

The background is a detailed topographic map showing contour lines and some built-up areas. A specific region in the lower-left quadrant is highlighted with a thick yellow border. A large, dashed circle is centered over this highlighted area, extending across the middle of the page.

CAPTURING

LOCALLY BOUND POTENTIALS IN RURAL DENMARK

*A multi-scale, place-based study of
development potentials in Høve, Odsherred*

TITLE PAGE

Project title:
CAPTURING
LOCALLY BOUND POTENTIALS
IN RURAL DENMARK
- A multi-scale, place-based study
of development potentials
in Høve, Odsherred

Paper submission date:
May 24th

Project period:
February 1st - June 8th

Supervisor:
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Technical supervisor:
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Project report:
Number of pages: 205
Appendices: 7

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ABSTRACT

The thesis seeks to explore how locally bound potentials can be captured within the Danish rural outskirts. The output of the thesis is a framework for capturing locally bound potentials.

To understand how locally bound potentials are identified and used for development purposes, best practice examples are analysed. The outcome shows that the development potentials are mostly tourism-themed potentials. Other potentials like landscape- or community-themed are subcategories of the tourism-themed ones. Therefore, another aspect of this thesis is to investigate, if it is possible to develop locally bound potentials where tourism is not the priority.

The thesis is accomplished in a context of a small town Høve in Odsherred municipality. A review of definitions of rural outskirts is necessary to verify if Odsherred can be categorized as a part of it. The research concludes with a list of indicators, that confirms Odsherred as a part of the Danish rural outskirts.

The method for capturing potentials focuses on ascertaining different views on the location. Firstly, the researchers investigate

the town Høve as representatives of built environment professionals. The gained knowledge is supplemented with inputs from locals, adopting their inside knowledge. Both views are compared and enhanced with the approach of the local authorities, which is the deciding component in the equation.

The end result of this study is a map of locally bound potentials, where the outcome is analysed through a screening process leading to the selection of locally bound potentials suitable for development.

As a critical point of development in Høve, a community hotspot is prioritized. The parking lot with its view is chosen as an accommodator for the recommendations and the locally bound potential. Furthermore, the time-frame for the development is set in a period of six years focusing on what can be achieved in a political period of four years.

Finally, the method is summarised and presented as a framework for capturing locally bound potentials; it is a response to the existing research concerning asset-based development in the rural outskirts and should be viewed as its supplement.

READING GUIDE

The thesis, apart from the appendix, is divided into seven chapters, which are composed according to the general structure of the project. Throughout the report, each chapter starts with a short presentation of the content. The project moves through different scales within the chapters; whenever an end scale is reached, a coloured page indicates the shift. The introduction of the report familiarizes the reader with the background for the thesis and the initial research question. The second chapter presents the methods used while performing the study. Further, the examples of best practice within both, an international and national contexts are analysed and the theoretical research on understanding the rural outskirts is introduced.

The chapter "Capturing locally bound potentials" focuses on utilizing different approaches to this subject, which should be read as separate parts of the main chapter. The views are concluded on removable maps of potentials, thereby the reader can compare the different approaches, as well as the method for capturing the potentials, with the outcome on the side. The proposed framework is an answer to the research question and is followed by the recommendations for

Høve. The collages presented together with development recommendations should not be read as design proposals but as conceptual visualizations focusing on atmospheres. The project is summed up in the conclusion and reflection chapter, where the researchers evaluate and discuss upon the thesis process. The content is followed by a reference- and illustration list. All references throughout the booklet are stated after The Harvard Reference Method.

The appendix, which is referred to throughout the thesis, can be found at the end of the report. As the report is written in an impersonal form, the authors of this thesis are referred to as the researchers, the authors or the representatives of built environment professionals.

PREFACE

This project is a Master Thesis at Urban Design MSc04, Aalborg University, The School of Architecture, Design and Planning. The thesis deals with the topic of locally bound potentials in rural outskirts of Denmark. The key aspect in this project is the gap in the development strategy of those areas, which will be discussed and analyzed throughout the report. As an outcome, the thesis aims to create a framework for the neglected aspect of the strategy which can later supplement the general method of developing the rural context. Additionally to the framework, the thesis will include development recommendations for the case site accompanied by conceptual visualisations of the chosen, critical development potentials.

The site of the study is a small town, Høve, in the Odsherred municipality. The research is based on a specific location since the potentials cannot be examined without an enclosed context. Several study trips to the research location were arranged, during which analysis, maps and reflections upon the area were conducted. In the collaboration with the municipality representative, it was possible to get in contact with active citizens and stakeholders of the town.

ACKNOWLEDGEMENTS

At this point, the authors would like to express their gratitude to Paya Hauch Fenger, project leader in the “Cultural and leisure” department of Odsherred municipality, for sharing her informal network and the inside knowledge about the practices applied by the local authorities.

Furthermore, the researchers would especially like to thank Michael Andersen, the former president of the town association Høve, for the willingness to share his knowledge about the town and its history as well as participation and help with organization of the second phase of collecting empirical data. Besides, great appreciation for Per Hansen, the owner of Café Udsigten, and Karsten Pejsemand, the current president of the town association, as well as all the other participants of the focus group interview for the cooperation upon the project.

Finally, the authors thank all the sympathetic people they have met throughout their interviews and Village Makeover meetings, who made it easier to understand the context of the study.

Last but not least, the authors would like to express their great gratitude to the main supervisor dr Michael Martin and the technical supervisor prof. Niels Agerholm for helpful supervisions, comments, remarks, constructive criticism and engagement throughout the thesis.

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INTRODUCTION

This chapter will serve as an introduction the initial understanding of the topic. The beginning of the chapter states the problems which rural outskirts are facing, to validate why it is important to focus on the development of rural outskirts.

DEVELOPMENT OF THE OUTSKIRTS

Nowadays a very popular topic is the urbanization process, defined as “the process by which more and more people leave the countryside to live in cities” (Cambridge Dictionary, 2018). It is not surprising since almost three-fourths of EU population lives in urban areas, which cover only around 17% of the EU’s territory (Nabielek, Hamers and Evers, 2016).

According to the above statement, rural areas, spreading on 90% of the land with a very low inhabitants rate, start to disappear in the sense of economic impact on the GDP of a country. Nevertheless, most of them have many, undiscovered, locally bound potentials. In a Danish context, as in most other first-world countries, there are some prominent challenges concerning rural areas.

In the 1800s, due to the structural changes and industrialization, many people moved from rural to more densely populated areas looking for jobs in the new factories. The villages have retained their role as the physical, economic and organizational structure for the agriculture sector. The second wave of industrialization, which happened at the edge of XIX century, caused the replacement of smaller agricultural holdings by the larger and more industrialized ones. The regular, small-scale farms could no longer compete in the market and the small towns and villages changed from production sites to reproductive ones (Stedet tæller - perspektiver og erfaringer, 2017). This resulted in the rise of the service economy in the post-war world when the industries shifted to the knowledge-based services. The share of workers employed in professional and business services, such as for instance finance-, real-estate-, engineering-, consulting-, security- or

janitor services, has risen while the one in manufacturing has fallen (Berlingieri, 2014). The rise in service economy was an effect of higher wages offered to those skilled and specialized, who created the movement of consumption. The household became the driver for whether to buy or home-produce (Buera and Kaboski, 2012). Moreover, it provided the skilled and specialized with higher welfare rate; allowing them to live and enjoy the environment of the countryside, while still working in bigger agglomerations (Stedet tæller - perspektiver og erfaringer, 2017).

Those transformations have put a great deal of pressure on the areas located in the rural regions and created a huge difference between urbanized areas and the rest of the country. The population in the rural areas is either stagnating, experiencing a change in composition with more elderly people, or simply decreasing. Another issue presents itself in the coastal villages that are too far from the growing cities to attract growth (Stedet tæller - perspektiver og erfaringer, 2017). The locations which several years ago could be called rural, nowadays are rather categorized as rural outskirts; the towns and villages within those areas are very small and could be seen as islands in the ocean of agricultural landscape.

Two practices can be pointed to when talking about such areas; dismantlement or development. The European Union programme LEADER, as well as the Danish non-governmental association Realdania, are trying to give a second chance to rural outskirts by creating development strategies. With over 20-years experience of the LEADER programme and fresh perspective from Realdania, rural areas across Europe and within Denmark are being improved.

One of the key aspects of currently implementing development strategies are locally bound potentials. It appeared that those potentials could be categorized under several themes. However, despite the fact that both mentioned institutions are using a place-based approach and present the development guidelines as know how rather than to-do list, neither of them is explaining a method for capturing locally bound potentials.

None of the aforementioned methods defines locally bound potentials. The only definition is Realdania’s, which states, that everything can be a locally bound potential. This study, however, distinguishes between potentials and locally bound ones. Through a cross-disciplinary study of potentials engaging with local residents, the collaboration between formal political authorities, informal communities and built-environment professionals, is mapped. The potentials, which appeared through this screening process, are defined as the locally bound potentials.. This is recognized in the thesis, which therefore

adopts a cross-disciplinary approach, with the researchers in the role of the built environment professionals.

The town Høve, located in the municipality of Odsherred, will serve as a research location for this thesis. However, before analysing it in detail, first the municipality needs to be proven as being a part of the rural outskirts in Denmark, based on a study of the definitions of this term. Further, to fully understand the area of Høve, both quantitative and qualitative data will be collected and analysed. The researchers will investigate the town under four themed potentials: landscape, community, cultural heritage and tourism; and from a cross-disciplinary perspective of not only the built environment professionals, but also the view of the local citizens and local authorities.

As an output, the researchers will present a map of locally bound potentials, a framework for capturing locally bound potentials to be used as a supplement for development strategy processes, and place-based recommendations for the town Høve, which will activate the potentials.

RESEARCH PROBLEM

Many development projects happening currently within rural outskirts of European Union countries are mentored by EU LEADER programme. Each country has also their own non- or governmental programmes for such developments; in the Danish context, it is a private association, Realdania. According to the shift in paradigm brought by OECD in 2006, the projects should follow a bottom-up approach and focus on locally bound potentials understood within different themes.

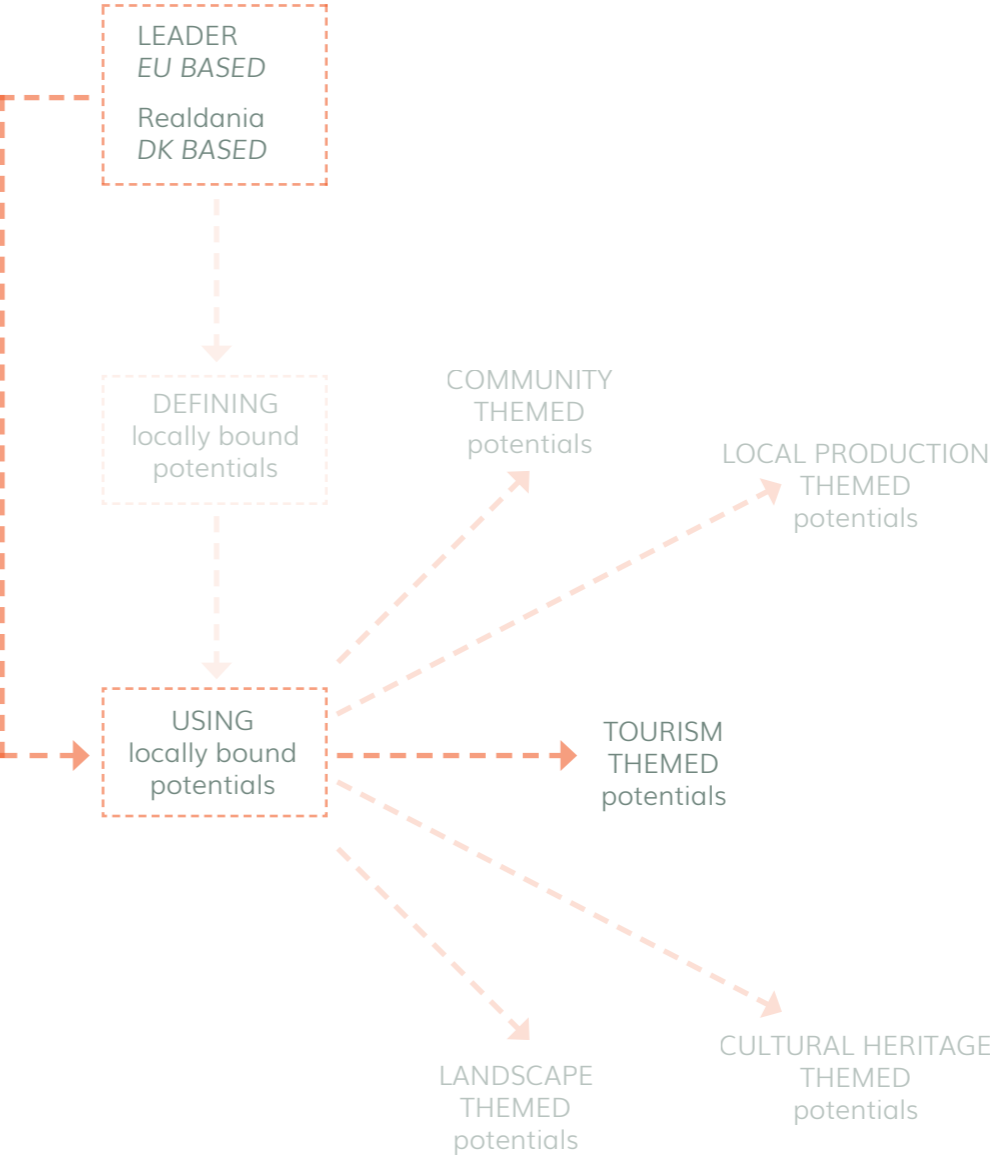
The current projects do not identify the existing, different, locally bound potentials, but instead base the development on the most obvious one (FIG. 01). The analysis of the realized projects shows, that tourism-themed potential is repeated, giving the impression of being the major priority of many developments. Looking at that, the tourism theme seems to be an obvious way to go, thus the research question should ask

HOW CAN LOCALLY BOUND POTENTIALS BE CAPTURED WITHIN THE OUTSKIRTS OF RURAL DENMARK?

The development within rural outskirts needs to have strong arguments due to the small number of end users. So, **how can locally bound potentials be utilized to shape new development in rural outskirts?** And more importantly, **how can a development be created not prioritizing tourism?**

The bottom-up approach suggested by OECD focuses on the governance model where citizens play a real role in the development process (OECD, 2006). However, the change cannot happen without the approval from the local authorities, who are looking at a greater image of the area. For that reason, the thesis will investigate **how to ensure a sustainable balance between developing from bottom-up approach, basing the project on locally bound potentials, and still have a long-term strategy?**

FIG. 01: The research problem



METHODOLOGY

This chapter focuses on illustrating the different phases of the project as well as the methods used for collecting data.

The process of the study explains the structure of the booklet and the approach of different scales within which the research is conducted.

During the project, both theoretical and empirical data were used to understand the whole picture of the problem. This chapter contains the thoughts behind the process of collecting the empirical data.

THE PROCESS OF THE STUDY

To understand, what can affect the definition of the locally bound potentials, the thesis opens up for a broad analytical approach of various aspects and a changing scale; going from an international approach to a national context and then further to specific places.

The thesis can be divided into four main topics. The division should not be seen as an expression of a linear course but as an iterative process. All the findings in the different topics affect each other.

The first part (FIG. 03), "Best practice with locally bound potentials", is focusing on method studies exploring the contemporary definition of locally bound potentials and how they are used when developing the outskirts, as well as the general method for working within rural areas. This part also includes case studies focusing on how the methods are actually using the explained approach

as well as the use of locally bound potentials. This part is based on existing research from international approaches focusing on the LEADER programme as well as national projects conducted by Realdania (FIG. 02). This is where the researchers explore the gap of the study. The gap exists within the rural outskirts context, which is why the next part focuses on what rurality consists of.

"Defining the rural outskirts" focuses on creating an understanding of the term and its indicators, both on an international level, since different terms are used all over the world to describe the outskirts, as well as a national level focusing on the Danish contexts (FIG. 02). This part creates a theoretical framework, which forms the understanding of the outskirts.

The knowledge gained from the second part leads directly to the third topic (FIG. 03); "Capturing locally bound potentials". Here the scale moves from a national level to a specific town, Høve, and then to particular places - this is the end scale of the thesis (FIG. 02). This part is more practical and based on empirical evidence through field studies, where the group, as built environment professionals, will analyse and mark their view of the potentials. The analysis is both based on quantitative and qualitative data as well as a phenomenological approach to the site.

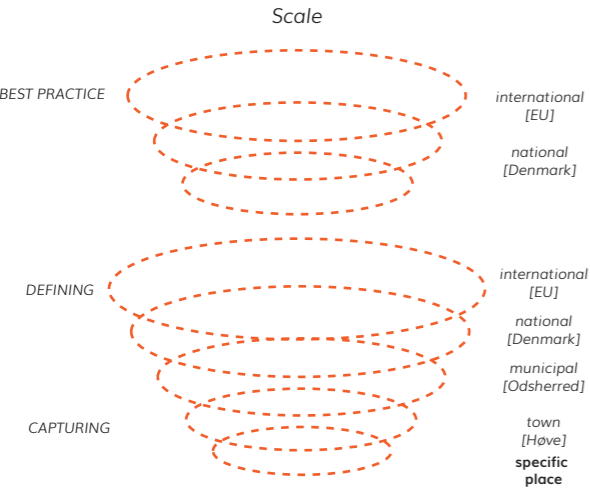


FIG. 02: Different scales of the thesis

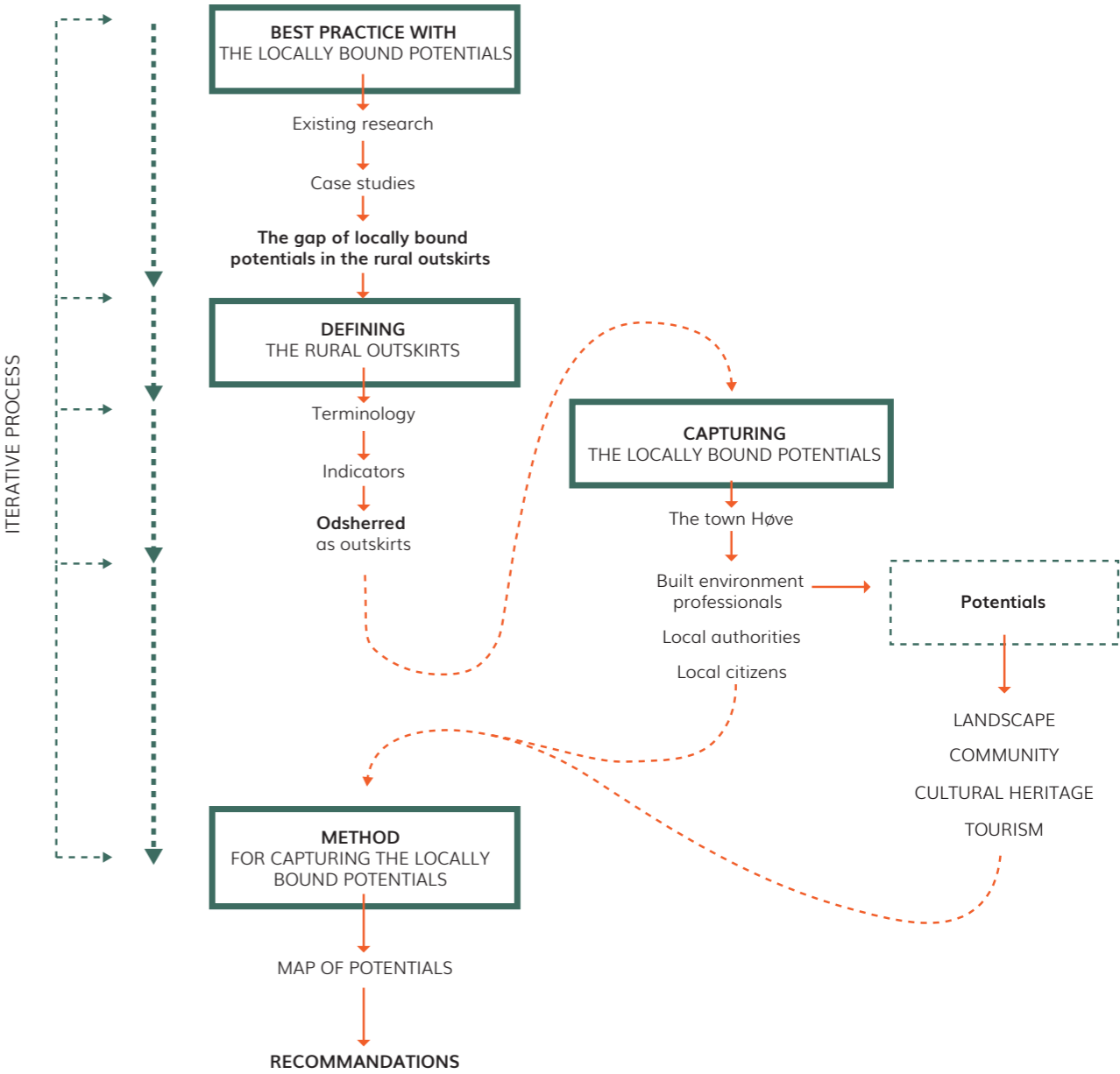


FIG. 03: The process of the study

In addition, local stakeholders, as well as local authorities, suggest locally bound potentials in semi-structured interviews as explained in the following chapter.

The last part will be describing a method for capturing locally bound potentials (FIG. 03),

focusing on specializing a framework through creating a map of potentials based on the view of local stakeholders, local authorities and the built environment professionals. Apart from the map, the method will also conclude with recommendations for developing with the locally bound potentials.

METHODOLOGY

The method for collecting data in this thesis is based both on qualitative and quantitative data as well as a pre-understanding of the research approach. The knowledge gained from the pre-understanding focuses on the general knowledge; theories, models and concepts. When using the general knowledge approach, the reflection and description of the philosophical world-view is important (Bjørner, 2016).

In this thesis, the pre-understanding is approached in "Best practice with locally bound potentials" as well as "Defining the outskirts". In those chapters, different methods and examples of developing rural outskirts are reviewed together with an international philosophical standpoint to various terminologies of rurality.

Going to the specific research approach, the method for collecting data is divided into three phases, where an explanatory sequential mixed method is used. The quantitative data collection and analysis create the base for the qualitative data collection, which is afterwards analysed and interpreted (Bjørner, 2016). The qualitative data is based on urban design analytical approach.

The "Capturing the locally bound potentials" chapter is furthermore based on a case study of the town Høve, creating an empirical inquiry, where the researchers can investigate the research problem within its real-life context.

A part of the empirical inquiries is the in-depth, semi-structured, narrative interview for the first phase. The difficulties of in-depth interviews are finding the key-informant with the specific knowledge needed to clarify the complex issues of the research approach.

Finding and interviewing people with this particular knowledge can be an accessibility problem (Qualres.org, 2018).

In the thesis, the group contacted the municipality of Odsherred for assistance. The local authorities often know the active citizens and have a greater knowledge of the smaller towns and their assets as well as their resources. Paya Haunch Fenger, a project leader from the department of "Cultural and leisure" in Odsherred helped the researchers with the inside knowledge (Appendix II). The information led the group to the town of Høve as well as the active citizen Michael Andersen, who after interviewing helped with gaining access to a larger group of residents (Appendix III & IV).

The method of the in-depth interview can be rather time-consuming and through the form one can collect a great deal of data, but it also allows the interviewer to be more flexible. By taking a more narrative approach for the interviews, the participants are encouraged and stimulated to tell a story, which often leads to more small talk at the end of the interviews where crucial information can emerge in a more relaxed mood (Bjørner, 2016).

The semi-structured form provides the researcher with guidelines, where the prepared

questions are arranged in themes, but it also provides a certain liability.

"In order to attain credibility, the research process must be both valid and reliable which, as Brink has argued, is a major challenge when a project is based upon a semi-structured interview." (Louise Barriball and While, 1994).

The order of the different themes are not fixed, meaning if the participant brings up a theme before time, the researcher is able to address the topic. The form of the interview allows the researcher to ask additional questions through the interview, in response to the situation or the participant's answer as well as the reaction of the participant of being in an interview situation (Bjørner, 2016).

The second phase is a focus group carried out using the convenience sampling method, where the interview takes place in different settings such as a public place. This method requires some amount of thoughtfulness regarding the research design. One needs to consider the type of interview as well as the length of it.

Additionally, the recruitment of participants, as well as the place for the interview, has to

be thought through. This structure has a more "here and now" nature, where the participants are more selected according to whether or not they happen to meet the interviewer on the specific location (Bjørner, 2016).

Denzin argues that if particular groups are under-represented or low represented, the non-response can cause that the researchers are left with a 'highly selective sample of individuals' that is not a representative of the total population within the study. (Louise Barriball and While, 1994) Therefore, the researcher needs to be aware of the challenges as well as the representatives of the focus group.

The focus group conducted for the thesis still had the "here and now" nature but with a more structured and planned approach, since Høve does not have a public meeting place. Therefore, the chosen location was a place where one could conduct an informal interview, in this case, the chimney shop - a place located in the middle of town and run by the current president of the town association, Karsten Pejsemænd. Since the shop is not a place where people just show up, the authors had to inform the citizens that such research would be conducted in the shop on a specific day.

The information was distributed through the local Facebook page and Michael Andersen's personal contacts. This method gave a limited representation of the target group (ILL. 04-07) since mainly the active citizens came to the shop, meaning that the participants did not represents the total population of the study (Appendix IV). The focus group, therefore, only represent a sample of the selected population of the study. But for the thesis, the right census sample within the community will have the deferential views and experiences for the researchers to conclude upon.

