

CASARES RIPOL, Javier and ARANDA GARCIA, Evangelina

Brand Names in the Service Sector: A Foreshortened View

Abstract: This article analyses the role of trademarks in service sector expansion. The discussion first addresses economic considerations associated with the theory of monopolistic competition and Lancaster's demand theory, which contribute to explaining the importance of brand names in market configuration. Psychological elements are also considered to explain consumer preferences. Subsequently, various features of the brand name market are reviewed, along with the development of service trademarks in Spain. Finally, the paper examines the major consequences that brand name development may have for the sector's characteristics and limitations.

Key words: service sector, brands, economic thought, consumption economy, consumers, franchise, Spain.

JEL Classification: D11, L80, L89.

CUADRADO ROURA, Juan R. and RUBALCABA BERMEJO, Luis

Services to Companies: A Strategic Activity in the Spanish Economy

Abstract: The growth in the importance of services to companies in the production system may be due to a number of structural and circumstantial causes. The most prominent of these causes is that this type of activity is deeply integrated in the different branches of the economy as a whole. The present article analyses this issue in relation to the Spanish economy and corroborates the strategic nature of the industry. In so doing, it analyses input-output tables from three standpoints: characterisation of the business services offered, their direct and indirect integration in the industrial sector and industrial «tertiarisation».

Key words: service sector, rendering of services, service enterprises, economic structure, input-output tables, Spain, 1980-1994.

JEL Classification: D50, L80.

GONZALEZ GOMEZ, Francisco and FERNANDEZ FERNANDEZ, María Teresa

Service Trade in Spain: Broadened View and Factors Involved in Development

Abstract: Service trade will occupy a more relevant position in economic research in the years to come, because, not only is this activity strategically and quantitatively important at present, it is expected to play an even more prominent role in the future. In this regard, the

importance of service trade may be valued from the following perspectives, among others: insofar as it responds to external demand, it drives economic growth and the creation of jobs; it constitutes a key factor for foreign sector balance in certain OECD countries, Spain among them; and it favours access to higher quality services at a lower cost, which has a beneficial impact on domestic economy competitiveness because such services are intermediate inputs for local business. With Spain as a case study, the article attempts to provide some insight into the importance of service trade, stressing facts such as: the volume and importance of service trade for the economy are underestimated; further internationalisation of service businesses is to be expected; the service trade is undergoing structural change; and, most especially, countries' competitiveness is going to be more and more closely tied to certain key services whose behaviour has been particularly dynamic in recent years.

Key words: service sector, international trade, foreign trade, Spain.

JEL Classification: F14, L80

GONZALEZ MORENO, Miguel

Service Markets: Issues, Factors of Change and Reform Policy

Abstract: The specific weight and strategic value that the service sector has acquired imply that its inefficiencies in terms of allocation and production affect the Spanish economy as a whole. It is generally agreed at this time that the factor underlying the anomalies detected in tertiary activities is the lack of competition in these markets. The most appropriate strategy to address these issues involves two basic approaches: promoting and maintaining competition.

Key words: service sector, competition, structural reform, privatisation, economic liberalisation, deregulation, productivity, Spain.

JEL Classification: L33, L40, L80, O47

IGLESIAS FERNANDEZ, Carlos and LLORENTE HERAS, Raquel

Changes in Labour Market Demand for Occupations and «Tertiarisation» Processes in Spain

Abstract: This article analyses the relationship between the «tertiarisation» of our labour market and the transformation of occupational structures. On the grounds of the evolution of these two variables in the last 23 years, it identifies the structural change component in occupational change, concluding that this was the predominant factor in the period 1977-1992. The paper also reviews the intensity of the occupational change taking place within different sectors. This leads to an in-depth discussion of the explanatory importance, for occupational

change, of the different underlying reasons for service growth (final demand vs intermediate demand and outsourcing processes), concluding that the first mentioned is the most prevalent.

Key words: service sector, final demand, job classification, labour market, Spain.

JEL Classification: J21, L80.

MAÑAS ALCON, Elena; GABALDON QUIÑONES, Patricia and GALLARDO GONZALEZ, Sonia

Household Spending as a Driving Force of the Service Industry

Abstract: This paper studies service consumption by Spanish households on the basis of the results of Household Budget Surveys conducted over the period 1980-96. The object was to ascertain the importance of consumption of the different groups of services in household budgets and analyse to what extent such consumption is determined by social and economic status.

Key words: service sector, household consumption, survey, Spain.

JEL Classification: E21, L80, R20.

MARTINEZ SERRANO, José A. and PICAZO, Andrés J.

Productivity in Services

Abstract: Productivity in the Spanish service sector has progressed very slowly due to the difficulties in capitalising most of the activities involved and the slow pace of technological progress in the sector. This article analyses the differential performance of goods and services in terms of productivity and the variations recorded since the sixties, attempting to explain the reasons for such differences. Recent productivity growth is also compared to growth in more advanced countries to detect possible deficiencies in the Spanish tertiary sector's adaptation to the new technical and economic environment.

Key words: service sector, productivity, economic growth, Spain.

JEL Classification: L80, O40.

PETTIBO JUAN, Amadeo

Competition in the Service Sector

Abstract: Social sensitivity to competition and anti-trust action has grown more acute in recent years. The service sector, in many areas, is protected from competition due to the

high barriers to integration on the international marketplace and the restrictions held in place by the economic agents benefiting from this situation. The service sector is much less liberalised than the industrial sector. The Competition Court has devoted special attention to the introduction and intensification of competition in the service sector, passing sentences and proposing the adoption of specific measures. Recent liberalisation provisions reflect some of the Court's proposals and criteria.

Key words: service sector, economic liberalisation, economy internationalisation, Spain.

JEL Classification: D40, K21, L40

RIO GOMEZ, Clemente del

The Service Sector in the Evolution of the Modern Spanish Economy

Abstract: The process of growth and structural change in the Spanish economy has entailed a substantial rise in the relevance of services, which now constitute the major sector of economic activity in terms of employment and production, greatly outdistancing the secondary and especially the primary sector. The importance of services began to grow, essentially, as of 1960 and rose even more steeply after the mid-eighties. Structural change in the Spanish economy has followed patterns, sector by sector, similar to trends in the OECD economy as a whole, although change has tended to reach Spain later, in particular as regards GDPpc; this lag is less pronounced with respect to sectors where figures have clearly been converging. Substantial inter-regional differences are observed in structural change processes within Spain, just as there are differences between countries in the OECD.

Key words: service sector, structural reform, economic growth, Spain.

JEL Classification: L80, O40

SENRA DIAZ, Eva and ALBACETE, Rebeca

The Price of Services in the Spanish Economy

Abstract: Overall inflation has been falling in Spain since the early 90s, to ultimately reach the present figure, approximately 3 per cent. This article shows how underlying inflation, which excludes non-processed food, energy, oil, tobacco and tourist packages, has also declined in both goods and services. The sectors with the highest yearly rates which weigh most heavily in the service component of inflation are: housing, restaurant and hotel trade and transportation. The paper also reviews the service sector inflation differential between Spain and the EMU, which is 1.5 percentage points for housing, 2 for

restaurants and nil, in 1999, for transportation, although the figure has since risen slightly. The drop in tendential inflation has been substantial, but insufficient in comparison to other European countries. Moreover, the inflation differential between goods and services is wide and may have an adverse effect on our competitiveness and real convergence with Europe.

Key words: service sector, economic convergence, European Monetary Union, Spain.

JEL Classification: E31, L80.

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