

# Wine tourism: A driver for development in rural Denmark

A case study of wine tourism implications on rural areas in  
Northwest Zealand.

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## **Abstract**

This study looks into Wine tourism, a new travel phenomenon in Denmark, which is due to its unfamiliarity with the majority of people, a very unexplored topic in this country. The purpose of this study is to investigate the wine tourism impact on Danish rural areas. Wine tourism which is a form of agrotourism therefore usually takes place in the most rural areas of a country, which is also the case in Denmark.

The applied method is qualitative exploratory research written under a social constructivist paradigm involving in-depth interviews with several wineries in Northwest Zealand, a Danish region and the local DMO present in the area: Visit Odsherred. They are the main wine tourism actors in the region, by growing grapes in vineyards, producing wine and offering a diversity of activities to their visitors to get a taste of their wine and discover the local area. The theory about wine tourism, rural development, entrepreneurship, image creation and collaboration were employed to investigate key characteristics of the industry and their impacts on rural development.

The study highlights the motivations and values driving the wine entrepreneurs' businesses and the crucial role of collaboration of the various wine stakeholders leading to rural development. The research shows that wine tourism may have positive economic and environmental impacts on the northwest Zealand region but are contrasted by possible adverse effects. Furthermore, the development of the wine tourism industry and the development of the rural area are challenged by many actors and factors.

The findings of this study are pivotal as they can give a better awareness of this industry in Denmark and a better understanding of the links between wine tourism and rural development. The goal is not to discover a definitive answer to the research questions, but rather to explore the dimensions and possibilities of this industry. Thus the conclusions should not be generalized.

Keywords: Wine tourism, rural area, rural development, sustainable development, collaborations, image creation, economic development, case study, Northwest Zealand

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# **1. Introduction**

Denmark is a country that is usually not associated with wine production, however, in recent years Danish wine production started slowly booming. Denmark was officially established as a wine country only in the August of 2000 which is considerably recent compared to other European wine countries with thousands year old traditions (Foreningen Dansk Vin, 2021). With a warming climate, Denmark is experiencing more sunny days and warmer summers, therefore the prospects for the future of Danish wine are looking promising. This might be the reason why there are many newly established wineries and why many entrepreneurs take the opportunity to enter this market (Asimov, 2019). Nowadays, wineries can be found across Denmark, however, the biggest concentration of commercial wineries occurs in Zealand, specifically in the Northwest part of Zealand.

With newly emerging wineries, more popularity, recognition, and Denmark's new appearance as a gastro destination, many wineries experience big demand for tourism and therefore decide to participate in the wine tourism industry. Wine tourism is a type of tourism where wine experiences are the centre of attraction and primary reasons for tourists to visit. It refers to tours in vineyards, wine cellars, wineries, and wine festivals with the purpose of tasting and experiencing wines of certain regions (Hall et al., 2000). While wine tourism is a new phenomenon that is still fairly undeveloped in Denmark, globally it is a significant player and important source of revenue for many wineries (Hall et al., 2000). Furthermore, some wineries choose to be more innovative in terms of attractions and activities offered to customers, than others. Aside from the more traditional offers such as vineyard tours or wine tastings, they provide activities connected to sports, culture and history or nature. Even though wine tourism is considered to be a form of agrotourism or rural tourism, it is also closely connected to the culture, history and traditions of a certain area as wine is a very intensive territorial product (Potevin, 2020, Glennen, 2017).

Therefore, wine tourism can have an influence on the area where it is occurring. It can provide different opportunities for the rural development of the area and help local communities to create a more wholesome destination image and destination strategy

(Karagiannis & Metaxas, 2020). When executed correctly, wine tourism can help contribute to the sustainable development of economic, environmental and social spheres. Hall & Mitchell (2000) argue that wine tourism can create new jobs and provide employment opportunities for the local population; create local incomes and sustain economic growth while eliminating leakages from the community; contribute to economic and social infrastructure; contribute to resident amenities, such as by providing possibilities for recreation, arts and culture or by creating new services like shops, public transport, etc.; or by supporting the conservation of the environment, biodiversity or even local culture and traditions.

Furthermore, successful rural development through wine tourism can be only achieved by cross-sectoral cooperation between different stakeholders. Collaboration, network creation clusters and partnerships are essential for the creation of successful regional wine tourism destinations (Vibeke & Vibeke, 2019). The question of collaborations is studied throughout this research paper as well as the motivation of different stakeholders to participate in wine tourism. Understanding entrepreneurs' motivations helps with understanding of the values put into their wineries and their willingness to create partnerships. Depending on whether the entrance to the industry was based on "lifestyle-oriented" motivations or economic motivations their behaviour will be visible in their decision makings, such as their tourism offer or their attitude to collaborations.

This paper is a case study of wine tourism in Northwest Zealand. Through qualitative research, 7 semi-structured interviews, extensive investigation of existing literature and additional analysis of all findings, this paper will try to provide an understanding of various issues connected to wine tourism and rural development in the area. This subject has not been studied in this area, or anywhere in Denmark yet, hence there is a huge knowledge gap when it comes to wine tourism in Denmark, and therefore this study can be considered a niche research. The fact that this subject is unexplored offered many possibilities for the research but also created many challenges as there was no solid academic ground to base the research on.

## 1.1 Problem formulation

The area of Northwest Zealand is a rural area, characterized by low population density; agriculture, forestry and majority of employment within; depopulation, especially of younger residents; and vulnerability to outside forces such as globalization and urbanization.

However, the area is also a famous summer destination for many Danes with one of the biggest summerhouse villages in Denmark. Furthermore, among Danish winemakers, the area is known as the best place in Denmark to grow wine. Consequently, there are at least 15 wineries of which 10 are commercial, including the biggest winery in Denmark and at least two other very successful and well known wineries. Additionally, all of these commercial wineries offer some kind of tourism activity.

This research paper is using interviews and observations collected at 6 of these wineries and tries to explore what are their implications on sustainable rural development of the area. The main question guiding this research is dedicated to exploring the overall effects of wine tourism on rural areas of Northwest Zealand. Particularly the research is guided by these questions:

### **How can wine tourism be a driver of sustainable development in rural Northwest Zealand?**

While the two following sub-questions will help to explore the main question with a focus on more detail and therefore help achieve a better understanding of the problem:

- *What are the motivations and values driving wine entrepreneurs in the area and how does it influence rural development?*
- *What role do stakeholders' collaboration and network creation play in the development of rural Northwest Zealand?*



## 1.2 Personal motivations

The motivation of the authors to study this topic, more specifically the topic of Danish wine tourism, is found in their background and culture and influences some processes in the study. Even though both of the authors are living as expats in Denmark and are not native to the country, they study this topic with passion and are driven by many of their motivations. Both researchers share a passion for wine and tourism, as they are passionate travellers and also students of the tourism discipline. Moreover, their passion for wine originates from their background as they both come from countries with rich winemaking traditions and cultures.

The home of one of the authors is France, which has one of the richest cultures of all wine-producing countries. With nearly 800 000 acres of vineyards and 42 million hectoliters of wine produced, it ranks as the second biggest wine producer in the world. Besides, France also ranks second in the amount of wine that is consumed in the world. It is a country with some of the best wines and wine regions such as Bordeaux, Burgundy, Alsace, or Champagne and has well-developed tourism across the country. To understand the motivation of the researcher the quote from Demosierre can be helpful: "drinking wine is a national practice, rooted in French identity". Additionally, wine in France is considered a national drink and Ulin (1995, p. 524) calls it a "national treasure". Therefore, this is where one of her motivations comes from.

The second author comes from Slovakia, a significantly smaller and lesser-known wine country than France, in numbers compared to France, Slovakia has only 12 000 acres of vineyards planted. Nevertheless, Slovakia is also a wine country with a rich history in winemaking and the region from which the author originates is known for its 1000-year-old tradition. However, the author's family background is the main reason for her motivation to study wine-related topics. She comes from a family of winemakers, with her father owning at first a hobbyist winery which later turned into a commercial one. Her grandfather, a hobby winemaker and passionate chemist patented more than 50 chemical processes including 3 related to wine production that are now used around the world. Therefore, as she grew up in this setting, she gained first-hand knowledge of winemaking and production. Moreover, her motivation comes from her curiosity and desire to taste different wines, explore new wine regions, and follow this path in her professional carrier.

Connected with their personal backgrounds, the researchers share another motivation and that is to explore the knowledge gap that is existing within this area of study. As wine tourism is fairly developed in other wine countries, a lot of academic literature covers different topics and issues. However, Danish winemaking tradition is still very young, and academics have not covered the winemaking itself yet, therefore the talk of tourism is basically non existing at the moment within the academic literature. However, after conducting previous research on the matter, differencing only in the Danish region and focus of the research, the authors were able to dive deeper into the winemaking phenomenon in Denmark, create networks and gain a better understanding of the dilemma. The success and criticism of the previous research drive the authors to continue in their research and submerge themselves within the topic in more depth. Moreover, by submerging deeper into the winemaking world of Denmark, the researchers were able to talk to many Danish wine producers and owners of wineries and gain sympathy and understanding for them by establishing professional relationships, therefore, they are inspired and determined to give them the voice they deserve throughout this study.

Lastly, as a consequence of the researchers' background and the fact that they are closely connected to wine and possess a certain knowledge of the Danish wine business, their naivety in the research will be decreased and the study can be therefore treated with better expertise. The researchers will have the ability to observe things and collect data that maybe someone without this knowledge (existing because of their previous work and their background) would miss.

## **2. Methodology**

The methodological decisions made during the study procedure will be addressed and discussed in this chapter. First, the philosophical foundation and methodology will be introduced. Then, the research design, namely the case study, will be presented. Later on, the data collection techniques will be explained to offer a clear understanding of the strategy utilized to collect the required data for the issue. The chapter will next go over the data analysis procedure before addressing the study's trustworthiness and limitations.

From a methodological standpoint, this study can be described as qualitative research that is written under the social constructivist paradigm while using a relativist ontology and subjectivist epistemology and following an exploratory approach. This chapter goes into further depth on how this is represented in the study and how these decisions were made.

## **2.1. Research design**

This part is dedicated to a thorough explanation of the method, from problem formulation through data collection to a conclusion. The thesis begins with a problem formulation, in which the research's major subject is specified. The goal of this study is to understand what are the impacts of wine tourism on rural areas such as northwest Zealand in Denmark.

To get a greater understanding of the topic, a literature review was conducted. The analysis of the literature of wine tourism, its impact on rural areas, and in the context of Denmark was conducted to find out the existing knowledge and how to orientate the focus of our study.

Afterwards, an interview guide was produced, and interviewees were identified and selected. The information for this study was gathered from a variety of sources: websites, books, field observations, interviews with a local DMO, and wine entrepreneurs. These data were further analyzed and discussed to reach a conclusion.

## **Philosophy of science**

The focus of this qualitative exploratory research is on Wine tourism in northwest Zealand in Denmark. The main goal is to understand this industry better in this specific area of Denmark, how they operate, and their impact on rural areas. Different techniques can be used according to the researcher's choices and core value system to accomplish this aim.

A paradigm can be defined as a collection of fundamental ideas involving primary or final concepts. It is a perspective that determines the nature of the "world", one's place in it, and the variety of possible connections to that world and its elements guiding the researcher during its study (Guba & Lincoln, 1994). This study follows a social constructivist paradigm and to illustrate it, ontological, epistemological, and methodological questions can be used (Guba & Lincoln, 1994).

## **2.2. Ontological and epistemological considerations**

Ontology is a philosophical theory on the nature of life, being or becoming, and the fundamental ideas of existent entities and their relationships (Kivunja & Kuyini, 2017). It raises fundamental concerns regarding "the nature of reality and the nature of the human being in the world" (Denzin & Lincoln, 2005:183) such as "how things really are" and "how things really work" (Guba & Lincoln, 1994:108). Whereas, epistemology means learning about the universe by interacting with it, participating in it, and modifying it (Kivunja & Kuyini, 2017). Here, the focus is on acquiring a better knowledge of the social environment by seeing how its members perceive it (Bryman, 2012). It addresses questions such as "How do researchers know what they know?" (Klotz & Lynch, 2007:11) or "What is (or should be) regarded as acceptable knowledge in the discipline?" (Bryman, 2012:24). However, ontological assumptions restrict the answers to epistemological questions; consequently, the ontology must be considered (Guba & Lincoln, 1994).

In this study, the reality is socially constructed. According to social constructivism, the learner constructs knowledge through social interaction, interpretation, and understanding (Vykotsky, 1962). The researchers interviewed several winery owners about their perception of their tourism activity and their influence on the rural development of the area where they are located. Furthermore, the social constructivism approach was chosen for this study because it has a focus on collaborations between wineries and other businesses, and partnerships. According to John-Steiner et al. (1998) collaboration includes several individuals sharing viewpoints, creating new knowledge, and combining activities. Furthermore, dialogue is a central feature in collaboration (John-Steiner et al. 1998). The researchers analyzed these realities with the attempt of not extrapolating and were aware that they would not find the absolute truth in the answers given by the interviewees. Furthermore, Scotland (2012) notes that the researchers bring their own set of beliefs and background to the study, and so agree that factors such as educational and personal background might influence the study subject, research technique, and data interpretation. When collecting data, researchers take part in interpretation and also when creating questions to investigate their topic (Klotz & Lynch, 2007). Indeed, the researchers have acquired some knowledge before conducting this study during previous research on Wine tourism in

Denmark. The expertise acquired directed the focus of the study on rural development and collaborations. During their previous wine tourism research, the researchers found out that the Danish wineries and their tourism activity could have a potential impact on the development of rural areas.

Moreover, the researchers studied the phenomenon of Danish Wine tourism, moulded by subjective realities such as the winemaker's point of view on rural development and the way their choices of lifestyle influence it. Therefore the study is set under the interpretative paradigm, which holds that "reality is socially produced" as its core concept (Mackenzie & Knipe 2006). Furthermore, Saunders et al. (2016) explain that according to interpretivism, humans generate meanings as opposed to physical occurrences. This was especially portrayed during the interviews with the winemakers as they answered the questions according to their own opinions, points of view and values. The answers were therefore built on their perceptions and not on scientifically proven data.

Therefore, it is essential to note that the findings presented and debated in the analysis chapter are influenced by the researcher's interpretations of data collection, interviewee selection, theories applied, and questions answered. It is also important to acknowledge that this approach can create some bias as both the researchers and the interviewees were actively participating in the construction of the reality and the way it was interpreted (Pham, 2018).

### **2.3. Methodology**

Scotland (2012) defines *methodology* as precise approaches and procedures employed to gather and analyze data. It reflects on "How can the inquirer (would-be knower) go about finding out whatever he or she believes can be known? " (Guba & Lincoln, 1994:108). The answers to methodology questions depend on the ontology and epistemology of the study. It is suggested that social constructivists use the hermeneutic dialectic technique (Guba & Lincoln, 1994). The hermeneutical and dialectal methodology is used to create complex and well-informed structures (Guba, 1990).

Hermeneutic methods strive to comprehend not just the significance that elements have for the perceiver(s), but also the correlations between them (Pernecky & Jamal, 2010). The effort

of the researchers to explain clearly the data collected displays the hermeneutic methodology in the thesis. The researchers not only interviewed wineries but also carried out some fieldwork and visited the wineries and the area surrounding them and talked with other stakeholders such as a DMO to gain a better understanding of the impact of wine tourism on rural areas in northwest Zealand. The researchers strived to make a difference between their assumptions on the topic, the answers given by the winery owners, and the reality of wine tourism in Denmark.

The dialectic method entails contrasting and comparing established individual constructs so each individual can compare their visions with others and embrace them (Guba, 1990). The wineries in northwest Zealand all have different ways to operate tourism activities, for instance, some wineries make their tourism activity a priority and some other wineries just use tourism as a side interest. As a result, dialectics are used in this thesis to seek similarities and differences in the data collected. This is accomplished by contrasting and comparing the data and detecting common themes. The identified patterns are subsequently presented and examined in the analysis section.

## **2.4. Research technique**

### **2.4.1. Qualitative approach**

As the major research strategy, a qualitative approach is used since it is relevant to the area of problem formulation and the interpretive/constructivist approaches mentioned above.

The researchers' primary goal in this study is to use a qualitative technique to better understand Danish wine tourism and its impact on rural areas in northwest Zealand.

Qualitative research is a type of social science study in which no quantitative data is collected or produced (Bryman, 2012). Instead, qualitative data is employed to understand and explain social phenomena, such as interviews, recordings, and observation (Bryman, 2012). As a consequence, qualitative approaches appear to be a better fit in this situation, as the goal of this study is to gain a deeper knowledge of the problem rather than to generalize the findings. The qualitative technique allowed the researchers to make observations during the fieldwork and focus on the respondents' interpretations and perceptions. The researchers seek diverse perspectives on wine tourism and various practices in the industry that is emerging in

Denmark. Because wine tourism and the collaboration of key actors is the purpose of this study, the research approach must be capable of capturing diverse human perspectives, desires, and conceptions, which are driving tourism. As a result, the qualitative method is deemed the most appropriate for this thesis.

#### **2.4.2. Abductive approach**

This research will primarily employ an abductive logic, which requires moving between deductive and inductive reasoning (Saunders et al., 2016). The premise of the deduction is that theory is formed on the first type of evidence, as a consequence, a deductive process progresses from theory to observational analysis in order to test particular hypotheses, whereas an inductive process starts with empirical study and ends with theoretical findings (Saunders et al., 2016).

The abductive methodology allows for more flexibility within a research project, allowing for changes in the research process due to unanticipated empirical discoveries or new theoretical viewpoints (Dubois & Gadde, 2002). The researchers started their studies with knowledge about Danish Wine tourism already acquired during previous research. They consulted other studies and theories about particular topics concerning rural development and the implication of wine tourism. Therefore, the researchers went into the field with specific assumptions and notions. However, new and unexpected facts were discovered throughout the interviews with the various wineries and the local DMO, allowing the researchers to alter their strategy using the abductive methodology.

#### **2.4.3. Exploratory study**

The researchers carried out an exploratory study which is, according to Saunders et al. (2016), effective for elucidating a topic, problem, or phenomenon whose specific nature is unknown. In addition, exploratory research has the advantage of being flexible and adjustable. Because the researchers used an abductive technique, the flexibility of this approach was essential in conducting the study. As stated by Saunders et al. (2016), exploratory research will begin with a broad focus which will be narrowed down as the investigation develops. This study has no other feasible method due to the nature of the issue

and the fact that wine tourism in Denmark is so unexplored and lacking in academic research.

## **2.5 Research design (Case study)**

For this research, the case of wine tourism in northwest Zealand is explored. The case study technique was chosen

because it was thought to be a great way to get specific and in-depth knowledge regarding Zealand's wine tourism activities. Using this approach, the researchers were able to be reasonably flexible in terms of the topic, data-gathering methodologies, and data processing. This approach is frequently adopted when the study's investigator wishes to understand complicated social processes (Yin, 2014). Besides that, a case study is a piece of writing that concentrates on a specific example of a more significant phenomenon (Gerring, 2014).

Indeed, this study focuses on wine tourism in the Danish area of northwest Zealand; it is a sample of a larger global phenomenon known as wine tourism.

### **2.5.1. The case**

The history of Danish commercial wine growing is quite recent as Denmark was accepted by the European Union as a commercial wine region on August 1st, 2000. This marks a huge success for the Association of Danish Wine Producers who have been trying to receive this recognition since 1993. Now, when the production and sale of Danish wine is a possibility the number of commercial wine growers is increasing each year, from 2 wineries in 2001 to more than 100 in 2021 (Foreningen Dansk Vin, 2021).

Danish wine growing and wine production are often described as one of the most demanding and challenging disciplines within modern farming (Skovenborg, 2016). The reason for this statement is the nature of climate and the fact that wine grapes are very sensitive crops, and their growth requires very specific conditions. The ideal climate for wine growing requires a lot of sun, a warm temperature, and enough cold during the dormancy period. In addition, wine's taste is influenced by all environmental factors, such as temperature conditions, landform, soil, wind, humidity, and (Fabjanowicz et al., 2019). This can be especially challenging in Denmark as the climate here tends to be very temperate, characterised by



moderate winters and cool summers. On top of that Denmark has on average 179 days of precipitation per year and an average elevation of only 31 meters above the sea (DMI, 2015).

Since the late '60s and 70's the Danish climate is, however, significantly warmer than it used to be, approximately by 1 degree Celsius (Brandt in Klitgaard, 2015). This allows wineries to explore their possibilities and opportunities and can experiment with different and new kinds of wines. Also, the northern latitude allows grapes to undergo prolonged photosynthesis during the long summer nights and according to Alex Hunt, a Master of Wine, this is the “hidden variable in Nordic winemaking.” (Smith, 2017). Moreover, climate change is another important factor in Nordic winemaking. As the climate is becoming too warm for some of the traditional wine-growing areas, while countries like England, Denmark, Norway, or Sweden expect to have better conditions with warmer summers (Asimov, 2019). According to experts and climatologists, the world wine map could experience great changes by 2050. The most famous areas such as Bordeaux, Napa Valley or Southern Italy are now struggling with the weather as it is getting warmer and more unpredictable with events like hailstorms, spring frosts, floods, or fires. They are now pressed to seek solutions such as planting wines in higher altitudes, finding innovative ways on shielding the sun or rethinking the grape varieties (Alderman, 2019; Asimov, 2019). The changing climate gives positive prospects for Danish wine growing and many entrepreneurs or winemakers are taking the opportunity to exploit this yet unsaturated market.

### ***The area of the case study***

Back in the 1960's many industrial jobs were moved from Copenhagen and scattered around Denmark as new regulations were taken to support the development of less urbanized regions (Nørgaard, 2011). Until the late 1980's Denmark was undergoing decentralization by spreading small businesses in the countryside, however, it changed in the 1990s when Copenhagen took the role as a centre for development and “transformed the employment base into knowledge-intensive jobs, attracting well-educated populations and competing with other European cities.” (Andersen & Jørgensen, 1995, p.3, in Nørgaard, 2011). Ever since the late 1990's and early 2000's Denmark has been experiencing strong metropolization and centralization or the so-called urbanization. This occurs when residents of rural areas are either willing to travel long distances to work in the bigger cities or relocate from the rural

areas. In both cases, the rural area is experiencing stagnation and decline in terms of economy, inhabitants, and functions (Nørgaard, 2011). The studied area of this project, Zealand Island, is the largest island in Denmark with the biggest concentration of the Danish population approximately 2 660 000 inhabitants (Larsen, 2021). The vast population is due to the presence of the country's capital city: Copenhagen. Despite that, the region remains very rural, mainly northwest Zealand, the selected area for the study. However, Hall & Mitchell (2000) argue that wine tourism can be a good tool for fighting some of the negative effects of this rural restructuring. Nevertheless, they also argue that this wicked problem can be only solved if plenty of attention is given to establishing partnerships and creating links between stakeholders and adding greater value to the wine product (Hall & Mitchell, 2000).

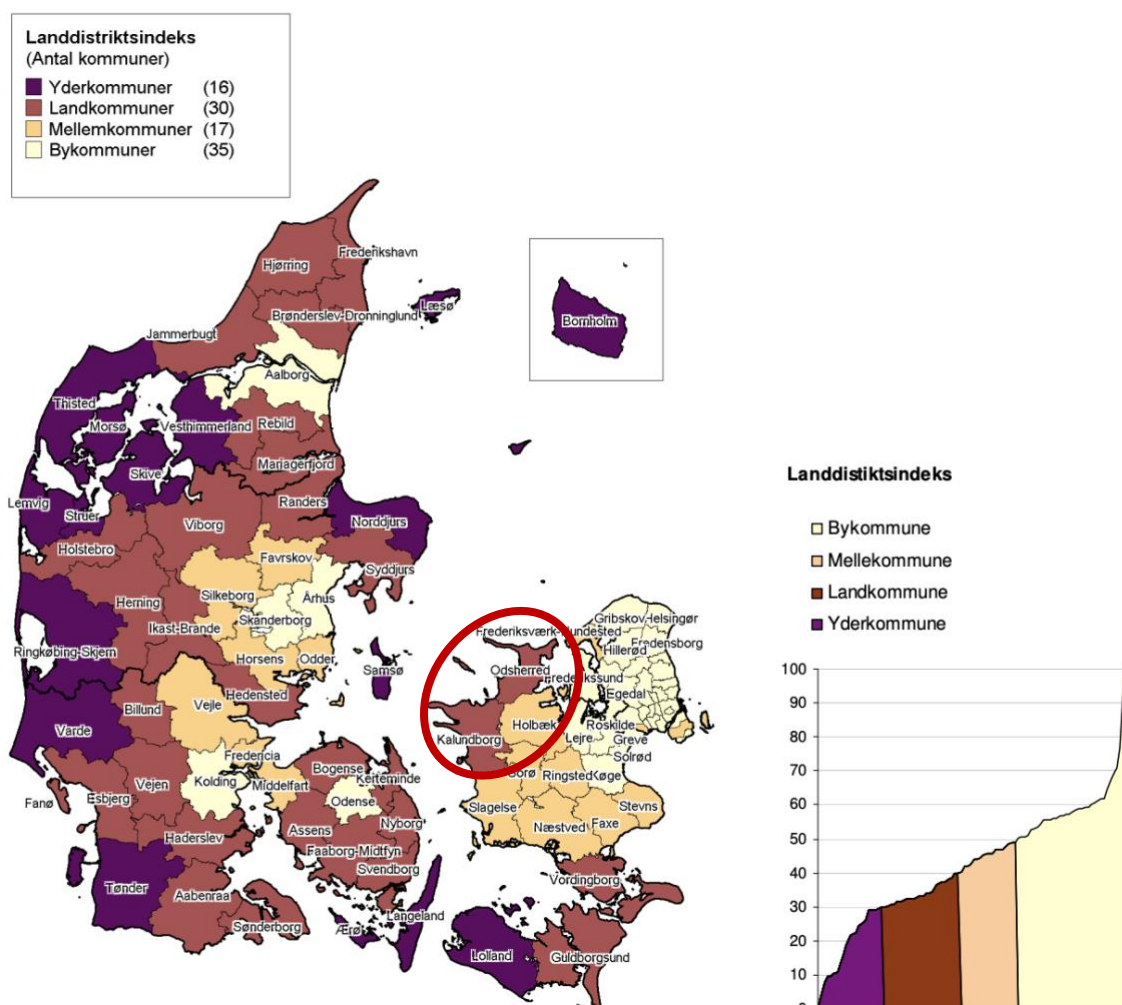


Figure 1. Danish rural municipalities, red circle indicates the studied area. Sourced from Bolig og Planstyrelsen (2021)

The area chosen for this research is the Danish region of northwest Zealand, including Røsnæs peninsula, Sjælland Odde and the municipality of Odsherred. The case study was not selected at random but rather based on a set of criteria. The investigators previously studied the wine tourism industry in Denmark but the previous research was focusing on the innovations in the industry in the Jutland region. Further research was made to find out about other interesting and relevant topics in the wine tourism sector. It was found in some research that wine tourism has the potential to help rural areas to develop. After defining rural areas of Denmark correlating with some wineries locations, the area of northwest Zealand was selected.

Moreover, the region of Zealand was selected because of its wild countryside areas, making them suitable to research the potential development of rural areas thanks to wine tourism activities. Furthermore, it was found after some research that northwest Zealand is one of the most developed wine regions in Denmark, making the area even more relevant to the focus of the study.

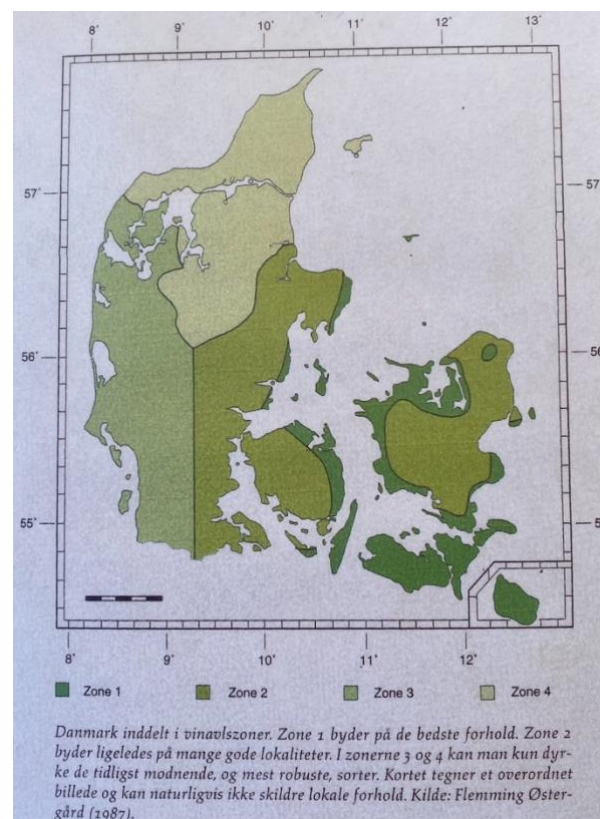


Figure 2. Map of best wine-growing areas in Denmark. Darker the colour the better the conditions. Created by Vejrhøj Vin, sourced from DMI (Danish Meteorological Institute).

According to the winemakers, and some wine specialists in the area, the Røsnæs peninsula, Odsherred municipality and Sjælland Odde have the ideal climate for wine growing. With an ideal distance to the coast, hilly south-facing slopes, great components of minerals in the ground (some wineries are located in Geopark Odsherred which is included in UNESCO for its geological importance) and more than 100 more sunshine hours a year than the Danish average. Additionally, it is a very special area because even though it is very rural with a small number of residents, it is one of the biggest summerhouse areas in Denmark, with a big influx of visitors in the summer season.

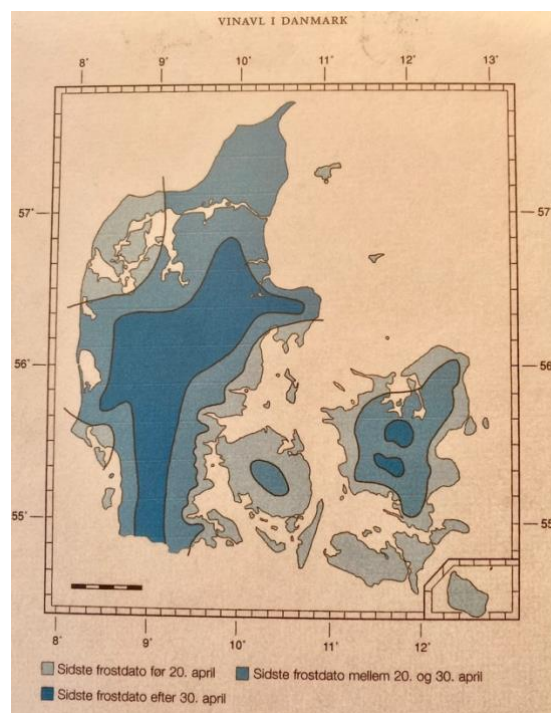
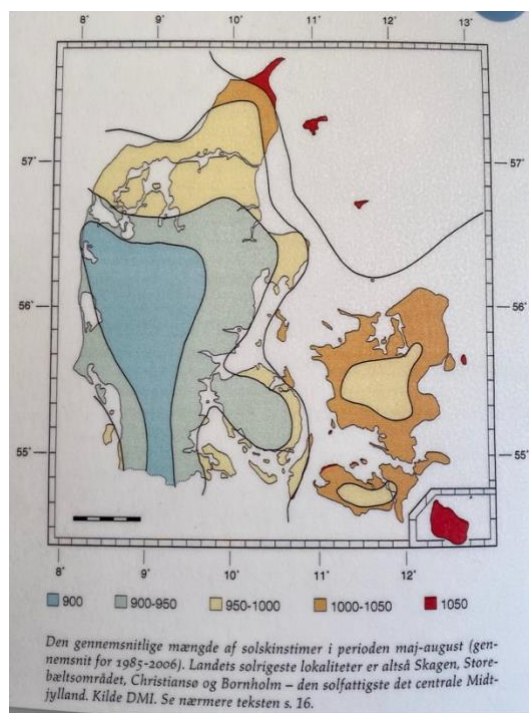


Figure 3. Average hours of sunshine across Denmark; Figure 4. Last day of frost (earlier the last day the better for winemaking), both are very important factors in winemaking. Sourced from Verhøj Vin and DMI

A short description of each winery visited and interviewed for this research will follow stating basic facts such as the location, size production, type of wine produced, tourism activities offered.



## **Ørnberg Vin**

Anders and Niels run Ørnberg Vingård which is located on Sjælland Odde Peninsula and facing the sea, Sejerø Brugt. They started planting vines in 2007 and officially started making wine in 2008. Today they produce around 12 000 bottles a year out of 12 000 plants. They make diverse types of wine such as white wine, Rosé, sparkling wine, and dessert wine. They offer their visitor's wine tasting sessions and guided tours of the vineyard and winery. And this year they opened a café during the summer period and served some food with some wine made there.

## **Vejrhøj Vingård**

Vejrhøj Vingård is a winery located in northwest Zealand on a hill facing Nekselsø Bay and is run by Nina and Niels. They started their wine activity 10 years ago by planting some grapes in 2011 and started selling bottles from their 2015 vintage. They have now planted 5 hectares of vines and make about 10 000 bottles a year. They make 10 different types of wine among white wine, rosé, orange wine, and sparkling wine. They organize different types of guided tours of the winery and the fields with small or bigger groups and also some wine tasting. And they also have a winery shop.



