GDP for commercial activities even surpasses the entire agricultural sector (IMB, 2006, 2016). There is, therefore, the service sector that becomes the "boss car" of the state economy, based mainly on the commercial branch of direct service to the population and public administration, economic structure derived from the intensification of the state's urbanization process verified in post-1988. The next section presents how the spatial evolution this sector occurred.

Spatialization of service establishments between 1990 and 2015

In 1990, there were 19.191 service establishments in Goiás; 9.901 of retail trade, 1.054 of wholesale, 7.928 of service providers and 308 belonging to the public administration (Brasil, 1990).

Naturally, the retail industry in the distribution of the activities, due to its function of making goods available to consumers, is more dispersed around the territory and is directly associated to the demographic characteristics of the places. In this regard, the disposition of the retail trade, at the start of the 1990s, maintained, as expected, a high concentration in the city of Goiânia, as it is possible to see in Figure 2, that in 1991 swelled to 22.9% of the state population and registered an urbanization rate of 99% (IBGE, 1991), therefore, formed a huge consumer market. In that year, the state capital concentrated 41,4% of the retail trade and 85% and 85% of the companies with more than 100 employees, besides being the headquarters of 54% of the wholesale companies located in Goiás. In second place was the city of Anápolis, with 9.7% of the retail establishments and 13.4% of the wholesalers formalized in Goiás (Brasil, 1990).

In 119 municipalities of Goiás, there was no wholesale trade and, in others 24, has not been data obtained from formal retail establishments. In terms of regional importance, but far behind the first two cities, the cities of Rio Verde and Jataí stood out in the southwest of Goiás; in the South, Itumbiara; in the Southeast, Catalão; in the North, Porangatu, and Uruaçu and to the East, the city of Luziânia.

With respect to service provider establishments, 52% was located in Goiânia, with special emphasis to the presence of 30% of credit institutions, insurance and capitalization, 57% of companies engaged in commerce and property administration, real estate values and specialized services, and 44.6% of medical, dental and veterinary services.

Credit, insurance, and capitalization institutions did not exist in 58 municipalities, such as, Goianira and Senador Canedo, an area surrounding of Goiânia, which already accumulated, in 1991, respectively, a population of 12,896 and 23,905 inhabitants. In 13 municipalities, with population ranges between 2.000 and 4.000 inhabitants, no establishment was registered (Brasil, 1995) (IBGE, 1991). As Figure 3 demonstrates, this absence was occurred, mainly, in the northeastern regions, around Brasília and the middle Araguaia (western part of the state).

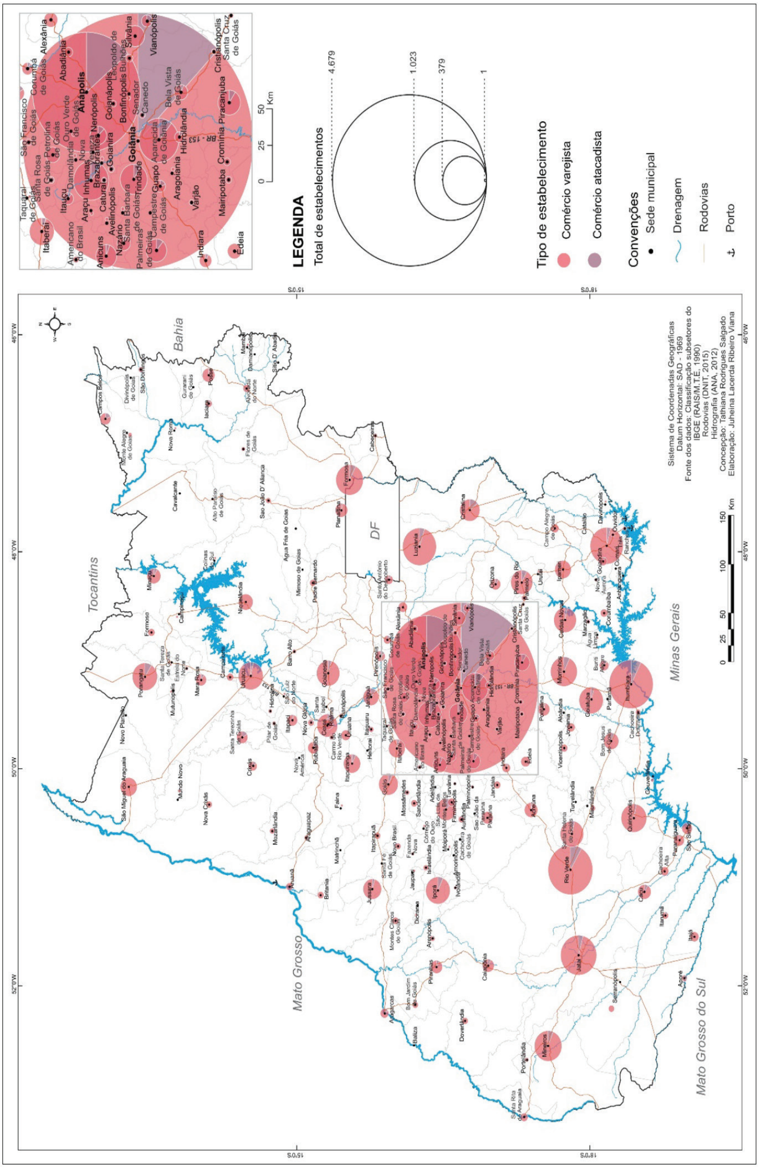

Figure 2 - Formal commercial establishments, Goiás, 1990.

