

Senior Research Practicum 465

DISCOVER THE HEART OF THE FINGER LAKES: A UNIQUELY URBAN EXPERIENCE

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For our Sociology Senior Research Practicum, Sociology 465, we are acting as consultants to the Geneva Chamber of Commerce. Our goal is to add value to tourism in Geneva and the operations of the visitor's center. To do this we are collating multi-sourced, multi-mode publications that have been previously printed to produce a resource guide for the volunteers who will be acting as concierges to tourists.

Sociologically, we are working to create a stronger sense of place by looking at a social process, a process that will measure the degree to which people have knowledge of and guide people in the Geneva community.

Due to the fact that our training resource guide will be accessible and easy to use, we are hoping that it will effectively allow volunteers to guide tourists through the heart of the Finger Lakes, enabling them to experience all that Geneva has to offer.