### **Agerbo Vingård**

Agerbo is a winery also located in northwest Zealand not far from the coast bordering Nekselsø Bay. It is a family business run by Frank, Rie his daughter, and Jacob his son-in-law. They started planting vines in 2012 and their first harvest was in 2015. Out of the grapes they are harvesting, they produce about 1200 bottles of white and Rosé wine. They arrange some wine tasting events and wine tapas, guided tours in the fields, and allow guests to access their outdoor hot tub and sauna next to the wine fields.



### **Dyrehøj Vingård**

Dyrehøj Vingård, the biggest vineyard in Denmark, is run by Betina and her brother Tom. They started planting vines in 2008 and planted up to 10 hectares of vines in 2020. They now produce on average 50 000 bottles per year. They make diverse types of wine from white to red wine and from sparkling wine to fortified and brandy wines. They arrange a wide range of tourism activities such as guided tours, wine tasting, wine bar, an art gallery, a wine shop, and events.

## **STUB Vingård**

STUB is a winery located on Røsnæs peninsula facing Kalunborg fjord. The winery is run by Carl and Karen. They started planting grapes in 2017 and their first harvest was in 2019.

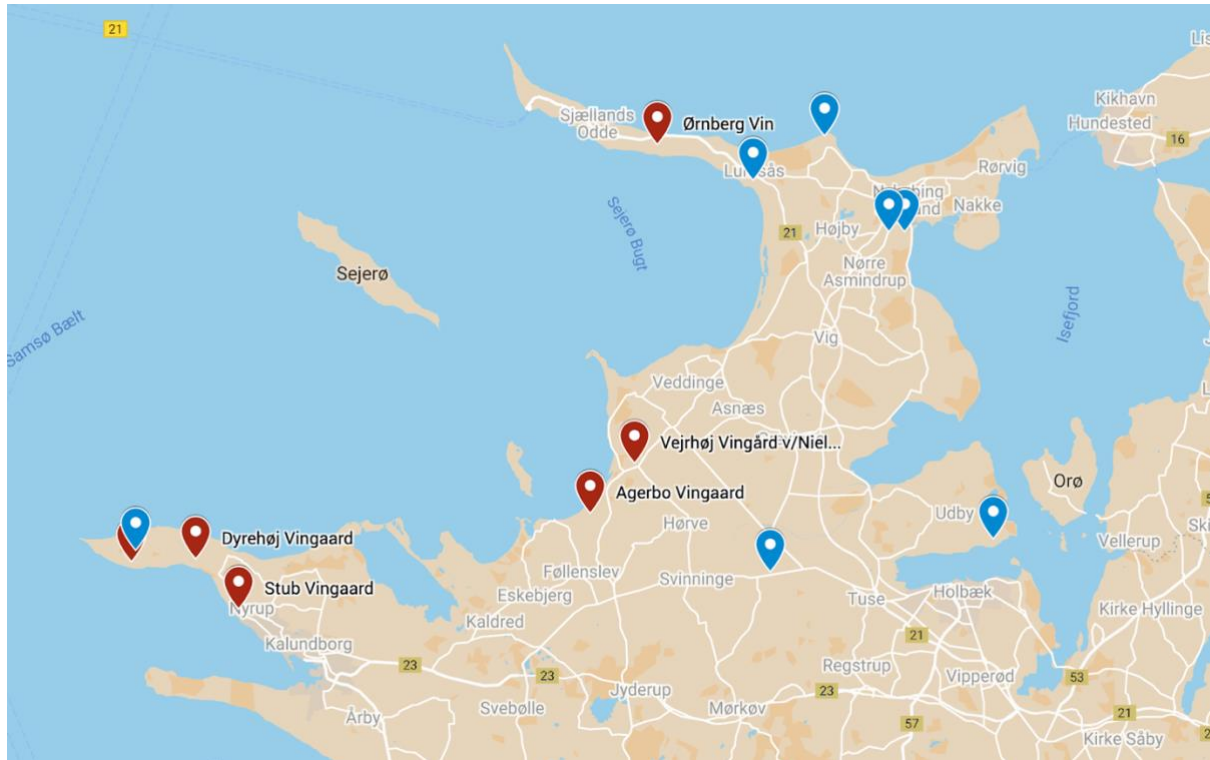
They now have 5 500 vines planted and they produce on average 5 000 bottles of wine per year. Out of these grapes, they make 4 types of wine: two white wines from the Solaris grape, some Rosé from the grape called Rondo, and some sparkling wine from another grape called Johaniter. When it comes to their tourism activity, they offer guided tours, wine tastings and they have a wine shop and participate in the bus wine tour organized by Dyrehøj Vingård.

## **Røsnæs Vingård**

Røsnæs Vingård as its name suggests is located on Røsnæs peninsula on top of a south-facing slope in front of Kalunborg fjord. Anders took over the vines fields that his stepfather started to plant in 1998. It is a small vineyard of 5 100 plants (3 300 plants haven't produced any grapes yet), Anders makes on average 900 bottles of white and Rosé wine, and on top of that, he makes some fortified wine. Few informal tours of the vineyard and some wine tasting are organized by Anders.

## **Visit Odsherred - Local DMO**

Visit Odsherred is a recently created local DMO, it was separated from Destination Sjælland (DMO) because they, as a municipality and an area with big potential, felt neglected and needed to be promoted more vigorously. Their goal is to promote tourism activities in the region and wine tourism is included as one of the biggest attractions of the area. They cover the municipality of Odsherred located in northwest Zealand.



*Figure 5. Map of wineries in Northwest Zealand. Marked red is the wineries interviewed and visited for this research. Created by Pernin and Nevydalova through google maps*

## 2.6. Data collection

This paper combines primary and secondary data, acquired using several techniques, including qualitative interviews and observations as primary data and document and article analysis as secondary data.

### 2.6.1. Primary data

Because wine tourism is a recent phenomenon in Denmark and scholars have not investigated it yet, primary data had to be gathered for this study. Furthermore, not all information about the vineyards is easily available on the internet or in any other source of literature.



### ***Fieldwork with observation and immersion***

The researchers carried out fieldwork over 3 days to visit and conduct interviews, immerse themselves in the environment and make observations in 5 different wineries with tourism activity. They went to northwest Zealand on the 6th and 7th of October to interview the available wineries at that time and the other visits were conducted later on the 4th of November when their harvest (the busiest period in any winery) was finished. The researchers coordinated the visits with the various wineries by contacting them, preparing and scheduling each appointment based on their availability.

Field observations and immersion at the five wineries visited were undertaken as a complement to the qualitative interviews. The researchers got deeper insights into the entrepreneurs' wine activity. They had the opportunity to take tours in the vineyards and wineries. Tours in the vineyards allowed us to see the different types of grapes that are cultivated but also the size of the vineyard and the surrounding environment. Some visits to the wineries were also possible which allowed a deep immersion and better understanding of the winemaking process. Notably, at Ørnberg Vingård the researchers immersed themselves in the role of a visitor when they participated in a vineyard tour, watched the wine master's process of winemaking in the cellar where they tasted the pre-product of wine and finished with tasting the winery's most famous products.

Besides the wine activity, it was also possible to get a better overview of different infrastructures available at the wineries for the tourists, such as a wine bar and art gallery at Dyrehøj Vingård or the newly built annexe made of glass at Verjhøj vingård to host wine tastings.

### ***Interviews***

This research uses semi-structured interviews to collect the biggest part of the analyzed data. This type of interview is often associated with qualitative research interviews (Saunders et al., 2016). Saunders et al., 2016 suggest that the researcher has a list of essential questions to cover in semi-structured interviews, however, their utilization may vary from interview to interview. Therefore a list of essential questions was established and utilized for all of the

interviewed wineries (Appendix A). Besides, another interview guide was created to interview the DMO Visit Odsherred (Appendix B). The questions were written and grouped following the topics that emerged from the literature. Semi-structured interviews were the most suitable for this qualitative study since they allowed the researchers to skip some questions during the interviews when not relevant to the organizations or if the information was found beforehand. This approach is used to gain a subjective response from an interviewee about a specific phenomenon or problem (McIntosh & Morse, 2015). It also allows the asking of further questions or directing questions to specific areas in some situations to fully explore the research issues and aims (McIntosh & Morse, 2015). Furthermore, depending on the flow of the discussion, the sequence of the questions could also be changed.

Five of the interviews were carried face-to-face when the researchers visited the respondents at their wineries. Face-to-face interviews provide spontaneous responses. In addition, the researcher gets a unique opportunity to engage with the subject, observing his or her emotions, facial expressions, movements, gestures, and voice tone (Jennings, 2005). E-interviews do not allow for this, and online interviews might be tough at times. Nonetheless, one interview was internet-mediated. Online video call interviews using a webcam allow the researcher to observe the interviewee's quick emotions and bond with the respondent. The interviewee may be at home and thus feel more at ease due to the familiar setting (Salmons, 2014). Furthermore, it is a far more cost-effective and time-efficient option than travelling to the desired location (Bryman, 2012). Online video calls, on the other hand, are not without flaws. Many things influence the quality of a call. A video call was made with Visit Odsherred, the DMO because meeting in person was not possible and field observations weren't needed in this case. Moreover, one phone call interview was made since the winery owner did not have time to welcome the researchers at his winery. In this case, it is not possible to observe the interviewee's emotions but allows a good spontaneity in the conversation (Saunders et al., 2016).

The interviews were conducted with the CEOs of the wineries and the gastro manager of Visit Odsherred. The interviews lasted between 1 hour to 2 hours for the meetings in person, and the interviews by calls lasted about 30 minutes to one hour.

The goal of the interviews was explained to all of the interviewees. They consented to the interviews being recorded and to the interview being used in this thesis. The data was captured by audio-recording, it seemed to be the most suitable during the interviews to keep the flow of the discussions. The recorded interviews were afterwards transcribed from the audio file to a written document. The English language was used in all interviews.

### ***Selecting interviewees***

The interviewee sample should be generally uniform and share key characteristics with the research subject (DiCicco & Cabtree, 2006). Purposive sampling was selected for this study as it is often the most suitable type of sampling the interviewees for qualitative studies (Bryman, 2012). Purposeful sampling is an iterative procedure for selecting in-depth interview participants that aim to maximize the depth and richness of the data to answer the research topic (DiCicco-Bloom & Cabtree, 2006). Purposive sampling, on the other hand, permits results to be understood just within the examined group (Bryman, 2008). This might be viewed as a drawback. Nonetheless, the goal of this study is not to generalize the findings, but rather to learn more about wine tourism in northwest Zealand and its impact on rural areas. The selection of the wineries was based on the area of study and their tourism activity. The difficult part was to find available winery owners during the research period which was during their harvest time. The search for the wineries started online on Danish DMOs such as *Visit Denmark*, *Destination Sjælland* or the Danish Winemakers Association. After the selection of the wineries, the researchers contacted them by email.

### ***Ethical considerations***

Ethics refers to the norms of behaviour that guide the researcher's conduct in respect to the rights of persons who become the topic of work or are affected by it in the context of research. A variety of factors will impact behaviour standards (Saunders et al., 2016).

The researchers followed the ethical principles presented by Saunders et al., 2016:244: "Integrity and objectivity of the researcher", "Respect for others", "Avoidance of harm (non-maleficence)", "Privacy of those taking part", "Voluntary nature of participation and right to

withdraw", "Informed consent of those taking part", "Ensuring the confidentiality of data and maintenance of anonymity of those taking part", "Responsibility in the analysis of data and reporting of findings". Saunders et al. (2016) explain that these codes of ethics are meant to prevent unethical behaviour, malfeasance, and suffering, as well as to encourage ethical behaviour and public or private welfare. These ethical principles were applied before and during the interviews and also after when analyzing the data and project writing. Therefore, the goal of the interviews was specified when the wineries were solicited (through emails and phone conversations). Hence, the respondents were aware that the material gathered during the meetings would be utilized to produce a study project on the phenomena of wine tourism in northwest Zealand, Denmark. Moreover, before each audio recording, the interviewee gave us their consent to record the interview. During some interviews, some information was mentioned and the respondent asked not to make it public, so it was decided not to transcribe it.

### **2.6.2. Secondary data**

Secondary data comprise both raw data and published summaries that can be analyzed further to produce more or different information, interpretations, or conclusions (Saunders et al., 2016). The researcher referred to established facts and statistical data that may be used to answer new research questions and give additional insight (Bryman, 2012). The researchers collected data through texts (books, magazines, newspapers) and non-text documents (media and web images). Statistics were gathered from the DST- Danmarks Statistik or Landdistrikternes Fællesråd. More specifically, researchers extensively used academic articles for research of relevant literature and theories about the wine tourism phenomenon in other countries and its impact on rural development. Also, some data about Danish wine and wineries were collected from the books *Dansk Vin (2015)* and *Oplevelser fra Danske Vingårde (2009)* by Jakob Klitgaard, which are the only two books written about Danish wine and Danish wineries to date. Other information about winemaking in Denmark and the northwest Zealand region was gathered from leaflets and newspapers, for example during fieldwork, leaflets and regional magazines were collected at local supermarkets and tourist information offices.

### **2.6.3. Data analysis**

The approach used by the writer to analyze the data followed the research's abductive approach by combining a deductive and inductive approach. Concepts were discovered and established deductively from the theoretical framework and research concerns (Veal, 2011), but they also emerged inductively. The writers started their study with a deductive approach however the theoretical framework failed to provide a satisfactory solution to his study questions and aims and therefore the researchers decided to incorporate an inductive approach to their analysis.

The thematic analysis approach was used to evaluate the secondary and primary data acquired. Thematic analysis is a way of classifying qualitative data to find themes or patterns that may be utilized to further analyze the research topic (Saunders et al., 2016). It's a thorough, scalable, and accessible tool for providing rich interpretations, descriptions, and theorizing from both big and small qualitative data sets (Saunders et al., 2016).

Transcription is the most efficient method of processing qualitative interviews that have been recorded (Bryman, 2012). Therefore the researchers transcribed each of the interviews. Some elements were deemed irrelevant so they have been removed which is condensing the transcripts. However, only a small portion of the interviews are left out in order to avoid missing out on possibly important information.

To analyze the data the method of coding was employed. Saunders et al. (2016) describe coding as a method of grouping data that have comparable meanings. Coding is allocating a code to each unit of data inside a data item (such as a transcript or text) that symbolizes or summarises the meaning of that extract. By coding, the researchers found diverse themes such as the motivations and values of the wine tourism entrepreneurs, the creation of wine tourism activities, collaborations, image creation and the impacts on rural development. Each information in the transcripts relating to a theme was highlighted with a specific colour and afterwards grouped in a tab (Appendix D).

## **2.7. Reliability and credibility**

The credibility criteria are necessary for guaranteeing that the study's findings are accurate (Bryman, 2008). This is due to the constructivist perspective, in which several realities coexist. As a result, Bryman (2008) explains that the researchers must ensure that data interpretations are right and that the interviewee is appropriately interpreted. The writers employed a triangulation of research approaches for this paper on trustworthiness.

Triangulation is a term used in qualitative analysis to describe the utilization of multiple techniques or data sources to arrive at a systematic interpretation of events (Patton, 1999). To improve the research's quality and validity, the researchers employed a number of data gathering methodologies, data sources, and theories, as indicated in the preceding chapter. The participation of more than one researcher can also assure the credibility of the data. However, because there are no procedures for proving their accuracy, not all data obtained from respondents can be regarded as legitimate.

## **2.8. Limitations**

Some limitations have been encountered during the research. Since the investigation was done on a limited scale, it is impossible to generalize the results because the purpose of the study was to look into rural development in relation to wine tourism in northwest Zealand in Denmark. Furthermore, the study was restricted in some respects by a scarcity of scholarly studies on Danish wine tourism. As a result, researchers needed to acquire more primary data. Furthermore, statistics on Danish wine tourism acquired from numerous periodicals and newspapers may be unreliable.

Another constraint was the fact that one of the interviews with the wineries was performed over the phone. As a result, the researchers were unable to make any observations. This limitation was caused mainly by the time period when the research was conducted. September and October are the busiest times for any winery as it is the time of grape harvest and wine preparation. Consequently, some interviews have been conducted later than initially planned. Finally, since some winery owners started operating only recently it is hard for them to discuss their impact on rural development, which often is a long-term process.

### 3. Literature Review

#### 3.1. Wine tourism - definitions, short history and debates

The world of wine is often divided into the Old World and the New World. The Old World Wine countries include the more archetypal countries of Europe such as Italy, France, Spain, Portugal, Germany or even Austria and Hungary. While all the other wine countries are generally considered as the New World wine countries, such as New Zealand, Australia, USA, Chile, South Africa, or Argentina (Skinny, 2017). However, Banks and Overton (2009) argue for a third category which is The Third World wine countries such as India and China. Their argument is in fact not proposing a category of its own rather than acknowledging the changing geographies of wine production and consumption due to factors such as globalization and wealth distribution in third world countries (Banks and Overton, 2009).

The Old World as we know it has an enormous history and cultural background in winemaking compared to the New World. It is considered that the first wines of the Euroasian wild wine (*Vitis vinifera sylvestris*) date back 60,000 to 100,000 years to the Paleolithic period (MacNeil, 2015 in Le et al., 2018). Moreover, from 800BCE evidence of wine production and consumption from Ancient Europe can be found in Greece and later on in other Mediterranean areas such as Southern Italy, Calabria or Sicily (Le et al., 2018). On the contrary, New World wines can date back furthest to the colonial times, when European countries colonized and imported wine growing techniques to new countries. Although New World wines experienced a boom during the early globalization, in 1980's only about 4% of wine imported to the USA were from the New World countries (also referred to as Southern Hemisphere producers), however, already in 2003, the figure was around 30% (Anderson, 2003).

Naturally, one assumes that wine tourism originates from the Old World, however, the history of wine tourism is relatively recent and reaches only to the 20th century, more precisely 1976, Napa Valley, California (Potevin, 2020). It was after the legendary *Judgement of Paris 1976*, a wine competition where Californian wines won and rated better than French wines in each category. Many consider this a starting point for wine

tourism in California and the New World in general (Potevin, 2020). The European countries or the Old World were slower in the development of the wine tourism segment in their wineries and fell behind in capitalizing on it. For example, Wine tourism in Italy became more popular after introducing the regular event “Cantine Aperte” (Open Cellars), Wine Day, in 1993. This event has dramatically boosted wine tourism in Italy. Initially, only 25 wineries across Italy participated with only a couple of hundred visitors, in 2015 the number of wineries that participated reached 21000 and attracted around 4 to 6 million visitors. Today, it is estimated that wine tourism in Europe is exploited to only 20% of its potential (Potevin, 2020).

While wine tourism became more acknowledged in Europe in the 90’s it has also become one of the most important tourist attractions in the New World especially in the countries like Australia, South Africa and California. In some cases, wine tourism in these countries generates higher profits than the wine products sales themselves (Glennen, 2017). Even though wine tourism is already fairly developed around the world, it still falls under the category of niche form tourism (Jaykumar & Fukey, 2014). UN World Tourism organization statistics state that food and wine tourism was the main motive for 600,000 trips in 2017, whereas it was a secondary reason for 20 million trips (Mercer, 2019). While the USA's wine tradition is far younger than the one in Europe, the USA is a forerunner in wine tourism. Yearly US wineries welcome around 15 million visitors, making the industry’s revenue of 15 billion American dollars while France, which is the most developed wine tourism country in the Old World, welcomes merely 10 million with revenue reaching only 5.2 billion American dollars (Potevin, 2020).

Wine tourism or also referred to as *enotourism*, *oenotourism*, or *vinitourism* is a type of tourism that defines “visitations to vineyards, wineries, wine festivals and wine shows for which grape wine tasting and/or experiencing the attributes of a grape wine region are the prime motivating factors for visitors” (Hall et al., 2000 in Carlsen & Charters, 2016, p.1.). It also allows many winemakers to expand their market beyond their usual one, which is wine production. Furthermore, by offering additional services and experiences, wineries and winemakers can create bigger and better awareness of their wine or wine region (Vibeke & Vibeke, 2019).



Experiences offered by wineries can vary from winery to winery, they can be focused on different markets. Four popular styles of experiences are characterized as “Open door” tourism, a type of tourism where wineries offer a look inside their winery to the visitors through wine tasting and vineyard tours. “Edutainment” – education and entertainment tourism, here wineries offer a possibility to learn something new, such as through harvesting workshops or cooking lessons. Next is the “Big Budget” or the “General Tourism” where visitors have to option to lodge in accommodation properties, dine in wineries’ restaurants or visit museums or galleries. Lastly, it is the “Eventitfication” which occurs when the winery offers experiences such as wine festivals, gastro festivals, wine routes or harvest festivals (Karlsonn, 2017). Moreover, traditional wine tourism, such as the “Open door” style suggests, is no longer enough for many wineries. To be competitive, they need to innovate and create more value-added experiences, for example, connected to gastronomy, sports, culture, and history (Potevin, 2020). Culture and history are especially combined with wine tourism in the Old World since wine tourism is a cultural product that is sensitive and linked to a certain area (terroir), it can be also called a “territorial intensive product” (TIP) (Karagiannis & Metaxas, 2020). This allows wineries to create an image for their area, and through the designation of appellation and claims of terroir create a strong “destination branding” strategy (Karagiannis & Metaxas, 2020).

Furthermore, wine tourism also falls under the category of agrotourism as it offers experiences that centre around farming, produce and agriculture (Glennen, 2017). Therefore, most wine tourism, especially the one that requires visits to wineries, is mostly set in rural areas of a country. According to Langworthy et al. (2006, p. 2) agrotourism “is an excellent tool to educate the [national] community about the value of agriculture to the economy and quality of life especially when a country’s residents are increasingly removed from the land.” Additionally, as mentioned above, agrotourism in wine tourism settings can help highlight the rural areas and portray the uniqueness of their terroir, therefore wine tourism is considered an important tool for regional and rural development (Sheridan & Alonso, 2009; Karagiannis & Metaxas, 2020).

### 3.2. Danish wine and wine tourism

According to Booyens (2020), wine tourism is frequently viewed as a marketing innovation employed by wineries, and it is argued that wine tourism innovation may be used for regional development. This can be challenged in the case of Danish wineries, where winemaking itself is so new that it is still considered innovative in its own form (Hartman, 2020). The first Danish authorised winery, Skærsøgaard Vin, is the only winery in Denmark that has received a quality appellation the “Protected Designation of Origin” (PDO) back in 2018 which corresponds to the French AOC or the Italian DOC (Foreningen Dansk Vin, 2020). This means that the village of DONS where the vineyard lies is an official wine region. As mentioned above, today there are more than 100 commercial wineries spread across Denmark (Foreningen Dansk Vin, 2021).

Danish weather conditions and climate (high precipitation, low sunshine hours) are hard for growing wines; however, some varieties can thrive in Denmark. Particularly amongst the commercial growers, it has been realised that Denmark is not really a natural red wine territory and white wines achieve better results and higher quality (Foreningen Dansk Vin, 2021). White wines that are most popular to grow in Denmark include varieties such as Solaris, which is the most common variety originating in Germany and especially suitable for cold climates, others are Ortega, Orion, Madeleine Angevine, Muscaris and Zalas Perle (Klitgaard, 2015). Even though not so popular, some red (blue) wines are also grown and used in Denmark, these are for example grape varieties such as Rondo, Cabernet Cantor and Cortis, Pinot Noir and León Millot (Klitgaard, 2015). As already mentioned in the case description, an important factor for Danish winemaking is the chaining climate that brings positive prospects and possibilities for the Danish winemaking industry (Alderman, 2019).

Many of the Danish winemakers exploit the tourism side of the business as it is an important part of the industry and also a good source of extra revenue. This is especially true in Denmark as the wine production is very limited in size and the quality is not as high as in other European countries. Moreover, the prices of wine are very high since the productions are small, very demanding and manpower is very expensive (Skovenborg, 2016). Tourism activities in Danish wineries mostly include wine tastings, food pairings and vineyard tours, however, some wineries are more innovative in terms of the tourism offer. Visitors can now find attractions such as cafés, restaurants, bars, overnight stays (even glamping), galleries or

events. According to Felitti and Fiore (2012), these are the experiences that wine tourists actively seek out, in addition, there is a growing demand for local artisan goods, authentic for the place of origin (Quadri-Felitti & Fiore, 2012; Booyens, 2020).

However, it is not only the warming climate and a prospect of extra revenue that tempts entrepreneurs and winemakers to invest in wine tourism activities, it is also a common vision of Denmark becoming a Gastro Destination. Recently, two of Copenhagen's restaurants ranked first and second in the list of the world's best restaurants. This just might be one of the reasons why Denmark's reputation as a leader in gastronomic tourism increased and 23% of all travellers to Denmark in 2017 classified gastronomic experiences as their primary motivation for travelling (Skjoldborg, 2021). The push for becoming a gastro destination can be also seen across different DMOs such as Visit Denmark, Visit Copenhagen, Destination Sjælland where gastronomic tourism, and now also wine tourism, are promoted more vigorously than previously. Moreover, UNWTO classifies Enogastronomy as a sub-type of gastronomy tourism. They argue that "Gastronomy and wine tourism represents an opportunity to revitalise and diversify tourism, promote local economic development, involve many different professional sectors and bring new uses to the primary sector." (unwto, 2020). Therefore, gastronomy and wine tourism promote the destination's branding, traditions, diversities, and authenticity and together with a warming climate the wine tourism in Denmark faces great potential in the future.

### **3.3. Sustainable rural development through wine tourism**

As mentioned above, wine tourism falls under many categories in tourism; agrotourism, heritage tourism, culture tourism but also rural tourism as it is mostly set in the rural areas of a country and countryside (OECD, 1994). Therefore, it can not only offer a great understanding of culture and tradition to a wine tourist, but it can also influence the development of the rural area (Hall & Mitchell, 2000). According to UNWTO, wine tourism can be used as a great tool to drive sustainable rural development (unwto, 2021). In many countries, it is used as a means to fight the effects of rural restructuring, which has also been affecting Danish rural areas since the 1990s (Nørgaard, 2011; Hall & Mitchell, 2000).

Rural shrinkage has been affecting rural areas across the world for more than 30 years and was enormously sped up by globalization. This change is mostly occurring in the social, economic, and institutional sphere as they are more sensitive towards global forces (Hall et.al, 1998). According to Long, 2020, there are three approaches to successful rural restructuring: spatial restructuring, economic restructuring, and social restructuring. Rural tourism or eco-tourism can be used as a tool for not only economic restructuring but also social restructuring as residents of rural areas can take advantage of their natural and rural landscape and their heritage and traditional customs (Long,2020). Therefore, in rural settings wine tourism is a significant factor, as it can affect the sustainable development of the rural area in many ways, mostly through the creation of jobs or sale of local merchandise. Moreover, wine tourism can create additional value and generate extra revenue for many small-scale wineries and therefore, support their economical sustainability (Hall & Mitchell, 2000). Supporting this argument, Hall et al., 2000 suggests that “in an ideal scenario, the development of wine tourism should generate employment for the local community, increase profits to local wine producers, encourage institutional support for wine production, enhance the social aspects of community development and reinforce the very wine culture upon which the wine tourism industry depends.”(Hall et al., 2000 in Sheridan, et al., 2009, p. 295). Additionally, through innovation and diversification, wine tourism can respond to problems of economic restructuring and promote rural economics (Hall & Mitchell, 2000)

However, wine tourism or rural tourism, in general, can also bring some negative downsides to the development of rural areas. This can happen with a rapid increase in tourism resulting in negative effects on local communities such as the rise of land prices or pressures on labour (Sheridan, et al., 2009). Therefore, the focus on sustainability must be clearly communicated to all destination’s stakeholders participating in the rural tourism activity.

### ***3.3.1. Sustainability in wine and rural tourism***

Sustainability is generally hypothesized as a goal for our generation to manage resources in a way so that the future generations will share the same quality of the resources as we do (Alonso et al., 2021). The United Nations Environment Program and the World Tourism Organisation (UNEP & WTO, 2005) defines sustainable tourism as “tourism that takes accountability regarding current or future environmental, social, or economic impacts, and

focuses on the needs of host communities, industry, visitors and/or the local environment.” (Alonso et al., 2020, p. 402) It is commonly argued that wine production is already unsustainable and carries a heavy footprint as wineries fall behind in implementing sustainable practices, moreover, a study by Sun & Drakeman (2020) found that wine tourism produces more carbon footprint than most of the wineries’ production and consumption of wine combined (Alonso et al., 2021). Nevertheless, wine tourism can be a tool for sustainable rural development, but only when all stakeholders are following a certain strategy. Poitras & Donald, (2006, p. 443) argue that: “Only through collaboration, or at least all-party involvement, can a sustainable strategy for wine tourism be formulated and implemented. It has to have meaning and ownership at the community and industry levels.” As already mentioned, sustainable impacts through wine tourism are mostly economical, when bringing financial inflows to communities, but can be also sociocultural and environmental/ecological (Alonso et al., 2021, Poitras & Donald, 2006). Moreover, the development of sustainable wine tourism depends on strategies embracing the management of resources, the management of wine tourism development, and mapping the impacts of wine and rural tourism (Poitras & Donald, 2006).

### ***3.3.2. Economic sustainability***

Wine tourism directly affects the sustainable economic development of rural areas through the generation of economic benefits by providing hospitality services and creating infrastructure for services that use the agricultural land and therefore it helps strengthen the weak rural areas affected by rural restructuring (Darnay, 2016). Mostly it benefits the communities in ways such as providing employment to residents of the community or by providing more business opportunities to other local firms concerned not only by tourism (Alonso et al., 2020). O’Neil & Charters (2000) argue that wine tourism is an excellent secondary economic activity for many wineries which can generate considerable profits and gain possible foreign exchange earnings, they add that the “wine tourism industry is now regarded as an essential regional economic development strategy” (O’Neil & Charters, 2000, p. 113). Moreover, it can help wineries increase their wine sales and create attention and promote the winery (Reigadinha and Cravidão, 2016). Additionally, wine-related tourism contributes significantly to long-term rural development, mostly through job creation but also through the sales of locally produced goods, greater revenue and new investments, and by the

creation of an image for the whole region. (Reigadinha and Cravidão, 2016; Hall and Mitchell, 2000). One challenging factor in many wineries is their seasonality, it can be particularly hard to manage visitors and prevent congestion during the busy seasons yet balancing it with day-to-day operations of wineries, especially in harvest season (Dawson et al., 2011; Poitras & Donald, 2006). Therefore, creating an attractive event for visitors is the solution for seasonality in many wineries (Dawson et al., 2011; Corigliano, 2016).

Nevertheless, wine tourism should aim for high-yield tourists while trying to avoid mass tourism to be sustainable not only in the economic sphere but also environmental and sociocultural (Poitras & Donald, 2006). Darnay (2016) argues that while tourism is a great economic development addition to a winery, it is not accessible for all. It is highly dependable on structures, local personalities and other factors that influence the services offered and their visibility (Darnay, 2016). The level to which the tourism infrastructure is developed is another issue, however, the age of the local population is another. An older population can be problematic “as in-migration will be needed for new tourism jobs and that will impose increased pressure on housing and local services” (Poitras & Donald, 2006, p 435).

### ***3.3.3. Environmental sustainability***

Just as wine tourism affects economic development through its actions it also affects the surrounding environment. As already mentioned, wine tourism is in many cases the least sustainable and the most CO<sub>2</sub> producing activity in wineries (Alonso et al., 2021). Some of the well-known issues of wine tourism with impacts on the environment are concerned around mass tourism and the issues related to that. Some of these issues could be loss of rural (small town) atmosphere or problems with water supply, waste management, pollution, noise, or traffic (Poitras & Donald, 2006).

Despite that, many academics including Hall and Mitchell (2000) consider wine tourism as a powerful tool for sustainable development of rural areas with a focus on environmental sustainability. Some wineries can choose to do so by decreasing pollution, utilising resources efficiently, and adding a greater variety in animal or plant species (Alonso et al., 2021). Wineries can also support environmental sustainability by choosing to produce their product organically or without the use of any toxins such as pesticides or fertilizers. Other

environmental actions taken by wineries can include focusing on energy efficiency, use of renewable energy, reducing transport needs, reducing loss of biodiversity, reducing erosion, or maintaining cultural landscape (Burgess & Grmistad, 2014). Furthermore, Burgess & Grmistad, (2014) suggest that by the creation of micro-clusters and enhanced partnerships in rural areas and through “local learning, information exchange and support systems there is the potential to improve environmental outcomes across a spectrum from improved recycling systems to increased water efficiency” (Burgess & Grmistad, 2014, p. 554). They also argue that environmental protection actions that wineries take can be used for the development of an environmentally sustainable destination image where the environmental brand is an additional value providing each winery with a competitive advantage.

### ***3.3.4. Social sustainability***

Social sustainability is not only concerning internal issues such as employee well-being but is acknowledged as actions that take considerations for citizens’ well-being through providing equal chances for work, housing, or adequate income, consequently, social sustainability is frequently involved with social equity, liveability, or security (Alonso et al., 2021). Some issues that communities are struggling with, and that social sustainability is concerned, and wine tourism creates are, for example, wineries competing with other businesses, the inappropriate scale of development (for example big vineyards), complaints from tourism and wine production-related processes but also traffic, especially when big buses are present (Poitras & Donald, 2006). Wineries thriving for social sustainability need to include local communities, local businessmen and citizens in decision making and take their voice into consideration, hence incorporating the community-based approach. By forming collaborations and partnerships with other wineries and members of the community the development of the area can be tackled through complex multi-stakeholder planning (Poitras & Donald, 2006). Moreover, the clustering of local populations, small firms and other wineries create an opportunity for knowledge sharing and better problem solving (Burgess & Grmistad, 2014).