As mentioned, urban design methods are accompanying the interviews. Analysis such as Gordan Cullen's serial vision, mapping analysis based on James Corner as well as section studies based on the method of Hans Ovesen, are used when the researchers as the built environment professionals investigate the area.

The method of serial vision by Gordan Cullen (1971) gives an introduction of the atmospheres registered in an area. The method is a walk from one end to another, where the road is planned ahead. The serial vision will result in a sequence of revelations. (Cullen, 1971). *"The practical result of so articulating the town into identifiable parts is that no sooner do we create a HERE than we have to admit a THERE, and it is precisely in the manipulation of these two spatial concepts that a large part of urban drama arises."*(Cullen, 1971). The method is used to understand the relations between spaces, social intercourse as well as a contribution of the urban scenery.

The agency of mapping based on James Corner (2002) is used as a way of discovering

hidden potentials. The mappings does not reflect reality, but is used to re-shape the understanding of a place. The mappings needs to both reveal and realize these hidden potentials (Corner, 2002). In this sense, mappings are not seen as reproductions. Corner (2002) asks *"what about mapping as a productive and liberating instrument, a world-enriching agent, especially in the design and planning arts?"* That is the base for the mappings created in the built environment professionals analytical process.

The researchers are also working with the spatial section as understood by Hans Ovesen (2007). The section is used as an exploratory tool as well as a narrative of the context. The observations used in the section as well as other forms of empirical data are supplemented with theoretical considerations and urban history (Ovesen, 2007).

Even though the analytical process is based on these different methods, the researchers develop their own approach on the different methods.

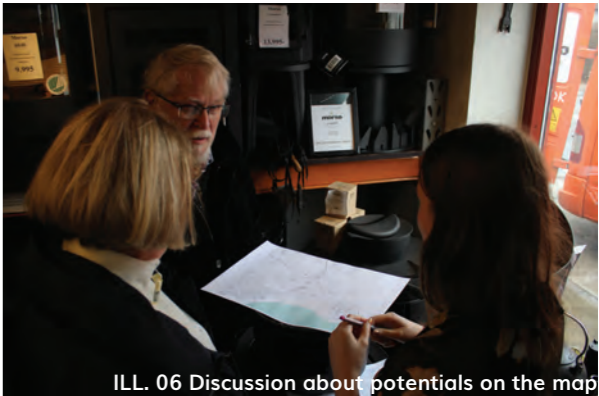
On the following spread, table 01 illustrates the different phases of collecting the empirical data.



ILL. 04 Focus group conducted at the chimney store



ILL. 05 Vacation homeowners talking with a group member

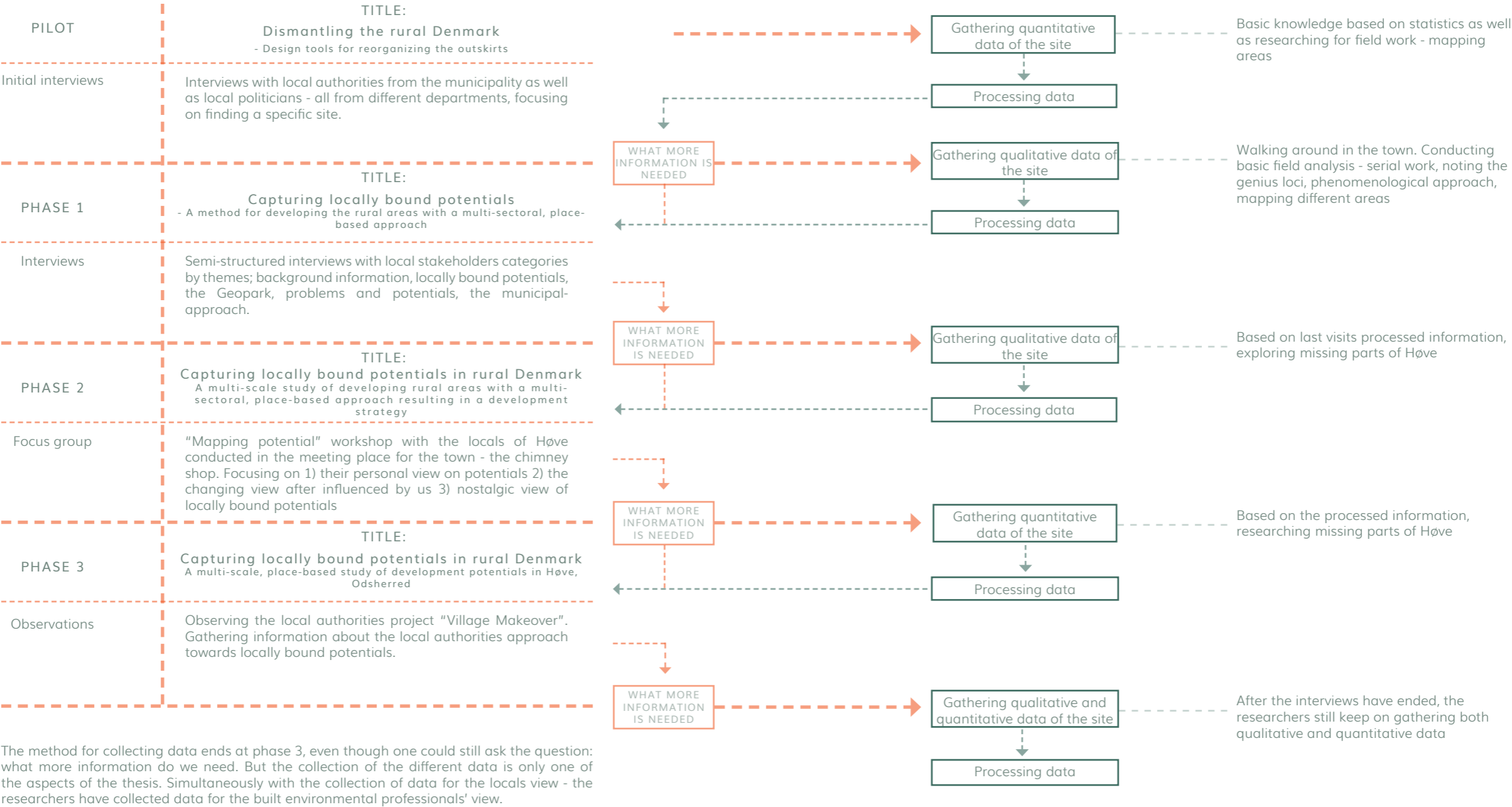


ILL. 06 Discussion about potentials on the map



ILL. 07 A group member drawing citizen's suggestions

TABLE 01: Empirical collection of data





BEST PRACTICE WITH LOCALLY BOUND POTENTIALS

The chapter investigates the current methods for working with locally bound potentials, both international methods conducted by EU as well as national ones conducted by Realdania. Within both methods case studies are conducted, focusing on how the methods are actively using the locally bound potentials. The studies conclude with a focus on explaining the gap, which is a pivot of this thesis.

THE PLACE-BASED APPROACH

“Rural areas often possess largely unused economic potentials that could be better exploited and thus contribute to the well-being of rural citizens and to overall national development.” (OECD, 2006)

The place-based approach has been the dominant method for developing the rural outskirts in the OECD countries since 2006. Before that, a more agriculture-based method was used. *“While agriculture has an important role in shaping rural landscape in many OECD countries, its weight in rural economies is often low and declining.”* (OECD, 2006). The influence of the agriculture has slowly been declining, and in 2001 it reached 2% of the total GDP in OECD countries (OECD, 2006). Because of the changes in agriculture's economic performance a more asset and place-based approach for developing the rural areas was needed.

The rural development is facing significant challenges. The general problem of a declining and ageing population, as well as distance to markets and services, have an impact on enterprise dynamism and makes it difficult to reproduce the same level of services and access in rural areas, which can be found in more urban ones. Despite the challenges, rural areas are not a synonym for a decline, as explained in the quote above (OECD, 2006).

The traditional development strategies and planning tools are not able to address the changing environment in the rural areas. The agriculture-based policies, as well as the financial redistribution, are not able to harness the potentials of the rural areas. To account

for the economic changes, a paradigm shift in the rural development is required.

OECD acknowledges the diversity of the rural region types and it states, that the new paradigm should increase the focus on local amenities; the influence comes from values the society gives to natural and cultural amenities in rural areas (TABLE 02). Many regions have already seized the opportunities and built their progress on existing assets, such as cultural amenities, location, natural and social capital; focusing on these qualities which create a dynamic rural region.

For this approach to succeed, the government needs a less defensive tactic, the paradigm needs to coordinate across different sectors, between public and private actors, and to focus on the specific places to emphasize on investment rather than subsidies. But a strategy with such a multi-disciplinary nature calls for a comprehensive amount of analytical framework as well as analysis and evaluations of the multi-sectoral, place-based approach (OECD, 2006).

With the new rural paradigm, the top-down management is shifting towards a more mixed system, where the central management will be government but with a more local, participatory twist; governance. The new management system is also expressed

TABLE 02: The new rural paradigm

	OLD APPROACH	NEW APPROACH (2006)
OBJECTIVES	Equalization, farm income, farm competitiveness	Competitiveness of rural areas, valorisation of local assets, exploitation of unused resources
KEY TARGET SECTOR	Agriculture	Various sectors of rural economies (ex. rural tourism, manufacturing, ICT industry, etc.)
KEY ACTORS	National governments, farmers	All levels of government (supranational, national, regional and local) various local stakeholders (public, private, NGOs)

through the EU LEADER programme, where certain criteria are decided on a governmental level, but the specific distribution takes place locally in the so-called Local Action Groups (LAG). With a more bottom-up management, the focus is seen on the local anchoring of the rural development projects. (Hausenberg ApS et. al., 2008)

The key pillar for developing rural areas is thus a multi-sectoral, place-based approach, focusing on the amenities of the different places and aiming to identify and exploit the potentials. Those potentials are named the locally bound potentials.

In the next sub-chapters, the thesis will investigate how the existing development is working with this new place-based approach as well as how the locally bound potentials are defined in those projects. On an international scale, the thesis will look at the LEADER method, as well as completed projects in the LEADER programme, and how the top-down - bottom-up approach affects the development. On a national scale, the thesis will investigate the Danish research conducted by Realdania and what effect they have on the rural outskirts development in Denmark.

LEADER AND LAG

The LEADER programme, standing for 'Link between actions of rural development', was introduced in 1991 as a 'Community initiative' financed by EU Structural Funds. Its role is to engage local actors in the design and delivery of strategies, decision-making and resource allocation for the development of rural areas (The European Network for Rural Development (ENRD) - European Commission, n.d. a).

Over the years, the guidelines for the programme have been improved after every edition based on gained knowledge, even though projects realized under it were achieving stated goals.

From the beginning, one of the aspects of LEADER projects was a focus on local boundaries, though not the key one. Since LEADER II (1994-1999) and LEADER+ (2000-2006; on which results Danish Rural District Report is based), programme turned the aim to be more adaptable to local circumstances and establish broad overall objectives on the central level with local appraisals, plans and projects devised, implemented and delivered locally through LAGs. Due to territorial instead of sectoral approach, a support from other policy initiatives was possible as a part of integrated programmes. It also made the internal and external coherence essential (North & Smallbone, 2006). The shift in paradigm from 2006 is referring to the aforementioned, creating the new guidance for the future projects.

Currently, a fifth edition is being introduced, which since the 2007-2013 programme is no longer a separate release but an integral part of all national or regional rural development programmes. The financing is distributed hierarchically, from EU through newly established European Agricultural Fund for Rural Development to the Member States under the LEADER programme, which further hands

them out to the particular LAGs. Additionally, a preparatory technical support element, being kind of a financial insurance before the project starts, became a mandatory component. This enables potential partners to meet and develop a project application as well as a memorandum of understanding or cooperation agreement (FIG.04) (THE LEADER APPROACH A basic guide, 2006).

LEADER, unlike many other programmes based on a set of measures to be implemented, is a method of mobilizing and delivering rural development in local rural communities engaging rural stakeholders, farmers or other active members to become a part of it. Indicating 'how' instead of 'what', LEADER focuses on a tool-kit consisting of seven key features: area-based local development strategy, bottom-up approach, a public-private partnership named LAG, facilitating innovation, integrated and multi-sectoral actions, networking and cooperation. According to LEADER's feature 1 and 2, the so-called area-based and bottom-up approach, it becomes a distinctly new way of creating jobs and businesses in rural areas, especially for sectors that under other programmes will not receive support or only a limited one. In an experimental way, it brings together on a local level all the various projects, ideas, and interested parties. Although, the bottom-up approach should not be considered as an alternative or opposed to



FIG. 04: The LEADER approach

the top-down method, but rather as a combined or interactive way to achieve better overall results. For the project to become successful, it is also essential to draw a detailed analysis of locally bound qualities. Identifying territorial capitals should concentrate on locals, activities, landscapes, heritage and know-how; though not seen as inventory exercise, rather as unique values with potentials for future development.

The concept of giving the diverse European rural areas development strategies, that are decided and implemented by locals through transparent and clear procedures, offers more effective and

efficient, locally focused results.

Countless, already completed, projects can prove, that LEADER with its principles "can play an important role in encouraging innovative responses to old and new rural problems, and become a sort of 'laboratory' for building local capabilities for testing out new ways of meeting the needs of rural communities." (GUIDANCE FOR IMPLEMENTATION OF THE LEADER CO-OPERATION ACTIVITIES IN RURAL DEVELOPMENT PROGRAMMES 2014-2020, 2017)

CASES FROM LEADER PROGRAMME (2006-2013, 2014-2020)

Over numerous projects realized under the LEADER Programme, three were cautiously chosen to exemplify the method used in the EU's approach. One case is a finished project held under a previous edition of the programme, while the other two are ongoing matters. The projects will be reviewed in terms of presence of the LEADER key features and the focus on locally bound potentials.

Belgium, Gesves - ViciGAL

This is one of the still ongoing projects, though already partly realized. The major focus is the mobility aspect, therefore it also looks at the environment, tourism and cultural heritage.

During the studies held in 2014, the area was identified as lacking cycling paths to link town centres with railway stations. A working group of 35 people was set up to investigate the gap and solve it. Using the old local railway line, inspired from the ancient path taken by the boatmen returning back, the trajectory of the green cycling path was established (The European Network for Rural Development, 2017 a).

Even though it seems like the project was done from a top-down approach, it needed a huge engagement of local society to be completed. The first part of the project was a feasibility study during which all landowners of plots, which needed for development of path, were identified and contacted. The common good was not always a convincing argument and sometimes owners had to be paid for their land. Currently, the second phase of the project, its development, is ongoing (The European Network for Rural Development, 2017 a).

Looking closer at the LEADER's seven key features, the project fulfils just about the half of them. ViciGAL is definitely an area-

based development strategy with a partial bottom-up approach. Due to the need for meeting and convincing plot owners, as well as the creation of a management group, a partnership between public and private authorities was reached. To complete the research and develop the project, LAG was working with different departments of the municipality, which made the project a multi-sectoral development. Unfortunately, that was the only collaboration within the project. Neither networking between different LEADER groups nor cooperation, described by LEADER basic guide (THE LEADER APPROACH A basic guide, 2006), was achieved. Even though the project transformed the former railway line into a green lane for cycling, it is also difficult to say that the project facilitated innovation - the approach to gain access to plots seems quite traditional.

In terms of locally bound potentials, which in this case could be the old railway track, the demonstration and maintenance of it seem to be a side effect rather than a priority for ViciGAL.

Belgium, Chevetogne - Chevetogne Park

This is another Belgian example of a landscape approach project, though in this case, with a particular interest of tourism offer development. Domaine de Chevetogne, as its full name states, is an existing large park complex with an entrance fee. It

accommodates varied gastronomic offers, several activities for kids and adults, sports areas (ILL.09) as well as museums and diversified temporary living quarters. The ongoing development is located on the border of an old caravanning site, in the valley just next to the river.

The project realized under LEADER programme was covering the restoration of a wetland ecosystem and creation of observatory space. From a tourist point of view, a picnic area and playground for kids was planned (The

European Network for Rural Development, 2017 b).

Even though the project was categorized by LEADER as a priority for social inclusion and economic development, it gives the impression that just the second part of the classification is true. Though the development strategy is definitely area-based and the approach seems bottom-up, there is no multi-sectoral strategy, a public-private partnership, innovation, networking or cooperation. It is a significantly economically-focused project



using environmental approach to support itself. This example is well showing how to use locally bound potentials since owners of the park are always trying to develop more areas highlighting the natural assets, however, the tourist and economic approach shouldn't be major focuses of European Union programmes for developing rural areas - they ought to work with and for locals.

Austria, nationwide - Nature Connects

This landscape approach project is categorized by LEADER as social inclusion and economic development priority, and as opposed to the previously described, where one could say the focus lays on the society.

The aim of the project is to increase the awareness of nature protection, where involved farmers are becoming a part of a greater community preserving the rich diversity of fauna and flora (ILL. 10) (The European Network for Rural Development, 2018).

The project consists of development and maintenance of the online platform for registering agricultural lands as well as cooperation with stakeholders and authorities and an informational campaign. According to the published data from 2017, over 52 million m² of land was registered, 50 best practice small-scale projects were realized, 10 areas and projects were awarded and the numbers are increasing (The European Network for Rural Development, 2018).

What LEADER gave to the project is mainly the theoretical and financial support. The idea came from Naturschutzbund Österreich, so the approach seems top-down, however, due to a successful cooperation with LAGs, it fulfils most of the LEADER seven key features.

The project is strongly mono-sectoral and due to its scale, it seems not to have an

area-based development strategy. Though, depending on the specific location, the project was run accordingly to the local conditions, which is a possible collaboration with local society. Moreover, depending on fauna and flora unique for the regions, different locally bound potentials were discovered and maintained. Thanks to the nationwide scale, the cooperation and networking were necessary components to attain the good outcome. The innovative approach allowed for better communication and engagement of more farmers in the project.

Even though it is a nationwide project, its outcome may differ from one location to another, but thanks to common signs, one can easily find the relation.

Conclusion

What one can learn from examined cases is that by an innovative approach to implementation of the project and carefully chosen vocabulary, more people can be convinced. This strategy was used in the case of "Nature connects" and succeeded with great results.

Moreover, looking at the same example, a greater cooperation between different areas opens more possibilities for the project - not only more investors from a larger area can get involved, but also less known areas can be promoted by the more popular ones what attracts more tourists to anonymous locations.

Established partnerships, both within one LAG, between authorities and locals, as well as between different LAGs, may create a resource database making further projects easier to start and develop. Highly important is also the awareness of benefits that locals can gain by the tourism-oriented project. Otherwise, they may not only stay neutral in terms of involvement in the project, but also may cause delays or try to block the development as in case of "ViciGAL". Last, but not the least is,

of course, the use of locally bound potentials, which Chevetogne Park example clearly show can be used to its limits. Developing and highlighting natural resources will not only gain the approval from ecological parties and locals, but will also attract everyday tourists as well as educational institutions.

The projects realized under LEADER programme are executed over the whole European Union. In order to get more specific, local, approach of the methods used to develop rural areas, the subsequent pages will present an overview of Realdania's research and strategies followed by a more in-depth study of carefully chosen projects.



ILL. 10 An example of greenery from Nature Connects

REALDANIA'S RESEARCH

Since 2006, the union of Realdania has been researching and working on improving the outskirts of Denmark. The research started with the campaign “Land of Opportunities” launched in 2008. The project takes its offset in The New Rural Paradigm defined by OECD.

“Land of Opportunities” focuses on highlighting the possibilities and the problems of the new shift in paradigms. The paradigm requires all the local's competencies, as mentioned in the section “The place-based approach”, and there is a risk of the sparsely populated areas without active citizens are not being able to deliver. Realdania concludes two main challenges. Firstly, the neglect of inter-territorial investments, such as focusing on the broader perspective with infrastructural development and not place-based initiatives. Secondly, the division between the citizens could result in the more resourceful citizens dominating the development too much (Hausenberg ApS et. al., 2008).

The analysis result, both from projects and research, shows the new rural paradigm as a deconstructed development, guided by local initiatives and smaller projects with no connection to planning processes or policy. The local actors are too local to connect

their project with external resources. Based on the projects developed under “Land of Opportunities” a question arises: how to ensure a sustainable balance between developing from bottom-up approach, basing the project on locally bound potentials, and still have a long-term strategy? (Hausenberg ApS et. al., 2008)

In “Land of opportunities” Realdania defines the locally bound potentials as a concept, that in addition to focus on business, also includes cultural, organizational and human resources. They explain that potentials may lie in the landscape of a place, the geographical location, culture or the locals (Hausenberg ApS et. al., 2008).

In 2012, 16 projects were completed. The report emphasises the new rural paradigm's focus on the multi-sectoral, place-based approach and explains how the citizens need to take charge through the whole project,

for the project to thrive. The project is most effective when succeeding with multiple small-scale interventions that can complement each other and connect with the overall vision of the municipality (Sloth Hansen, Møller Christensen and Skou, 2012).

In 2011, Realdania launched a new campaign ,building on the experiences from “Land of Opportunities”, called “Places Count”. To help to apply for funds within the “Places Count” campaign, the following year Realdania created a toolkit for citizens with tasks and checklists that help to formulate and make the needed analysis when applying. The toolkit looks at how to communicate the project to other stakeholders as well as time management. The citizens need to produce a branding approach and analysis of how the market will look in 3 years from now. The toolkit also explains the economic aspect of the project, from funding to project development to operational cost (Dansk Bygningsarv A/S, 2012).

The campaign ended in 2017 with a publication containing all of their experiences as well as a description of the finished projects. All of the projects focused on creating sustainably driven proposals that did not necessarily lead to a rise in the economic state of the cities or an increase in population. All the projects are developed in a close relationship between the municipalities and the local actors (Stedet tæller - perspektiver og erfaringer, 2017).

In "Places Count" Realdania has explored and developed the term locally bound potentials further. They have questioned the Danish citizens to see what they point at. Most of Danes see a cultural landscape, unspoilt coastlines and magnificent scenery as locally bound potentials. Realdania explains, that locally bound potentials can also be the local culture, different values, local knowledge, traditions, local production as well as social network (Stedet tæller - perspektiver og erfaringer, 2017).

The different projects of the campaign resulted in 5 diverse steps focusing on how to develop the outskirts.

The first step focuses on how activating the locally bound qualities can create a soft and hard effects; the soft effect can be an increase in the local pride or a renewed faith in the future. It can also strengthen the local community. When the hard effect is more palpable such as longer tourist season or an increase in revenue.

The second step focuses on how a physical project is good at creating a positive development. The projects need an architectural quality. With a clearly defined site and an architectural expression, the project can easier connect the locals and the municipality.

The third step concerns the strategic offset of the project. When several projects have a common strategic offset, it strengthens the

overall vision of an area. One project cannot fulfil an areas' vision alone.

The fourth step focuses on how a combined "hardware" and "software"-project can be more effective. The physical project can also be combined with other types of improvements such as communication or service seen at the local tourist-actors.

The fifth step focuses on how cooperation can create a sustainable project. The result from the finished projects shows, that when citizens participate, take ownership and cooperate inclusively with a municipality, they succeeded due to a multi-disciplinary approach (Stedet tæller - perspektiver og erfaringer, 2017).

Realdania's campaigns are mostly focusing on developing strategies for rural development. Even though both campaigns are taking their offset in locally bound potentials, none of them is describing how to identify those qualities. The definition given by Realdania is: everything that can be connected to a specific place is a locally bound potential. In some ways, the definition makes sense, since a potential that is place-specific must be a locally bound potential. It does not though give an answer on how to identify those potentials or how to choose which is worth developing if the place has more than one.

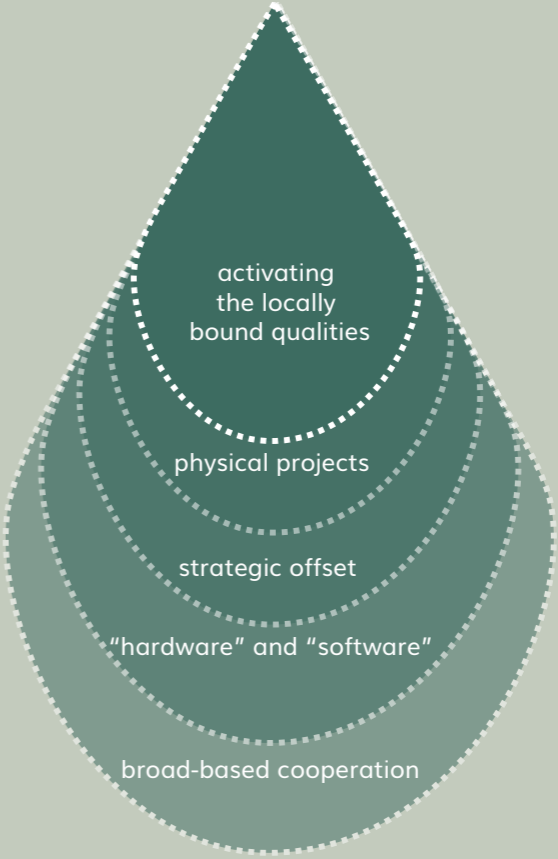


FIG. 05: The method of Realdania

CASES FROM OPPORTUNITIES AND PLACES

Three cases have been carefully chosen to cover the different aspects of the Realdania’s research. The cases are based on both “Land of Opportunities” and “Places Count”, investigating how they are actively using the strategies described as well as how the cases include the locally bound potentials in their development strategy.

