Tourism Promotion within the City of Peterborough

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ABSTRACT

Tourism is a vital part of Peterborough's economic sector. Through the development of the *tripclick* website, Peterborough is hoping to gain tourists locally, nationally and globally by providing them with information on various tourism destinations throughout the city and county. Information gathered for the website includes essays based on qualitative research from the sub-disciplines of geography which include tourism, recreational, historical, economic, physical and cultural. The qualitative approaches and essays fabricated include a genre of topics based on local history, culture and landmarks. These topics consist of the Leahy Family, Rompin' Ronnie Hawkins, Andrew Carnegie, Peterborough Symphony Orchestra, Kettles, Oak Ridges Moraine, Drumlins and Warsaw Caves. This report shows what great amenities the city and county of Peterborough has to offer to tourists of all kinds.

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INTRODUCTION

1.1   Description

Ever wanted to travel to a County/City that incorporates physical geography with cultural, historical and recreational geography all into one? If so, we have the right place for you! The County and City of Peterborough is a marvellous landscape that incorporates all these geographical aspects into one environment.

In this report, through the use of research gathered, essays and narratives were created to illustrate specific destinations for tourists to the City and County of Peterborough. These tourist attractions included the Leahy family, Rompin' Ronnie Hawkins, Andrew Carnegie Library, Peterborough Symphony Orchestra, kettles, the Oak Ridges Moraine, Peterborough drumlin fields and the Warsaw Caves. The narratives are made visible to the public though the use of *Tripclick,* which is an online tool that is connected to Peterborough's tourist website to provide tourists with online descriptions of these possible attractions.

1.2   Purpose

On behalf of the Tourism section of the Greater Peterborough Area Economic Development Corporation (GPAEDC), the County of Peterborough developed a website that allows visitors to learn more about the region by making each person their own self-directing tour guide. The project provided the public with an easily accessible listing of tour sites within the County and City of Peterborough that can be selected based on a pre-defined tour route or topic category. The tour sites are printable from a web-mapping application (e.g., Google Maps) or downloadable into a recreational GPS unit. The

Google map application being designed includes annotation so that any visitor regardless of technology can use print maps. Despite this, the project remains directed at GPS users. Each site provides an associated narrative that can be printed out or downloaded in MP3 format. (Audio files will be recorded separately and are not considered a part of this project.)

In 2007, the County sought a team of fourth year students at Trent University to compile accurate research on a series of sites related to a specific theme involving people, places and/or events from areas within the County and City of Peterborough. The research is based on a team report related to the effective presentation of interpretive materials in tourism, especially through the use of new media. The purpose of the research was to provide the students and the County with an equal understanding of best practices related to the most effective presentation of research material for public consumption. The research considered the pros and cons of traditional interpretive signage vs. the use of emerging technologies (e.g., iPod audio files, cell phone messages, GPS waypoints, web sites).

1.3   Nature of the Study

The research project focused on tour site topics, which included historical, geographical, and ecological nature, each associated with a unique location in the Peterborough County. Each student focused on a separate theme in order to diversify the research being compiled. The research compiled for the project was incorporated into a pre-existing tourism product to improve its regional nature through the use of *Tripclick*. By adding new and interesting tour sites to all areas of the County and City, whether they are established points of interest or less well-known 'discoveries', the *Tripclick* project

seeks to draw interest to the City of Peterborough, all eight local Townships, and First Nations communities to increase tourism traffic, visitor awareness and economic prosperity.

1.4   Goals and Objectives

The main goal of the research project was to introduce travelers to a new and novel form of tourism. It was expected that this will draw some visitors who want to explore this 'new media', others who are interested in seeing the sites behind some interesting tales, and those who want to know more about an area they were already interested in visiting. One of the goals for the Peterborough County and City was to have the Trent University students research sites from across the County, especially in more remote areas. The intent was to increase the tourism appeal of areas that are not yet widely visited. An objective for the tourism project was to create a sustainable tourism website through the use of *Tripclick,* which encourages an understanding and appreciation for the various cultures, experiences, landscapes, and species of Peterborough County and City. Another objective included our investigation, which incorporated research on recreation, cultural, historical and physical geography of the Peterborough area.

1.5   Research Setting

The City and County of Peterborough was founded in 1838. Peterborough is a city on the Otonabee River in central-eastern Ontario, Canada. The population of the City and County of Peterborough, as of 2008, encompasses more then 133,000 residents (Peterborough and the Kawarthas Tourism, 2006). Not only is Peterborough known for its geographical features but it also is refered to as a gateway to "cottage country" of the

Kawarthas. This term was coined for the Peterbrough area is because of its large recreational land witihin the Province of Ontario.
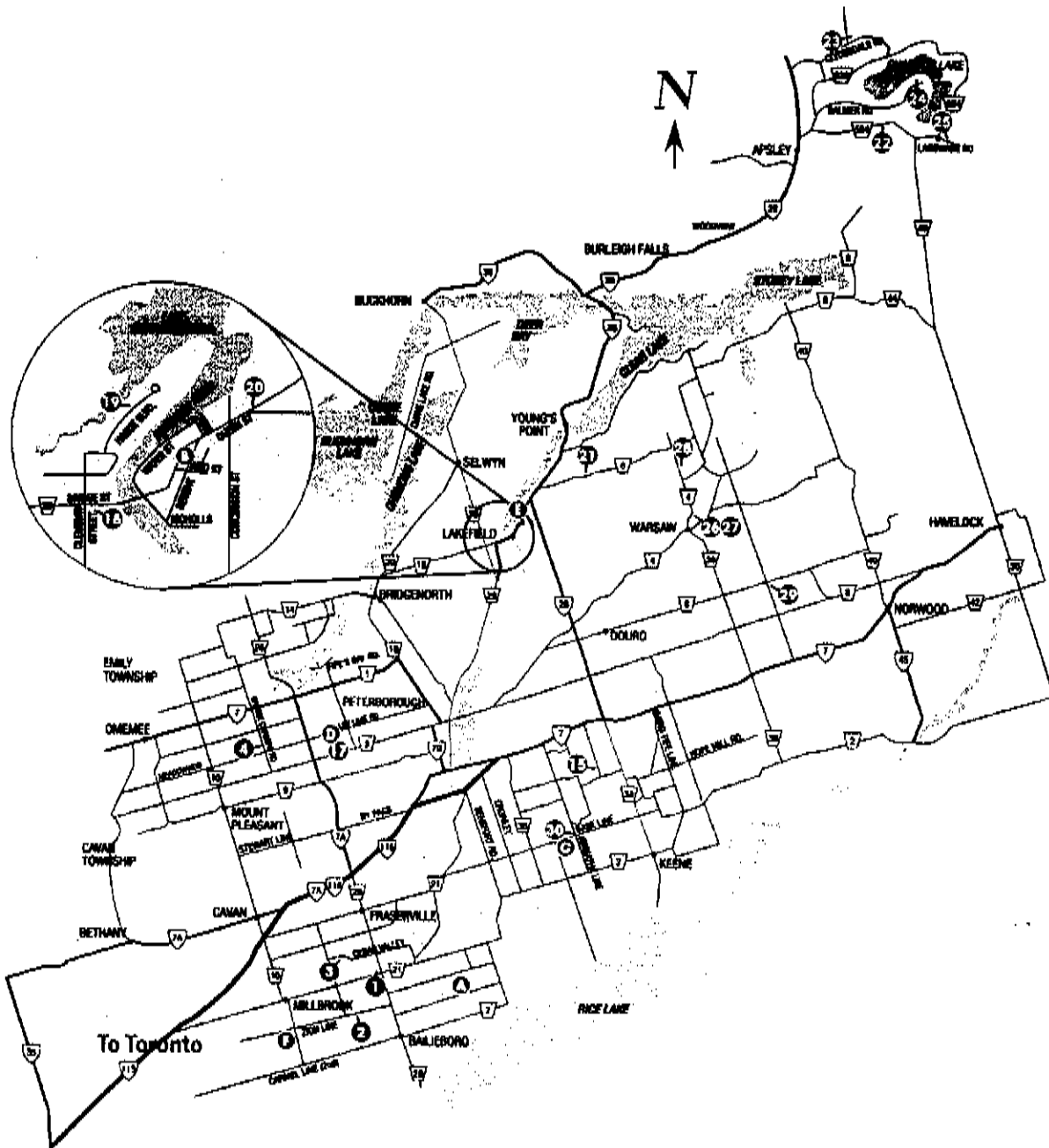
Figure 1: Map of the City and County of Peterborough (Peterborough and The Kawarthas Tourism, 2007)

1.6   Overview of Approach

The project consists of different methods, which included field research, essay and narrative writing based on data collection from secondary sources. The information gathered is made available to the public through Peterborough's tourism website via *Tripclick*. *Tripclick* is an important part of this research because it is the tool used to like the research gathered to the public.

1.7   Structure of Report

The report consists of eight sections, which include an introduction, the literature review, methodology, eight essays, eight narratives, a conclusion, work cited and appendices. The introduction provides an overview of the project introducing the reader to the themes and methods used. The literature review consists of relevant literature to this project including tourism, recreational, historical, economic, physical, cultural geography and qualitative approaches. Methodology covers the methods used in order to complete this project. Essays are written descriptions of the tourist destinations. Narratives are components of the essays that have been designed to be published on the *Tripclick* website. The conclusion consists of a summary and discussion of findings, contributions, limitations of the research and future research. Appendices include the original research proposal.

LITERATURE REVIEW

2.1 Introduction

Heritage, culture and the geography are of special interest for tourists interested to learn about history, lifestyles and environment. Through developing these tourism attributes in a specific area such the City and County of Peterborough these aspects of tourism become essential in promoting the history, culture, heritage and geographical physical features of tourist site (Yiping et al., 2004). The need for cultural values to be present in historical buildings, monuments and artefacts along with cultural traditions help to tell about the heritage of tourist sites through traditional arts, crafts, celebrations, folk dances and social customs (Yiping et al., 2004).

The bodies of literature that inform the research include tourism, recreation, historical, economic, physical, cultural geography and importance of linkages. These bodies of literature are important to this project because they set the groundwork for understanding sustainable tourism and why certain locations are attributes to a destination such as the City and County of Peterborough.

2.2 Tourism Geography and the case of *Tripclick*

The tourism industry has formulated tourism into a commodity of tourist images, services and souvenirs of the Ontario landscape (Jasen, 1995). Shaw and Williams (2004) examine the value that heritage tourism can bring to a city such as Peterborough. These values are supposed to enrich the tourist experience of heritage, culture and geographical significance through the presentations and arrangement of tourist destinations (Shaw &

Williams, 2004). Examples in the City and County of Peterborough include important cultural and historical sites and characters such as the Andrew Carnegie library, Leahy Family, Rompin' Ronnie Hawkins, Peterborough Symphony Orchestra and geographical features of the region such the Oak Ridges Moraine, Peterborough drumlin fields, Warsaw Caves and kettles.

However, according to Isserman and Rephann (1995), achieving this form of tourism is not easy and it takes many initiatives and incentives to ensure its sustainability. These include preservation of natural, cultural and other resources for future generations that are still beneficial for the present generation. Development of the tourism area in a manner that does not generate environmental or socio-cultural problems; the tourism environment maintained and improved upon when and where needed; maintaining tourist satisfaction to the tourist destination; economic feasibility of the tourism industry maintained and the economic benefits of tourism is dispersed equally throughout the region.

The City and County of Peterborough is meeting the demands of sustainable tourism through *Tripclick*, which uses the technology of Geographical Information System (GIS) to provide tourists with up to date information on the region's tourist attractions including narratives specific to a certain tourist destinations events and locations. Using *Tripclick* as a case study for the City and County of Peterborough, one can see the impact tourism is and will be having on the economic, cultural and historical development and preservation of the region. Promoting the City and County of Peterborough as a tourist destination for domestic and foreign travellers/visitors will

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boost the region's economic standing in Ontario and possibly nationally as well as providing travellers with an indepth look at the history and culture of the area.

With the development of *Tripclick*, the City and County of Peterborough has facilitated an international tourism operation, including, destination information, interactive geographical maps, narratives, accommodations, reservations and enquiries into what else is around the area all via the Internet (Peterborough Economic Development, 2006). *Tripclick* specializes in enhancing tourism travel and economic development across the globe through interactive tools that are web-based and innovated by GIS travel guides and narratives of the destination chosen by the tourist (Peterborough Economic Development, 2006). Through the use of this futuristic tourism travel innovation, the City and County of Peterborough hope to add to the success of its tourism sector, making it a strong component of its economic development strategy (Peterborough and The Kawarthas Tourism, 2007). Tourism in the City and County of Peterborough does not have just one focus, but a variety of foci that accent its diversity among the areas in the region and bring with it challenges and opportunities to the tourism sector. With Peterborough's partnerships with local businesses, historical sites and the use of *Tripclick*, Peterborough is approaching the tourism industry with a holistic approach incorporating, large and small privately owed and operated businesses, with investments of resources and financial support at the municipal, local and individual levels to create a tourism experience that has the potential for growth and diversification (Peterborough and The Kawarthas Tourism, 2007.). Regional tourism for the most part is what encompasses the City and County of Peterborough's tourism sector, but with the

help of *Tripclick* this region's dominance will branch out into provincial, national and global tourism markets, drawing travellers from every which direction.

2.3   Recreation Geography

Recreation geography can be understood as a phenomenon that classifies the development of specialist areas in external pressures such as the government and business funding of research. Approaches used in understanding recreation geography include descriptive, explanatory and predictive as well as qualitative research on location and travel (Hall and Page, 1999).

Classification of recreational uses can be understood as urban and rural resource-based, intermediate and user oriented (Hall and Page, 1999). Other variables can also be added to this understanding of recreation geography, which include but are not limited to, human made and natural resources, formal and informal, intensive and extensive, fragile and resistant, as well as private and public ownership (Hall and Page, 1999).

The development of recreational areas is dependent on their locations. Public facilities are located in areas of high population densities to meet the demand for their uses and services, as well as accessible locations (Hall and Page, 1999). Private facilities are located in areas based on one or two bases; either in or near open space, located throughout the region such as the case of country clubs and campsites, or near water based facilities. These water-based facilities might include hunting and angling clubs, which closely tie to land and water clustering around the resource (Hall and Page, 1999).

Recreation geography with the assistance of *Tripclick* will allow visitors of the City and County of Peterborough to explore the landscape through the different facilities and amenities offered. An example of a recreation site via *Tripclick* is the Warsaw caves.

2.4 Historical Geography

Historical geography is a sub-discipline that explains the past in many perspectives. Historical geographers are able to research and study many questions and concerns that arise in history, and connect them with the world today. Historical geography is a "subfield of human geography that is concerned with geographies of the past and their relations with the present" (Johnston et al., 337, 2000). Historical geography inquires about the earth's evolution, and how various societies across the planet emerged.