It is clear that there is a link between involving social and cultural and environmentally sustainable practices with economically sustainable practices. Therefore, Alonso et al. (2021) argue that “embracing the pillars of sustainability is tied to wineries’ long-term economic



sustainability, with important implications for the delivery of wine tourism experiences. Indeed, these experiences could be enhanced by the provision of local products, local heritage, or even by the preservation of local foods and the winery's family heritage" (Alonso et al., 2021, p.12)

### ***3.3.5. Innovations and value creation for rural development***

Wine tourism is increasingly viewed as a place where innovation is valued (Karagiannis & Metaxas, 2019). Innovation is the creation or introduction of any new or considerably enhanced activity by stakeholders, including any items, processes, or procedures that were developed initially by one entity and have now been used by others (Karagiannis & Metaxas, 2019). On the same line, Hjalager (2002) explains that innovations may be utilized to enhance or improve an existing product or service. Innovations in the wine tourism industry are used for different aims such as economic sustainable development to increase competitiveness and also to diversify their revenue stream and decrease their dependency on agriculture. Or as socially and environmentally sustainable development to enhance the conservation and protection of the resources. According to Booyens (2020), "Tourism firms, including wine tourism firms, are considered to be innovative with respect to sustainable tourism when they exhibit economically sustainable behaviour by introducing innovations or significant improvements to their products, processes or business practices in order to maintain their competitiveness and/ or enhance their socially or environmentally sustainable practices" (Booyens, 2020, p. 187).

Wine tourism firms often innovate in the process by lowering waste and energy consumption, conservation practices and implementing social sustainability (Booyens, 2020). In addition, innovations can also be found in the products and services offered by wineries. It's no longer only about trips to vineyards and wine tastings, and many wineries have recognized this and are also experimenting with cuisine, art, the surrounding landscapes, accommodations, wine-related sights, other leisure activities, and events (Booyens, 2020). Furthermore, Karagiannis and Metaxas (2019) argue that innovation within wine tourism has a significant impact on cooperation and collaboration with the goal of forming networks and clusters. Wine is often seen as a cross-sectoral matter, meaning that many wineries or wine destinations offer other attractions and therefore wine is not always the main reason for



visiting and can play a more or less important role during the stay (Dreyer, 2019). This kind of offer can be related to different outdoor or sports activities, such as hiking, cycling, kayaking, golfing or can be centred around culture, culinary arts or wellness (Dreyer, 2019). Moreover, some wineries and better-developed wine regions choose to implement the possibility of booking a guide to show the tourist the area and create a better vineyard experience. Such activities can provide a better perspective of an all-natural and cultural landmark in the wine area to the tourist. It can also provide an educational experience by learning about the principles of viticulture, the nature of the terroir, flora and fauna, and local cultures and traditions (Dreyer & Menzel, [2016](#) in Dreyer, 2019).

Nevertheless, wine production and tourism are situated on the opposite ends of the industrial spectrum and it is argued that it is used by many wineries just as a strategy to expand and increase their income streams and decrease their dependency on agriculture while using it mainly as a marketing strategy (Carles, 2004 in Booyens, 2020). Additionally, many wine businesses are often challenged with the tourism addition to their offer, and that is that the wine-producing industry still views tourism as something that is not likely to produce added value (Correia & Brito, 2016). Correia & Brito (2016) add that since tourism and agriculture are on the opposite end, many of the winemakers do not understand how to create successful and quality tourism products as they do not understand the industry and do not possess a clear image of the main principles of tourism.

### ***3.3.6. Other success factors for rural development***

Wilson et. al (2001, p.2.) suggest 10 factors that are vital for successful development through tourism in rural areas, they are as follows: " (1) a complete tourism package, (2) good community leadership, (3) support and participation of local government, (4) sufficient funds for tourism development, (5) strategic planning, (6) coordination and cooperation between businesspersons and local leadership, (7) coordination and cooperation between rural tourism entrepreneurs, (8) information and technical assistance for tourism development and promotion, (9) good convention and visitors bureaus, and (10) widespread community support for tourism". Although, a study by Jones et. al (2015) presents a more complex list of over 33 critical success factors for not only wineries but a whole region. However, some

factors as well as the ones presented by Wilson et. al call for enhanced partnerships, destination identity and image, local clusters or support from the regional government.

As suggested above, successful wine tourism and therefore successful regional development require a lot of cooperation from different actors in wine tourism. Poitras and Donald (2006) in Vibeke & Vibeke (2019) argue that successful regional wine tourism destinations can only be created by a well-planned partnership with all parties concerned. Most importantly the initiative must be supported by local authorities, such as the local government (Potevin, 2020). Therefore, when executed correctly, wine tourism benefits are enormous, from boosting the local economic development and minimising leakages from regions to emphasising the authenticity of the region and supporting local culture and traditions (Hall, 2005; Booyens, 2020).

### **3.4. Networks creation and collaboration**

Collaboration, engagement, and value co-creation among all relevant parties operating in a definite region are critical in creating value in the wine tourism industry (Festa et al., 2020). Further, Arbogast et al. (2017) assert that tourism locations face a significant need for local businesses to coordinate activities, communicate information, and leverage benefits rather than working independently and competing against one another. Moreover, in the Arbogast et al. (2017) research, the importance of collaboration is emphasized as it was found that all of the stakeholders in Tucker County clearly had the desire to work together and that competing companies, local governments, and community groups understood that collaboration makes them stronger.

Furthermore, Bertella (2011) notes that in rural regions, where local services are valued, she recognizes the economic importance of tourist Small and medium-sized enterprises (SMEs). According to her study, effective networking is required for knowledge transmission and growth in this field, and the launch of new goods and services would nearly always involve collaboration across diverse categories of providers. Bertella (2011) defines the concept of "networking" as various types of cooperative behaviour between organizations and individuals that are linked by economic and social ties. Diverse research (Alonso, 2016; Festa et al., 2020) have shown that the creation of wine itineraries/trails can act as a link between

stakeholders of the rural area (for instance local markets selling wine from the local wine producer. Therefore the creation of these networks help the collaboration between wine tourism actors and benefit the rural area for instance, by the creation of jobs. Nevertheless, tourism stakeholder networks and collaboration are challenging or not always functioning in wine tourism regions, either formally or in practice, for a variety of reasons, for instance when the stakeholders are competitors and resist to collaborate for a common goal (Festa et al., 2020; Arbogast et al., 2017).

Furthermore, by creating these networks, developed wineries can share various resources, such as knowledge or equipment with the newly emerged or smaller wineries (Saxena et. al, 2007) Nevertheless, knowledge sharing within wineries must be based on common interests and values and wineries must show trust to each other through deeply personal and social bonds. Only then this networking will work and will be able to "eliminate free riders who enjoy the benefit of the public good but without contributing any value themselves and maximising the efficiency of knowledge transfers among a large group of individual members." (Saxena et. al, 2007, p. 13) Additionally, these networks can be used for reciprocal promotion through the sale of local products or promotion of other activities, events and business in the area of destination (Booyens, 2020). Booyens (2020) also argues that by promoting local products, wineries participate in a so-called "neo-localism" which can be considered a countermovement to globalization. The increasing need and customer's desire to purchase locally produced and handcrafted products can be of advantage to these rural areas and can help minimize leakages from communities and therefore contribute to sustainable rural development (Booyens, 2020).

Reigadinha & Cravidão (2015) argue that it is needed to collaborate and create strong networks throughout whole communities in order to fully grasp the advantages and benefits that wine tourism brings to these communities. They add: "It is the combined, networked effort of municipalities, hotels, restaurants, health centres, employment offices and the support of infrastructures that contribute to the success of a wine tourism initiative ... There should also be a combined effort between wine-producing regions, which should not restrict their initiatives to their own areas" (Reigadinha & Cravidão, 2015) As already mentioned above, and as Wilson et. al (2001)'s criterium n. 3 suggests, successful wine tourism development and successful destination development must be supported by governments and local institutions, who play a major role as change agents (Hall & Mitchell, 2000). Indeed,

wine tourism firms must form a strong collaboration with governments as they are responsible for many decisions with respect to wine and tourism. According to Hall & Mitchell (2000), institutions and government can have the power to regulate everything from wine production to tourism and furthermore they have the power to create new policies. They regulate decisions such as setting standards for types of grapes, viticultural management or allowable harvest. Moreover, governments can assist wineries with creating more corporations and networks or can provide certain financial support for tourism development in wineries, which can have direct implications on the development of rural areas. For example, the European Union has supported the development of rural areas by providing financial resources to expand agricultural tourism (Hall & Mitchell, 2000).

Due to the vast number of stakeholders at a destination, Gowreesunkar et al. (2018) remark that there is a need for coordination of the tourism sector to reach a common and unified vision for tourism. And Arbogast et al., (2017) add that a common vision is essential to guide the stakeholders' collaboration. DMOs can support independent stakeholders in a destination to connect and collaborate together. Likewise, Arbogast et al. (2017) argue that DMOs play a coordinator role and help with the creation of partnership businesspersons, local leadership, and rural tourism entrepreneurs. For the sake of product development and marketing, DMOs form partnerships and collaborations with both the public and private sectors. Some of these partnerships are formed at the destination (for example, in the tourism industry, transportation, and entertainment), whereas others are formed with third organizations (Gowreesunkar et al., 2018). However, the DMOs rely heavily on the stakeholders' desire to integrate their marketing goals with those of DMOs as well as their desire and willingness to cooperate (Gowreesunkar et al., 2018).

Nevertheless, cooperation between wineries can also have negative effects on wine firms. These negative effects are mostly in a form of autonomy, or more precisely the fathering of a lacking autonomy among wineries or in a form of losing individual decision making (Fernández, 2019).

### ***3.4.1. Forming the wine tourism destination image through collaborations***

Mihailovic and Moric (2012) explain that holders of rural tourist operations must extensively apply marketing as a business concept in order to attain a greater degree of company performance. One of the key functions of marketing is to safeguard an area's rural character as the fundamental feature of a rural tourist offering. A marketing strategy should be developed to create a distinct image and enhance brand recognition. Therefore, the production of a genuine tourist product based on a destination's specific competitive advantages is viewed as a vital aspect in this process. The unique character, a genuine sense of place, and traditional hospitality of a rural destination or product must be preserved. Brand management based on these elements, with emotion at its centre, has the potential to be long-term effective (Mihailovic and Moric, 2012).

Hall and Mitchell (2001) argue that wine tourism allows the development of a destination image and place identity which is provided by the linkage between cuisine, location, and experience and add that wine is becoming increasingly important in not just boosting regional image but also as a tourism attraction (Hall & Mitchell, 2001; Jones et al., 2013). Wine is sold internationally in a globalised economy, and with it comes the trading of brands and regional identities, which are particularly essential aspects of wine promotion (Hall & Mitchell, 2001). Further, Atkin et al. (2017) state that winemakers consider place-based branding as a method to convey the distinct attractiveness of their specific area to potential customers. Indeed, there is a long history of using location to transmit a product's distinctive qualities and to act as a quality indicator. Wines from a variety of locations, for instance, Barolo or Bordeaux have a strong link with the region in which they are made (Atkin et al., 2017).

Furthermore, local towns may build a destination identity through events like wine and culinary festivals, which can showcase the relevance of local tourism facilities to the outside world (Sheridan et al., 2009; Barreda, 2018). Moreover, it was discussed by Alonso (2016) that according to the research, some possible benefits include creating good word-of-mouth, improving the region's image, and developing brand awareness about the region's products.

Wine is also seen as a way for tourist enterprises to create pleasant regional perceptions to high-yield customers. In a very competitive global marketplace, such images may stimulate customer interest in other items as well as wine, especially if the wine is of excellent quality

(Hall and Mitchell, 2001; Atkin et al., 2017). The necessity for rural regions and certain rural enterprises to diversify their economic base and compete more successfully in domestic and international markets is the primary driver for most of the focus on wine tourism (Hall & Mitchell, 2001; Barreda, 2018).

The benefits of a collaborative regional marketing campaign, as well as agreement on branding, brand narrative, and logo, should be considered by most regional wine marketing managers and associations (Atkin et al., 2017). However, Atkin et al. (2017) argue that working together to promote a regional wine brand can be a difficult process in the wine industry, since individual producers may have varying views on branding, the return looks to be worth it. Destination Marketing and/or Management Organisation may help in the process.

Destination Marketing and/or Management Organisation (DMOs) are non-profit organizations that promote tourism in a certain area. They play a major role in the marketing and branding of a destination. Indeed, Growreesunkar et al. (2018) state that DMOs are in charge of creating a distinct image of the location, organizing most private and public tourist sector stakeholders, delivering visitor information, and guiding the whole tourism business at a destination. The DMO's responsibilities also include managing marketing communications aimed at communicating the destination's brand position and image in the market. The goal is to represent the brand identity effectively and in a significant and meaningful way to the intended audience (Growreesunkar et al., 2018).

### **3.5. Entrepreneur role and motivations in the Wine tourism sector**

Güzel et al. (2021) argue that entrepreneurs play a critical role in rural development. Wine tourism in rural areas is a great potential for business prospects that can help boost regional development. Wine tourism entrepreneurs have an influence on rural development as well as contribute to the region's image by participating in local values and providing services and tourist goods to meet tourism demand. In the same line, Bertella & Cavicchi (2017) explain that entrepreneurs can help rural development by creating economic opportunities.

Wine tourism entrepreneurs should not only take the quality of the wine into consideration but also numerous other factors of their activities such as storytelling, wine and cuisine association, wine tourism events or even accommodations (ref). Moreover, the importance of the entrepreneurs' personal relationship to the location stimulates their commitment to destination development (Kompula, 2014). In Kompula (2014) study she found out that entrepreneurs are responsible for the development of tourist destination competitiveness and that it is not only DMOs that play a role in that regard. According to Say (1971), the role of an entrepreneur within a firm is defined as both a coordinator, leader, and manager (cited by Güzel, 2021). The entrepreneur's job is to create products and services while also offering new techniques and innovations (Marshall, 1930 cited by Güzel, 2021). Güzel et al. (2021) explain that entrepreneurs present certain attributes such as being creative and innovative, generating value, assessing opportunities and taking risks.

Wine entrepreneurs are generally driven by their motivations that move them forward. According to Dominici et al. (2018), these motivations can be divided into two main broad categories, first is a more classical economic motivation for gaining profits and maximizing them. The latter motivation is driven by their passions, so-called “lifestyle-oriented” motivation, where wine entrepreneurs are driven by non-economic, believes, their love for the outdoors and desire to live close to nature, traditions and family but also their dedication to the rural area (Dominici et al., 2018). Moreover, Dominici et al. (2018) argue that entrepreneurs motivated by economic motivations can be also divided into two categories, those who are motivated by necessity, which are the ones who have no better alternative, or the ones motivated by opportunity (Dominici et al., 2018). However, it is also agreed that “lifestyle-oriented” entrepreneurs are as well in search of profits or remuneration, Burns (2011) claims that their core motivation is “primarily to undertake an activity that the owner-manager enjoys or gets some comfort from whilst also providing an adequate income” (Burns, 2011, p. 19). “Life-style” oriented motivations of entrepreneurs are also more likely to bring better results to wineries, research by Scott Morton and Podolny (2002) found that wineries with these motivations are creating higher quality wines.

Li et al. (2019) state that “Understanding entrepreneur's motivation to enter the industry is crucial to understand winery behaviours and industry dynamics.” (Li et al., 2019, p. 574). They also argue that by understanding the differences in motivations one can be able to distinguish winery behaviours and industry dynamics. Whilst their motivations can also



influence the offer, creation of value and prices, variability in an offer as well as the overall image of the wine region (Li et al., 2019). Moreover, Li et al. (2019) conducted research that concludes that understanding these motivations is crucial in order “to establish appropriate policies to support the development of the wine industry in emerging regions” (Li et al., 2019, p. 575). Furthermore, it is also important to distinguish where the winery is located, to understand the entrepreneur’s motivations. For example, wineries in more traditional countries, or the Old-World wine countries such as France, Italy or Spain will more likely be driven by “lifestyle” oriented motivation, whereas the motivation in New World countries like New Zealand, Argentina or the USA will be more “business-oriented” (Bernetti et al., 2006 in Dominici et al., 2018).

Moreover, understanding winemakers’ motivation leads to understanding their values, as the core values are often shaped by motivations. It shapes their values and therefore also their decision making, for example regarding quality (Werdelmann, 2014). Their values portrayed into winemaking and their business are not only influenced by motivations but also by factors such as the tradition of the vineyard, reputation of the region, size of the winery (Werdelmann, 2014). Wineries’ values are mostly communicated to a customer to gain better competitiveness. Depending on their motivations and beliefs, some wineries choose their value proposition based on their stories of wine; where the wines are grown, the way that the grapes ripen, the equipment used for growing the grapes and making the wine (Slater, 2019). Others shape their values around stories of their winemakers and the people who work in the winery or simply by their dedication to hospitality and customer service (Slater, 2019).

As many wineries incline to the tourism sector within their company, it is also important to understand the motivations behind choosing to do this adaption. Again, the understanding of the motivation for tourism adaptation in wineries is very important to understand the overall strategy of development of the wine tourism activity within the winery (Borges & de Menezes, 2019). The primary and most common motivations for incorporating tourism in wineries were recognized as: firstly, a *marketing strategy*, through which the wineries establish connections with customers; secondly, to gain better performance and increase competitiveness; another motivation is induced by taking the advantage of the growing demand for cultural tourism; and lastly it can be a motivation to enhance local economic development and sustainable development, for example, through consumption of locally



produced goods or creation of jobs and engendering of income (Borges & de Menezes, 2019).

## **4. Analysis**

### **4.1. Wine tourism entrepreneur's activity**

#### ***4.1.1. Motivation and values of wine tourism entrepreneurs***

The wine tourism business, like many other businesses, starts from the entrepreneurs' motivation and use of innovative ideas to create an offer. Indeed, Dawson et al. (2011: 565) state that "individual lifestyle motivations will serve to shape and influence both the decision to start a small business and the strategic decisions and actions taken by the entrepreneur".

The motivation of wine entrepreneurs in northwest Zealand is characterized by a mix of "lifestyle-oriented" motivations and economic motivations that drive the entrepreneurs to continue in their activities. Many Danish winemakers are driven by their passion for wine and winemaking, environment and nature and their pride in their region. For some wine entrepreneurs, the passion for wine is prominent. It is the core motivation for STUB Vingård, the CEO mentioned:

*"I have a lifelong passion for wine in my grown-up life since I have been in business"* (Appendix C.4., p. 109).

Agerbo's business is also driven by the founder's passion for wine that started when he was on a language course in Spain and helped out in a vineyard (Appendix C.2). For other wineries, their motivation is focused on the passion for nature and the protection of the environment. At Vejrhøj Vingård, the CEO emphasises that fact:

*"So it's a core value to save the environment and have a big impact and a little footprint on nature."* (Appendix C.3, p. 104 )

Many wine entrepreneurs want to share their passion for winemaking and nature through their products and tourism offer with visitors to show the uniqueness of the area and its natural characteristics (Borges & de Menezes, 2019). This was seen across all interviewed wineries as one of their main motivations or values. The CEO of STUB mentioned:

*"I also think that the local terroir is important. Proud to live on this peninsula. I've been living here for almost 30 years and I love the landscape, the nature and the climate"*  
(Appendix C.4, p. 110)

Moreover, it is very important for many winemakers to highlight the qualities of their area through their wine. Winemakers in Northwest Zealand claim that they have the best location for winemaking in Denmark.

*"We have a unique combination of soil, climate, and hilly slopes that go down to the sea."* (Appendix C. 4, p. 110 ) mentioned the CEO of STUB who also believes that people who visit his vineyard and taste the wine should be able to taste the sea, sun, soil and the local climate in the wine (Appendix C. 4). For one of the owners of Dyrhøj winery, the main motivation to carry on is:

*"The wine is good and we could show this local identity in the wine. So it's not just wine that is drinkable, but it's really special wine. And in time, you will be able to taste it and say, ``this is Danish, this is from Rosnæs.``"* (Appendix C.7., p. 128).

While their core value is to show that the area and the terroir are special and make a product that cannot be copied (Appendix C.7). Similarly, Ørnberg winery mentions that the place adds additional value to the product and creates advantages for the local community:

*"Many successful companies were sold and moved to another location. We have to stay here because it's connected to the place"* (Appendix C.5., p. 118).

Whereas, some wineries are driven by more classical economic motivations for generating and increasing profits (Dominici et al., 2018). For instance, it is the case for Dyrehøj Vingård which is the biggest vineyard in Denmark, the co-founder of Dyrehøj stated that their primary focus is to upscale their business in the future (Appendix C.7). Moreover, Dyrehøj's

economic focus can be observed as they offer numerous tourism activities, have a shop open every day, guided tours with big groups of people, a wine bar and more (Appendix C.7). Also, Ørnberg Vingård's entrepreneurs present major economic motivations. They are growing their business by doubling their production since they have made profits the last two years. They are planning to expand their business by planting more wine plants. This winter, they expect to plant 6000 more crops (Appendix C.5).

Moreover, economic motivations can be broken into two categories: necessity and opportunity (Dominici et al., 2018). All of the interviewed wineries took the opportunity to exploit the place to grow wine, as it has been identified as one of the best places to grow wine in Denmark. The respondent from STUB Vingård, Verjhøj Vingård, Ørnberg Vingård and Dyrehøj Vingård stated that fact by saying:

*“And then some of our friends told us that why don't you use this land for growing wine? Because it's a perfect spot if you want to make wine in Denmark. That's how it started.”* (Appendix C.3., p. 103)

*“On this peninsula, we have very special conditions for wine growing in Denmark. And when I realized the quality of wine they are making at Dyrehøj vineyard and realized that I could have my wines made there, I decided to plant my own fields some years ago.”* (Appendix C.4., p. 109)

*“This is the best location for wine, and so we just decided to start it. Maturation of the grape was no problem when we started.”* (Appendix C.5., p. 118)

*“Initially, when my brother Tom bought this farm, it wasn't for one production at the time, but a friend actually told Tom, that this place is the best place in Denmark to grow wine.”* (Appendix C.7., p. 128).

A very interesting case is Røsnæs Vingård where necessity meets opportunity. The necessity in this case is not based on economical necessities to survive but rather to keep the tradition. The winery owner is a second generation of winemakers in their family and therefore the winemaking tradition is passed from generation to generation, which is very rare in Denmark

with such a young winemaking history. The opportunity, in this case, was when the owner realised that he could turn the winery into a commercial one with the help of more developed wineries in the area, more specifically Dyrehøj winery.

*"I helped him for a couple of years and then my stepfather died. ... so I did the wine and learned a little and I think it was like, I found an interest in it. .... So now I'm trying to make it a little more professional and we are starting to sell the wine and so on and have a lot of cooperation with Dyrehøj and STUB wine.... I wouldn't have planted anything if it wasn't for them, because I cannot handle all of the wine myself and they are very helpful." (Appendix C.6., p. 123)*

Moreover, the wineries present some values that are core to their businesses. A key value of the wine entrepreneurs is the authenticity of their activity. Ørnberg's co-founder emphasises that fact by saying:

*" Because for us it is really important that it's authentic and we are always sold out, so we don't have to do more... if you just want to please people, you lose character. So, we don't want to please people. We serve the wine as raw as possible, as faithful, authentic and connected to our location and if people like it we have a business case. And that's what is all about to see what we can produce that's a bit more unique for our location to multiply the wine supply and not just add ordinary mass-produced wines to the market, they should be produced further south in a more traditional way." (Appendix C.5., p. 121)*

Another important value driving the wineries is their storytelling. Dyrehøj Vingård, STUB vingård and Visits Odsherred respondents explained the significance of the storytelling in their wine tourism businesses by stating:

*"These wineries really like to tell about their job and their passion and we are very happy about tourism. So, to us, that storytelling is most important." (Appendix C.1., p. 96)*

*"So it's very different, but we need to focus on quality and stand out on quality and stand out on, on the storytelling." (Appendix C.4., p. 115)*

*“It's very important to us that we tell the whole story from the beginning, photosynthesis and all, slowly sort of telling them how much work it actually is.” (Appendix C.7., p. 129)*

The entrepreneurs' passion, economic purpose and core values motivate them for their wine production business and for the creation of wine tourism activities. This tourism offer will be discussed in the following section.

#### ***4.1.2 Creating attractive and innovative wine tourism offer***

The wine tourism entrepreneurs' motivation to share their activity and their passion for wine drive them to create tourism activities for the visitors interested in their products. In order to attract customers and gain competitiveness, these offers need to be innovative. According to the Australian Wine Foundation (1996, p. 28 in Correia & Brito, 2016) “Wine is more than a beverage, it has become a lifestyle product with a high degree of complementarity with food, hospitality, entertainment, the arts and tourism”. It is fair to consider that wine production in Denmark is still an innovation by itself, taking into account the unfavourable weather conditions and very young or non-existing wine tradition. However, many wineries, also the young ones, across Denmark choose to create an additional and complementing tourism activity to their main one, which is winemaking. There is however a difference from winery to winery between how far they choose to innovate within the tourism sector. Based on the authors' research conducted on Jutland's wineries (Spring 2021) and wineries located in Northwest Zealand (Fall 2021) it is clear that wineries in Jutland invest more resources and put bigger importance on tourism and innovation within than wineries in Northwest Zealand. This can be caused by the wineries' belief that the Northwest Zealand areas are the best for wine growing in Denmark and also by the certitude that their wines have better quality than wines produced anywhere else in Denmark. Therefore, many wineries in Northwest Zealand have excellent development within the product but do not pay enough attention to the tourism offer. Just as Correia & Brito (2006) claimed, some wineries still view tourism as something that is not likely to produce added value.

For example, Vejrhøj or Ørnberg wineries claimed that their focus is mostly on producing high-quality wines, scaling up and innovating with new wines and that tourism comes far after, even though the demand for tourism in their wineries is high. Nevertheless, they both

realize that it is a great way for marketing and rural development. Moreover, the tourism offer is quite weak at Røsnæs Vingård but that is due to lack of space and development of the winery. When Vejrhøj CEO was asked about the influence of wine tourism on their revenue streams she answered accordingly:

*“Not a big part, but it has some impact, and we could increase that impact if we wanted to, there's a big demand but we say no to a lot of people that want to have tours and so on, or we could make a café or a restaurant and, but we chose not to do that. We could increase but, we are limited to our own capacities.” (Appendix C. 3., p.105)*

This winery is for now offering the very basic wine tourism offer, and that is, vineyard tours in connection with wine tastings. However, their focus is not on creating more activities for the tourists but to enhance the ones they already have:

*“We want to improve the facilities for the guided tours, the tastings and so on. And for now the idea is not to make restaurants or cafes ... we could also have other things in our shop, selling local products but that's not part of the story we want. We want to focus on wine, but we will improve the experience for people coming here by, for example, building the greenhouse and making the tasting even more interesting” (Appendix C. 3., p. 108)*

On the other hand, their winery possesses a very strong advantage compared to other Danish wineries and that is their location on top of a south-facing, see-overlooking hill which is very rare in Denmark. By using innovative ideas this strength could create a great opportunity for designing more complex wine experiences.





*South-facing slopes at Vejrhøj Vin. Picture by Nolwenn Pernin (taken during field research)*

On the contrary, some wineries in Northwest Zealand rely heavily on tourism and have a desire to enhance and innovate within this sector. For example, at STUB they view tourism as very important in terms of extra revenue and becoming sustainable economically.

*“As a vineyard, tourism means a lot to us. Because, as I said, we sell our wines, when we have visitors, I mean, people like what they taste, and they buy what they've tasted.... So there's one-to-one link between coming here, tasting our wines and therefore tourism is a really important key to sales activities” (Appendix C. 4., p.112)*

Just as supported by Carles (2004) in Booyens (2020) wine tourism is used by many wineries just as a strategy to expand and increase their income streams and decrease their dependency on agriculture, while using it mainly as a marketing strategy. Aside from guided tours and tastings STUB winery innovated in terms of tourism offer by turning an old water tower into a “wine tower”, a “vinotheque”, a kind of wine bar. The tower is setting them apart from the other wineries, giving them an advantage at least in marketing terms and tourist attraction, for instance, the tower is even used in the logo of the winery.



*"At the tower on the inside, where you have a beautiful view of the sea and the wine fields, and they even sit and enjoy a glass of wine. So it has the different activities.... I believe it could be the only one in Denmark." (Appendix C. 4.,110)*



*The tower and the STUB logo which uses the tower. Picture credit: STUB Facebook page.*

Another winery that relies heavily on tourism is Dyrhøj Vingård. It is the biggest winery in Denmark with the biggest production and according to many winemakers, it is also the most commercial winery in Denmark. Thanks to its size and tourism offer the winery can accommodate many tourists. Aside from the traditional wine tastings and vineyard tours they also have a restaurant, a wine bar (with always at least 20 wines), an art gallery, a wine shop which is open 10 to 17 every day and they are also very innovative with an automatic wine tasting dispenser machine at which the CEO of Dyrhøj added:

*"it's still a very good service. And for tourism it's magic because you don't have to book it to speak Danish, you can spend what you want. You can spend nothing; you can buy a cup of coffee and that's it. So, we are looking for this atmosphere to sort of show people that we are producing the farming produce. That's this is a working place and it's not a wine bar in Copenhagen where everything is pretty neat, this is a farm, and we dress like it. So, we try to make it nice, but not overly nice. And we try to make our tastings informal because it is a farming product." (Appendix C. 7., p.128)*

They are also very innovative in terms of having an art gallery on premises, to which the CEO of Dyrehøj commented that she believes that art complements the wine. Moreover, often they exhibit local art which also provides support for the local community and artists. Another innovation in wine tourism offers that can set them aside from other wineries and help them attract more tourist are their guided tours, additionally just as Dreyer (2019) suggest, they use the tour to teach the visitors about winemaking and the terroir in Denmark.

*“...we spend a full hour in the vineyard talking about growing grapes, because most people have been to wineries and tasting wines with sale as a purpose. When I have visitors, it's more important for me to talk about how we make wine, what and how you grow grapes. And so, we can teach the Danish. Firstly, we are a wine country. How do we make wine? Why does a bottle of wine cost 200 dkk. ... It's very important to us that we tell the whole story from the beginning with photosynthesis, and all.... slowly sort of telling them how much work it is actually.” (Appendix C. 7., p.129)*



*Dyrehøj Vingård shop (big variety of their own product, local products, and other high-quality products) and the size of Dyrehøj premises, the biggest winery in Denmark. Pictures by Nolwenn Pernin*



Many wineries in search of being different or innovative offer various activities, at Agerbo Vingård visitors can enjoy wine tasting with tapas pairing inside their cosy annexe, created just for such occasion and relax in a sauna and hot tub with a view of vineyards. Furthermore, Agerbo is one of the cases that appreciates tourism and is expanding the tourism offer, yet tries to stay authentic and not commercial.

*“We try to not be too commercial compared to other wineries around here. We try to be simple and easy going.” (Appendix C. 2., p. 101)*



*The annex and wellness at Agerbo Vingård, Pictures by Natalia Nevydalova*

All wineries interviewed for this paper offer the two most basic tourism activities, vineyard tours and wine tasting, all of them also have shops of some sort where their visitors can purchase their products. Some wineries, especially the ones located on Røsnæs peninsula, create an extra offer for visitors who enjoy hiking or biking. As the peninsula has a well-developed strategy, in the form of a 25 km long trail for biking and hiking the wineries take advantage by creating a “pit stop” for the visitors on the trail. Moreover, wineries on the peninsula collaborate in order to create additional and innovative experiences for the tourist. This is done through creating events such as Røsnæs wine festival which takes place at

Dyrehøj winery and so far, had only one edition, or an event where the tourist participates in a tour across wineries in veteran buses. This is so far the only unofficial collaboration on the wine route across the wineries. Just as Karagiannis and Metaxas (2019) argue that innovation in wine tourism offer can be a great tool and opportunity to create new collaboration, networks, and micro-clusters. By creating these routes and trails, incorporating more wineries and supporting the creation of new wineries, the area can be a better candidate for receiving the much needed and wanted appellation of protected geographical indication.

#### ***4.1.3. Section's Conclusion***

To understand why a wine business exists, how a wine destination is created and what implications it has on rural development, one must first understand the motivations of wine entrepreneurs. These motivations can differ from winery to winery even in the same area, one can be driven by lifestyle choices, simply because the entrepreneur enjoys agriculture and everything that comes with it. The other entrepreneur can be driven by economical, more commercial desires, simply by taking the opportunity of one's resources to create a business with the motivation to generate profits. If a winery chooses to expand into a tourism sector their motivations will be naturally portrayed in the wine tourism offer. However, wineries create their offer based on many factors, access to resources, marketing purposes or competition are some of them. As seen in Danish wineries, innovation in winemaking and wine tourism is often natural progress of a wine business. Nonetheless, wine tourism offered in Northwest Zealand is fairly basic except for some more innovative wineries that by implementing new attractions strive for collaboration and therefore can be a driver for rural development of the area.