Leftover houses

The project focuses on how dismantling houses can activate a positive progress in communities and areas. The municipality Thisted has worked across different sectors - private and public - to launch the strategic action plan against empty and abandoned houses in the municipality (ILL. 11). The strategy will enhance both the village as well as the municipalities image. By using a holistic approach, run-down areas can be transformed into attractive environments. By the end of 2013, 78 houses had been dismantled. (Sloth Hansen, Juhlin and Møller Christensen, 2012)

“Priority and strategic demolition combined with beautification and rebuilding can strengthen the villages and landscapes that were otherwise spoiled by broken-down houses.” (Sloth Hansen, Juhlin and Møller Christensen, 2012 p. 21)

This example from “Land of Opportunities” describes how some of the projects can have a connection to planning processes - even though most of the initiatives for the project

have been municipality based, instead of the motivation of locals. On the other hand, without the locals’ support and will to transform their neighbourhood, the project would not thrive. As concluded from “Land of Opportunities”, multiple small-scale interventions can complement each other; the project can be seen as small interventions, where each town is creating public spaces and connections to nature through dismantlement.

Even though “Land of Opportunities” is basing its projects on locally bound potentials, “Leftover houses” is not exemplifying how they actively base their development strategy. One could imagine that the connection to specific nature-based potentials could be a driver for the strategy. The strategy, however, is mostly focusing on the municipalities assessment of the condemnable state of the houses, meaning the strategy is based on the built environment, not on the assets one could enhance when dismantling.

The working pumping station

The project focuses on connecting the landscape around Skjern Å with the cultural history of the places in form of the water pumping stations, which are still active (ILL. 13).

Through small architectonic interventions, 3 pumping stations have been transformed into viewing platforms (ILL. 12) that can improve, develop and reinvent the dissemination and experience new possibilities along Skjern Å (Stedet tæller - perspektiver og erfaringer, 2017).

Even though the project is still new, one can

see the soft and hard effects working - the project has created local pride and national attention in the area, especially considering the architectural awards and nominations. The hard effects are still not visible though (Stedet tæller - perspektiver og erfaringer, 2017).

The project has created a renewed faith in the area and the cooperation of the municipality and the active citizens are slowly creating a ripple effect. On a municipality level, the project has become a lighthouse project, worth branding (Stedet tæller - perspektiver og erfaringer, 2017).



ILL. 11 Leftover Houses



ILL. 12 The working pumping station



ILL. 13 The working pumping station

When looking at the locally bound potentials, one can clearly see the base for the development. Seeing the pumping station as a potential for communicating the cultural eritage, as well as exploring the landscape around, is definitely a place-based approach to developing locally bound potentials.

The sunset square

The project focuses on enhancing the landscape by unfolding the potential around: a sun-bathed public space, which can act as a focal point by raising the quality of the physical framework (ILL. 15). A respectful, architectural grip will emphasize the experience of the whole place and strengthen the area as a coastal destination (Stedet tæller - perspektiver og erfaringer, 2017).

The focus of the project is strengthening and developing the physical and rural qualities around Skagen, which could attract international guests. The focus also includes strengthening the connection between the city and the landscape (ILL. 14), between the entrance and the city as well as the areas attractions and the different experiences (Stedet tæller - perspektiver og erfaringer, 2017).

Furthermore, the municipality wishes to use the sunset square as a development tool that can lead to a better connection between

destinations, including hiking paths as well as a racing system (Stedet tæller - perspektiver og erfaringer, 2017).

The sunset square is using the existing landscape potentials and a specific place, which according to LEADER and Realdania, can be categorized as a locally bound potential. Since the project is still not finished (awaiting clearance from coast regulation policy), one can not analyse the effects or the hardware and software of the project. But the project is still relevant as a case study because of its use of locally bound potentials.

It is not just a platform for enhancing the landscape qualities, but also for developing the community and creating a meeting spot for the locals as well as tourist. A simple intervention succeeding in connecting both locals and the municipality around the project.

Conclusion

Since the "Land of Opportunities" campaign Realdania has focused more on identifying the locally bound potentials worth developing. In "Places Count" they have done it by focusing on existing potentials in need of a transformation which can enhance the areas overall attraction - this is the method used for capturing the locally bound potentials nowadays.

The potentials worth developing, defined by Realdania, are mostly focusing on tourism-themed potentials, which are combined with either community assets or, as in both the working pumping station and the sunset square, landscape-themed potentials. But the landscape-themed potential is always just a subcategory of the tourism-themed potential.

"Leftover houses" from the previous

campaign is the only case more focused on the community assets instead of tourism as an economic growth. But the project cannot be categorized as based on locally bound potentials since the dismantling process is hard to describe as s a potential.

Does this mean that locally bound potentials, suitable for basing a developing on, need to be tourism-themed potentials?



ILL. 14 The sunset square



ILL.15 The sunset square

CONCLUSION

When capturing the locally bound potentials, it is important to review the existing methods of using them. In 2006, the OECD brought an amendment to the existing paradigm of developing rural outskirts focusing the strategy on locally bound potentials and bottom-up approach.

The old concept of looking at the agricultural sector as a key target with the objectives to create equalization, increase farm income and farm competitiveness transformed to multi-sectoral focus of rural economies with the intention to build a general competitiveness of rural areas, valorisation of local assets - locally bound potentials - and exploitation of untapped resources. The former key actors of national governments and farmers were altered to all levels of government and various local stakeholders.

LEADER, a European Union rural development programme, since its early beginnings in 1991, was working with locally bound potentials and local approach by settled LAG partnerships. The major focus in their projects is, and always was, territorial instead of sectoral development. Through the integrated operations with other policy initiatives LEADER allows for broader perspective proposals and co-financing.

The key actors of the projects are though rural citizens, by whom the development is mobilized and delivered. Instead of traditional "What to do?" guidelines, LEADER provides its associates with the "know how" catalogue announcing seven key features to be implemented in the development strategy. Focusing on area-based and bottom-up approaches, the proposal should be realized by established public-private partnership, bringing innovations, integrated and multi-sectoral actions as well as creating network and cooperation with other associations.

In the Danish context, such developments are accomplished under a non-governmental association, Realdania, which is taking its offset directly in the OECD discipline. The organisation does not have a long history of rural development, which is why before starting the first project they took a critical look at the OECD proposal to set own strategy parameters.

As crucial issues of the change, Realdania points at neglect of inter-territorial investments, which disables the connection between projects and regional visions, and strong focus on local stakeholders, which are often active citizens.

Upon the review of the shift from 2006, Realdania established the know how toolkit for its future users helping to communicate the project to the other stakeholders as well as managing the time.

Both methods are similar in the manner of providing know how instead of the typical to-do list, also including analogue development strategy features; the key aspects are always local residents and locally bound potentials. Nevertheless, neither LEADER nor Realdania actually try to answer the question of how to identify and capture those locally bound potentials.

Through the examination of the development projects, a range of different themes connected to the potentials appeared. It seems that, although each theme can exist by itself, it is mostly paired with one or more themes, out of which the tourism theme is always used as a base for development. Does it mean that the development project in the rural areas cannot be realized without the tourism approach? This question should be kept in mind during the next chapters and the attempt to answer it will be made in the "Method for capturing and developing locally bound potentials".

DEFINING THE RURAL OUTSKIRTS

This chapter focuses on identifying indicators which can determinate if an area is a part of the Danish rural outskirts. As the previous chapter elaborated, the gap is only valid in a rural setting. Therefore the chapter researches the terminology of rural outskirts, both in an international and national scale as well as investigating the national policy of the rural outskirts. The chapter also analyses the effect mobility has on indicators of the rural outskirts. The indicators, established based on this knowledge, are used as a reason why Odsherred - the place-based offset for the thesis - is a part of the rural outskirts in Denmark.

TERMINOLOGY

“ (...) the advantages of using simplifications is that “it brings into sharp focus certain limited aspects of an otherwise far more complex and unwieldy reality” (Scott 1998:7) but the risk with simplifications is that “they do not successfully represent the actual activity of the society they depicted” (Scott 1998:3)” (Scott, cited in Laursen 2009, pp. 78)

Stating an universal definition of rural outskirts can be difficult. The base for the terminology is urban transformation (Laursen, 2009). Simplification, as explained in the quote, of the term made it so imprecise that there are as many definitions as there are questions. Laursen investigated two ways of interpreting the term; the traditional one, when something is being transformed by design, and the fact, that urban character is always changing - emphasizing the growth and decline (Laursen, 2009). Some aspects of the second understanding are investigated closer under the term shrinkage by Philipp Oswalt (2005). Currently, most of the changes mentioned by Laursen and Oswalt are happening in the suburbs or city peripheries, since there is no more free space in the inner cities, resulting in an even more significant gap between the city and the agricultural land.

The origin of peripheries can be traced back to the post-industrial era when people started moving to the outskirts due to loss of jobs and lower household incomes. Nowadays, for some living in peripheral areas is still a necessity, while for others it means quietness and larger properties. Yet, an existing line between those who see it as an opportunity, and those, for whom living on the peripheries means

everyday difficulties and social exclusion is very thin (Springer, 2013). How are two so different opinions about the same location possible? What are those so-called peripheries, outskirts or, in other words, suburbs? The following sub-chapter will investigate the difference between listed and similar terms.

Alex Borsdorf, a geography professor at the University of Innsbruck, based on his research presented a model of urban-rural compound on a diagram (FIG. 06). From the graphic one can easily notice the different linkages between city spaces, especially the movement patterns highlighted by arrows.

Moreover, looking at the Latin origin of rural, suburb and periphery, as well as their dictionary definitions supplemented by such terms as outskirts, urban (TABLE 03), one could easily realize they shouldn't be a substitute one to another. Why do people use them as synonyms then? Perhaps the reason is a translation, during which meaning, as well as untranslatable aspects of terms, are simplified for, accordingly to Laursen and Scott (2009), the convenience of the user.

Shrinkage of cities is yet another example of such simplification. Even though everyone

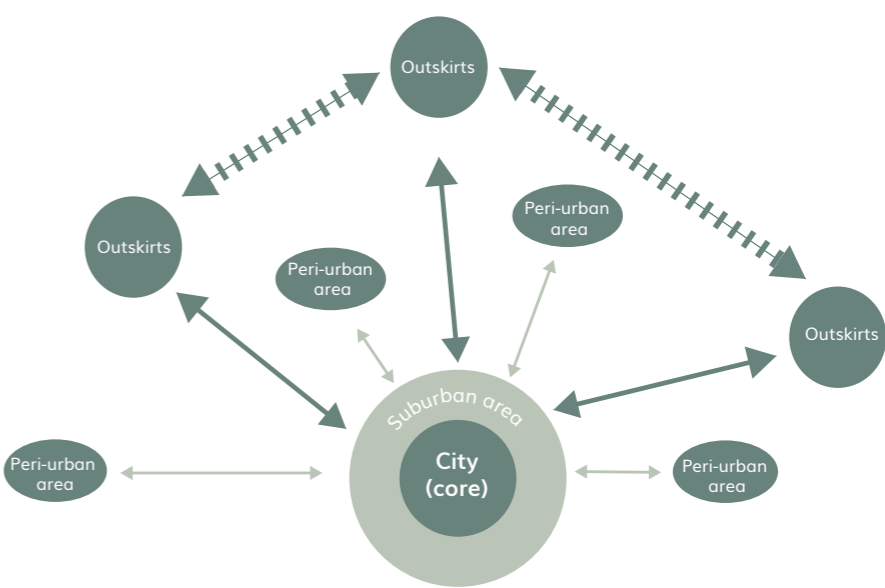


FIG. 06: Model of urban-rural compound

knows, that in urban context it means the decline of the city, no one can precisely describe the indicators which could categorize a city as “shrinking”. In the project “Shrinking Cities” by Oswalt (2005), the term is introduced as loss of population or economic functions in general, though Oswalt admits, other possible features have to be taken into account depending on the region (Oswalt, 2005). Nevertheless, the problem is not new. Shrinkage, similarly to the peripheries, has its origins at the end of industrialization. Back then however, it was called a regional

reorganization with blocks marked for demolition as “areas in great need for restructuring” (Oswalt, 2005).

In contrary to the more general approach undertaken by Philipp Oswalt (2005), Lea Laursen went into depth with his understanding of the term “shrinking cities”. According to her, looking at an economic and demographic decline or growth separately, to name a city “shrinking”, creates a very one-sided image of that city and will not correspond to the impression one can experience by actually

being in the context. The impact of decline and growth on the location and its closest surrounding should be considered with other indicators. For instance, Berlin is recognized as a shrinking city due to its economic decline; Copenhagen is categorized as shrinking due to its population decrease. Nevertheless, neither of them experienced any signs of depreciation in physical, social or cultural structure. Therefore, one can say that both, growth as well as decline, exist locally, situated right next to each other, just on different scales, as parts of a dynamic relationship. Thus it is important not to specify the range of shrinkage, but rather the scale of urban transformation (Tietjen and Laursen 2008).

Any term should never be used without an in-depth examination of its meaning, and in such complex cases as urban transformation or shrinkage, one should always investigate several understandings and take into account the relevant ones, still keeping in mind they do not show the complete image (Halfacree, 1993). For instance, while talking about urban transformations, due to the noun urban, the focus is on cities, although the changes are likewise happening in rural areas and one is affecting another. In this concern, urban within urban transformation, should be understood as inhabited areas more than just cities. Not to mention, that depending on the country, indicators for categorizing a place as rural or urban may vary significantly. The simplest way of describing rural areas is to mention what one sees when arriving at such;

agricultural landscape, isolation, freedom, spaciousness, not particularly dense areas with reduced access to services. According to L. Gary Hart, Eric H. Larson, and Denise M. Lishner (2005), rurality is a multifaceted concept and there is no universal agreement on how to describe it. Some indicators can be pastoral landscape, unique demographic and settlement patterns, extractive economic activities or distinct socio-cultural habitat, but they are not defining rurality completely. Hart, Larson and Lishner (2005) also state, that definition may vary from one purpose to another. Karen D. Johnson-Webb, Leonard D. Baer and Wilbert M. Gesler (1997) looked at the definition in relation to development changes and planning. They concluded that "Policy-makers in federal, state and local government have not reached a consensus on defining a commonly used word - rural" (Johnson-Webb, Baer and Gesler 1997:1). Yet, to state some more precise explanations of terms, Johnson-Webb, Baer and Gesler based their research on The Bureau of Census work from 1993 and Office of Management and Budget. Pursuant to those, a rural area is defined as territory, population, and housing units not classified as urban, while urban is detailed as all territory, population, and housing units in urbanized areas and in places of 2.500 or more persons outside urbanized areas. The authors themselves admit, that such a solution is not a perfect one, since a less occupied area may occur more urban than a town of 2.501 citizens. Moreover, the authors point, that defining rural by using urban is not the way

one should go. It seems that, Halfacree (1993) by looking at different variables while defining rural in relation to distinct needs (statistical definitions towards socio-economic studies, administrative ones towards political studies, built-up area definitions towards land-use and social relationship studies etc.), suggests the best way of understanding the term. Definitions should be used as research tools for the articulation of specific aspects of rural areas rather than the way of defining it.

In the Danish context, outlying areas have several names. At the beginning of the 90s, Hanne W. Tanvig, senior advisor at Forest&Landscape at the University of Copenhagen, studied the rural development of Denmark, used the term The Rotten Banana. It was inspired by Roger Brunet's Blue Banana, which in contrary to Danish Rotten Banana, was used to describe the areas of great increase in the economy (Videnskab.dk, 2018). Over the years the expression was cited more and more often, also due to the series of articles from "Weekendavisen" in 2007, till 2010 when it reached its peak in the media and was replaced by Udkantsdanmark (Brodersen et al., 2011). This term was already in use during political debates since 2004 and became not only the noun to describe areas in a further location from urban agglomerations, but collected lots of negative feeling within its meaning. Further elaboration on this topic will be presented in the succeeding sub-chapter together with indicators allowing for different classifications of Danish municipalities.

On the academic level, Maria Vestergaard (2016) tried to find the most suitable English substitute for the term. Unfortunately, even discussions with native English speakers did not help much – if they knew the expression Udkantsdanmark, they would still use its Danish form in the middle of the sentence not to be misunderstood. There are many phrases to describe not urbanized areas, translated more or less directly from Danish like rural district (da: landdistrikt), rural areas (da:landområder), the countryside (da: På landet), outskirts area (Udkantsområder). However, does any of those express not only the area but also the negative feeling hidden behind the term?

The following page contains a summary table (TABLE 03) of all the examined terms presented accordingly to their sources and geographic context. The aim of this study was to present the differences between such expressions as rural, outskirts, suburbs and peripheries and choose the one, which will describe the project location. According to above-mentioned descriptions of rural areas presented by Hart, Larsen and Lishner (2005), Johnson-Webb, Baer and Gesler (1997) as well as Vestergaard's research (2016), this thesis will use the phrase rural outskirts in the context of its research. Nevertheless, other expressions may be used acknowledging their definitions presented in the table (TABLE 03).

TABLE 03: Terminology of rural outskirts

term	author	country	definition
rural	MacMillan Online Dictionary	-	relating to the countryside, or in the countryside; rustic
	Online Etymology Dictionary	-	ruralis "of the countryside"; (from rus (genitive ruris)-open land, country)
	L. Gary Hart, Eric H. Larson, Denise M. Lishner	United States of America	pastoral landscape, unique demographic structure and settlement patterns, isolation, low population density, extractive economic activities, distinct sociocultural milieus
	Karen D. Johnson-Webb, Leonard D. Baer, Wilbert M. Gesler	United States of America	all territory, population and housing units not classified as urban; rural farm, rural non-farm; nonmetropolitan (a metropolitan area is a core area containing a large and dense population along with an asset of adjacent communities that exhibit a high degree of economic and social integration with that core)
	Scottish Executive Development Department	Scotland	countryside, population less than 3.000 inhabitants
outskirts	K.H. Halfacree (based on Paul Cloke)	United Kingdom	16 variables concerning employment, population, migration, housing condition, land use and remoteness (no details presented - awaiting the answer from researchgate.net for full pdf access)
outskirts	MacMillan Online Dictionary	-	an area of town/city that are furthest away from the centre
	Marie Q. H. Vestergaard	Denmark / UK	purely a geographical definition as the fringe of something or a transition area; containing negative vibrations; rural areas, the countryside
periphery	MacMillan Online Dictionary	-	an outer part of an area, very far from the centre
	Online Etymology Dictionary	-	periferia or peripheria; circumference, an outer surface; a carrying around (from peri-round about, and bher- to carry)
	John Foot	Italy (Milan)	technical definition: well-defined urban zone die to a character of 'centre' and commuting time; anty-city, failed city, non-place; effect of a boom, planning disaster

term	author	country	definition
suburb	MacMillan Online Dictionary	-	an area or town near a large city but away from its centre with many houses (especially for middle-class people)
	Online Etymology Dictionary	-	suburnium; an outlying part of a city (sub-under, close to or towards; -urb related to urban - city)
	Alan Mabin, Siân Butcher, Robin Bloch	Sub-Sahara	denotative or objective location and built form; where material conditions are precarious and spatial organisation had not followed any specific urban planning; not yet, not fully, not-adequately urban; the parts that come before the city; a shift from the city to the countryside; model of a colonial town, at its margins
	Ruth McManus, Philip J. Ethington	Britain, Ireland, Canada, the USA, Australia, New Zealand	peripheral location with relation to urban core and countryside; early lying beyond the physical (or virtual) limits of the city - 'outside the wall'; low density often associated with decentralized patterns of settlement and high level of owner-occupation
shrinkage	MacMillan Online Dictionary	-	the process of becoming smaller in size
	Philipp Oswalt	-	loss of population or economic function (in urban context)
urban	MacMillan Online Dictionary	-	relating to towns and cities
transformation	MacMillan Online Dictionary	-	a change into something completely different, or the process by which this happens
Udkantsdanmark	den Danske Ordbog	Denmark	the areas of Denmark that are far from larger cities, which are characterized by inferior economic activity and fewer employment opportunities than the rest of the country

POLICY REVIEW

As the previous analysis of the terminology has shown, the outskirts can be difficult to define. In order to better understand this within the Danish context, the researchers need to develop an appreciation of what national policy defines as rural as well as how rural/urban is classified in Denmark.

The definition of the outlying areas is a fleeting concept. Depending on who sits in the government and who in the government uses the term, the definition changes. "The Rotten Banana", as well as Udkantsdanmark, has been used by many in the political debates through the early 2000's. The year 2006 brought an official shift in the paradigm of the rural areas published by OECD, which changed the way of developing rural areas. The focus turned from an agricultural, mono-sectoral based approach to a place-based, multi-sectoral funding. Based on EU Regulations as well as the EU's common agricultural policy and how OECD classifies rural areas, the Danish government created a new method of defining these. The method is based on a classification system that describes the "rurality" of every municipality individually. The method consists of 14 indicators, which illuminate the structural, economic and demographic situations in the different municipalities. The classifications contain below-presented indicators (Ministeriet for fødevarer, landbrug og fiskeri, 2008, 2018);

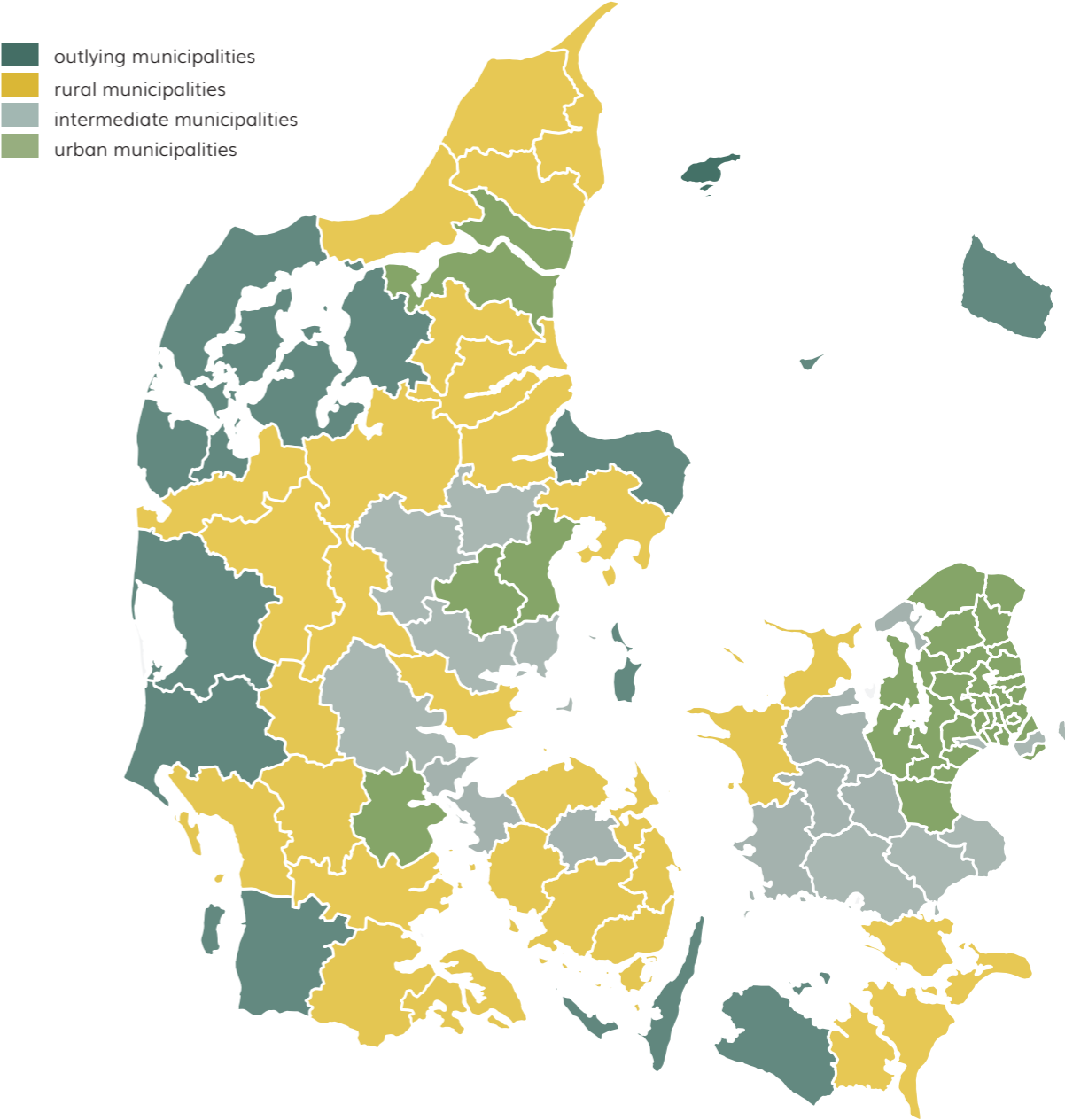
- The structural situation:
- Population per km²
 - Population in rural areas and cities under 1,000 inhabitants
 - Percentage of municipal area in a rural area

- Number of people employed in agriculture
- The economic situation:
- Average distance to the highway
 - Workplaces in relation to the number of employed persons (commuting dependence)
 - Percentage of a workforce with elementary education in 2005
 - Percentage of a workforce with medium or higher education in 2005
 - Average distance to areas with a large surplus of jobs in 2004
 - Tax base per. inhabitant 2007

- The demographic situation:
- Percentage of the population in the age 17-64 years
 - Percentage of the population in the age 25-44
 - Employment development 1994-2004
 - Development of the population 1994-2004

Based on aforementioned method and indicators, the municipalities in Denmark are divided into following classifications. (MAP 01)

- 1: outlying municipalities
- 2: rural municipalities
- 3: intermediate municipalities
- 4: urban municipalities.