Historical geography will allow a tourist to the City and County of Peterborough to discover the past phenomenons which the landscape was built upon such as kettles or the Peterborough drumlin field. Historical geography, for the purpose of this research project, also incorporates the use of archives, library information and research of old records. Historical aspects play an important role in the way information is gathered and the overall outcome of this research project, since many of the narratives are related to previous people and places in the City and County of Peterborough.

2.5 Economic Geography

Regional economic development of the County and City of Peterborough is important to its tourism sector for providing sustainable tourism. Sustainable tourism is a form of active tourism that incorporates social, economic, natural and cultural environments into its planning in the hopes of having a net benefit that will profit the

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region in the present and future (PICTURE, 2005). However, achieving this form of tourism is not easy and it takes many objectives and incentives to ensure its sustainability these include preservation of natural, cultural and other resources for future generations that are still beneficial for the present generation; development of the tourism area is done in a manner that does not generate environmental or socio-cultural problems; the tourism environment is maintained and improved upon when and where needed; maintaining tourist satisfaction to the tourist destination; economic feasibility of the tourism industry is maintained and; the economic benefits of tourism is dispersed equally throughout the region (Isserman and Rephann, 1995). Peterborough Region is meeting the demands of sustainable tourism through *Tripclick*, which uses GIS to provide tourists with up to date information on the regions tourist attractions, events and location. Using *Tripclick* as a case study for the Peterborough Region one can see the impact tourism is and will be having on the economic development of the region. Promoting Peterborough Region as a tourist destination for domestic and foreign travellers/visitors will boost the regions economic standing in Ontario and possibly nationally.

Tourism can be promoted as a major source of regional income for an area. As the population of Ontario grows so does the number of visitors to the province, as people are making trips within the province and to the province to visit friends and family while exploring landscape and attractions. Ontario's program of economic development for the area is concerned with managing the challenge of the rapid growth of the province (Firestone, 1974). Since the early 1960's, the provincial government of Ontario has established agencies to stimulate the economic growth of the province by introducing "buy provincial" schemes and industrial assistant measures (Savoie, 1992). These

schemes and industrial assistant measures were introduced to promote the growth of the province through provincially oriented programs such as tourism promotions (Savoie, 1992).

The World Tourism Organization (WTO) reported that in 2000, 698 people million people traveled to a foreign country (UNEP, 2005) creating an export market of 476 billion dollars US (Knox et al, 2003). The tourism sector is the world's largest non-agricultural employer, as the world economy invests in transporting, feeding, housing, guiding and amusing tourists (Knox et al, 2003). Also, the global stock on tourism operations generates an estimated 3 trillion dollars US for restaurants, transportation and facilities annually (Knox et al, 2003). However, each region and area in Ontario differs within the province, due to different growth rates, income per capita and the availability of employment opportunities (Firestone, 1974).

Canada uses its provinces to boosts its economy though tourism promotion within the nation and across the globe. The development of tourism in the Province of Ontario exemplifies the major source of regional income the tourism sector can generate. The promotion of tourism as a regional market has inspired marketing strategies to increase the awareness of the region as a potential tourist destination and also to incorporate community members into benefits of their region becoming a tourist destination (Nitsch and van der Straaten, 1995). With emphasis being placed on the tourism sector for gain in the economy, modification to infrastructures, accommodation facilities and developing facilitates as a tourist destination has boosted host tourist communities throughout Ontario and Canada (Nitsch and van der Straaten, 1995).

Festivals and events that are held in Ontario are not only encouraging local residents and residents of the province but also residents from across the country and the world to visit, making Ontario's tourism sector profitable. A study conducted by the Ontario Trillium Foundation (2003) provided research on the economic benefits of festivals and events in Ontario that attracted many tourists and created a substantial economy base for the province. Figure 2 illustrates the economic benefits of recreational, cultural and sporting events and festival in Ontario for 1997 and the positive effect they had on the Gross Domestic Product (GDP), the taxes generated for all levels of government creating 2 600 jobs and $50 million in wages and salaries (Ontario Trillium Foundation, 2003).

Economic Impacts of 1997 festivals and events in Ontario
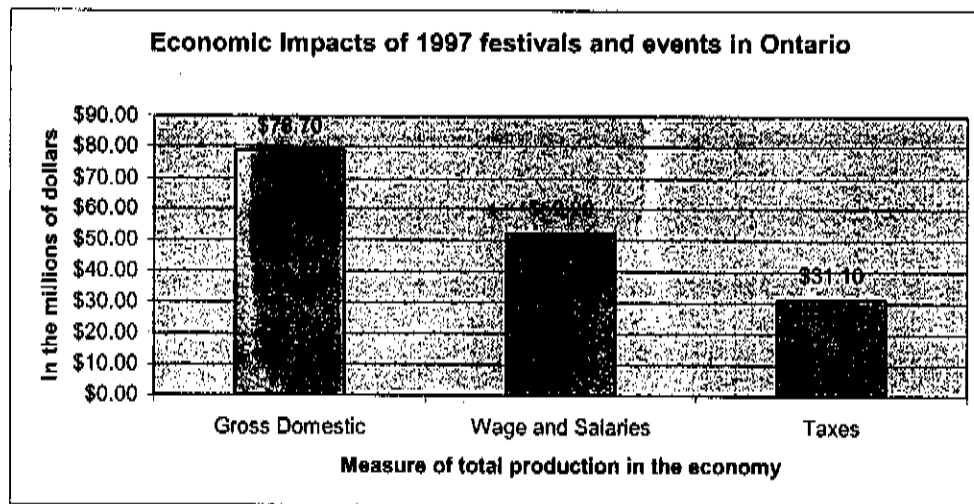
Figure 2: Economic impacts of 1997 festivals and events in the Province of Ontario (Ontario Trillium Foundation, 2003)

In 1997, the tourism sector of Ontario alone generated $31.1 million in taxes for the government at all three levels (municipal, provincial and federal). Figure 3 demonstrates the break down of the impact tourism has had on the Canadian government via taxes (Ontario Trillium Foundation, 2003).
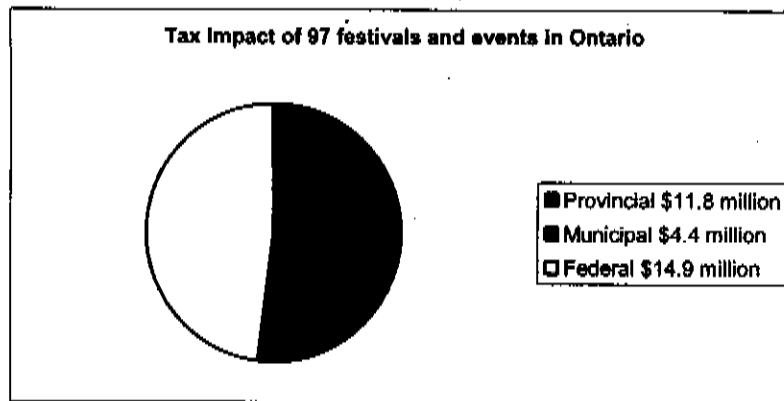
Figure 3: Tax impact of 1997 festival and events in the province of Ontario (Ontario Trillium Foundation, 2003)

Tourism is a sectoral opportunity not only for Canada but for individual provinces and territories as well (Savoie, 1992). Tourism facilitates more than just festivals and events. Host regions need to facilitate their visitors and travellers to the region (Nitsch and van der Straaten, 1995). This need to facilitate visitors generates employment, creating a source of income for local residents and contributing to the national economy (Nitsch and van der Straaten, 1995). Table 1 exemplifies the economic benefit Ontario's festival and events have had on generating employment, wages and salaries as well as contributing to the nation economy all via the tourism sector.

	Accommodation	Recreation	Restaurants
GDP	$ 8.8 million	$ 11.7 millions	$ 7.1 million
Wages and Salaries	$ 6.7 million	$ 9.8 million	$ 5.7 million
Employment (Created for approximately 100,000 residents)	370 jobs	590 jobs	520 jobs

Table 1: Impacts of 1997 festival and events on selected sectors in theProvince of Ontario (Ontario Trillium Foundation, 2003)

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The tourism market in regions across the province of Ontario have benefited from increased demand on the tourism sector in the Canadian economy. It is obvious that tourism is and can be profitable in Ontario (Nitsch and van der Straaten, 1995), but the benefits of tourism are not something that comes naturally. Tourism development requires clearly set objects, resource management, market segmentation, financial resources, a strong development of organisational structure and a constant evaluation of resources and the sustainability of the tourism market (Nitsch and van der Straaten, 1995). As technology advances so does the tourism sector; however, it is achieving sustainable tourism that will benefit the regional economy.

Economic geography shows how tourism promotion in the City and County of Peterborough will be beneficial to the economy, especially with the introduction of the online tool *Tripclick*.

2.6   Cultural Geography

Cultural Geogprahy is currently "one of the most vibrant and contested sub-fields within human geogprahy [with] both a long scholarly tradition and multiple contemporaty expressoins" (Johnston et al., p. 134, 2000). Cultural geography incorporates the interaction between people and their environment including land, language, religion, economics, food, clothing, music, languages and much more. Depending on the study area, cultural geography could have different understandings between groups of people. With many different cultures within our world, geographers can include many aspects of culture into their research. Whether you are studying cultural origins, movement of people, or the characteristics of regions, cultural geography ties together the idea of people and their environment. Cultural geography will allow

tourists to experience the City and County of Peterborough through a unique perspective from the establishment of the Andrew Carnegie Libraries to the musical attributes of the Leahy family and contributions to the community from the Peterborough Symphony Orchestra.

2.7 Physical Geography

"Physical Geography is a sub-discipline of two much larger fields of study - Geography and Earth Sciences. The main purpose of Physical Geography is to explain the spatial characteristics of the various natural phenomena associated with the Earth's hydrosphere, biosphere, atmosphere, and lithosphere" (Pidwirny, p 1, 2007). It often incorporates physical features such as the earth's surface, landforms, glaciers, water sources, climate, natural disasters and much more. Physical geography shows the natural attributes of the City and County of Peterborough's landscape through its kettles, drumlin field and Oak Ridges Moraine.

2.8 Qualitative Approaches

Qualitative methods are "the use of mathematical techniques, theorems, and proofs in understanding geographical forms and relations" (Johnston et al., p. 663, 2000). Although there are many types of qualitative methods that exist, for this research approach, narratives will be the focus. Narratives are a way of producing written work through the chronological order in which they are being told. Narratives are defined as having a beginning, middle and some form of "end" state, which links the story together (Flowerdew and Martin, 2005). This form of analysis is usually done in qualitative work as it reconstructs life histories or allows for interpretation of different events that have taken place over time, that have been told in different ways. Narratives are, therefore,

used as a tool of linking people, place and events into stories (Flowerdew and Martin, 2005).

Narratives work in the context of thinking about them as a script or drama that is being retold; therefore, you must think of the story several times before retelling it and reflect upon how you are going to portray the story on different levels (Flowerdew and Martin, 2005). At the grand level you want to decipher if the story being told is an ascensions tale or a declensions tale, how the history of the narrative is going to be illustrated in the story (Flowerdew and Martin, 2005).

Another level of consideration is the contexts in which they occur and their significance to the narrative referred to as "turning points" (Flowerdew and Martin, 2005). This is important in the description of the event and how much effort and emphasis is placed on a certain event in the narrative with regards to detail and interpretation. It is also important to establish the position of the teller in the narrative and how they perceive the events taking place (Flowerdew and Martin, 2005).

The final level of the narrative is a type of communication used in the story and what the intentions are of the narrative being produced. It is important to ensure that the language being used is understood by a broad audience and that the intent of the narrative is being illustrated. In the hopes of open communication a narrative must be free from judgment and misinterpretation (Flowerdew and Martin, 2005). This qualitative approach will allow the users of *Tripclick* on the Peterborough tourism website to access narratives about the attributes of specific destinations.

2.9   Importance of Linkages

By using corridors we can break-up Peterborough's tourism district into wildlife management, resource management, park design, community development and transportation systems which, will allow tourists to decide a destination based on their own interests (Mitchell and Murphy, 1991). Current efforts in tourism development are based on developing the geographical locations within the region or area through illustrating heritage areas, themed tourism routes, heritage corridors and scenic landscapes (Miyakuni, 2006).

According to Miyakuni (2006) community-based tourism should focus on a linkage system, which consists of six connecting features: physical, information, visual, transportation, interpretive and promotion/economic links. When incorporating these links into tourism planning, development of the tourism sector needs to be conducted with the whole community in mind, ensuring that all needs of the community are addressed thereby minimizing the negative effects that tourism can have on a community (Mitchell and Murphy, 1991). Physical linkages consist of the natural and socially constructed linkages that allow visitors to move from one tourist destination to the other. Many of these physical corridors have been used successfully including wildlife management, waterfront boardwalks, park-design (e.g. greenways and trails) and transportation systems (e.g. accessibility to roads, bike trailing and hiking trails) (Miyakuni, 2006). Information linkages place emphasis on connecting potential visitors to the region through promotional and informational media, well orientating visitors to the area through maps, tools and knowledge such as in the case of Peterborough with the use of *Tripclick* (Miyakuni, 2006). By providing tourists with map locations and

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narratives on the Peterborough website, visitors are able to map out their destinations and what aspects of Peterborough's cultural, historical and physical landscape interest them. Visual linkages harmonize both the physical and information linkages by using logos, graphic design, colour and font styles to reflect the message and nature of the tourism experience (Miyakuni, 2006). Transportation linkages are important ensuring a successful experience for travellers. By planning out transportation networks tourists can easily move from one destination to the other (Miyakuni, 2006). Interpretive linkages reflect the history and culture of the areas through understandings and stories of individuals and families and how they relate to the surrounding area (Miyakuni, 2006), such as the case of the Andrew Carnegie library, Leahy family, Rompin' Ronnie Hawkins and the Peterborough Symphony Orchestra. All these features reflect the story and history of the City and County of Peterborough. As well as interpreting the physical features of the region one can see what a remarkable geographical landscape Peterborough has been established on, ranging from the Oak Ridges Moraine, the Peterborough drumlin field, Warsaw Caves and Kettles. Promotional/economic linkages consist of drawing tourists to the region from travel packages, accommodations, events and activities (Miyakuni, 2006).

The City and County of Peterborough has put into place steps and incentives for achieving sustainable tourism that will promote and secure the future of Peterborough's tourism sector. By linking recreational, cultural, historical and natural features visitors have a chance to see what their potential destination area has to offer (Miyakuni, 2006). The tourism sector not only in Peterborough, but also provincially and nationally, has aided in the economic growth of Canada's economy. The tourism sector has generated

recognition and attention from all levels of government spawning commercials and government incentives for boosting tourism in Canada as a whole.

METHODOLOGY

In order to fulfill the objectives, this projects features include the selection of the study area, narratives and websites. With the use of these features, information was obtained for the Peterborough tourism website.