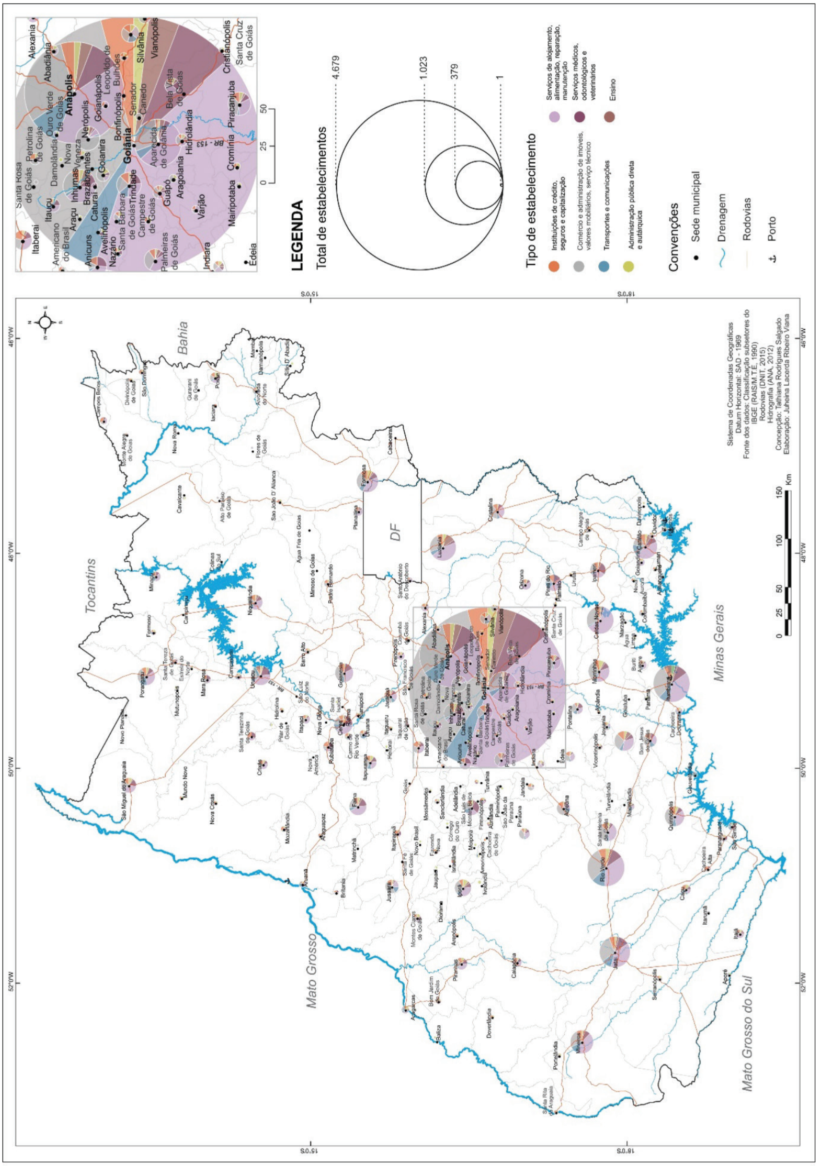

Figure 3 - Service providers establishments, Goiás, 199X.

In relation to medical, dental and veterinary services, was not registered formal establishments in 95 municipalities, even in some of them with considerable demographic quantification, as were the cases of Santo Antônio do Descoberto (35,509 inhabitants), Silvânia (18,000 inhabitants), Corumbá (19,663 inhabitants) and Padre Bernardo (16,500 inhabitants) (IBGE, 1991). In the region surrounding Brasília, was not registered health services in the cities of Água Fria de Goiás (3,976 inhabitants), Água Limpa (1,937 inhabitants), Mimoso (3,750 inhabitants) and Sítio da Abadia (2.748 inhabitants). In Luziânia, with a population of 207,674 inhabitants, with 194,345 of them living in urban areas, there were four healthcare facilities (IBGE, 1991).

In 1990, the city of Ceres might be pointed as an exception in relation to the availability of health services. The municipality – which had, in 1991, a population of 22,874 inhabitants, with 16,951 of them living in the urban center –, registered the existence of 12 establishments and, same without present a significative demographic evolution, the number of health centers rises to 32 in 1995, and to 43, in 2000. A fairly distinct pattern of municipalities with similar or even higher demographic weights. The city of Porangatu, for example, located on the northern of the state and also served by BR-153, had five health facilities, the largest of which was registered in the range of 20 to 49 employees, for direct assistance of a population of 41,086 inhabitants in 1991. Given that 31.905 of these inhabitants lived in the urban headquarters. Counting the population of adjacent municipalities that did not have healthcare services, the population attended by the city increased to 49,544 people (IBGE, 1991).

