

Finnish in the bottle: Future Potential of Wine Tourism in Finland

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<p>The objective of this thesis is to explore future potential of wine tourism in Finland. The purpose is to gain knowledge of the possibility of Finland becoming a wine-producing country by comparing pre-existing cases from traditional wine countries where wine production is connected with tourism. The benefits of wine & tourism being linked together are briefly touched upon. Finally, climate change is discussed as it plays a key role in the future of wine production.</p> <p>The theoretical framework defines wine tourism and the concept of viticulture itself and moreover aims to give knowledge on both the historical and current situation of wine and as such, interest in wine, within Finland. In addition, the theoretical framework addresses the future potential of wine in Finland by comparing situations in other wine countries, both older and newer countries.</p> <p>The methodological approach of the thesis was qualitative. Theory was collected from academic articles, literature and cases from other wine-producing countries. The timing of interviews for this study had to be conducted during non-growing season (summer) due to availability of interviewees.</p> <p>The findings of this study give a clear view on what the main issues are on as to why Finland still hasn't become a wine-producing country: the Finnish and EU Legislations, and the current harsh climate.</p> <p>The findings of the study suggested that currently it isn't yet possible to focus fully on grapevine growing/wine production, however as the climate change has already taken a turn towards warmer climate, it can be predicted that wine production will become a thing in the future once the legislations and climate allow it.</p>	
Keywords Wine, Tourism, Luxury tourism, Special Interest Tourism, Future, Climate	

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1 Introduction

As this thesis presents a possible future scenario, there are multiple elements of speculation, due to the fact that the future can't be predicted more than what can be understood from pre-existing similar situations elsewhere and theories currently known on the topic.

The nature of this study being agricultural, the interviews conducted had to be adjusted to be other than the growing season in Finland, which is the summer period, mainly because the availability of conducting interviews during peak seasonal times would be hard to adjust to compared to the off-season.

The wine tourism scenery in Finland is currently at a very minimal level, as not many even recognize Finland to be one of the wine producing countries. The objective of this thesis is to gain knowledge by research on what wine tourism actually is and how to develop the wine tourism scene in Finland by using these concepts learned from other countries more prominent in the scene and how to attempt an approach to the possible future scenario where wine tourism is a fully integrated part of luxury tourism within Finland. The secondary aim of this thesis is to gain knowledge from the native Finns already working in the wine industry, albeit berry/fruit wine, and how they see the possibility of wine tourism integration for the sake of their businesses' as well. The goal of this thesis is to get information on whether it is possible in the future that Finland would not only be regarded as a Nordic-climate growing zone where we aren't able to grow high-quality grapes, but Finland being a country in a similar position to other Nordic countries such as Denmark where grapevines are already grown and being harvested for the purpose of producing wine, and what the conditions for this to happen needed to be.

As a part of this introduction is explained the research problem of this thesis, the main purpose as to why the thesis might have some benefit to it, the objectives and important key concepts that are handled within this study. There are multiple specific words that needed to be opened up for the sake of readability for the reader.

The second chapter starts as theoretical framework and goes into detail about the viticulture in Finland: how the history of it has moulded what the current situation is and how it is possible to take advantage of this information in the future. As climate change plays a key role for the future scenario where wine is involved, research into climate change has been meticulously studied and referenced as simply as it'd be possible for brevity. In this chapter, trends have been loosely analysed to further develop understanding on where the

benefits of wine related research could most be of use, and speculation on why this is the case is done in later chapters.

The third chapter further explains theoretical research on who specifically is a wine tourist, what the definition of them is, and as well explains the situation of wine tourism at present in Finland and elsewhere in pre-existing countries. Most of the data had to be collected from other countries that already had studies done regarding wine and its link between tourism, and many of the sources were from professionals studying in the wine industry. The importance of sources in this chapter plays a key role, as credibility was highly necessary to portray a good image of research ethicality into the field of wine and wine tourism.

Chapter four goes into detail about the methodology used for this study. The chapter presents the data collecting methods, research method and validity of the study. Validity & reliability of the study is focused on, and sources to back up it all are used. Explanation is given as to why qualitative unstructured interviews were the chosen method, and what the benefits of this was.

After the methodology has been discussed and presented, chapters five and six present the results of this research in a manner that aims to present an unbiased opinion as to present the most reliable possible scenario for the futuristic approach of the research issue, and moreover, the last chapter explains what the perceived benefits of Finland becoming a wine-producing country would be.

1.1 Research problem

The relationship between tourism and wine has a long history back into the Greek and Roman times, however according to Hall, Johnson, et al (Mitchell & Hall 2006, 308) it is only in the more recent decades that it has been recognized by the wine and tourism industries, academics and governments. The studies born from the link between these two leisure products have given birth to many activities such as wine tours abroad, vineyard visits and has forced the perspective of tourism to be considered when trying to achieve higher levels of visitors for vineyards & wineries: and as such in increasing the profitability of these.

As much as the nature of wine tourism is still a relatively new concept, many wine-producing areas, especially those in the new world, have taken advantage of the connection between wine and tourism by focusing on bringing the visitors directly to their cellar door.

This thesis aims to answer two underlying questions brought up by the topic of viticulture in Finland:

1. What is required for Finland to become a wine producing country?

Which then is further narrowed down to a sub-question of what would be the biggest changes this would cause for the pre-existing wine scene in Finland. The secondary question that is brought upon after the first is answered:

2. How would Finnish pre-existing wineries and its' tourism scene benefit of wine tourism if the first question becomes a reality?

Wine producing country in the research question means solely grapevine wines, and not country wines which already exist in Finnish production.

1.2 Thesis's objectives

The paper attempts to evaluate the potential of wine-related tourism both from domestic and international travellers, its effects on both berry wine and grape wine producers, and what would be the perceived benefit of becoming a wine-producing country. The aim is to understand and learn from pre-existing wine-producing countries on how the effects of viticulture further benefit the tourism scene of said country, as well as to study the benefits wine tourism has for local wineries & vineyards.

The research questions presented in this thesis are as: what is required for Finland to become a wine producing country, and furthermore what are the biggest changes this would bring for the pre-existing wine-business and the Finnish tourism sector. The secondary aim of this thesis is understanding by research, how would the Finish pre-existing wineries benefit and take the most advantage of tourism being linked more directly to the wine business.

1.3 Key concepts

Many of the terms and concepts seen in this thesis are explained by using the fourth edition of "the Oxford companion to wine" written by J. Robinson in 2015, due to the reliability of the information in it and its' popularity as a book on wine, where the first edition won every major wine book award at its time.

The list below summarises key concepts and terms that are important for the readability and context of this report:

The way wine countries can be divided into two categories:

1. “The Old World” group: Italy, Spain, France
2. “The New World” group: predominantly represented by countries in the Southern Hemisphere, particularly Argentina, Australia, Chile, New Zealand and South Africa, and some in the Northern Hemisphere, such as Canada and the USA (California)



Image 1. Old & New World Wines. (Proske 2017)

Key terms commonly seen within this thesis:

Wine tourism: A sub-type of Gastronomy tourism, referring to tourism with the purpose of visiting vineyards, wineries, tasting of wine and consuming or purchasing wine, often at or near the source. (UNWTO, 2021)

Viticulture: The science and practice of grape culture. Viticulture is practiced consciously by viticulturists, often instinctively by grape-growers or vine-growers. Practices vary enormously around the world. (Robinson 2015, 802)

Vineyard: Name given to the agricultural field where grapevines are grown. (Robinson 2015, 793)

Vitis Vinifera: The species of vine which most of the world’s wine is made. There are many thousands of *vinifera* vine varieties (Robinson 2015, 803)

Huglin Index: The main viticultural zones in Europe today are located between latitudes 35N and 51N. The Huglin index can be used to estimate the suitability of certain regions for various grapevine varieties based on the insight that each variety depends upon a certain heat accumulation if it is to grow successfully in a particular area over a longer period of time. The temperature sums involved are above 10°C for the period 1 April to 30 September, although the geographical latitude is also taken into account. (dwd.de 2021)

Fruit wine: Fruit wine is a term that refers to a fermented beverage (also sometimes called “country wine”) made with a fruit juice base that is not grape juice. Fruit wine is defined by AICV as an alcoholic beverage, with an %abv, of between 1.2% and 16% abv (with fortified fruit wines between 8.5%abv and 22% abv), obtained by the complete or partial fermentation of the juice or the pulp of fresh fruits, except grapes, or reconstituted concentrated fruit juice. (European Cider and Fruit Wine Association 2021)

2 Viticulture in Finland

Finland has a high potential of becoming a wine producing country in the future and already has some vineyards that produce both berry and grape wine, however, mainly berry wine. The possibility of expanding the wine business in Finland exists, once the general population has gained an understanding of it existing, and this thesis goes into detail on how the Finnish wine business could be integrated into domestic popular tourism and as such be labelled as a part of the luxury tourism scene within Finland.