3.1   Selection of Study Area

Data collection included fieldwork and research of specific tourists sites selected in collaboration with the County and City of Peterborough, the host organization for the project. Fieldwork and extensive research took place for tourist destination sites and characters assigned by the host organization. The eight sites and characters are: the Leahy Family, Rompin' Ronnie Hawkins, Andrew Carnegie Library, Peterborough Symphony Orchestra, Kettles and Kettle Lakes, the Oak Ridges Moraine, Peterborugh drumlin field and Warsaw Caves. These were considered important tourist attractions to provide the public with further information. The information obtain for each of the historical/cultural/geographical/ people and/or sites above have allowed the researcher's to develop an understanding for there particular significance to the City and County of Peterborough. From this information, researchers developed essays for each person/site listed above. The essays go into great detail about the research findings including history, location, development over time, how the person/site became a tourist attraction, and there significance to the City and County of Peterborough.

Donnell
Main role in the band: fiddle
Other Interests: sports (soccer, hockey, golf), old Western movies, farming, etc

- He is the oldest boy in the family
- Ice cream is his one of his favourite desserts
- He used to play the drums in "The Leahy Family" band
- He played on the University of Guelph varsity soccer team
- Together with his wife Natalie, they have a collection of fifteen fiddles, and a story behind each one
- Father of two

Siobheann
Main role in the band: bass, dancer, singer

- She can also play the piano and the fiddle.
- Siobheann has a collection of paintings that she painted herself. She astounded everyone when she took up the hobby five years ago and discovered a natural ability and affinity for this form of art.
- She loves the outdoors.
- She has a flair for colour and design in all arenas.
- Mother of four

Frank
Main role in the band: drums
Other Interests: all kinds of sports, especially soccer, hockey and golf

- He loves a good plate of pasta.
- He is considered a professional prankster who goes out of his way to plan and execute a good practical joke.
- Frank is also an avid golfer and runner. He hosts an annual golf tournament that has become renowned for its unbelievable scores (both good and bad), and guests.
- He appears to be in a cage when playing the drums on stage but in fact, he is surrounded by plexiglass so that the volume of his kit can be controlled.
- Father of two

3.2 Narratives

Using information from the essays, narratives were created and used to illustrate and describe the data collected through research from the field, academic scholars and other related materials. Narratives provide the reader with a sense and understanding of the topic under investigation. Although the narratives are only 200-250 words in length, they will provide a tourist with enough information to determine whether this is of interest to them. The narratives illustrate the geographical features and stories behind prospective tourist sites through short essays or abstracts. Similar to the essay, narratives include the history of the site, its location, and its significance to the City and County of Peterborough. By using a narrative approach, tourists can make the choice if a certain destination will possibly meet their interests, needs and expectations of their trip. Not only are these narratives beneficial to tourists of the City and County but also individuals living in these areas, as they give a historical and cultural meaning to their heritage.

3.3 Website

For the project, the methods selected are efficient for providing the information and research necessary to promote tourism in the County and City of Peterborough. The information and research collected through the methods above will be illustrated through narratives, which will be posted on the Peterborough tourism website via *Tripclick*. The website is a useful tool for tourism promotion because a majority of people travelling have access to the World Wide Web. Also with the use of *Tripclick* it will allow people to obtain information on a specific tourist destination of interest of them at their own leisure.

ESSAYS

The research findings are illustrated in the following essays for the Leahy family, Rompin' Ronnie Hawkins, Andrew Carnegie Library, Peterborough Symphony Orchestra, kettles, Oak Ridges Moraine, Peterborough drumlin field, and the Warsaw caves. From the information presented in the essays, narratives will be created and published and accessible to the public on *Tripclick.*

4.1 Leahy Family

Leahy (LAY-he): noun, verb, adjective (Leahy, 2007)

Figure 4: The Leahy Family (Leahy, 2007)

"A family. A musical group of brothers and sisters, a sound, a style of music, a way of life, a volcanic explosion of talent and energy, intense emotion, and feral passion" (Leahy, 2007).

"From the Leahy farmhouse in Lakefield, fields stretch our in all directions: across the road, into the horizon, behind the barn, and down into a quilt of cultivated valley" (Kastner, 1997). Farm work, however, is not the only part of a typical Leahy day. A music group of dedication, talent, and most importantly family remains the most

important practice on the farm household since before the 1980's. The Leahy family has been practicing music their whole lives, with each sibling pertaining to their certain role in the successful band. "After 15 years of playing and touring together, most bands are either ready to go separate ways or kill each other. But for Ontario's Leahy, they have only just begun" (Wilton, 1997). Not only can most of the family members play more then one instrument, many of the female members are trained in step dance. "The band's musical diversity -- Celtic, country and even a bit of Hungarian folk make their way into Leahy's eclectic sound" (Wilton, 1997), which had led the Leahy family to three Juno Awards, including new group, best instrument, and best country group.

Figure 5: Leahy members performing (Leahy, 2007)

Eight of the eleven children of Frank and Julie Leahy comprise "the current group, simply known as Leahy: Anges, Angus, Frank, Erin, Donnell, Doug, Maria, and Siobheann. [Each individual] plays a variety of instruments, fiddle ranking high among almost everybody's list, as well as either or both singing and step-dancing. Of the remaining Leahy sisters, Christine is now the band's manager while Denise is raising a family, however both still perform with the group on special occasions" (Kastner, 1997) The band members are as follows:

Donnell
Main role in the band: fiddle
Other Interests: sports (soccer, hockey, golf), old Western movies, farming, etc

- He is the oldest boy in the family
- Ice cream is his one of his favourite desserts
- He used to play the drums in "The Leahy Family" band
- He played on the University of Guelph varsity soccer team
- Together with his wife Natalie, they have a collection of fifteen fiddles, and a story behind each one
- Father of two

Siobheann
Main role in the band: bass, dancer, singer

- She can also play the piano and the fiddle.
- Siobheann has a collection of paintings that she painted herself. She astounded everyone when she took up the hobby five years ago and discovered a natural ability and affinity for this form of art.
- She loves the outdoors.
- She has a flair for colour and design in all arenas.
- Mother of four

Frank
Main role in the band: drums
Other Interests: all kinds of sports, especially soccer, hockey and golf

- He loves a good plate of pasta.
- He is considered a professional prankster who goes out of his way to plan and execute a good practical joke.
- Frank is also an avid golfer and runner. He hosts an annual golf tournament that has become renowned for its unbelievable scores (both good and bad), and guests.
- He appears to be in a cage when playing the drums on stage but in fact, he is surrounded by plexiglass so that the volume of his kit can be controlled.
- Father of two

Agnes
Main roles in the band: dancer, keyboards, singer
Other Interests: swing dancing; sports of all kinds, nature

- She is the mother of five children
- Agnes excelled in math at school and continues to be the math consultant of the family.
- She loves to bake and is famous for her dinner rolls from scratch.
- She is the spitting image of our paternal grandmother, whose name was *also* Agnes!

Doug
Main role in the band: fiddle
Other Interests: sports (soccer, hockey, golf), farming, wood working

- He lives with his growing family of four children on the Leahy family homestead
- He loves and is very skilled at working with horses
- Doug is famous for making delicious fudge
- He is the usually the ring-leader of "on stage" jokes

Erin
Main roles in the band: piano, singing, dancing
Other Interests: sports of all kinds; reading

- She is ambidextrous
- Erin studied arts & sciences at Trent University in Peterborough
- Erin plays in the local women's soccer league during the summer

Angus
Main role in the band: fiddle
Other Interests: sports especially soccer, hockey, and golf, farming

- He's the youngest member of the family and the band
- Angus is always up for a challenge
- He's known for causing many belly laughs

Maria
Main role in the band: guitar
Other Interests: sports of all kinds, swing dancing, nature

- Her favourite movie is "The Sound of Music"

- Maria is a certified teacher
- She plays in the local women's soccer league during the summer
- She continues to make her thumbs a bit greener each summer!

<div align="right">
All biography information provided by (Leahy , 2007).
(http://www.leahymusic.com/profiles.php)
</div>

The siblings are highly experienced performers, taught by both 'pere' and 'mere' at their hometown in Lakefield, Ontario. "Leahy pere taught his sons and daughters (eleven in all) the fiddle, and Leahy mere taught them to play the piano, sing, and step dance. They also absorbed music from neighbouring farming families, and from the airwaves" (Montague, 2004). The Leahy family's talent and success have led to four-released cd's (Live – 2006, In All Things - 2004, Lakefield – 2001, and Leahy – 1996), many tours across North America, and even the opening performance for Canadian singer Shania Twain.

4.2   Rompin' Ronnie Hawkins

Ronald Hawkins, known best as "Rompin' Ronnie Hawkins" was born on January 10, 1935 in Huntsville, Arkansas, United States of America (Figure 6 is a portrait of Ronald Hawkins). He has established himself as an accomplished singer, songwriter and actor (The Canadian Encyclopaedia, 2008). Rompin' Ronnie Hawkins was also known as "Mr. Dynamo," "Sir Ronnie," and "The Hawk". His love of music started in high school, through his academic pursuits at University of Arkansas in the 1950s where he established the first version of his band, from there Hawkins career was established spanning five decades and twenty-seven records (Wikipedia, 2007). He also hosted his own show in the 1980s called "Honky Tonk" (100 Greatest in the Performing Arts, 2008).
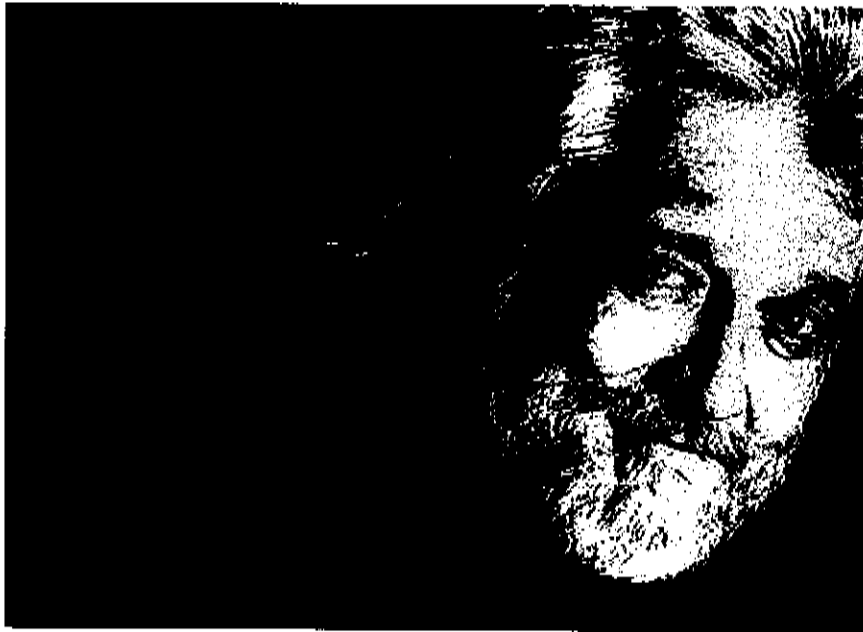
Figure 6: Portrait of Rompin' Ronnie Hawkins (The Canadian Encyclopaedia, 2008)

In 1958, after taking advice from Conway Twitty, Hawkins moved to Canada which was said to be the promised land for rock'n roll singers at the time, he found himself settling down in Hamilton, Ontario and playing the local club scene with his American band "The Hawks". Hawkins first gig was at a club called *The Grange* (Wikipedia, 2007). In 1959, Morris Levy signed Hawkins to a five year record deal and tried to lure him back to the United States of America, however, Hawkins had already fallen in love with Canada (The Canadian Encyclopaedia, 2008). In 1964, Hawkins became a permanent resident of Ontario, making his home just outside the City of Peterborough, in Lakefield. His seventy-seven hectare residents includes a 6 800 square foot home on Stoney Lake which is usually refereed to as "Hawkstone Manor" see Figure 7 and two cottages, which sit on a rocky peninsula among the trees which, the Hawkins rent out (The Canadian Encyclopaedia, 2008).

Figure 7: Hawkstone Manor (The Canadian Encyclopaedia, 2008)

Hawkins music brought with it elements of rock, blues and country; however, it was relatively pure country that he recorded as his style (The Canadian Encyclopaedia, 2008). In 1961, after settling down in Toronto's music scene many of the original "Hawks" were replaced with Canadian musicians with Richard Manuel, Garth Hudson, Rick Danko, and drummer Levon Helm. Through the 1960s and 1970s. Hawkins made Young Street in downtown Toronto his home base, appearing as a regular at many of the nightclubs. During the same time period Hawkins also operated a pub in London Ontario called *Campbell's Tavern* (The Canadian Encyclopaedia, 2008). Not only is Hawkins recognized for his talent as a musician but he also is recognized for his contribution to recruiting and grooming outstanding Canadian talent.

"The Hawks" established their superstardom after touring with Bob Dylan as the back-up band. "The Hawks" then changed their name to "The Band" (Maplemusic, 2008). This however, would not be the only time in which the group changed their name, they would also be known as "Janis Joplin's Full Tilt Boogie Band" and "Robbie Lane and the Disciples" (Maplemusic, 2008). Ronnie Hawkins has an alumni of followers all who have at one point contributed to Hawkins bands. These include David Clayton Thomas of "Blood Sweat and Tears", actor Beverly D'Angelo, musician Lawrence Gowan, as well as inductees to the Canadian Music Hall of Fame, Burton Cummings and David Foster (Maplemusic, 2008). Along with these greats Hawkins has also worked

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with John Lennon and Yoko Ono on their crusade for peace during the 1960s peace movement. Hawkins invited the couple to this Ontario farm on Stoney Lake, where they planned a peace festival. Hawkins also accompanied the couple to Ottawa where he met Prime Minister Trudeau in regards to peace efforts. From Hawkins work towards establishing peace Lennon asked Hawkins to be a peace emissary for his "Love Not War" message (Maplemusic, 2008).

One of Ronnie Hawkins biggest fans was former President Bill Clinton who asked the musician to perform at the inaugural party in 1992. Hawkins has also performed for every Canadian prime minister since John Diefenbaker and the Solidarity Leader and former president of Poland, Lech Walesa (Maplemusic, 2008).

Not only is Hawkins recognized for the people he has played with and the performances he has given, but he has also been honoured through Juno awards for best Country Male Vocalist in 1984 for his hit, "Making It Again" (Maplemusic, 2008). "Let it Rock" also granted Hawkins a Juno nomination eight years later. Hawkins honourable mention does not stop there; he also received the Canadian Academy of Recording Arts and Sciences award in 1996 along with the Walt Grealis Special Achievement award for his contribution to developing Canada's music industry (Maplemusic, 2008). Rompin' Ronnie Hawkins status as a legend of Canadian rock is also recognized with a star on Canada's Walk of Fame in 2002 and with his induction into the Canadian Music Industry Hall of Fame in 2004 (The Canadian Encyclopaedia, 2008). On October 4, 2002 Toronto, Ontario declared the day Ronnie Hawkins Day, which is still celebrated today (100 Greatest in the Performing Arts, 2008).