#### **4.2. Collaboration, network creation, clusters, and partnerships**

Collaborations, network creation, cluster creation or partnerships in wineries of Northwest Zealand can be divided into different categories depending on whether it occurs between the wineries or with other stakeholders. Moreover, these collaborations offer different kinds of solutions or possibilities to enhance rural development in Northwest Zealand. Even though collaboration can bring some downsides, and successful collaboration is challenging, it can have brought benefits. Some possible benefits of collaborating within the wine tourism sector

can be, for example, the creation of a better image for the region, developing a better awareness of the destination or increasing positive word of mouth (Alonso, 2016). The paper will now provide further analysis of collaborations of different wineries in Northwest Zealand and their perception on whether it influences the development of the region.

#### ***4.2.1. Collaboration between wineries***

##### **Knowledge sharing**

There are various ways how wineries can collaborate with each other, mostly it is by creating small clusters for knowledge and resource sharing, collaboration on marketing activities or by establishing partnerships with the purpose of creating a wine route or wine festival (Saxena et al, 2007; Bertella, 2011; Alonso, 2016; Festa et al., 2020).

Partnering up with other wineries for the purpose of knowledge and resource sharing was one of the most common reasons why wineries in Northwest Zealand created collaborations with other wineries. More precisely, many smaller wineries and newly established wineries bring their harvest to Dyrhøj winery, the biggest winery in Denmark which has the biggest production and the probably most space and tools for winemaking. Even the bigger wineries which now have their own equipment for winemaking used to or still use Dyrhøj's equipment.

For example, the owner of STUB winery, which is a small to medium-sized winery for Danish conditions (5000 bottles a year), and is located on Røsnæs peninsula just as well as Dyrhøj winery, said:

*“We bring all our grapes to Dyrehøj vineyard it's five minutes away. So, when we harvest, we bring all the grapes there and all the production takes place at Dyrehøj. We have a very close cooperation with 4 different vineyards here at the peninsula and most of us work closely together” (Appendix C. 4., p. 109).*

*“They use the competencies and the equipment and everything that has been built up at Dyrehøj over 10 years or more” (Appendix C. 4., p.109).*

*“There are maybe a more or less 25 vineyards in Denmark that bring the grapes to Dyrehøj and have their wine made there. So, a lot of vineyards have been using that professional capacity equipment and know-how knowledge and so on to improve their own wines. “ (Appendix C. 4., p. 110).*

Similarly, Røsnæs winery located on the peninsula as well as the two wineries mentioned above uses collaborations with them to share knowledge and resources. Due to its size, and the fact that it was commercially created very recently, the winery is for now very dependent on collaborating with other, more technologically developed wineries.

*“and have a lot of cooperation with Dyrehøj and STUB wine... I have a winery where I do some red wine here and all the porto wine and then the white wine and the rosé I make at Dyrehøj....I can borrow machines from Dyrehøj so a lot of the investments that I should have done, I don't have to do.” (Appendix C. 1., p. 124).*

Aside from Vejrhøj and Ørnberg (rented the winery at Dyrehøj until 2015) who now own their own equipment and do not have to use Dyrehøj's as they used to, Agerbo winery is still completely dependent on Vejrhøj and Dyrehøj wineries because of their lack of equipment. Even though these kinds of partnerships can be very convenient for small and establishing wineries since they do not have to initially invest in equipment, they can become very dependable on the collaboration. It is then very easy for the winery to lack autonomy or lose control over some decisions (Fernández, 2019). However, Agerbo's CEO said that their plan for the future is to build their own winery.

*“Right now we don't have our own winery. Now we have to pick the grapes and drive them to a local winery where I got my own boxes. We drive them to Dyrehøj Vingard. But before we were going to Vejrhøj. But this is the first year we are going to Dyrehøj. Tom from Dyrehøj is my mentor. After his advices, I got these grapes that we have now.” (Appendix C.2., p.99).*





*Professional capacity equipment at Dyrhøj Vingård, which is used by many wineries as a form of collaboration. Picture by Natalia Nevdyalova*

This statement shows another aspect of collaboration between wineries, aside from resource sharing, such as using or borrowing equipment from other wineries, wineries can collaborate in terms of knowledge sharing. Since many wineries in Denmark are still quite young, they take advantage of learning from each other's mistakes. As many winemakers said that they are still experimenting with wine varieties and what can be planted in these climate conditions, it is important for them to share their knowledge in order to create quality wines and become successful wine destination (Saxena et. al, 2007). Some wineries are more eager to participate in knowledge sharing and learning from each other than other wineries. For example, smaller wineries in Northwest Zealand expressed that it is very important for them and that it has been very helpful, especially from a viticultural point of view. The CEO of STUB winery also supports collaboration on these levels, he argues that while it is very useful to use Dyrhøj's professional capacity equipment, it is even more useful to use their know-how knowledge to improve their own wines (Appendix C. 4).



*“So it's very good for me that I can go to Dyrehøj and talk with professional people and they can say, you can do this or use that yeast and so on.... Yes, I wouldn't have planted anything if it wasn't for them because I cannot handle all of the wine myself and they are very helpful (Appendix C. 6., p. 123).*

Moreover, the CEO of Agerbo Vingård answer to a question about collaboration and partnerships accordingly:

*“Yes, I collaborate with Vejrhøj and Dyrehøj Vingaard and a really small vineyard here. And we are related to a couple that is planning to plant a vineyard 7 km from here with 2000 stocks and we advise them and vice versa and he is a little bit nerdy because he studies a lot, so we share knowledge.”(Appendix C. 2., p. 100).*

To which he also added that the FDV (The Danish Wine Association) also helps smaller wineries with knowledge sharing. Furthermore, the CEO of Dyrhøj expressed that while it is helpful for smaller wineries to find some knowledge there, and supports their doings, they as a bigger more developed winery “give them more than they receive” (Appendix C. 7).

*“Thank to this organization I want to run these experience groups in south Zealand, but this group is not active. We got a visit from “South Zealand experience group” directly translated from Danish and it was so interesting and the people were so interested and I learned so much. And in this group they were all wine makers from different levels. So I read articles from them very often. So, I would like to start to run this group here this winter.” (Appendix C.2., p. 100)*

Nevertheless, some wineries are either not eager to collaborate or share knowledge or are simply too busy with providing help to other wineries. For instance, the owner of Vejrhøj winery expressed that they are not interested in collaboration anymore, even while claiming that they do have an informal collaboration and they help each other if needed. Her answer to the question of whether they would like to participate in better collaboration was answered accordingly:

*“Nothing, we can get the help we need, so it's not an issue for us.” (Appendix C.3., p. 106)*

*“We have been trying to create some networking for knowledge sharing but none of us have time.” (Appendix C.5., p. 118).*

### **Promotion of other businesses**

Another way how wineries can collaborate with each other is through reciprocal promotion, the kind of promotion that is mutual. While visiting Dyrhøj winery, it was clear that they do a lot for other businesses in terms of promotion.

*“So we all have each others flyers. We don't have to be afraid of somebody stealing our customers. You know, if they do that, they're doing a better job than we are.” (Appendix C. 7.,p. 130)*

*“we have 4 vineyards and 5th is coming so that cluster of vineyards gives us a lot of opportunities to do all sorts of marketing together. We can do all social products together, collaboration in all aspects ....production, management, farming, tourism.....” (Appendix C. 7., p. 130)*

This promotion does not have to be necessarily directed towards wine businesses only but should be directed towards all businesses in the area in order to support rural development in Northwest Zealand. Therefore, the focus during field research was to find whether the wineries also support other businesses. The answer was generally positive, however, it was not immediately seen to the visitor, except at Agerbo and Dyrhøj Vingård.



*Bulletin board at Agerbo Vingård promoting other local businesses and events. Picture by Natalia Nevydalova*

*“They can see on a local tourist map that we can give to tourists. We also have a leaflet from Dyrehøj vineyard. And we also have a leaflet or a book about a sea kayak. So you can either walk along the coast or you can take a sea kayak if you have one or you can rent one, and then you can sail around the peninsula on the water to a list of many places. So, we try to promote other tourists’ options when they come here.” (Appendix C.4., p. 113)*

In some wineries, this promotion of other businesses is a formal partnership such as across wineries on Røsnæs peninsula, however, some wineries like Vejrhøj do not promote other businesses and if they do, it is in a form of informal collaboration, mostly through WOM.

*“So, it's a different kind of promotion. And we have some material from the tourist organization. So in that sense, we are promoting other places, but it's not a part of a deal with other companies. But if people ask, “is there a nice place where we can buy vegetables?” We tell them, of course, it's not a secret. But we don't have a collaboration. Of course you could do that, but it's not formalized. If people ask, we tell them.” Moreover, she adds: “we could also have other things in our shop, selling local products but that's not part of the story we want.” (Appendix C. 3., p. 107-108)*

*“We speak about the whole peninsula when people come here. So we speak about Røsnæs, but we have a 25 kilometers walking path on the peninsula, along the coast. So we speak about that and we have a leaflet that tourists can have, a leaflet in Danish, in English or in German, and they can learn more about our area and they can go for a walk. They can see all the other attractions. All the attractions are mentioned to you in the leaflet.” (Appendix C.4., p. 113)*

This kind of promotion does not have to be done only through flyers, WOM or advertisements but can be also done through the sale of locally sourced products and handcrafted goods. Just as Booyens (2020) argues, the sale of the local, artisan or handcrafted products, is in high demand and it can boost destination's awareness and rural development with economic and social impacts. As argued previously, Northwest Zealand's wineries are mostly focused on their product, the wine, and not as much the tourism aspect, it is similar to the sale of other products. Despite that, all wineries had a small wine tasting room or shop where they sell their own products, only two wineries sell other products to their own, Agerbo and Dyrhøj wineries. Additionally, Ørnberg winery opens seasonal café where visitors can also find some locally sourced products. At Agerbro, visitors can find local chilli sauce or coffee from a local roastery, which is also used by Ørnberg winery.

*“It depends on what you mean by local. We get apples from Fyn and cherries from just around the corner. And of course, we got some other cheese that is international cheese, cheese from France, but it has to be high quality stuff, that's what is important.” (Appendix C.7., p. 127)*

Furthermore, as this promotion works also from the other side, many other businesses in the destination area promote the wineries directly or indirectly through the sale of their products. Such cases can be found in local restaurants such as Suri, Den Vilde Køken or local hotel restaurants like Dragsholm Slot and their Michelin starred restaurant or Røsnæs Strandhotel.

*“Part of our visitors are visitors visiting the castle and they go here. They promote us because they have our wine on the menu.” (Appendix C.3., p. 106)*

### **Wine routes and festival**

One of the best known and most obvious collaborations between wineries and other stakeholders is by the creation of wine routes and organization of wine festivals (Alonso, 2016; Festa et al., 2020). This is yet a very underdeveloped issue for the wineries in Denmark as there is no one official wine route established. However, interviewed wineries have informed us that it is being created with the support of local DMOs which helps also with the application for designation of geographical origin.

*“We have started the first one (wine route). We, all we have had a tradition, Betina and I are the key organizers of a bus trip where we invite guests to come and ride in the old veteran buses. They go around on the peninsula and see the different vineyards and have a whole wine day. We have done that now three years.” (Appendix C.4., p. 116)*

*“So we do actually have a kind of a tour, we are within 15 kilometers, so I can do two hours going back, but what we do for example is we rent some veteran Buses and people go from farm to farm. It's kind of, it's really small, like kind of wine route, and in Denmark that's quite unique and is quite fun.” (Appendix C.7., p. 129)*

This quote is from Dyrhøj Vingård and the tour is only organized at the Røsnæs peninsula, but wineries in the area but outside the peninsula are not yet included which is very unfortunate for some wineries. However, some wineries leave this work for the local DMOs and do not express a lot of excitement about it. For example, Vejrhøj winery does not have enough resources to support this initiative and adapt to it and therefore expresses mixed feelings:

*“The tourist organization is working on making this wine route and we are supporting that work. But it's more the tourist organization that is in charge of that and then we support the work. Because that's back to.. we say no to a lot of people who want to visit us, not coming in the shop and a wine is sold out. So we don't need it and we don't have the time if we wanted to have, uh, something bigger restaurants and so on, it might be a issue. Our time is fully booked.” (Appendix C.3.,p. 107)*

Wine festivals are also an excellent opportunity for creating new networks and partnerships. Each winery that was interviewed is either a part of a festival or will be in future. For example, in 2021 the first year of the Røsnæs festival took place, where all wineries on the peninsula participated. According to the CEO of Dyrhøj, where the festival took place, next year there will be more wineries, even from outside the peninsula and the wineries hope to build a tradition out of it (Appendix C.4). The owner of Agerbo winery is also making plans for their own festival with local musicians and artists. Additionally, the Ørnberg winery and Vejrhøj winery are included in a program of the Grand Cru festival, which is an annual local agricultural festival.

#### **4.2.2. With other stakeholders**

##### **DMOs**

As mentioned previously, a collaboration between DMOs and wineries is mostly based on marketing and managerial levels. They can help promote the destination but also help with collaboration between wineries or other destination's stakeholders (Arbogast et al., 2017). Nevertheless, their work and effort are highly influenced by stakeholders' motivation to collaborate (Gowreesunkar et al., 2018). In this case, there are two DMO's present, Destination Sjælland and a new DMO Visit Odsherred (VO), which used to be a part of Destination Sjælland (DS) but recently separated itself to achieve better micromanagement of the region. Vejrhøj and Ørnberg wineries are part of VO now.



*“But we are not part of DS anymore, our whole area quit because we lost visibility and they forgot us. But they are surprised that we can make it on our own, from day one as we started this we have much more visitors. But we are still partners of DS but now we are in VO and together with Vejrhøj and VO we are working on demarcation for our region. Most of our advertisement goes through VO.” (Appendix C.5., p. 119)*

Visit Odsherred helps wineries create partnerships between the wineries but also helps with creating collaboration with other tourism businesses in the municipality. Moreover, the DMO can help wineries apply for funds which was the case at Ørnberg winery, where a special food truck was established with the help of funds (Appendix C.1). The VO DMO is also working for collaborations of wineries from different regions and therefore supports wine tourism across Denmark.

Furthermore, some wineries, such as Dyrhøj, also collaborate with national DMO, Visit Denmark or small local organizations dedicated to tourism on Røsnæs peninsula. Through actively participating in these tourism organizations, wineries can express their needs and through participating in decision making they can raise awareness and co-micromanage the destination.

*“If you speak about tourism, we work together. So we have a little local working committee, a group of people who work together, promoting our peninsula, not just the vineyards. The wine industry, but the whole thing of, what can you do here as a tourist. We did it last year, we created a group of seven people, even including the Betina and Tom from Dyrehøj, including me, including the owner of the hotel and including three other local people. We sat together and we raised quite a lot of money from different funds and the local companies and the tourist tourism organizations.” (Appendix C.4., p. 111).*

Wineries and other businesses in the tourism sector on Røsnæs peninsula have been able to create strong partnerships and collaborate in order to promote the peninsula and create a holistic destination. Their efforts can be already seen, according to the CEO of STUB winery, the peninsula experienced a huge increase in the number of tourists (Appendix C.4).

*“We wanted to attract their attention and we created a special webpage for that ....we created a special landing page where all the local tourists activities could promote what they were*



*doing. So it was the local camping site, it was local grocery store, it was the golf course, it was everybody like 20 different tourist attractions, small or large, here on the peninsula. We worked together and have a common landing page where they could find everything and then they could move on from the landing page to the web pages of different activities. It was successful. We had a lot of activities, we had a lot of guests, a lot of tourists because of this.” (Appendix C.4., p. 111).*

Moreover, through this collaboration, the organization was able to raise around 30 000 euros that have been later used for the creation of promotional video for the peninsula. They targeted Danish markets once they realized the demand for local and regional tourism due to COVID-19 restrictions (Appendix C.4).

## **Institutions**

Institutional collaboration with wineries can be seen mostly in terms of funding's or policymaking (Hall & Mitchell, 2000). However, these wineries are fairly young and since they do not yet have an appellation of origin there are also not so many existing policies that regulate winemaking or tourism in the areas.

*“But we don't have such strict rules as other wine countries. So having traditions is good because you know what to do but having no traditions you could do whatever you want.” (Appendix C.7., p. 131)*

Furthermore, wineries can receive funding for their business and many of them received some basic ones from the EU aimed at developing organic agriculture. At Ørnberg, the winery received funds for digitalization through which they were able to fund courses in digitalization and use the knowledge for enhancing the digital promotion of the winery and attracting more visitors (Appendix C.5). However, there were only a few mentions of receiving any grants for the development of tourism activities nor the development of rural areas from any governmental institutions at any winery. Again, the project manager at Visit Odsherred informed us that at Ørnberg winery some funds were used for the development of tourist attractions.

*"one of the Winery is Ørnberg vin and in collaboration with the government some money that we can get into their pockets, if they want to develop from a winery to a tourist place. So Ørnberg Vin this year actually had a food truck selling wine, smørrebrød with potatoes, and a few local things that they produce. They sold a quite good amount of it. So yes we do work on developing wineries and farmers in general to be more tourists aimed."* (Appendix C.1., p. 98)

Furthermore, the CEO of Røsnæs said that he will try to aim to receive a grant from Destination Sjælland, the local DMO, for the development of tourism in his winery (Appendix C.6). The lack of institutional and governmental support in the development of the wineries and their tourism activities is unusual, taking into account that many academics claim that successful wine tourism development and successful destination development must be supported by governments and local institutions, who play a major role as change agents (Wilson et. al, 2001).

#### ***4.2.3. Image creation through collaboration***

The collaboration between stakeholders also plays a role in the image creation of northwest Zealand and its promotion. These collaborations and their influence will be subsequently analysed. The interviewed wineries together with the local DMO, Visit Odsherred, are working on the image creation of the region. In the tourist sector, image is an essential marketing element because it provides views, feelings, expectations, and perceptions that one has regarding the destination. This image may influence the tourists' choice to visit a destination (Birdir et al., 2018).

To communicate and promote a destination image the wineries are combining diverse promotion tools, it is a technique called marketing communication mix (Pike, 2007). It is a combination of diverse communication platforms such as advertising (brochures, pints, leaflet, billboard), sales promotion (fairs), events and experiences (entertainments, festivals), direct and interactive marketing (websites, mailings) and word of mouth (Kotler and Keller, 2012). Most of these instruments used in the marketing-promotional mix are also significant in the branding and positioning of a location. They are also key factors in the destination image efforts (Pike, 2007). The wineries are using the traditional way of communicating and

promoting their activity, the word of mouth (WOM). This communication strategy still plays an important role in the promotion of the wineries. Indeed, Vejrhøj vingård's co-founder talks about the word of mouth impact for their business:

*"People meet our wine at a restaurant and tell friends, and then they come here. So word of mouth is important. Quite a few people are coming because of that." (Appendix C.3.,p.105)*

Wineries also adopt new marketing strategies through interactive marketing platforms such as websites and social media. Five out of the six interviewed wineries have websites where much information about their wine production as well as their tourism activity can be found (Appendix E). While the wineries' websites present rich information in the danish language, only one of the wineries has a website translated into English. Therefore to promote their activity to foreign tourists, translation into English would be necessary. In addition to their corporate website, the six wineries have an Instagram and Facebook page and are active on it (Appendix F). They promote their wineries and surroundings by posting pictures about their vineyards, their wine production, their tourism activity, some fairs they organize and the surrounding landscapes. However, it seems that there are some irregularities in their posting and therefore do not present any specific strategy.

However, the lack of marketing skills can be overcome by the offer of educational and training programs and develop proper knowledge within the field of wine tourism Hall and Mitchell, 2000). Furthermore, the proper use of these platforms can benefit the wineries in various ways such as building long-term relationships with clients, enhancing the winery's image, and using the platforms as additional sales channels to increase their profits (Canovi and Pucciarelli, 2019). Some wine entrepreneurs understand the importance of implementing these marketing techniques in their wineries, for instance, one of the CEOs of Ørnbergh winery said :

*"We might also need a web shop and more digitalisation so we might be able to get some subsidies for that. I have also been on a course in google analytics which was financed through some digitalisation organisation. Which we will use in order to get more visitors to our website." (Appendix C.5., p. 119).*

On the contrary, the other CEO of Ørnberg stated that they did not have a particular or very strong marketing strategy: *"we don't spend a lot of money on it. Because for us it is really important that it's authentic and we are always sold out, so we don't have to do more."* (Appendix C.5., p. 119).

The wineries are marketing their business independently but also collectively through the organization of events. The co-founder of Dyrehøj Vingård discussed their collaborative marketing between the four vineyards on Røsnæs peninsula:

*"We have 4 vineyards and a 5th is coming so that cluster of vineyards gives us a lot of opportunities to do all sorts of marketing together."* (Appendix C.7., p. 129).

Further the respondent suggests the importance of a collective promotion of the destination and that individual promotion is not enough.

*"Yes we are part of that big network and visit Denmark as well. So we're talking about Denmark as a gastro destination. It's not just us, but we are part of the whole thing."* (Appendix C.7., p. 130).

The DMO project manager mentioned that Denmark is moving towards becoming a gastronomic destination and that food and wine is one of the main motivations for travellers to the area (Appendix C.1). Therefore, acknowledging the area as a gastro destination through DMO's, wineries and other businesses can create a more rounded image for the destination.

Moreover, wineries and other stakeholders such as the local DMO can collectively promote the rural region by the organization of festivals and wine routes. Yuan & Jang (2008) argue that wine festivals provide possibilities for wineries and wine regions to promote the destination's appeal as well as product awareness. The project manager from Visit Odsherred and the respondent from Dyrehøj Vingård presented a wine festival they organized for the first time this year in 2021 in collaboration with the DMO Visit Sjælland and several Danish wineries. They already planned the second edition of this festival for next year, Røsnæs Wine festival 2022. Dyrehøj co-founder gives more details about the first edition of the Røsnæs Wine festival.

*"For the first time this year we made Rosnæs vin festival. It was part of the collaboration between us vineries here. So of course it's just to make it festive about wine. So we try to do it in two levels. So one is the drinking part. A lot of drinking wine. And the other part is tasting wine professionally and doing some professional tools in the field as well. So we've tried to do the nerdy stuff and the fun. It was here. We are the ones with the space, the shop, with the toilets, the infrastructure. We have one planned next year. " (Appendix C.7., p. 131).*

On a smaller scale, Agerbo Vingård's CEO is organizing his own wine festival for Christmas to get some experience out of it and he is already planning another festival next year. Hall and Sharples (2008) explain that it is getting increasingly clear that events should be viewed not simply as a way to boost visitor numbers or sell merchandise, but also as a way to create brands on a variety of levels. Furthermore, the interviewee from Dyrehøj Vingård talks about the role of the national DMO Visit Denmark which is promoting Denmark as a wine country.

*"Luckily, Visit Denmark has found out as well that we are a wine country and have started doing a lot of advertising for us because they've seen that we can attract tourism. And it's also, I think that they want to attract tourists to different parts of Denmark then just Copenhagen and no more there. We're just an hour and a bit from Copenhagen." (Appendix C.7., p. 132).*

Thus DMOs have a role to play in the image creation and promotion of a region. Indeed, Visit Denmark and Visit Sjælland are collaborating with the local wineries to promote their area and activities. For instance, they created a video of a few wineries among Dyrehøj and Ørnberg to promote their wine activity to tourists and used this video on various platforms such as their website or social media platform (Appendix G).

Therefore the promotion of wine tourism in Denmark can help to attract visitors to rural areas. Indeed, VisitOdsherred's project manager highlighted that *"We also have the landscape, of course, and we have the arts, but food and wine is one of the main entrances to our guests."* (Appendix C.1., p. 96).

Wineries and local DMOs are working on the certification of the area to create an image of Denmark as a Wine country and to attract more visitors to the region. They have applied for the European Union certification to make Denmark a wine country. Likewise, together with

wineries, Visit Odsherred, the local DMO is actively working on the certification to create this image. Visit Odsherred's project manager explains:

*“Another thing we are working on is if we can get our area certified by the EU as a Wine area just like they do in France Appellation Contrôlée. It takes time but we will get there. So we have to have certified areas so that we are sure that people coming to visit us also have the nerdy story about it.” (Appendix C.1., p. 96)*

Moreover, the project manager from Visit Odsherred asserts that this certification will attract more tourists to the area and explain that people are more eager to visit places that are certified. On the same line, Getz (2000) states that the wine businesses frequently connect their products with certain appellations and encourage visitors to come to their vineyards. That way, specific appellations can increase the awareness of vineyards and motivate wine tourists to visit them.

Finally, Northwest Zealand, which includes Røsnæs and Odsherred, is a very unique place by its natural characteristics, landscapes, a particular climate, and the proximity of the sea. A study about the wine tourists' motivations (Bruwer and Rueger-Muck, 2018) showed that the landscapes' natural attractiveness is the most important motivating factor for tourists to visit a destination. Therefore it is essential for a wine destination to promote their landscape's scenic beauty to attract tourists to their area. The wineries are indeed working on the promotion of this local terroir through the wine they are making and the tourism activity they are offering. STUB Vingård's CEO is very involved in the promotion of its local terroir by saying:

*“And I also think that the local terroir is important. Proud to live on this peninsula. I've been living here for almost 30 years and I love the landscape, the nature of the climate here, it can be demanding sometimes a year, but it doesn't really compare to other places in Denmark. We have a unique combination of soil, climate, and hilly slopes that goes down to the sea. So we have the sea as our neighbor and all these qualities. I think I should be able as a winemaker, as a wine grower, I should be able to put that into the wine. So like the French, bigger terroir and the importance of finding that in the wines that I have the same passion that I would like people who come and visit my vineyard, they think, they can taste the sea and the sun and the local climate, the Nordic light if I may say so.” (Appendix C.4, p. 110)*

Similarly, Ørnberg Vingård's CEO sees the *"terroir as the expression of the grape variety, the climate, the soil and the skills."* And the interviewee from Dyrehøj Vingård emphasises the distinction of the local identity in the wine by stating: *"And then of course in the winery we make wine of those that will really show off terroir or local identity."* (Appendix C.5., p. 127).

The wineries' acknowledgement of the distinct natural characteristics of their region gave them a great advantage to promote their region to a greater range of potential tourists.

#### **4.2.4. Section's conclusion**

This part of the analysis was dedicated to different kinds of collaboration in wine tourism in Northwest Zealand and the possible implication it can carry. The various collaborations were divided into collaborations between wineries, collaborations with other stakeholders in the destinations, such as DMOs or governmental institutions, and collaborations that work for the creation of a common destination image. Furthermore, the collaborations were analyzed as collaborations for the purpose of knowledge sharing, promotion, or event creation. Even though wine tourism in Denmark is something that many people are not aware of, the wineries and other stakeholders are trying to change that by working together on creating a uniform destination image. They do this by creating different clusters (for promotion or for knowledge sharing), promoting other businesses, for example, through the sale of their products or by WOM, or by cooperating with DMO's. Furthermore, by the sale of local products and the creation of different events they support the sustainable economic development of the area. The analysis also pointed out the lack of involvement from local and national institutions and governments which is considered as one of the success factors in rural development.

### **4.3. Rural development**

After presenting the various collaborations implemented by the various stakeholders in the region among the six interviewed wineries and the local DMO it is now visible how they can contribute to the development of rural areas. This section now deals with the impact of the wine entrepreneurs activity on the rural areas of northwest Zealand in Denmark. It starts with



an analysis of the diverse economic impacts that wine tourism has on the area. The following part concentrates on the environmental influence and describes how wineries may enhance environmental sustainability and examine potential negative impacts hindered in the wine tourism industry.

#### **4.3.1. Socioeconomic implications**

Wine tourism can impact several economic aspects of the rural area such as employment, support local producers, tourism economic support to the wine production activity, and the management of seasonality.

#### **Tourism activity sustains the wineries economically**

In regard to whether tourism can enhance the economic sustainability of wineries, it appears that wine tourism may boost retail sales of wines sampled during trips to wine areas, as well as help winemakers and regional promoters improve their brand image (Reigadinha and Cravidão, 2016). It was found that for some of the interviewed wineries, without their tourism activity they would not be economically sustainable. Their tourism activity helps the wineries to sell their wine and at a better price. Indeed, several of the respondents mentioned the fact that direct sales allow them to make a better margin.

For instance STUB Vingård's CEO says:

*“As a vineyard, tourism means a lot to us. So there's, one-to-one link between coming here, tasting our wines and therefore tourism is a really important key to sales activities. So therefore tourism is so important to us.”* (Appendix C.4., p. 112)

Similarly, Dyrehøj Vingård's interviewee explained that tourism plays an important role in their business:

*“I don't think we can yet separate them. No, I can't answer that because I simply don't know if I could sell more wine to restaurants without having branded myself through tourism. I have to send a lot of ambassadors out there talking about my wine and then suddenly they start asking for the wine in the restaurants and then the restaurant wants some of the wine.”*

*So tourism is a, it's a sales tool, but it's, I guess it's a big part for the winery. It's a good income.” (Appendix C.7., p. 129)*

On the other side, for some wine entrepreneurs, the tourism aspect does not play a major role in their revenues and do not particularly focus on it. Vejrhøj Vingård's interviewee mentions:

*“It's support. It's a bit of the revenue. Not a big part, but it has some impact and we could increase that impact if we wanted to, there's a big demand but we say no to a lot of people that want to have tours and so on, or we could make a cafe or a restaurant and so on, but you chose not to do that so. We could increase, I'm sure, but we are limited to our own capacities.” (Appendix C.3., p. 105)*

Nevertheless, all the interviewed wineries stated that they sold all of their wine bottles from their last vintage (Appendix C), thus tourism can be considered as a great tool to sell their products even though the price of danish wine is relatively high. When people come and visit the wineries, it shows them all the work behind the final wine product and then understand the price and are willing to pay for it. Indeed, Dyrehøj Vingård's co-founder explains:

*“Why does a bottle of wine cost 200 dkk. Because a lot of Danes think we make sour wine from sour grapes. It's very important to us that we tell the whole story from the beginning, photosynthesis and all, slowly sort of telling them how much work it actually is.” (Appendix C.7., p.129)*

In addition, the respondent from STUB Vingård argues that not only the explanation of the work behind the wine counts but also it's quality:

*“We need to focus on quality and stand out on storytelling.” (Appendix C.4., p. 115)*

Moreover, wine tourism activities help the entrepreneurs to sell other products they make. For instance, Frank from Agerbo Vingård can sell the honey he is making and Anders from Røsnæs Vingård can sell the fish he is producing at the fish farm where he is working. However, Reigadinha and Cravidão (2016) argue that substantial participation and engagement on the part of the surrounding community is essential in order to reap these

benefits. The success of a wine tourism initiative depends on the joint, networked efforts of municipalities, hotels, restaurants, health centres, job agencies, and infrastructural assistance.

### **Local tourism development linked to the Covid-19 pandemic**

The Covid-19 pandemic has restricted people to travel abroad during the years 2019 until 2021 which encouraged people to travel within their own country. Local tourism has received great interest and the interviews show that wineries could positively benefit from it. Several wineries among Agerbo Vingård, Ørnberg Vingård and STUB Vingård have experienced a great boost with a higher number of Danish visitors than the previous years and which resulted in more sales. Indeed, during the interview with Agerbo's CEO, he highlights the positive impact of Covid-19 on his business:

*“Corona hit us, everything changed for me. It was a big boom for me. I got a lot of guests. I got a lot of interest from the local society but from all Denmark as well. My storage room is nearly empty. So we're looking forward to getting the new harvest.”* (Appendix C.2., p.98)

This increase in domestic tourism can be beneficial for northwest Zealand as a UNWTO report shows that in most destinations, domestic tourism generates higher revenues than international tourism (UNWTO,2020). Despite the fact that Danish visitors have increased due to the Covid-19 restrictions, it also restricted international tourists from coming and visiting the vineyards. Therefore vineyards in northwest Zealand experienced a decrease in international tourists. Frank from Agerbo Vingård states that:

*“And then in 2019-2020 it was only Danes and this year we had a lot of German, Swedish and people from Norway but before corona all kinds of nationalities from Europe”* (Appendix C.2., p. 99)

The interviewee from STUB Vingård explained that the next summer will be very different from this year and that they will have more international tourists. (Appendix C.4)

## Employment

In rural regions where wineries and vineyards are situated, enotourism might be regarded as a source of income production. New visitor flows would result in greater revenue, job development, new investment, and the construction of a high-quality image for the entire region (Reigadinha and Cravidão, 2016).

As such, Hall and Mitchell (2000) state that wine-related tourism contributes significantly to long-term rural development, mostly through job creation and the sale of locally produced goods. The wine tourism impact on employment and job creation has been observed in the studied area. Indeed, out of the six interviewed wineries, four hired some employees. Ørnberg Vingård and Dyrehøj Vingård, which are the biggest of the wineries, are employing the most. Ørnberg Vin's owners have hired three employees full time and Dyrehøj Vingård's CEOs employ eight people without counting the people working at the restaurant they run during the summer period. Therefore, wine tourism activity can create new jobs and attract people to come and work in such rural areas. Moreover, the respondent from STUB Vingård mentioned during the interview that some people that have visited the area decided to stay there and buy a house or a summer cottage and get a job there.

Furthermore, from a broader viewpoint, Reigadinha and Cravidão (2016) explain that wine tourism, if well-executed, can result in increased tourist numbers, which can contribute to local or regional economic growth. This results in higher income for restaurants, hotels, and commerce, as well as a favourable influence on regional employment. Nevertheless, even if several wineries are hiring some employees to help with their wine and tourism activity, the number of employees is quite limited. Wine entrepreneurs would like to hire more people but they are hardly economically sustainable because of their limited revenues and heavy investments in machinery, buildings, fields do not allow them to get more employees. The interviewee from Vejrhøj explained:

*“It is hard to be economically sustainable because there's a big investment. When you start a winery, you have to invest a lot and then it lasts for how long it lasts. But the buildings and the field, all that, you have a big investment in, in the beginning.”* (Appendix C.3., p.105)

Also Agerbo Vingård's CEO, for instance, has to pay his employee with his own money. However, during the harvest period, all wineries need an extra labour force. They get some help from several volunteers each year. In exchange for their help, they gain knowledge about winegrowing and about wine production and get meals and beverages offered to them. To address the wineries' lack of resources, Pérez-Calderón et al. (2016) mention that for the development of the wine tourism-related service sector, public institutions should increase their financial help.

