



Topic 3

Urban and village transformation

Why we want to study this topic?

❖ To understand:

- The importance and significance of urbanization
- The characteristics of rural tourism
- The urban development
- The conflicts between urban development and heritage conservation

❖ We would like to take Kitchener- Waterloo as an example to reach these objectives in the field trip!



Waterloo

- The smallest among 3 cities in the Regional Municipality of Waterloo
- Twin Cities: Kitchener and Waterloo
- ‘Uptown’: Waterloo
- ‘Downtown’: Kitchener



History:

- Town of Waterloo in 1876
City of Waterloo in 1948
- Size: 64.1km²
- Population: 97, 475 (based on 2005 Census)
Population Density: 1,520.7/km²



Economy:

- service- oriented economy
- High Tech Sectors
- part of CTT- Canada's Technology Triangle



Demographics:

- 2001 census data (which excludes post-secondary students temporarily residing in Waterloo)

White: 86.6%

South Asian : 4.3%

Chinese: 3.4%

Black: 1.6%

Hispanics: 0.7%

Other: 3.3%



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.



The Community of St. Jacobs



- ▶ Located in southwest Ontario, north of Waterloo in Woolwich Township, Waterloo Region
- ❖ Popular location for tourism, due to its Mennonite heritage
- ❖ The village's heritage is on display with a number of historic buildings still in use today



- ❖ The rural areas around St. Jacobs are populated with many Old Order Mennonite farmers who retain the religion, customs and lifestyle of their 19th century forefathers
- ❖ highways and byways watch for "slow-moving vehicle" signs
- ❖ sharing the roads with horse-drawn buggies and wagons
- ❖ Hand-written signs advertising a variety of things for sale will be seen at the end of farm lanes
- ❖ Roadside stands with produce and flowers will be unattended



St. Jacobs Farmers Market & Flea Market

- ❖ The vibrant agricultural heritage of Waterloo Region
- ❖ Fresh farm products from local farm gardens
- ❖ discount clothing, toys, candy and other wares
- ❖ lively cattle auction, which is accessible to the public
- ❖ local delicacies(home-grown produce) : summer sausages, pure maple syrup
- ❖ Mennonite farmers travel to market by horse and buggy
- ❖ market days : horse drawn Trolley Tours & sleigh rides
- ❖ Mennonite Farm Tour : sugar bush tour







The Visitor Center in St. Jacobs

- ❖ originally called "The Meeting Place"
- ❖ The original goal of being sensitive to the Old Order Mennonite community and not making them a spectacle is maintained
- ❖ The history, culture, lifestyle and religion of the Mennonite beginners is shown by a video "Mennonites of Ontario"
- ❖ Special Exhibition : The Mennonite Story
- ❖ replicas of the interior of an Old Order Mennonite kitchen and a Meetinghouse



Natural Heritage.....

❖ Canoeing and fishing :

- The Conestogo and Grand Rivers

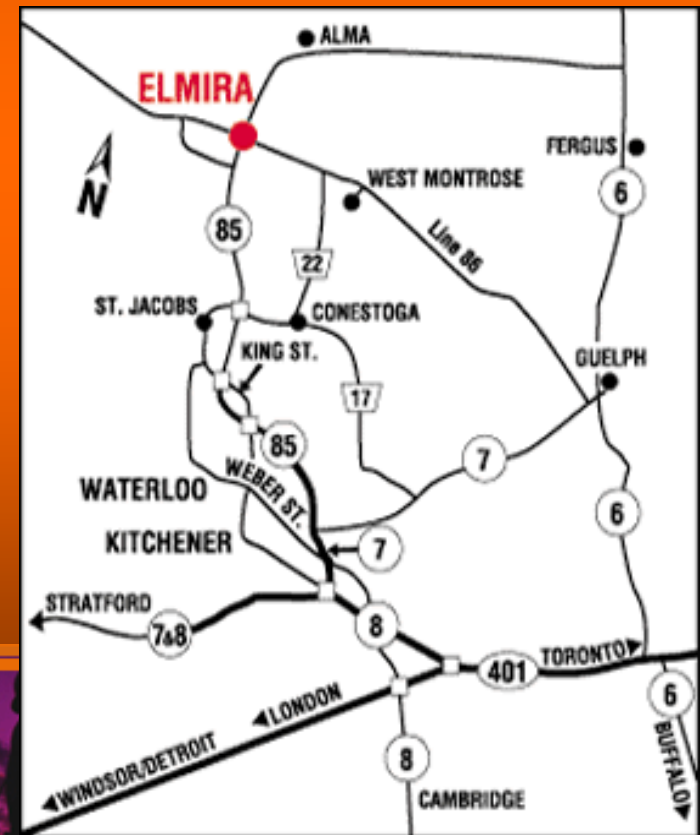
❖ Several picturesque trails :