4.3   Andrew Carnegie Library

"Andrew Carnegie (Figure 8) is considered one of the world's greatest philanthropists and also one of the wealthiest men who ever lived" (Carnegie Corporation of New York, date unknown). Born in Dunfermline, Scotland on November 25, 1835, Carnegie was a man who had an impact on many lives, including those in Peterborough through the creation of the Andrew Carnegie Library.
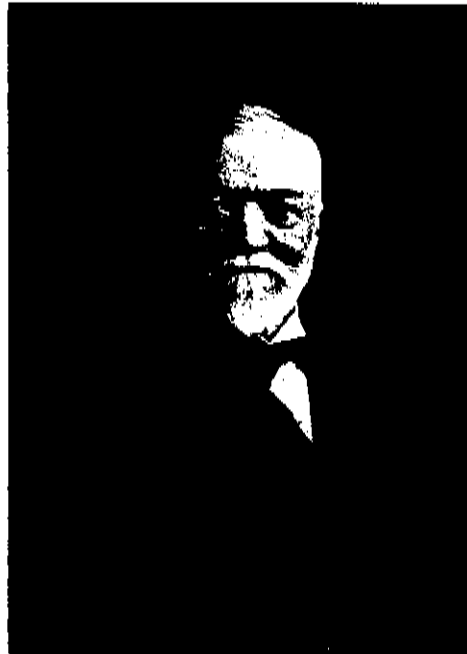
Figure 8: Portrait of Andrew Carnegie (Columbia University Libraries, 2005)

Carnegie's father, William Carnegie, worked as a linen weaver until reaching the conclusion that Scotland was not going to allow him to support his family by any means. It was the move to Pittsburgh in the United States of America that began Andrew's future successes in life. At age 12, when first arriving in the Unites States, he was able to find work in a cotton factory, making very little money. Although the money was very little, this Andrew felt like for once, he was able to contribute to the family's income. A year later, his first big opportunity arose. He was offered a job as a messenger in a telegraph

office (Charnan, 35, 1997). This job gave him a chance to meet the best-known business people in his surrounding area. With his hard work, and intelligence, energy, spirit, and ambition, he was able to land a job as a personal assistant with the Pennsylvania railway. He was eventually assigned as superintendent at 24 years of age, and quit the railway in 1865 age the age of 30. "In 1865 Andrew quit the railroad. He no longer wanted to work for other people, he wanted to be his own boss" (Charnan, 35, 1997).

During his time with the railway company, Carnegie was able to invest in projects, which enhanced his wealth in the long run. "Andrew invested in sleeping cars, which earned him money to invest in other projects" (Charnan, 36, 1997). He began investing in oil wells, and eventually started the Keystone Bridge Company. With such intelligence, Carnegie formed a new type of bridge, other then the wooden creations, which were destroyed by fires or washed away by floods. Carnegie created the iron bridge, which was much safer, and earned him profit on every bridge that was built. Along with the Keystone bridge company, he built the largest and most modern steel mill in the United States – Edger Thomson Steel Works.

"One of the reasons that Andrew Carnegie was so successful was that he wasn't afraid to take risks. He was willing to invest his money on products and inventions that he thought would become popular" (Charnan, 37, 1997). By 1900, the Steel Company was making more then $40 million every year, and during this time he decided to sell the entire iron and steel company for $480 million. "He was sixty-five years at the time and had a fortune that came to 300 millions. He spent the rest of his life giving his fortune away. Andrew believed that rich people shouldn't spend all their money on themselves" (Charnan, 37, 1997). There were many places in which Carnegie donated his money to –

schools and colleges around the country, retired workers who could not afford to buy much, peace organization, a Hero fund was established, he paid doctors and scientists for further cures to diseases, bought eight thousand church organs, and of course donated money to his hometown of Pittsburgh for colleges, an art gallery, a museum, a concert hall and a symphony orchestra (Charnan, 38, 1997).

Among the donations above, one of his biggest contributions to the world was the development of libraries, as he believed education was essential to all human beings. "Andrew believed that many of the world's problems came about because people didn't have enough education. All of his life, he had tried to educate himself by reading books and by talking to educated people" (Charnan, 38, 1997). It was his fond memories of a man's personal library that helped Carnegie become better educated, and he believed that all children should have the access to books like he had. "It is said that Carnegie had two main reasons for donating money to the founding of libraries. First, he believed that libraries added to the meritocratic nature of America. Anyone with the desire to learn could educate themselves and be successful in America like he had been. Second, Carnegie believed that immigrants like himself needed to acquire cultural knowledge of America which a library would enable immigrants to do" (Carnegie corporation of New York, date unknown).

. Thousands of libraries were built with the donations from Carnegie. "Any town that asked for [a library] could have an Andrew Carnegie library built for free. All Andrew asked for in return was that the community keep the library filled with books for people to borrow" (Charnan, 41, 1997). As the news got around, communities all over the world were requesting Andrew Carnegie libraries including Peterborough. Table 2

shows the exact number of libraries built throughout the world. "Carnegie recognizes

that it was the youth who would benefit [from the libraries], not the workingmen in the

mills he originally intended to aid" (Krass, 162, 2002).

As of December 31, 1908, Cargegie had given
$51,596,903 to libraries in these countries:

United States	959 buildings
England and Wales	329
Scotland	105
Canada	86
Ireland	42
New Zealand	14
British West Indies	5
South Africa	3
Australia and Tasmania	2
Seychelles Islands	1
Fiji Islands	1

Table 2: Carnegie contributions across the globe (Krass, 502, 2002)

The Carnegie building on Water St. was built through the funds of Andrew Carnegie,

which is now part of City Hall today. The library has since been re-built on Aylmer St.
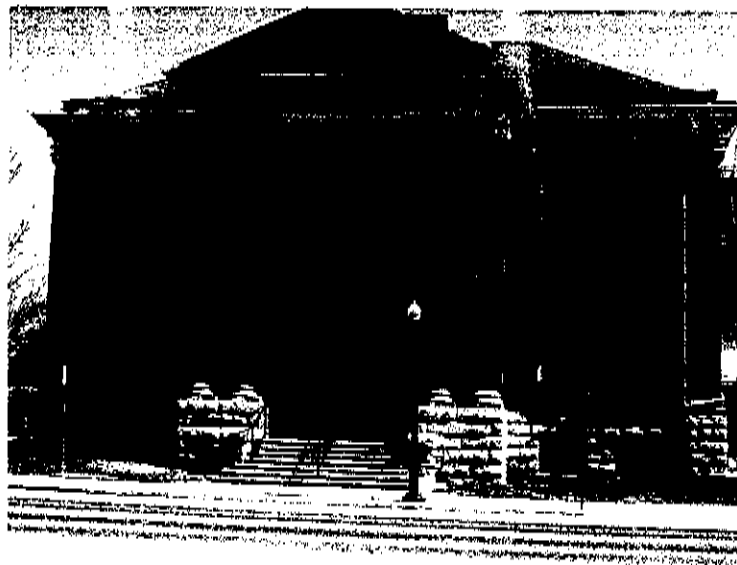
*Figure 9: Andrew Carnegie Library on Water Street, Peterborough (Danielle
Ready, 2008)*

Andrew Carnegie died on August 11, 1919, at the age of 84. "Despite Andrew's efforts to give away all of his money, he still had a lot left" (Charnan, 1997). He set up the Carnegie Corporation, which still remains today.

4.4   Peterborough Symphony Orchestra

Dating as far back as the seventeenth century, people have travelled to hear their favourite genre of music. Through the growing diversity of music within society relationships have been formed linking people to place through music (Gibson and Connel, 2007). The Peterborough Symphony Orchestra (PSO) (Figure 10) offers a range of classical music intertwined with other genres of music to provide an up to date spin on classical music and opera. Established in 1967 as a 35 to 50 member orchestra lead by Klemi Hambourg the PSO developed itself as a reputable symphony in the City of Peterborough and surrounding area. Conductors that followed Hambourg included Brian Jackson 1968-1972, Harvey Sachs 1972-1975, Bruce McGregor 1975-1978, Winston Webber 1978-1985, Kerry Stratton 1985-1986 and Stan Kapac 1987-1991. Today the Peterborough Symphony Orchestra is conducted by Maestro Michael Newman (Encyclopaedia of Music in Canada, 2007).

Figure 10: Emblem of the Peterborough Symphony Orchestra (Peterborough Symphony Orchestra, 2007)

The popularity of the Peterborough Symphony Orchestra took off in the 1970s as the symphony began performing concerts in nearby areas such as Cobourg, Lindsay and Port Hope. During the 1980s, the PSO began regular venues at the auditorium of the Peterborough Collegiate and Vocational School, along with several churches within the area. One of the orchestra's biggest seasons was during 1990-1991. During this time, the PSO offered four series concerts along with two performances with the Peterborough Symphony Singers conducted by Sidney Birrell (Encyclopaedia of Music in Canada, 2007).

The PSO is located near the heart of downtown Peterborough, its historical predescendents have allowed it to become a tourist attraction for many visitors and local residents with a keen ear for classical music. The orchestra's ability to connect one's sense of place to music is made possible by the volunteers and Maestros who have filled Showplace and Market Hall the theatrical venues of Peterborough over the years with wonderful theatre and opera from Rossini to Brahms, Mendelssohn to Dukas, Schubert to Beethoven to Strauss and even Led Zeppelin, which is a rock crossover concert that will be presented in the summer of 2008 (Peterborough Symphony Orchestra, 2007). Not only is the PSO a place of music but also it allows one to connect with artistic excellence and cultural inclusion into the region of Peterborough and Peterborough County.

The PSO is also very much involved in the community from volunteers and musicians to community youth programs. It has programs set up so youth have a chance to get involved and partake in the historical and cultural music being offered by the orchestra. These events include annual concerts for elementary students, stretching their

talents to other schools in the surrounding areas and special ticket programs for high school students.

The Maestro of the current 2008 season is Conductor Michael Newmam. The Hamilton native's education in the field of music extends from Choplin Academy of Music in Warsaw, to the Indiana University School of Music and the University of Toronto. He has lead performances at the Warsaw Chamber Opera in performances of "Le Nozze di Figaro", "Die Zauberfloete" and "Mitridate" (Peterborough Symphony Orchestra, 2007). Newman is also the Music Director for the Kawartha and Niagara Youth Orchestras along with a faculty member at Port Milford (Peterborough Symphony Orchestra, 2007). Not only is Newman known regionally for his work with the Symphony but he is also recognized nationally as he appeared with Opera of New Brunswick, directed the production of Tchaikovsky's Nutcracker with the Hamilton Philharmonic and revisited the Brantford Symphony during the 2006-2007 season (Peterborough Symphony Orchestra, 2007). Along with Newman the PSO is composed of mainly amateur musicians who come from a variety of backgrounds and experiences. Some of the musicians currently with the PSO include retirees, students and long time residents of the area. Much of the funding for operations of the PSO comes from local sponsors in the area such as Swish Maintenance, The Cole Family, Investors Group, RBC Dominion Securities, Franklin Templeton Investments, ScotiaMcLeod and Trytel (Peterborough Symphony Orchestra, 2007). The Peterborough Symphony Orchestra is celebrating over forty years of performance and community involvement within the City and County.

4.5   Kettle and Kettle Lakes

According to Christopherson (436) 2004 a kettle "forms when an isolated block of ice persists in a ground moraine, an outwash plain, or a valley floor after a glacier retreats; as the block finally melts, it leaves behind a steep-sided hole that frequently fills with water". Material deposited by debris-laden meltwater is called an outwash. "As meltwater builds thick deposits of outwash alongside and in front of a retreating glacier, blocks of ice may be surrounded and buried by sediment. Water produced by the thawing of the ice and snow form streams on the surface of the glacier. Having gathered certain amounts of debris, it is finally cast down a crevasse as a swirling cascade. The sides of the crevasse are abraded, and a shaft is formed in the ice. When the ice block finally melts, a depression called a kettle forms" (Plummer et al., 425, 2004). A kettle lake is formed when the kettle is filled with water. A kettle can also be referred to as a pothole.
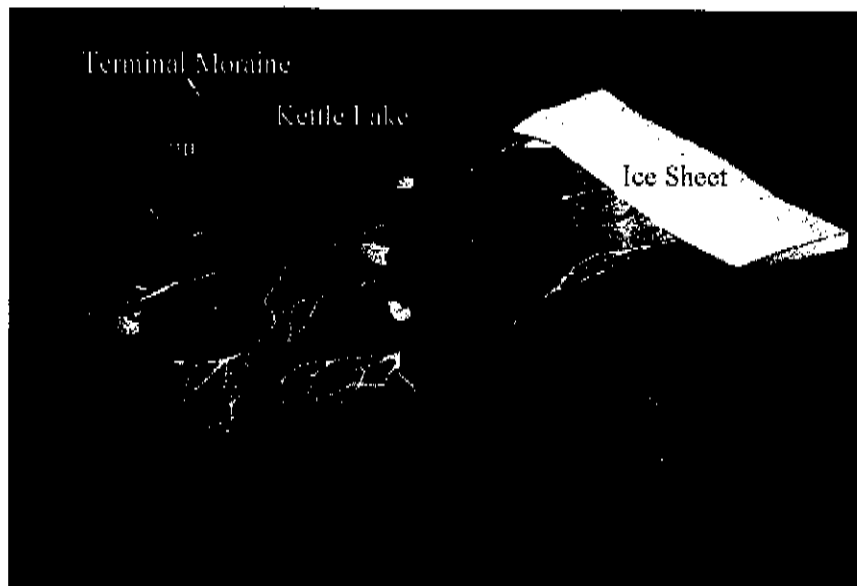
Figure 11: Landscape features (Pidwirny, 2008).

"When glaciers are rapidly retreating, numerous blocks of ice can become detached from the main body of the glacier. If glacial drift is then placed around the ice, a

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depression on the surface called a kettle hole can be created when the ice melts . Kettle

holes are commonly found on moraine and outwash plain deposits. Large kettle holes that

reach below the water table can form into lakes, and some kettle holes develop into

wetlands such as bogs, swamps, and marshes" (Pidwirny, 2008). Figure 12 shows kettle

lakes Northwestern District of Mackenzie, Northwest Territories.

Warsaw Caves is an attraction that reflects kettles in the Peterborough County.

