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**Knowledge dynamics in the creation of rural experience-based businesses:  
The case of creating a vineyard in Bornholm/Denmark**

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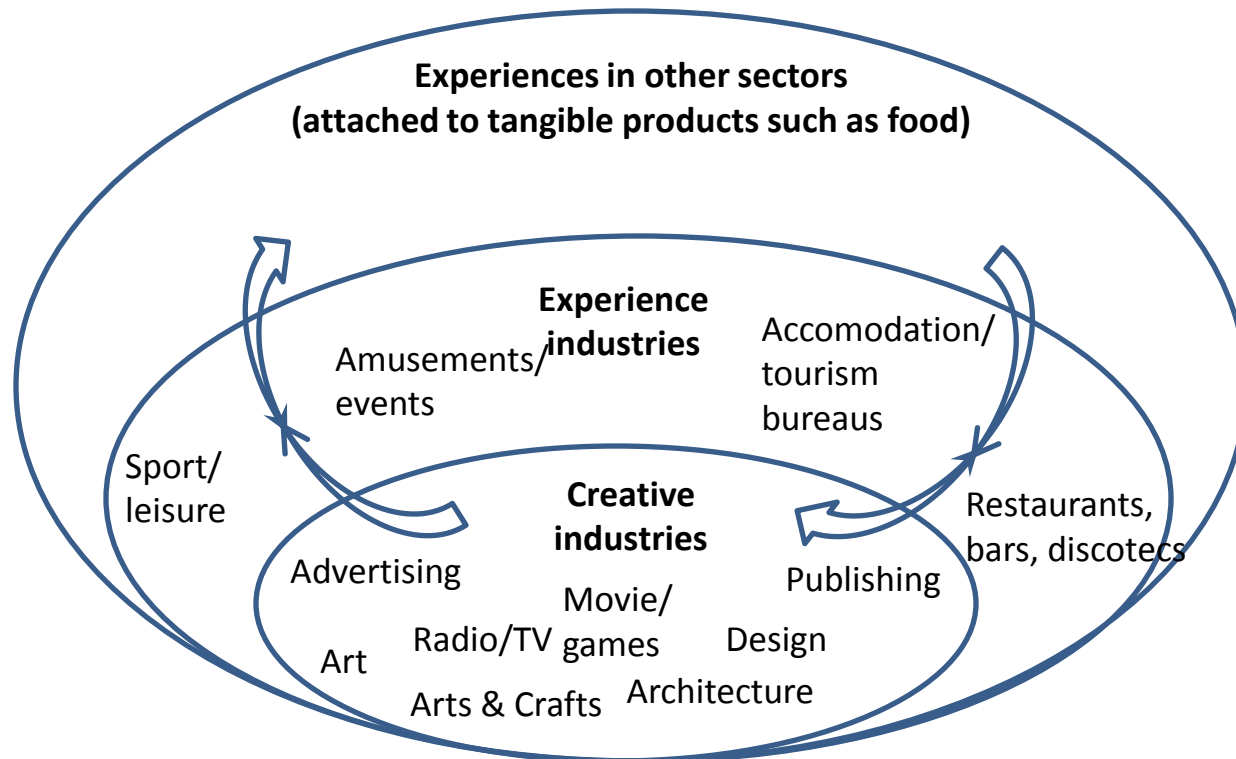
## **Disposition:**

- outline of a conceptual framework for studies of firm-level knowledge dynamics related to development of “food experiences”
- results of an empirical case study from a rural setting
- territorial implications of the studied knowledge dynamics