### **Seasonality management**

Most tourism locations and operators, particularly small operators, confront seasonality as a management concern. Seasonality in wine tourism, on the other hand, can be particularly difficult since a winery that hosts visitors must cope with both the seasonality of tourism and the seasonality of wine production (Dawson et al., 2011). Despite the fact that the wineries attract visitors mostly during the summer season, some are also operating during winter. With the wineries infrastructure, some can still welcome visitors to their wineries and host tours and tasting indoor. STUB Vingård's CEO describes his tourism activity during winter :

*“So we have the first tour booked in january. We can still sit inside the tower. We can have about 10, 12 people sitting in the tower, tasting wine. So I would not say we'll be a full-year activity. It's still mainly a summer activity, but we can also use it during the wintertime. We take bookings when people are interested.” (Appendix C.4., p.110)*

Therefore, wine tourism can help to attract tourists to rural areas not only during the summer period but all year round and support the economy of the region. Further, Dawson et al., (2011) stress that to prolong the tourism season, wineries can use events or marketing initiatives. The wineries interviewed are indeed organizing events such as festivals and implementing marketing actions; these practices were previously discussed in the image creation section. However, it is just recently that wineries have started organizing wine festivals and events and the number is quite limited. Therefore the wine events impact on the seasonality reduction may be low in that case.

#### **4.3.2. Environmental implications**

Besides economic impacts, rural areas can be environmentally affected by wine tourism. This section will analyze the diverse effects on the natural environment of the region. Wineries may support rural development by facilitating environmental and cultural resource protection, as they are an important component of rural attractiveness (Hall and Mitchell, 2000).

Therefore, wine tourism has the potential of enhancing the protection of the environment and surrounding nature by the adoption of sustainable environmental practices.

Firstly, the nature of the Røsnæs peninsula and its surroundings have a highly remarkable and distinct natural environment. The respondent from STUB vingård stress the natural and unique features of the area:

*“Røsnæs is very unique because of the climate, we have a lot of sun, very little rain and we have the steep sloping hillside next to the sea, and therefore we have. Very many botanists come to Røsnæs studying our local nature, because we have so many plants that are quite rare and therefore we take care not to harm them in any way.”* (Appendix C.4., p. 114)

Various sustainable environmental practices have been initiated by the wineries in their agricultural activity, winery infrastructure and tourism activity. Starting with their agricultural activity, all the interviewed wineries grow their grapes sustainably by avoiding chemical products harming the environment in their vineyards and some in their wine production. For example, at Vejrhøj Vingård they make their natural wine without sulfites (Appendix C.3.). Besides, the winegrowers select the weather and disease-resistant plants, so they do not need to spray the plant and harm the environment (Appendix C.3.).

However, in the fields, they have to use some machines or tractors that are not eco-friendly because they don't have any other option (Appendix C.3.). Despite the use of machines in the fields, they also pick the grapes by hand during the harvest. Some enhance the ecosystem such as at Røsnæs Vingård and Agerbo Vingård by planting some flowers around the vineyards and other plants. Moreover, Agerbo's CEO is a beekeeper and maintains biodiversity by placing beehives in its vineyard. Moreover, the protection of the environment and nature is central to some wineries' values. Vejrhøj Vingård's respondent emphasises this point by saying:

*“So it's a core value to save the environment and have a big impact and a little footprint on nature.”* (Appendix C.3., p. 104)

Despite their devotion to growing grapes organically, it is not an easy job for winegrowers. Røsnæs Vingård's CEO emphasises the hard work that must be put into growing grapes organically by saying: *“All the field is organic and it's hard work because there is so little you can spray with and the disease because of the climate.”* (Appendix C.6., p. 126).

On the other side, for some wineries the protection of the environment is not a priority, for instance, Dyrehøj Vingård grows grapes organically at the moment but they might not continue that way in the future (Appendix C.7). Besides, some wine entrepreneurs implement sustainability by investing in the wineries' infrastructures. For example, at Dyrehøj Vingård they have their own water cleaning system or water heating system (Appendix C.7). Also, some wineries implement sustainability in the packaging of their wine bottles, Vejrhøj Vingård uses lower weight bottles and wax seals (Appendix C.3 ).

No environmentally-friendly practices toward the wineries' tourism activity were mentioned during the interviews. However, all of the wine entrepreneurs interviewed offer guided tours in their vineyards which potentially allow the sensibilization of their visitors towards the protection of the environment by getting close to nature.

All these initiatives implemented by the wine entrepreneurs may greatly influence the protection of nature and enhance biodiversity. Moreover, these environmental values are embedded in the wineries businesses which may encourage them to continue or expand their ecological actions. To further enhance their environmentally friendly practices the wineries could collectively implement initiatives through programs that would allow them to share resources and knowledge (Grimstad and Burgess, 2014). Although wine tourism may boost nature protection and various other environmental aspects, it was found in other destinations that wine tourism also emits a significant amount of greenhouse gases (Sun and Drakeman, 2021). Since wine tourism is a quite new industry in Denmark and the number of foreign tourists is still limited, therefore carbon emissions related to the activity might be limited. However, to keep these emissions low, wineries in Denmark should continue promoting their activities primarily to Danish people and bordering countries such as Germany and Sweden, it will enable a limitation of carbon emission from transportation (Sun and Drakeman, 2021).



Another solution to counteract these emissions is from the customer side to buy more bottles at the cellar door during a visit (Sun and Drakeman, 2021).

#### ***4.3.3. Section's conclusion***

Wine tourism has a role to play in the development of rural areas. It was found that wine tourism can contribute to the economic and environmental development of northwest Zealand rural areas. Wine tourism may contribute to the economic growth and development of northwest Zealand with the development of domestic tourism especially during the Covid-19 pandemic, the enhancement of local employment, the tourism activity helping the wine production and better seasonality management due to the nature of the wine industry. However, the Wine tourism contribution to the development of northwest Zealand may be discussed. For instance, the jobs created linked to wine tourism are quite limited due to a lack of resources and the tourism activity for some wineries does not play a major role in their wine businesses. Wine tourism may also help the protection of the environment by adopting respectful agricultural practices, producing wine organically and through sensibilization of the visitors at the wineries. While some wineries have a strong focus on the environment some others do not particularly focus on that aspect, for instance, some wineries do not produce organically or might stop in the near future. Moreover, the positive effects on the environment can be challenged by the carbon emissions related to the wine tourism industry harming the environment.

## **5. Conclusion**

The purpose of this research project was to investigate the implications and effects of wine tourism on the rural areas in Northwest Zealand. The study is focused on the contribution of wine tourism initiatives of different wineries in the area to socio-economic and environmental spheres of regional integration and its potential to generate development opportunities in remote rural destinations. This research project was not trying to find a definite answer to the question but rather explore the dimensions of the influence that wine firms and their tourism activity have on the rural areas. To carry a progressive and meaningful analysis of this phenomenon, the project investigates the motivation of wine entrepreneurs and their

attractions and innovations within their wine tourism offer, as well as their collaborations, network creation, clusters, and partnerships.

Among academics, it is widely argued that wine tourism can bring benefits to local communities and support the sustainable development of rural areas in many ways. In order to understand this, firstly the paper analysed the motivations of wine entrepreneurs to find out whether their motivation is based on lifestyle-oriented motives or purely economic motives or is somewhere in between. Moreover, by understanding their motives, wineries and governments can establish accurate policies for the support of the development of the industry and the rural area (Li et al., 2019). It was discovered that many winemakers and owners of the wineries in the region are motivated by the mix of these two. Depending on their background, they all share a passion either for winemaking, wine or agriculture and nature in general. While some wineries are more commercial than others, nearly all of them are fully dependent on the economic prosperity of their winery and therefore economic motivation plays a big role in their drive to continue the business. Furthermore, their motivation is also portrayed in the direction of their winery toward tourism. It was found that some wineries are driven to scale up and offer new products and attractions for tourists while some are not so eager or able to welcome more visitors.

The second sub-question helped us understand the collaborations and networks that wineries create between each other or with other stakeholders outside the wine industry. Similarly, like the previous question, the findings were varied and polarized in the willingness of wineries to collaborate. Interestingly, wineries at Røsnæs peninsula showed a better attitude towards collaboration, networking and cluster creation than wineries in the region but outside the peninsula. Furthermore, wine entrepreneurs with mostly economical motivations also showed some unwillingness to collaborate with other wineries on tourism activities but were more eager to participate in knowledge and resource sharing. The collaboration together with innovation in wine tourism is considered to be the most important factor for successful rural development. Moreover, a collaboration between wineries and different stakeholders such as DMOs can help create a destination image which is very important for attracting tourists. In Northwest Zealand, the local DMO in collaboration with some of the wineries is trying to create a common image for the area. It was also discovered that some wineries are very dependable on their DMOs to create this image, while others, such as the ones in Røsnæs peninsula are collaborating with each other, creating clusters and councils, and take more

initiative in creating a destination identity for their peninsula, for example through the creation of small wine route, festivals, marketing campaigns, storytelling and involvement of other stakeholders. Furthermore, one of the most important collaborations of wineries for rural development is a collaboration with local and national governments and institutions. Only a few wineries in the area mentioned that they are collaborating with institutions, and if they did, this collaboration was mostly through funding. Therefore, there is a vital element missing in order for Danish wineries to have a significant impact on rural development.

By understanding their motivations and discovering the level of collaboration and the issues that emerged, the rural development initiatives and implications were analysed. While wine tourism in the area may help rural development, its impacts are still very minor. As agreed by many academics, the most notable way to support the development of the rural area is by creating and providing employment for local residents. However, many wineries in Northwest Zealand are still lacking enough resources and are mostly dependent on volunteer manpower. Nevertheless, these wineries can support the development of the socio-economic sphere by bringing economic inflows into the community and enhancing the lives of their residents by providing cultural attractions, and knowledge opportunities. Most of the wineries have a passion for agriculture and nature and participate in nature protection, therefore they also support the environmental development of the area. However, by participating in wine tourism, the environmental sustainability of the winery can be challenged, as tourism is considered to have a bigger carbon footprint than any other actions of wineries. Nevertheless, some wineries and also residents of the rural areas are dependent on it.

Therefore, in order to execute the tourism activity sustainably and drive rural development, it is very important to create policies and better governance through cooperation between the public and private sectors. Furthermore, wineries in the area should enhance their value through diverse tourism activities, such as through gastronomy, localhood or enhanced partnerships for additional value creation. Additionally, by encouraging knowledge sharing, investing in infrastructure and accessibility, and by promoting talent and skills, wineries and institutions should motivate other entrepreneurs to enter the market, which would help them with the creation of more developed wine regions. Lastly, they should reach for the same goal which is a territorial certification of origin and build a national wine tourism strategy, which again, can be only achievable by cross-sectoral cooperation and partnerships.

Due to the fact that this area of study is very unexplored in Denmark, it brings many opportunities for future research. The lack of academic literature and the gap of knowledge is also an advantage for future research as there are many issues to be explored. Moreover, this project brings value in the way of contributing to the literature with extensive data collection and mapping of unknown phenomena. However, we also believe that this research can bring inspiration for wine entrepreneurs and other actors in the wine tourism industry.

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## 7. Appendices

### Appendix A - Interview guide Wineries

1. When did you start making wine?
2. How many bottles do you produce each year? Do you sell all of it?
3. How many hectares of vineyards do you have?
4. What type of grapes do you plant? And what kind of wine do you make?
5. Do you produce more wine now than when you started? Is the quality better?
6. Do you make or offer any other products than wine?
7. What was your motivation to start and continue this business? Was it your hobby, or did you want to give something to the community or help to develop your region?
8. What are the core values of your business or winery?
9. What kind of tourism activities do you offer? (Wine tasting, vineyards tours...) and when and why did you start your tourism activity?
10. Where are the visitors coming from? (If Danish which regions) and demographics (from the countryside or from the city, age, couples, families ...)
11. Do you know the purpose of their visit?
12. Can you see an increase in visitors since you started?
13. Are you economically sustainable? And would you be economically sustainable without your tourism activity? What kind of role does it play in your revenue?
14. Do you think that your activities can or do contribute to the development of the rural area in which you are located? If yes, how?
15. Do you have any partnerships with local companies? Or any collaborations?
  1. YES: What kind of collaboration? How often? Are you satisfied with it? And are you open for more?
  2. NO: Would you be interested in collaborations? If yes, what kind and with who? (restaurants, hotels, other wineries...)
16. Do you sell or advertise any local products or businesses?
17. Are you a member of the Foreningen Dansk Vin (FDV)? Or any other organisation?
18. How many people do you employ, if any? And do you also have any volunteers?
19. Do you think your activity is sustainable? If yes what are you doing to make it sustainable (economic, social, environmental).
20. Do you take any actions for the protection of environment? Or Enhancing of ecosystems?
21. Have you received any support (can be financial) from the government or the EU (European Agricultural Fund for Rural Development (EAFRD)) for the development of the winery? If so, have you used any of the financial resources for development of a tourism activity for your winery? Or how did you mostly use the money?



22. How do you increase your competitiveness? What makes you different from others?
23. Do you consider yourself an innovative winery? Did you implement any innovations in your winery? Some that could attract more tourist?
24. Do you create any cooperations with other wineries? Wine routes or festivals? And can this in your opinion help the rural development?
25. What are your plans for the future?

## **Appendix B - Interview guide Visit Odsherred**

1. What do you do for the local DMO?
2. What role Wine tourism plays in the region?
3. Which wineries are involved?
4. What kind of Wine tourism activities do you promote?
5. How do you promote wine tourism? (Plans for Wine routes, or other Wine fairs or events) Have you initiated anything? or do you have future plans
6. For how long have you been promoting wine tourism?
7. Do you help to create collaborations between wineries? and between wineries and other local businesses or stakeholders? (fx: restaurants)
8. Do you think that these collaborations can contribute to the development of rural areas? If yes, how?
9. Are the wineries interested in collaborating?
10. How does Wine tourism participate in the development of the region?
11. Do you help wineries to innovate within the wine tourism sector?
12. How can the EU certification help for the development of wine tourism?

## **Appendices C transcriptions**

### **Appendix C.1 -Visit Odsherred**

**NN** : We will have some questions regarding wine tourism in your region and the impact of it on rural development. So you said, you're responsible for the gastro tourism in your region?

**Ole** : Yes. And, just to inform you, we started VisitOdsherred three and a half months ago. So we're very new region. Before that I was working in the visit West Zealand region, including a larger area

a. But we have gone out of that and now working alone. So a lot of my answers concern a little further down would be in a Næs at Kalunborg a little further down. And down there you will find 4 vineyards.

So a big part of our work is that we are working together because if we want wine tourism from the Northern part of Europe to come to us and being aware that two vineyards is not enough but there are 4 there and we are 3-4 ish then we have a region that could count these five days journey. Five days visit to visit vineyards. So our aim is to work together with other regions that are little further down.

**NN**: What are the wineries you're working with right now?

**Ole :** We work with Dragesomlot. The only really good restaurant at the moment with Michelin star and they have a small vineyard and next to them, you find Vejrhøj Vingaard, and then another on Ørnberg Vin. They sell some bottles to the world second best restaurant, the Alkimist. And Vejrhøj could do it but they sell everything directly from the vineyard and that's what we prefer as well for tourism because if we can tell the story to the tourists just to go out there and buy the wine and they do it, then our mission is accomplished.

I am working with Julie (something) and she is the leader of the sommelier school in Denmark in Aarhus and Copenhagen. And she is also a owner of a couple of restaurants and she is a very busy. Our work with her is that she is writing some text for us about Danish wine with the angle of Western Zealand. So the region where we have 3 vineyards and Røsnæs where there are 4 others. These wineries they really like to tell about their job and their passion and we are very happy about in tourism.

So, to us, that storytelling is most important at all.

Our website is only 3 month old and we are working on it and if you will be back on our homepage in May next year, you will see we are better.

We are working at both Danish texts, but also the translation to the English and German.

**NN :** So we have some questions, so for instance if you know what role does wine tourism play in the region?

**Ole:** To us all farmers including wineries, their history is on what we build our tourism on. We also have the landscape, of course, and we have the arts, but food and wine is one of the main entrances to our guests.

**NN:** Okay. So you are trying to attract guests to do these wine tours.

**Ole:** And actually, we have like 25,000 holiday houses in Røsnæs and we are the largest holiday house area in Denmark. So what we do is we try to mainly attract, Germans or Northern European to come to our area. And in that wine is a very good telling. So, I would say wine and farming in general is a very good telling, but also many beaches and landscapes.

On the homepage of Geopack Odsherred UNESCO they're also telling about our wine and region. So it's not the wine only, but the wine is the add-on to the good story.

We are working on, most of our telling is in Danish, English, and German.

We have still in the discussion internally about using German or is English enough.

**NN:** How do you promote wine tourism through your website?

**Ole:** We promote the wineries, but our work with the sommelier school is going to give us an upgrade. Because we need the story about Danish wine with a focus on western Zealand. So the first story, I think we have it in a few months, but it's not ready yet. But she is writing about the story of the Danish wine with an angle from Western Zealand.

Another thing we are working on if we can get our area certified by EU as a Wine area just like they do in France Appellation Contrôlée. It takes time but we will get there.

So we have to have certified areas so that that we are sure that people coming to visit us also have the nerdy *story about* it.

**NN:** So this certification would help you to attract more tourists, right?

**Ole:** Yes definitely. People that are travelling and visiting Michelin restaurants and wine areas which are certified, with a certification we can also tell that we are eager to do it good. That's no problem being an amateur but it's not always enough. But tourists also want to meet the certified, qualified guys that know exactly what they do.

**NN:** Also you mentioned that you are trying to create a wine route with the different wineries.

**Ole:** Yes so we have 3 wineries here and 4 in Røsnæs and when we get the goal we have to make the possibility to travel to place to place and actually at the moment we are talking about making it a bicycle route, you cannot ride a bike and be drunk like it is with the cars but it is still more accepted that you take 4-5 small glasses of wine on bike that it is on driving. So we are working on making a product outdoor bike tourism at the same time. And because it's not that far and we are working on electric bikes

**NN:** And do you, or would you like to organize, some wine fairs or wine events?

**Ole:** Yeah, we actually made one just before I stopped in destination Sjælland, at Dyrehøj Vingaard and there is one coming next year. It is called Røsnæs wine festival 2022 and they invite all the wineries in Denmark. The first year was this year so it's a first start.

**NN:** And these activities is it to attract more tourists or is it more for local people?

**Ole:** No, it's tourists. We get people to come here and buy our wine, the pro wineries, they want guests and a lot of selling.

**NN:** So, do you also help like create collaboration between the wineries?

**Ole:** Yeah, that's actually the part of my job is to make sure that everybody likes everybody. That can be a task because every winemaker has his own baby. So nobody has to tell me that my wine is the second best. So all the seven wineries have the seven world's best wine. That's how I can use Julie from the Sommelier school, so she can tell them, otherwise. So I use these professionals to help them to get even better.

**NN:** Do you also help the wineries to collaborate with other local businesses?

**Ole:** One of my other good job is to make sure that some of the restaurants use some of the local wine. (Det lille køben) they have a lot of local food and a lot of local wine (from Ørnberg and Vejrhøj) and they sell it to a very good price because normally it would be very expensive because he is paying a lot of, quite a lot of money for bottle of danish wine, wine compared to the German. And I also work with many of the chefs of the restaurants to help them to develop their skills. And another skill is also to sell the right product.

**NN:** And do you think that these wineries, they are interested in these kind of collaborations form your point of view?

**Ole:** Yeah because they don't drive the wine so fast, normally you can sell within a radius of 20 kilometers. So our wine is not on the road.

**NN:** Do you think that these kind of collaboration, are key for a rural development?

**Ole:** I think the key to everything now, is that we don't travel with our food produced where we are. So, yeah, buying local wine, local food is the key to many answers.

**NN:** Do you help, the wineries to innovate in the wine tourism sector?

**Ole:** Actually one of the Winery is Ørnberg vin and in collaboration with the government some money that we can get into their pockets, if they want to develop from a winery to a tourist place. So Ørnberg Vin this year actually had a food truck selling wine, smørrebrød with potatoes, few local things that they produce. They sold a quite good amount of it. So yes we do work on developing wineries and farmers in general to be more tourists aimed.

## **Appendix C.2 – Agerbo**

**Frank:** Whatever we arrange events with wine and tapas and then the guest, if they want to, and they can go to the sauna all night.

**NN:** So we can start with some basic questions about your winery. So for example, when did you start with the winery?

**Frank:** We started with the idea in 2011, and we planted the eldest sort in 2012, and we made the first harvest from the first plants in 2015. And then we planted again in 2013, the first we planted was a german sort called Solaris. And then planted Cabernet Contor in 2013, and this spring we planted a new vineyard of 500 more Solaris. We were thinking about other souces just for fun or for the experience but Solaris is perfect plant for our Scandinavian, cold climate. And the wine we make is perfect and we are not that big, we only, we only have 1 hectare so around 10,000 square meters. So we are not a big vineyard.

**NN:** Okay. How many bottles can you produce?

**Frank:** One bottle per stock. So an ordinary year we make a 1200 bottles and then the season or the weather can change it, this year we don't know yet. We are doing our last harvest now. So this year we don't know for sure yet. About the Solaris, it is already in the winery, it is already fermenting. But we didn't get the same batch as we usually get. But now we have changed for the Contor.

**NN:** Okay. And do you usually sell all of the bottles?

**Frank:** Yes. From 2015, 2016 and 2017 when I think back when, during these three years, I was never thinking this is a uphill or this is a hard business. Because I was part of my product and I was selling it and I made a big deal out of the presentation. It was important for me to tell about Danish Wine also of course my own product, but also about Danish wine in general because I think that's still important, but then now in 2019 with Corona and 2020 everything changed for me. I cannot say me anymore. I can tell that later, but until 2017 and 2018, it was me. I was, I was the only owner and then when Corona hit us everything changed for me. It was a big boom for me. I got a lot of guests. I got a lot of interest from the local society but from all Denmark as well. And the first years many foreigners visited and not many Danish because they were travelling outside of Denmark. So during the last three years, I had a good experienced because I was selling my wine and I met a lot of people.

But after the Corona and after 2019 and 2020, it was a big boom for me. My storage room is nearly empty. So we're looking forward to get the new harvest. So nowadays we are making in some side products because we also meeting alcohol like Gin, Rhum and Snaps, and then I make "meet". You know what that is honey wine. If it would be without spices I could call it honey wine.

**NN:** And you also sell some honey, right?

**Frank:** Yeah. I'm a beekeeper. I got there 10 families.

**NN:** What kind of grapes do you have?

**Frank:** We have Solaris and Cabernet Contor. These are both German sorts which are perfect for the Scandinavian cold weather. We have very long seasons, the harvest are usually late.

**NN:** Okay. And what kind of wine do you make?

**Frank:** We make white wine and Rosé. White wine from Solaris and Rosé from Cabernet Contor. Right now we don't have our own winery. Now you have to pick the grapes and drive them to a local winery where I got my own boxes too. We drive them to Dyrehøj Vingard. But before we were going to Vejrhøj. But this is the first year we are going to Dyrehøj. Tom from Dyrehøj is my mentor. After his advices, I got these grapes that we have now.

**NN:** Can you tell us more about your motivations to start the business?

**Frank:** My very first thought to become a winemaker, it started in Spain when I was in a language course it was 300 kilometers from Barcelona. I went to this course for 3 years in a row. And we were staying at a vineyard. Then they asked me to help with the harvest so I could get the food for free there. It was very tiring but a really good experience. And then probably I was thinking something like, when I get old, then I move to Spain, France or Italy.

But then I met Tom at Dyrehøj Vingard at the, at driving goal. One weekend we went with my family to Dyrehøj Vingard and I told Tom the story about Spain and he showed me some land I could get to plant the grapes.

**NN:** Now we have some questions about your tourism activity. What do you offer to them? Do you have some wine tours and tastings?

**Frank:** On our homepage, we offer three different three different kind of Wine tasting events, two three wines with the walk and then we offer wine tapas and especially last year and this year there has been a big interest to visit the yard to walk around and talk about it. And every guest in our shop will be offered a wine tasting and then they can buy wine, buy a bottle to bring home

**NN:** Okay. And what motivates you to have this tourism activity?

**Frank:** I don't really know, this is not a business, this is more a hobby, a hobby lifestyle. But I like people that are visiting our place, and I like to talk to people. It's not an income in that way. We cannot live out of it. But we get our costs covered with a little bit of floss maybe. 10, 12 times a year when we go to markets, fairs, we go with a tent and we meet a lot of people there. To present my products and to talk to these people and a lot of them come to visit me here later.

**NN:** Do you have some foreigners as well or is it mostly Danish people that come?

**Frank:** Before corona we got an arrangement with an organization called pintrip and before corona it was 95% foreigners coming from pintrip. And then in 2019-2020 it was only Danes and this year we had a lot of German, Swedish and people from Norway but before corona all kinds of nationalities from Europe. So they come here with their campers and they stay here for free. And the good part of it when they come here via pintrip, they are from the start interested, they know it's vineyard, and most of them by some wine or visit the vineyard.

**NN:** Does the tourism part of your business does it play an important role in your revenues?

**Frank:** I don't know to be honest but I'm quite lucky to have regular customers from this area, this is a summer house area so a lot of people come here to buy a bottle a year.

**NN:** Do you also sell it to some restaurants or somewhere else?

**Frank:** So my daughter (Rige??) moved in here and started showing some interest in the winery and later I made her a partner after few months. And here husband Jacob is Sommelier and a chef at a restaurant in Copenhagen before he used to be sommelier at Noma and he is interested in the product and he is not part of the company as well.

I sell some wine to *Caarls, sjelo* and 2 bottles 2 Noma. It's a start. I also sell some at Dagesomslot and some local restaurants.

**NN:** Now we have some questions about the impact of Wine tourism in rural areas.

**Frank:** Dyrehøj vingaard has some plans of making a wine route, or a wine area, to get a certification of Wine region like other country in Europe but unfortunately, we are not part of that but we will be neighbors to this but maybe my daughter and Jakob can follow up that to make another wine region out of this. So when they will succeed with this I think they will have a big impact.

**NN:** Do you sell or advertise other local products or businesses in your store?

**Frank:** We make an arrangement with *Carl hyle spisehus* to sell their product which is chili sauce. But we also sell some coffee from south America and they put our label on their coffee bags.

**NN:** And do you have any partnerships with other local other wineries or local companies?

**Frank:** Yes I collaborate with Vejrhøj and Dyrehøj Vingaard and a really small vineyard here. And we are related to a couple that is planning to plant a vineyard 7 km from here with 2000 stocks and we advise them and vice versa and he is a little bit nerdy because he studies a lot, so we share knowledge.

**NN:** And are you a member of the FDV? And if yes, is it beneficial for you?

**Frank:** Especially this year, this summer. Thank to this organization I want to run these experience groups in south Zealand but this group is not active. We got a visit from "South Zealand experience group" directly translated from Danish and it was so interesting and the people were so interested and I learned so much. And in this group they were all wine makers from different levels. So I read articles from them very often. So I would like to start to run this group this winter.

**NN:** Besides your daughter, do you have any other employees?

**Frank:** I have this guy Avidas, I pay him with my own money, he helps me with a lot of hard work but for the moment he is for a project from the community, the community pay some part and I pay the rest.

**NN:** And now do you have some volunteers during the harvest?

**Frank:** Yes.

**NN:** Have you received any funds from government?

**Frank:** No but I have also been inspired by Tusind Vin, it is very new, they are not even making the harvest now, but in 2023. But now they are making cider, they have a big production, they have done it for many years. But they built their winery out of funds

**NN:** When planting the grapes to you do anything for the environment?

**Frank:** I do nothing, because I do it organically. And next year I can use the organic sign on my labels, the Danish and European.

**NN:** How do you increase your competitiveness?

**Frank:** I don't have a big strategy. But in the beginning I sell myself as a small player in the game, going my own way, not to copy the others, but for exemple the shape of our bottles, is called Alsace or *Sligle* and our grapes are German so I studied how the German and Austrian tradition were and I tried to copy that. We have planted roses in the end of the rows, it's an Austrian thing. Also with the Sauna and spa. We try to not be too commercial compared to other wineries around here. We try to be simple and easy going.

**NN:** And so you were talking about wine routes?

**Frank:** Pintrip is one big wine route. And then there is something called Isruten in Danish from the Ice age Geopark to see the nature around they made the Isruten and we are included in this. And the nerd I was talking about his is going to be the starter of the wine route in our area and it will include 4-5 wineries.

We also have a distilleri for gin and vodka and it can be a part of it as well.

**NN:** And what about some festivals? Do you participate to any?

**Frank:** This Christmas we are making our own festival and we get some experiences out of that. And next year we already started to make the invitations, we will invite local artists, like musicians, I am a singer so we invite some musicians.

**NN:** What are your plans for the future for your winerie and your tourism activity?

**Frank:** I have nightmares but also really good dreams about our new winery. I really look forward to that. My daughter and son and law they will probably take over when I cannot take care of it



anymore. So it will be a nice end for me to arrange that. But it is not possible for me to extend the number of plants I have no more land. But I am going to rent or buy some land but not connected to this.

**NN:** Would you like to bring more visitors to the winery?

**Frank:** Yes, the more the better. This year, this summer we had a lot of visitors.

### **Appendix C.3 – Vejrhøj**

**NN:** So, uh, just some general, like when did you start?

**Nina:** Um, we planted the first in 2011. So it's 10 years ago.

**NN:** And, when was, the first time you could actually make some wine?

**Nina:** We built the winery in 2015, 15 is the first vintage. We had a little harvest the previous years, but that was not fermented here. We think of 15 as the first time.

**NN:** Did you use some other winery before for fermenting?

**Nina:** Yes, for that little amount, but, but there was only a small amount of 600, the plants we started in 11. So, so yeah, and it didn't go to the market. It was just sold for private use, but yeah, two friends and so on, so then the sale to customers' started with that vintage 2015, that one.

**NN:** How many bottles do you make?

**Nina:** Yeah, it depends on the weather and everything. Yeah. But it's. Between the 12 000 and 15 000 south. Okay. We have 10,000 wines now.

**NN:** Um, and do you usually sell all of them, all of the bottles you produce?

**Nina:** Yeah. We're able to sell all of that.

**NN:** And we have seen that you sell it through some places, you have a map here.

**Nina:** Yeah. Um, yeah. Right.

**NN:** What kind of places are these?

**Nina:** Our sale is going in three directions, private sale or sale from the farm and then we sell through shops and then we sell to restaurants. And maybe let's say, two-thirds of the wine is sold here. And the rest is divided between the shops and the restaurants.

**NN:** And how many hectares do you have?

**Nina:** Three

**NN:** What kind of grapes is it? The ones that you have on your website as well? **Nina:** Yeah, it's it's mainly we have a map. You can just take a picture of it.

**NN:** So do you make more wine now than when you started, right?

**Nina:** Yeah. And that's mainly due to the wines, they have to have a certain age so you can harvest. And in the beginning you have just a small amount. And after three to five years you have the full amount and we planted the last ones in 16. So now we are more or less at the, the volume that we will be able to harvest. And now it's more depending on the weather.

**NN:** And, uh, have you seen an increase in the quality of the wine?

**Nina:** It's more to ask somebody else, but I think, I think the quality is the same. Of course, if you are very, very good, you can tell whether the wine is made of newer wines or it's made on old wines, but that's only, that's the only quality thing and that's a normal thing for a winery.

We have a German wine maker, so he's been along all way and he's the one that's secures the quality and he's the one who has done that all the time. So I think the quality is the same.

**NN:** Maybe it's a bit too soon and a short period of time to say, but have you seen maybe some increase on grapes and when they ripe because of climate change like that?

**Nina:** No, I think it's too early and it's very big waves the climate change. Then you can't say but it's not scientifically evaluated. But my feeling is that, that the climate change now is it's more due to, that we have long periods of wet weather and then we have long periods of dry weather. And that's been like that for the last three or four years. But whether that's climate change or something, we don't know.

Also the trees in the forest and so on, they suffer really from this period changes. And then it just getting very dry. But it's really not a problem yet with the wines because they had the roots so deep, so they can compensate for that in these periods. But I think you have to have a longer period to say something about the climate. If you go to wine countries where they've grown wine for them for many, many, many years, then they can tell you that 20 years ago it was different

**NN:** That's actually why I'm asking because we've been reading that some of the like Southern countries, like Spain, they cannot grow some wines, because it's getting too warm and they think that like in 30 years Denmark is going to have an ideal climate for vine growing.

**Nina:** Yeah. Yeah. That's true. So that we can hope that they're right. But they can see it because they've grown wine for a long period. And we just started, so we hope that they're right. But I mean, the grapes that we have planted are grapes that are suitable for this weather. So if the climate change changes the weather, then we have to have some new varieties.

**NN:** And do you sell any other products than wine?

**Nina:** It's strictly just wine, we sell a lot of guided tours, but that's connected to the wine. We have nothing else but wine in the shop.