MAP 01: The different classifications of the municipalities

The outlying, rural and intermediate municipalities are classified as rural districts and entitled to the new way of funding. The outlying and rural municipalities will be prioritized. The new classification system creates a more nuanced picture of the outskirts of Denmark, a picture that is based on a more academic perspective. In 2011 the liberal government shifted into the socialist one, and as mentioned, the definition of rural areas changed accordingly. The rural district report from the new government stated that the outskirts areas are based on population and settlements. They distinguish between urban areas and outskirts districts; urban areas are based on the Danish Statistics, where cities are defined as “... a coherent settlement which has at least 200 at the time of the calculation; that the building is coherent will, as a rule, say that the distance between the houses does not exceed 200 meters unless the interruption is due to public facilities, cemeteries and the likes” Everything else is part of the outskirts districts (Indenrigs- og Sundhedsministeriet and Ministeriet for Fødevarer, Landbrug og Fiskeri, 2011).

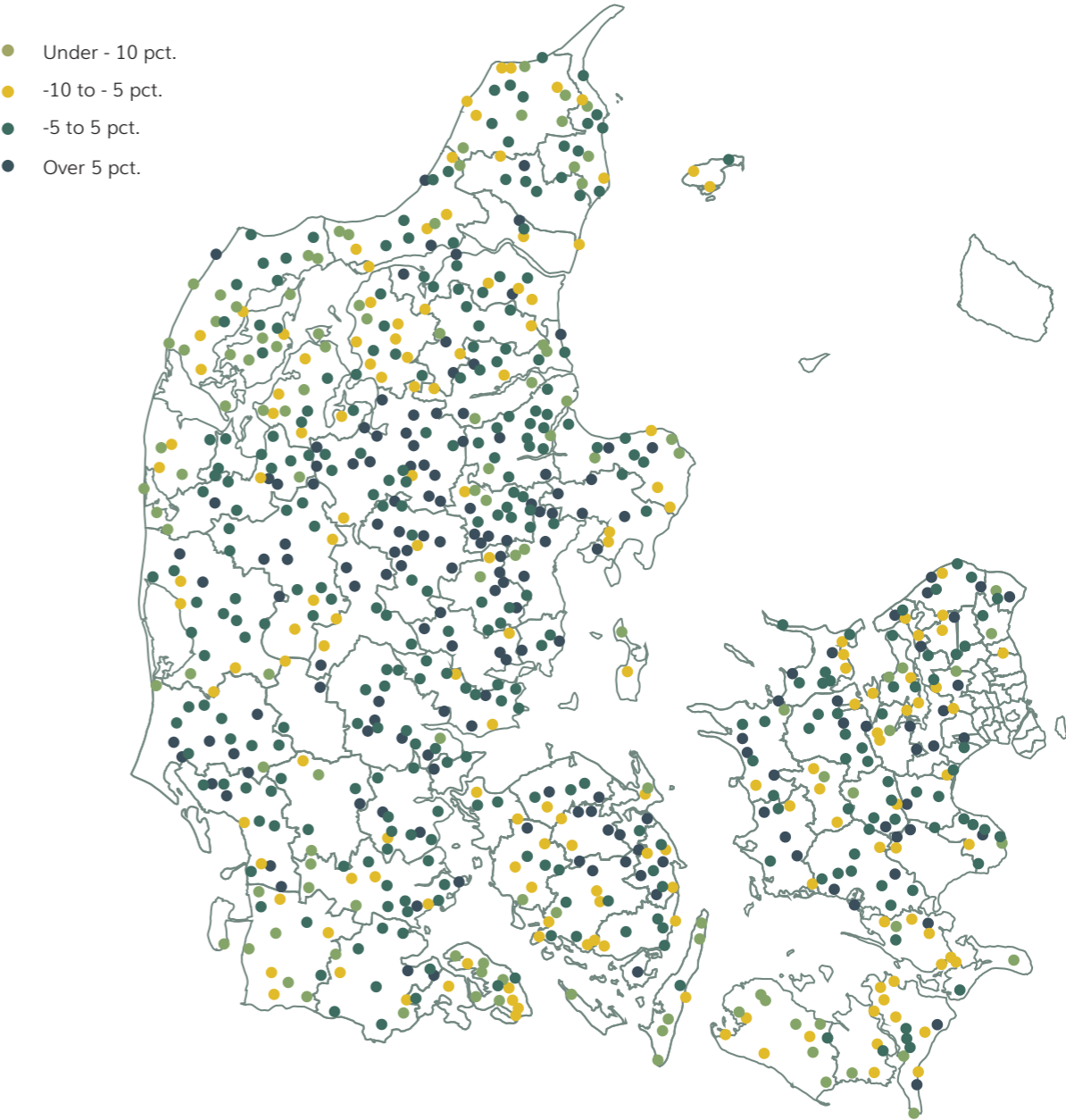
The government also started to differentiate the outskirts areas. In the report, the government explains that the outskirts districts can be very different from each other, where some districts are experiencing a decline, others are experiencing progress.

The expression outskirts municipalities is also used by the Danish Ministry of Taxation. Here they have their own definition based on

who is entitled to a decrease in taxes due to fewer work opportunities in the municipalities, which means the citizens most likely have to commute a long distance. The arrangement was activated in 2007 and included 16 municipalities. In 2013, 9 more municipalities were added to the arrangement (skm.dk, 2018). The municipalities included are both outlying municipalities as well as rural municipalities. The selection of the outlying municipalities is based on two criteria: low business income and a weak population growth.

Since 2015, the Danish government has been liberal and with a new government again came a new definition. The Rural District Report from 2017 explains, that the government will focus on all of Denmark. With this as its focus, the report does not describe the outlying areas. Instead, it analyses the factors that will have an overall effect on Denmark and its development. Some of the criteria they examined in the report are similar to the EU rural district programme; employment, business structure, population, age, and education. One aspect that differs is the focus on cities instead of municipalities (Erhvervsministeriet, 2017).

The political view only accounts for the statistic overview of the outskirts; investigating only quantitative data. A holistic definition would need a more phenomenological approach, where one can define the different areas instead of just explaining that they vary one from another.



MAP 02: Danish towns growth and decline

MOBILITY AS AN INDICATOR FOR RURAL OUTSKIRTS

"... mobilities are just as present and vital in rural outskirts as it is in cities, however probably in another format and definitely with different challenges and potentials than in the cities - but in relation to each other." (Vestergaard, 2016 p. 55).

A way to map out these different challenges and potentials will be to look closer at the writings of Marie Vestergaard (2016) and Kaufmann's theories on potential mobility (Kaufmann, Bergman and Joye, 2004). According to Kaufmann, mobilities can be looked at in two parts: potential mobility and actual mobility. The empirical observation and description of actual mobility are not enough to understand the effect of a particular phenomenon. Rather, it is necessary to look at the potential of movement, to grasp all important aspects of the mobility of people (Kaufmann, Bergman and Joye, 2004).

Kaufmann defines potential mobilities as "the capacity to be mobile, or more precisely, as the way in which an individual appropriates what is possible in the domain of mobility and puts this potential to use for his or her activities." And further introduces: "The term motility refers to the system of mobility potential. At the individual level, it can be defined as the way in which an actor appropriates the field of possible action in the area of mobility, and uses it to develop individual projects" (Kaufmann, 2002, p. 1 cited in Vestergaard, 2016 p. 62).

To further examine the term motility, Kaufmann (2002, cited in Vestergaard, 2016 p. 62) puts forward a variety of aspects which influences the motility of individuals and places them into

three categories:

- Access, as the range of possibilities in a place and consists of both, options and conditions – where options are the features available and conditions refer to the accessibility of the features.
- Skills, referring to the abilities of the person; including physical abilities, acquired skills and organizational skills.
- Appropriation, as for how the person interprets and evaluates the available access and skills, and is shaped by the individual's strategies, values, perceptions and habits (Kaufmann, 2002 cited in Vestergaard, 2016 p. 62).

For example, it could be an access to a car, where people with access to a car would use it for physical transportation instead of the bus and thereby enhance their capital. This results in fewer bus passengers and fewer departures, providing less optimal conditions and decreases the possibility for people without a car to enhance their capital (Vestergaard, 2016).

As a result of the challenges of industrialization, mentioned in "introduction", the public transportation in the Danish rural areas has been restructured and so it has changed from a supply to a demand-based distribution

of services. In this case, a large customer base results in more public transportation, and low passenger numbers result in little or no public transportation. The change from a decentralized to a more centralized society completely changed the need for transportation among children, teenagers, unemployed, (self) employed or elderly people (Agerholm and Møller, 2015).

As further explained in "Policy review", to compensate these individuals for the complications of commuting a longer distance, the Danish Ministry of Taxation implemented an arrangement where the residents of specific areas in the outskirts are entitled to a decrease in taxes due to fewer work opportunities in the municipalities (skm.dk, 2018).

Studies in rural Denmark (The Danish Transport Council, 1997 cited in Agerholm, 2018) and (The Danish Transport Council, 2002 cited in Agerholm, 2018) show that still today, the rural residents use public transportation and bicycles significantly less than urban residents. 82% commute only by car and 14% use their car in combination with other transportation modes for commuting. Around 15% use carpooling for commuting. The majority of rural residents saw the public transportation (buses/coaches) as a nice alternative, without using it. Kaufmann's Appropriation category (2002 cited in Vestergaard, 2016 p. 62) comes to mind when it turns out that, despite several years with access to local demand-responsive public transportation, only 24% had heard about it and virtually none had used it.

According to Agerholm (2018), international studies show similarity to these tendencies. An older Irish study (Arnold, 1999 cited in Agerholm, 2018) found public transportation equivalent only to about 3% of the person's transportation among rural residents while it was 2% in Scotland. Also, in Scotland (Velaga, Beecroft, Nelson, Corsar & Edwards, 2012 cited in Agerholm, 2018), a much lower share of rural residents than their urban counterparts saw public transportation as an alternative. Overall, traditional public transportation does not respond to all rural transportation needs (Agerholm, 2018).

It appears that almost everyone practices some kind of physical mobilities every day, therefore it should be investigated in the rural outskirts in order to explore what this mobilities activity means for locals and tourists (Vestergaard, 2016). Looking to the theories of Kaufmann (2002 cited in Vestergaard, 2016 p. 62), most of the transportation modes of the Danish rural outskirts can be categorized and explained in following ways:

- Access: access to a car, a bicycle or access to a train or a bus and frequency of departures.
- Skills: possession of a driver's license, ability to walk and capability to read and understand a timetable for public transport.
- Appropriation: it could be that one will only use public transport and not the car for ideological reasons or that one has access to a car and thus believe that it is the easiest means to combine more activities (Vestergaard, 2016).

INDICATORS OF THE RURAL OUTSKIRTS

Rurality might be understood in various ways, depending on its context, location, political approach or many other aspects, as mentioned on the previous pages. This produced a holistic view of what exactly rural outskirts are and how one talks about them. The knowledge gained in previous readings helped to assemble a set of indicators which collectively define rural outskirts.

The indicators are structured into the two categories; quantitative indicators and qualitative indicators (TABLE 04). The quantitative indicators open up with the structural situation. This indicator explains the structure of the physical environment; the density and rural classifications are stated by the Danish government (2007-2013) as well as MacManus and Ethington (2007). In the economic situation, attention is given to commuting distance between workplace and home, education and income level as well as the tax base for the area. Finally, the demographic situation focuses on age distribution, population and employment numbers (Ministeriet for fødevarer, landbrug og fiskeri, 2008, 2018; Foot, 2010).

Another aspect of the quantitative indicators is the centralization of public and leisure services. This indicator contains the themes of how the services relate to an urban core or to rural areas (Johnson-Webb, Baer and Gesler, 1997).

The last aspect of the quantitative indicators is the mobility indicators, which leads to a holistic evaluation of the actual real-life mobility of a group of people (Kaufmann,

Bergman and Joye, 2004). These places focus on the quality of access, which factors in the conditions and options of the individual, the skills, and abilities of the individual and finally appropriation, where the individual evaluates the available access and skills (Vestergaard, 2016). This aspect can be evaluated using both quantitative and qualitative methods, which creates a soft transition to the qualitative indicators.

The next indicators are focused on the unique demographic structures and settlement patterns (MacManus and Ethington, 2007), property size average in municipalities compared to nationwide, the ratios of pastoral to agricultural landscape and freedom to spaciousness and the feeling of isolation (Hart, Larson and Lishner, 2005).

A phenomenological aspect to note is the number of empty houses and closed services (Vestergaard, 2016). All of the rural outskirts indicators should be investigated in municipal level as well as in a smaller scale.

TABLE. 04: Indicators of rurality (based on: Ministeriet for Fødevarer, Landbrug og Fiskeri, 2008, 2018; Foot, 2010; Johson-Webb, Baer and Gesler, 1997; Kaufmann, Bergman and Joye, 2004; MacManus and Ethington, 2007; Hart, Larson and Lishner, 2005; Vestergaard, 2016)

QUANTITATIVE INDICATORS	<input type="checkbox"/> Structural situation
	<input type="checkbox"/> Population per km2 in relation to average density in rural areas and cities under 1.000 inhabitants.
	<input type="checkbox"/> Percentage of people employed in agriculture in relation to other professions.
	<input type="checkbox"/> Economic situation
	<input type="checkbox"/> Average distance to the highway in comparison to the nationwide average
	<input type="checkbox"/> The number of workplaces in relation to the number of employed people (commuting dependence)
	<input type="checkbox"/> Percentage of a workforce with the elementary education
	<input type="checkbox"/> Percentage of a workforce with medium or higher education
	<input type="checkbox"/> Average distance to areas with a large surplus of jobs in comparison to nationwide average
	<input type="checkbox"/> Tax base per inhabitant in relation to the country
QUALITATIVE INDICATORS	<input type="checkbox"/> Demographic situation
	<input type="checkbox"/> Percentage of the population in the productive age in comparison to the municipality
	<input type="checkbox"/> A decrease in employment development (10-year period)
	<input type="checkbox"/> A decrease in the population (10-year period)
	<input type="checkbox"/> Centralization of public/leisure services
	<input type="checkbox"/> Relationship to urban core (functional dependence)
	<input type="checkbox"/> Relationship to the rural area
	<input type="checkbox"/> Mobility challenges
	<input type="checkbox"/> Poor access to transportation
	<input type="checkbox"/> Low skills and ability to use transportation
	<input type="checkbox"/> Appropriation - willingness to use existing transportation options
	<input type="checkbox"/> Housing types
	<input type="checkbox"/> Decentralized patterns of settlement
	<input type="checkbox"/> High level of owner-occupation in relation to the average in the municipality
	<input type="checkbox"/> Pastoral/agricultural landscape
	<input type="checkbox"/> Freedom/spaciousness
	<input type="checkbox"/> Feeling of isolation
	<input type="checkbox"/> Empty houses
	<input type="checkbox"/> Closing of services

ODSHERRED AS A PART OF THE RURAL OUTSKIRTS

“Odsherred is the recreational garden for the rest of Zealand and the Capital Region. It is the unique nature experiences in the Geopark. It is the kitchen garden where you get your food. It is the backyard where you live and where you stay - together with others” (Dansk Bygningsarv A/S, 2014).

Odsherred is a municipality placed near Copenhagen but still categorized as a rural municipality by the rural district report from 2007 (MAP 01). The further analysis of the cities (MAP 02) from the rural district report 2017 also indicates, that Odsherred can be categorized as part of the rural outskirts. The municipality is placed in the northern part of Zealand; only one hour drive from Copenhagen, and it stretches over an area of 355 km² and has 32.528 citizens living permanently in the area.

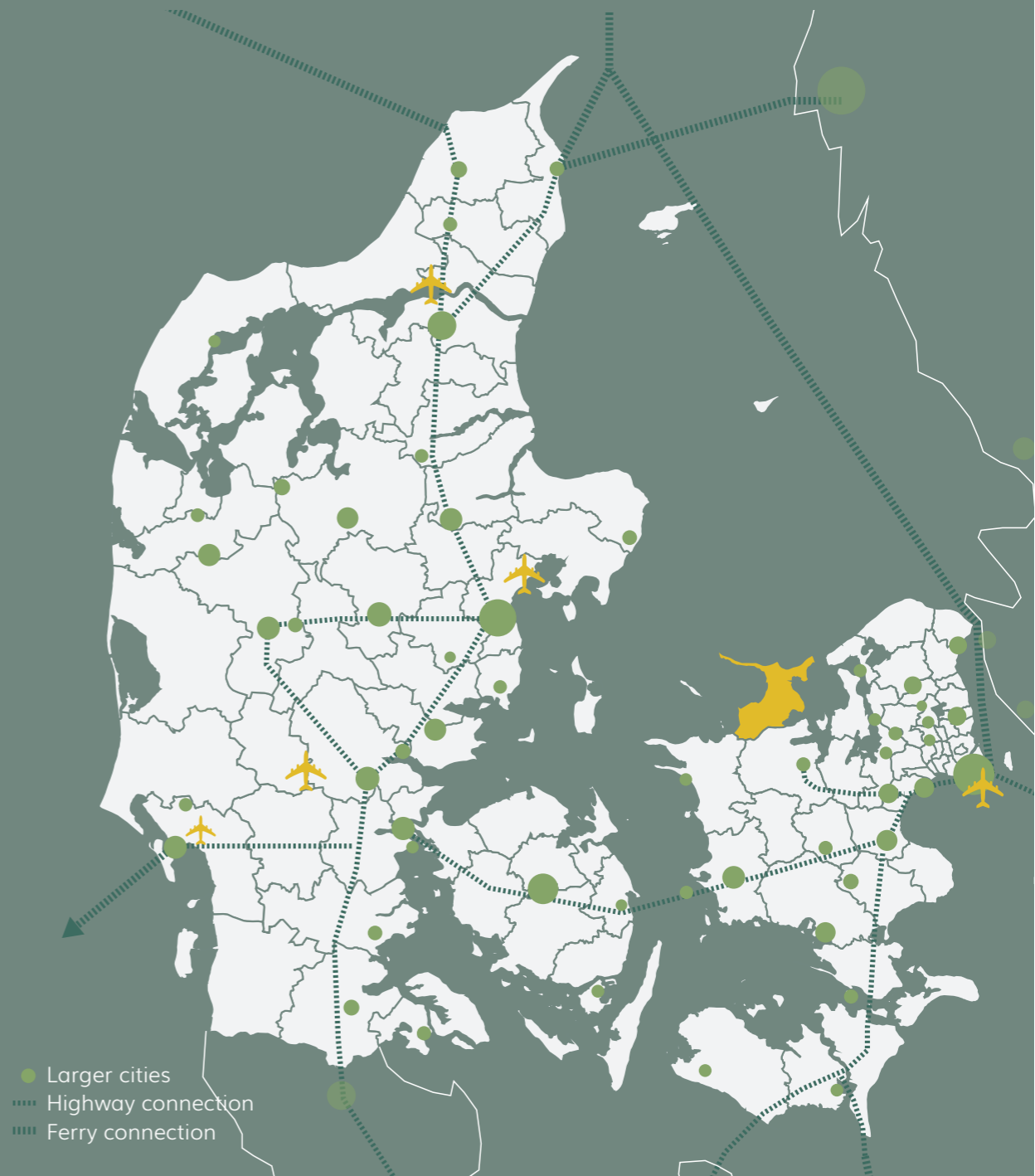
Looking at Odsherred as rural outskirts a lot of the indicators defined earlier are describing the situation of the municipality. When looking at the economic situation, of the whole municipality, one can see that the income-based taxes compared to the regional level are lower, the same can be seen in terms of the corporation-based taxes (Dansk Bygningsarv A/S, 2014).

Since 2008, Odsherred has lost 10 percent of its jobs. The municipality is characterized by smaller businesses which are mainly locally oriented service professions. As a consequence, more and more citizens are commuting: 4.884 citizens commute on a daily basis, where the average distance is 26,2 km (Dansk Bygningsarv A/S, 2014).

Furthermore, the debt in the municipality has increased dramatically since 2007. The high expenditure per citizen and the low personal income per citizen are few of the reasons. The amount of empty houses has also increased; from 7,1 percent in 2007 to 8,9 percent in 2013 and the value of houses on the market is declining. The mortgage council (realkreditrådet) has named Odsherred as the 10th most afflicted municipality on the housing market. One of the positive tendencies is the increase in vacation homes transforming into permanent houses (Dansk Bygningsarv A/S, 2014).

Odsherred has a unique demographic situation. The municipality is known for its large amount of vacation homes; in the municipality, one will find 15.800 permanent homes (da: helårsboliger), whereas 26.000 are vacation homes (da: fritidshuse). The average age of the citizens is 46,9 years, whereas nationwide it is 40,9. In 2025 one third of the population will be over 65 years. The municipality has a hard time attracting families as well as educated citizens; only 16,7 percent has a higher education level, comparing to the nationwide 27,6 percent (dst.dk, 2018).

MAP 03: Odsherred in relation to the Danish infrastructure



Because of this, tourism is one of the most important business in the municipality; it holds 6,6 percent of the total economy in the municipality. 12,1 percent of all working citizens are working with tourism comparing to the agriculture-based professions, where only 5 percent are employed (Dansk Bygningsarv A/S, 2014).

The municipality is more or less split in two; settlement in the south and tourism in the north, which is creating a gap between the different kinds of citizens.

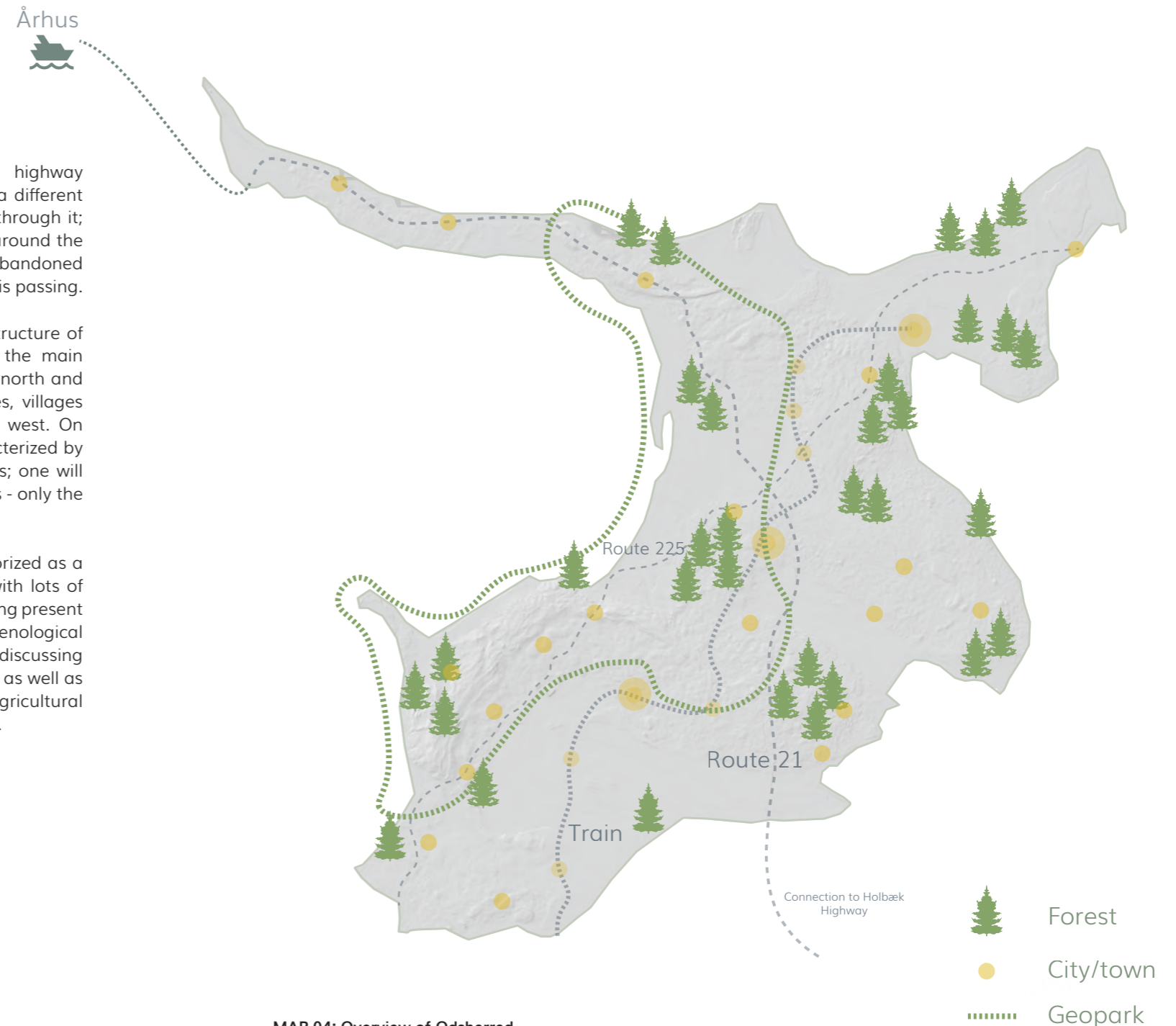
One of the reasons the municipality is so popular for the vacation homeowners is a long shoreline of total 157 km. Apart from that, Odsherred is known for the variety in the landscape; a variety that will not be found in any other place in Denmark. The area is often mentioned as the Odsherred Geopark; the Ice-Age landscape of Odsherred is a perfect example of how landscape formation happened at the edge of a glacier (Geopark Odsherred, n.d.).

In terms of infrastructure, Odsherred is detached from the rest of Denmark. Odsherred, as well as Møn and Kalundborg, are detached from the primary nationwide infrastructural network - both concerning trains as well as the highway (Dansk Bygningsarv A/S, 2014). In 2013, a national route 21 was opened; a new connection going through Odsherred

focusing on connecting Holbæk highway with Odsherred. The route creates a different picture of Odsherred when driving through it; now the focus is on the landscape around the highway instead of the empty and abandoned houses in the villages the route 225 is passing.