### Background of the study:

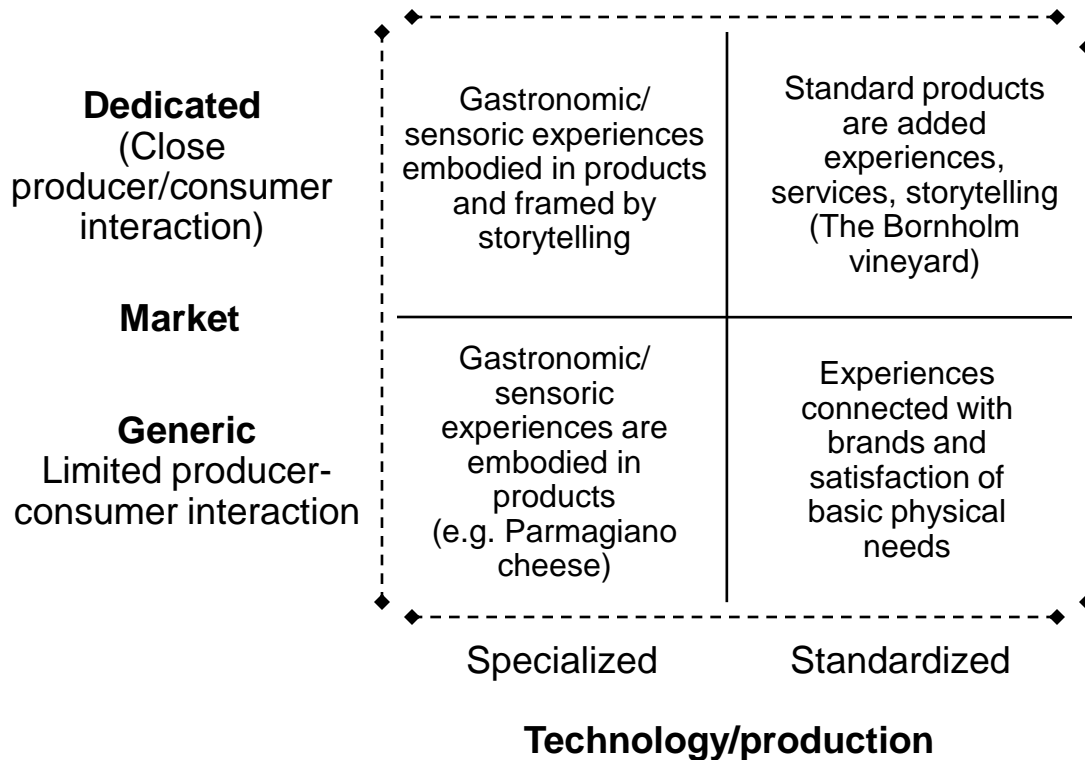
Conceptual and empirical work is related to the *EURODITE* research project (6<sup>th</sup> Framework program) from 2005-10 - <http://www.eurodite.bham.ac.uk/>)

# Conceptual framework I: How to understand the food industry as part of the "Experience Economy"? The three interacting circles of the "Experience Economy"



# A conceptual framework for studying knowledge dynamics of firms:

## Part I. Action Frameworks: Worlds of Production (Storper & Salais 1997)



## Part II. The SAS knowledge taxonomy (Asheim et al.)

- **Synthetic** (engineering) knowledge – creating solutions to problems. Important in the technology/production dimension of the WOP model (all 4 worlds)
- **Analytical** (science) knowledge – understanding the (natural) world. Important in generic WOPs.
- **Symbolic** (artistic) knowledge – creating cultural meaning. Important in dedicated WOPs

# Lille Gadegaard Vineyard

Basic information	
Opening year	2001
Annual sales	0.33 million Euros
Employees	6 (seasonal)
Main products	Berry wines, red wine, liquors, whiskey
Main markets	Direct sale to tourists 90%, distribution rest of Denmark/abroad 10%



## Knowledge dynamics in the standardized-dedicated World of Production: the case of an experience-based vineyard on Bornholm/Denmark

	Technology/production dimension	Market dimension
Dominant knowledge type	Synthetic	Symbolic
Goal of knowledge creation/innovation	Differentiation of product portfolio to maintain customers' curiosity and optimize output of production facilities (standardisation – economy-of-scale)	Development and improvement of storytelling and on-site services to respond to demands for experiences and increase value-added (dedication)
Knowledge sources (local vs. global)	Mainly sector-specific: -Other wine producers (international) -Internet searches (international) -Customers	Mainly sector-crossing: - Local communication consultants (creative industry) - Regional/inter-regional sector-crossing networking (Culinary Heritage association, tourism, Arts & Crafts) - Customers
Learning modes	- Issue/problem-oriented search, transfer and appropriation of codified knowledge - Learning-by-doing and trial-and-error	- Learning by interacting - Learning-by-doing
Codified vs. tacit dimension of knowledge	Strong codified component, however complemented with necessary tacit component (conditions for growing of Bornholm wine)	Strong tacit component related to a Bornholm tourism market/consumption context

## Territorial implications of studied knowledge dynamics

Synthetic knowledge on 'wine production':

- No local sources
- Interactions with distant (sector specific) actors
- Not a major problem for standardized production but reduces opportunities for high-quality products (specialization)
- This picture is typical for the development of "new Bornholm food" and North European 'quality food' in general: poor authentic *local* food traditions to source from regarding synthetic product/technology knowledge

Symbolic knowledge on 'experiences':

- Local sources
- Gaining from interaction with other local food producers as well as with creative and experience industries (tourism, arts & crafts, advertising/communication)
- Importance of consultancy firms for inflow, adaptation and anchoring of knowledge about and awareness of "Experience Economy"
- Bornholm is not a typical rural area in terms of local traditions for creative and experience industries – difficulties in transferring results to other places.

Thank you for your attention!