**NN:** Can you tell us a bit about your motivation, why you started with wine making and motivation or your values?

**Nina:** Uh, yeah, it's strictly a coincidence. I would say. That's the motivation. Uh, we bought the farm 12 years ago with the field where we now have the wines and also the field on the other side. And we have also always loved working with plants, but never in a professional way. And then some, some of our friends told us that why don't you use this land for growing wine? Because it's a perfect spot if you want to make wine in Denmark. That's how it started.

Um, you can see because here (map) that is also why our friends persuaded us. You can see here that's a sum of all factors that are interesting when you grow wine. So, so this is a summary and you can see the dark green places in Denmark. It's the best. So, so there are many of the good places. And the main reason why this is the place to grow wine.

(Points at map) And then this is frost, it's where you have the latest frost and frost is a big problem in wine growing also in other countries. And here you can see that if you grow wine inland, you have a bit, a bigger risk of having frosting early may and you can see, compared it to the coast. Here at our places there's less frost after the 1st of April. And that makes a big, big, big difference because it's the shoots are coming in around first of may. And that's actually why this friend told us why that's a good spot to be in this area. And then if you can have a slope that's bending against south then you are in perfect spot and that was the beginning. We planted these 600 wines 10 years ago. And then we worked with the plants during summer and we thought, okay, this is fun. Uh, and then, um, we decided that we also had to have a winery to make the wine ourselves and also to somehow join with a professional winemakers so that the quality is good.

We didn't want to make something of low quality. We made that decision to, to go in a more professional direction and planted in 13. So we came up on 4,000 grapes. Then we built this winery. And then we got a connection to this winemaker in 15.

So in 15 we could have the first harvest, the first vintage as we spoke about. Um, and then this vintage was to our own surprise very good. And it was received very good from the private customers and from the restaurants. And then we said, okay, if people are so satisfied with the wine, we plant the rest of that field over there.

And then it became 10,000. And now it's mainly Niels and I who's running the farm, taking care of the plants in the field, the winery and so on and selling the guided tours and everything. We have a little help during harvest, we have a lot of help from volunteers coming in the weekends. But we also have a guy living here who was helping the whole months of harvest.

**NN:** Is he an employee? So you have one employee?

**Nina:** Yes, but it's only for this four week period. And we have always had help in that, sense, our winemaker or one of his students, or so there's always in, in harvest time, we have always had support, maybe an employee, maybe a consult.

It's the same it's people coming in and helping.

**NN:** Do you have any core values of your Winery?

**Nina:** That's a hard question. Yeah, we have maybe two core values. The one is that we want to make the wine, of course, as good as possible, but we want to be so close to nature as possible. And that means making low interference wine. We usually, ferment spontaneously and not that we are not using additives, but the goal is to use as little as possible and we make some wines without additives at all. We make some with a little sulfur, but we are not putting enzymes or anything into the wine. We want to have it as natural as possible. And to present what the field can do without the help of anything else. So that's one core value, and also being as soft to the environment as possible. It's grown organic and we use as little chemistry in the field as possible, very little. And we also select grapes that are very healthy in that sense. And that's because we don't want to spray. So it's a core value to save the environment and have a big impact and a little footprint on nature. And then we also want to share the place with other people. That's somehow also a core value. We try to be as open as possible. Of course we can't always have guests coming in as our opening hours in the shop are very limited because we have to take care of the field the two of us. So the shop is only open seven hours a week. But we tell people, you can just go into the field on your own. There's picnic tables around so people can sit and have a picnic and so on. So we want to share it with other people. Of course, if we are involved, and making tours and so on, people have to pay. But, if they don't want a tour, then you can just enjoy the place for themselves.

**NN:** Now we have more questions about the tourism activity, your tourism activity. So what you offer in terms of tourism, it's more wine tours and wine tasting. Do you do any other things or not?

**Nina:** Nope no wine bar. Nothing.

**NN:** And what, what kind of visitors are they that come here? Is it mostly Danish? Or the ones from from the region?

**Nina:** It's very mixed, I would say. Some from the region. We have a lot of summer houses here, so it's a lot of guests from the summer houses. And then we have the Dragsholm castle down there and they have a lot of visitors in. But part of our visitors is visitors visiting the castle and they go here. And we have visitors also coming from Copenhagen. For a guided tour or just to see the shop or the field. But of course the main part of the visits us as someone that are in the area for some other reasons, but they are also people coming just to visit us from places around. Uh, and we had some foreigners.

**NN:** Can you see an increase in visitors since you started?

**Nina:** Yeah, but that's because in 15 no one knew it. So from 15 until now we have, of course made a lot of work to get the vineyard, the winery known in a broader sense. People meet our wine at restaurant and tell friends, and then then they come here. So word of mouth is importance. Quite a few people are coming because of that.

**NN:** And what about COVID? Have you seen any increased interest, but during COVID?

**Nina:** it's it's hard to tell.

Um, but last year, we had a lot of visitors. Yeah, Danes were staying in Denmark, it has been the same this year. So it's hard to say it's increased, but it's was very clear last year that...., we have this Vejrhøj, the top of the hill up there is a very famous spot for tourists. So people are parking their car down by the road here and then walk up to the point. And, uh, a lot of people just passed by it and they stopped. So, we had a lot of these visitors last year and we still have, because it's still famous, nice view, but, we had an increase last year in our sales out here and it is the same as last year this year.

So, so it's at least stable in that sense. And last year the sales to the restaurants were of course going down because they were closed. So they didn't use any wine, but the sales out here were just increasing. So it was no problem for us. And now it's actually the same situation that the private sale is as high as last year.

**NN:** Are you economically sustainable now?

**Nina:** The winery. Yeah. Yeah. That's a question that is extremely hard to answer. Um, Because there's a big investment. When you start a winery, you have to invest a lot and then it lasts for how long it lasts. But the buildings and the field, all that, you have a big investment in, in the beginning. So the answer to that question is very sensitive to how fast will you have your payments back for your investments, but we have a positive cash flow and so I would say yes.

**NN:** I wanted to ask you, does the tourism activity help to make maybe more profits?

**Nina:** Yes. It's support. It's a bit of the revenue.

Not a big part, but it has some impact and we could increase that impact if we wanted to, there's a big demand but we say no to a lot of people that want to have tours and so on, or we could make a cafe or a restaurant and so on, but you chose not to do that so. We could increase I'm sure but, we are limited to our own capacities.

**NN:** And then we have some questions that might be a bit hard to answer, but, uh, we are actually working on a project that is about, um, how wine tourism can help rural development. And this is a very rural area. Yeah. So do you think that your activities and the tourism that you offer here, can help in any way to rural development in the area?

**Nina:** Sure. Yep. Uh, because there's a lot of people coming here and visiting and, some of them are in summer houses, of course, but it's also adding to the whole area that the people in the summer houses are here. And if they have a nice place to go and they can take friends and so on. I think that that will support also the whole area. Also the people coming from Copenhagen it's still supports the area because it attracts more people than if we weren't here.

**NN:** And do you have any partnerships with, uh, local companies or other wineries? **Nina:** Not, we are not having a formal collaboration with other wineries, but we have informal and we help each other. So we are also in contact with the local tourism activity organization, Visit Oddersherd and we are partners in geo park. So we interact with the tourism organization and so on.

**NN:** Would you be also interested to get more collaborations with other wineries? Like more seriously?

**Nina:** Um, no. Nothing, we can get the help we need so it's not an issue for us.

**NN:** And, are you a member of the FDV?

**Nina:** Yup.

**NN:** Is it beneficial for you in any way?

**Nina:** For a business like ours, it's not professional enough. No, it's not helping so much. Somehow for the, for the smaller producers maybe. They are getting collaboration and they get some education and so on, but for us no help. But we are members just to support, but that's it. If we have some issues or problems, something we have to chain then we can't get help from them, we go elsewhere.

**NN:** Do you sell or advertise any local produce products or advertise other businesses?

**Nina:** No.

**NN:** And do you know that if someone does that for you, maybe in the castle down there?

**Nina:** Yes, but they promote us because they have our wine on the menu. So it's a different kind of promotion. And we have some material from the tourist organization. So in that sense, we are promoting other places, but it's not a part of a deal with other companies.

But if people ask, is there a nice place where we can buy vegetables? We tell them, of course, it's not a secret, but we, we don't have a collaboration. Of course you could do that, but it's not formalized. If people ask, we tell them.

**NN:** The activities that you do here, and the winemaking, is it a sustainable? on different levels of social, environmental sustainability?

**Nina:** Yeah, it's sustainable in the sense that the field is grown organically. That's very sustainable and we do it in a sustainable way. Focus on grapes that are healthy grapes that don't need spring. That's very important in a sustainable way because a lot of other wineries in Denmark or all over the world are not having these grapes that are selected to be resistant to specific mildew.

And a lot of spraying is done also in other places in Denmark. So that's very sustainable. And then we are not using any chemical stuff. So that's also sustainable, I would say. And then we have to work with everything we take, we take the grapes, I would pick by hand and so on. We use the machinery as little as possible.

The tractor that is, uh, with diesel, there's no electric tractor on the market. So, but if there were, we would have had that. We harvest by hand and so on and whatever we take out of the field, grapes, branches, so on ... goes back to the field. It's only the juice that goes out. And then we also worked with our bottles, using new bottles.

That's the only way you can do it because there is no market for used bottles in Denmark. So you have to use new bottles also due to the food inspections. You have to prove that the bottles are very clean when you use them. And the only way to do it is with new bottles.

So bottles are new, but we lower the weight of the bottles. And we also changed this capsule here, that's made of tin and we removed that, so some of our vintage this year in 20 only have a wax seal. So that's how we work with sustainability.

**NN:** So some of the wineries, they have bee hives. Do you have it or not?

It should just enhance some ecosystems ...

**Nina:** We have a lot of insects in the field, but we are not adding any.

**NN:** We saw that you received from the EU a agricultural fund, I mean, on your website, is it in any way useful for you?

**Nina:** It's an economic support? It's not big, but it's Okay. Everybody's receiving that and you have to state it. So it's not a special payment. It's just that we get it. And you have to say that. It's not very big and some other wineries, they get support to build something and we don't, we don't do that. That everybody gets when they're running a farm.

**NN:** Were you able to use any of the funds for development of the winery or also for other tourism?

**Nina:** Nope. Nope. Nothing. Nothing. We financed it ourselves.

**NN:** How do you increase your competitiveness and in what way do you think you are innovative?

**Nina:** First of all, we are maybe not seeing the other wineries as competitors, but we work with our own sales. Our wine is sold out every year so it's not a really big issue for us, but of course we think about our market position and maybe that's one of the reasons why we are making this new house. That's a house that we'll use for tastings and so on. So that's a way of offering a better place for that. And we hope that will increase the demand or at least make a better way of improving our offers to people. And then we also work with the wines in that sense that we investigate. what is the demand, where's the market, where in this market do we want to be?

And so that's also why we're working with the sustainability of the bottles and the things around the bottle and have the focus on this natural thing, and that's also from the strategic reasons because we think that the people who like our wine are very much into sustainability. And if you want to buy Danish wine you also somehow think that the locally produced products and so on is that there's a tendency. That's where we think our customers are and can increase.

**NN:** Do you cooperate with other wineries too? For example, I don't know, make wine routes.

**Nina:** The tourist organization is working on making this wine route and we are supporting that work. But it's more the tourist organization that is in charge of that and then we support the work. Because that's back to.. we say no to a lot of people who want to visit us, not coming in the shop and a wine is sold out. So we don't need it and we don't have the time if we wanted to have, uh, something bigger restaurants and so on, it might be a issue. Our time is fully booked.

**NN:** And do you think that maybe by creation of wine routes and maybe some more events like wine festivals or so, do you think it could also help rural development?

**Nina:** Yeah, but I think it's more or less the same. And if these wine routes increase the number of visitors, then of course it will also have an impact.

**NN:** What are your plans for the future when it comes to your winery and to your tourism activity, do you want to keep it that way or do you want to increase in some way or the other?

**Nina:** The answer is, I think we already know that the answer is, we want to improve the facilities for the guided tours, the tastings and so on. And for now the idea is not to make restaurants or cafes ... we could also have other things in our shop, selling local products but that's not part of the story we want. We want to focus on wine, but we will improve the experience for people coming here by, for example, building this and making the tasting even more interesting.

## **Appendix C.4 – STUB**

**NN:** First, thanks a lot for taking some time to help us for our study. So our research is about the wine tourism impact on rural development in West Zealand. So we are going to ask you some basic questions about your winery. Then more about some of your tourism activities. And then some questions regarding rural developments with a focus on innovation and partnerships.

**Carl:** Yeah. So we have also been in contact with my colleague from Dyrehøj the biggest winery out here. And I am the chairman of board at Dyrehøj. So I know, so I could answer questions for both, but I will focus on my own.

**NN:** When did you start making wine? And when did you planted the first vines?

**Carl:** We planted our first field in 2017. So four years ago, so we are a very new vineyard. We have three fields and we planted in 2017, 2018 and 2020. So our first small harvest was in 19. And our first real harvest was last year in 2020. We will start our harvest this year this week.

**NN:** Great. How many bottles can you produce?

**Carl:** We have now planted in total 5,500 plants in the three fields together. And that means that in four years or so, when we are been more like fully production, we would have roughly 5,000 bottles per year. But at the moment we are between 3000 and 3500 bottles.

**NN:** Do you sell all of it?

**Carl:** In 2019 we didn't have so many bottles so, they were sold very quickly. We do four wines now, and one of them is completely sold out and one is nearly sold out. It's selling well, we still have bottled from 20 for sale, we have sold quite a good amount.

**NN:** How many hectares of vineyards do you have?

**Carl:** We have 1.5 hectares so it would be about 3 acres.

**NN:** What type of grapes do you plant?

**Carl :** We have planted 3 sorts of grapes. So we have at red or a blue grape, whatever you prefer to call it called Rondo. That is the classic blue grape in Denmark for either red wine or Rosé, we make Rosé from it. So that's one, then the next one, the one we have really a lot is Solaris. It is our favorite green grapes for mainly white wine, but you can also make other wines from it. But we focus on our



vineyard on the white wines from Solaris. And then the third and last grape we have is called Johanniter and we use this grape for sparkling wine.

NN: What kind of wine do you make out of these grapes?

**Carl:** This year, we had four different kinds of wine, sparkling wine from Johaniter, then we have two white wines from Solaris and we have a Rosé from Rondo.

Next year, we will have one more wine. So we will have five wines total, and that is enough for us. We won't make more than five, but next year we are able to make a dessert wine, a sweet wine from solaris because we have some rot, some noble rot in the field this year. So when we harvest very soon, we will be able to select the grapes with an noble rot and that we can use for sweet wine.

NN: Do you think that the quality of the wine is getting better?

**Carl:** It's hard to say we have so short experience after few years. So if I answer only focusing on my own vineyard, it's hard for me to say. Yeah, we'd need more years, a bit of history and a better insight into the development. The quality is good and we can make good wines from the grapes.

NN: So maybe in few years, we will be able to tell if it's getting better or not. Do you make or sell any other products than wine?

**Carl:** We have a **little wine shop vineyard and in the shop**, we sell our own wines and then we also import some red wine from Tuscany in Italy just to have something different, just 2 different kinds of red wine. So it's very limited. We don't have like a big shop with many different things on offer.

NN: Can you tell us something about your motivation? Like why did you start with this business?

**Carl:** I have a **lifelong passion for wine** my grown up life since I have been in business. I've been working for big international industrial companies as top executive person. So I have traveled a lot and I have been allowed to taste a lot of good food and a lot of good wines around the world that has inspired me because I also knew that we, and this peninsula at Røsnæs as we call it. On this peninsula we have very special conditions for winegrowing in Denmark. And when I realized that the quality of wine, they are making at Dyrehøj vineyard and realized that I could have my wines made there, I decided to plant my own fields some years ago.

NN: Okay so is it you who makes the wine?

**Carl:** We have decided from the beginning that we wanted it to be very focused. So what my wife and I do is to try to work hard and create a really good grapes. So we focused on the field work. And then when we harvest, **we bring all our grapes to Dyrehøj vineyard so it's like five minutes away**. So when we harvest, we bring all the grapes there and all the production takes place at Dyrehøj. We have a **very close cooperation with 4 different vineyards here, all peninsula and most of us work closely together**. And that's why we have decided not to build our own winery. We could have done that. We have the facilities, we have the space for it, the farm where we live, but we decided not to do that, but to focused on the field work and then use **the competencies and the equipment and everything that has been built up at Dyrehøj over 10 years or more**. We use that. So we use the winemaker at Dyrehøj and **we use the field manager as our advisors**. So we do wines in our own label, in our own design, you could say, and it's me who decides what style of wine I would like to

do, but the operation takes place at Dyrehøj because they have everything that is needed for wine production. And that is in fact, the case from many other vineyards and Denmark. **There are maybe a more or less 25 vineyards in Denmark that bring the grapes to Dyrehøj and have their wine made there.** So a lot of vineyards have been using that professional capacity equipment and know-how knowledge and so on to improve their own wines.

NN: Okay. What are the core values of your business or winery?

**Carl:** I think what I'm proud of is the **quality of the wine**. We compete in competitions to try to prove that our wines, are of the right quality. **And I also think that the local terroir is important. Proud to live on this peninsula. I've been living here for almost 30 years and I love the landscape, the nature of the climate thing here, it can be demanding sometimes a year, but it didn't really compare to other places in Denmark.**

**We have a unique combination of soil, climate, hilly slopes that goes down to the sea. So we have the sea as our neighbor and all these qualities. I think I should be able as a winemaker, as a wine grower, I should be able to put that into the wine.** So like the French, bigger terroir and the importance of finding that in the wines that I have the same passion that I would like people who come and visit my vineyard, they think, they can taste the sea and the sun and the local climate, the Nordic light if I may say so.

NN: Okay. It's very nice. So what kind of tourism activities do offer?

**Carl:** Yeah. We have decided that we want to show the people who are interested, what we do. We have turned an **old water tower that we have on one of the hills we have here at the farm, there was a water tower that is 100 years old.**

One of our french friends who are in the wine making business has told us that this must be the danish equivalent of Chateau Latour, which is of course without comparison, but it's really a unique that we have wine tower. So there is like little **tourist attraction and in the wine tower we have created, it is an old water tower.** We cannot hide that. It looks like that, but inside we invite tourists to come and see the tower, which is really unique. I believe it could be the only one in Denmark. And we have had a lot of visitors this summer to come and see. And there they can also taste our wine. So it's a combination of a tourist attraction. It's a wine shop and you can buy our wines and bring them home and use a wine bar. You can sit in the different kinds of furniture that we have put up. At the tower on the inside, where you have a beautiful view of the sea and the wine fields, and they even sit and enjoy a glass of wine. So it has the different activities.

And then we **offer guided tours.** So people can book a tour. And with a few people or big groups. I mean, we have groups from two people to 40 people. I think it was quite big groups, then I do a guided tour, a short and medium or a long tour extended tour including wine tastings and the visits in the field and visits in the, in the tower for tasting.

NN: And when did you start?

**Carl:** We started very little in the autumn last year. So about a year ago in October we opened and we inaugurated the first opening was in October last year. And then we have concentrated on this season this year mainly the summer season, we started in April. So we have been opened for about six months now and we still have guided tours. I think I have four tours next week, so it's still

running and **we have the first bookings coming in for winter visits. That would be cold, but we still trying to make it interesting.** So we have the first tour are booked in January. We can still sit inside the tower. We can have about 10, 12 people sitting in the tower, tasting wine. So I would not say we'll be a full-year activity. It's still mainly as summer activity, but we can also use it during the wintertime. We take bookings when people are interested. Our standard opening hours are normally during weekends on Friday afternoon and Saturday afternoon. And we always open Friday and Saturday during the summer time. So people can just come in and pop by, but they can also book special things and many have done that on, on their Monday evening or Sunday afternoon. We are quite flexible.

NN: Why did you decide to start this activity?

**Carl:** Mainly to show people what we do. I mean, wine growing in Denmark is still very new. Many people don't know anything about it. Many Danes find it very interesting. They have been visiting vineyards in France or Italy or the other countries in Europe or around the world, but **many people haven't ever seen a Danish vineyard.** Some are quite surprised that we can grow wine in Denmark and therefore they are interested in seeing what we do and tasting what we do. They have an anticipation quite often, that Danish wines are sour and bitter and not very nice to drink. And thank God we can always see that people are impressed when they taste our wine. Then they smile and say, oh, it's much better than we thought some are really impressive. And quite a lot of customers buy wines to bring home. So they must like it if they buy it. **I think so we do it because we think we want to share what we do and also to create business for ourselves.** So, I mean, now we have all the work. **It's nice to see customers here. And, and then when they buy the wines here, it's, it's a good, sale price.** If we sell it through a wholesaler or a wine shop, then we have to give quite a lot of discount for them to sell our wines. **If we sell them directly here at the farm, it's better business.**

NN: Do you know where these tourists are in or the visitors are coming from? Is it mostly Danish people or?

**Carl:** I am afraid I have to be very frank and to say that we have all heard about COVID. I mean, this last year has these last two years has been so special. So we have had so few tourists. In Denmark in general, people have stayed at home and there has been travel restrictions for most of the time. This year, the tourists have **95% being Danes**, but yes, we have had a few international visitors from the US and elsewhere, so they have come, but I mean, it is hard to go in and out of countries, it's opening up. Next summer will be very different. We'll have many more tourists. **Our neighbor here is, our local beach, a lovely hotel next to the sea and quite a big one.** So they have many visitors and also they have been hit by Covid and have had very few tourists, but a lot of Danish visitors.

And many of our guests come from the hotel because they are right next door to us. So if you would go here for a nice dinner or a gourmet weekend or a family celebration, many of them take the opportunity to come and see the wine tower. **And we have a lot of good local corporations.**

If you speak about tourism, we work together. **So we have a little local working committee, a group of people who work together, promoting our peninsula, not just the vineyards. The wine industry, but the whole thing of, what can you do here as a tourist. We did it last year, we created a group of seven people, even including the Betina and Tom from Dyrehøj, including me, including the owner of the hotel and including three other local people. We sat together and we raised quite a lot of money from different funds and the local companies and the tourist tourism organizations.**

So we raised something like 30,000 Euro between 25 and 30,000 euros, it was quite a good amount. **And we spent that on creating a local tourist video, a short one that we could put on as a TV commercial, which we did. We did it on Zealand and on the Copenhagen region.** And because of Covid, we knew that. People would not travel abroad. They would spend the holidays in Denmark. And we wanted to tell the people living in Copenhagen, that there is something called Kalunborg, our local town. There is something called Røsnæs. There's a peninsula, there's a wine industry and so on.

We wanted to attract their attention and we created a special webpage for that. Uh, like **summer on Røsnæs**, it was called. I can send you a link to it, but we created a special landing page where all the local tourists activities could promote what they were doing. So it was the local camping site, it was local grocery store, it was the golf course, it was everybody like 20 different tourist attractions, small or large, here on the peninsula. We worked together and have a common landing page where they could find everything and then they could move on from the landing page to the web pages of different activities. It was successful. We had a lot of activities, we had a lot of guests, a lot of tourists because of this. And therefore we did it again this year. We, again, raised quite a good sum and did something similar this year maybe focused a little more on the social media activities. But we did a similar thing this year.

And also this year we've had, a **big increase in the number of tourists.**

NN: That's very interesting. So you see, you've seen a increase of visitors because of this?

Carl: Yes, absolutely. We have, we have some, I have a status report I can send to you. It's in Danish, but you can Google translate it.

NN: Would you say that your business is economically sustainable? And if yes would it be even without the tourism activity?

Carl: No. I mean, as, as **a vineyard, the tourism means a lot to us.** Because, as I said, we sell our wines, when we have visitors, I mean, people like what they taste and they buy what they've tasted.

So there's, one-to-one link between coming here, tasting our wines and therefore tourism is a really important key to sales activities. We can deliver our wines in restaurants and so on that. The only little vineyard, even if I have a lot of experience in sales activities and I can do it, we still don't have enough time to do everything in the field and winery, and then go out on the road in the evenings, being a salesperson. It's not so easy. So it's very important for us to attract visitors because they come and they buy our wines.

**So therefore the tourism is so important to us.** And as I said about the price, the gross margin of the wines we sell is absolutely better. If we sell it directly at the vineyard, then selling it through the normal sales channels because they are, we normally have like one or two companies. That need to earn something on, on filling the wine.

And therefore, as a wine grower, your gross margin becomes much more. If you sell it through that kind of sales activities, if you sell it at the vineyard. So tourism is key to the sales success.

NN: All right. Now we have, some questions about the rural development. So do you think that the tourism activities that you offer can they contribute to the development of the rural area?

**Carl: Yes. I'm quite convinced that it can.** I mean, the fact that not my little vineyard only. I think that would be really hard to see any connections, but **the fact that we have decided to work together as vineyards at Røsnæs, the fact that we are 4 vineyards working together and the fact that we have the largest vineyard in Denmark namely Dyrehøj here, and the fact that we then work together with all the other tourists attractions, at the peninsula that has a big effect on the development of the peninsula in general.** Because that means that people come here, they see it, they experience the nature. Experience our local village. **Some of them have decided to stay here, to live here, to buy at summer cottage or to buy a house and to get a job here.** We have some really large industrial corporations in Kalunborg town, like Novo Nordisk, and some of the biggest companies in Denmark are here and they need, they are employing thousands of people.

Um, and some of these people have decided to live here at this peninsula, which could have been a little bit like an island with limited activity and like a very remote place with a lot of old people. And you know, you young families coming here. I mean, we have a mixed population because the peninsula is a popular place to live.

Because there are so many things going on, we are attracting a lot of activity and all the people who come here, like if you, when you ask Betina, she can tell you that we have so many tourists coming to Dyrehøj **and all these tourists, some of them stay in the local hotels, they stay in local bed and breakfast places, then go and buy something in the local grocery store.**

So, you know, they are many other places who have a benefit from the fact that we are an active industry, as a wine growing industry.

**NN:** So you told us about different collaborations. Are you satisfied with the level of collaboration?

**Carl:** I mean, people from other areas of our region, people from other places, come and and see and try to learn from us, our local city council and our mayor. They are all proud of the activities we do at our peninsula. And they speak about it very often. So people come to see us and learn from our experiences, what we are doing and what they could learn from that.

So we know that we have inspired other regions to cooperate and collaborate on things like this. So yes, we are very pleased with that.

**NN:** And at your winery when people come there, do you, advertise any other local products or other businesses as well?

**Carl:** **We speak about the whole peninsula** when people come here. So we speak about Røsnæs, but we have a 25 kilometers walking path on the peninsula, along the coast. So we speak about that and we have a leaflet that tourists can have, a leaflet in Danish, in English or in German, and they can learn more about our area and they can go for a walk. They can see all the other attractions. All the attractions are mentioned to you in the leaflet

They can see on a local tourist map that we can give to tourists. We also have a leaflet from Dyrehøj vineyard. And we also have a leaflet or a book about a sea kayak. So you can either walk along the coast or you can take a sea kayak if you have one or you can rent one, and then you can sail around the peninsula on the water to a list of many places. So we try to promote other tourists options when they come here.

**NN:** Nice. Are you a member of the FDV? And are you a member of any other organizations similar?

**Carl:** Yes and **yes we are members of our tourist organization. You know, there are regional tourists organization in Denmark, the local one we have here in Zealand is called Destination Sjælland.** They have a web page and we have an advert on their webpage. So if tourists want to visit or are looking for things to see if they are looking for vineyards they can always find us there, all the vineyards have their own little page there and then a link to our own web pages. An we also have a Facebook page and an Instagram page. We are doing social media activity to attract tourists to our vineyards.

**NN:** How many people do you employ or is it just you and your wife?

**Carl:** **It is me and my wife, when we harvest and we have a lot of helpers. Last year, we had 35 people helping us, so we have a lot of volunteers coming to help.**

**NN:** Do you give to volunteers something in return, maybe that they can maybe learn something about the wine or something else?

**Carl:** Yes I do, they can eat as much as they can and drink some wine. We have a big party in the winter when we are finished with the harvest. We have a harvest party.

**NN:** Is your activity sustainable?

**Carl:** We are doing **organic grapes.** We don't do organic wine because if we need that, we need to use, I mean, everything we use in the winery must be organic. We use different yeasts and not all the yeast that we use for wine production is organic. So we cannot put organic wines on the label, but all the grapes, we don't spray the fields with copper or insecticides or pesticides.

I mean, some people use Roundup or things like that, to clear all the the grass a bit below the plants. We don't do that. Then we do it mechanically or by hand. And we try to do it as a natural as possible. So all fields look very natural. And then we focused on that. We are doing grapes in the middle of nature and to be a very natural part of nature, if I may say so.

So yes, we have an opinion about it. Um, but we don't have any customer demands saying that they don't want to buy our wines if they are not organic, that they are interested and they think it sounds good, but they still like the wines, even if we don't have any organic label on the bottles.

**NN:** And actually our next question is about protection of environment. Do you take any actions towards that, or if you do anything to enhance the ecosystems?

**Carl:** I think yes by growing the fields the way we do, we are protecting as much as we can our beautiful nature. We don't use all the things people can use in the wine industry in the big countries, I know that wine growers they are too of course, but if you have a very industrial operation, you spray a lot, you spray with many things that are not the best for nature, and we don't do that. So we have an opinion, uh, how to look after our local environment, not spraying with all these things that could kill the insects or could kill the birds or could kill the plants. I mean, we have a lot of really rare plants around our wine fields. Røsnæs is a very unique because of the climate, we have a lot of sun very little rain and we have the steep sloping hillside next to the sea, and therefore we have. Very many botanists coming to Røsnæs studying our local nature, because we have so many plants that are quite rare and

therefore we take care not to, to harm them in any way. So I think we have an opinion and we're trying to do our best to be a very natural part of nature.

**NN:** Have you received any support from the government or from the EU for the development of your winery?

**Carl:** No I have not, the only thing I received, I'm a part-time farmer and since I bought the farm I have received an annual **EU payment** as a little subsidy for having land. But I don't get anything special because I grow wine. I've been a horse breeder for 40 years. So all my fields were normally grass fields and I got a EU subsidy as every farmers get in the EU and I get something extra because I do it in a more organic way, in a more natural friendly way. That's all. I don't get anything special for the wine.

**NN:** Okay. Okay. Then how do you think, what makes you competitive?

**Carl:** **Making good wine and have nice labels**, some tourists just look at the label and if they like that, they buy it, I mean, people have so many different reasons for buying the wine. The quality is so important to have a high quality is key because our price level is high. People can buy imported wines from all the famous nations, much cheaper than our **Danish wines are expensive**. And that's because we do everything by hand and we are small activities. We don't have the economies of scale that you would have if you produce thousands or tons we are not industrial.

And we are small hand made corporation and our tourists, our visitors understand that some tourist thinks that our wines are really expensive and buy very little but other are very impressed with the quality and happy with the taste and smell. So they buy it and they buy quite a lot. **So it's very different, but we need to focus on quality and stand out on quality and stand out on, on the storytelling.**

I mean, the fact that people can come and see all the work we do and then understand that, yes okay it is a bit expensive, but now they understand how much care we put into it. Then they are willing to buy and that's how we try to stand out because we are competing against very cheap wines from all over the world. If we don't stand out, we don't sell anything. So the proof is that we can sell our wines. That is the best proof of that we stand out.

**NN:** And you also said that you have the water tower, so maybe that also makes you a bit different from the other wineries.

**Carl:** Uh, I believe we have the only one. So it is a **special attraction**. Yes, it does attract people, they can see it from the road and we have put up a nice big sign showing that there is a vineyards we put up the open sign and people can come in.

**NN:** Okay. Do you consider your winery as innovative?

**Carl:** No I'm probably not. On paper I'm retired. Each wise, I know old people can get the innovative new paths, but no, I'm probably quite classical. Um, in many ways and I'm proud to be classical classical, I like values. I think wine must be honest and as I said be close to nature, that's what I'm trying to do.



The way we are probably different is that we have combined our **horse activity with our wine activity**. So our labels are different, our names of the wines are different. They all link to our 40 years with horses. And some people like that, some people think it's funny and it's a good story. And so storytelling means a lot. I have a background in business. I have a background in marketing and sales. I have an executive MBA from an international business school. So I have a very high level of education. Compared to a standard wine growers, but I don't know if you understand what I mean. I have some special experiences and I'm trying to use my experience in developing wine business. I've been working for big global companies, developing business for them for many years, for more than 30 years. And I'm trying to use all my experience from that world on a very small scale in my own business now.

NN: Yes. So is your wine business and, uh, the horses, is it somehow inter connected?

**Carl:** Yes. They can see the horses. We tell the story about the horses. I make fun of the fact that horses used to graze in the fields where now we grow wine. So I say there's always a little bit of horseshit in the wine, I mean it's **storytelling it's making**. It's about branding and positioning.

NN: Do you with other wineries in Røsnæs do you create some wine routes or some festivals?

**Carl:** Yes, we have started the first one. We, all we have had a tradition, Betina and I are the **key organizers of an bus trip where we invite guests to come and ride in the old veteran buses**. They go around on the peninsula and see the different vineyards and have a whole wine day. We have done that now three years. And this year we also started a Røsnæs wine festival in August. Again, Tom, Betina and I organized that, we invited a lot of other wine growers from Denmark to come to Røsnæs, to show their wines. Then we invited a lot of tourists to come and see it. It was a small start, but this was the first time we've done it. We do this every year. We have just announced the dates for next year. So we hope to build a tradition from this idea.