- The new Trans Canada Trail which follows existing trails such as the Mill Race Trail in St. Jacobs
- The Health Valley Trail
- The Kissing Bridge Trailway from Wallenstein to West Montrose



The town of Elmira

- ❖ “If you are looking for a taste of real, authentic Canadian country life this , Elmira is the destination for you.”
- ❖ The largest community, 15 km north of Waterloo, within the Township of Woolwich in the Waterloo Region
- ❖ The primary settlers were Mennonites, which can be seen on the local roads using their traditional horse and buggy transportation
- ❖ Retains much of its traditional Pennsylvania “Deutsch” character



Elmira Maple Syrup Festival

- ❖ Held each spring in early April
- ❖ In the middle of Mennonite country, since 1965
- ❖ A tradition of 41 years
- ❖ The world's largest one-day maple syrup festival
 - attracts some 60,000 visitors
- ❖ Goal : to build and strengthen community spirit through involving a large number of volunteer area residents in the planning and operation of a maple syrup festival



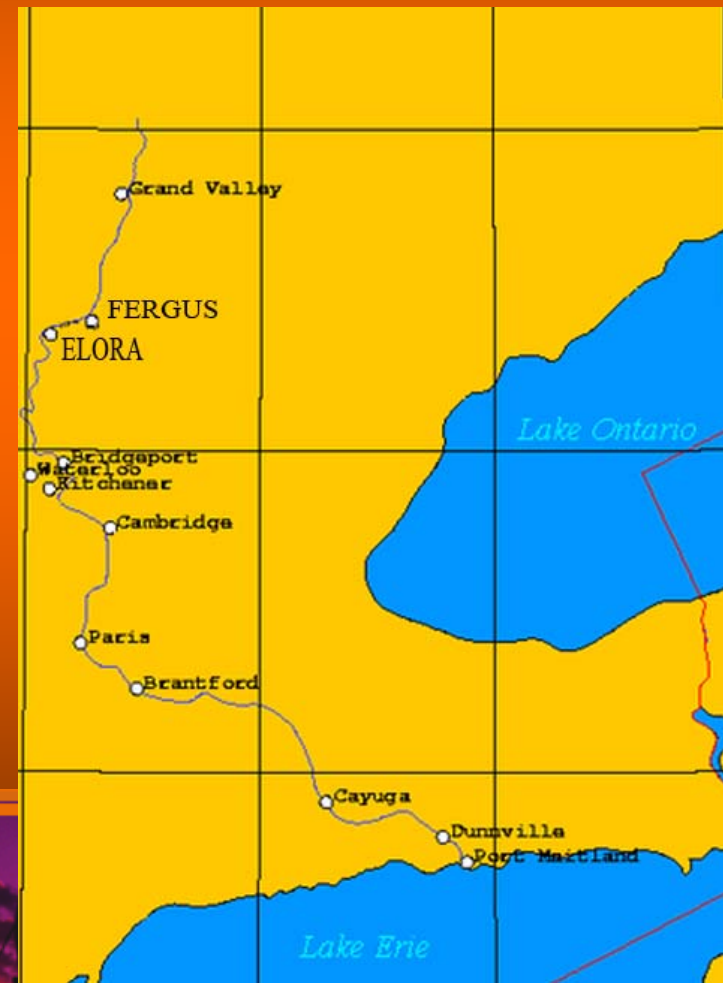
- ❖ Products : Pancakes, apple fritters, homemade toffee, log sawing competitions, arts and crafts (quilts made by local Mennonites being very famous), sugar bush tours by tractor wagon
- ❖ The boiling of sap to make maple syrup and maple sugar is one of the oldest traditions in North America and is part of Canada's heritage.