"The geological history of the area begins 10,000 years ago, when the last of the glacial

meltwalters surged down the Indian River on the way to Lake Iroquois. The level of the

glacial spillway was at least 14 m above that of the present water level. The

Figure 12: Kettle Lakes in Northwest Territories (Pidwirny, 2007)

tremendous flow found its way through the crevices in the limestone bedrock. The

pounding gradually created large underground stream channels and caves. The

action of the rushing waters in the channel created whirlpools, which captured pebbles

and boulders with its abrasive spinning action. These materials were gradually ground

into the limestone bedrock creating numerous potholes or kettles, which can be seen in the campground today" (Oldham, 2002). Figure 13 displays a kettle found within Warsaw Caves Conservation Area.
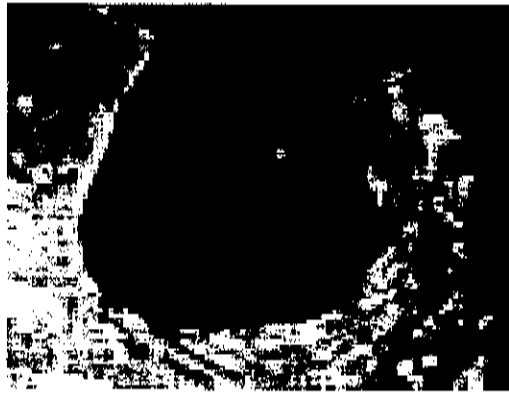
Figure 13: Kettle found in Warsaw Caves Conservation Area (Warsaw Caves Conservation Area and Campground (2005)

4.6   Oak Ridges Moraine

The Oak Ridges Moraine is a significant landform that captures the ecologically sensitive geological landforms of southern Ontario, formed 12,000 years ago during the Late Wisconsonian glaicial period from advancing and retracting glaciers (Geography Department et al., 1992). The Moraine extends from the Nigara Escarpment to Rice Lake containing one hundred and sixty kilometers with in its vast natural beauty. As you drive along Highway 115 you cross the Oak Ridges Moraine's rolling hills, ecologically sensitive enviroment and breath taking beauty. The Oak Ridges Moraine contains 2858 protected acres that emcompesses rolling hills, rive valleys, sixty-five river systems, a diversity of kettle lakes, kettle bogs, wildlife, flora, fauna, streams, woodlands and wetlands (Oak Ridges Moraine Land Trust, 2007). The preservation of the Oak Ridges Moraine is so important not only to Peterborough, but to Ontario as well because it is one of the last remaining green corridors in southern Ontario (Figure 14). The Moraine's

extensive forested area covers 30 percent of the Oak Ridges Moraine is home to more

than 900 different plant species, provides spawning habitat for pollutant sensitive fish

species such as Brook Trout and last place of refuge for many birds and wildlife (Oak

Ridges Moraine Land Trust, 2007).
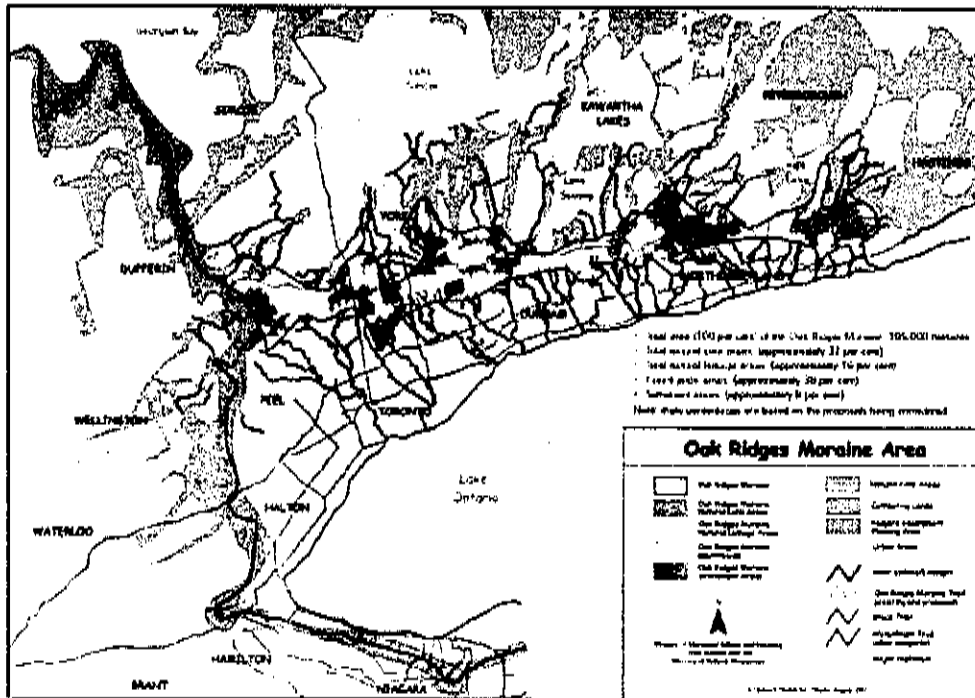
Figure 14: Oak Ridges Moraine Area (Oak Ridges Moraine Land Trust, 2007)

Another important roll the Oak Ridges Moraine plays is its management for

rainfall and snowmelt. The Moraine acts like a giant sponge absorbing rainfall and

melting snow into layers of aquifers made of gravel and sand deposits. Through this

process of absorption the water is filtered and then fresh water is released into the sixty-

five rivers and streams following north into Lake Simcoe, Scugog and south into Lake

Ontario (Oak Ridges Moraine Land Trust, 2007).

The Oak Ridges Moraine is significant to Peterborough because it borders on Rice

Lake. The Moraine rises approximately 400 feet above the Lake and its relief runs along

the crest of Rice Lake approximately 50 feet. The Moraine has a relief of approximately 600 feet and forms a drainage divide between the north and south flow of the river. This drainage becomes narrower as it approaches and decreases elevation near the southwest end of Rice Lake and south of Lake Scugog (Gravenor, 1957).

A large part of the Oak Ridges Moarine drumlin field is centered on Peterborugh. This field is known in Peterborough through its formation of drumlins. The drumlins form the North part of the Moaraine through streamlined landforms. The drumlins in the Peterborough field are spindle shaped in the north and centre of the area south of Rice Lake creating a more oval shape. The drumlin formations found in Peterborough are due to the process of substratum deformation, meltwater sediment deposition within cavities and meltwater erosion (Geological Survey of Canada, 2005).

Not only is the physical geography of the Oak Ridges Moraine unique to Peterborough, but also so is the preservation and conservation of this natural landform, as it is one of the more endangered landforms in southern Ontario because of urban sprawl and leap frogging development that has been taking place in recent years.

4.7   Peterborough Drumlin Field

According to Christopherson (436, 2004) a drumlin is a "depositional landform related to flaciation that is composed of till and is streamlined in the direction of continental ice movement; blunt end upstream and tapered end downstream with a rounded summit". With an inverted spoon like shape, drumlins are aligned parallel to the direction of ice movement of the former glacier (Plummer et al., 425, 2004). Drumlins have in the past, and still remain a challenging landform to analyze. "[Since] we cannot

observe drumlins forming beneath present ice sheets there is uncertainty regarding how till becomes sharped into these streamlined hills" (Plummer et al., 425, 2004).

"Drumlins are formed of till and are elongated features that can reach a kilometre or more in length, 500m or so in width and over 50m in height. One end is quite step, whilst the other end tapers away to ground level. The Stoss end is the steeper of the two ends and used to face into the ice flow. Not all drumlins will show such a distinct difference in slope angle between the stoss end and lee slope, but the stoss end will always be the steeper of the two."(Peterborough and the Kawarthas, 1992).

There are many reasons behind geographer's reasoning's for drumlins. Summerfield (278, 1991) suggests that the concentration of drumlins in certain areas relies on the accumulation of material in local areas. "Probably the most significant are variations in bed roughness with subglacial debris being preferentially deposited where the bed is irregular" (Summerfield, 278, 1991). Another possible drumlin formation is subglacial meltwater. Summerfield suggests that one idea is that "drumlins are formed when sedimentation occurs in cavities eroded by meltwater flowing directly upwards towards the base of the ice". Shown in Figure 15 is a drumlin, with an ice flow from left to right. The centre axis, measured through line AB shows the length of this specific drumlin, and line CD shows the point of maximum width. The orange area, representing the letter E, corresponds to the highest point on the landform.
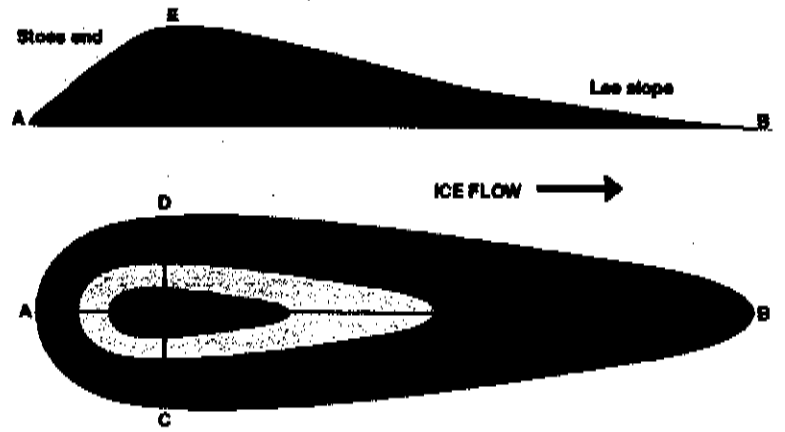
Figure 15: Physical properties of a drumlin (The geography site, 2006)

The drumlin field, located in Peterborough, is located 3km east of Keene, adjacent to the north shore of Rice Lake. Drumlins can be seen from Highway 7, 2, 34, 134, and on all roads, that connect these highways, and in between. Figure 16 illustrates the drumlin field areas within Peterborough County. "The Peterborough drumlin Field covers 900km2 on a Palaeozoic limestone plain and is one of the largest drumlin fields in southern Ontario. The drumlins are composed of well sorted and stratified sand and gravel" (Rotheisler, date unknown).
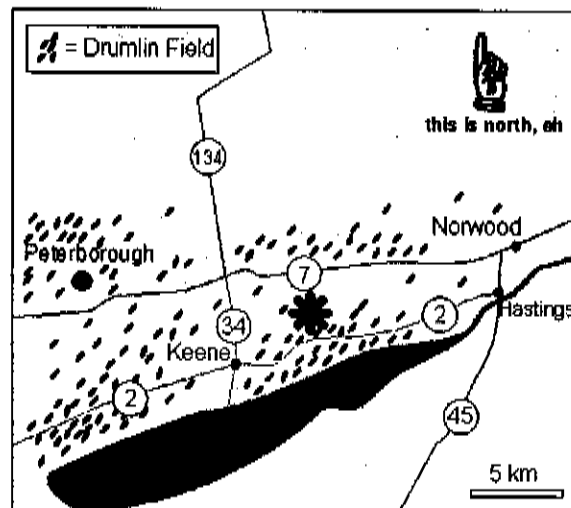
Figure 16: Drumlin area in the Peterborough County (Rotheisler, date unknown)

The drumlin field dominates much of the Peterborough area, which forms a band from the Oak Ridges Moraine to the Drummer Moraine. There are approximately 4000

drumlins covering an area of 900km2. Many of the drumlins occur in clusters, which are separated by low-lying, poorly drained areas.

Drumlins are the dominant landforms of the Peterborough region and of the city itself, and some of them offer the best lookout points for viewing the landscape. Some of which include the Armour Hill drumlin, and the Lady Eaton Drumlin overlooking Trent University. One of the uses of the Lady Eaton Drumlin is as a Nature Area. The big Drumlin, 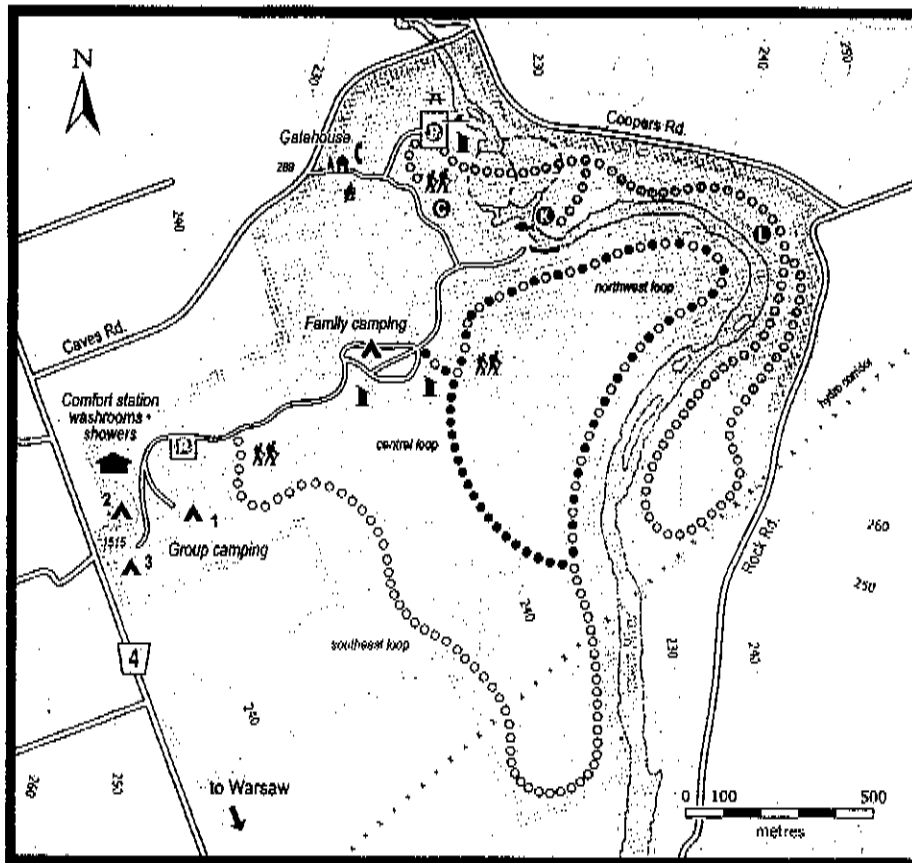is located at the far end of Trent University, and is approximately 1km in length. Back in the 1960's and 1970's, the drumlin was used as a ski hill. Some of the old T-bar lift pulleys can still be found along the side of the hill. The trail consists of a single path walkway, blue signs for following, and steep hills at both the beginning and end of the adventure.

4.8   Warsaw Caves

Within the City and County of Peterborough lies a township of Douro-Dummer, which includes Warsaw, Ontario. This hamlet is located just outside the City of Peterborough and is home to a great recreational sport known as spelunking (e.g. cave exploration which come from the discipline of speleology referring to the scientific study of the structure and physical properties which make up caves). Located in the hamlet of Warsaw are the Warsaw Caves Conservation Area and Campground (Figure 17). This area provides recreational outings for local residents and tourists, as well as offers an area of land that is protected through the Otonabee Region Conservation Authority, "...providing leadership to achieve healthy watersheds, where human activity respects the need to conserve, restore, develop and manage the natural environment for current and future generations" (Otonabee Region Conservation Authority, p. 1, 2006). The

importance to the Warsaw area is the amount of visitors the Warsaw Caves Conservation

Area and Campground receive as the area is facilitated with fifty family campsites, three

large group areas for social gatherings, as well as physical features of the natural land,

which include hiking trails and caves for exploration.