In 1995, the number of formal service establishments climbs to 26,616, with 48% of them located in Goiânia. With data from that year, it is possible to calculate that the capital the State of Goiás concentrated 15 of the 21 air transport companies, all seven of research and development, 40% of the terrestrial transport companies, 56% of the establishments of services rendered directly to companies, 55% of the health services and 92.46% of the establishments of wholesale commerce of articles of clothing and complements. The wholesale trade in machinery, apparatus and equipment for agricultural use was only found in Goiânia, Anápolis, Rio Verde, Jataí, Ceres, Mineiros and Formosa (Brasil, 1995).

The intense demographic growth recorded in the municipalities surrounding of Federal District (Brasília) between 1991 and 1995 resulted in the creation of more four cities but was unaccompanied by the proportional growth of the service sector in that region.

In this form, in 1995, 11 municipalities around the Federal District (Brasília) housed 11.2% of the state's inhabitants and 4.9% of service establishments, predominating in this universe the retailing of food, beverages, and stimulants.[8] With the exception of the cities of Luziânia and Formosa, the other municipalities, even with a significant demographic weight, did not have an adequate availability of services in 1995. This was the case, for example, the city of Planaltina, that even with a population of 45,092 inhabitants, it did not have formal health establishments, maintenance and repair of motor vehicles and nor had a retail fuel trade. The cities of Água Fria de Goiás, Mimoso and Vila Boa, besides not having the services mentioned, they did not have post offices or educational establishments. The retail trade of furniture, lighting and other residential articles was only encountered in Formosa, Luziânia and Cidade Ocidental. The structure of the service sector around Brasília, in the early 1990s, translates the disordered nature of the urbanization of this region, related directly to urban land control in the federal capital.

In 1995, the northern and northeastern regions of Goiás also registered low quantity of establishments of the sector, what is directly related to the urban profile of these two regions, which respectively had urbanization rates of 76.36% and 58.69%; the lowest in the state, with a predominance of municipalities with less than 10 thousand inhabitants (IMB, 1995). Therefore, the demographic profile of the municipalities of these two regions did not promote the attraction of more specialized activities of the sector or the agglomeration of economic niches and even the services on public responsibility were little representative. The absence of an agricultural economy linked to agribusiness and the low rate of industrialization of the two regions also did not favor the development of medium-sized cities with good tertiary structure, as were the cases of Rio Verde and Jataí in the southwest of the state. Even the essential activities, such as health and education did not exist in 14 cities of these regions.

The concentrated standard of services becomes a characteristic of Goiás territory, as indicated in the Figures 4 and 5, which present the spatialization of commercial activities and service providers for the year 2000. In that year, Goiânia concentrated 21,8% of the population of Goiás, and 43,8% of service sector establishments (Brasil, 2000) (IBGE, 2000).

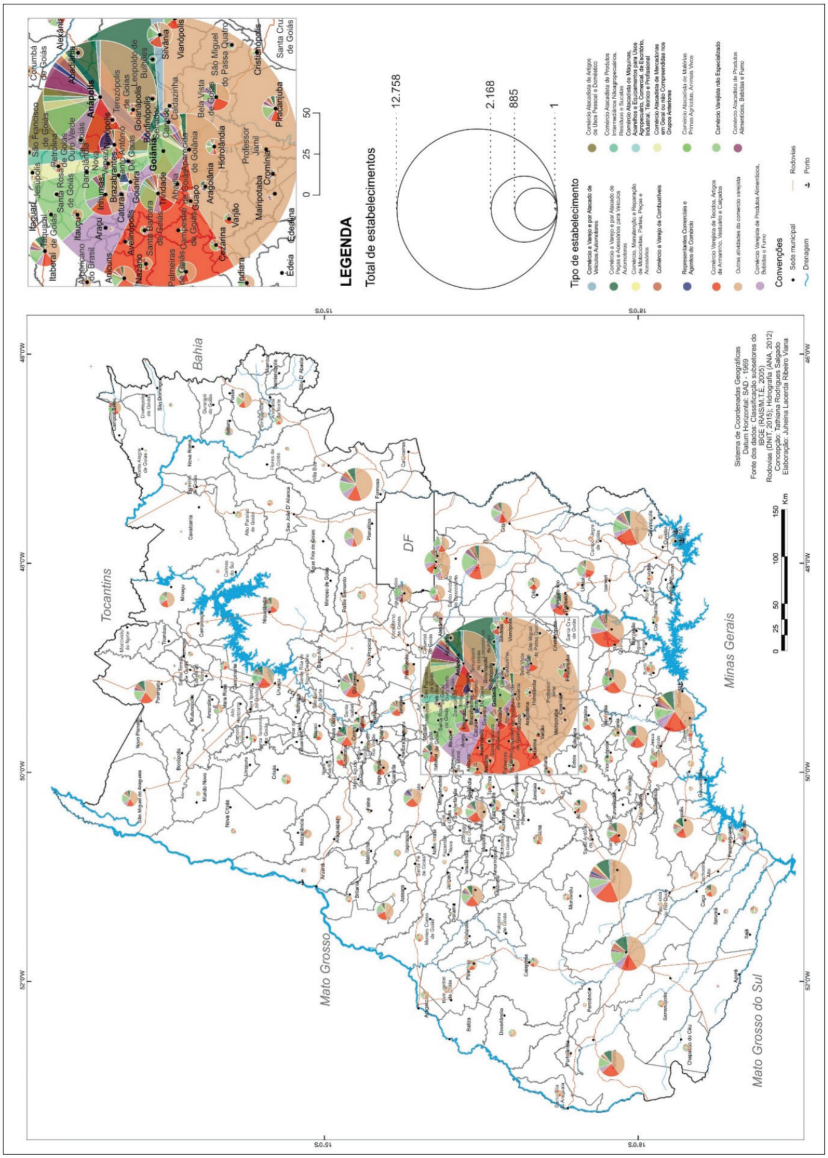

Figure 4 – Formal commercial establishments, Goiás, (2000).