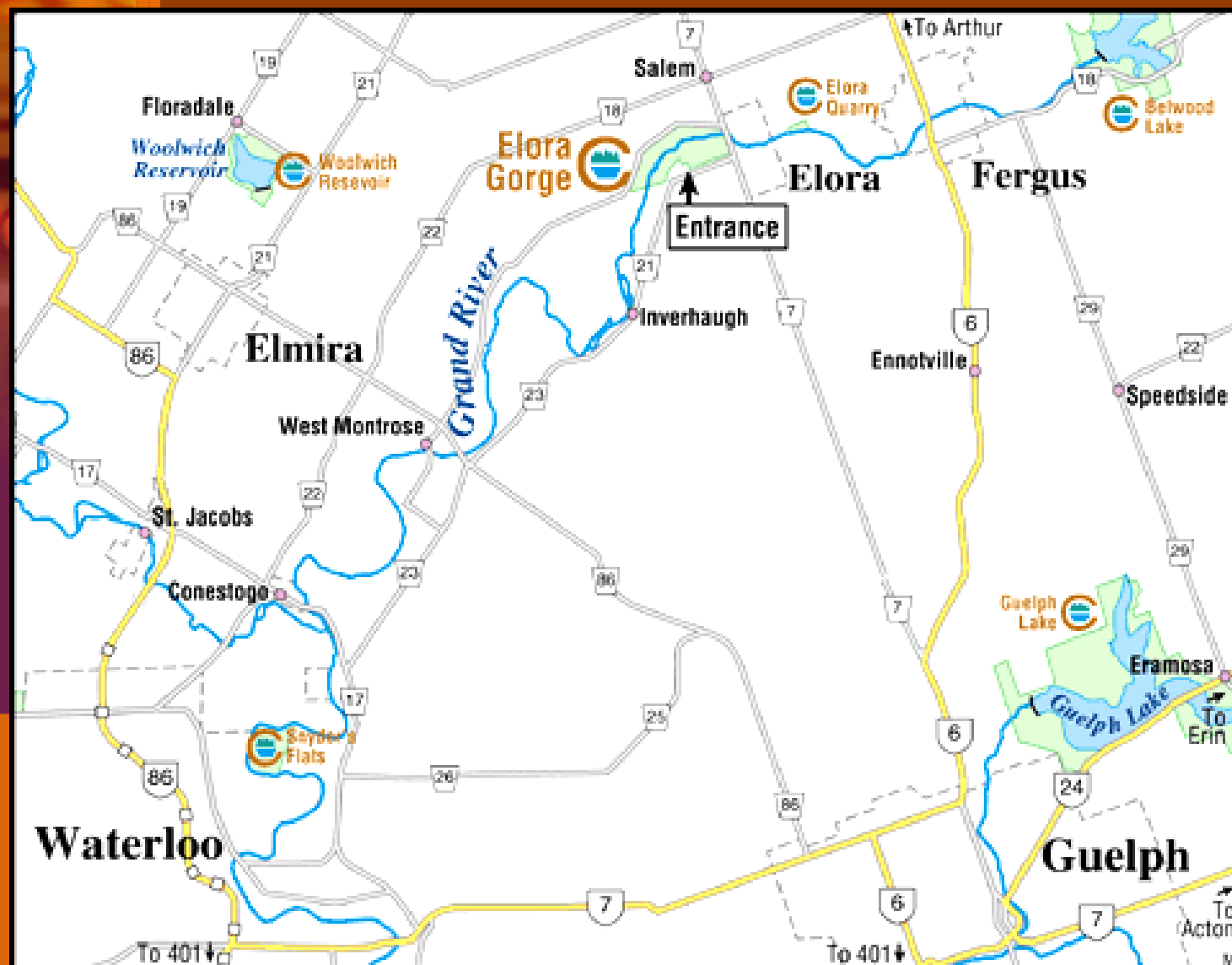




Elora

- ❖ Part of the Township of Center Wellington, 20 km northeast of Kitchener-Waterloo
- ❖ Famous for its 19th century Scottish limestone architecture, artistic community, and its geographically significant Elora Gorge.
- ❖ “Ontario’s beautiful village”
- ❖ Lies in an area with many old-order Mennonite farmers





Elora Gorge Conservation Area

The Elora Gorge
Conservation Area
is located just west
of the Village of
Elora on Wellington
County Road 21.

For info call:
(519) 846-9742.