Figure 17: Map of the Warsaw Caves Conservation Area and Campground (Otonabee Region Conservation Authority, 2006)

The Warsaw Caves Conservation Area and Campground was named after its geographical physical features as the area is made up of seven different caves that date back 10,000 years ago which were carved out of limestone bedrock as a result of melting waters from a retracting glacier (Warsaw Caves Conservation Area and Campground, 2005). The river that runs through this historic landform, is the Indian River, which at one time served as a spillway between the pre-historic Lake Algonquin and Lake Iroquois. This spillway was a passageway for a tremendous amount of water to flow analogous to the Niagara Fall we know today. Over the course of time, this water flow eroded the limestone rock creating fissures (e.g. openings within the rock), corridors and underground stream channels. Once the waters of the retracting glacier withdraw rockmills, large kettles were created. Kettles are a common feature of a retracting glacier found on the glaciers outermost edge (Sumner, 2004). Cliffs and numerous caves were also uncovered (Figure 18) (Warsaw Caves Conservation Area and Campground, 2005). The physical topography of this area has gained attention from the Ontario Ministry of Natural Resources to preserve its natural landform for natural and scientific interest.

Figure 18: Landscape view of the Warsaw Caves (Warsaw Caves Conservation Area and Campground, 2005)

At the heart of the Warsaw Caves Conservation Area and Campground are seven unique caves, created through the work of Mother Nature's retracting glacier, which once covered the City and County of Peterborough as we known it today. Each cave has its own unique geological significance, each with different crevices and crannies for the enthusiastic spelunker to explore as cedar trees line the trails of caves, their roots clinging to the limestone rock. However, one cave has a spectacular feature, that allows it to stand out from the other six. Cave number four has ice deposits within the cave itself, which remain all year round even in the summer. The cave maintains an average temperature of zero to two degrees Celsius, allowing the presence of ice to be seen and felt even in the middle of summer (Warsaw Caves Conservation Area and Campground, 2005).

Not only is this conservation area essential for the frequent or novice cave explore, it also offers many recreational amenities as well. Opportunities the Warsaw Caves Conservation Area and Campground offer can range from family gatherings to individual or couple outings for a day, overnight stay or even a week adventure. There are many different activities to partake in during your visit from canoeing the flat channel of the Indian River or swimming off of the sandy beaches that line the river, bird watching, animal observation of wildlife that live in the area which include otters, beaver, loons, blue heron and deer to name a few, fishing, special thematic and interpretive programs such as telling stories of the conservation area, mountain biking and exploring or examining the geographical land features of this natural area.

5.1 Introduction

Narratives are a form of qualitative methods, which explains the significance of a location or character under investigation. The narratives include the Leahy Family, Rompin Ronnie Hawkins, Andrew Carnegie Library, PSO, Kettles and Kettle Lakes, Oak Ridges Moraine, Peterborough Drumlin Field and the Warsaw Caves. These are the narratives that appear on the *Tripclick* website.

5.2. Leahy Family

Not only has the Leahy family been part of the Lakefield community, the talented group of brothers and sisters create a way of life through intense energy, motion and natural passion. This musical group of dedication, family and success has been around since the 1980's. Music is an important aspect of the Leahy family, and each family member has been practicing music their whole lives. Although each member has their own interests and achievements with a particular instrument, most of the family members are trained to play more than one instrument. The fiddle ranks high amongst everybody's playing list. Along with the instrument talent, many of the female members of the musical group are trained in step dance. Eight of the eleven children of Frank and Julie Leahy form the group known as Leahy. The diversity of the band has led to three Juno awards including new group, best instrument, and best country group. The Leahy family talent has also successfully released four cds – Live (2006), In all Things (2004), Lakefield (2001), and Leahy (1996). With many tours already completed across North America, as well as an opening performance for Canadian singer Shania Twain, the County and City of Peterborough are extremely fortunate to have such musical talent in the surrounding area.

5.3   Rompin' Ronnie Hawkins

Ronald Hawkins, known best as "Rompin' Ronnie Hawkins" was born on January 10, 1935 in Huntsville, Arkansas, United States of America. He has established himself as an accomplished signer, songwriter and actor. Rompin' Ronnie Hawkins is also known as "Mr. Dynamo," "Sir Ronnie," and "The Hawk". His love of music started in high school and through his academic pursuits at the University of Arkansas he established the first version of his band in the 1950s. From there Hawkins career was established spanning five decades and twenty-seven records. He also hosted his own show in the 1980s called "Honky Tonk". In 1964 Hawkins became a permanent resident of Ontario, making his home just outside of the City of Peterborough, in Lakefield. His seventy-seven hectare residents includes a 6 800 square foot home on Stoney Lake which is usually refereed to as "Hawkstone Manor", his land also includes two cottages which sit on a rocky peninsula among the trees which the Hawkins rent out. Rompin' Ronnie Hawkins status as a legend of Canadian rock is also recognized with a star on Canada's Walk of Fame in 2002 and with his induction into the Canadian Music Industry Hall of Fame in 2004. On October 4, 2002 Toronto, Ontario declared the day Ronnie Hawkins Day, which is still celebrated today.

5.4 Andrew Carnegie Library

Born in Scotland on November 25, 1835, Andrew Carnegie is known as one of the world's greatest, wealthiest philanthropists who ever lived. It was Andrew's father, William Carnegie, who moved to the United States of America with his family, which in the long run brought many valuable opportunities for Andrew himself. At the age of twelve, Carnegie began work in a cotton factory, making little money. As time went on, bigger successes grew. With the chance to meet business people in his surrounding area, Carnegie eventually became superintendent of the Pennsylvania railway. During his position as superintendent with the railway, and because he was not afraid to take risks, Carnegie was able to invest in projects that enhanced his wealth in the long run. There were many places in which Carnegie donated his money to. Among the list of contributions was Carnegie's most important, a library. Since Carnegie believed that education was essential to all human beings, he felt that the donations of libraries would help improve the chances of learning. Any town that asked for a library was able to have an Andrew Carnegie library built for free. In return, the community had to maintain the circulation throughout the library for residents to borrow from. The Carnegie Library on Water St. are one of the libraries amongst many that were donated by Andrew Carnegie himself.

5.5   Peterborough Symphony Orchestra

The Peterborough Symphony Orchestra offers a range of classical music intertwined with other genres of music to provide an up to date spin on classical music and opera. Established in 1967 as a 35 to 50 member orchestra lead by Klemi Hambourg, the Peterborough Symphony Orchestra developed itself as a reputable symphony in the City of Peterborough and surrounding area. Conductors that followed Hambourg included Brian Jackson 1968-1972, Harvey Sachs 1972-1975, Bruce McGregor 1975-1978, Winston Webber 1978-1985, Kerry Stratton 1985-1986 and Stan Kapac 1987-1991. Today the Peterborough's Symphony Orchestra is conducted by Maestro Michael Newman. The popularity of the Peterborough Symphony Orchestra took off in the 1970s as the Symphony began performing concerts in nearby areas such as Cobourg, Lindsay and Port Hope. During the 1980s the Peterborough Symphony Orchestra began regular venues at the auditorium of the Peterborough Collegiate and Vocational School, along with several churches within the area. One of the orchestras biggest seasons was 1990-1991. During this time, the Peterborough Symphony Orchestra offered four series concerts along with two performances with the Peterborough Symphony Singers conducted by Sidney Birrell.
The orchestra's ability to connect ones sense of place to music is made possible by the volunteers and Maestros who have filled Showplace and Market Hall over the years with wonderful theatre and opera from Rossini to Brahms, Mendelssohn to Dukas, Schubert to Beethoven to Strauss and even Led Zeppelin.

5.6 Kettle and Kettle Lakes

As the water of a glacier melts, debris is collected which results in a kettle. Water produced by the thawing of the ice form streams upon the glacier, along with the debris, which is eventually shifted down a gap with a swirling motion. When the ice block finally melts, a kettle is formed. A kettle can also refer to as a pothole in some rocks as at the Warsaw Caves. For the County and City of Peterborough, kettles are reflected through the Warsaw Caves. About 10,000 years ago the last of the meltwater rushed down the Indian River on the pathway to Lake Iroquois. With the meltwater reaching 14m above the current water level the water made its way through limestone bedrock. Through the debris collected, the huge rush of water and the spinning motion the limestone bedrock was eventually ground into kettles or potholes, which make the campground today.

5.7   Oak Ridges Moraine

The Oak Ridges Moraine is a significant landform that captures the ecologically sensitive geological landforms of southern Ontario, formed 1200 years ago during the Late Wisconsonian glacial period from advancing and retracting glaciers. The moraine extends from the Niagara Escarpment to Rice Lake containing one hundred and sixty kilometres with in its vast natural beauty. As you drive along Highway 115 you cross the Oak Ridges Moraine's rolling hills, ecologically sensitive environment and breath taking beauty. The Oak Ridges Moraine contains 2858 protected acres that encompasses rolling hills, river valleys, sixty-five river systems, a diversity of kettle lakes, kettle bogs, wildlife, flora, fauna, streams, woodlands and wetlands. The preservation of the Oak Ridges Moraine is so important not only to Peterborough, but Ontario as well because it is one of the last remaining green corridors in southern Ontario. The moraines extensive forested area covers thirty percent of the Oak Ridges Moraine is home to more than nine hundred different plant species, provides spawning habitat for pollutant sensitive fish species (such as Brook Trout) and last place of refuge for many birds and wildlife.

5.8   Peterborough Drumlin Field

A drumlin is a whale like shape formed by glacial action. Drumlins are formed of till, and are features that can reach a kilometre or more in length, 500m or more in width, and over 50m in height. One end of the drumlin is steep, while the other end narrows to the ground. The Peterborough drumlin field is located just outside of Keene and dominates most of the Peterborough area from the Oak Ridges Moraine to the Drumlin field. Since many of the drumlins occur in clusters, the land around these areas are mainly poorly drained. Although drumlins may produce negative impacts through drainage in the County and City's areas, the features bring some of the best viewing points for the area. These viewing points are especially noted on the Armour Hill drumlin, and the Lady Eaton Drumlin overlooking Trent University. The drumlin overlooking Trent University is used as a Nature Trail. The Big Drumlin, as it has been called, was once used as a ski hill, and it is noted that some of the previous uses are still found along the trail today (such as old t-bar lift pulleys). The trail is approximately one kilometre in length, which includes signs for following, as well as a steep climbing at the beginning and end for a great adventure!

5.9   Warsaw Caves

Within the City and County of Peterborough lies a township of Douro-Dummer, which includes Warsaw, Ontario. This quant hamlet is located just outside of Peterborough and is home to a great recreational sport known as spelunking (cave exploration which come from the discipline of speleology referring to the scientific study of the structure and physical properties which make up caves). The Warsaw Caves Conservation Area and Campground was named after its geographical physical features as the area is made up of seven different caves that date back 10 000 years ago which were carved out of limestone bedrock as a result of melting waters from a retracting glacier. The river that runs through this historic landform, is the Indian River, which at one time served as a spillway between the pre-historic Lake Algonquin and Lake Iroquois. This spillway was a passageway for a tremendous amount of water to flow (analogous to the Niagara Fall we know today). Over the course of time this water flow eroded the limestone rock creating fissures (openings within the rock), corridors and underground stream channels. Once the waters of the retracting glacier withdrew, rockmills, large kettles, cliffs and numerous caves were uncovered. The physical topography of this area has gained support from the Ontario Ministry of Natural Resources to preserve its natural landform for natural and scientific interest.

CONCLUSION

6.1 Summary

After presenting the research findings, it is quite evident that the City and County of Peterborough is a marvellous landscape that incorporates recreation, historical, cultural and physical geographical aspects into one environment.

Through the use of research gathered, essays and narratives were created to illustrate specific destinations for tourists to the City and County of Peterborough. These tourist attractions included the Leahy family, Rompin' Ronnie Hawkins, Andrew Carnegie Library, Peterborough Symphony Orchestra, Kettles and Kettle Lakes, the Oak Ridges Moraine, Peterborough drumlin field and the Warsaw Caves. The narratives will be made visible to the public though the use of *Tripclick* which is an online tool that is connected to Peterborough's tourist website to provide tourists with online descriptions of these possible attractions.

6.2 Discussion of Findings

Heritage, culture and the geographical significance of tourism is a special interest tourism designed for tourists to learn about history, lifestyles and culture. Through developing these locations and attractions in a specific area such the City and County of Peterborough these aspects of tourism become essential in promoting the history, culture, heritage and geographical physical features of tourist site. The need for cultural values to be present in historical buildings, monuments and artefacts along with cultural traditions help to tell about the heritage of tourist sites through traditional arts, crafts, celebrations,

folk dances and social customs. By incorporating various sub-disciplines of geography, one can see how travel and tourism is important in defining a geographical landscape such as the City and County of Peterborough. Through the research gathered essays and narratives have been generated to summarize the amenities that exist in the Peterborough area.

6.3   Contributions

This project has provided the host organization, the County of Peterborough, with essays and narratives that will be published on their tourism website with the assistance of *Tripclick*. The essays and narratives provide visitors to the website with information pertaining to the specific destination interests of choice.

6.4   Limitations of Research

Originally, interviews were going to be conducted based on the research sites. It was decided that there was no need to conduct interviews because there was enough information available through fieldwork and research from secondary sources. The information originally prepared for interviews can be found in Appendix A. There was also a time constraint to come up with appropriate questions to ask each individual originally planned for interviewing.

One of the first challenges faced was the person who created the project was on leave when the research project was assigned. When first meeting with the host organization, the hosts were also being introduced to the project as well. However, in the end, everyone worked together as a team, with few complications.

Another limitation of the research was first establishing how the project was related to geography besides the aspect of tourism. Through the literature review it

became evident how tourism ties into recreation, historical, economic, cultural and physical geography. By linking these sub-disciplines of geography together one can see how tourism encompasses various genres.

6.5   Future Research

Future research could include the safety and accessibility of the tourist sites, interest of visitors to these tourist sites, and up to date information available to the public regarding these tourist destinations.

Interviews could be conducted to get first hand knowledge from people's experience and insights into these tourist sites. Conducting interviews are important for gathering information because it can be used as a secondary source for first hand information. Interviews allow you to have a personal understanding of the topic under investigation and insight into information that may not be available through academic sources.

6.6   Concluding Comments

From this research project we have learned the importance of incorporating the physical, recreation, cultural and historical geographical aspects into tourism promotion for the city and county of Peterborough. We have also learned that there are many unique tourist destinations throughout the City and County of Peterborough for people to visit whether it is a local, regional, or global tourist.