Apart from that, the internal infrastructure of Odsherred is well connected with the main routes going from the south to the north and smaller routes connecting the cities, villages and the main routes from east to west. On the other hand, Odsherred is characterized by a relatively poor network for cyclists; one will not find many designated bike lanes - only the ones following car roads.

Therefore, Odsherred can be categorized as a part of the Danish rural outskirts with lots of the different statistical indicators being present in the municipality. The phenomenological approach is more visible when discussing specific towns, where housing types, as well as their conditions, and the pastoral/ agricultural landscape can be explored in depth.



MAP 04: Overview of Odsherred

CONCLUSION

The academic research framework was approached by investigating different terms commonly used to describe rural areas. The aim of the research was to identify the similarities, as well as differences, between such phrases as rural (i.a. Hart, Larson and Lishner, 2005), outskirts (Vestergård, 2016) or suburb (i.a. McManus and Ethington, 2007) . Due to the Danish context of the thesis, the term Udkantsdanmark (den Danske Ordbog, n.d.) was also examined.

There are several ways to describe or understand the rurality thus while using various expressions one should always keep in mind the origin of the word as well as its characteristics to easily distinguish between the terms (TABLE 03).

The definition of rurality was also adapted to the political needs. This view, in the contrary to many academic studies, is based on the qualitative data with the approach changing dynamically according to the shift in the government. In many cases, the concept of the understanding starts from too large scale; instead of looking at specific cities, the politicians take into consideration whole municipalities within which the levels of rurality may vary drastically.

Although, once a municipality is categorized as rural, the mobility is one of the most significant indicators of the classification; not only does it allow to identify a rural area, but it also prevents the development of such.

The theoretical field presented in this thesis as “Defining the rural outskirts” has brought the researchers closer to understanding of such a complicated concept as rurality. Based on the study, as an outcome of this chapter, a list of indicators allowing for classification of a place as rural outskirts was established (TABLE 04).

To demonstrate, that the chosen project location of Odsherred municipality is an example of such an area, the researchers went carefully through the indicators and marked the corresponding ones. As the most crucial indicator for Odsherred, the researchers are pointing the structural and demographic situation as well as the mobility challenges.

Examples of best practice from European Union programme LEADER and Danish private association Realdania, as well as the examination of different ways of describing rurality brought the researchers to the clear understanding of the gap in the current development method and created a solid foundation for analysing the project location, the town Høve, on the following pages. The complex study also gave an overview of how to approach the method for capturing locally bound potentials, which the researchers will develop after the following chapter.

CAPTURING THE LOCALLY BOUND POTENTIALS

The study on defining and capturing locally bound potentials in rural Denmark is initiated through a case study of Høve in the multiplicity of Odsherred. The approach is based on a cross-disciplinary research, where the group, as built environment professionals, analyses the town Høve. For gaining more inside knowledge of the town's potentials, interviews and focus groups with the local residents are conducted. The chapter also analyses the local authorities' view on locally bound potentials.

The researchers' view of locally bound potentials is compared with the different stakeholders. To emphasize the different approaches, as well as highlight the different knowledge gained from the approach, different maps of potentials sum up the analysed potentials.

CROSS-DISCIPLINARY RESEARCH

“The last few decades have seen a cross-disciplinary proliferation of research that aspires to encourage greater community participation and empowerment within decision making (Arnstein, 1969; Barnes, 2009)” (Beebejaun, Durose, Rees, Richardson & Richardson, 2015)

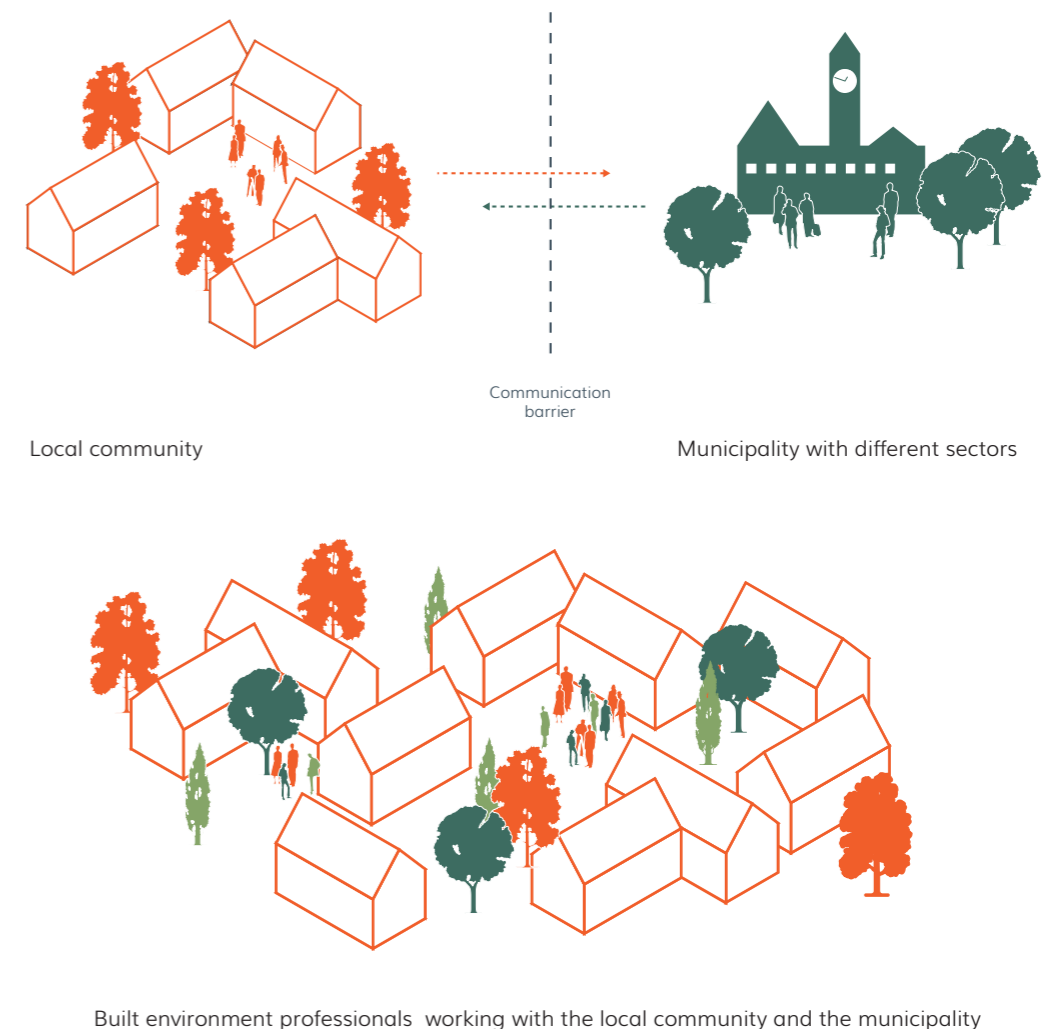
The change mentioned by Arnstein and Barnes is the shift from top-down to bottom-up development strategy, where citizens are encouraged to take part in the design process. This centrally managed model with a more local, participatory twist is called governance. As previously mentioned, the key pillars of this development method are a multi-sectoral and a place-based concept.

There are three crucial actors that have to be present in the multi-sectoral approach; the local authorities, citizens and built environment professionals (FIG. 07). A great number of communities have exceptional assets and capabilities, though many times they miss a broader perspective. For that reason, they need a governmental support to design actions with 'long horizons of time and vision of sustainable future' (Manzini, 2013). Both sides of the equation have their priorities; the political desire for development may be economically-driven, while locals are focused on the community needs. The new, horizontally organized decision-making should be built on interaction between those. However, to design a sustainable and balanced development strategy, the collaboration between formal

political authorities and informal communities has to be fed by interactions with other cultural worlds – transdisciplinary interactions. This is the point where designers, and other built environment professionals, are becoming a third side of this cooperative, introducing an objective attitude to the discussion, as well as the expert knowledge on the subject (Manzini, 2013).

On the following pages all the three bodies, as well as their roles and views, are introduced in more detail. The built environment professionals are presented as the first ones, since their view and knowledge about the place is based on the desk analysis of available sources. On the contrary to the rough data, the empirical input is presented in the local view. At the end, both views are summarized and confronted with opinion of the local authorities.

FIG. 07: Cross-disciplinary approach



HØVE AS A CASE STUDY

When defining and capturing locally bound potentials, the backbone needs to be a specific place. For this thesis, the analysed case study is Høve, focusing on the town's as well as the surrounding's assets.

Høve is a town placed in the west of Odsherred municipality, 5 km north from Asnæs, one of the major cities in Odsherred with a variety of services. In 2010, Høve had 205 citizens. It is located on the area created by lateral moraine, that rises between Lammefjorden and Sejerø Bay (Odsherred Kommune, 2012b).

In Høve the roads from Asnæs and Nykøbing-Slagelse meet. Because of this intersection, the town is affected by the significant amount of traffic, especially in the summer season, since the town is a thoroughfare to several vacation homes (Odsherred Kommune, 2012b).

In the town of Høve, one distinguishes between the different kinds of tourist; some of the vacation homeowners have been in possession of the houses for generations and are in a close connection with the citizens of Høve, whereas the passing-through tourists are disconnected from both the vacation home areas as well as Høve.

Business, like in many other villages, has had a setback. However, contrary to the disappearing grocery stores, there are still some specialized stores which have survived (Odsherred Kommune, 2012b). Høve has lost a lot of its services, going back just 20 years the town was thriving; a grocery shop, a bakery, as well as a music pavilion in the forest, were the daily meeting spots for all the citizens. The school created a natural centre for the

town festivals and association meetings. Most of the citizens were involved voluntarily or working in the school - it created the base for solidarity in the town. The shops, as well as the pavilion, slowly started closing and when the school closed in 2014, it created a gap in the community.

In 2014, Odsherred became part of the international UNESCO Geopark network. The citizens of Høve adopted the term as one of the first towns in Odsherred and started branding themselves as the heart of the Geopark (Odsherred Kommune, 2018).

Høve is a perfect example of a small town in the rural outskirts of Denmark. Simply listing the aforementioned general information about the town, makes this very clear. The area possesses different kinds of locally bound potentials. Uncovering and capturing these will be the main focus of this chapter. Within this viewpoint, the project area is studied under four themed potentials recorded as the most prominent themes in Høve: landscape, community, cultural heritage and tourism.

MAP 05: Map of Høve
Scale: 1:10.000



THE VIEW OF THE BUILT ENVIRONMENT PROFESSIONALS

To investigate the view of built-environment professionals, and prove that researchers of this thesis can be acknowledged as representatives of those, the term should be clarified. According to Hartenberg, Lorenz and Lützkendorf (2013), this expression describes the shared identity, shared goals of creation, operation, preservation and development processes.

It is a collaborative and interdisciplinary work which should share common ethical code and be based on such learning methods as problem-based learning and inter- as well as intra-disciplinary learning. Although a uniform definition was never stated and different projects require different groups of professionals, based on Chynoweth's research, a built-environment professional is

"a range of practice-oriented subjects concerned with the design, development and management of buildings, spaces and places" (Gniffiths, 2004 cited in Chynoweth, 2009)

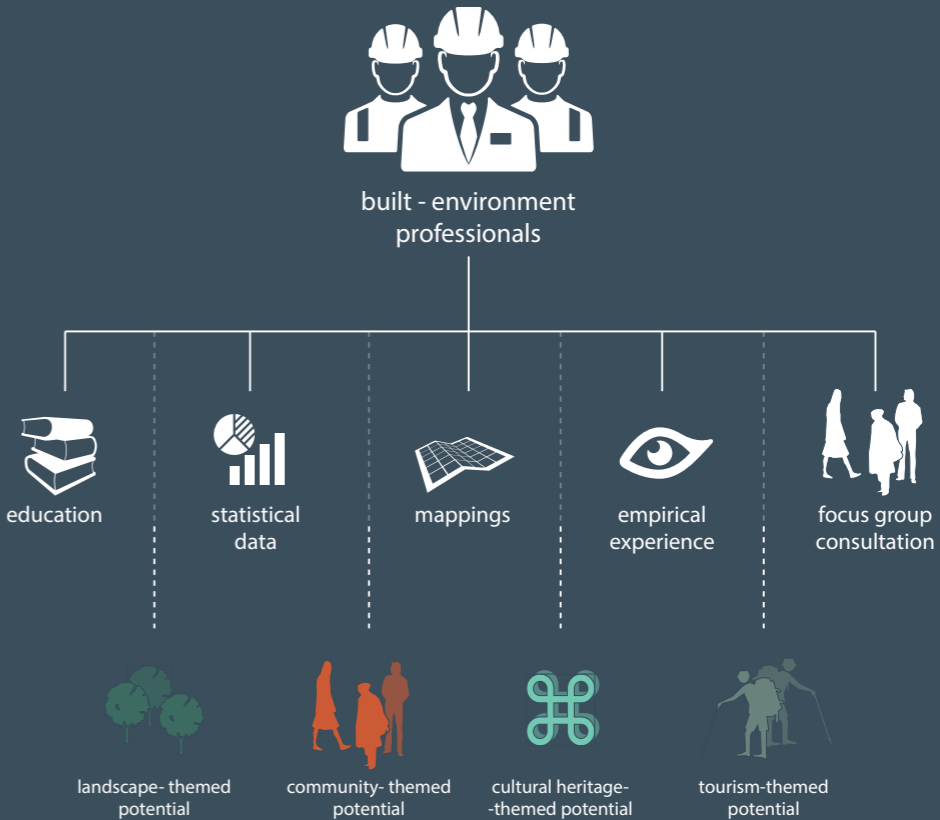
"architecture, building, science and engineering, construction, landscape and urbanism" (HEFCE, 2005 cited in Chynoweth, 2009)

Concluding in his paper, Chynoweth states, that built environment professionals are "all the groups of stakeholders and professions that are directly or indirectly involved in the design, operation, preservation and development of the built-environment (...) that of creating habitat or shelter" (Chynoweth, 2009), which is also shared by Hartenberg,

Lorenz and Lützkendorf (2013). In accordance to Chynoweth's, as well as Hartenberg, Lorenz and Lützkendorf's, view, an urban designer, an architect or an urban planner are representatives of the built environment professionals. In relation to this master thesis, built environment professionals will be represented by the researchers.

As mentioned in the introduction to this subchapter, the role of the built-environment professional is to give a competent advice and bring a third, objective opinion to the discussion. In the multi-sectoral project, the presentation of the view of built environment professionals is the moment when urban and architectural study methods are being introduced. Some of the analysis can be done from desk studies, however, as Jørgen Møller points out in "Villages in landscape: the importance of appearance" (Møller, 2008), the phenomenological view can only be captured by experiencing the project site. Nevertheless, there is no universal list of analysis needed for the project – it always depends on the focal point of investigation; the research problem and the site.

FIG. 08: Built environment professionals



Based on the knowledge gained from rural development projects held by LEADER and Realdania, this thesis will examine the project site of Høve under the four themed potentials: landscape, community, tourism and cultural heritage. The categories were carefully chosen in accordance with the desk study of the project location; landscape as the major promotion priority of the area, community as its resources are the essential components of any development, cultural heritage due to

the presence of material and non-material capacity, as well as tourism, which within its range ties all the prior listed together. This subchapter will conclude on a map of locally bound potentials seen from the perspective of the researchers, as representatives of built environment professionals, due to their technical as well as analytical competencies.

LANDSCAPE-THEMED POTENTIALS

The landscape was always seen as an important part of human life. The old Persians were referring to the Biblical garden of Eden while calling it "pairi-daeze". A similar approach was shared by Greeks and Romans, though they also saw landscape as a place for a range of activities and implementing this scenic environment within the habitations of urban dwellers. Moreover, Greeks were pointing at the importance of nature by choosing the cultural sites with the landscape as the primary criteria (Ward Thompson, 2011)

According to Thompson (2011), throughout the history, the role of landscape changed in relation to human habitat. Nevertheless, repeatedly, nature was stressed as the essence of urban dwellers, not only for its aesthetic values but also as a therapeutic place or in a preventive context. The healing power of nature has several times been highlighted by Montford (2004, cited in Thompson, 2011), as well as Kaplan and Kaplan (1989, cited in Thompson, 2011) in both contexts of mental and physical treatment, with the focus changing from one epoch to another. According to Bull (2010, in Ward Thompson, 2011), in the developed world of the XXI-century diseases, the landscape can encourage people to be physically active, preventing future generations from those diseases (Ward Thompson, 2011).

Nevertheless, as stated by Ward Thompson "There remains a need for good empirical research to explain the mechanisms behind the relationship between quality of outdoor environments, access to the landscape and health." (Ward Thompson, 2011). Regardless of that, the significance of nature in the human habitat will be still used as an aspect in this thesis.

Aforementioned research shows that, especially now, the landscape can be a development driver in terms of inhabiting the area for long- or short-term. Among the developed countries a trend occurs for owning vacation houses further from cities, surrounded by idyllic scenery of nature. However, the short-term users of the landscape can also be just passer-bys, for whom the landscape is being developed with a more tourist approach. The town of Høve is a perfect example of the described conditions; thanks to the Ice-Age formation of the area, it offers, unusual in Danish context, a landscape varying in altitudes. The intertwining hills and valleys allow the view to open and close depending on the location of an observer. The extraordinary landscape together with the nearby coastline attracts people to move there as well as come for recreational purposes one or several times.

Thus, are the landscape-themed potentials strong enough to become a developing driver? "What characteristics of the landscape – quantity, (...) quality, accessibility, and visibility (...) – are critical (...)?" (Ward Thompson, 2011). This sub-chapter will research upon those and try to evaluate, if landscape can become an individual or integral part of urban planning and development strategies.

THE LANDSCAPE OF HØVE

"The Ice-Age of Odsherred is a textbook example of landscape formation at the edge of a glacier (...) This is why Odsherred is now a Geopark" (Lemkow, 2013). Over the past 25.000 years, the landscape of Denmark was changing several times due to the movement of glaciers in the Ice-Age. The final results are hills and mountains. Denmark only inherited some small ridges. Although, in the flat Danish context, those hills are enriching the landscape and creating natural viewing points. (Geopark Odsherred. En introduktion., 2018)

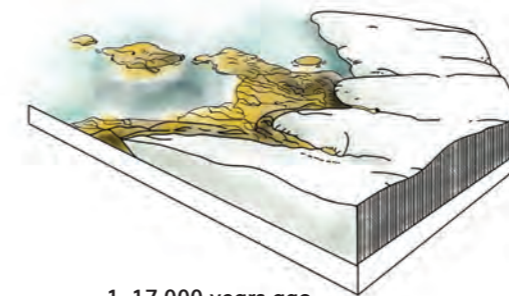
The movement of the glacier during the past 25.000 years is presented in four steps, out of which three are presented in figure 09. In the beginning, Denmark was joined by land with the British Islands, the country was relatively flat, covered with tundra and the icecap did not reach yet the area of Odsherred. (Geopark Odsherred - Landskab som isen skabte, 2015)

8.000 years later (FIG. 09.1), when the glacier started approaching from the north-east direction, the Vig and Vejrhøj arches were

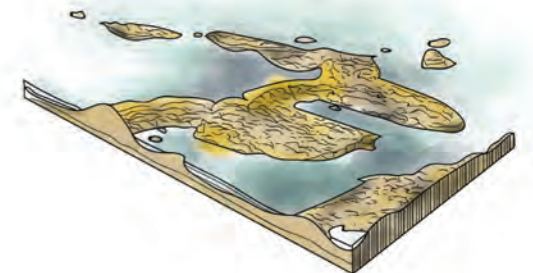
formed. The water from the glacier running on the north-west side of Odsherred on melt-water plains in front of the moraine was forming the landscape with transported materials. Around 13.500 years ago, in the Bronze-Age, the aforementioned movement caused the formation of Ester hill. (Geopark Odsherred - Landskab som isen skabte, 2015)

By the time the Ice-Age passed and the North American ice shield melted, the water level in the oceans increased and Odsherred was partly flooded by around 4.5 meters of water. Back then, Odsherred was just a peninsula with stripes of land and islands (FIG. 09.2). This also placed Høve in the valley between two hills, around 20 meters high. In the period of Mainland, around 3.500 years ago, a series of Neolithic burial mounds were built, including the one on top of Ester hill. (Geopark Odsherred - Landskab som isen skabte, 2015)

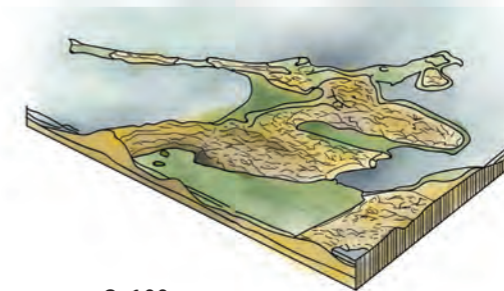
Since then, the landscape did not change a lot (FIG. 09.3) - nowadays only mankind on land or heavy storms by the coast of Sejerø Bay are the reasons of slight modifications. (Geopark Odsherred. En introduktion., 2018)



1. 17.000 years ago



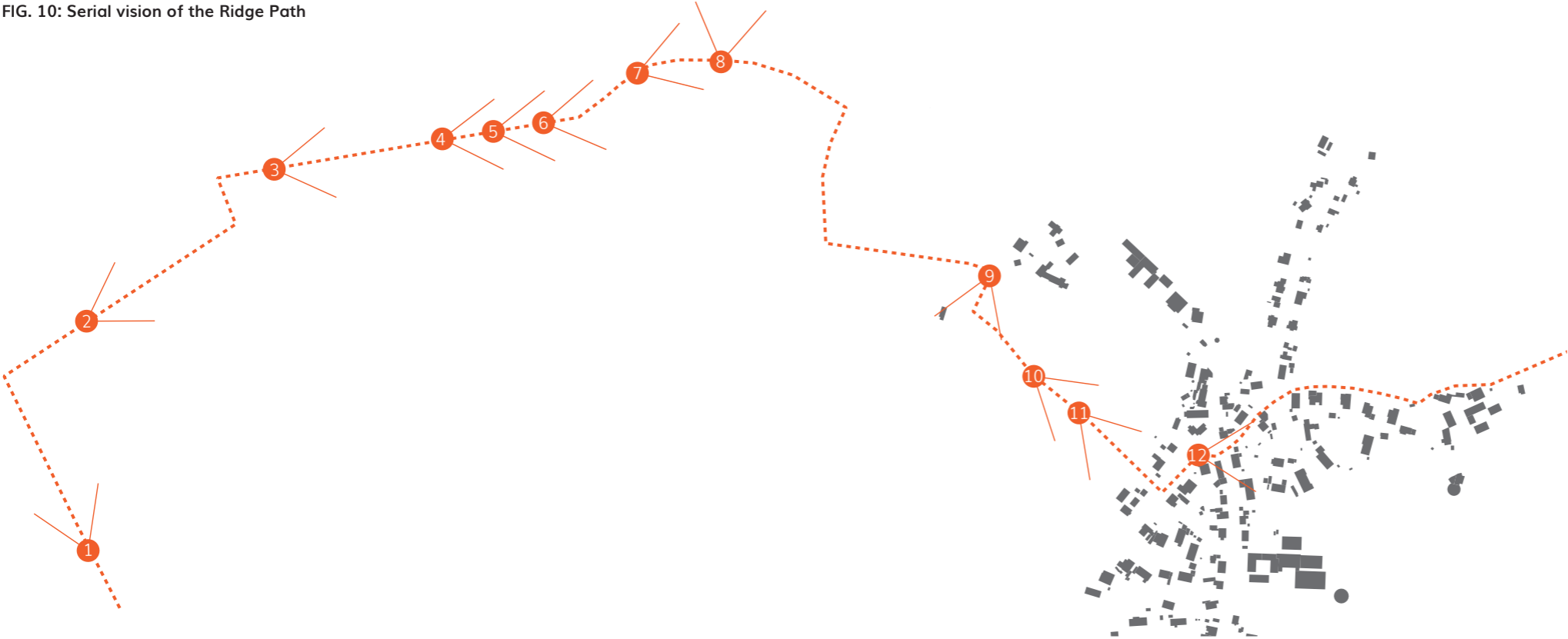
2. 7.000 years ago



3. 100 years ago - now

FIG. 09: The changing landscape of Odsherred

FIG. 10: Serial vision of the Ridge Path



THE RIDGE PATH

This analysis focuses on a section of the Ridge Path, walking from the west part of the path to Høve (FIG. 10).