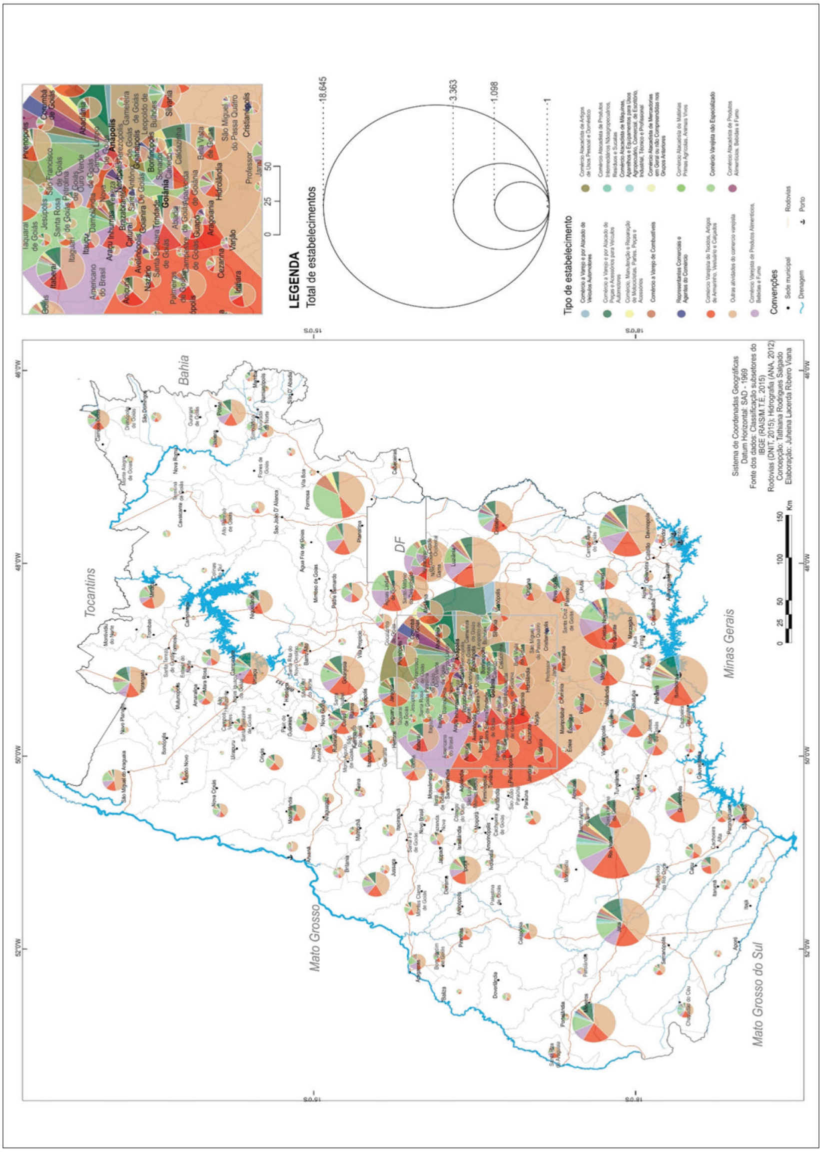

Figure 5 – Formal establishments service providers, Goiás, (2000).

However, as from 1995, it is possible to see a discrete trend to deconcentration, especially, in favor of the municipalities inserted outside the metropolitan logics, as shown in Table 4.

Table 4 - Relative concentration of service establishments and population, Goiás, 1995-2010

Year	Goiânia		Surroundings of Goiânia[1]		Anápolis		Surroundings of Brasília[2]		The rest of the state	
	Estab.	Inh.	Estab.	Inh.	Estab.	Inh.	Estab.	Inh.	Estab.	Inh.
1995	48%	23%	2,7%	7,4%	8,0%	6,0%	4,9%	11,2%	36,4%	52,4%
2000	43,8%	21,8%	4,3%	9,78%	6,6%	5,7%	6,8%	15,1%	38,5%	47,7%
2005	40%	21,4%	5,6%	11,2%	6,0%	5,6%	7,6%	17,2%	40,8%	44,6%
2010	38,2%	21,6%	6,1%	11,3%	5,9%	5,5%	8,0%	14,8%	41,8%	46,8%

[1] Aparecida de Goiânia, Goianira, Senador Canedo e Trindade. [2] Abadiânia, Alexânia, Cabeceiras, Cidade Ocidental, Cristalina, Formosa, Luziânia, Padre Bernardo, Planaltina, Santo Antônio do Descoberto, Vila Boa and, since 2000, the municipalities of Valparaíso and Águas Lindas de Goiás.

Source: Brasil (1995, 2000, 2005, 2010), Demographic census (IBGE, 2000), Estimated population (IMB, 1995; 2005).