2.1 The history of viticulture in Finland

Historically, Finland hasn't had the suitable weather conditions required for growing the *vitis vinifera* grapevines and as such the more commonly grown berries were equally an easier and better choice for wine production. Finland's first vineyard, called Hermannin Viinitila, was started in 1989 in Ilomantsi. (Hermannin.fi 2021) The wine production became more common in Finland as recently as 1995 due to a proposed alcohol law getting passed (Alkoholilaki (1143/1994)), which meant that wineries were allowed to start producing and selling wines if the National Product Control Agency for Welfare and Health (STTV) and the municipality where the winery was located at gave permission. (Finlex 1994)

There has been evidence that the *vitis vinifera* plant has been grown in Finland for certain as early as 1786 in the Turku region and at the end of the 1700s in the Fagervik Mansion in Inkoo. During these times, the grapevines were imported from Estonia, Russia and the middle-Europe. However, the grapes that were grown during these times weren't used for wine production, as wine was a good considered to be imported mainly from Germany and France, as they were easily achievable feats for common people. In more recent times, the idea of growing grapevines for wine production in Finland has been an ongoing idea for the past 100 years, where there has been mentions of grapevine growing on open soil in the year 1912 in Köyliö: and then was further researched in the 1930s by prof. Olavi Meurman near Turku. The research was mostly focusing on the survivability of the grapevine over a cold winter, which they survived well; however, the grapes did not fully ripen every year before the winter came. (Karvonen 2019, 20-22.)

Finland has had an enthusiastic wine growing community already from late 2009 when the "Suomen Viininkasvattajat RY" was founded, and it was realised that the potential of grow-

ing grapevines was possible. Found in the article from the Finnish wine growing community (Viininkasvattajat.fi 2010) from 2010 is mentioned on how important the growing location is when choosing where to start producing wine in Finland. Due both to the harsh climate conditions found in Finland and how the winter season ends a month earlier in the south (Ilmatieteenlaitos 2021), most (all but 5) wineries are located in the southern and western parts. The main problem that forces these wineries to be located as they are, is the fact that Finland has frost still sometimes as far into the summer as the midsummer festival, which hurts even the most resilient grapevine plants. This climate phenomena is usually suggested to be combated by all Finnish wineries by safeguarding the grapevines like it is done for strawberries; by giving the berries a cover made of plastic or cloth.

The Finnish commercial wine production has a relatively short history of 135 years. In 1886 the law regarding alcohol claimed that alcohol under the alcoholic strength of 25 percentage was classified as a mild alcoholic beverage, which gave birth to the very first berry wine factories built in Turku. Many of these factories shut down after the initial excitement, however some survived such as the factory started by A.B. Nordfors, which survived up until 1955 when it was bought out. The prohibition of alcohol in 1919-1932 brought a halt to all wine production, and even when the berry wines had gained popularity worldwide in conventions such as Chicago and France, nothing could stop the full prohibition. After the prohibition was cancelled, the boom in berry and fruit wines exploded in Finland. The strictness following the prohibition still meant that production permissions were for larger corporate producers as they were easier to monitor, and eventually sparkling wines made out of berries became the popularity until its' decline in 1980s when the general population discovered wine made of grapes. (Karvonen 2019, 23-24)

As mentioned in above, Finland became a "vineyard country" in 1995 when the law regarding alcoholic beverages was revised and made the production of alcoholic beverages de-monopolized. This gave birth to wineries for producing and selling, however the wines wouldn't be labelled solely as "Wine", as there were separate guidelines and regulations for products labelled as fruit wine as can be seen by the existence of the AICV (European Cider and Fruit Wine Association).

J. Karvonen (2014) from the University of Helsinki wrote a short research paper on growing vines in Finland and the usage of actual grapes for production of wine. In his research paper can be seen that the growing of a hybrid grapevine (*Vitis cv. Zilga*) in Finland is possible and has been done before. The grape is one of the most fitting grapevines for growing in harsh cold conditions such as the northern temperature climate Finland is in.

The test of growing cv. Zilga was conducted at the Lepää vineyard in Lepää, Finland, in the summer of 2013.

In his research paper J. Karvonen states that the historical growing season in 2002-2011 was 198 ± 18 days, which combined with the average growing degree days taken from the Finnish meteorological institute, and as such it was deemed to be enough to attempt the growth of said grapevines. In the year 2013, the Huglin index was 1799 due to warm summer months (June, July, August). This Huglin-Index is sufficient for growing cv. Zilga and many *vitis vinifera* varieties. (Karvonen 2013)

The limitations for growing grape varieties in the Nordic climate make wine producing a challenge, therefore at present the grapes most suitable aren't grapes from the *vitis vinifera* species, but hybrid and disease resistant varieties and grapes from different parent species such as the "rondo" grapevine which has the *vitis amurensis* genes and still due to the produce from it, is considered a *vitis vinifera* variety. (Robinson 2015, 626.)

As a sidenote on the pre-existing wine culture in Finland: in 2019 the first Urban winery was opened in Fiskars, a small creative community of approx. 600 permanent residents, an hour's drive west from Helsinki. Urban wineries are predominantly non-vineyard owning wine producers, who work closely with the grape producing growers across various countries such as France, Austria, Spain, Italy etc. giving them the freedom of operating in smaller areas where growing may not be possible. (Noitawinery 2021) Noita Winery has produced two vintages already from 2018 and 2019, supplied from organic vineyards in Burgenland, Austria.



Image 2. Noita Winery Products. (Noita Winery 2021)

2.2 Climate change and its effect on viticulture in Finland

As mentioned in chapter 2.1, the Finnish harsh climate hasn't been suitable for growing grapevines reliably in the past, however due to the effects of climate change this can already be seen changing and is predicted to change even more in the future. Research done by H. Tuomenvirta in his dissertation for the Finnish Meteorological Institute (H. Tuomenvirta 2004) shows based on statistical tests done that there has been a significant increase in the Finnish annual and spring (March, April, May) mean temperatures in the last 150 years. In the publication "Does Climate Change Allow Grapewine Growing in the Southernmost Finland by J. Karvonen (2015) he mentions: "The temperature of the Finnish climate is predicted to rise by 2°C by the year 2050, and by 3°C by the year 2080, at the same time as rainfall increases up to 30%." which in itself is enough for profitable cultivation of plants normally thriving in milder conditions such as the *vitis vinifera* grapevine. This statement by J. Karvonen can be backed up by research done in 1993 by The Finnish Research Programme of Climate Change (SILMU) which formed a 'best guess' climate change scenario where the annual mean temperature would increase by 3 Celsius degrees by the year 2100. (Carter et al. 1993) This change would bring Finland's climate to similar levels that can be found in traditional wine producing countries in the Central Europe. Currently Finland is limited in what grape varieties can be grown due to the harsh conditions, however if the climate changes towards the predicted path, even the *vitis vinifera* grape variety which is traditionally used for winemaking and grows in temperature climates between 30-50 degrees of latitude (Nässén 2021), will be possible to grow in Finland; and as such popular early-maturing grape varieties such as Chardonnay and pinot noir, which are perfect for cool viticultural climates can be grown (Robinson 2015, 204.) and will be able to further give access to new possibilities to winemaking in Finland.

