



80 Background 03

The development of rural tourism in Waterloo:

- Structural changes in the global economy have resulted in the diminishing role of agriculture and forestry within rural areas.
- Finding new ways of economic revival in the countryside has become a challenge.
- The widely recognized economic benefits of tourism, combined with increasing tourist demand and strong promotion of rural tourism by international tourism organizations, have encouraged many rural areas to invest on tourism.



Example 2 Case Studies 4

- Mennonite heritage
 - Historical buildings
 - » Share roads with horse-drawn buggies
 - » Hand-written signs on roads
 - » Roadside stands produce and flowers
- Agricultural heritage
 - St. Jacobs Farmers Market & Flea Market
 - » Local delicacies: summer sausages, pure maple syrup
 - » Fresh farm products







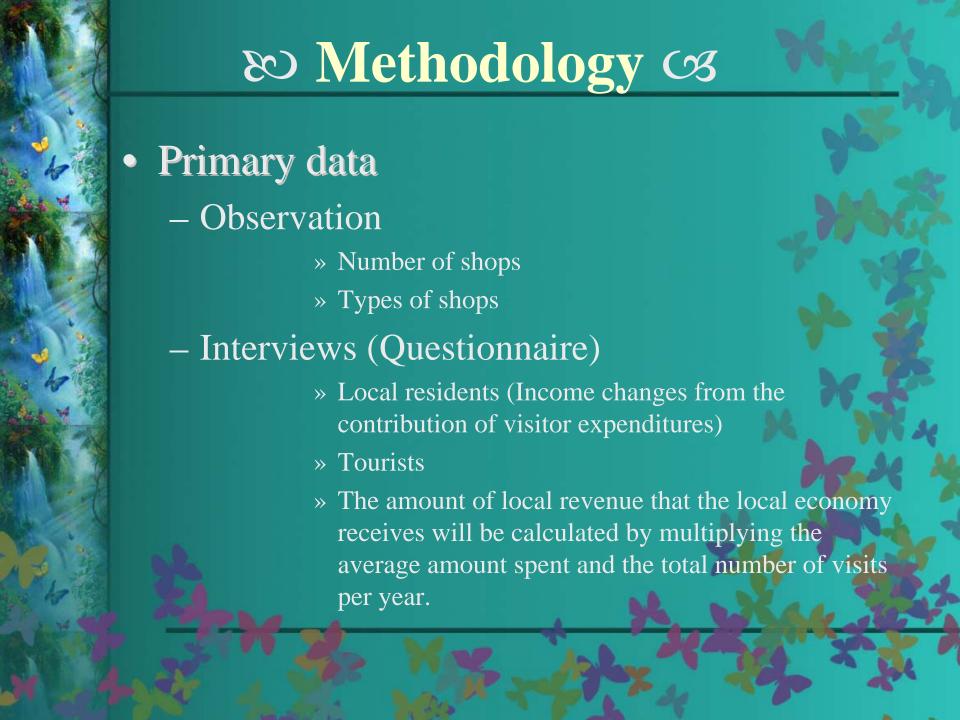
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- Architectural heritage
 - 19th century Scottish limestone architecture
 - The Elora Center for the Arts
 - David Street Bridge
- Cultural heritage
 - Mennonite heritage
- Natural heritage
 - The Elora Gorge Conservation Area
 - » Limestone cliffs
 - » The cascade waterfall "Hole in the Rock"
 - The Elora Quarry Conservation Area
 - » Former limestone quarry "old swimming hole"



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- The model demonstrated that the desire to accumulate capital drives entrepreneurs to invest in the production, sale and marketing of local heritage. These investments lure consumers whose presence inevitably leads to destruction of the rural idyll, an image of rural life that is happy, healthy and problem-free.
- The entrepreneurial drive to accumulate profit and to consumer desire to accumulate nostalgia. These twin forces have resulted both in creation of new landscapes and destruction of the old.





Estimating Tourist Impacts on Local Economy

- Surveying tourist-related business
 - Expenditure directly inputted by visitors may affect hotels, shops and restaurants mainly. These information can be gathered from the managers of the respective institution and thus allowing the differentiation between expenditure from local residents and visitors.

Exit interviews

- To interview visitors as they leave the area. This can also be performed on those who are on their last day of visit. Information based on their estimation of expenditures of the entire visits to the area.
- Problems: People will tend to forget many expenditures, however.
 They will remember better the expenses from the last day than from earlier days.
- Targets should be chosen randomly to ensure bias-free nature of data.