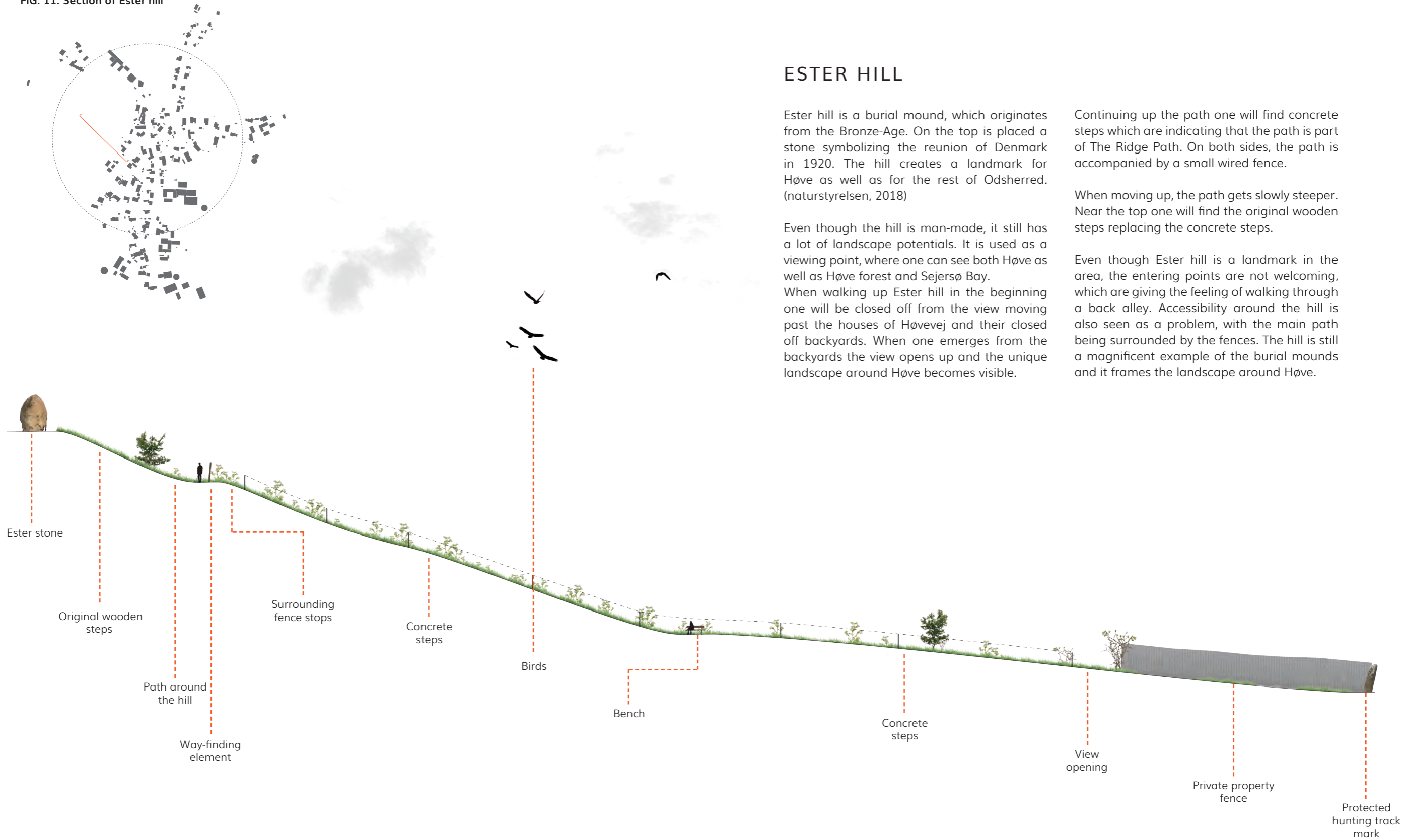
The analysis shows an interchanging environment, moving from green fields to a forest landscape and brushwood. The path itself is easy to follow with its stamped pathway and direction stones. The pathway can be partially lost when moving through Høve due to lack of directing signs at critical points.

When walking through the different environments, different views appear to both Sejerø Bay (FIG. 10.8) and the town of Høve.

The Ridge Path connects the different landscape experiences and creates accessibility to nature. The path frames the changing environment.



FIG. 11: Section of Ester hill



COMMUNITY-THEMED POTENTIALS

In most places, it is common for local leaders and citizens to gather and make efforts towards changing their community into a better place. Usually, the starting point for these discussions are, sadly, focused on the variety of problems and concerns already existing within the community. This method of departure, where stakeholders and citizens take a hard look at their community, would set off the locals on the wrong foot (Beaulieu, 2002).

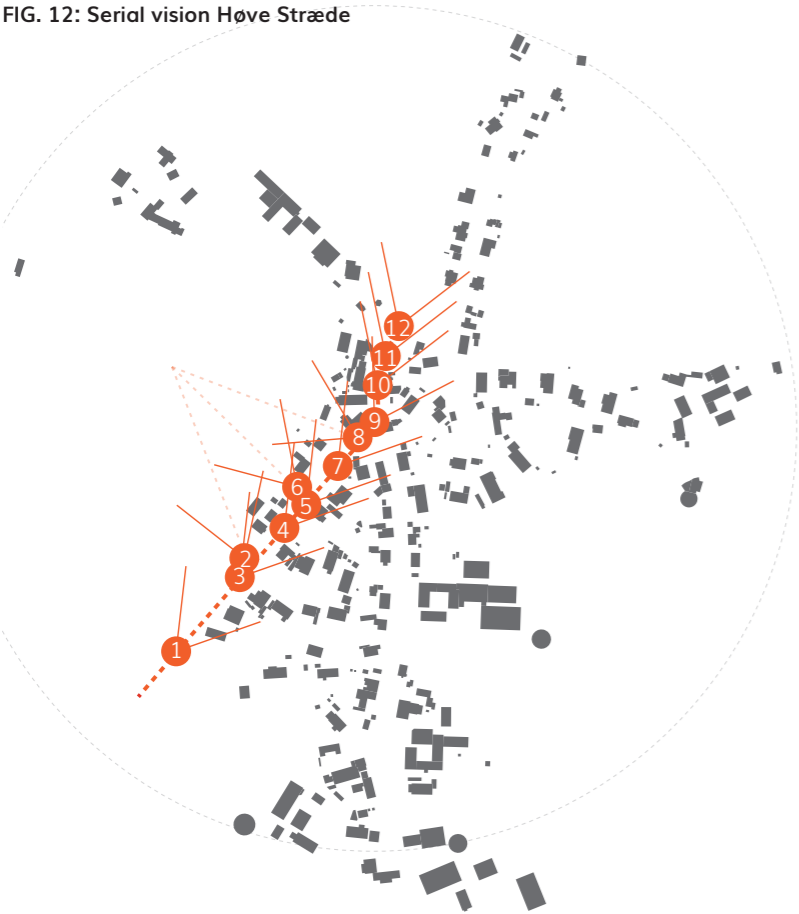
To take a more holistic approach, a method could involve explaining the assets of the community - the skills and talents of local residents, as well as the capabilities available through local organizations and institutions. Altogether, these potentials offer the possibility to address the important issues impacting the community. As such, the long term development of a community relies on its capability of making use of the strengths and assets of its people, institutions and non governmental organizations (Beaulieu, 2002). This method is elaborated by Mathie and Cunningham (2003), who agree with Beaulieu (2002) about drawing attention to social assets, the skills of individuals, as well as the social capital of informal networks (Mathie and Cunningham, 2003).

Another way to look at the value of a community, is to unveil the different kinds

of 'capital' within the communities. Hancock (2001) states that "... wealth is not merely our economic capital, but includes three other forms of capital—social, natural and human capital (..), the combination of which may be thought of as 'community capital'." (Hancock, 2001, p. 275).

In the town Høve, the existing non governmental associations and the residents in general, appear to have a strong base for high 'community capital', as seen in the example of all front yards and houses in the town being well-maintained. This shows a willingness for participation in the community and a strong place attachment, which is also noticeable in several activities and physical aspects of the town. This sub-chapter will elaborate on those characteristics.

FIG. 12: Serial vision Høve Stræde



HØVE STRÆDE

Walking through Høve Stræde, the first thing to notice is the surrounding landscape with agricultural fields. Significant, are the two hilltops and the small town placed in the valley between them. Before entering the built-up area, a prominent feature is the stone on the top of Ester hill to the west and the old mill on the hilltop to the east. The impressions, as a pedestrian, are dominated mostly by the different views to Ester Hill which appears frequently while continuing along Høve Stræde (FIG. 12.2, FIG. 12.6, FIG 12.8). The visual connection to Ester hill and the stone becomes a landmark and identity for Høve.

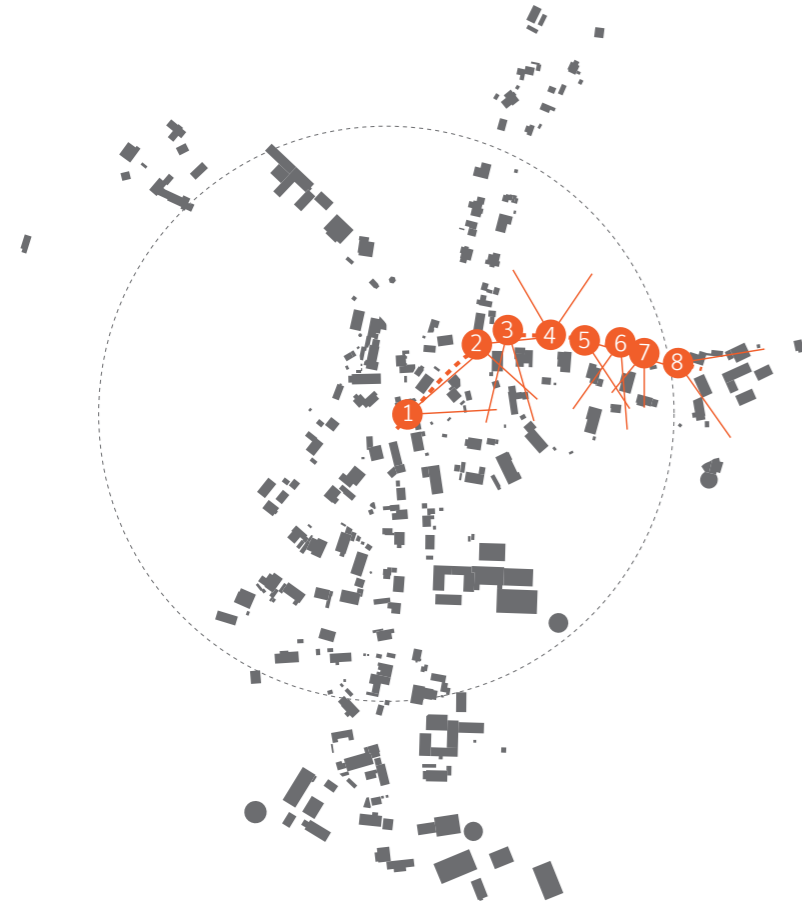
On the other side, the mill completely disappears from view once entering the town. Blocking the view to the mill are the big trees from private gardens and houses which are

all well maintained. The effort put into it is noteworthy, and it speaks to the willingness of locals to take responsibility for giving their community pleasant surroundings.

As a pedestrian moves forward, the journey comes to a halt where Høve Stræde meets Høve Bygade. The rush hour traffic in this intersection is very heavy, which makes it difficult to cross the roads. Once managing to actually get past this point, moments later the sidewalk disappears on one side of the road, as does the view when relocating to the other side of the street. If, on the other hand, one is going by car, bus or bicycle, an amazing view over the landscape and coastline opens up and continues until reaching the beach areas



FIG. 13: Serial vision Møllestrædet



MØLLESTRÆDET

Møllestrædet is the street leading up the eastern hill opposite to Ester hill. Due to the length and turn of the road, it does not seem steep by looking at the topography lines, though by taking a walk along it one can easily feel and see the difference of 20m in the height.

The north edge of the street borders with a protected area, however, the building restrictions start after an approximately 100m walk up the hill along the street - only from this point the amazing view to the fields with coastline in the distance opens up for the passer-by. One can easily notice the difference between the standard of houses until this point and after; the dwellings higher up the hill look much more representative.

When walking up Møllestrædet, at the beginning one will be focused only on the houses, since they appear on both sides of the street. Those properties look more ordinary,

very similar to the ones appearing in the centre, as presented on the previous page. After passing the crossing with Nordtoften on the left, the view opens to the fields and coastline. Houses on the right side start to remind more of a suburban-style rather than rural outskirts - even if they are still relatively small, the standard is visibly higher and shapes more extraordinary. The peak of this uniqueness creates a penultimate house on the hill (FIG. 13.7) - a white building with a large, two-story room opened to the streets by a facade almost completely covered with high windows. From this point, the street turns to the right and the protection line moves from the street edge and Møllestrædet becomes built-up again on both sides.

Even though all the properties are well cared for, the no-man's-land, access routes from Møllestrædet, seems left abandoned. Scattered gravel gives the impression of lack of interest of residents in the common good.



FIG. 14: Community event calendar

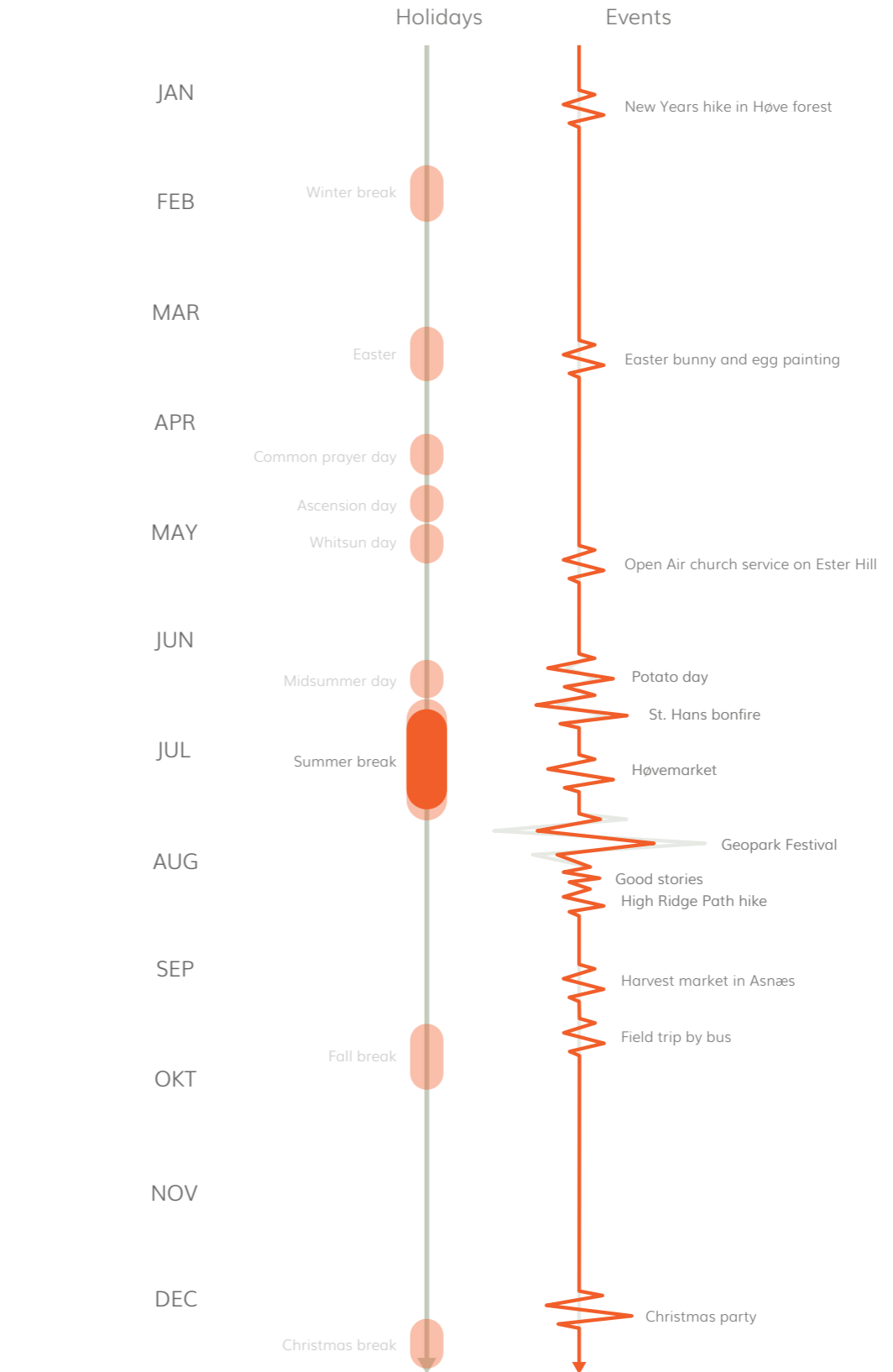
EVENT CALENDAR

The events organized for the residents of Høve are spread almost over the whole year; the only months without any entertainment happening are February, March or April, depending on when Easter takes place, October, and November. Nevertheless, the major variety of activities are organized during summer months, in June, July, and August.

All the events are strongly related to the seasonal changes or holidays, for instance in January a healthy hike is arranged by Heart Association, followed by a little refreshment after the trip. Over the Easter children with their families are welcome to paint the eggs in the old-fashioned manner and seek for Easter bunny eggs. This event is held by nature- and geoguide and is available after payment of a small fee. Similarly to the previous one, it is followed by refreshment of local products. In May, on the Whit Monday, an outdoor church service is organized on the top of Ester hill.

During the vacation season, all the events are addressed to both, locals and tourists, almost equally. An example is the Potato day in the middle of June, with free tasting of this-year potatoes from the Lammefjord and pickled herring. A week later comes Midsummer Day, where people light a bonfire. There will be a common dinner for Høve residents in the old home guard house before the bonfire on the beach. The end of summer is celebrated with the harvest market happening in Asnæs. At this time, a bus trip is organized, where the residents of Høve have an opportunity to visit a different location. As the Christmas month comes, the Christmas tree is set up and decorated. Additionally to that, Christmas hearts are distributed and Santa Claus comes with gifts to kids in town.

This gives insight into the strengths and resources of the associations and informal networks of Høve.



CULTURAL HERITAGE-THEMED POTENTIALS

“Development interventions that are responsive to the cultural context and the particularities of a place and community, and advance a human-centred approach to development, are most effective, and likely to yield sustainable, inclusive and equitable outcomes.” (UNESCO, 2012)

A development can be driven by several triggers, for instance by landscape or community, even though many times the potential is acknowledged as cultural heritage, which is known as a transversal and cross-cutting aspect.

According to Griswold (1994, pp. 3 in Nkywanyana, 2012, pp. 6) culture is a way of life of a group of people, the behaviour, beliefs, values and symbols accepted generally without thinking about them and are passed along from one generation to another. On the other hand, heritage is what is obtained after death or handed on from one generation to the next (Smith, 2009, pp. 79 in Nkywanyana, 2012, pp. 6) including tangible and intangible things or type of attractions (Timothy and Boyd, 2003 in Nkywanyana, 2012, pp. 6) that a society consider important in terms of history or culture. At the same time, a cultural heritage, according to George (2010 in Nkywanyana, 2012, pp. 7), is everything

transmitted from generation to generation created in response to the environment, interaction with nature and history; the things, places and practices determining the individual or a group or community (Department of Arts, Culture, Science and Technology, 1997, pp. 17 in Nkywanyana, 2012, pp. 6). The cultural heritage is the key ingredient of identity (Brooks, 2011).

The cultural heritage; the practices, representation, knowledge, skills, as well as the instruments, objects, artefacts and cultural spaces; can be seen as a themed potential for development. By the beginning of 2012, around 70% of the United Nations Development Assistance Framework (UNDAF) was based on cultural heritage. It has a variety of impacts: economic, environmental, and social community-wide (The United Nations Educational, Scientific and Cultural Organisation, 2012).

In general, the cultural heritage together with creative industries, sustainable cultural tourism (accounted for 40% of world tourism revenue) and cultural infrastructure are the strategy tools for revenue generation. It seems to be a straightforward development since the resources already exist and the promotion of potentials require limited capital investment. Accompanied by sustainable tourism, the cultural heritage can gain public interest and support conservation (Brooks, 2011). Thanks to the local attachment of the potentials, its development creates working places - even for vulnerable population groups (The United Nations Educational, Scientific and Cultural Organisation, 2012). Among the other outcomes of development driven by cultural heritage-themes potentials is the improvement of the location's image, stimulation of urban development, greater social inclusion, strengthening the social capital of a community, fostering trust in public institutions and influence of interaction

with natural environment (The United Nations Educational, Scientific and Cultural Organisation, 2012).

Thanks to the human occupancy of Danish lands already a long time ago and the Ice-Age shaped landscape of the area, there are several burial mounds dated back to the Bronze-Age located in Høve and its closest surrounding. One can discover them following a hiking path since apart from the landscape focus, the cultural heritage also plays a significant role in their establishment.

However, the area has more to offer within the cultural-heritage theme - a story of the founder of Nordisk Film, Ole Andersen Olsen. A brief study of his influence on the town in the past as well as possible one for the future development of Høve will be undertaken on the next pages.



FIG. 15: The story of Ole Olsen



1. OLE OLSEN AND FAMILY IN FRONT OF MALMÖ TIVOLI, 1895



2. OLE OLSEN ON SET, 1906



3. NORDISK FILM PRIZE 1908



4. THE LOGO OF NORDISK FILM, 1909



5. THE SKOVGÅRD FARM, 1933



6. APPROVAL FOR BURIAL MOUND, 1935

THE STORY OF OLE OLSEN

"From the extreme poverty to the extreme prosperity." (Nordiskfilm.com, n.d.). By this sentence, the Nordisk Film is presenting its founder, Ole Andersen Olsen. A child of a housekeeper and a carpenter, who at the age of 18 moved out from his home area of Odsherred to Copenhagen, went through legal troubles and at the end became the founder and director of Malmö Tivoli (FIG. 15.1), as well as, the Nordisk Film Company (Danskefilm.dk, n.d.).

Ole Olsen, even though forgotten in the current times, is the reason why back in the day Denmark became famous in the cinema industry on a world scale. He was a film producer, who noticed a gap in the entertainment industry and developed it, spreading his business across Europe and outside of it. Due to the, I World War and loss of money, in 1924, the Danish film producer had to withdraw from the board of his company and moved outside of the capital (Danskefilm.dk, n.d.).

In 1933, Olsen bought two farms in Høve, at Ester hill and in the forest close by (FIG. 15.5), which he turned into a chicken farm. This created many workplaces for the residents of the town. At this point, Olsen was already a widower and in 1935 he received the approval

to dig a burial mound at the top of Ester hill for his wife's urn and later his own. Since the ridge was dated back to the Bronze-Age, an excavation of it was needed. The burial mound is surrounded by a fence due to its registration in the cultural heritage record. The handle on the gate is engraved with the Nordisk Film logo with a polar bear (FIG. 15.4). One enters the tomb through the granite portal with the inscription "Director Ole Olsen Gravsted" and a heavy bronze door (FIG. 15.6). The burial mound is also a part of Ole Olsen's art collection, therefore the inside is decorated with a mosaic of tiles with industrial motives. According to the testamentary provision, the chamber is closed to the public and must first be opened in the 200th anniversary of his death - in 2143 (Tybjerg, 2018). Though one has the possibility of seeing the beautiful interior only if the Olsen family is visiting their dead relatives.

It is a great shame such a persona as Ole Olsen, who had a significant impact on the Danish history and also the town of Høve is barely recognizable among today's society. By the time the burial mound will be open to the public perhaps no one will even want to come and see it if a nation- or worldwide promoting campaign is not organized.

TOURISM-THEMED POTENTIALS

“Travel and Tourism (...) has the power to deliver significant international earnings for environmental protection, as well as giving economic value to cultural heritage. It is also a sector built on bringing people together, in order to learn about and understand each other (...).” (UNWTO and the World Travel and Tourism Council (WTTC) Open Letter to Heads of State, as part of their Global Leaders for Tourism Campaign, cited in G. Brooks, 2011)

The above-mentioned quote explains how tourism ties together the different themed potentials. Moreover, landscape and cultural heritage are the major components of the contemporary tourism. Tourism is also one of the world's largest and most dynamic forms of social and cultural exchange; within a nation and on the international arena. Not to mention, that due to the overlap of tourism and culture, the understanding and deeper appreciation of common heritage is fostered (Brooks, 2011).

“Declining economic activity, restructuring of the agricultural sector, dwindling rural industrialization and out-migration of higher educated youth, has led to an adoption, in many western nations, of tourism as an alternative development strategy for an economic and social regeneration of rural areas.” (Briedenhann and Wickens, 2004)

The explained shift in the development strategy of rural areas is strictly related to promotion of the new tourism model; over the years more and more interest has been shown to nature, wildlife, rural areas, culture and activity (Brooks, 2011).

Thanks to the extraordinary, in a Danish context, landscape of Høve, the town could take the full advantage of the shift. The landscape potentials such as beaches and varying in altitude scenery attracts both visitors, long- and short-term ones. The additional beach facilities allowed for sports activity development in the parallel to the leisure aspect of the location. The Ridge Path following the Ice-Age shaped hills with burial mounds drew attention to the active part of society as well as the ones interested in the cultural heritage. The development of those potentials, even though not categorised only as tourism-themed ones, had a significant input on the town; the residential areas close to the coastline are large (MAP 17 in appendix I) and especially during holidays crowded with vacation residents. On a good-weather-day, numerous nomadic tourists are coming for camping or hikes across the hills. The following sub-chapter describes in more detail the tourism-themed potentials of Høve.



1. A fisherman in Sejerø Bay at Veddinge Beach

VEDDINGE BEACH

Walking from Høve, a beach rather accessible by the coastline than through vacation homes. It is a great place for fishing for species as sea trout, garfish, and flatfish. Due to the conditions of the seabed, it is possible to fish even several kilometres in each direction. Additionally, there are toilet facilities close to the parking lot open from spring till autumn.