2.3 Interest in wine domestically in Finland

The popularity of wine, specifically vineyards and berry wine, in Finland has been statistically very seasonal, understandably January & the winter period being yearly the lowest and the summer months (June, July, August) being the highest in interest. Figure 2. below shows the popularity for two keywords related to the wine industry in Finland in a period from 2004 to 2021. The numbers in the figure represent popularity of the keywords, 100 being the most popular, 50 being the area where the keyword had been searched half of the amount compared to the peak searches and 0 being the area where there isn't

enough data to show of the keyword. In blue the keyword “viinitila” (vineyard) and in red “marjaviini” (berry wine).

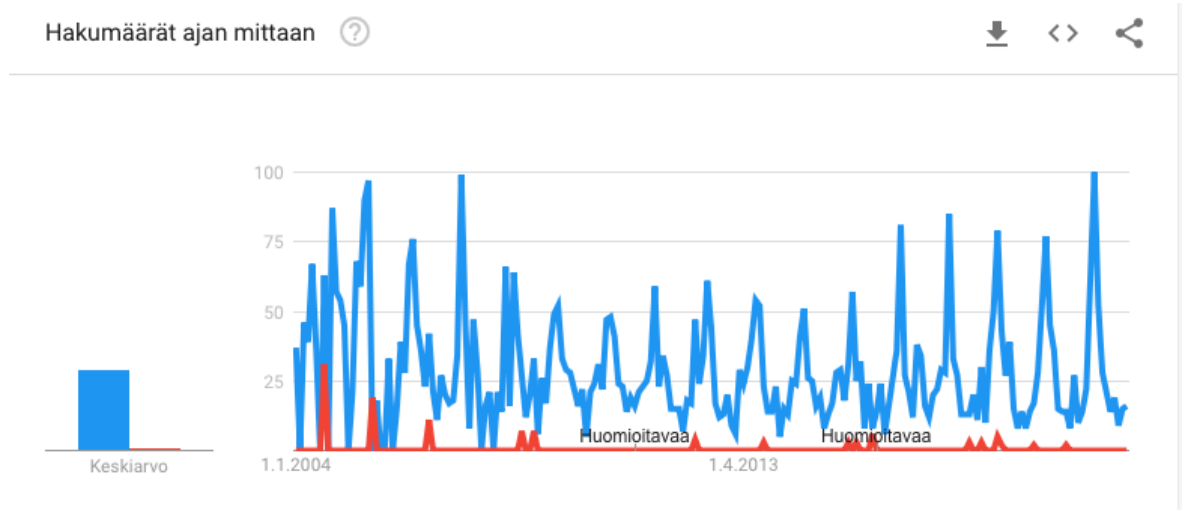


Figure 1. Google keyword searches about vineyards & berry wine in Finland (Google Trends 2021)

The two chosen keywords, vineyards and berry wine, can be directly linked to when is the popular time of visiting and learning of Finnish vineyards and wine. Most vineyards operate only seasonally during the warm season due to the climate necessity involved in growing fruits and berries, and as such are open for visits during these times

The geographical popularity (Area where the keyword was searched the most over the period of 2004-2021) of the keyword vineyard can be seen below in figure 2. with darker areas meaning increased popularity. The popularity seen in the figure can directly be linked to the areas where Finnish vineyards are located at, as per image 2, and the assumption can be made that the interest in the keyword comes from both locals wishing to visit a vineyard and from individuals interested in the possibility of starting their own vineyards.

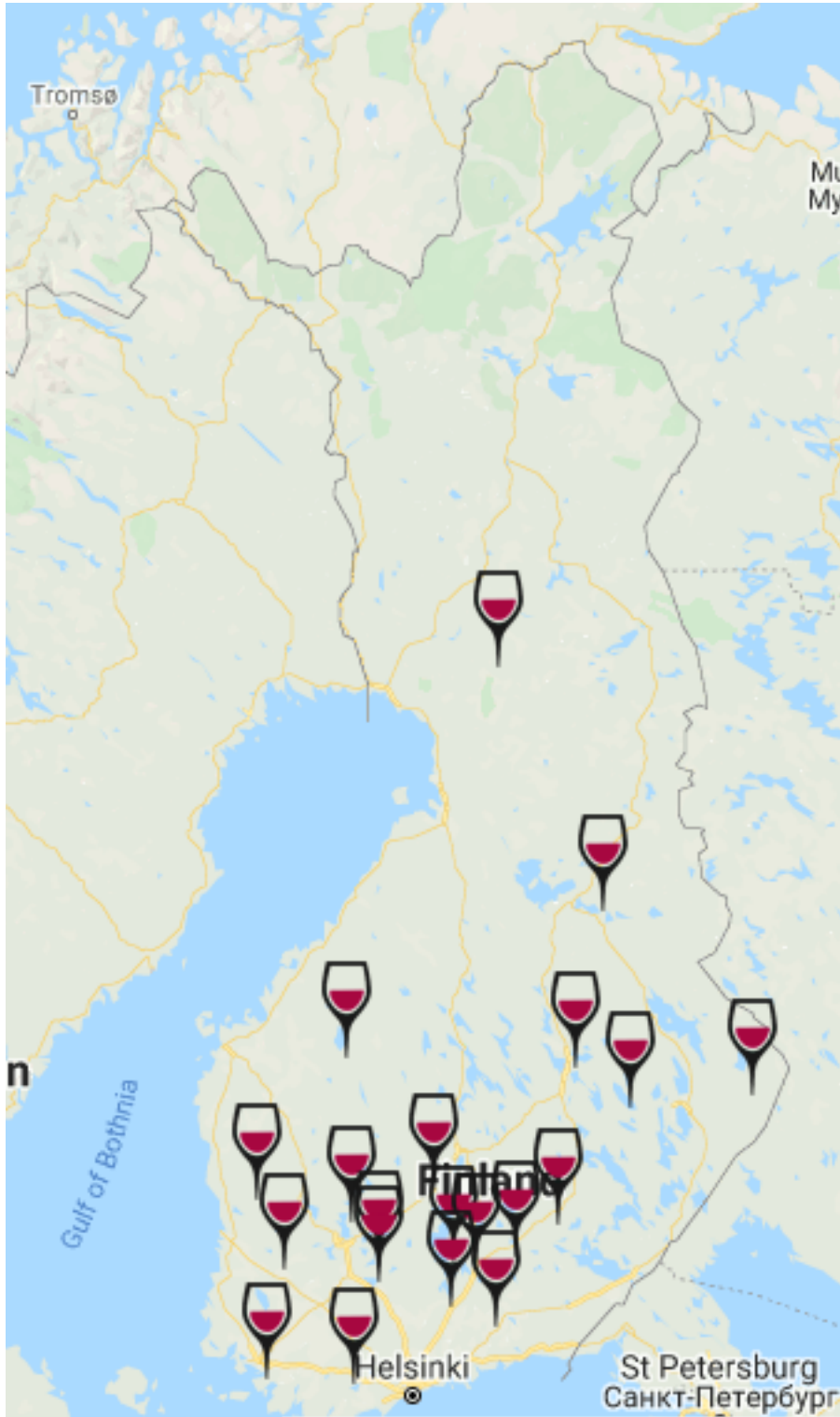


Image 3. Finnish vineyard/winery locations (viinitilat 2021)

Image 3. Has the locations marked on the map of all the Finnish (berry) vineyards and/or wineries. Image taken for reference to understand the figure 2. Below and to directly see the corresponding areas of interest compared to the locations.