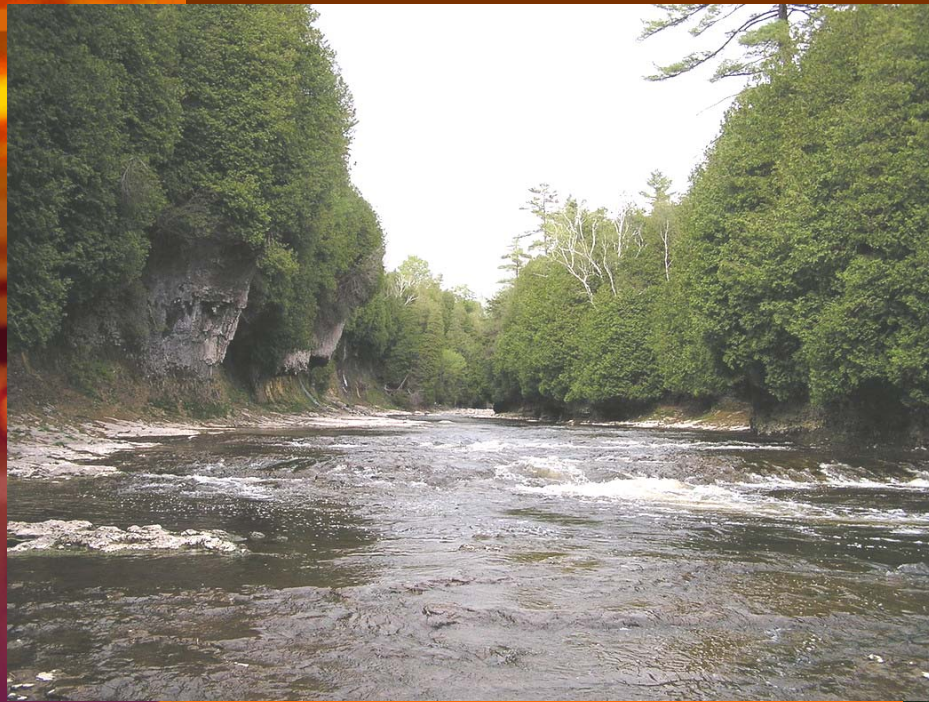
Grand River Conservation Authority

400 Clyde Road,
Cambridge, Ontario
N1R 5W6
Tel.: (519) 621-2761

The Elora Gorge Conservation Area

- ❖ Governed by of the Grand River Conservation Authority (GRCA)
- ❖ Limestone cliffs on both side of the Gorge plummet 22 metres (70 feet) into the Grand River below
- ❖ The waterfall at the Tooth Of Time can be seen from the Elora Mill Country Inn & Restaurant
- ❖ The Conservation Area also includes a cascade waterfall, "Hole in the Rock", and numerous small caves.