Between 1995 and 2010, the regions around Goiânia and Brasília presented percentage gains of 3,4 and 3,1% in the number of establishments of services, although population growth rates have been higher than these gains. In contrast, the set formed by other municipalities of the state, even reducing the relative participation of the number of inhabitants, increased its participation in the number of establishment in 5,4%.

In the ambit of the Goiânia metropolitan area (Região Metropolitana de Goiânia), the example more illustrative of the deconcentration of services it is the city of Aparecida de Goiânia. In 1995, the MTE received annual reports of 513 establishments; in 2000, of 1,335, in 2005, this number goes up to 2,605 and in 2015 it reached 5,527. As evidenced by Ciqueira (2009), the demographic growth of the city, promoted by the land valorization of Goiânia, stimulated the emergence of commercial centers, services, and collective consumption, that is, the formation of centralities to meet local demands.

The same effect was observed in Aparecida de Goiânia, but to a lesser extent, was also noted in the cities of Senador Canedo, Goianira and Trindade. So even in metropolitan economies, characterized by the strong polarization of a municipality, it is possible to observe the movement of dispersion of the activities of the service sector towards peripheral municipalities. Because in the case of this sector, the tendency is that the availability, especially of the retail trade, accompany the consumption demand.

It is important to point that the dispersion of the commercial establishment occurred, predominantly, in the retail mode or, as we called at the beginning of the article, "local services". Once the wholesale trade remained heavily concentrated in Goiânia, which, in 2010, was home to 51,01% of establishments in this category. Between 2000 e 2010, the city of Aparecida de Goiânia appears in this branch of commerce, making, during the period, 141 new companies installed in the city, and totaling, in 2010, 220 establishments, corresponding to 5,12% of the total state. Anápolis, that in 2000 concentrated 9,02% of the wholesale distributors, registered a small decrease in 2010 and now holds 8,26% of the state's total.

Another example of the dispersion of the service sector to the interior of the state was the expansion of the business ventures of the shopping centers model and the large regional and national retail networks. In 1993, was inaugurated in the urban route of BR-040 inValparaíso de Goiás, the Shopping Sul, the first around the Federal District (Brasília), remodeled in 2008 and currently has 126 stores.

A few years later, in 1996, was built the first shopping mall of Aparecida de Goiânia, the Buriti Shopping that, currently, it counts with 200 stores. In 2009, the cities of Catalão and Rio Verde also received these types of enterprises. In 2011, Rio Verde started to count with the second project of this nature, the Buriti Shopping de Rio Verde, inaugurated with 170 stores. In 2012, the shopping malls of Luziânia, Águas Lindas and Alexânia also were opened. Another project of this kind is expected to be built between the cities of Planaltina and Formosa.

The Magazine Luisa network, second major Brazilian mobile retailing and household appliances company, expanded its sales network to the interior of Goiás before even arriving in Goiânia. In 2004, Magazine Luiza inaugurated the first branch of Goiás in Rio Verde. Nowadays it counts with more three stores located in the cities of Catalão, Caldas Novas and Itumbiara. The city of Rio Verde also received a unit of Havan network, the 23rd largest Brazilian retail chain, which has other branches in Anápolis and Valparaíso de Goiás.[9]

The Novo Mundo network, which was the 45th largest company in ICMS collection (Tax Movement of Goods and Services) of the state, in

2015, also is specialized in trade of furniture and household appliances and it is another retail chain of Goiás that chose to the expansion of its stores to the interior of the state. Presently, the network counts with 14 stores in Goiânia and 58 in cities of the interior.

In 2000, there was in Goiás 111 establishments of retail trade of goods in general, predominating those of foods classified as hypermarkets: distributed across 42 cities, with 32 of them were located in Goiânia, and 12 in Aparecida de Goiânia (Brasil, 2000). In 2015, even after Rede Marcos de Supermercados' failure, which had 10 stores in the state, the number of hypermarkets rises to 176, of which 46 are in Goiânia and the others are distributed in 61 municipalities (Brasil, 2015).

Within this time of 15 years, while in Goiânia-Aparecida, the growth of this type of retailer was 136%, in the rest of the state was 173,13%. The cities of Porangatu and Campos Belos, which did not have hypermarkets until 2000, arrive in 2015 with two units. In Minaçu, Inhumas and Águas Lindas are opened three units in each city. Rio Verde and Formosa earn three more hypermarket stores, totaling, respectively, four and five units. In Luziânia, there were three establishments in 2000 and, in 2015, this number increases to nine (Brasil, 2000, 2015).

The trade of motorcycles, parts and accessories was another branch that also which also dispersed in the territory of Goiás, included with the presence in municipalities with a population range between 30 and 40 thousand inhabitants, as are the cases of Itapuranga, Ceres, São Luís dos Montes Belos, Santa Helena de Goiás, Uruaçu, Iporá, Itaberaí, among others. In 2000, this modality of commerce had 172 establishments, of which 64 was in Goiânia, 18 in Anápolis and 11 in Itumbiara. Besides these cities, 29 other municipalities had motorcycle resellers. In 2015, the number of the establishments increase to 865, distributed in 122 municipalities, but 49,01% of the motorcycle resellers were outside the Goiânia / Aparecida de Goiânia / Anápolis / Rio Verde / Itumbiara set (Brasil, 2000, 2015).

