**Geography of Canada Culminating Activity**

Part of being a geographer involves doing fieldwork; finding facts out for yourself. To undertake fieldwork you will have to collect information using **gathering techniques** and then present this information using **processing techniques**.

**Enquiry Question:**

**Why is Blue Mountain and The Village a popular destination for tourists?**

**Gathering Techniques**

**FIELD SKETCH**

A field sketch is a drawing of an outdoor scene which records information about the physical and human landscape

* A title
* The main outline of the area, feature or building under study
* The direction of the sketch
* Estimates of distances or sizes
* Indications of slope
* Detailed labels (annotations)

**CROSS SECTION**

Draw a cross section of the Blue Mountain Ski Hill to One Tree Island. Annotate the cross section with the features that is crosses.

**FLOW STUDY**

A **Traffic Survey** is used to find out how busy a particular stretch of road is by counting the number of vehicles that pass by in a particular period of time. Observations are recorded on a tally chart.

A **Pedestrian Survey** is used to find out how busy an area of town is by counting the number of people that walk by.

**ENVIRONMENTAL QUALITY SURVEY**

Our environment is our surroundings. How we view our surroundings is our perception. In a perception survey we need to place numerical values on our results so they can be compared.

**QUESTIONNAIRE**

Questionnaires are used to obtain information about people’s opinions, views and habits. Your questionnaire should be:

* Short
* Precise
* Non offensive, non-leading
* Asked to at least 20 people
* Representative of the population (not selective – ask every 4th person)
* Have an introduction/rationale to tell people (who you are, what you are doing)

**SHOPPING SURVEY**

A shopping survey can be used to find out the **sphere of influence** of the shopping centre, the characteristics of the shoppers and the types of shops and services available.

**Processing Your Data**

Task: You are to complete each of the following to help you answer your enquiry question an process the information that you have gathered.

1. Field Sketch – Once your field sketch has been drawn, you are to analyze it and give a detailed description of the area. Describe specific features on your map. Making connections: Given the information on your field sketch, what physical or human factors would attract people to the area?
2. Cross Section – Complete a cross section of the selected area from the top of Blue Mountain (\_ \_ \_ \_ \_ \_) to One Tree Island (\_ \_ \_ \_ \_ \_) annotate any physical or human features on your cross section. This will allow you to compare the relief of the land and how it is being used.
3. **Flow Studies** (pedestrian and traffic) – Table of traffic and pedestrian counts

To Process *traffic data* you are to create a BAR GRAPH

To PROCESS the *pedestrian data* you are to create a LINE GRAPH (to show change over time)

Drawing Conclusions: What does the information you gathered tell you? Summarize the information and make some observations and conclusions from your graphs. Be specific.

1. **Environmental Quality Survey**

To PROCESS your data add up the scores for each environmental indicator.

Drawing Conclusions: Overall how would you rate the Environmental Quality of the area? Be specific, citing examples in your answer.

1. **Questionnaire**

To PROCESS your data, tally up the answers from all 20 of your questionnaires.

Drawing Conclusions: Create a profile of the typical or average person that visits Blue Mountain.

Sphere of Influence

To PROCESS information about how far people are willing to travel to visit Blue Mountain, create an isopleth / sphere of influence map.

Drawing Conclusions: Describe in detail the findings of your map, citing specifics in your answer.

1. **SUMMARY**

Once you have gathered and processed all your data, refer back you the initial enquiry question:

“Why is Blue Mountain and The Village a popular destination for tourists?”

Drawing Conclusions: You are to write a detailed paragraph that explains why you think The Village at Blue Mountain is a popular tourist destination. You MUST cite specific examples from your research to back up your opinion.

**Tourist Questionnaire**

1. Gender M F
2. Where do you live? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
3. What age category applies to you:
   1. 0-18 b. 19-29 c. 30-49 d. 50-65 e. 65+
4. What is your primary reason for visiting Blue Mountain?
   1. Recreation
   2. Business
   3. Shopping
   4. A specific event (if so what event \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_
   5. Other
5. What sorts of activities will you participate in while here?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

1. How long are you here for?
   1. Daytrip b. 1 night c. 2 nights d. 3+ nights
2. How much money do you think you will end up spending in The Village?
   1. 0-$50 b. $50 -$100 c. $100-$499 d. > $500
3. How many times have you visited the Collingwood/The Village area? \_\_\_\_\_\_\_\_\_\_\_\_
4. In what season have you visited the area previously?
   1. Fall b. Winter c. Spring d. Summer
5. Have you purchased any items in any of the Village stores? If so what?
   1. Food/beverage
   2. ski/snowboard related (gear)
   3. clothing
   4. accessories
   5. home décor
   6. souvenir
   7. other \_\_\_\_\_\_\_\_\_\_\_

**Flow Study: Pedestrian Count**

Time:\_\_\_\_\_\_\_\_\_\_\_\_\_ Duration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time: \_\_\_\_\_\_\_\_\_\_\_\_\_ Duration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Time: \_\_\_\_\_\_\_\_\_\_\_\_\_ Duration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Flow Study: Traffic Count**