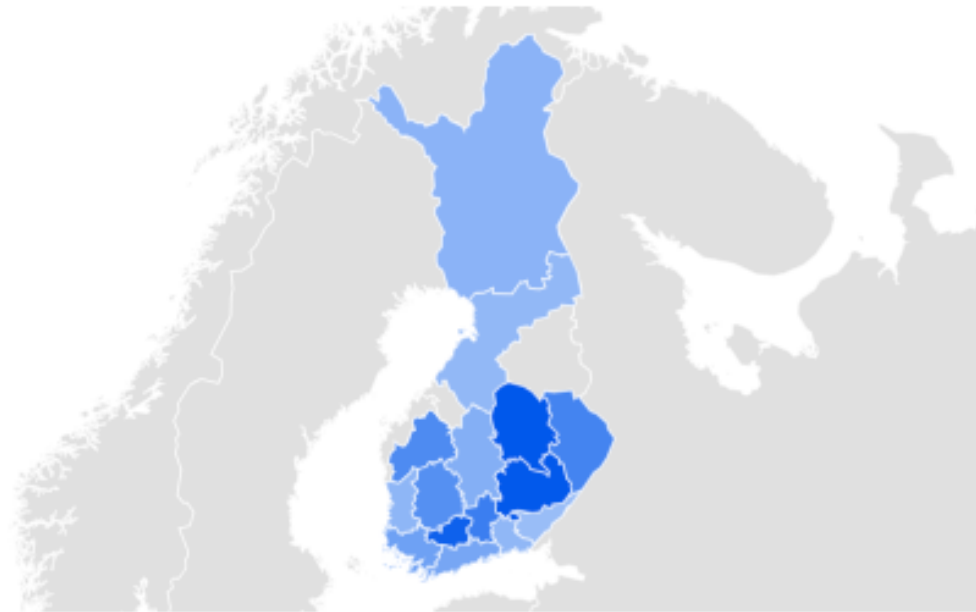


Figure 2. Google trends geographical popularity on the word vineyard (Google Trends 2021)

Figure 2. explains the geographical popularity of a specific keyword (vineyard) in Finland, which as mentioned earlier can be assumed to be linked directly with the locations of vineyards and as the climate conditions in the southern Finland are more suitable for the growing, the interest can be due to the growing interest in starting ones' own vineyard.

2.4 Future of viticulture in Finland

As Finland is a Nordic country in a relatively similar climate setting from its other neighbouring Nordic countries, naturally the approach to looking for a path towards becoming a recognized wine producing country would be by observing how countries such as Denmark, Norway and Sweden are going about the wine production. Scandinavia is becoming year-by-year more serious about the winemaking industry, fuelled by the last decade's cultural and climatic changes (Nässén 2021). Even in the possible future scenario where Finland becomes a wine producing country, nearly all of the vineyards would be in the southern regional area of Finland, since as explained in chapter 2.1, the Northern climate is too unforgiving for grapevine growing.

A major key learning that can be gathered from the pre-existing Scandinavian wine production is the fact that due to the shorter and cooler growing season naturally happening in Scandinavia, the wines tend to be harsher and more acidic than wines produced in warmer regions, making the whole process of producing high quality wine daunting as the

berries may need to be hand-picked even before they reach full ripeness; sometimes resulting in too low sugar content. The issue can be combated with the use of chaptalization (a common winemaking practice whereby the final alcoholic strength of a wine is increased by the addition of sugar to the grape juice before and/or during fermentation). Although the practice is commonplace and the norm in the northern Europe, it is generally frowned upon. In the EU permission is required to be able to do it, depending on the EU climatic zone the area falls into. (Robinson 2015, 159.)

3 Wine tourism

This chapter goes into detail about wine tourism (enotourism, oenotourism in specific terms) and shows how other countries have taken advantage of it. The aim of this chapter is to understand what the benefits of wine tourism are and how it is intertwined with other sectors related to tourism. The link between wine and tourism is briefly touched upon, to give this study a purpose further than just understanding whether Finland could or could not become a wine-producing country; but to understand the benefits of the connection between wine and tourism.

3.1 Wine tourism explained

” Also known as oenotourism, wine tourism, or vinitourism. It is the tourism of (or including) tasting, consumption, or purchase of wine, many times near or in the source. Instead of other types of tourism that are frequently passive, enotourism can involve visits to wineries, taste wines, vineyard walks, or participating in the harvest.” (IGI Global 2021)

Charters & Ali-Knight (2002) define wine tourism in their research “Who is the Wine Tourist?” as “Travel for the purpose of experiencing wineries and wine regions and their links to [Australian] lifestyle. Wine tourism encompasses both service provision and destination marketing”. They suggest that wine tourism in itself encompasses multiple characteristics including: a lifestyle experience, supply and demand, an educational component, linkages to art, wine and food, incorporation with the tourism-destination image and as a marketing opportunity which enhances the economic, social and cultural values of the region.

The introduction of cellar door sales (selling straight from the winery) and hospitality facilities (the opportunity to stay near or at a winery) have assisted the exposure vineyards and wineries needed for increased potential sales through a wider range of offerings, such as events held at the vineyards, accommodation and souvenirs. Studies note that interdependence between tourism and the wine industry has become increasingly recognised (Alonso 2005 in Hall & Macionis 1998; Mitchell & Hall 2006). The aforementioned developments form a part of the phenomenon called wine tourism, which has grown and become popular in more recent times. (Alonso 2005)

Traditionally, cellar door sales, namely the wine, has been the main and most appealing element for wineries to sell, however wineries have been introducing tourism related features to their strategy in achieving higher revenue and profitability. Alonso (2005) states in

his research paper that a study by Morris & King (1998) notes the need to invest in facilities and trained staff, which shows the significance of these two in the transition for wineries from being product based to becoming product and service based to further develop the wine tourism service.

3.2 Wine tourism in pre-existing wine regions

The correlation between tourism and wine has been understood for over a decade already, and many wineries have understood that to achieve popularity, brand awareness & loyalty, and as such increased revenue, they'd have to capitalize on the increase of popularity in tourism these recent decades. Many of the pre-existing wine-producing countries have had multiple years of research and development accessible for understanding the amount of tourists and what their preferred activities were and as such had the opportunity to capitalize on facts such as the many studies conducted in Australia regarding wine, as an example.

The location of wineries/vineyards has been considered highly influential in the opportunity of advantage within wine tourism. It is easier to attract tourists to destinations that are closer to major interest points or big cities. Attracting tourists to the Napa Valley vineyards, them being next to San Francisco (5 million inhabitants+), is much easier than trying to attract tourists to the vineyards in Cahors in the South of France which is a 6 hours' drive away from Paris. (Karlsson & Karlsson 2017)

3.3 Wine tourism in Finland

Finland has a relatively short timeframe so far of having (country)vineyards and wineries producing (berry)wine, and as such the concept of wine tourism is still only a matter of a growing possibility. The wine-producers in Finland are aware of the benefits of tourism.

The locations of Finnish (country)vineyards initially weren't influenced by the factor of tourism in mind; however, the most successful ones have found a huge impact on their revenue from the tourism factor where the (country)vineyards were coincidentally located in/or near a sort of tourist attraction and as such bring in both domestic and international guests who are looking for an addition to their already existing travel agenda.

At present the most prominent international visitors to the vineyards are those tourists who are already coming for a reason other than visiting the vineyards, yet they coincidentally are on the way to their main location. As an example of this, Russian tourists coming to visit Finland might stop by vineyards that are between their destination and Russia.