The expansion of these types of retail stores occurred, mainly, in cities with more than 50 thousand inhabitants, or with influence area whose tributary population is more than 100 thousand inhabitants. This expansion to cities with such a demographic profile is evidenced by the mapping of registered commercial establishments in 2015, as it can be seen in Figure 6.

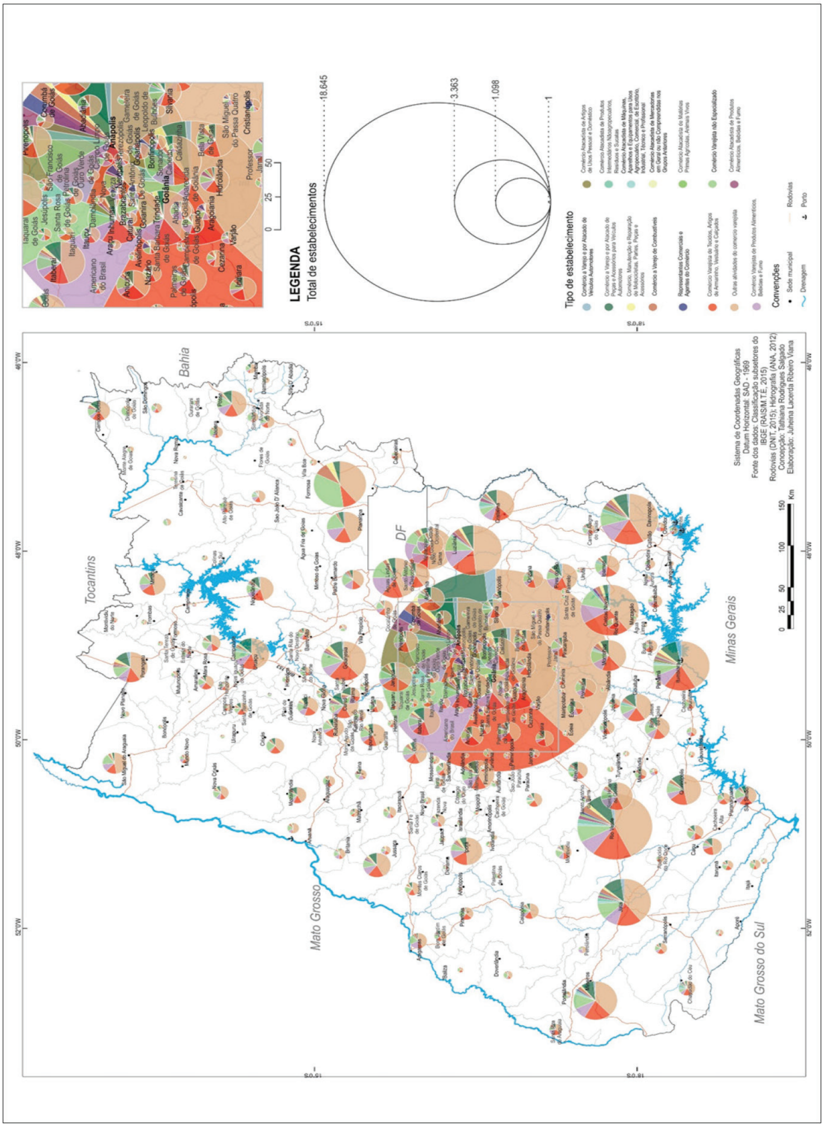

Figure 6 – Formal commercial establishments, Goiás, 2015.

But Goiânia continues to concentrate a retail and wholesale big center of fashion, which includes the complexes of the Avenida Bernardo Sayão, in the Fama area, and in the surroundings of the Rua 44 and the Feira Hippie, especially on Sundays, both situated in the region of the bus terminal of the capital. In 2015, Goiânia had 496 establishments of wholesale trade of articles of clothing and complements, what represented 85% of the establishments of establishments of this nature existing in the state (Brasil, 2015). This concentration motivates a continuous and intense flow of people from several localities, both from Goiás and other Brazilian states, mainly from Pará, Tocantins, Rondônia, Maranhão and Minas Gerais, as evidenced by Carvalho et al. (2007).

There is also a small fall of relative participation of Goiânia in the state total of establishments in the field of service providers, in a statistic level. In general, there has been an expansion of the collective consumption equipment in all regions of Goiás, mainly of the primary education and basic health care establishments, that is, services of local scope, as demonstrated in Figure 7. In 2010, the capital of Goiás concentrated 42,73% of the service providers, while, in 2015, the participation was reduced to 40.33%, in addition to considering that, in 2000, the fall had been of 8.02% (Brasil, 2000, 2010, 2015).

However, Goiânia maintains the concentration of services, mainly, in qualitative terms or so-called polarizing services. In relation to the medical/hospital services, the capital of the state brings together large specialized public hospitals, such as Hospital de Urgências de Goiânia, Hospital de Urgências – reference in the treatment of burns –, Hospital Geral, Hospital Araújo Jorge – specialized in the treatment of patients with cancer –, Hospital de Doenças Tropicais and Hospital Materno-Infantil. Last but not least, the Centro de Reabilitação e Readaptação Dr. Henrique Santillo and Hospital das Clínicas, of Universidade Federal de Goiás (UFG), which has a modern ophthalmic treatment center. This concentration demonstrates the important role of the State in the promotion of the centrality of Goiânia in this area of the sector.