2. Høve Forest Beach

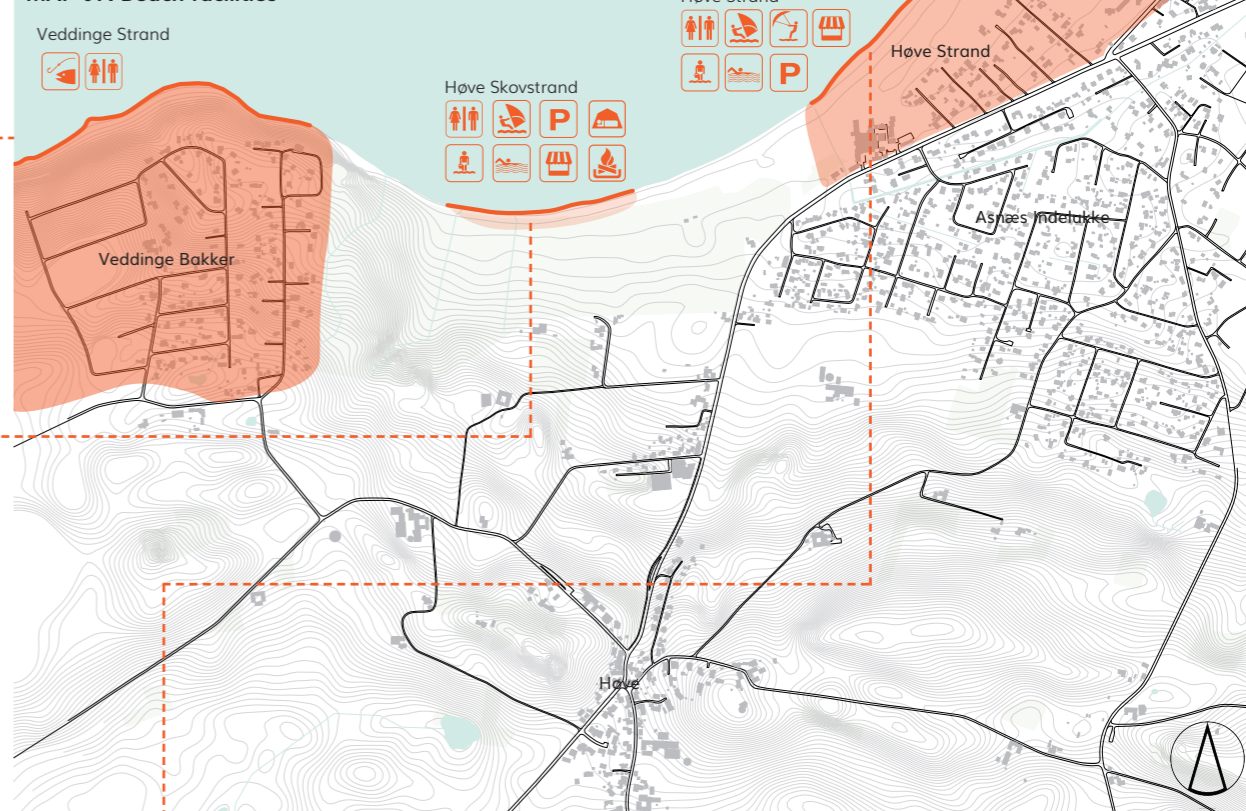


3. Høve Forest Beach to the west

HØVE FOREST BEACH

A beach located only 1.5 km from Høve town. It has a parking lot, tent camping as well as toilet facilities and a small kiosk. This location is recommended for sunbathing as well as water sports as swimming and windsurfing. On the beach, it is also allowed to light a bonfire.

MAP 07: Beach facilities

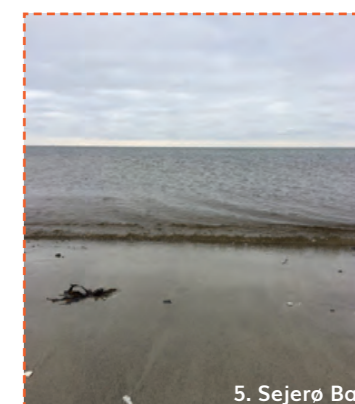


HØVE BEACH

A wide and long beach with parking lot. The beach is separated from the parking by a narrow coniferous forest and dunes with long grass. It provides good conditions for sunbathing, swimming, wind- and kite-surfing. Additionally, the toilet facilities and kiosk stands are available at the location.



4. Sand dunes with grass at Høve Beach



5. Sejerø Bay



6. A path from a parking lot to Høve Beach

BEACH FACILITIES

Even though Høve town is not located directly by the coastline, it takes approximately 15-20 Min by walk to get to the beach from the centre of town. Moreover, there are two locations by the Sejerø Bay that belong to Høve: Høve Beach and Høve Forest Beach. Walking in the west direction from Høve Forest Beach, one can also find Veddinge Beach within less than a kilometre. While Høve Beach and Veddinge Beach are located just next to large vacation home areas and are mainly occupied by vacation citizens, Høve Forest Beach is the place mostly used by the permanent residents of Høve. The whole area is acknowledged as part of Danish Riviera - one of the Danish as well as European best beaches. Odsherred is also known as a place with the most beaches

marked by the blue flags which guarantee safe bathing water.

Despite the fact all the three beach areas by Høve are situated close to one another, there are some significant similarities as well as differences between those. From all three beaches the view opens to the Sejerø Bay and with good visibility, one can easily see the north-west peninsula of Odsherred. Due to the specific location along the bay of all the three beaches, their image varies much; Høve Beach is wide and accompanied by dunes, Høve Forest Beach is quite narrow and flat while Veddinge Beach is wide and separated from the vacation houses by a slope.

THE RIDGE PATH

The analysis focuses on how tourist may understand The Ridge Path, its attractions and a way-finding.

The Ridge Path is marked by "The Ridge Path Stones" which are used in different ways through the path. A major role of the steps is to show the direction of walk and mainly one will find them on the ground. Although, at the same time, steps may act as a bench for an exhausted passer-by or staircase on the side of steep hill. For most of the time, the steps are placed parallel to the path except when they turn into stairs and for the convenience of the user are rotated and arranged perpendicularly to the direction of the path.

Besides "The Ridge Path Stones", pillars are placed with direction arrows. Those pillars are sometimes accompanied by hand-made signs explaining property lines and marking private properties. Those signs create an unwelcoming atmosphere for the hiking tourists.

Ester hill and the mill on the opposite hill are also acting as direction markers, acting as landmarks in the landscape. From the beginning of the Ridge Path, one has a clear view towards Høve and the landmarks. Through the path they disappear and reappear, building up a momentum for the arrival to Høve.

At longer distances of the path, one walks beside the main roads, for the most part, walking in the ditch. Nevertheless, the advantage of that is the clear view of Sejerø Bay.

On the following spread, a map of attractions along the path is illustrated. The path is communicating the nature in Odsherred as being a part of the Geopark network. It also reveals the cultural heritage and the artistic traditions of the different places.

From the map on the next page (MAP 08), one can see a clear connection to the cultural heritage. The path is focused on connecting the different neolithic burial mounds through the Ice-Age shaped landscape's changing environment, but apart from that, the only attraction is the art installation at the beginning in Veddinge. The essential disadvantage is lack of toilet facilities placed along the path.

The path itself is clearly marked and easy to navigate, the changing landscape creates an entertaining walk even if with only a few attractions. The charming part of walking in the countryside disappears somewhat when following a traffic road, though.



ILL. 18 The Ridge Path Stone as bench



ILL. 19 The Ridge Path Stone hidden in the grass



ILL. 20 The Ridge Path Stone on the ground



ILL. 21 The Ridge Path Stone marking the direction



ILL. 22 A direction pillar



ILL. 23 A stamped pathway of the Ridge Path



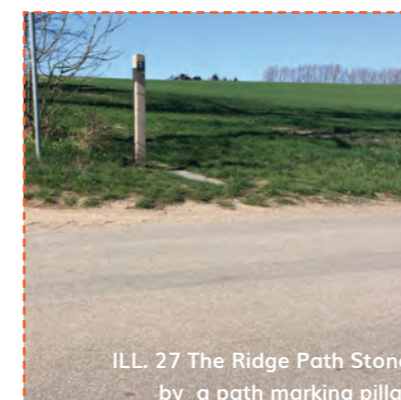
ILL. 24 Landmarks of Høve seen from a distance



ILL. 25 The Ridge Path Stone on the side of a road



ILL. 26 A stamped pathway of the Ridge Path



ILL. 27 The Ridge Path Stone by a path marking pillar



ILL. 28 Old foundation of Ole Olsen's henhouse



ILL. 29 The Sejerø Bay seen from the Ridge Path

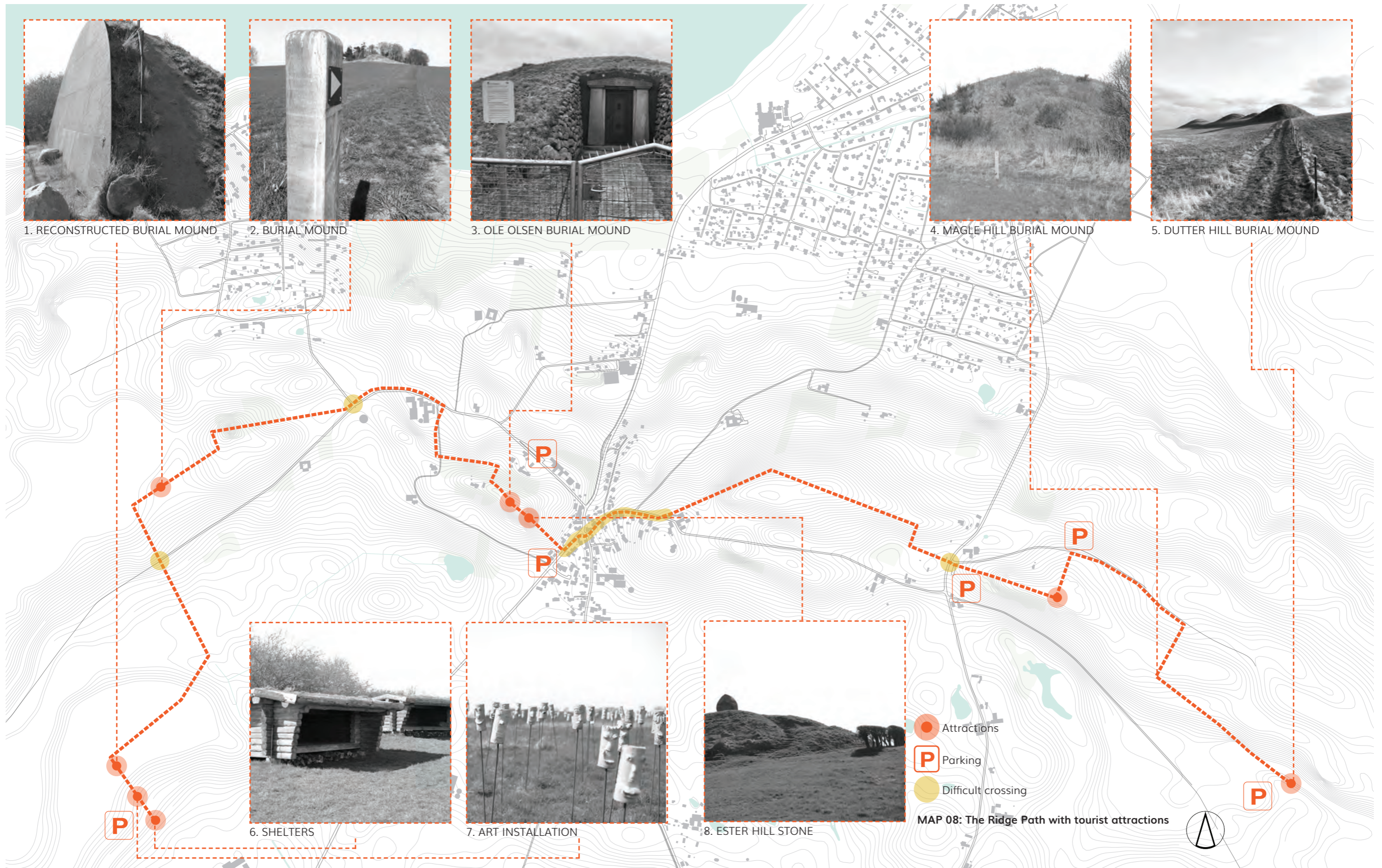


FIG. 16: Tourist event calendar

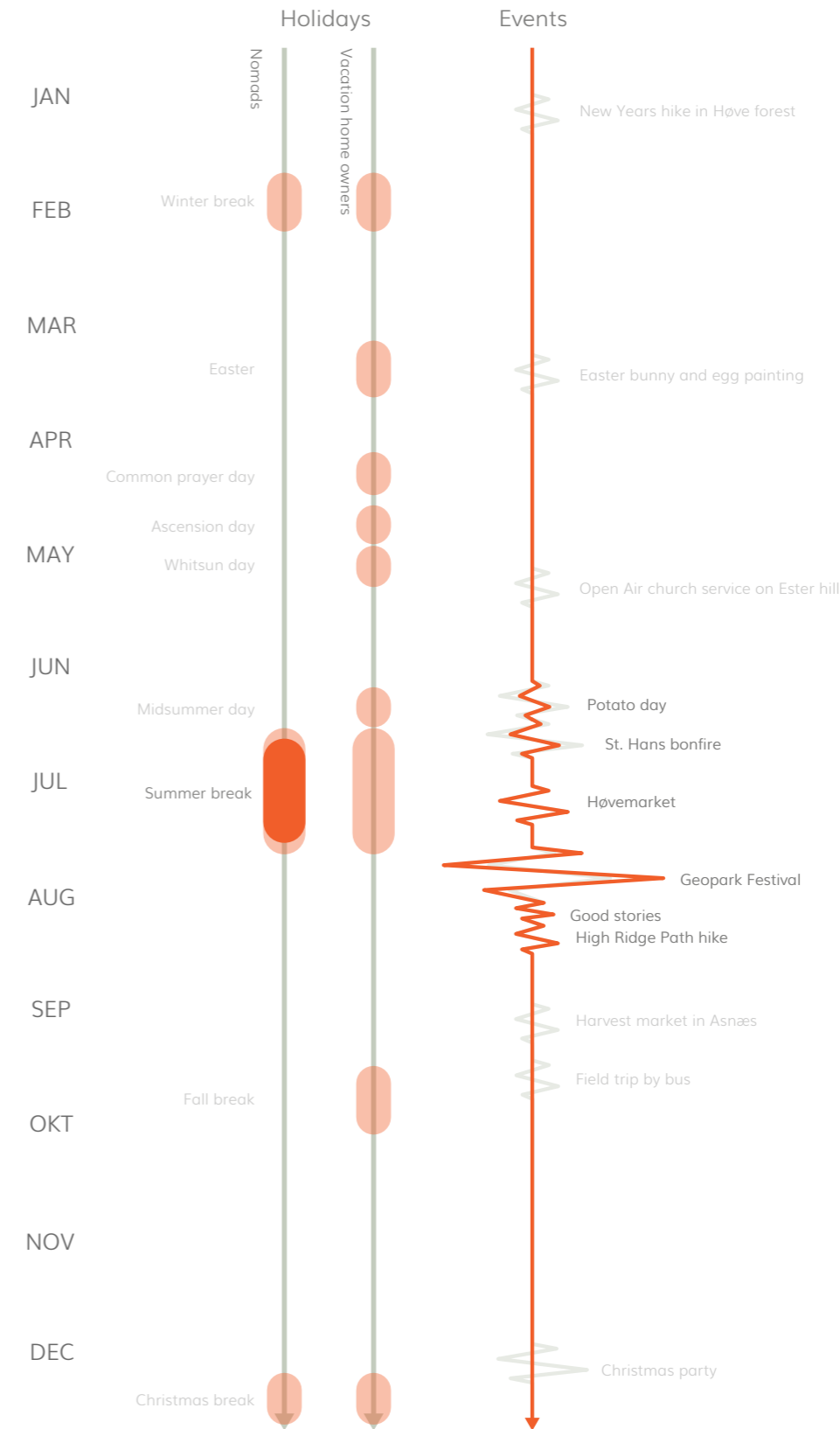
EVENT CALENDAR

Events for tourists are organized during the summer period where there actually is an interest in this kind of activities. However, due to the low priority branding, the events are mainly addressed to the residents of vacation homes; the focus is much more local then regional and for that reason there are not many nomadic tourists attending.

The events start with celebrations of Midsummer Day, where people set up a bonfire. The Danish hiking association has organized a walk starting at Høve Camping where participants walk over to watch the bonfire. Afterward, they climb Ester hill and Magle hill and walk back to the beach. In the middle of July, Høve market takes place. The event is happening the whole day and has a detailed plan of activities for kids and adults. At noon, everyone gathers around at the top of Ester hill and listen to the stories of the giant stone and the reunion of Denmark. As a part of the event, one can see and taste the products of Geopark Odsherred. The major attraction of the summer is the Geopark

Festival taking place every Sunday in August. For the price of the entrance one gets an overview of the Ice-Age shaped landscape walking from Magle hill, along with the back of Vejrhøjbuken to Brendes hill, and returning by an alternative route. Along the way, the guide describes the formation of the landscape and how it coincides with the history of the region.

From the event calendar, the focus of tourism in Odsherred is clear. Thanks to the Ice-Age formation of the landscape, the region has one of the most varied topographies. On the other hand, the Bronze-Age burial mounds in the area become the cultural heritage assets. All those assets are addressed during the Geopark Festival, which catches the attention of locals and tourists. Thanks to a broad advertisement of this event, some of the visitors are coming from further locations. Based on the calendar one can notice, that not only environment and cultural heritage are the tourism potentials, but also all tourist-oriented events are based on them.





MAP OF POTENTIALS BUILT ENVIRONMENT PROFESSIONALS VIEW

READING GUIDE: The following spread is removable. The pages contain a map of potentials created from the analysis conducted by **the built environment professionals view**. With the removable pages, the reader is encouraged to compare the different maps of potentials as well as the content of different chapters with the map.

MAP 10: Map of potentials - the built environment professional
Scale 1:10.000



CONCLUSION OF THE BUILT ENVIRONMENT PROFESSIONALS

The built environment professionals' view contains the analysis of the site relevant for the capturing of locally bound potentials. The gathered information is divided into four themes which are related to the town Høve and are chosen based on the earlier study of national and international cases as well as the initial analysis of Høve.

The nature and the landscape are present all over the site with the topography formed by the Ice-Age. Besides the intertwining hills and valleys, Høve is located nearby the coastline of Sejerø Bay, which all together create the various breathtaking views from all over the town. Those views and the landscape on its own are the essential aspects of the local identity and the development potential on which the Odsherred Geopark was established. In such small towns as Høve, the starting point of most developments is an active and strong community. The town associations as well as local events are indicators of a strong community, and are helping to maintain it. In Høve, the strong community is represented by well-preserved houses and courtyards observed especially when walking along Høve Stræde or Møllestrædet. Unfortunately, no non-commercial, community hotspot was noticed; the centre of town, the crossing of Høve Stræde and Høve Bygade, which has a potential for becoming one, is dominated by car traffic. Nevertheless, the community is very active what can be proved by the number of events organized in town, which locals are attending in a passive - as participants - and active - as organizers - way.

One of the biggest events is the Geopark Festival, addressing the importance of landscape as well as cultural heritage of the area. Due to the long history of the human occupancy in this region, there are several Bronze-Age burial mounds present in the town and its close surrounding. One of them is the tomb of Ole Olsen, the founder of the Nordisk Film. Regardless of that, the cultural heritage does not seem to play an important role in Høve.

Tourism-themed potentials are present all over the town and seem to tie the aforementioned topics, the theoretical study as well as the researchers' analysis of Høve, together. It has a strong impact on the town identity; attracting the tourists for shorter and longer stays, tourism changes the image and the pulse of the town. Highly important is the fact, that the new developments, such as the Ridge Path, seem to address tourists as their prioritized users.

The study performed showed that some of the potentials overlap, naturally becoming a kind of priority of the surroundings. All the themed potentials are mapped with colours in accordance to their category, while the overlapping ones are in white. The gathered information is crucial for a proper understanding of the site, though insufficient. Therefore, the further collaboration with local citizens is needed to supply the desk study and empirical study with a nostalgic, place attached perspective

THE LOCAL VIEW

The dynamic between a person and an environment consists of place attachments, place identity, sense of community and social capital. Those are the critical components in the transformation of communities in all of their physical, social, political, and economic aspects.

As a result, place attachment, place identity and sense of community can give insight into how neighbourhoods can motivate ordinary residents to act in unison. The assets of the community - the skills and talents of local residents, as well as the capabilities of local organizations and institutions - and willingness of the community to take action towards local issues are influenced by residents' emotional commitment to their community spaces. These connections are crucial to the well-being of neighbourhoods, as they can activate the residents to participate in their communities and work to improve and protect them (Brown, Perkins, and Brown, 2003 cited in Manzo and Perkins, 2006).

All sides of the matrix of the cross-disciplinary research have their own views and priorities, and the locals will be focused on their community needs. The process should be built on the interaction and collaboration between all sides (Manzini, 2013).

It is, therefore, an important goal to explore how place attachments influence people's motivations and behaviours in the community development process (Manzo and Perkins, 2006).

To better understand the physicality of Høve, and the emotional connections between the residents and the place, the thesis moves through different interview phases with locals from the town, using different interview methods to ensure capturing as much information as possible. The following pages lay out the processed outcomes from this study.

On the right page a summary table from the first phase of interviews is presented. At this point the chosen interviewees were active citizen or stakeholders. Michael Andersen, a former president of town associations, was suggested to the researchers as a contact person by the municipality. The group found a communication possibility with the owner of Café Udsigten, Per Hansen, through his webpage. He was the one who suggested the participation of the current president of the town association, Karsten Pejsemænd, in the interview and took the responsibility of inviting him. The interviews were performed in a way that would stimulate the interviewees to share facts and stories as well as nostalgic attachments to the place, as shown in the table (TABLE 05). The table concludes on the gained information as well as asks the question: what more information is needed.

TABLE 05: Semi-structured interview with local stakeholders

PHASE 1		
Interview with local stakeholders 15-16 March 2018		
SUBJECT	POSITION	SUMMARY
Michael Andersen	Previous President of the Town association / Local tour guide	<div>Landscape qualities:<ul style="list-style-type: none">• Høve placed in the middle of the landscape• Nature as a scene• The landscapes visual present in the town Ester hill• The diversity of the Landscape - potential for developingCultural Heritage<ul style="list-style-type: none">• Ole Olsen• Art history - locals from HøveCommunity<ul style="list-style-type: none">• Events for the local community and tourist• Generational town - identity</div>
Per Hansen	Vacation home owner / owner of the Café "Udsigten"	<div>Tourism<ul style="list-style-type: none">• Biking tourist - unique landscape• Landscape/nature as the decisive element• Nature as branding• Local production• Dragholms SlotReputation<ul style="list-style-type: none">• Media and timingAttraction development<ul style="list-style-type: none">• Ole Olsen museum - Opening of the grave 2043</div>
Karsten Pejsemænd	President of the Town association / Owner of the local store "Pejsemænden"	<div>Landscape<ul style="list-style-type: none">• Ester HillCultural Heritage<ul style="list-style-type: none">• Identity of houses• Ole OlsenCommunity - Attracting new citizens<ul style="list-style-type: none">• Fibernet (good Internet connection)• Well kept houses - nice neighbourhood• Good community</div>
CONCLUSION	<div>The different specific places in the landscape are a potential, that is seen as place-bound for all three subjects. Per is more focused on the tourist attractions in the area, which is creating the economic breeding ground for the café. Michael, as an interested citizen and local tour guide, sees more potentials in the cultural heritage. Karsten, as the president of the town association, is more focused on the community and how Høve can attract new citizens.</div> <div>There is a need for more information from regular citizens of Høve to conclude the effect of the tourism and the cultural heritage as places containing locally bound potentials. Furthermore, an investigation is needed if memories have an effect on defining locally bound potentials - sentimental value or nostalgic.</div>	

THE INTERVIEWS

From the first phase of interviews it becomes clear, that the mentioned locally bound potentials are, to a great extent, based upon personal experience and preference, influenced by the time spent in the area and the place-attachment that comes with it. Following this, the mentioned potentials can be sorted into different themes. One participant places focus on the tourism theme, while others focus on the story of Ole Olsen within the cultural heritage theme or the strength of the local associations within the community theme (appendix III; Empirical Data Phase 1).

This phase also made it clear, that more information from the regular citizens of Høve is necessary to conclude on the locally bound potentials. With the help of the former president of the town association, a focus group of citizens was gathered and encouraged to introduce their views which were noted in table 06 and mapped as shown in the Appendix IV; Empirical Data Phase 2.

The first thing to notice in this process is the difficulty the researchers had, when choosing a location for the focus group interview. It appeared, that a non-commercial meeting place for informal gatherings does not exist in the town, and the knowledge gained from the following focus group interview corroborates this observation. Many of the long-term

residents have strong memories with the old school and bakery, which are now privatized or commercialized not longer easily accessible to public. The great effort, the locals put into keeping the school active, also shows the willingness of participating in the community and the dire need for an informal meeting space.

Other matters which appeared were the tradition of hanging the flags in town to mark the birthdays of residents instead of national flag days. Furthermore, a frequently mentioned topic is the grave of Ole Olsen; a man who owned large properties in town and was a prominent figure when he lived, as well as after his death. The evaluation of his importance by the researchers did not correspond to his great presence in the minds of the locals. The outcome of this is shown in the table on the right (TABLE 06) for the second phase.

The overall outcome is first presented in the summary tables (TABLE 05 and TABLE 06) explaining the direct outcome of the interview phases. The processed data is shown in table on the next spread (TABLE 07), which classifies and quantifies the gained knowledge, as well as a map, which qualifies and allocates the highlighted potentials.