Time \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Duration: \_\_\_\_\_\_\_\_\_\_\_\_\_\_ Location: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

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| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Group 1:  Bicycles | | Group 2:  Motorbikes | | Group 3:  Cars | | Group 4:  Light vans/ minbuses | | Group 5:  Heavy vehicles (trucks and buses/coaches) | |
| In | Out | In | Out | In | Out | In | Out | In | Out |
|  |  |  |  |  |  |  |  |  |  |

**Environmental Quality Survey**

|  |  |  |
| --- | --- | --- |
| **Category** | **Qualifier** | **Score** |
| Litter | No litter  Small amount of litter  Much litter  A lot of litter scattered widely | 3 - Good  2 - Satisfactory  1 - Unsatisfactory  0 - Poor |
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**RUBRICS NAME: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ TOTAL /100**

**FIELD SKETCH RUBRIC: / 10**

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| **Expectations** | **Comments** |
| * A thorough field sketch is completed which includes: * title * main outline of the area * direction arrow * distance and size estimates * detailed labels * appropriate use of colour * correct spelling and grammar * neatness * overall aesthetics * Making connections paragraph   -accurately and thoroughly interprets the gathered data by explaining how your field sketch outlines the physical and/or human factors that attract people to the area  -proper paragraph format is used  -examples from data are cited  -correct spelling and grammar  -neatness |  |

**CROSS SECTION RUBRIC: / 10**

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| --- | --- |
| **Expectations** | **Comments** |
| * A thorough cross section is completed which includes: * A title * A direction arrow (on map) * Cross section graph and map correlate exactly * X and Y-axis scales are appropriate * Dots are plotted and joined correctly * Detailed labels * Appropriate use of colour * Correct spelling and grammar * Neatness * Overall aesthetics |  |

**FLOW STUDY RUBRIC: / 35**

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| --- | --- |
| **Expectations** | **Comments** |
| * Fully completed traffic and pedestrian count tables are included (5) * A thorough traffic data bar graph is included (10)   -title  -detailed labels  -appropriate intervals  -data on the graph matches the data collected  -appropriate colour use  -correct spelling and grammar  -neatness  -ruler is used for all lines  -overall aesthetics   * A thorough pedestrian data line graph is included (10)   -title  -detailed labels  -appropriate intervals  -each data point is indicated by a dot  -data on the graph matches the data collected  -the line plotted for the graph is neatly done and appropriate  -appropriate colour use  -correct spelling and grammar  -neatness  -overall aesthetics   * Drawing Conclusions Paragraph(s) (10)   -accurately and thoroughly interprets the gathered data  -makes insightful observations  -draws reasonable and complete conclusions from data and graphs in proper paragraph format  -skillfully summarizes gathered information  -examples from data are cited  -correct spelling and grammar |  |

**ENVIRONMENTAL QUALITY RUBRIC: / 10**

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| --- | --- |
| **Expectations** | **Comments** |
| * Environmental Quality Survey   -5 appropriate environmental indicators were chosen  -thorough and appropriate qualifiers were formulated  -all scores are complete and tallied   * Drawing Conclusions Paragraph(s)   -accurately and thoroughly interprets the gathered data answering the question: How would you rate the Environmental Quality of the area?  -makes insightful observations  -draws reasonable and complete conclusions from data in proper paragraph format  -skillfully summarizes gathered information  -examples from data are cited  -correct spelling and grammar  -neatness |  |

**QUESTIONNAIRE RUBRIC: / 10**

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| --- | --- |
| **Expectations** | **Comments** |
| * Questionnaire   -20 questionnaires are filled in and included  -all responses from the questionnaires are tallied   * Drawing Conclusions Paragraph(s)   -accurately and thoroughly interprets the gathered data by creating a detailed and thorough profile of the average person who visits Blue Mountain using proper paragraphs  -makes insightful observations  -examples from data are cited  -correct spelling and grammar  -neat |  |

**SPHERE OF INFLUENCE MAP RUBRIC: / 15**

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| --- | --- |
| **Expectations** | **Comments** |
| * Sphere of Influence/Isopleth Map (10)   -title  -key  -direction arrow  -marked locations  -distance lines/isopleth lines  -ruler used for all straight lines  -detailed labels  -appropriate use of colour  -correct spelling and grammar  -neatness  -overall aesthetics   * Drawing Conclusions Paragraph(s) (5)   -accurately and thoroughly interprets the gathered data  -makes insightful observations  -draws reasonable and complete conclusions from data in proper paragraph format  -skillfully summarizes gathered information  -examples from data are cited  -correct spelling and grammar  -neat |  |

**ENQUIRY QUESTION- DRAWING CONCLUSIONS PARAGRAPH: / 10**

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| --- | --- |
| **Expectations** | **Comments** |
| -accurately and thoroughly interprets the gathered data to explain why you think The Village at Blue Mountain is a popular tourist destination  -makes insightful observations  -draws reasonable and complete conclusions from data in proper paragraph format  -skillfully summarizes gathered information  -examples from data are cited  -correct spelling and grammar  -neat |  |