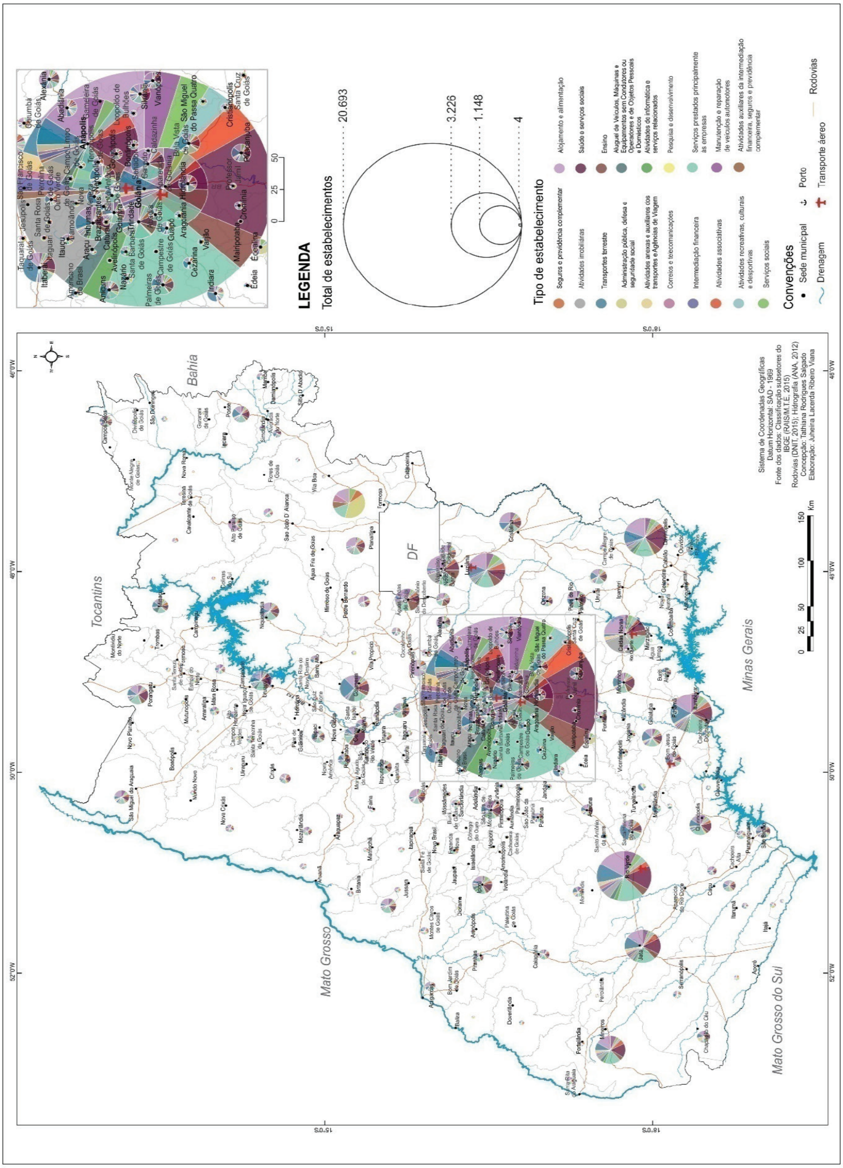

Figure 7 – Formal establishments service providers

All over the state, only the cities of Anápolis, Trindade, Aparecida de Goiânia and Santa Helena de Goiás also have units of the Hospital de Urgências.[10] In this way, all medium and high complexity medical care are sent to the capital, which makes Goiânia a medical-hospital reference center (Silva, 2016). According to the author, when analyzing the flows of use of health services in Goiás, he noted that only a small portion of the municipalities presents health services capability to attend in a satisfactory manner their population. Thus, the displacement to Goiânia ends up being the only possibility of access to these services for many cities.

Goiânia still demonstrated a big concentration of clinics and private hospitals. Among them, the Hospital Anis Rassi, reference in cardiac treatments, and the Hospital Renaissance, the first private hospital of the capital specialized in cancer treatments, besides having a center of excellence in diagnosis, accompaniment and treatment of diseases of the digestive system.

In a sales and implementation phase, the Órion Business & Health Complex is a complex of business and health built in a noble area of Goiânia, which plans to house a hospital with 140 hospital beds, 40 beds of ICU (Intensive Care Unit) and surgical center of 14 rooms. Besides providing a clinical center with several specialties, a hotel with 260 units of dormitories, a business center aimed to law firms, engineering and administration, and a mall, with an initial installation of 59 stores.

In relation to the higher education, there are in Goiânia the two largest campuses of the UFG, four campuses of the Pontifícia Universidade Católica de Goiás (PUC) and two campuses of Universidade Estadual de Goiás (UEG). The city also can count with a campus of the Instituto Federal de Goiás (IFG) and several private colleges, which offer a wide range of undergraduate and postgraduate courses. In Figure 6, it is possible to observe the spatial distribution of the principal service activities in the city of Goiânia in 2016.