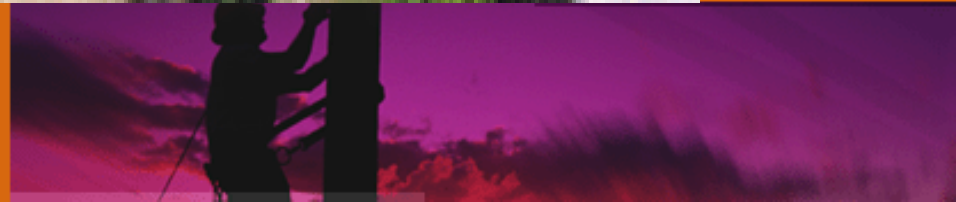




The Elora Quarry Conservation Area

- ❖ located on the eastern edge of the Village of Elora
- ❖ a scenic former limestone quarry
- ❖ spectacular rock walls alongside the Grand River
- ❖ "old swimming hole" : a 0.8 hectare (two acre) former limestone quarry encircled by sheer cliffs up to 12 metres (40 feet) high





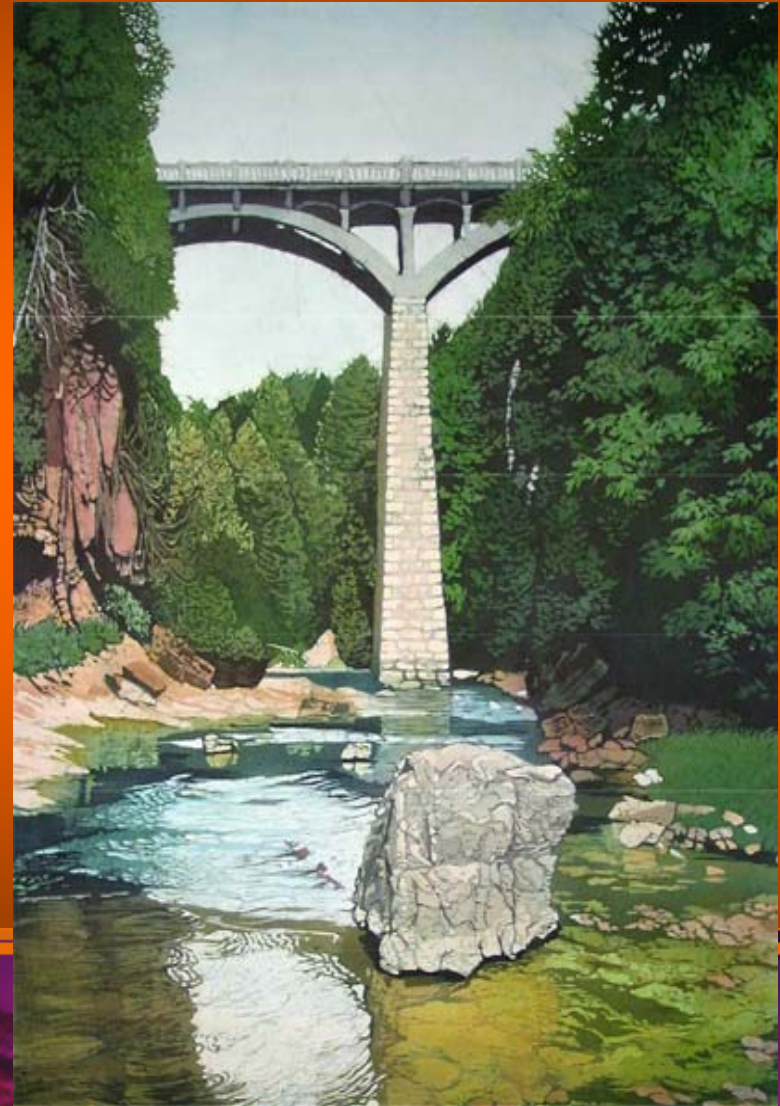
The Elora Centre for the Arts

- ❖ An important part of Elora's traditional aesthetic heritage
- ❖ Built in 1856 as The Elora Public School
- ❖ The three-storey structure built on the southwest corner in 1939 is believed to be the last stone building built in Elora.
- ❖ Closed in 1996 but reopened in 2003 as the Elora Centre for the Arts.
- ❖ Currently in the process of restoring the building.



David Street Bridge

- ❖ The architecturally significant : In 2002 the council of the Township of Centre Wellington preserve the pier and build a replica bridge



Elora Drill Shed, Elora

- ❖ This Armoury was built of stone in 1865, is said to be the only surviving stone Drill Shed built in Canada.
- ❖ Aim at training volunteers in preparation for the expected Fenian Raids.
- ❖ Located by the river favouring the townspeople and evolved into a popular place for meetings, concerts, theatre and parties.
- ❖ Currently, it is used as Elora's liquor store.
- ❖ It was designated a National Historic Site in 1989 and plaqued in 2002.





How to preserve the heritage?

Introduction.....

- ❖ In 1994, the Grand River and its major tributaries was declared as a Canadian Heritage River with the effort of the Grand River Conservation Authority.
- ❖ Based on outstanding river-related human heritage and recreational values of national significance.
- ❖ “*The Grand Strategy*”



Actions.....

- ❖ Develop strategies for research, planning, and monitoring of important heritage.
- ❖ Explore innovative and effective techniques for public involvement (including youth and seniors).
- ❖ Encourage private and public stewardship in conserving heritage.
- ❖ Raise awareness of the Public through existing and new community events.
- ❖ Evaluate the effectiveness of heritage and recreational resource management arrangements.



- ❖ Encourage the integration of strong heritage policies and recreation and tourism development policies in pertinent policy and planning documents.