3.4 Benefits of wine tourism

Carlsen (2007) indicates in his study “A Review of Global Wine Tourism Research” that as the wine industry keeps growing further in production capacity, the competitiveness in reaching profitable margins becomes a challenge many vineyards & wineries have to combat; and as such direct sales to winery visitors coupled with the merchandising and food and beverage sales, combined with the accommodation & events mentioned in chapter 3.1 are key factors in increasing revenue for wineries (Dodd 2000 in Hall, Sharples, Cambourne & Macionis 2000; Alonso 2005 in Hall & Macionis 1998; Mitchell & Hall 2006).

Vineyards all around the world have understood to develop further the facilities for tourism incorporation in their business to further increase revenue, and it is well known that wine tourists (explained further in chapter below) tend to spend a lot on their trips to wineries. Usually, wine tourists incorporate the vineyard tours to their other holiday activities, and as such benefit the whole tourism sector in monetary spending.

Wine tourism is an authentic way of discovering some of the more rural and inland areas of a country, as most wineries and vineyards are generally located further away from bigger cities. The wineries are an easy way for opening the doors towards the regional culture for tourists, and the rural areas benefit from the influx of tourists that initially are brought there for the sake of the wineries. Wine tourism tends to act as a lever for the local economy, with the increase in tourism offers, small towns in the interior gain new business and job creation possibilities. The presence of travelers throughout the year is a guarantee of sustenance for the community and local entrepreneurs. (Foodandroad 2021)

Hall & Mitchell (2000, 447.) define wine tourism as visits to vineyards, wineries, wine festivals and events in which tasting and/or experiencing the characteristics of winemaking regions are the principal pull factors for visitors. As such, wine tourism can be concluded to be interlinked as a subsector within many tourism sectors such as agricultural, rural, cultural, special interest tourism, and industrial tourism.

Wine tourism, as a form of industrial tourism, can be seen as a tool for regional development that favors the integration of the primary (agriculture), secondary (wine

industry), and tertiary (tourism) sectors. Furthermore, the landscapes of winemaking regions are of particular value, due to the unique nature of the regional “tourist terroir”. Indeed, winemaking has endowed many regions with a rich cultural heritage, made up essentially of traditional wineries and vineyards which today comprise one of the emerging tourist trends with the greatest appeal and potential for growth. Wine culture is the essential component of wine tourism activity and, therefore, is directly related to the environmental, economic, and social sustainability. (Andrade-Suárez & Caamaño-Franco 2020)

3.5 The typical wine tourist

The wine tourist has been attempted to be specified by many researchers and professionals in the sector, however there are only general varying opinions on how to classify them, not a single correct way. In an article written for Forbes in 2017 by Per and Britt Karlsson, a Swedish couple living in France and the founders of BKwine; a world leading wine tour operator, the average wine tourist is classified into three different kinds:

1. The wine geeks: These are the type of wine tourists which wish to know everything about wine and the sole purpose of their travels is wine.
2. The gastro-tourist: Wine in itself isn't their sole purpose, however combined with food it becomes the reason of travels
3. The passing-by casual tourist: These tourists are the majority who will visit the wineries since they are already in a region where the wineries are.

(Karlsson & Karlsson 2017)

Some researchers have tried giving an overall general profile for the wine tourist. For instance, Getz (1998 in Charters & Ali-Knight 2002.) describes them “Couples with no children and those with higher education and incomes in professional occupations.” Pikkemaat, Peters, Boksberger & Secco (2009) mention how the the deliverance of experiences and added value for wine tourists will be of increasing importance in the future: wine tourists will be more experienced in wine and search for authentic wine experiences.

Research on wine tourists' behaviour conducted by Charters & Ali-Knight (2002) indicated that wineries attract a diverse mix of consumers, which implies different needs and experiences. Furthermore, written by Axelsen & Swan (2009): when wine tourists receive the benefits they desire, their experience can influence their consumption and purchase behaviour. In the study by Saayman & van der Merwe (2014) is mentioned how the common wine tourist was adapted into the 4E model of the experience economy by Quadri-Felitti & Fiore (2013) as can be seen in Figure 3. below and therefore their motivations can be studied further and evidently linked for beneficial purposes in the process of increasing wine tourism.

<p style="text-align: center;">Entertainment <i>Tourists are engaged by performances</i></p> <ul style="list-style-type: none"> • Cellar concerts & musical performances • Museum & Heritage sites • Demonstrations on how the winery works • Blending own wines at the vineyard • Wine & Food pairing 	<p style="text-align: center;">Educational <i>Tourists enhance their knowledge or skills</i></p> <ul style="list-style-type: none"> • Learning history of the wine • Wine tasting & Seminars • Wine & Food pairing • Blending own wines at the vineyard
<p style="text-align: center;">Esthetics <i>Tourists are enriched by sensual environments</i></p> <ul style="list-style-type: none"> • Enjoyment of unique lodging on-site • Driving rural roads surrounded by grapevine fields 	<p style="text-align: center;">Escapist <i>Tourists become engrossed by participating in a different time or place</i></p> <ul style="list-style-type: none"> • Outdoors vineyard tours (Hiking, cycling, horse tours) • Birds-perspective vineyard tours • Harvesting grapes & experiencing an authentic day of work at a vineyard

Figure 3. Typical wine tourist activities within the 4E model of the experience economy (Quadri-Felitti & Fiore 2013)

In this figure the wine tourism activities have been categorized based on the four realms of an experience chart by Pine & Gilmore (1998) and as such the wine tourist can be equally categorized based on the activity types they prefer when traveling. These categories are explained further below.

1. Entertainment in wine tourism:

The entertainment seeking wine tourist is rather engaged by performances and activities. The relevancy of the adaptation done by Quadri-Felitti & Fiore (Figure 3.) is further backed up by the study from Alonso (2005) where he states that research done by Lew (1987) presents three dimensions related to tourism, which could help in understanding the potential links between attractions and winery visitors. First of the dimensions is the

idiographic dimension, which emphasises unique elements and attributes of a site, such as events, culture & festivals. Events such as these may contribute to the consumption and sales of wine as well as help develop the brand loyalty among the visitors and improve their general relationship with the winery. (Carlsen 2006; Hall et al. 2004, 81-99.) The second dimension mentioned is the organisational dimension, under which is suggested, that those travelling to wine regions can build a relationship with the area or region: as the wineries & vineyards can be perceived as potential attractions. Finally, the third and last, the cognitive dimension which Alonso quotes from Dodd & Bigotte (1997, 47.) as “organizes attractions according to how tourists perceive them” which can be linked to the organisation of events such as wine festivals and winery tours.

2. Education in wine tourism

It is important to establish that the education mentioned in this chapter is not to be confused with wine education which is in the context of formal school education, but rather educational purpose of visiting vineyards and wineries. The educational wine tourist meant in this chapter is a person who wishes to learn and absorb knowledge of the wine they are enjoying and/or how the wines are prepared on a general scale.

Education has been repeatedly identified as a major motivator for wine tourists by many researchers such as the research mentioned in chapter 3.1 by Charters and Ali-Knight (2002), and by Alonso, Bressan, O’Shea & Krajsic (2013) in their article “Educating wine visitors and consumers: an international perspective” for the Current Issues in Tourism publication. In the article by (Alonso et al. 2013), the emphasis has been put on how most research done on the value of education in wine tourism has been done a long time ago even though its significance is clearly visible. Most research done on this specific topic is narrow and focuses on single countries situations, not the internationality which their article does. In another study conducted by Canja (2010) the role of education in oenotourism development was discussed how education within wine plays a key role in converting an occasional drinker into a dedicated wine appraiser. In their study had been listed a variety of methods from those involved in the wine education for further development in educating about wine such as: tasting notes, answering questions, providing general information about wine and visits to wineries. The study concluded that the benefits of educating wine consumers properly would include: Increasing consumption of wine in the region visited; tourism development and the emergence of new types of wine and a possibility of creating brand loyalty.