In 2015, the accommodation, food and postal services were among the services more dispersed on the state scale. The air transport service was the most concentrated, – taking into account that regular air transportation of passengers was only available in Goiânia –, and those of real estate activities and related to insurance and complementary pension.

In Figure 7, it is still possible to note that, in the cities fringed by highways, are developed, mainly, the services bounded to demands of this mode of transport, such as the retail fuel trade and motor vehicle maintenance services, as well as food and accommodation services. Let us see some examples: In Itumbiara, the sum of the establishments dedicated to activities of land transport, maintenance and repair of motor vehicles and accommodation and food accounted for 40% of the total municipal service providers, while in Porangatu this percentage is 33%.

Arrais et al. (2016), when investigating the territorial impacts of the BR-153 in the center-north of Brazil, emphasizes that the profile of the cities, along with the highway, is completely articulated with a network of services to support circulation activities within the territory of Goiás-Tocantins.

Final considerations

The activities that compose the service sector, by its functional nature, are essential for the operation of the market economy, including the maintenance of the conditions of reproduction of the workforce. As Santos and Oliveira (2001, p. 167, our translation)[11] highlights, "today it is not enough to produce. It is crucial to put the production in motion because it is now the circulation that presides over production. The flows resulting from this are more intense, extensive and selective." In addition, as Oliveira (1979) remembers, the service sector is, par excellence, which houses the processes of circulation, distribution, and consumption of goods and of the capital itself.

In view of this, we understand that the standard for localization of the activities of the sector has a strong relationship with the socio-spatial organization. Once the concentration, in quantitative and qualitative terms, is directly linked to the promotion of flows of goods, capital, consumers, and workers; the formation of centralities and, consequently, the structuring process of the regional urban networks.

Observing the behavior of the service sector in Goiás, since the classification and spatialization of formal establishments, was possible to note that, after the early 1990s, there was the qualitative development and the diversification of the sector, especially with the expansion of the most modern branches, represented by the financial services, big retail trade networks, and specialized services in the area of technology and medical specialties of high complexity, besides the expansion of the wholesale trade network in the state.

Nevertheless, the analyses at the municipal level revealed that, as it is characteristic of the development of spaces organized from the capitalist mode of production, there is a differential concentration of service establishments around Goiás territory, which implies in the formation of different levels of urban centralities. In this sense, there is a weakness in many municipalities of Goiás to attend the consumption needs of its populations, including the local services, same in the most current temporal cuts.

In this respect, we perceive the weakness of many municipalities to attend the consumption needs of their populations, including in local services, even in the most recent temporal cuts. We also identified the accumulation of various urban functions related to the services, particularly of the specialized commerce and health care of medium and high complexity, i.e., polarizing services, in the city of Goiânia, historically privileged by the public and private capital.

Since its founding, Goiânia was an example of commercial and financial center and services. In addition to holding the privilege of being the administrative hearquarters of the state – receiving a greater volume of public resources in infrastructure and concentrate urban functions related to public services –, attracted population flows that were translated into an increase in demand for consumption and capital investments in the activities of commerce and services. It thus drains resources from the agrarian space and smaller urban centers and strengthens its service sector. Despite the relative dispersion of the sector observed since the second half of the 1990s, the capital remains to concentrate, mainly, in qualitative terms, the establishments of the service sector of the state of Goiás.

Notes

1 A reading on the evolution and spatialization of the service sector in Goiás for the 1940-80 period can be found in Salgado (2017).

2 In Goiás, the rate of urbanization that was 69,8%, in 1988, rising to 80,7%, in 1991. In 2010, this percentage rose to 90,28%. Between 1991 and 2010, the number of urban centers with more than 50 thousand inhabitants passed, respectively of 7 for 18. These

same centers accounted for 53% of the Goiás' urban population in 1991, a number that increased to 66% in 2010. (Goiás, 1995), (IBGE, 2010).

3 Data provided by the MTE, through an online platform, are the results of the tabulation of the information of the Annual Social Information Report (RAIS). The RAIS is a socioeconomic information report requested annually by the MTE to Brazilian legal entities and employers. For consulting the data, please access <http://bi.mte.gov.br/bgcaged/inicial.php>.

4 Original language: Portuguese.

5 Original language: Portuguese.

6 Original language: Portuguese.

7 Original language: Portuguese.

8 Abadiânia, Alexânia, Cabeceiras, Cidade Ocidental, Cristalina, Formosa, Luziânia, Padre Bernardo, Planaltina, Santo Antônio do Descoberto and Vila Boa.

9 According to the ranking of the 50 largest retailers in Brazil in revenue, prepared in 2015 by the publisher of Exame magazine and published on August 12, 2016. Available at: <http://exame.abril.com.br/negocios/as-50-maiores-varejistas-do-brasil-em-faturamento-em-2015/>.

10 Data available on the website of the Secretaria Estadual de Saúde. Available at: <http://www.saude.go.gov.br/>. Accessed on: Jan. 15, 2017.

11 Original language: Portuguese.

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Tathiana Rodrigues Salgado - Bachelors, Master, and Ph.D. in Geography from Universidade Federal de Goiás. Professor at Universidade Estadual de Goiás on the campus of Porangatu City. ORCID: https://orcid.org/0000-0002-2656-4862.

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