- ❖ Encourage research which demonstrates the economic and social benefits of our natural and human heritage resources.
- ❖ Encourage municipalities to develop special policies to guide riverfront development.
- ❖ Funding submissions to governments, foundations and organizations and in newspapers, magazines and research publications.
- ❖ Promotion
- ❖ Education



Effects and benefits towards the local people

- ❖ Rural tourism has created opportunities for those living in rural areas to produce and market quality goods that can attract visitors and bring about the potential benefits associated with rural tourism.
- ❖ But at the other extreme, it has quickly become clear that uncontrolled rural tourism development also produces adverse environmental and social impacts that constitute a serious threat for the countryside.



Effects and benefits towards the local people

- ❖ Example of tourism development producing social impacts:
 - St. Jacobs: Early 1970's, people were coming to the area primarily to observe the lifestyle of the Old Order Mennonite community, a religious group with its roots in Pennsylvania who continue to live much as they did in the 19th century.
 - It was in this context that concerns were raised by local Mennonites. They felt tourism might develop in a way that could be detrimental to the values and customs of the Old Order Mennonite community. Throughout the development of St. Jacobs, the notion of preserving and celebrating Old Order Mennonite culture without commercialist tendencies has remained firm.



Urban development

- ❖ The problem in tourism development in a rural area can be seen through a model called “creative destruction” identified by Mitchell (1998)
- ❖ The model was developed because there was no suitable conceptual framework that explained the evolution of post-modern communities.



Urban development

❖ Creative Destructions

- 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.



What do we expect to see in the field trip?

- ❖ The tourism development in the particular villages
- ❖ The environmental and social impacts on rural tourism
- ❖ The economy of the villages
- ❖ The lifestyle in the rural area
- ❖ The Mennonite daily activities in Waterloo
- ❖ The heritage conservation plans





The end