As can be seen based on the articles above, education is an appropriate topic for the 4E model when examining the motivations of a wine tourist. According to Carlsen & Getz

(2008) and Charters & Fountain (2009) learning constantly comes up as a topic for motivations in the research on wine tourism regardless on the demographics involved such as age and background; however, Charters & Ali-Knight (2002) explain in their research how regional and cultural variations can be noticed in how eager a certain demographic (in this case the wine tourist in Australia's Swan Valley who is older and more knowledgeable than their equivalent in Margaret River) is for learning more on wine and as such feel that their needs on learning were satisfied easier than their counterpart.

3. Esthetics in wine tourism:

" Although the predominant meaning of the word 'aesthetic' these days is pertaining to beauty, the word derives from the Greek word for sense perception, aesthesis. It should be a commonplace that a proper understanding of the aesthetic and aesthetic value must give a proper place to the contributions of sense perception. Once we realize this, we see how wine is indeed a central example of an aesthetic object, whether or not it is an art object." (Crane 2007)

The quadrant of aesthetics applies when the visitors see their experience as artistic and visual and is completely immersed in it but themselves have little or no effect on it. As an example, a wine tour of Europe. (Ali-Knight & Pitt 2001) As seen on the figure 1. above, unique lodging can be considered a part of the aesthetic experience of wine tourism: a tourist may want not only the vineyard experience, but they would much rather stay at a location which has scenic peaceful views and/or an opportunistic stay in a lodging they normally couldn't achieve in their own living area.

4. Escapism in wine tourism:

Escapism involves much higher immersion than the aforementioned Es of the model. This is more suitable for when the consumer is actively involved and completely immersed in the experience (Ali-Knight & Pitt 2001). As an example, joining in on the whole process of a day-to-day life of an employee at the vineyard.

Wine destinations tend to provide multiple different activities for the guests to enjoy, rather than only the wine experience itself. Those tourists who classify as escapists have a tendency of enjoying things that they can't do in their normal day-to-day life, and these immersive and participatory activities such as the ones mentioned in the figure above are noted as reasons for some to visit vineyards. (Sparks 2007 in Vo Thanh & Kirova 2018)

4 Conducting the study

As the interviews were semi-structured and qualitative, questions were formed having the theoretical part of the thesis in mind, to back up the questions in need of answers. The questions were sent beforehand for the interviewees and later on the interviews were held online through calls or e-mail depending on the availability of participants. The questions were more so a base to use and questions were open-ended so the participants could give insight that would've otherwise been missed. The importance of participants' own experience played a key role in gaining knowledge whether the implied benefits of tourism linked to wine actually played a role they saw as important, and as such the participants were given a freedom on what to say, rather than strictly following the questions.

4.1 Research method

Research method can be divided into two different methods of research: qualitative and quantitative. It is necessary to understand which of the two is more suitable for the type of research conducted for the research purpose of ones of studies. The qualitative method in short, focuses on the "why" rather than the "what" of social phenomena, and rather than logical and statistical procedures, multiple research methods such as case studies and analyses etc. are used to study psychological factors behind answers and actions from interviewees and topic. Whereas quantitative refers to gathering numerical data and analysing it meticulously, to allow conducting simple to extremely intricate statistical analyses that aggregate the data. Quantitative data collection includes methodology such as questionnaires and structured observations etc. and heavily relies on the data amount collected. (Ahmad, Wasim, Irfan, Gogoi, Srivastava & Farheen 2019)

Miles & Huberman (1984, in Silverman 2013, 123.) state that "Exploratory studies need to be far less structured than confirmatory studies; if your sample size is very small then cross-case comparison will be more limited and, therefore, the need for standardized research instruments will be less." Indeed, as the number of interviewees for the topic on hand was understood to be low already from the start of this research process, the choice of using qualitative was a rather natural path towards achieving the greatest results for this thesis.

Qualitative research is chosen usually when the data preferred for the research topic isn't a straight-forward question and problem that is known and the solution to the issue could be found with a hypothesis and large amounts of data to back it up. The qualitative

method is used rather when answers are needed for questions about experience and perspective from the participants, where the data is not amenable to counting or measuring. (Hammarberg, Kirkman & de Lacey 2016, 498-501.)

One of the big benefits of choosing qualitative research methods in this context is considering how every wine-producer/vineyard worker in Finland has a different opinion to the potential of actual grapevine growing and as such to the potential of producing wine made of grapes, and the varying mindsets on how they see the effects and importance of tourism in their vineyards, and how they have accommodated to the tourists' needs. The low number of vineyards available give a big enough sample to understand the key differences forming their opinions based on locations and who the average guest is.

As Atkins & Wallace (2015) mention in their publication that interviews are a frequently used method for collecting qualitative data. They mention on how there are multiple good reasons as to why, where one of the bigger reasons is that the interviews allow us to engage with our research participants individually face to face in a way that questionnaires or focus groups, for example, would not. Qualitative interviews encourage dialogue between the participants and the interviewer, thus giving room for information to be gained that normally wouldn't come out through the direct questions formed. As such, the reason for choosing interviews as the approach for data collection from real life samples can be further justified to be suitable in the case of this study.

It has to be noted that there is a disadvantage with interviews, as well, which usually comes up when they have already been conducted, which is the analysis of data being rather arduous and complex oftentimes. Drawing conclusions or even constructing theories based on what someone has said can often come down to own interpretation. Therefore, when conducting interviews one has to be very meticulous in analysing and transcribing the interviews fully without any room of misinterpretation. Interviews usually might come up with the issue of trustworthiness and reliability, as the interviewer has to understand how big of an effect they themselves had on the interviewee: would they answer in a similar manner to some other interviewer & how likely it is the interviewee is speaking the "truth" and not twisting their answers to be more suitable for themselves or the topic.

4.2 Data collection methods

The data collected for this thesis was conducted by qualitative semi-structured interviews. This thesis could benefit of quantitative data collection, as a higher amount of data leads to higher amount of perception on how the locals participating in the wine-industry see the

topic at hand. However, as the amount of vineyards and/or wineries existing in Finland is a relatively low amount of less than 30 (Termonen 2020), it is rather hard to achieve a high enough result for quantitative research which amounts to form any accurate data. Therefore, the qualitative research chosen became the natural selection and the benefits from qualitative research give a more complex understanding on the opinions of local wine producers and how they see the objective of this thesis, the potential of a future with Finland becoming a wine-producing country and therefore the possibility of achieving greater amounts of wine tourism.

The interviews were conducted in a loose timeframe between March and May as the interviewees, who all were somehow related to the wineries & country vineyards, understandably would be busy during the peak months of business as addressed earlier; during the summer & growing season. The interview questions (Appendix 1.) were linked through chapters in the theoretical framework to understand the importance and relevancy of chosen questions. Firstly, the query for interview was sent via e-mail to 20 various professionals in the field of wine expertise in hopes of achieving as many interviews as possible, and out of the 20, five answered positively accepting the interviews. The interview questions were then sent to the five respondents to let them have some time to think before they had an opportunity to participate in the interviews.

As the limitations caused by the ongoing pandemic in 2021 cause issues in any other form than online interviews, all five interviews were held over zoom or phone calls, depending on the preferences of interviewees. All except one of the interviews were recorded for the sake of accessibility and ease of transcribing at a later date, as the interviews each took anywhere between 30 minutes to 2 hours. As the interviews were structured more towards open-ended questions and semi-structured theme, the duration of each interview varied heavily based on both the knowledge and availability of interviewees.