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Appendix A
Interviews

Interviews

Interviews were going to be conducted in English and would take approximately 30-60 minutes in length. If given permission, all interviews would be recorded, and transcribed so researchers are able to review the information and answers given at anytime. Interviewers will also record the interviewee's answers on paper so they are able to readdress a question and/or answer if needed. The information collected from the interviews would be put into summaries for narratives being written for the Peterborough *Tripclick* website.

Conducting interviews were important for gathering information because it can be used as an alternative source for first hand information. Interviews provide a more personal understanding of the topic under investigation and insight into information that may not be available through academic sources.

We expected that individual's responses to the interview questions will vary in the length. This variation is expected because each individual will have different knowledge and experiences of the questions being asked of him or her. Questions asked during the interview period will consist of the following enquiries:

- How will establishing narratives on the Peterborough *Tripclick* website help to promote tourism?
- What makes the Leahy Family an integral part of promoting Peterborough's tourism district?
- Why are the kettles, drumlins, Oak Ridges Moraine and Warsaw caves such an important geographical landmark for the City and County of Peterborough?
- How has Rompin' Ronnie Hawkins contributed to establishing Peterborough as a tourist destination?
- How important are the historical and cultural sites such as the Andrew Carnegie library and Peterborough Symphony Orchestra to Peterborough?
- What do you think Peterborough as a City and County offers to attract tourists?
- What is the importance of the Peterborough tourism office if tourists can gain all their information about Peterborough via the Internet?

- What is the Peterborough tourism office doing to promote such historical, cultural and geographical significant places such as the Andrew Carnegie library, Peterborough Symphony Orchestra, the Oak Ridges Moraine, drumlins, Warsaw Caves and Kettles?
- If you were a tourist would you consider Peterborough a tourist destination for yourself? Why or Why not?

After considering the use of interviews, it was decided that there is sufficient evidence to support our research through academic and secondary sources, therefore interviews were not be conducted for this research project. Another factor for not partaking in interviews is the limited time frame for the completion of this project.

Appendix B
Research Proposal

Research Proposal / Project Agreement

Project Title: Tourism promotion in the county and city of Peterborough

Course Code and Name: GEOG 470 Research in Human Geography

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Section B: The Proposed Project

Purpose of the Project:

On behalf of the Tourism section of the Greater Peterborough Area Economic Development Corporation (GPAEDC), the County of Peterborough is developing a website that will allow visitors to learn more about the region by making each person their own self-directing tour guide. The project will provide the public with an easily-accessible listing of tour sites within the County and City of Peterborough that can be selected based on a pre-defined tour route or topic category. The tour sites will be printable from a web-mapping application (e.g., Google Maps) or downloadable into a recreational GPS unit. The Google map application is being designed to include

annotation so that any visitor regardless of technology can use print maps; despite this, the project remains directed at GPS users. Each site is to provide an associated narrative that can be printed out or downloaded in MP3 format. (Audio files will be recorded separately and are not considered a part of this project.)

Key Research Question(s):

The County is seeking a team of students who would each be able to compile accurate research on a series of sites related to a specific theme involving people, places and/or events from areas within the County and City of Peterborough. Because of the nature of the project, a single team report related to the effective presentation of interpretive materials in tourism (especially through the use of new media) is to be produced at the outset of the project. The purpose of this report is to provide the students and the County an equal understanding of best practices related to the presentation of this project, in order to effectively produce interpretive material for this project.

Members of the team will begin by producing a report on the most effective presentation of research material for public consumption. This report should weigh the pros and cons of traditional interpretive signage vs. the use of emerging technologies (e.g., iPod audio files, cell phone messages, GPS waypoints, web sites). The demographics, user's comprehension of material presented, and the time spent engaged in traditional (e.g., brochure, signs) versus new media are possible topics for inclusion. The report will address best practices regarding the length, language, and location of interpretive materials.

Tour site topics will include historical, geographical, or ecological nature, each associated with a unique location in the Peterborough County. Each location will become a tour site within the completed project and should be looked at for its safe accessibility and interest to a visitor in the field (i.e., visual links to the interpretive material are more interesting than conceptual information). Each student will focus on a separate theme in order to diversify the research being compiled. Potential research themes include:

a) sites and stories of Catharine Parr Traill (example: sites visited, cabins occupied, etc)
b) sites and stories of Susanna Moodie (example: sites visited, cabins occupied, etc),
c) history of logging and/or mills (including Lang Grist Mill, Hope Mill, Peterborough, Woolen Mill, etc),
d) establishment of electricity and industry (including Riverview Park & Zoo, early industry, etc),
e) First Nations history and/or legends (including Serpent Mounds Park, Petroglyphs Provincial Park, and written/oral history from local bands who wish to share),
f) mining and the evolution of mineral extraction/valuation,
g) select historic grave sites and the local importance of the deceased (especially Little Lake Cemetery),
h) interpretation of physical geography (location, description, and significance of features such as Oak Ridges Moraine, drumlins, Warsaw Caves, kettles, etc.),

i) significant arts and cultural points of interest (example: Margaret Laurence, Strickland sisters, Peterborough cenotaph, Andrew Carnegie library, Leahy family, Rompin' Ronnie Hawkins, Stompin' Tom Connors, Sean Cullen, Peterborough Symphony Orchestra, 4th Line Theatre, etc)

Following reliable research, students will produce 200 – 250 word interpretive narratives, a brief, scholarly essay about each site (e.g., +/-1,500 words), and a complete bibliography (APA format used on Trip-Click at present). The narratives must be attractive to the general public, while utilizing language that would appeal to people of various educational backgrounds. The narratives are to be written in an active third-person voice (except where quoted material is used) with an upbeat and engaging tone. All copyright laws are to be strictly respected. The essays will be incorporated into a 'second edition' development on the web site that has not yet been created. The intention is to offer individuals with a more scholarly interest in a given topic a detailed investigation and reference list. Ultimately, the final project is intended to connect a diverse audience to stories, through various media, that will make the past, present, and future of Peterborough County and City come to life. The County reserves the right to edit final materials prior to inclusion in the Trip-Click project.

Key Research Terms:

Tourism Geography – The sub-discipline of geography relating to a sphere of social practices that includes individuals or groups travelling from one environment to the other for the purpose of gaining knowledge, and interaction in an environment outside of their own. This could include either business or leisure situations.

Peterborough County – A geographical area located in the Kawarthas of Ontario.

Website – A communication tool used for navigating a collection of knowledge and entertainment through the Internet, cell phones and other electronic devices capable of receiving up the Internet.

Trip Click – A website produced for tourists to plan their visit in the county/city of Peterborough. The website allows a click of an icon on the screen to various degrees of information needed about that specific site. For example – the Trip Click will produce a location on a map, narratives of the site and/or a descriptive analysis of the site.

Historical Geography – A sub-discipline of geography that deals with the relations of past geography to the present.

Physical Geography – A discipline within geography that incorporates earth sciences.

Recreational Geography – *A sub-discipline that interconnects activities for the purpose of pleasure outside of work time. These include entertainment, knowledge improvement and relaxation.*

Cultural Geography – There is no one definition that will define this sub-discipline. It is best known for scholarly projects that involve human transformation of the natural environment, interpreting and mapping ecologies and teaching programs with an emphasis in human geography,

Narrative – A message that tells a reader the particulars of a studied area

Relevant Geographical Issues and Debates:

The research compiled for this project will be incorporated into a pre-existing tourism product to improve its regional nature. By adding new and interesting tour sites to all areas of the County and City, whether they are established points of interest or less well-known 'discoveries' the Trip Click project seeks to draw interest to the City of Peterborough, all eight local Townships, and First Nations communities to increase tourism traffic, visitor awareness and economic prosperity.

This project is expected to introduce travelers to a new and novel form of tourism. It is expected that this will draw some visitors who want to explore this 'new media', others who are interested in seeing the sites behind some interesting tales, and those who want to know more about an area they were already interested in visiting. By having Trent students research sites from across the County, especially in more remote areas, the intent is to increase the tourism appeal of areas that are not yet widely visited. As a sustainable tourism project, Trip Click also seeks to encourage an understanding and appreciation for the various cultures, experiences, landscapes, and species of Peterborough County and City. Issues under investigation will include tourism, recreational, historical and physical geography.

Relevant Literature

Historical Geography

Periods and regions
David Wishart

The landscape of a region can tell a story or illustrate the history of place. Wishart notes that generalizations about certain landscapes are open to interpretations because people have different degrees of reflection. Wishart also talks about how the earth's surface is created with different distinctive characteristics, natural regions (climate, soil or watersheds), nodal regions (focal points such as fur trades), vernacular regions (peoples regional consciousness). These aspects of the earth are what set regions apart

from one each other, such that these characteristics tell a tale of the formation of the land. Wishart uses narratives as an alternative for interpretations of people perceptions and understanding of a regions history.

Wishart, David (2004). *Periods and regions*. Progress in Human Geography, Vol. 28, Iss. 3; p. 305-319.

Ontario Heritage Foundation: Passport of Heritage

Alan Wojcik

This is a government publication developed by Ontario to promote heritage foundations in Ontario and a passport of heritage in Ontario. Areas described are those that are owned and operated by the Ontario Heritage Foundation. Research was conducted through the landscapes of heritage properties and conservation areas. Findings included a selected communities of historical sites and family oriented tourist attractions.

Strengths of this Government publication are it explores the natural and cultural heritage attractions in every corner of the province and it is specific to Ontario. Limitations are that the publication only included those historical and heritage sited that were owned and operated by the Ontario Heritage Foundation.

Conclusions drawn from this publication were the detailed heritage and historical sites that exist in Ontario today and are still thriving and drawing tourists in.

Wojcik, A (2000). *Ontario Heritage Foundation: Passport of Heritage*. Toronto: Ontario Heritage Foundation.

Cultural Geography

Wild Things: Nature, culture and Tourism in Ontario 1790-1914
Patricia Jasen

Wild Things appeals to Ontario tourists seeking experience and value among the landscape. The books incorporate the disappearing wilderness with the development across Ontario's landscape. Jasen conducts her research through studies of class, gender and race having the opportunity to travel with an analysis of their experiences. Major findings Jasen formulated were that heritage tourism is of the landscape, images and perceptions of the history of the heritage site. The tourism industry has formulated heritage tourism into a commodity of tourist images, services and souvenirs of the Ontario landscape.

Strengths Jasen has are identifying the Ontario landscape for its wonders and picturesque qualities. A limitation was lack of comparison between heritage tourism across Ontario.

Conclusions Jasen established in her book were that tourists today follow familiar routes. The changes presents in the ascetics in tourism and the relationship between tourism and personal freedom created special opportunities for gender, race and class. She found that tourists have different perceptions of themselves as tourists. There has been a growth in the tourism industry in Canada (exploring Canada's natural resources

and arrival of million of immigrants have had impacts on the history of Canada's heritage tourism).

Jasen, P (1995) *Wild Things: Nature, culture and Tourism in Ontario 1790-1914.* Toronto: University of Toronto Press Incorporated.

Developing creativity in tourist experiences: A solution to the serial reproduction of culture?

Richards, G & Wilson, J

An important role in the creation process of tourism is the creation and need of a consumer friendly industry known as tourism. This need of putting the consumer first changes the anesthetization of the landscape and the environment of tourism. Research was conducted through journals of physical education, tourism research, observation and studies of economic impact and tourism.

Major findings included the need for specific products to meet the needs of consumers well embedding the experiences of locality in their tourist adventures. Redevelopment of cities, which were to emphasis the heritage of the site, turned into "built" heritage changing the culture and history surrounding the site.

This article touched on different issues of culture in the built heritage environment, which help to strength the argument. Limitations included the history that was being destroyed by the built heritage environment and how that was affecting community members and the authenticity of the heritage site.

Conclusions showed the symbolic competition in tourist products that it was no longer about the culture and heritage of the site anymore. Cities seeking solutions to add value and diversity to their cultural products need to emphasis more the historical aspect of tourism.

Richards, G & Wilson, J (2006). Tourism Management: *Developing creativity in tourist experiences: A solution to the serial reproduction of culture?*. Geo Journal, Vol. 27, Iss. 06; p. 1209-1223.

Tourism Geography

Heritage, Tourism and Society

David T. Herbert

This book looks at the sensitivity associated with heritage tourism and how heritage is passed on from one generation through the next in small community settings. Herbert explores the authenticity that actually exists in heritage tourism by conducting research of the imprints people have left on the landscape. He does this through issues of debate and findings conducted by the University of Wales.

Herbert's major findings included the impact heritage sites have on the locations, which they are placed, how providers and managers of these sites provide heritage impression and history to the wider public. Also, how visitors have varying and a wide variety of meaning to historical and heritage sites which they visit.

Strengths Herbert draws upon included historical reality, national identity, planned and conservation of heritage sites and heritage as a business. Limitations

included opinions of community member of the heritage sites and their thoughts and feelings of heritage tourism in their own community not actual tourists.

Herbert conclusions formulated a change of pace for diversity of current activities, needing more high quality of planning for heritage tourism. He justifies this stating that heritage is the identity of the community raising issues of acceptable and unacceptable heritage.

Herbert, D (1995) *Heritage, Tourism and Society*. London: Mansell Publishing Limited.

Heritage site perceptions and motivations to visit
Poria, Y., Reichel, A., Biran, A.

Poria, Reichel and Biran explore the relationship between tourists visiting heritage sites and why they are there. There approach to this is exploring individual tourist perceptions of the heritage site and if the heritage site they are at is similar to their own heritage. Research was conducted using a questionnaire designed to explore the motivations for visiting the heritage site, as well as, face-to-face interviews.
Major findings concluded that there is a link between heritage sites that tourists visit and their own heritage.

Strengths of the study were the learning, connections, leisure pursuit and emotional involvement tourists had with the heritage site they visited. Limitations of the study included the heritage attractions that where chosen, did not include of fun or recreational activities making a possible generalization of study results.
Conclusions drawn by Poria et al included that there is a link between the heritage sites that individuals visit and the heritage that they come from. It is more enjoyable and gives them a sense of understanding and clarity.

Poria, Y., Reichel, A., Biran, A. (2006). Travel Research: *Heritage site perceptions and motivations to visit*. Geo Journal, Vol. 44, Iss. 03; p. 318-326.

Applicability if the market appeal-robusticity matrix: a·case study of heritage tourism
Yiping Li, Raymond Kap Bong Lo

Heritage tourism is a special interest tourism designed for tourists to learn about history, lifestyles and culture. It is developing heritage tourism sites that are essential to promote the history and heritage of tourist's sites. Research was conducted through the use of a case study employed by researchers to gather information in the form of a matrix using a rating system and two major indicators: market appeal of heritage tourism and robusticity.

Major findings included the need for cultural values to be presents in historical buildings, monuments and artifacts. Cultural traditions help to tell about the heritage of tourist site through traditional arts, crafts, celebrations, folk dances and social customs. Strengths of the study included the need of heritage tourism to increase and provide tourist with an impression of the cultural and history behind the heritage site. Limitations of the study was that is focused on weathering heritage sites that were not preserved properly and not current heritage sites.