NN: Do you think this, in your opinion, can this also help the rural development?

**Carl: Absolutely. I mean, the hotel was sold out.** It will bring business to the peninsula when we attract more and more people. We are hoping to become the leading or sorry we are already the leading wine region in Denmark because we are 4 vineyards and we have, so we have two very big ones here. So in total we grow a lot of wine and we produce a lot of bottles, the peninsula, and we want to develop that. I mean, **I've worked with business development in my professional life, and I'm trying to use that experience to benefit the whole area.**

And in fact, we're trying to become, first of all, we want to have **the E U recognition as a wine area, so the official of approval, and that would be important for the region**. We also want to grow that. The tourism industry, as much as we can not overdo it because we have a lot of local people who think we don't too many tourists, but the ones of us who are growing a business here, **we would like to attract because it will create more basis for the activities like local restaurants, cafés, small shops and more bed and breakfast places or camping sites**. So they would all benefit from the tourists here we want to grow that.

NN: Okay. And the one last question that we have for you is what are your plans for the future?

**Carl:** We want to grow the business, but not my own vineyard. I'm too old for that. We have plenty of work here and business and the chairman of a number of companies, including Dyrehøj vineyard and the little beach hotel and the restaurant there. So I have many other things to do. The business will not

be much bigger than the right size, but I would have tried to spend all my energy on growing the wine industry as much as possible.

**NN:** Yeah. Well, that's all the questions that we have for you. That's very helpful. Thank you very much.

## **Appendix C.5 – Ørnberg**

**NN:** Q1

**Niels:** Officially we started in 2008 and planted the wines in 2007. It is mostly based on white wine production, crispy acidity, fresh, light, very delightful wines. We have a low field and that gives us better expression of the terroir, so the expression is not thanks to the soil but we see terroir as the expression of the grape variety, the climate, the soil and the skills.

Covid-19 has been a boost for our winery, more visitors I would say

Our idea was to show that you can produce Danish wine on a commercial bases, its organic but the winery is not certified so it's not labelled. The defence between us and everybody else when we started was that we didn't plant red grapes. We don't believe in red wine and we believe it's a waste of our time.

We are two running the company. Anders and me. And we are located on probably one of the biggest summerhouse areas in Denmark. We have about 20 000 holiday units in our community so it's a biggest concentration of summer houses in DK.

**NN:** I guess you get a lot of these tourists.

**Niels:** Its mainly them. If you see the data on who searches for our winery you can see they know orberg and its very much located in this community.

**Niels:** Today we produce around 12 000 bottles a year. This is one of the grapes Botega, we started with this one, its very light. We also have Solaris, its one and only grape that's really bulletproof for the climate, especially in this area. It is like breded, created for Denmark and the climate. You can make full bodied white wines with them. We can make quite heavy white wines with it, around 13-14% of alcohol.

At he moment we have around 12000 wine plants, we used to have 10000. And we plan to plant 6000 extra this winter. And we will hopefully expand from 12 000 bottles a year to 25-30 000 a year. Its mostly commercial driven because we mostly sell all of our wines. At the moment we only have our desert wine others are sold. This year it took only about two months to sell all the wine.

**NN:** How do you sell it? Do you mostly sell it here or”?

**Niels:** Mostly here but also through restaurants and local shops, we don't really export outside our community. Mostly we sell from here. We have 4 restaurants, Dragsholm, Suri – that's our biggest customer, det Vilde Kokken – a restaurant with local products and lot of wild herbs. And 3 more restaurants.

This is the main grape for sparkling wine, very light but very sweet, Parle, its very popular.

**NN:** So what do you make? Sparkling, white and dessert wines?

**Niels:** Yes and sometimes a little rosé. The main product should be light, crispy, Nordic style white wine and sparkling wine. And we might be one of the only to make Noble rot wine. We have a great location for noble rot because of the humidity. In these dessert wines is our quality and our standard but Danish people don't buy too much dessert wine so there is the problem. No one in Denmark does this kind of wine, mostly because we are the only location suited for it.

**NN:** Can you tell us a bit how and why you have started this business? What was your motivation?

**Niels:** Anders wanted to start the vineyard but he had no place to go to plant. And at this farm we were growing berries but it wasn't economically sustainable. And at this peninsula there is not much more land to grow on because of the summerhouses and it is special geological area, UNESCO geopark, because we don't have big areas of the same kinds of soil. It's very varied and that's quite hard to be efficient when you want to be a farmer, when you want to scale up. So we started looking where you can do high value crops on small areas to make small business and we got together with Anders. Also Danish wine tasted terrible, had bad economy but they made mostly red wine and didn't go for the best location, that's what they did wrong. This is the best location for wine, and so we just decided to start it. Maturation of the grape was no problem when we started. We have started with Solaris and until now it looks like a success, quality wise, maybe not economically but the last two years we had made profit and that's why we are upscaling and doubling production. Some people don't believe in us but our bank did and that's another important factor. So basically Anders is the wine maker who makes the best wine in Denmark and me and my wife are more of an entrepreneurs. If this is a success we might have more than one wine farm and split it up. And at the same time is good for the local community. I think last year we had a turn around 600 000 dkk per hectare. So we have a high value made here and that's good for the community because the product is made here on the special terroir and that means you can't move it away. Many successful companies were sold and moved to another location. We have to stay here because it's connected to the place.

**NN:** DO you have any collaborations with other wineries? And how do you collaborate with them?

**Niels:** Yes, Dyrehøj and Vejrhøj. It's mostly by renting the winery at Dyrehøj until 2015 and then we made and sell enough wine to build our own winery. So we harvest the grapes and go there and they do not make our wine as it's our DNA and we want to make it ourselves so we were renting just some of the facilities and the bottling equipment. And then after moving here we just went to Vejrhøj and used their bottling equipment. And now the only thing we do is to send our sparkling wine to Germany to get carbonized. Where they just finish the wine. We have been trying to create some networking for knowledge sharing but none of us have time.

**NN:** Do you employ some people?

**Niels:** We have 3 employees on full time and 1 volunteer that is here sometimes. And we use volunteers for harvest. And then it's Me and Anders, we are on manager contract so we just need to work when it is necessary. And we have just bought some machinery to help the efficiency, and that's because we are scaling up. Mechanization is slowly starting especially because we want to double but we might only go to 2.0 employees now we have 1.3 employees. This summer we have been running a café and if that brings us more business and sells wine than we might have 1 employee per hectare. Which could change our society because we are depopulated, people move away. Like I have 3 children and they all live in CPH and I don't think any of them would be back. And maybe because of the Covid-19 many people thought it might be interesting to live here but it's hard to find a place out here because everything is sold for summerhouses and nothing is really for sale if you want to live full time here or live an attractive life. I mean to live here you need to have. A good house. But it's rich people from CPH that sit on the market and there is no reason to live here in a small house in the hole in the middle of nothing. But hopefully it would be better, and this

project might be one of the ways how to get more people attracted in living here. But it would basically create better economy, if we have some jobs we get a better turn around and people would be more attracted to wine production. So small scale productions here could move up because of the summerhouses, like we have “vigermosegard” out here that are producing vegetables and meat, I think they’re producing for Noma and Geranium.

**NN:** So what do you do with the visitors when they come here? Wine tours, tastings?

**Niels:** Yes, you can buy a tasting and then if we have time we bring you in but now its very busy season for us but on summertime you can book every Wednesday we take in 25 people. But last year we also had 50-70 people and it was getting to be too many people. And then we have a deal with university in CPH and they come with some of their classes twice a year and that’s it. Some Wine clubs too. And we had a try out of the café, it seemed like a success, but we don’t have the time for it. So we are now looking for opportunities to see if we can keep it running.

**NN:** In the café did you offer any other local products?

**Niels:** Our wine only, of course. And also, my potatoes. And we had a tapas plate and a little snack plate. We would like to be fully local but there is something organic, not organic, so should we buy it local if it’s not organic. And we have a coffee roaster close here, so we use that coffee.

**NN:** Do you collaborate with other wineries for the tourism aspects?

**Niels:** we have our local tourist office. We call it a food route and Vejrhøj is in and it came from our local tourist office who started it. It split into southern, northern and eastern route. And at the moment we are working together with Destination Sjælland trying to ...But we are not part of DS anymore, our whole are quit because we lost visibility and they forgot us. But they are surprised that we can make it on our own, from day one as we started this we have much more visitors. But we are still partner of DS but now we are in VO and together with Vejrhøj and VO we are working on demarcation for our region. Most of our advertisement goes through VO.

**NN:** Your wine is probably very expensive.

**Niels:** yea, we start at 250 dkk and it ends up at 950 dkk for half a bottle. We are high end prices in Danish wines.

**NN:** Have you seen the video on visit Denmark and danish wineries? Your winery was part of it.

**Niels:** No, I didn’t know it was made. We Make a lot of different stuff and lot of people come here. But its good they remember us. Maybe it was DS who made it.

**Anders:** We are not very good at marketing. Or maybe we are but we don’t spend a lot of money on it. Because for us it is really important that its authentic and we are always sold out, so we don’t have to do more. We would like to have a little tourism coming here because it’s a tourist area and thanks to that we can also sell all our wine directly at good prices. We get a lot of German tourists also Swedish and Norwegian and they are very willing to pay for something local and good quality.

**NN:** Have you received any support or grants? To develop the rural area or your winery?

**Anders:** We can sometimes get some money, but I’m not sure we ever got some. Maybe for our machinery.

**Niels:** Yes, we have received part of the ordinary normal support for any farm but for many years we haven’t received it but then we certified the field organic and cashed in the subsidies. We might also need web shop and more digitalisation so we might be able to get some subsidies for that. I have also

been on a courses in google analytics which was financed through some digitalisation organisation. Which we will use in order to get more visitors to our website.

**NN:** Are you a member of FDV? And is it beneficial in any way?

**Anders:** yes, both the company and me. I have received a private membership a little while ago. Earlier I was very active in the organisation but then when we got more professional than it was a bit too much hobby oriented.

Walking through the barn and eticketing room ...

In a shop:

**Niels:** As you can see we have 13 different wines and here are our medals.

**NN:** Are you going to orientate the business a bit more towards tourism in the future?

**Niels:** Maybe but mostly we are trying to orientate more toward wine consumers. The Danish consumer is one of the 6th most wine consumers in the world. And is the one with probably the highest income so its quite interesting and the easiest access to them and how to get to them is when they are here on summer houses on holidays. Its 175 000 people here when its all filled up in the summertime.

**Niels:** they see through Instagram that they can visit us. They see where they can eat, drink that they can have some wine from Ørnberg vin. We are part of the “see me” (instead of SOME) and its very significant here and we have quite a brand. But the video we saw, I don’t see it as we were a part of it, we were just mentioned there. But Danske bank made a video with us and Danish Farmers union they made a digital farms initiative.

While tasting wines:

**Niels:** We have another location where we have vineyards planted where we have red grapes. Nordic wines are about fresh fruit, crispiness, and comfort... easy drinking but still some body.

**NN:** is this a rural area? And how does wine tourism impact it?

**Niels:** it is, like the school has 20 pupils. And when I was there or my kids there were 100s. And people are still moving out. But the tourism has been here all the time and that’s probably why we still have some supermarkets and restaurants. But when you start producing more then you create more capital and at the same time it would be interesting for the tourist to visit us. So it has a potential, the wine production.

**NN:** How is your winery helping the RD?

**Niels:** Yes, I have been spending 14 years of my life and I don’t know how many millions to create this winery so I think I made my share.

So if you are interested as a consumer in a good quality Danish wine you would come to very soon meet and come to Ørnberg vine. We get a lot of people from CPH who come here to buy our wine so we are doing something. We had this café last summer and people were in awe. “wow this is like France” And so we are selling a lot of good impressions and at the moment the restaurant agenda here is like very popular, there is lot of places who make good food even out of season. Even last Saturday it was rainy and we had 20 visitors in our shop anyways. Mainly groups, friends from the summerhouses. But we are definitely promoting the area. By making good wine and wine shows and when we have time we take in the people and try to promote and communicate our history

...Trying more wines...

**NN:** do you think you are innovative as a winery?

**Niels:** No, we are just copy cats. Its hard to be innovative. Well just growing grapes in Denmark is innovative. Denmark is a fruit wine country. And maybe we are the ones who are introducing spontaneous fermentation to Solaris. But we are just copying what people have done elsewhere and just adjusting to our environment. Maybe we see ourselves as pioneers in making the wines drinkable. We are unique on one product, noble rot, and according to us and our colleagues it is a high European standard. And this might be the future for this location.

Its not our interest to be innovative, for me, I just want to try my terroir, and test wine. And if you just want to please people, you loose character. So, we don't want to please people. But we want to sell as much as possible so we can expand. We serve the wine as raw as possible, as faithful, authentica and connected to our location and if people like it we have a business case. And that's what is all about to see what we can produce that's a bit more unique for our location to multiply the wine supply and not just add ordinary mass produced wines to the market, they should be produced further south in a more traditional ways.

**NN:** Can you see that the maturation of the grapes is happening sooner, maybe because of the climate change?

**Niels:** It's a bit soon to say we have been harvesting for 10 years only, but yes we can see the general change. But we can see that we have doubled the maximum yearly yield. And that's because its much warmer and its getting warmer. We started with harvesting one bottle per plant now we can see its 1.5 almost 2 bottles at some plants.

## **Appendix C.6 - Røsnæs Vingård**

**NN:** When did you start planting grapes?

**Anders:** Actually it was my step father and right over here in these summer houses there is this person living called Jørn and my stepfather, my mother they've moved here in 1998 and he, so he planted the first plants in 1998. And this is, you know, in Danish, it's quite early. And then Jørn was looking at what he was doing and he said you're planting wine. And I see that maybe it can help for a shelter of the wind and, and then they worked together for many years and then they plant the vines and they've started to produce wine just like, as a hobby and for fun. And they made some terrible wine for many, many, many years. And, uh, and then they asked me, six years ago, seven years ago. If, you know, I would be interested in being a part of it because you know what they needed, they just needed my muscles because they were getting old and they wanted somebody to work for them. Yeah. Yeah, of course. I will help. And then I helped for a couple of years and then my stepfather died. And, so it was like what, what to do, so I did the wine and learned a little and I think it was like, I found an interest in it. And then with my wife and kids, and I were on a long vacation in New Zealand. And we talk about maybe ask her mother, if we should move here because I helped her a lot. She was alone and I was here all the time. Also taking care of the wine as, just as a thought, it was a good idea. And then we built this house we just finished last year and I planted some more wine. And then Tom, Betina's brother, told me I should plant more vines so that's what I did and now. So now I planted a lot of wine and I don't know what to do. I just think that I should plan because I have a these south slopes. So I feel obligated to do it because, you

know, I had the perfect spot. So that's how it actually started. So now I'm trying to make it a little more professional and we made like the company and starting to sell the wine and so on and have a lot of cooperation with Dyrehøj and STUB wine.

**NN:** Do you have a winery here or do you use Dyrehøj winery?

**Anders:** I have a winery where I do some red wine here and all the porto wine, I do it here. And then the white wine and the Rosé I make it at Dyrehøj. So it really depends on how much time I have but it is so easy for me to do it at Dyrehøj because we talk very good and it's almost I can make it myself here, I could just have somebody to take care of it and I like that a lot.

**NN:** How many bottles do you produce each year?

**Anders:** I have 3,300 plants that haven't started to produce wine yet. So I make wine on, 1800 plants. And it varies. I think this year I made around 500 bottles of white wine, and then 400 bottles of Rosé and then I have 250 liters of port wine. Okay. So I've tried to think the port wine, we can do very good with the red grapes. So, then our plan is in 2024 to make around 5,000 bottles of wine.

**NN:** And how many hectares do you have?

**Anders:** In total hectares of planted vines is 1.2 or something like that (*acres maybe*).

**NN:** And what type of grapes do you plant besides Solaris?

**Anders:** I have this old Danish red wine which is called Rondo and I have also *Lianmelo*?? And I have also some Regent also, this is for red wine, if you planted these, it's because they could handle the Danish climate and not because they tasted good and it is german but also some from Hungary, kind of a mix. And then I planted also Sauvignon Gris and Johanister this is also from Germany. This is what people are starting to plant and maybe in 5 years there is going to be a new kind make.

**NN:** You said you were making some white and red wine, something else?

**Anders:** I like to make red wine but it's difficult. Because it's difficult to get volumes. It's easier to make rosé and white wine. And this year was actually a good year to make red wine because there was very high sugar in the grapes. But what I think people like the most is my port wine. And I better make a lot of port wine also because it takes time. I have to put it in barrels and wait and be patient. And I'm gonna make this one (showing the white wine on the table he made us taste), rosé and red wine just to try and drink for myself.

**NN:** So since you started, do you think the quality of the wine got better?



**Anders:** Yes for sure. Sometimes when we have tourist and coming, when we make buses tour with Dyrehøj and STUB, I get Jørn to come and tell how it was when they started and always say the things they did wrong. You have to add sulfite to the wine and they didn't know in the start and did it afterward. So Jørn usually says that we started and make our first wine in 2001 and then we continue and in 2013 we finally made something good.

So it's a lot about fermentation, the temperature, so it's very good for me that I can go to Dyrehøj and talk with professional people and they can say, you can do this or use that yeast and so on.

**NN:** So you have kind of a collaboration with them.

**Anders:** Yes, I wouldn't have planted anything if it wasn't for them, because I cannot handle all of the wine myself and they are very helpful.

**NN:** And do you make or offer other products than wine?

**Anders:** Yes I sell fish because I farm fish and they also sell it at Dyrehøj. But in the future I would like also to sell vegetable or something like that and make my own organic vegetables and sell it but I always have to optimize my time between family and work and so on.

**NN:** What is your motivation to do this? Is it mostly to continue what your stepfather started or?

**Anders:** Yeah, I think it's honour him and also you know if you are producing your own alcohol, you're self sufficient with alcohol so I would start with that and then I would make the meat and vegetables afterwards. But I like learning a lot by doing and you know if I don't know so much about it, I try it and find out about it.

I like to make my wine dry and simple and also Carl at STUB he like to have it in oak for the white wines and Dyrehøj they make it a little sweeter maybe because they have a lot of old people coming to visit so they like the wine a little bit sweeter.

**NN:** What are the core values of your winery?

**Anders:** It use to be that I like to make wine that is so good that I'm able to give it away. But my core values are: it has to be fun because it is difficult to make a value in it because the cost of making the wine is quite high. Some people spend their money on playing golf. For example, I don't do that so I spend my money on producing wine. It has to be fun.

**NN:** Now we have some questions about the tourists that come here. What do you offer to the tourists, do you have some tours or tastings?

**Anders:** Actually we haven't done so much yet. We actually offer just what people would like. We are doing a project now with Destination Sjælland with marketing and also for some german

tourist and so on. So we have to make a home page. So we are doing this right now. But mainly I try to be a little flexible. Also because this is our home. So you have to find a balance. So mainly I just go for the authenticity in it.

This winter we have to work on the balance and what we are going to do. It's mainly gonna be during the spring and summer season where we are going to do something. It is going to be like Friday Saturday and I would also like to make some pop-up things, so we could have some lobster and wine for example, some stuff like that.

**NN:** So did you have a lot of Danish tourists this summer?

**Anders:** Actually, not so many because the first time it was opened was in August this year and the only reason we had opened is because Betina, she wrote it on the page of the Wine festival that all the vineyards had opened on Friday so I said okay I have to open. And I just opened if people they called and also when we had the bus tours with the other wineries. But I have to put more structure for next year.

**NN:** You said you had a job, beside making the wine. But can you make money out of selling your wine.

**Anders:** Yes because I have the land so I don't have to buy it. I can borrow machines from Dyrehøj so a lot of the investments that I should have done. I don't have to do. And then I don't count hours. If I count my hours then no way. But it's not that difficult to sell the wine, so I want to make a wine that you can only sell one time, because people they have the experience, it taste good and the sun is shining. And I actually think that I should be able to live of in 4-5 years if I want to.

**NN:** So can you sell all the bottles that you produce?

**Anders:** Yes for now I can because I haven't made so much. But it is not very difficult to sell it because it seems that there is a big interest in Danish wine. Also because you know they get the story, and it's quite different. **And even though it is quite expensive. But because of the price, it needs to be good.**

**NN:** When people are coming to visit, is it helping you to sell the wine?

**Anders:** Yes of course.

**NN:** So would you like to have more people coming to visit in the future?

**Anders:** Yes of course because I get more and more wine and the best value is to sell it here. As I said I just have to find the balance, and know how to do it.

**NN:** Do you think that your wine tourism activity can contribute to the development of the area of the rural area here?

**Anders:** Yes. And this is going to be the rural area number one in Denmark for sure. In the future there is going to be more who wants to come and plant wine here and even now we are 4 wineries just here. There are some big wineries here, Barfod and Dyrehøj. And Carl has 5 200 plants and I say to him that I won't plant anymore before you plant because I want to be the smallest winery in the area.

**NN:** Where do you sell the wine, is it mostly here?

**Anders:** It's mostly here and I actually just sold 100 bottles of Port wine to a company from which we buy food for the fish to feed. I actually have a lot of connections, maybe not related to wine. I have some friends with bars and restaurants, so I can sell it.

**NN:** What partnership or collaborations with other companies that you have maybe to make the wine route or festivals?

**Anders:** I only have one with Dyrehøj and I am also a board member of the local association that is working for Røsnæs in general. I am a part of what we can do to develop that. It's such a big success because there are so many tourists coming now and 5 years ago nobody came here. And now people are talking, maybe too many are coming because we made this route where you can walk around Røsnæs.

**NN:** Is it visit Røsnæs?

**Anders:** Visit Røsnæs is part of it but it's called: ROB???

**NN:** Would you like to collaborate with more companies or so far it's good?

**Anders:** So far it's good. But I think it's always interesting even if you're making wine or if you're making carrots or whatever, if you're small and selling it, then it's fun to talk to people who have what they know and their ideas and so on. But we also try to collaborate with people who make wine with Ørnberg and there is a Hans Christian Ørberg?? he is a danish guy that makes with in Bourgogne and he has 5 hectares there and his wife moved back to Denmark and now he planted 15 000 vines in Møn and he knows a lot. I like to talk to people who know something, because I don't know so much, so I listen a lot of what other people say.

**NN:** So it's important for you to have these collaborations to help you to improve.

**Anders:** Yes because otherwise I can't ever learn and I don't have a history of making wine or tasting. Before I started producing wine I went for the wine with a lot of alcohol and animals. And then I learned a lot about and now I would like to plant some pinot noir, maybe I plant this spring. I want to try because it's my favorite grape.

**NN:** So you use a lot of collaboration and knowledge sharing.

**Anders:** Yes, yes whatever I can get. And everybody is saying something different. So you have to sort it.

**NN:** Are you a member of the FDV?

**Anders:** Yes yes.

**NN:** Do you think it is useful for you?

**Anders:** It hasn't been so useful. But it is still a young association. If you make a lot of wine it is difficult to be a member of it. But I think they need to divide it, like a hobby part and the professional part.

**NN:** Are you alone taking care of the grapes and the production or do you have some employees?

**Anders:** No, I do it only. Otherwise I employ my kids, they help me around and I pay them back. And then we have friends helping, especially during the harvest. And when they come we make food and give them wine so we depend on a lot of volunteers.

**NN:** And do you do anything for sustainability? Maybe you have organic vines.

**Anders:** Yes the field is organic, the winery is not. But all the field is organic and it's hard work because there is so little you can spray with and the disease because of the climate and then I also make like backpack with a gas tank and I just walk with that and I walk so many kilometers with that. But it's a hard work. But luckily Tom has tractors at Dyrehøj and machines I can use and remove a lot of weeds.

**NN:** And do you do anything to protect the environment? Because Røsnæs is a very special area.

**Anders:** We leave a lot to grow for itself and the plants and flowers and everything and next year we are going to plant a lot of flowers there (pointing at the field of grass outside) so because it's beautiful too, to look at it.

**NN:** Are you gonna plant any that are bee friendly?

**Anders:** Yes yes.

**NN:** And do you receive any support from the government or EU?

**Anders:** I just receive the organic grant when you are an organic farmer, and I also receive something from this project from Destination Sjælland.

**NN:** Have you used it for the development of the winery or the development of the tourism activity.

**Anders:** Destination Sjælland, it is gonna be for tourism.

**NN:** Do you do anything to be more competitive towards others or innovative in a way?

**Anders:** Some of the best wines I made, I don't know what I did, so I'm also afraid of learning too much. But I think what makes a difference is that I don't have to make a living off of it, so there is room for experiment.

**NN:** What are your plans with this winery?

**Anders:** I have so many plans but one is that I would like to have luxury cabins on wheels and people could come and stay. And I would also like to have some animals. There are so many hikers here so it would be nice for them to have a place to stay and spend the night.

## **Appendix C.7 – Dyrehøj**

**NN:** How many bottles are you producing this year?

**Betina:** We produced about 52 tones of grapes, so that would be between 50 and 55,000. And then we on this one farm, we have wine and spirits production. So we have the spirits on top of the. And you made the spirits from grapes as well and food. So we push about a hundred thousand bottles

**NN:** What type of grapes or do you plan besides Solaris?

**Betina:** We have 16 different varieties, solaris, which of course was the center of the production. We have the muscaris, johanniter, cabernet cantor, and then a lot of minor varieties. We, yeah, we have to test a lot. We are testing in the field. Can they ripe? And can they stay healthy and do they yield enough. And then of course in the winery we make wine of those that will really show off terroir or local identity. But it takes some years. So at the moment we don't pull out class that do produce grapes.... but we, we want more of that. We are going to plant next year and then that'll be all solaris.

**NN:** So yeah, you said that you sell some other products than just wine and spirits, and we see a lot of other things as well. And is it mostly products from, uh, locals?

**Betina:** Yes, gin, whisky, liquor..... it's a big mix. It depends what you mean by local. We get apples from Fyn and cherries from just around the corner. And of course we got some other cheese that is international cheese, cheese from France, but it has to be high quality stuff, that's what is important. And also for us, our guests, when we meet them, we have to give them some sort of challenge for their taste buds to make them test at taste to teach them to not just drink, but

taste what they drink and having that whole discussion about the feeling, you know, when it you should feel something. It's not just a question of selling stuff, but when the guest arrives, they're getting connection with whatever they're tasting.

**NN:** What were your motivations to start this business, or even like to continue now?

**Betina:** Initially, when my brother Tom bought this farm, it wasn't for one production at the time, but a friend actually told Tom, that this place is the best place in Denmark to grow wine. And that is a sentence I tell to everybody all the time, because that is a reason why we are here, because the place is special because of the sun, precipitation, closeness to the water. And of course all the minerals in the ground. So the area is special and because of that, that, you know, you sort of had to follow the gifts. Tom or me, we know nothing about wine, but we don't have to, other people know... but the place sort of just invites us. So that's of course, the reason to do it and the motivation to carry on is because the wine is good and we could show this local identity in the wine. So it's not just wine that is drinkable, but it's really special wine. And in time, you will be able to taste it and say, this is Danish, this is from Rosnæs.

**NN:** And what are the core values of your winery? If you have any...

**Betina:** It always comes back to the wine, it Always lands in the back on the wine. Showing that this place is special, that makes a product that you cannot copy. You have to drink my wine to understand who we are. Of course we follow this Nordic trend of freshness and cleanliness.

**NN:** What kind of, uh, tourism activity do you have, wine tasting,....?

**Betina:** Firstly, we've got the shop, shop that's open every day, 10 to five every day. That's a big thing. And then of course, we've got the wine bar on top of that, where you can always taste at least 20 wines, all our wines at any given time all year, which is quite nice. (automatic wine tasting dispenser machine) It's still a very good service. And for tourism it's magic because you don't have to book it to speak Danish, you can spend what you want. You can spend nothing, you can buy a cup of coffee and that's it. So we are looking for this atmosphere to sort of to show people that we are producing the farming produce. That's this is a working place and it's not a wine bar in Copenhagen where everything is pretty neat, this is a farm and we dress like it. So we try to make it nice, but not overly nice. And we try to make our tastings informal because it is a farming product. So in Copenhagen they could do all the Artsy stuff...

And then of course in summer when things we drive tractors on the yard just to make things lively. We do lots and lots of tours in all kinds of different tours. One hour, two hours, we do tastings.

**NN:** And we saw you have a gallery ...

**Betina:** So that is all to attract people. So something that complements the wine. Sometimes it's local art, sometimes it's not. We have a guy who is running that. I could do what I'm good, he can do what he is good at the winemaker can make what he is good at. That;s sort of how we run stuff here.

**NN:** Do you know where are the visitors coming from? If they're mostly Danish or if you have also international?

**Betina:** Sometimes you have, obviously the last two years has been mostly Danish obviously, but it's more and more international also foreign people living in Copenhagen, coming to taste. If you are from anywhere else but Denmark then you go to the vineyards to have a glass of wine and then let's go for lunch. Which vineyard should we go to? Yeah. So that's what we sort of try and want to do. So it's, it's growing, it's coming up here. We have about 40,000 guests through our shop every year.

**NN:** Do you get a lot of tourists that actually stay in the summer houses around here?

**Betina:** Yes some. And I think that's not a very big summer house area. We also don't get that big influx of Germans. We are a bit isolated here so people come here because they want to come in. And then of course the nature around us is just beautiful. As soon as they discovered it, they come back. And so we have a lot of visitors that go for walks and come for wine here afterwards.

**NN:** But you don't have accommodation at the winery? .

**Betina:** No no.

**NN:** And do you plan to have it?

**Betina:** Not at the moment, but that's all a cost issue. Because that's a whole different ball game. And then you have to have a certain size before it makes any difference. It's just more work. And we've got the campsite as a neighbor and the hotel and a bed and breakfast is just there. So all of them are here. We are not alone but I'm sure if we had 20 little houses here, we would fill them every weekend.

**NN:** When did you start with the tourism activities? Was it straight away?

**Betina:** Yes straight away. People started asking us what we are doing so we started with a tour and we still have the same tour from beginning because the store is changed a little bit, but the setup, the frames is still the same

**NN:** And do you get, um, more visitors each year? Like, are you getting more recognized?

**Betina:** Yes, Yes. The thing that is a little bit different in our tours, as compared to tours, I've done abroad is that we spend a full hour in the vineyard talking about growing grapes, because most people have been to wineries and tasting wines with sale as a purpose. When I have visitors, it's more important for me talking about how we make wine, what, how you grow grapes. And so we can teach the Danish: Firstly, we are wine country. How do we make wine? Why does a bottle of wine cost 200 dkk. Because a lot of Danes think we make sour wine from sour grapes. It's very important to us that we tell the whole story from the beginning, photosynthesis and all, slowly sort of telling them how much work it is actually.

Again, because many places I've been to vineyards that tasted red ones and two whites and a bubble. And in six months, eight months, blah, blah, blah, blah. How much do you want to buy? So here it's more like an experience and entertainment, and you know what you're drinking afterwards, or when you try to wine, you know, how much work was put in and everything. If I have French people for example, it's all about the difference. We have to do this because it's interesting for sure.

**NN:** So we have also a question that we ask a lot of wineries, if you are economically sustainable and if you would be economically sustainable without the tourism activities.

**Betina:** I don't think we can yet separate them. No, I can't answer that because I simply don't know if I could sell more wine to restaurants without having branded myself through tourism. I have to send a lot of ambassadors out, out there talking about my wine and then suddenly they start asking for the wine in the restaurants and then the restaurant wants some of the wine.

So tourism is a, it's a sales tool, but it's, I guess it's a big part for the winery. It's a good income.

**NN:** And do you think that your activity, can contribute to the development of the rural area?



**Betina:** Sure, you can see that, especially in this area when you're coming, we have 4 vineyards and 5th is coming so that cluster of vineyards gives us a lot of opportunities to do all sorts of marketing together. We can do all social products together, collaboration in all aspects ....production, management, farming, tourism..... So we do actually have a kind of a tour, we are within 15 kilometers, so I can do two hours going back, but what we do for example is we rent some veteran Buses and people go from farm to farm.It's kind of, it's really small, like kind of wine routes, and in Danmark that's quite unique and Is quite fun.

**NN:** Can you tell us a bit more about your partnerships with other companies? Like also local companies, restaurants, other wineries....

**Betina:** Of course we do this. The gastro scene, we can call it that we have a close collaboration with the Danish national teams, the gastro team. So the chefs and the bakers and the waiters and the catering and whatever else, they use our wine for some of the stuff, which is quite nice. We have a big company selling wholesale. It helps a little bit with restaurants. Of course then we've got all these loose collaborations locally. Then of course I got some bus companies. They bring big loads of people, pensioners. So that is of course also a thing that's just ongoing slowly. And we collaborate with other tourism companies. Because we can make a day tour for groups, because I know where can I send people where they would also get a good experience. So it's important to have those options. Good network. Because the customer sees it as a whole, not individually, they see the whole day as a package.

**NN:** are you collaborating in any way with a visit rosnæs or Destination Sjælland or something like that.

**Betina:** Yes we are part of that big network and visit Denmark as well. So we're talking about Denmark as a gastro destination. It's not us, but we are part of the whole thing.

**NN:** We've seen that you have some small advertisement for other local, um, attractions or something like that. So is this also like a collaboration between different attractions here?

**Betina:** Its a deal with destination sjaelland. So we all have each others flyers. We don't have to be afraid of somebody stealing our customers. You know, if they do that, they're doing a better job than we are.