The interviews were transcribed afterwards by use of applications such as otter to fully analyse the data collected without missing any key points. As the interviews were conducted in both English and Finnish, the transcription had small issues of mistranslation, however none of the important points were missed. To further analyse the data, each interview was labelled with numbers from 1 to 5, and in this thesis for the sake of brevity, the interviews are referred to as I1-I5 when mentioned. Key emphasis has to be put on the fact that none of the interviewees' identities are disclosed in this thesis, and full anonymity is guaranteed by referring to the interviews with codes mentioned above I1-I5. Any information that could potentially lead to discovering the identity of any interviewee in this thesis was chosen to

be left out, and all the data is analysed in a way that it is understood and presented as a broad image of the wine scene in Finland.

The interview questions were structured in a manner that they were backed up by the theory of this thesis and rather were meant as a guideline for following in the interview instead of only asking the questions and looking for answers to them, and a pre-determined possible scenario could be conducted based on the theory. The interviews were expected to give affirmation to the already understood theory, and as such a smaller amount of interviews already gave the perception that most of the wine professionals in Finland were of similar thoughts related to the future of wine in Finland.

Not every question was answered purely as written in the interviews, however the data collected was analysed and grouped based on which question the data fit the best for the sake of understanding the answers easier. The most important answered interview questions as such are listed below:

1. What are the major complications regarding wine production currently in Finland?
2. What do you believe the effects of Finland becoming a wine-producing country would mean for your winery?
3. What are the visitors in general most interested about when visiting your vineyard?

These three questions were understood to be the most important ones after conducting the interviews, as they gave the most insight into the current situation, and the possible futuristic scenario. The rest of the questions, which were answered in a looser manner, can be found in Appendix 1.

4.3 Reliability & validity of the research

Validity and reliability of research is usually something that comes up with quantitative research. However, even with the uniqueness of qualitative studies, it isn't exempt of addressing the validity and standards of evaluating any piece of scientific work. (Silverman 2013.) Rubin & Rubin (2012) state that a major strength of qualitative interviewing is that it produces highly credible results: every conclusion is tightly linked to solid evidence, all embedded in a context. However, credibility doesn't happen by itself; it has to be built in the research design. The credibility is achieved partly by showing the reader that the researcher has conducted the study with people who are informed about the research concerns, and they must be knowledgeable about the research problem. (Rubin & Rubin 2012, 64-65.) It is important to notice that not every person in the field in which the research is conducted is necessarily always a knowledgeable individual. Somebody who

has worked 20 years compared to someone who has just started in a position, will have a different level of knowledge of the topic, and as such evaluating the credibility of interviewed individuals based on prior experiences from them in their field is necessary for gaining a perceived credibility for the study.

It has to be noted that there is a disadvantage with interviews, as well, which usually comes up when they have already been conducted, which is the analysis of data being rather arduous and complex oftentimes. Drawing conclusions or even constructing theories based on what someone has said can often come down to own interpretation. Therefore, when conducting interviews, one has to be very meticulous in analysing and transcribing the interviews fully without any room of misinterpretation. Interviews usually might come up with the issue of trustworthiness and reliability as the interviewer has to understand how big of an effect, they themselves, had on the interviewee: would they answer in a similar manner to some other interviewer & how likely it is the interviewee is speaking the “truth” and not twisting their answers to be more suitable for themselves or the topic.

The centre of qualitative studies is converting the data into written knowledge, which is a rather complex process where the complexity lies partly in how the themes are determined and fragments of data are selected and redeployed, and also in which way the final text is constructed. Both of the given examples are highly creative and rely on the ingenuity of the researcher in portraying what needed to get through to the reader. (Holliday 2016, 123.) Holliday also quotes from Adler & Adler:

“When such written accounts contain a high degree of internal coherence, plausibility, and correspondence to what readers recognise from their own experiences and from other realistic and factual texts, they accord the work (and the research on which it is based) a sense of ‘authenticity’. (Holliday 2016 in Adler & Adler 1994, 381.)

An important ingredient in the validity of a qualitative research is making sure that the claims of the researcher are appropriate for the data collected, and the argument presented around it, and that the claims are true to the people and their affairs around it, without exaggeration. It is easy for the researcher to seek an “easy way out” by tying neatly the so called raw data collected into a coherent text for easier reading or easier presentability, in which often it is possibly the original benefit a qualitative data lost: the meaning to present the feelings and thoughts of the real people who the studies were conducted on. (Holliday 2016, 171-172.)

5 Research results

The interview results were concluded in a way that key findings were gathered from the five interviews and summarised for the sake of ease for the reader. The five interviewed persons' were all somehow highly involved in the wine industry within Finland, however emphasis has to be put on the fact that since actual wine produced from grapevine isn't a common thing in Finland, most of the participants were more involved with the berry & fruit wine sector. The wine community in Finland is rather small as could be seen by (Termonen 2020) mention, and as such the participants knew a lot on the industry and the limitations that hold it in place from evolving further.

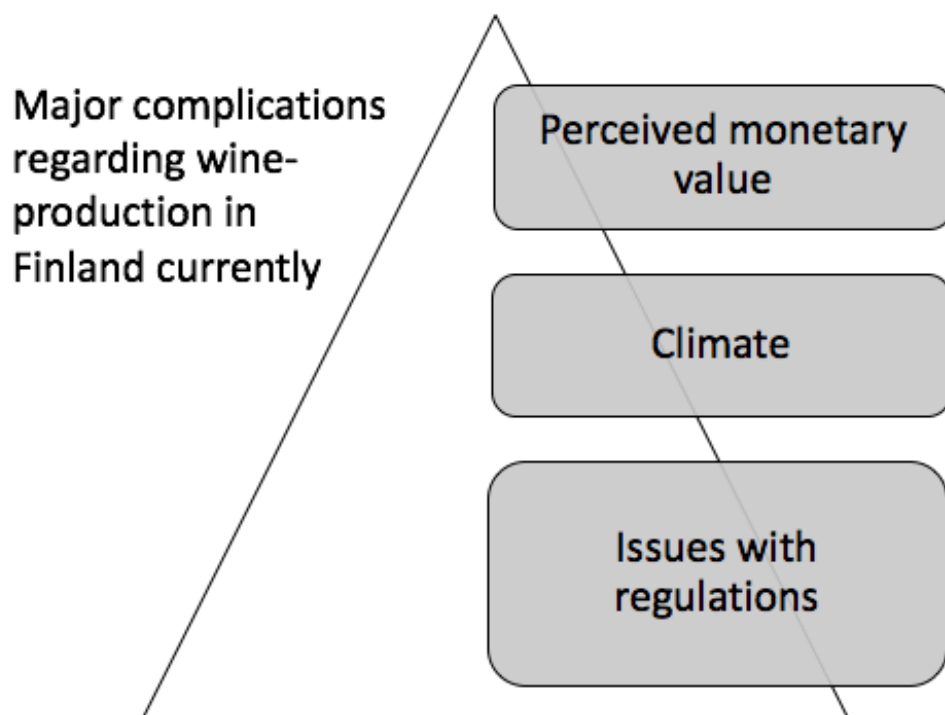


Figure 4. Question 1 key points. (Filip Salminen 2021)

The major finding resulted from the interviews was related to the limitations of growth towards actual grapevine produced wine and its growing. All of the interviewees answered similarly to question 1 (See Appendix 1.) as seen on figure 4 above, giving three main points of interest: The current laws regarding alcohol sales and production heavily limit on how alcohol can be produced by everyone, though more so the small-scale producers such as wine producers. As one of the interviewees mentioned, "There is two key different laws regarding wine production in Finland. To be able to sell your own products in your own farm or shop, the wine must be made of berries or fruits, and a permission for it has

to be gotten from the Finnish Government. For the production of grapevine wines, one needs a special permission, which Finland hasn't gotten from the EU either." Currently Finland has a few small-scale producers of grapevine wine, however they are not allowed to produce it for any other purpose than for use of their own. The interviewee mentioned how there currently is one Monastery in Valamo, Eastern Finland, which has special permission for producing wines made from grapes, however this wine is strictly regarded as church wine.