Li and Kap Bing Lo concluded that there is a market appeal for historical and cultural sites in heritage tourism and that conservation and management teams need to do their best in preserving the natural heritage.

Yiping Li, Raymond Kap Bong Lo. (2004). Tourism Management: *Applicability if the*

market appeal-robusticity matrix: a case study of heritage tourism. Geo Journal, Vol. 25, Iss. 06; p. 789-800.

Southern Ontario tourism: context and the challenge for a sustainable future
Robbins J.M.

The development and current state of tourism in Canada with a focus on the southern part of Ontario. Research was conducted through data collected on origins of tourists, expenditures, opportunities and likes and dislikes of the tourists experience in southern Ontario.

Major findings Robbins found were the potential growth of the tourism market in southern Ontario especially in part with the countryside.
Strengths of this journal are it looks at the countryside the rural urban fringe as a potential gain in tourist attracts to the southern of Ontario. However, there is the limitation to what will happen to that countryside if it is developed as a tourist attraction. It has the potential to take away from the heritage that southern Ontario offers, as infrastructures would change the face of the landscape.

Robbins concludes that the role of the government and private infrastructures would allow for opportunity of tourism growth in southern Ontario with growth within the countryside a site for the value of ecotourism.

Robbins J.M. (1997). Tourism Management: *Southern Ontario tourism: context and the challenge for a sustainable future.* Geo Journal, Vol. 24, Iss. 03; p. 50-61.

Ontario Travel Discoveries
Government of Ontario

This resource is a website that is published and maintained by the Government of Ontario. All information provided on the website includes travel experiences, destinations, vacation ideas and travel guides. This website is a useful tool for finding information about historical sites and heritage about Ontario. It is also useful in the fact that you can search for specific towns and cities such as Guelph. The website is easy to use as everything is clearly labeled and organized. As well all links are fully functioning. Strengths of the website is it is tourist and family oriented and deals directly with Ontario. Limitations is that the information provided on the website is only accessible through the Internet.

Government of Ontario (2006, 05 October) Ontario Travel Discoveries. Government of Ontario.
<http://www.ontariotravel.net/TcisCtrl?site=consumers&key1=home&language=EN>.

Ontario: From Heartland to Hinterland
Ulysses

This publication by Ulysses explores the natural splendors, urban experiences and outdoor adventures available to tourists in Ontario. Research included detailed maps and city plans as well as abbreviated explanation of the heritage sites in Ontario.
Major findings published included best accommodations, heritage sites, outdoor adventures and nightlife. These attractions were available for every region in Ontario and provided a brief background on popular Ontario tourist destinations.

Strengths is this government publication allowed tourists to plans a trip easy by providing all contact information as well as sites tourists would want to check out, rather it be outdoors, indoors or the history behind the heritage site. Limitations were that the publication only made mention of bigger cities or town's known for their history or adventuress landscapes.

Conclusions drawn from this publication are all tourist attractions available to people who are willing to explore Ontario. Ulysses Travel Guides (2004). *Ontario: From Heartland to Hinterland.* Toronto: Canadian Cataloguing.

Study Area:
Peterborough County

Peterborough County Map: http://www.agp.on.ca/studiotour/county.html
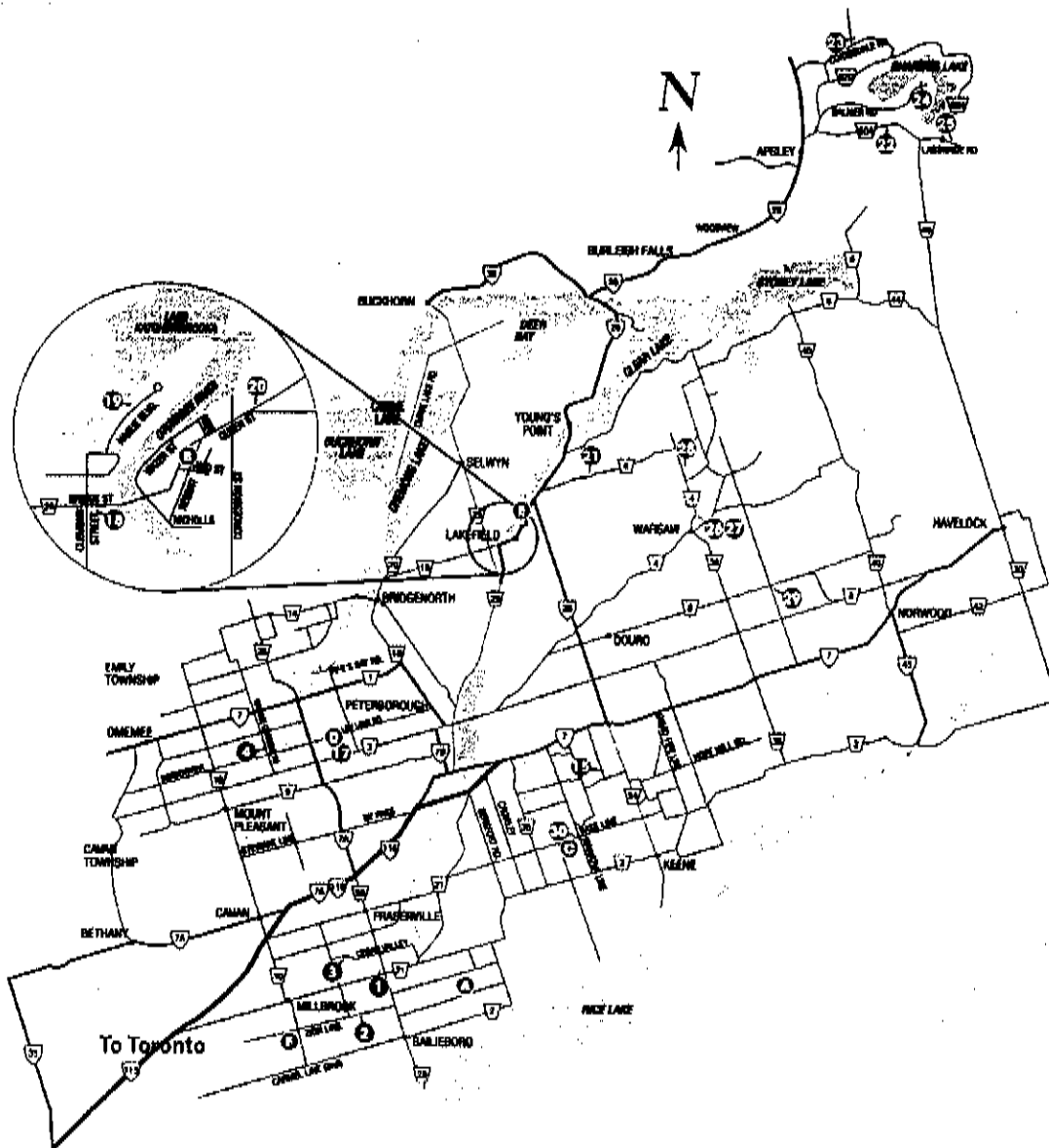
Methodological Approach:

• Source and approaches: information and research will be collected through interviews, archival research, literature reviews and fieldwork (through observations of the field sites, which include the Oak Ridges Moraine, Drumlin, Warsaw Caves, and Kettles, as well as Andrew Caranegie Library, Leahy Family, Peterborough Symphony Orchestra and Rompin' Ronnie Hawkins)

• The methods used to analyze information will include transcription from interviews, substantial analysis of literature, fieldwork and archives.

Ethics Application:

The project does involve human research (i.e., "any person who is a source of raw unformulated data and who is not acting as, or assisting, the principal investigator", SSHRC).

The researcher will apply to the Department of Geography to undertake human research and adhere to all policies and ethical guidelines established by the University.

Duration of Placement:

The placement will begin on October 10, 2007 and end on April 18, 2008.

Project Timeline:

Step/Task	Objective	Estimated Hours	Completed
Group Report Planning	To divide and organize research for preliminary report between team members.	2	October 10, 2007
Selection of Research Theme	Each team member to select a unique research theme for which 8 - 10 tour sites will be researched and written about.	3	October 13, 2007
Meeting with Community Stake Holders	Relevant community stakeholders may be able to help identify points of particular interest on differing themes (example: Peterborough Historical Society / Trent Valley Archives – grave sites of interest within Little Lake; Hiawatha and Curve Lake First Nations Economic Development staff / elders – stories or sites of interest, and trail study unit)	2-12 (depending upon reliance on verbal histories, quality of contacts available, etc)	Vary through out the academic year
Selection and Approval of Tour Sites for	Potential sites may be derived from preliminary research on material, meetings with	5-6	October 17, 2007

Selected Theme	community stakeholders, or list provided, but final list of sites selected to be approved by County project manager		
Research of Tour Sites	Each team member to thoroughly research the history, local significance, and current influence (if any) of sites using academic journals, non-fiction literature, and interviews with people connected to sites, etc. Research to reflect most reliable material available and differing viewpoints, as appropriate.	40-50 (depending upon reliance on verbal histories, quality of contacts available, etc)	Throughout the academic year Starting: October 26, 2007-February 13, 2008
Tour Site Narrative Writing	Research for each site to be compiled into a brief (+/- 200 - 250 words), but accurate, narrative intended for a general audience via printed script or recorded audio file.	35-40	November 14, 2007
Progress Report Presentation	Presenting current research findings to class	15 minutes 2-3 hours to prepare presentation	November 21, 2007
Literature and methodology review	Completion of literature and methodology	10-15	December 05, 2007
Tour Site Essay Writing	Research for each site to be compiled into a thorough (+/- 1,500 word), academic essay intended for those with a more scholarly interest in a given topic/site.	40-55	January 07, 2008-March 12, 2008
Interim report	Progress of current research	5-10	February 27, 2007
Verbal Presentation of Final Reports	Approximately 30-minute group presentation of preliminary tourism findings and overview of each theme/site researched to be presented to the Class with invitation to attend extended to County's Trip-Click Advisory Committee members	2	March 26 2008 or April 02, 2008
Final research report	Final research report before revision		April 04, 2008
Meetings / Phone conferences w/	Brief meetings (via phone or in person) with County CBE project manager to take place at regular	2	April 18, 2007

County Project Manager	intervals to assess progress and direct ongoing work.		

Total hours required completing this project:

The total number of hours required to complete this project is estimated at: 200 hours

Project budget and resources required:

The expected costs of this project include: photocopying, office supplies, computer, phone, and travel expenses. Most of our costs will come from photocopying and traveling costs, which are hard to estimate at this point in time. The County of Peterborough will be covering all costs through access to their facilities.

Project Deliverables and Dissemination of Findings:

The research project will be in the essay format including an abstract, literature review, methodology, research findings, maps of specific research locations, pictures of research locations, conclusion and bibliography (this is the format for the professors). The host organization will receive a report complied of eight essays, narratives, pictures of specific research locations and bibliography to accommodate the successful completion of the project. The host organization will also be invited to the final presentation presented in class relating to the final research project.

Section C: Responsibilities

Responsibilities of All Parties:

1. Each party to this agreement has the right to initiate renegotiation of this agreement if circumstances affecting the project change.
2. Each party has the right to terminate the placement if the conditions of the agreement are not being met. Because of the potential consequences to a student's program of study, a decision to terminate the placement must be made in consultation with TCCBE.
3. The student owns the copyright for all work completed as part of his/her project, but the host organization may use all project reports or papers, in whole or in part, as it sees fit as long as the student is duly credited as the author. (If work is completed collaboratively between the student and staff of the host organization, copyright will be jointly held.) A copy of any report or paper completed as part of the project will be added to the Resource Library housed at TCCBE as well to the local public library system to be available to the community.
4. All parties must complete the pertinent section of the form entitled Work/Education Placement Agreement/Post Secondary, to enable the Ministry of Education to purchase workers compensation or private insurance coverage for the student.

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Responsibilities of the Student:

1. Undertake the project conscientiously and with due respect to the expectations of the host organization and the University.
2. Keep his/her instructor and TCCBE informed of the project's progress and notify them of any concerns about the placement or the host organization in a timely fashion.
3. Attend and participate in all necessary meetings (with his/her instructor, placement supervisor and/or TCCBE.)
4. Ensure that the confidentiality of any information acquired in the course of his/her placement is strictly maintained, notwithstanding the host organization's commitment to make the results of the project publicly available.
5. Provide a copy(s) of the final product(s) of the project to the host organization and TCCBE.
6. Upon the advice of his/her instructor, comply with ethical guidelines and review procedures.

Responsibilities of the Host Organization:

1. Orient the student to the organization and work site. Ensure the student understands any risks or hazards that may exist and the safety practices followed. Promptly report any incidents to TCCBE.
2. Provide adequate direction, ongoing communication and feedback on the quality of work so as to enable the student to complete the project successfully.
3. Supply/provide resources listed above needed to complete the project.
4. Be available for occasional consultation and meetings with TCCBE as needed for the purpose of monitoring the placement or refining the Community-Based Education Program. Cooperate in evaluation activities initiated by the instructor or TCCBE.
5. Comply with policies and ethical guidelines governing research projects conducted in conjunction with Trent University and TCCBE, as advised by TCCBE, the instructor or the student.
6. Cover all project related costs such as lab fees, extensive photocopying, office supplies, long distance telephone charges, audio/video tapes and some transportation costs.

Responsibilities of the Instructor:

1. Ensure that the project, as described above, fulfills the requirements of the course listed on page one.
2. Provide guidance of an academic nature, advise on and monitor research methodologies employed. Evaluate the student's learning and grade his/her work.
3. Meet with the student at regular intervals, at least monthly, throughout the term.
4. Inform TCCBE promptly of any missed meetings, breakdowns in communication, incomplete research/assignments or other incidents that may affect the success of the project.

5. Determine the need for the research project to be reviewed by the department's ethics committee. Alternatively, the TCCBE/U-Links Joint Ethics Committee may review the project if more appropriate. (Protocol and Application for Ethical Review are available upon request.)

Responsibilities of TCCBE:

1. TCCBE will endeavor to ensure the instructor; the student and the host organization understand and approve of the nature of the work to be undertaken on the placement.

2. TCCBE will serve a liaison function among these parties, will offer advice on best practices in Community-Based Education and assist in overcoming any difficulties throughout the project.

3. Where appropriate, TCCBE may form and facilitate peer support and project coordination meetings for students working on projects, to enhance learning and coordinate projects.

Section D: Signatures

By signing below, you are stating that you agree to the above terms regarding this Community-Based Education Project. You have a full understanding of what the project entails and what your responsibilities are for the duration of the project. If any aspect of this agreement is altered, all parties must be notified, the agreement amended and re-signed by all parties involved.

Student(s):

Date	Print Name	Signature

Student(s):

Date	Print Name	Signature

Instructor:

Date	Print Name	Signature

Host Organization:

Date	Print Name	Signature