**NN:** Are you a member of the FDV?

**Betina:** Yeah. because we have to. Well, we think it's important to support it and be a part of it but we cannot use it for anything. So it's more to be a part of the future and sort of trying to lead a little bit the way.

Then we, I don't think, I think we give more than we get, but it's good as a whole, but not something we spend a lot of time on.

**NN:** How many people do you employ here?

**Betina:** 8 plus the restaurant.

**NN:** So you also have a restaurant,?

**Betina:** Yes during the Seasoning it ultimately open every day. And this time of year, it's open Thursday, Friday, Saturday, Sunday, weekends.

**NN:** And do you use any volunteers during harvest season?

**Betina:** Yes, all year, all your volunteers, the old lady standing, and she's a volunteer. Um, so we use, what is it? People from around here mostly and local people and especially for harvest, the happy event,

**NN:** Do you do anything, um, related to sustainability? Like, uh, you have organic grapes or do you use windmill energy?

**Betina:** The grape varieties are disease resistant. I think that's a good step. We are growing grapes organically at the moment. I'm not sure we're going to continue that. We do have our own water cleaning system or water heating system. But it's just a Danish way. It's not something that we say we are not preaching it. Genuine.

What's also important. I normally say we have to look at our business as a holistic entity, so it's more of the 17 sustainable globals by the UN that we follow.

We have to look at everything in one big picture. So we are trying to follow the SDGs, sustainable goals, but nowhere in the structured ways. Trying to do a decent job.

**NN:** Do you receive any support, financial support from government?

**Betina:** No

**NN:** How do you do to maybe increase your competitiveness? Uh, What makes you different from the others, in your opinion?

**Betina:** I don't think we do anything nobody else has done before. We just keep focusing on looking good making good wine. We send them off to different competitions. So winning prices of course helps. Oh, that always gives you some attention. We use it mostly to getting more clever about making wine, but I can use it for both. And of course, there's just this long stretch of keeping up every bloody day.

**NN:** Because Rønæs is a peninsula. It's a very special area, as you said regarding the environment, do you do anything to protect it?

**Betina:** Well, we have 12 hectares that are protected, so we don't do anything to protect it. You have to, by law, we have to graze it, keep the grass low.

**NN:** Do you organize festivals or wine fairs?

**Betina:** For the first time this year we made Rosnæs vin festival. It was part of the collaboration between us vineries here. So of course it's just to make it festive about wine. So we try to do it in two levels. So one is the drinking part. A bowl of drinking wine. And the other part is tasting wine professionally and doing some professional tools in the field as well. So we've tried to do the nerdy stuff and the fun. It was here. We are the ones with the space, the shop, with the toilets, the infrastructure. We have one planned next year.

**NN:** Just a last question that, like, what are the plans for the future? Is it to scale up or upscale bigger?

**Bettina:** Yes upscale. Okay.

**NN:** Do you have to get a permit to grow more wines?

**Betina:** We don't, it's our union FDV that deals with this. But we don't have such strict rules as other wine countries. So having traditions is good because you know what to do but having no traditions you could do whatever you want.

**NN:** If there is something else that you would like to add or to tell us about tourism. Influence on the locals?

**Betina:** Well, I think international wine tourism it's reason to go. I mean, people go to specific places, not because of this specific vineyard, but because you can drink a wine of the area. That is the most important message.

Luckily, Visit Denmark has found out as well that we are wine country and have started doing a lot of advertising for us because they've seen that we can attract tourism. And it's also, I think that they want to attract tourists to different parts of Denmark then just Copenhagen and no more there. We're just an hour and a bit from Copenhagen.

And then of course at the top of this whole gastro scene in Denmark, we now need to get the Copenhagen restaurants to serve more Danish wine. So we are working on that too.

## Appendix D Coding

	Wine tourism entrepreneurs role		Collaboration			Rural development	
	Motivation/Values	tourism activity/innovations	between wineries	other stakeholders	Image creation / Promotion of the area	Economic	Environmental
			knowledge sharing - material	DMOs - Institutions - Local businesses			
STUB							
Agerbo							
Røsnæs Vingård							
Ørnberg							
Verjhøj							
Dyrehøj							
Visit Odsherred							

## Appendix E Wineries Websites

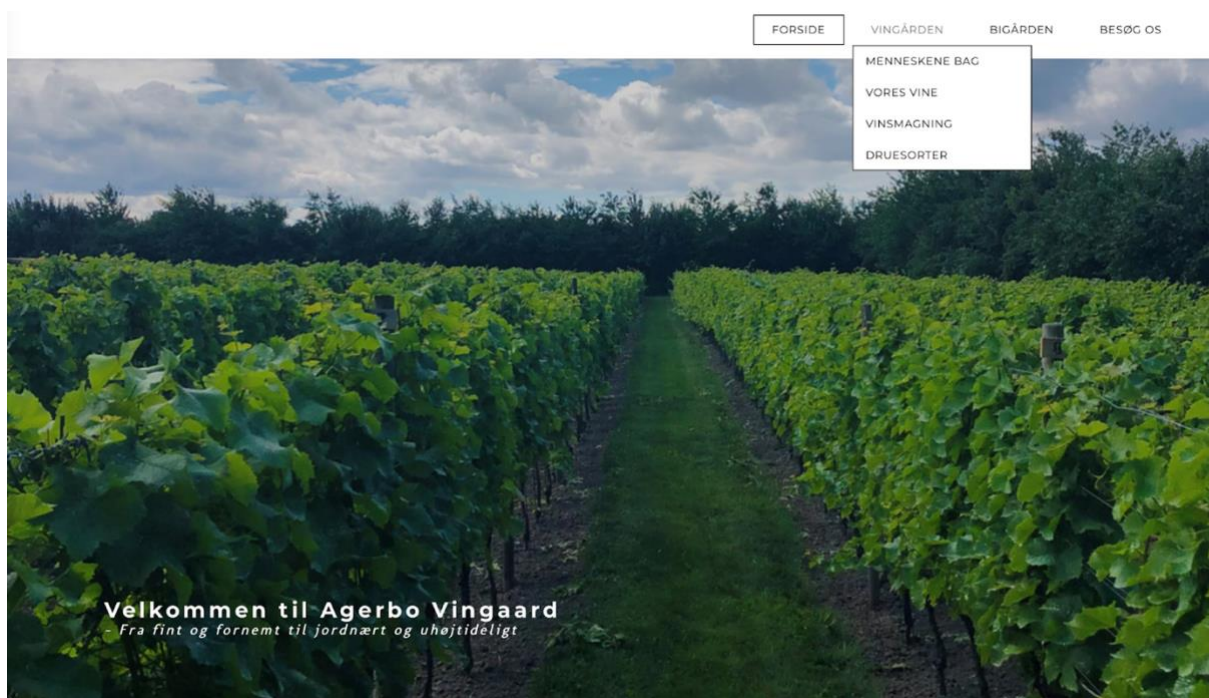
### Appendix E.1 STUB Vingård's Website

<https://www.stubwines.com>



## Appendix E.2 Agerbo Vingård's Website

<https://www.agerbogaard.dk>



## Appendix E.3 Vejrhøj Vingård's website

<https://vejrhoj.dk>

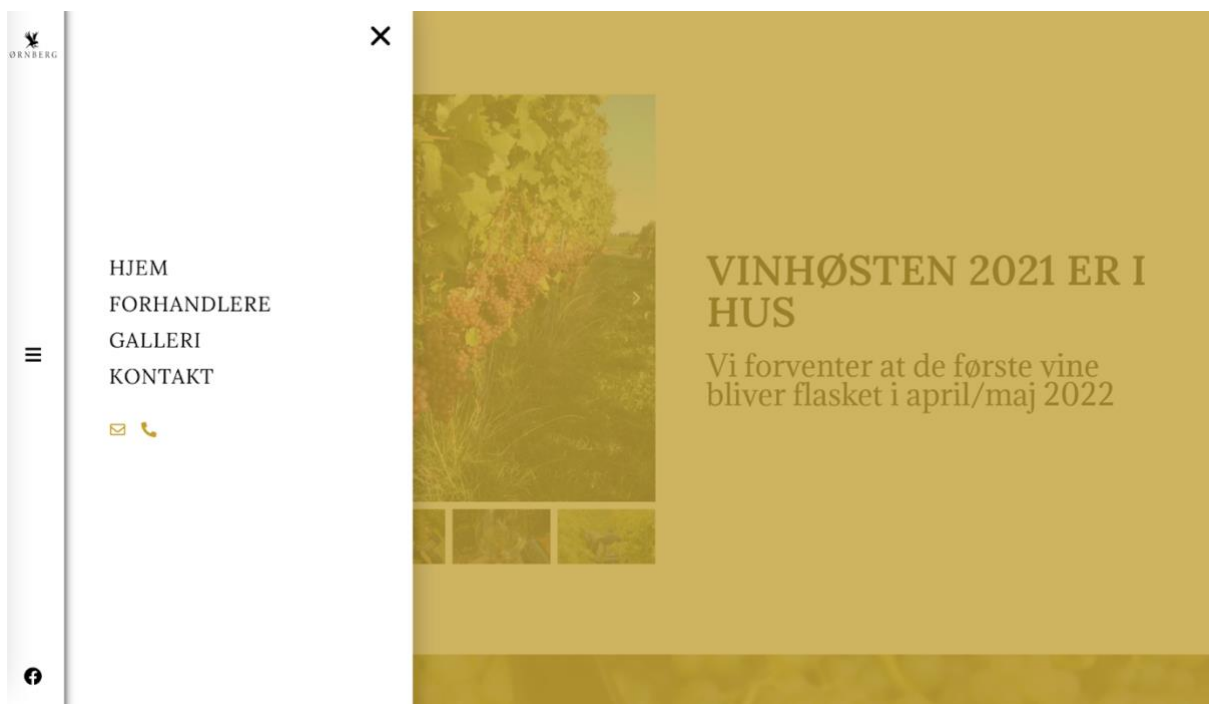


## VEJRHØJ VINGÅRD

DANSK VINGÅRD MED HAVUDSIGT OG PRISBELØNNED VINE. VI DYRKER MARKERNE ØKOLOGISK OG MED RESPEKT FOR NATUREN. VI HAR I ALT 10.000 VINSTOKKE FORDELT PÅ 3 HEKTAR. DE FØRSTE STOKKE BLEV PLANTET I 2011.

### Appendix E.4 Ørnberg Vingård's website

<https://www.oernbergvin.dk>



### Appendix E.5 Dyrehøj Vingård's Website



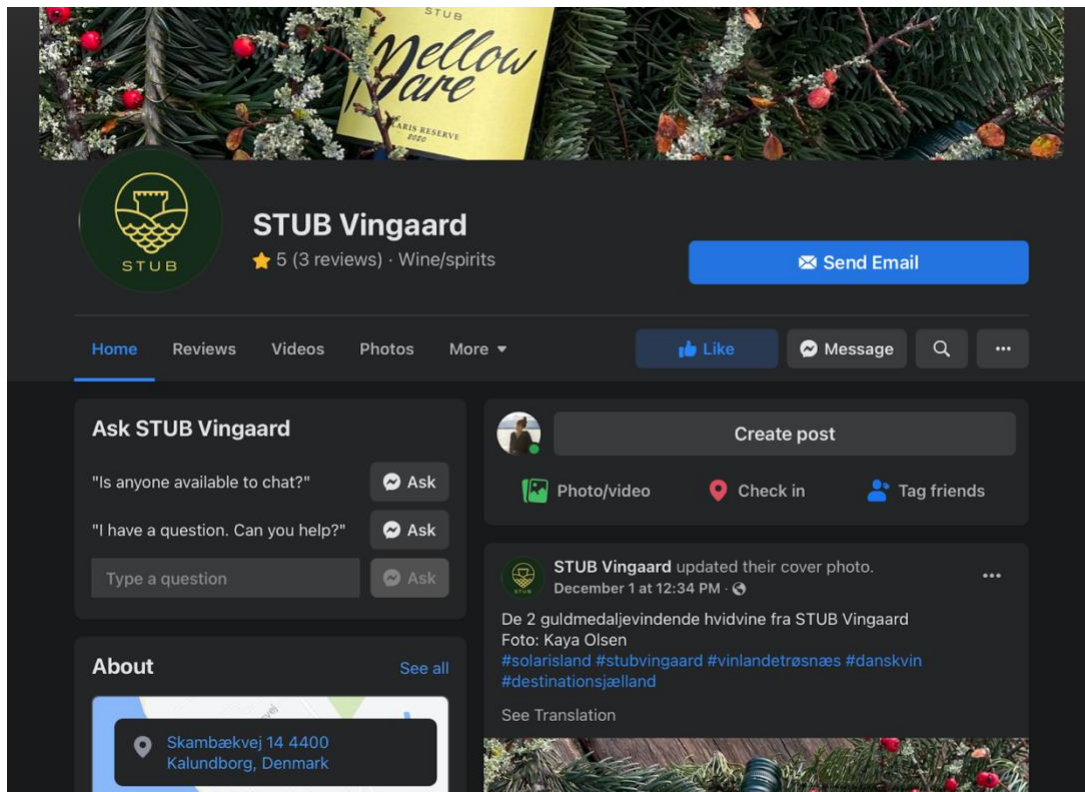
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## Appendix F Wineries Social media pages

### Appendix F.1 STUB

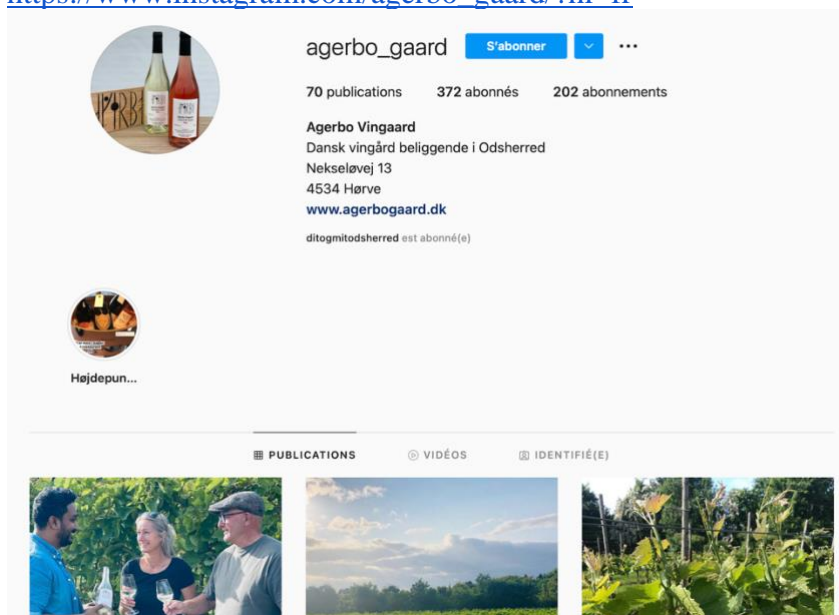
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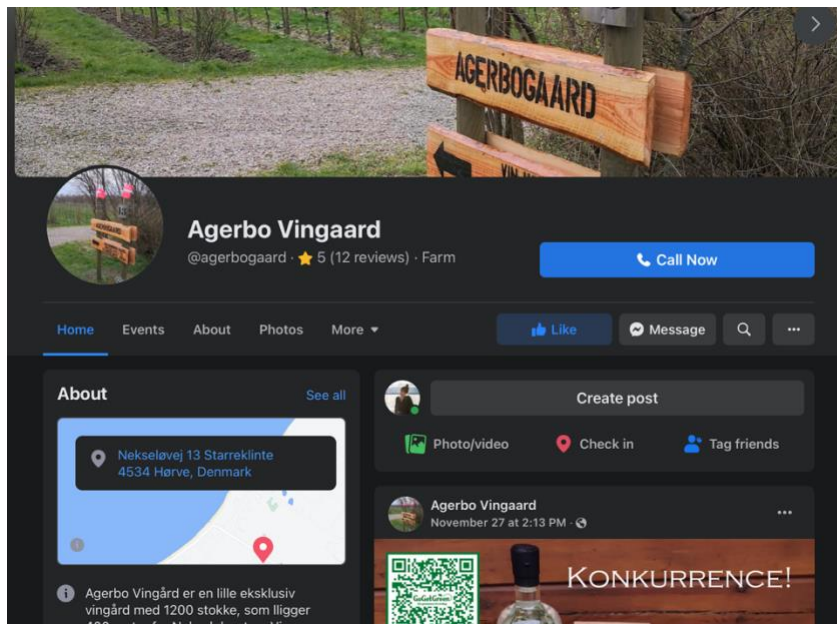


## Appendix F.2 Agerbo

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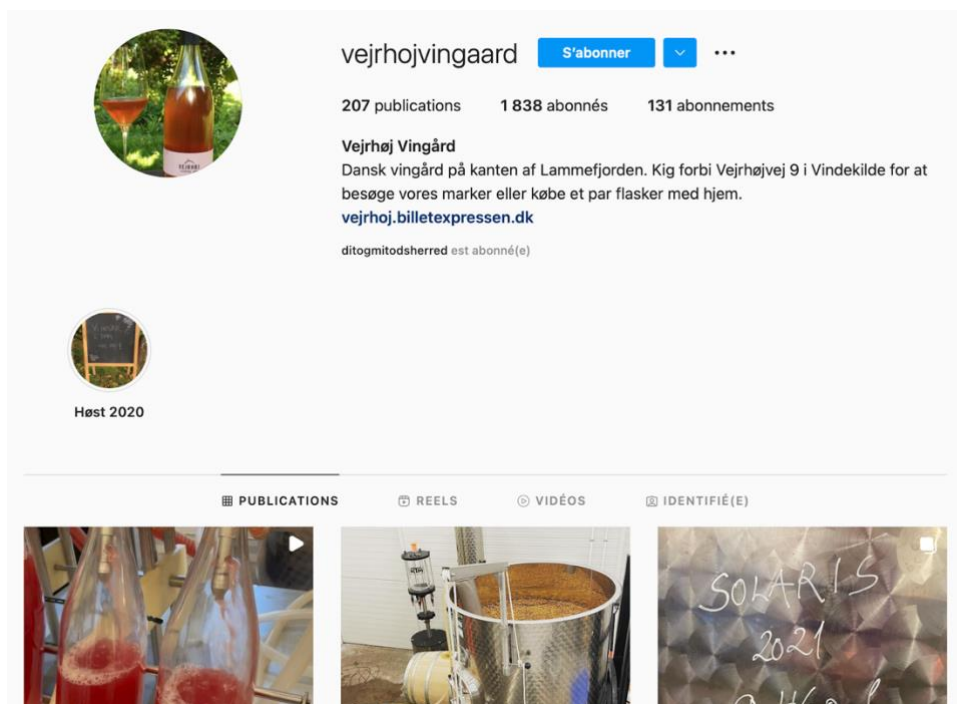


<https://www.facebook.com/agerbogaard>



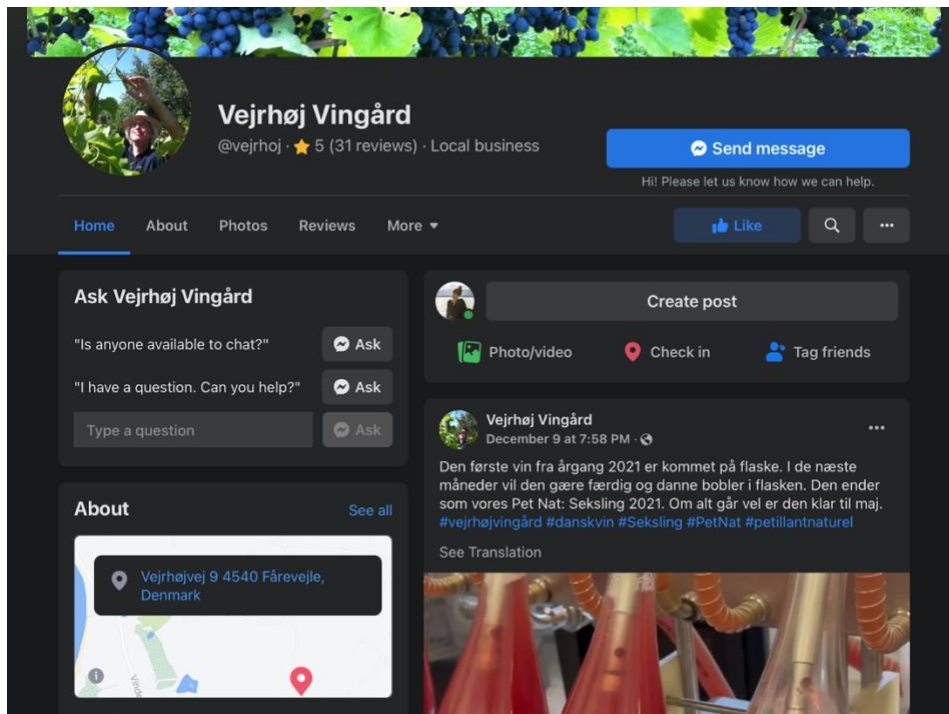
## Appendix F.3 Vejrhøj

<https://www.instagram.com/vejrhojvingaard/?hl=fr>



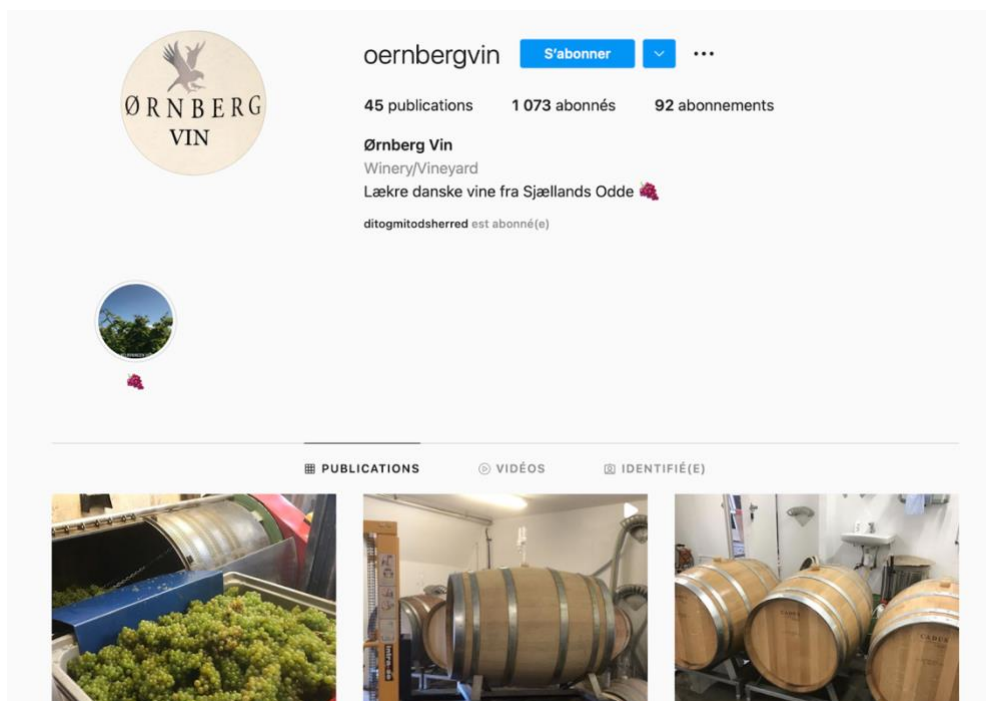
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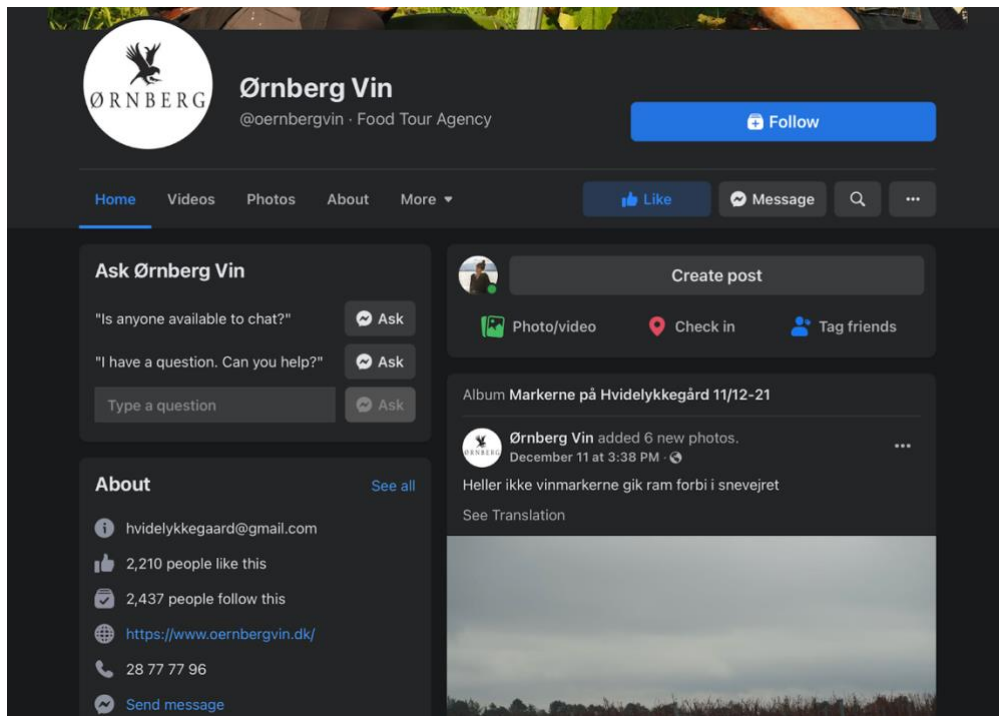


## Appendix F.4 Ørnberg

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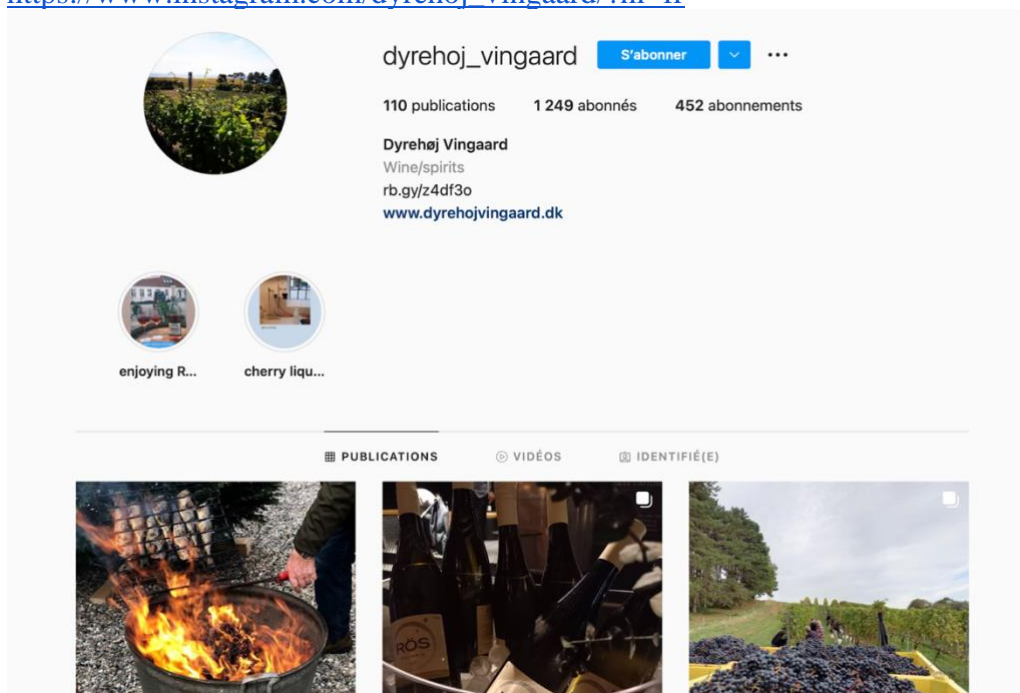


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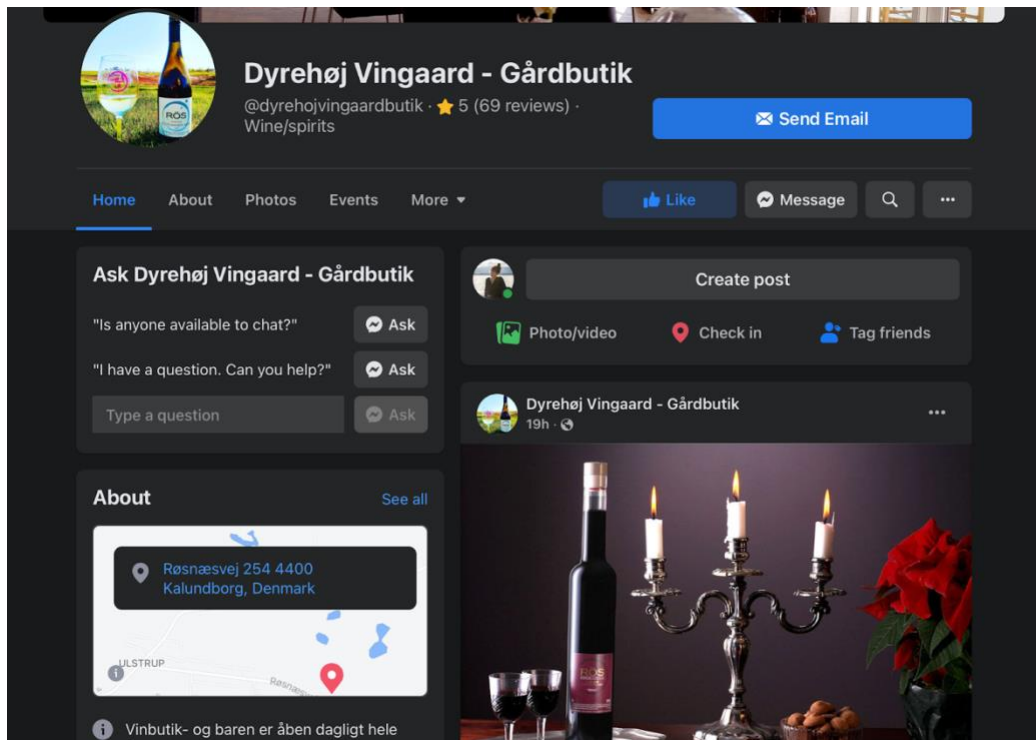


## Appendix F.5 Dyrehøj

[https://www.instagram.com/dyrehoj\\_vingaard/?hl=fr](https://www.instagram.com/dyrehoj_vingaard/?hl=fr)

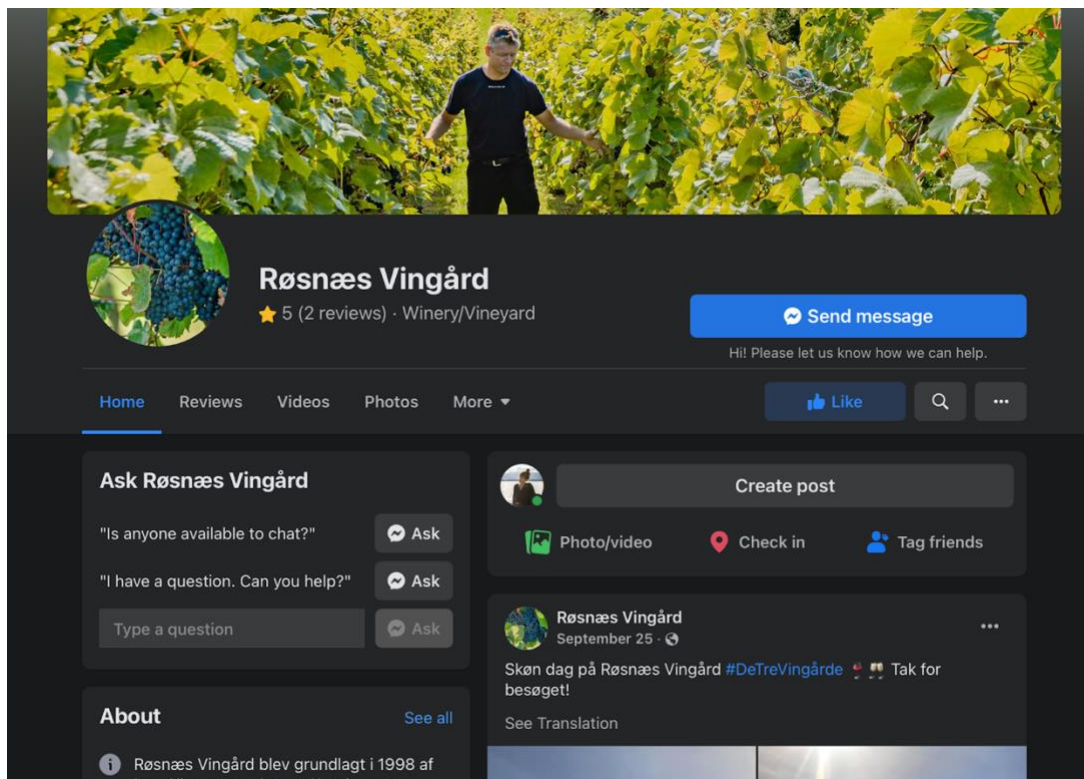


<https://www.facebook.com/dyrehojvingaardbutik>



## Appendix F.6 Røsnæs Vingård

<https://www.facebook.com/Røsnæs-Vingård-106489544070820/>



## Appendix G Video promotion Wine tourism in Denmark by the national DMO

<https://www.instagram.com/p/CT7QV2Kqo84/>