The Finnish laws are very harsh for alcohol production and sales, and the interviewees mentioned how it is very troubling that they are not allowed at present to sell their bottles straight to the customer from their vineyards if the berries/fruits aren't all produced at their own vineyard; they are only able to sell it for restaurants directly or in glasses at their own restaurants. Another example mentioned was how the vineyards' shop and the restaurant aren't allowed to be in the same building unless they are accessed through different doors from the outside. They aren't allowed to be connected from the inside.

Secondly, and currently importantly, the weather conditions that would make growing the more esteemed and known grapevine varieties currently aren't available in Finland.

The findings from question 1 directly link with the theoretical part where it is mentioned how currently there only are a few varieties of grapevines that have been known to grow in Finland, however the solution can present itself with the climate change and its' effects on the Nordic weather, and as such is just a matter of time. The other key point where the law is taken into consideration can be understood further being an issue at present, however, based on how the law has been made more lenient over the years, the possibility of the laws being passed to be further lenient to the point where vineyards would have a chance of successfully producing and selling grapevine-produced wine, is a possible situation in the future.

"Even though Finland were to become a grapevine-producing country, it wouldn't have a huge impact on the pre-existing berry and fruit wine production, as this world has already so many high-quality wines made of grapes. The Finnish berry and fruit wines are extraordinarily good in quality and flavor, so why make something mediocre just to compete with a high saturated market". (11)

The above quote was a comment from one of the interviewees for the second question, which further backs up the claim in chapter 2.4 how producing high-quality grape wine can

be a very daunting task, not to mention how the climate currently makes the task too unrewarding of a challenge for most producers as they are already producing something regarded as exquisite.

The third question could be understood as very self-explanatory; however, it turns out that many of the vineyards in Finland have a peak-season during summer and winter time. During the summer season the visitors often may want organised trips such as weddings and vineyard tours, however in the winter season, the vineyards shops see a lot of traffic from both locals and visitors from further away who wish to purchase famous local produced wines and goods as gifts for loved ones.

A few major differences that could be noticed, based on the interviews, on Finnish (country) vineyards and the vineyards from more known wine-producing countries is:

1. All of the interviewees mentioned how they don't let visitors into the actual production room where the wine is made, as the high amounts of hygiene are considered very important, and the wineries in Finland don't have the same yeasts for protecting the wine in the cellars which other wineries have.
2. The scale of Finnish vineyards and wine-production is so small that there is not enough room in budgets to further develop tourism services related to vineyards, the availability of lodging near a vineyard usually depends heavily on the vineyard location; whether there is some other tourist destination nearby from where the tourists could nearly "accidentally" take a detour through the vineyards.

The Finnish wine association has been working in the recent years on campaigns on increasing the visibility of the vineyards in Finland, and one example of this is a campaign called "Bongaa viinitila" which loosely translated is "Spot the vineyard". This campaign is meant to benefit many vineyards by having the customers visit more than only the one they initially did, for some small prizes of sorts, such as gift cards for vineyards.

6 Discussion

The research objective was to find out whether Finland had a potential of becoming a wine-producing country in the future, and if so, what were the conditions required for it to be met. As the aim of this study was to speculate a possible future scenario where Finland could be considered one of the wine countries in the world and as such be producing quality wines, the study conducted was of a more comparing manner for a possible scenario by choosing pre-existing wine countries and their approaches towards the wine tourism.

6.1 Consideration of results

In the possible scenario where Finland becomes legally considered a wine-producing country by the EU, the possibilities of wine tourism will gain new heights as the wineries would benefit of tourists coming to visit them, and the vineyards/wineries would have the available funds for creating a more preferable experience catering for the, specifically, wine tourists' needs following the 4E model seen in figure 3. Currently a major complication for the wineries is the low amount of funds for marketing for the key audience, and many might not even know about the existence of the wine production in Finland. Arguably, many of the wineries may consider funnelling (already limited) funds into a more tourist focused approach a hard or even bad thing to do, however as reasoned in this thesis, given the correct conditions, a tourist will more likely re-visit the vineyard and/or tell their friends of it if a possibility of a weekend getaway is actually available.

The tourism sector in Finland would have great benefits of gaining further attractions than what currently exist, and wine becoming a possibility for attracting tourists in the future would also mean that those said tourists would be spending money on other activities and likely want to experience more of the rural areas where the wineries usually are located at. This in itself would increase the revenue of smaller areas and give local producers both within the wine sector and others such as small-sale businesses, the visibility they'd need for improving of sales.

Understandably, a major requirement for wine tourism to become a successful factor of benefit for the Finnish wineries/vineyards and as such, the economy, is as explained by the research and interviews, the need of collaboration between the wineries.

To further develop the possible scenario of wine tourism involvement in the pre-existing wine sector of Finland, it is necessary for the Finnish legislations to become more lenient

regarding wine production, and once the climate hits an acceptable level of warmth for the growth of more popular *vitis vinifera* grape varieties; the dependence of the EU giving permission for wine production can possibly cause a future of large-scale grapevine wine production.

The study found that at present, the (country)wine producers in Finland don't find themselves threatened by a possible situation where the climate gets easier for grapevine production and the regulations would allow it. As understood in the research results chapter above, the Finnish country vineyards and wineries likely wouldn't suffer of the competition created from grapevine wine production, as the berry and fruit wines are something that can be seen as an exquisite delicacy created from extraordinarily good local produce.

Once the requirements are met for Finland to become a wine producing country on the EU standards, the highest likelihood of attracting tourists and as such extra revenue would most certainly happen through other tourist attractions, however, as has been mentioned before; collaboration between the wine and tourism sector is a must for the vineyards to further thrive in a competitive environment such as the grapevine wine business would bring.

6.2 Self-reflection

The thesis process was an arduous task to be completed. This thesis was a rather challenging task to complete due to having a very harsh schedule of having a full-time job at the same time as trying to reach an acceptable level of depth in the thesis.

Time management was a problem which was already understood at the first moment of writing this thesis, and it affected the writing process a lot. However, once the research started, it went smoothly.

This thesis could've been made better in many ways, however a key issue that came against the thesis goals was the limited availability of professionals in the field of wine in Finland. Finding theory related to wine tourism was an easy task to do, however the theory could not fully directly be linked to the Finnish wine experience, as a key difference was already given away in the name "country wine" from the more commonly known, and topic of this thesis, grapevine wine.

The topic on hand was a very broad topic in general, and even after narrowing it down within Finland to the most important points, it became clear that a lot of studying had to be

done and many different variables had to be researched and understood well. A good example of something that had to be grasped and caused a lot of complications was the effect of climate changes in Finland. Having to find and read data that the author of this thesis never experienced before found to be a problem that had to be overcome.

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Appendices

Appendix 1. Interview questions

Interview questions:

1. What are the major complications regarding wine production currently in Finland? **(2.1.1 & 2.1.2)**
2. What do you believe the effects of Finland becoming a wine-producing country would mean for your winery? **(2.3 & 3.4)**
3. Which months do you see the highest amount of traffic from travellers? **(2.2 & 3.5)**
4. How big of a percentage of your visitors are domestic and how many international travellers? **(3.3.1 & 3.3.2)**
5. What are the visitors in general most interested about when visiting your vineyard? **(3.5)**
 - a. What are domestic visitors most interested in? **(3.3.1)**
 - b. What are international visitors most interested in? **(3.3.2)**
6. How do you see the potential, of including vineyards in domestic tourism as a luxury getaway, happening? **(3.3 & 3.4)**
7. In what way does your winery support wine tourism? Are there tasting rooms/food to serve with the wine/organized events or something else? **(3.5)**
8. What do you consider to be the most important factor to promote for bringing visitors to your winery? **(3.5)**
9. What are the issues/complications that come into mind when considering wine tourism involvement with your vineyard? **(2.3 & 3)**