TABLE 06: Focus group with local stakeholders

PHASE 2		
Interviews with interested locals: workshop - 5 April 2018		
SUBJECT	LOCALLY BOUND POTENTIALS	PLACE ATTACHMENT
Jan - retired special-needs teacher. 40 years in Høve and area.	- All aspects of the surrounding nature - The commitment of community members	Having children: memories about fighting for the school.
Sørine - primary school. 10 years (whole life) in Høve.	- The community - The old mill and learning milling history - Ester hill and the stone	Watching new years fireworks from Ester hill. Doing shadow play on Ester hill.
Lis - retired 26 years in Høve.	- The community - The beach, coastline and forest area. - The ridge path (tourism + community)	Her friends have moved when their husbands died.
Henning - (retired) farmer 33 years on the farm in Høve.	- Ester hill - The potential for improving the old military building	The farm and filming his cows on Ester hill. Going to the ball in the forest.
Claus 6 months in Høve.	- The ridge path - Other hiking paths	
Lise - school teacher. 13 years in Høve.	- Sun, the light in the village. - View from the village to all directions. - The community.	Personal memories connected to the village (from raising child there).
Bjørn - physics researcher. 10 years in Høve.	- Walking the paths. - The view from the eastern hilltop - Magle hill	
Sten - radio journalist. 28 years in Høve.	- View from parking lot next to the café - Høve is the centre of the Geopark. - Winter sports potential.	The general local history about Høve.
Niels & Liselotte - vacation homeowners. In Høve for 38 years.	- Nature (the differences in altitude) - Accommodations - Farms/ agriculture	Yes!
CONCLUSION	By presenting the thoughts and perspectives of nine other residents of Høve, many new potentials were uncovered and some already known were reinforced. The revealed potentials can be seen in the themes as mentioned earlier; landscape, community, cultural heritage and tourism. The specifics of the empirical outcome will be explained in the following pages.	

EMPIRICAL OUTCOMES

Results of mapping existing and development potentials

TABLE 07: Potentials and participants

POTENTIALS		NO. OF VOTES
	NATURE	22
● ● ●	Ester hill	5
● ●	Landscape	5
● ● ●	the Ridge Path	4
● ●	Geopark	4
● ●	Magle hill	3
●	Coastline	1
● ● ●	VIEW	7
● ●	Protected areas	2
●	COMMUNITY	6
● ●	OLE OLSEN	4
●	AGRICULTURE/ LOCAL PROD.	3
● ●	LIGHT/ SHADOW-PLAY	2
●	ACCOMMODATION	3
●	Original placement of the stone	1

DEVELOPMENT POTENTIALS		NO. OF VOTES
●	Winter sport facilities	3
●	The Old mill	1
●	Horse Riding School	1
●	Leisure harbour	1
●	The forest pavilion	4

● Landscape-themed potentials

● Cultural heritage-themed potentials

● Development potentials

● Community-themed potentials

● Tourism-themed potentials

During the interview, all the participants were asked to map whatever they thought the locally bound potentials of Høve are. The analysis and results of the desk study were not initially presented to the locals, to not influence their view. Afterwards, the collected materials were carefully evaluated and summarized. The tables of the locally bound potentials, as well as development potentials, were created and are presented on this spread (TABLE 07). The following pages contain a map of potentials (MAP 11), a summary of all the mappings. On this map, the potentials are marked according to their category.

The large area hatched in white in the north of Høve is the protected area, restricted for agricultural use only. Even though it is not categorized within any themed potential, it ensures the view over the Sejerø Bay (FIG. 13.4) for both the visitors of the Ridge Path as well as the residents of Møllestrædet.

As seen in the table (TABLE 07), some of the potentials are categorized within one theme and some within more themed potentials – for that reason, those potentials are represented on the map in white colour (MAP 11). Despite the fact locals are pointing Ole Olsen as a local identity impact, they barely mention the cultural heritage-themed potentials and their impact on the town.



MAP OF POTENTIALS LOCAL STAKEHOLDERS VIEW

READING GUIDE: The following spread is removable. The pages contain a map of potentials created by the different **local stakeholders' view**. With the removable pages, the reader is encouraged to compare the different maps of potentials as well as the content of different chapters with the map.

MAP 12: Map of locally bound potentials - The local view
Scale 1:10.000



- Development potentials
- Landscape-themed potentials
- Community-themed potentials
- Cultural heritage-themed potentials
- Tourism-themed potentials
- Potentials in overlapping themes

LOCAL VIEW CONCLUSION

In this sub-chapter, the opinions and perspectives of the local residents of Høve have been gathered through the different types of interviews and processed by the researchers.

The highlighted potentials can be classified into the previously mentioned themes; landscape, community, cultural heritage and tourism.

One participant places focus on the tourism theme, while others, for instance, focus on the strength of the local associations within the community theme.

Almost all participants mentioned the potentials within the landscape theme; the most commonly discussed are especially Ester hill, the Ridge Path and the views stretching over the entire landscape. As shown in the summary table of processed data, many of those potentials are not only classified as landscape. The aspects with overlapping themes are also categorized as tourism or community, whose strength was brought to the discussions several times.

Some participants went even further and mentioned potentials for development, for instance, a creation of a new, winter sports image for the town, taking advantage of the hilly landscape.

An important observation to mention, noticed by both the researchers while preparing the

focus group interviews and the citizens, is the lack of an informal meeting place. Back in the day, local citizens were meeting for instance in the forest pavilion, the school or on the streets during their daily-basis visits at food stands or in the bakery. Today, when most of the public buildings got privatized or commercialised, and the services were forced to close due to declining population, the only remaining meeting place of the town is the chimney shop located by the central crossing. However, it is not a convenient place for informal meetings since its customers may not be pleased by the presence of locals discussing their matters there.

As mentioned at the beginning of this sub-chapter, the person-environment relationship consists of place attachment, place identity, sense of community and social capital. Through the semi-structured interviews, which allowed for gathering desired information in a more conversational way, the researchers learnt that all of those are highly present in the community of Høve and affect the perception of locally bound potentials. Nevertheless, the local citizens have a positive attitude to new developments, which despite the motivation of the residents, are highly dependent on the local authorities. The view of the latter will be presented in the following chapter.

THE LOCAL AUTHORITIES VIEW

To investigate the view of local authorities, the terms bottom-up - top-down approach is essential. The local authorities are to greater extent integrating the participatory bottom-up approach with the conventional top-down systems, creating a balance between the local authorities and the different communities (Fraser et al., 2006).

Using the community participation as a way of identifying assets provides different benefits for the local authorities: more active citizens, more anchorage projects etc. Local authorities are to some extent reassuring the Asset-Based Community Development (ABCD), which is encouraging active citizenship, as well as the citizens, claim to their rights of access to assets (Mathie and Cunningham, 2002).

With the top-down management shifting towards the integrated bottom-up system, one will see a more central management. This will be government but with a more participatory twist; governance (Hausenberg ApS et. al., 2008)

"The governance literature demonstrates that the reasons why people make choices to give of their time are complex and multifaceted. Their expectations of the impact of their actions may also be altered during the process. Alford recognises that citizens "donate their valuable time and effort to the achievement of organisational or programme purposes ... when they receive or expect to receive, something at least as valuable in return ..." (2009, page 188, emphasis in the original: Beebejaun et al., 2015).

The challenges of using a more bottom-up approach in the planning process can be the ignorance of external development, which is not based on assets (Hausenberg ApS et. al., 2008). Another concern is the opportunities for the lower-caste or lower class groups participation. The issue of attendant oppressions and unequal power in the communities should be processed by the local authorities (Mathie and Cunningham, 2002).

This is the way the shift is a more central management. Local authorities need the bottom-up approach to develop the areas with a more asset-based approach, but the communities need the top-down approach to ensure the ignorance of development or groups in the community does not happen.

This sub-chapter will, therefore, be more focused on how the local authorities use and support the development of locally bound potentials, in that regard the ABCD method, instead of identifying specific potentials.

THE LOCAL AUTHORITIES OF ODSHERRED

“For the “Odsinger” (Re: locals), the Geopark is a new common reclamation of the land, that strengthens the connection of Odsherred, and an opportunity for education and learning in science, art and culture. The Geopark offers a strategy for economic growth for businesses in Odsherred and in other areas outside the growth centres. “Locally bound growth” the method is called” (Odsherred Kommune, 2012a).

Odsherred Municipality consists of the board of directors, 10 different sectors and 54 institutions and departments. The structure of the municipality and its different sectors can be found in appendix VI (Odsherred Kommune, 2018). Furthermore, the organisation Geopark Odsherred is detached from the Odsherred municipality. The organisation has been independent since 2015 when the Odsherred Geopark officially entered the international network of Geoparks. The board of the organisation consists mostly of town council members (Geopark Odsherred, 2018).

With 10 different sectors and 54 different departments as well as different organisations connected to the local authorities, the municipality is bound to have different approaches towards capturing locally bound potentials.

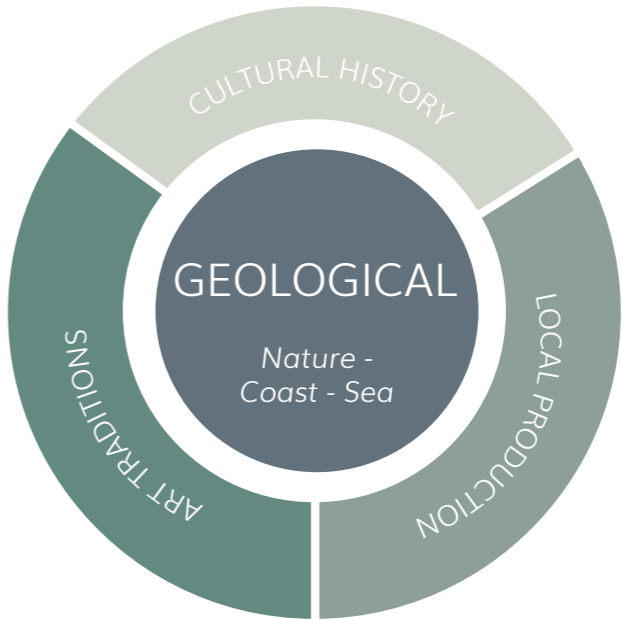
In 2012, Odsherred municipality published their strategy for the Geopark Odsherred focusing on place-based growth. Within it, the municipality elaborates on their approach for identifying locally bound potentials. The approach takes its offset in a top-down method, focusing on creating a participatory

strategy for developing the Geopark. The prospect is developed as a strategy for substantiation and realization of the Geopark, focusing on the potentials of the park.

A Geopark, the municipality explains, is a local gathering point, a tourist attraction, as well as, a method for sustainable growth (Odsherred Kommune, 2012a). This approach indicates, that the locally bound potentials need to be based on the local citizens and their view on asset-based development, as well as, tourism-themed potentials.

The potentials can be found in the connections between the Ice-Age shaped landscape, a topography of Høve, the cultural history, story of Ole Olsen, the local production, the art traditions as well as the development of the larger vacation home areas. The locally bound potentials are embedded in the geological landscape, which offers to grab nature experiences. The climatic conditions have shaped the art development, the cultural history, as well as, the local production. The municipality states, that the potentials are in the landscape; nature and culture as one (FIG 17) (Odsherred Kommune, 2012a).

FIG. 17: The local authorities view



The goal of identifying the locally bound potentials is to translate the potentials into the base for a broader business development strategy. Therefore, the potentials must be prioritized, as well as linked and developed within the experiences of geo-tourism, cultural heritage, gastronomic, design and architecture, health and spirituality. (Odsherred Kommune, 2012a)

The potentials identified as locally bound, according to the municipality, need to take

its offset in the geological landscape. The landscape is the central part of the potentials in Odsherred. But how does the municipality realize the potentials? To understand their method, the group will observe and analyse a project focusing on the development of locally bound potentials. The following project will only represent a small part of the municipality's work with locally bound potentials, but the group will gain more concrete knowledge about the perspective of the local authorities' view.

THE ABCD APPROACH WORKING WITH THE LOCAL AUTHORITIES

“It is important to remember that ABCD is not done to communities by ABCD experts. Kretzmann and McKnight’s work on ABCD evolved from initiatives that occurred spontaneously in communities and municipalities experimenting with different strategies for change.” (Mathie and Cunningham, 2002).

The following project takes its offset in the ABCD method, where the municipality is initiating a competition to enhance the active citizenship that originates from different communities. By mobilising informal networks, the formal institutional resources are activated. The original objective of the project was to create awareness of resources within the local association, as well as, stronger communities. “In fact, the key to ABCD is the power of local associations to drive the community development process and to leverage additional support and entitlements.” (Mathie and Cunningham, 2002).

The participatory project conducted by the municipality is named “Village Makeover”. The project focuses on how communities can mobilise their assets, and has been an annual event since 2013. All communities can apply; a community is defined as a collaboration of 10 different households. The intervention should

be based on the craftsmanship resources of the community, and is judged by aesthetic, crafts and how the intervention enhances the sense of the community. (LandsbyMakeover i Odsherred, 2018). The judges, though, are often local authorities, as well as, an impartial judge, giving the local authorities some power over the development. The approach used in “Village Makeover” indicates how the local authorities support the development of locally and potentials, with resources as well as sharing knowledge through workshops. The output of the empirical collected data can be found in V: Empirical data phase 3.

The municipality plays a subtle role in the development processes, even though they encouraged and started the development. With this method, the municipality is encouraging the active citizenship in the sense of citizen-to-citizen tie.



ILL. 30 A citizen meeting for the Village Makeover

CONCLUSION OF THE LOCAL AUTHORITIES VIEW

The view of local authorities presents the structure of the municipality of Odsherred as well as their policies regarding developments in rural outskirts. Moreover, based on the currently ongoing edition of the "Village Makeover" project, the relationship between the municipality representatives and active communities is analysed.

In accordance with the shift in paradigm, the municipality is using locally bound potentials for the development. As proved in the establishment of the Geopark, it is essential that the local citizens are the foundation of the potentials. In that manner, the municipality can focus on the bigger scale, like the whole area of municipality while creating plans and visions, and the small, complementary interventions are realized by the locals. Thus, the business development strategy should be drawn upon the local assets, the material and non-material locally bound potentials.

The municipality clearly see its communities, especially the active citizens, as a driving force of the projects. For that matter, the

strategies are built up on a consistent with the definition governance, where the local authorities' role is to trigger the eagerness of active representatives of the society to make a change. Due to the small size of the population of the Odsherred municipality the endorsement is accomplished through informal to formal institutions. The local authorities are aware of the community resources that are within their region. Moreover, owing to the size of population and low migration rate, many representatives have their own informal networks with the active citizens through which they enhance the rest of community to take part in development.

To conclude, the local authorities do not play an important role in the development of the rural outskirts of Odsherred, however, they stimulate the active citizens to make their towns and villages physically and economically attractive for the community itself as well as tourists. Without the encouragement of the local authorities, the development of the communities would not take place.

CONCLUSION

The cross disciplinary approach, as suggested by OECD with the shift in paradigm from 2006, brings a new way of analysing the rural outskirts. This thesis is no exception; Høve has been analysed from three different perspectives: built-environment professionals, local stakeholders and local authorities. The view of each group was carefully examined and the conclusions were drawn upon those. Each view is summarized at the end of the subchapter, where the separate map of potentials are placed. The maps are removable from this booklet to make it easier for the reader to compare them.

The built-environment professionals' view is built upon the desk study and empirical research. Before visiting the site, the researchers analysed available resources to get the first impression of Høve. The analysis and prior review of the LEADER programme and Realdania projects allowed the researchers to categorize the outcomes of the desk and empirical study under four themes: landscape, community, cultural heritage and tourism.

The town is located in the valley between two hills nearby the coastline of Serejø Bay in the most north-west municipality of Zealand, Odsherred. This characteristic terrain Høve owes to Ice-Age transformations happening for over 20.000 years. The identity of the place is to a significant extent based on the landscape, the same way as the Geopark with its Ridge Path. Due to the specific location of the town, Høve became the centre of those attractions. Within the town, the natural landscape is complemented with well-maintained houses and the private properties. This, together with the variety of events organized for locals, testify to an existence of a strong community in Høve. Although, the heart of the town, instead of being a community meeting place, is completely dominated by the car traffic.

Despite the unique landscape, the history provided Høve with several burial mounds, which are the elements of the cultural heritage of the place. Another aspect of cultural heritage is the story of Ole Olsen, a Danish film director and a founder of the Nordisk Film, who has his tomb in one of the Bronze-Age burial mounds in the town. However, as a result of the lack of branding, those potentials instead of being a part of well-recognized identity of Høve seem untapped regardless the touristic approach of the town. The nearby

beaches with sports facilities, the number of vacation houses as well as the establishment of the Ridge Path are just the examples proving, that tourism-themed potentials are existing everywhere in the town and seem to tie all the other potentials together.

In many cases, the desk study overlaps with the view of locals, who mainly mentioned landscape as a locally bound potential. During many conversations, the residents were branding the town by stressing the beauty of the landscape and its variety, pointing at the hills, views and beaches. Unexpectedly, the story of Ole Olsen, which did not catch the attention of the researchers, plays an important role in the identity of the community. However, in general, the opinion of built environment professionals upon the lack of cultural heritage aspect in the identity of the place is shared.

All the mentioned potentials were highly influenced by the place-attachment, the memories and nostalgia, of the interviewees. Some of the residents though were pointing at a development potential that could bring a new identity to the area such as winter sports.

Nevertheless, the missing informal meeting place is stressed by many and together with traffic-dominated central crossing, creates a barrier for further development, maintenance of the community strength and decreases the attractiveness of the town as a place worth moving to.

Through the different methods used in the local view the researchers interviewed both local stakeholders, such as Per Hansen the owner of a café in the area as well as vacation homeowners. The perspective of those groups is quite different from the perspective of the active citizens. But this variety is necessary to take into consideration in a place like Høve, where the vacation homeowners is to some extent part of the residents of Høve.

To fulfil the cross-disciplinary research, the view of local authorities is required. Due to the bottom-up approach of the municipality, the local authorities do not play a significant role in the development, although they are aware of the valuable resources, such as communities. Instead of driving the development, the local authorities trigger the eagerness of active citizens to make a change

in the area. Since the size of the population in the municipality is rather small, there is a close relationship between municipality representatives and active citizens, which creates an informal network used for communication purposes. Except the community, the municipality points at nature, especially geological aspects of it, as a point of departure for developments. The establishment of Geopark can only prove this theory. Besides that, local authorities point to cultural heritage, art traditions and local production. Nevertheless, despite the cultural heritage, those are not the potentials present in Høve and for that matter will not be taken into consideration in the further study.

When comparing the different maps of potentials, a lot of the potentials overlap, but the map of the local view contain potentials unnoticed by built environment professionals. One can mention potentials such as viewpoints, community connected potentials and, especially, development potentials- this is the reason for engaging the local stakeholder in the process. This comparison demonstrates, that built environment professionals can not through desk studies, analysis and field trips discover all the different potentials an area contains.

In the conclusion of the previous chapter, a question was raised if the development projects in the rural areas cannot be realized without the tourism approach. As seen by the shown cross-disciplinary analysis, other themed potentials also seem to include strong, locally bound potentials. Thus, in the rural outskirts context, is any of the other themes powerful enough on its own to handle a noticeable development? The researchers will try to answer this doubt in the next chapter, based on a map of locally bound potentials created upon the summary of this chapter and evaluation of the performed analysis and maps.

Moreover, one of the research questions stated at the beginning of this study was "How to ensure a sustainable balance between developing from a bottom-up approach, basing the project on locally bound potentials, and still have a long-term strategy?". In the following chapter, the researchers will investigate a set of recommendations based on the time-frame of the rural development and its connection to the greater scale by activating the locally bound potentials.



METHOD FOR CAPTURING AND DEVELOPING LOCALLY BOUND POTENTIALS

The chapter presents the locally bound potentials captured in Høve, as well as recommendations for how to develop those potentials. The framework for capturing the potentials is explained. The output of the recommendations is aimed towards a political perspective.

CAPTURING THE POTENTIALS

At the beginning of this study a gap in the development method of rural areas was stated; even though projects realized under Realdania and the LEADER programme accomplished to meet the regulations introduced in 2006 by the OECD, instead of disclosing their analysis of the potentials of the project location, they just point at one and develop it. On the contrary to that, the thesis researchers tried to capture the locally bound potentials and propose a general framework.

The further analysis of existing international, as well as national projects, provided the researchers with the series of themed potentials, which can drive the development of rural outskirts. At this point it became clear that locally bound potentials used for development are being chosen without confronting them with other assets of the area. Moreover, tourism-themed potentials are always an inevitable part of the strategy in such locations as Høve and they will continue to be present in this study. However, the tourism potential should never stand as the main development potential. Within this framework, there should always be a cross-pollination between the tourism-themed potentials and at least two other themes, as shown in figure 18.

To fully understand and properly capture the potentials, one should collect, summarize and encounter the opinions of all the three

bodies (TABLE 08). Identifying locally bound potentials). Only such a complex study of the project area will demonstrate all of the various, locally bound potentials. The outcome of this study in the context of Høve provided the researchers with the presented on the right potentials recognized as certain themes. The aspects, which were only mentioned by the locals are presented with *(..)* while potentials highlighted by municipality authorities are listed with **; all the other features staged in the table are the findings of the researchers, who represent the built environment professionals. The potentials set out in the table are in no order of priority.

On the following pages, all the listed locally bound potentials (TABLE 08) will be evaluated and mapped. The appraisal will focus on the importance of the potential for future development of Høve and its ability to influence the growth.

FIG. 18: Identifying locally bound potentials

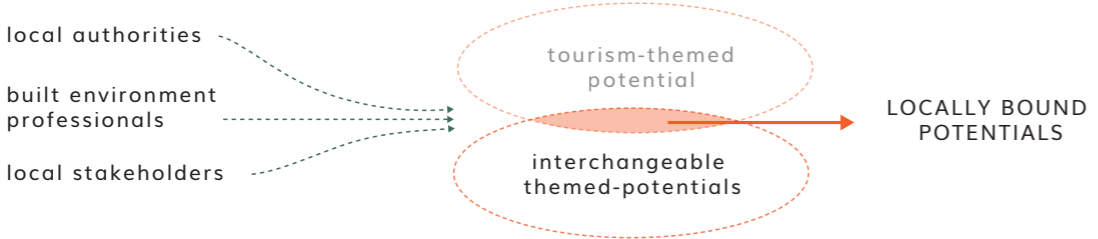


TABLE 08: Potentials and themes (local view *(..)*, local authorities' view ** ; built environment professionals)

POTENTIALS	THEMES
THE TOPOGRAPHY OF HØVE **	<ul style="list-style-type: none">• recognized as a landscape due the Ice-Age shaped surface of the area and views occurring all over the horizon.• seen as a community, as a result of *in-valley* location and identity created by this,• and recognisably identified as a tourism, considering biking and hiking opportunities.
THE RIDGE PATH **	<ul style="list-style-type: none">• acknowledged as a landscape as it stages the landscape of the surrounding• recognized as a cultural heritage on the account of the presence of burial mounds and seen as a tourism due to the active model of tourism.
ESTER HILL **	<ul style="list-style-type: none">• understood as a community as it *provides the citizens with an identity* and a remarkable landmark,• recognized as a cultural heritage thanks to the history of the stone *as well as well-known by community myths*.• seen as a landscape for the reason of views which open from the top of the hill,• and acknowledged as a tourism since it is a milestone on the map of the Ridge Path and Geopark.
HØVE STRÆDE	<ul style="list-style-type: none">• identified as a community due to the view to Ester hill and well-maintained houses,• *and known as a landscape for its view to the bay*.
MØLLESTRÆDET	<ul style="list-style-type: none">• recognized as a landscape considering its view to the bay, which according to the current regulations, will never be disturbed due to the protection line,• and a community due to the well-maintained houses and the placement in the town
OLE OLSENS GRAVE **	<ul style="list-style-type: none">• acknowledged as a cultural heritage on the ground of the achievements of buried persona and its tomb• *recognized as a community owing the identity to the filmmaker*.• and likely identified as tourism since it has all the qualities for that, though is not branded.
HØVE SKOVSTRAND	<ul style="list-style-type: none">• seen as a landscape for its view over the bay and *the opportunity for contact with nature*,• known as a community on the account of the distance to it from the town and *sentimental attachment to the pavilion located in the forest*,• and recognized as a tourism in the behalf of provided activities and accommodation.
GEOPARK FESTIVAL **	<ul style="list-style-type: none">• acknowledged as a landscape owing to the celebration and promotion of the landscape,• seen as a tourism for the offered attractions,• and identified as a community on the ground of given identity and engagement of the citizens in the organization as well as participation in the event.
NATURE - AS A SCENE	<ul style="list-style-type: none">• Strongly identified as a community due to the atmosphere it provides the citizens with,• *and recognized as a landscape in the behalf of the hills seen in the sunlight changing their appearance accordingly to the time of day and year*.
VIEW NEAR THE PARKING LOT	<ul style="list-style-type: none">• known as a landscape owing its view over the Sejerø Bay,• seen as a tourism as a result of branding practices "The best view from the town",• and classified as a community since it is visited by many locals.

FIG. 19: Locally bound -, themed -, development potentials

MAP OF POTENTIALS

The potentials from table 08 are evaluated and divided in figure 19 in regards to themed potentials as well as development potentials. The figure illustrates the locally bound potentials where in bold are marked the ones that contain tourism as well as two other themed potentials.

The Ole Olsens grave is not included since, as mentioned in table 08, it is lacking branding to become an attraction and thereby a tourism-themed potential. Therefore, the locally bound potentials of Høve are the topography of Høve, the Ridge Path, Ester hill, Høve Skovstrand, the Geopark Festival and the Parking lot by the Café Udsigten.

The yellow colour symbolizes the development potentials, were the numbers refer to the different development potentials compatible with a locally bound potential.

The development potentials are created from the analyses in the built environment professional view as well as the outcome of the local view.

The lack of a community hotspot is an observation made by the built environment professionals and reinforced in the local view when planning the second phase of collecting empirical data: the focus group. The community is indeed missing an informal meeting place. The difficult central crossing is also an observation made in the built environment professionals as well as the local view. When walking through Høve, the crossing creates a critical stop for a pedestrian and is therefore pointed as a part of Høve that needs improvement. The winter sport facilities are seen as a development potential from the local view,

where nostalgia and visions of the future shape an idea of a new attraction.

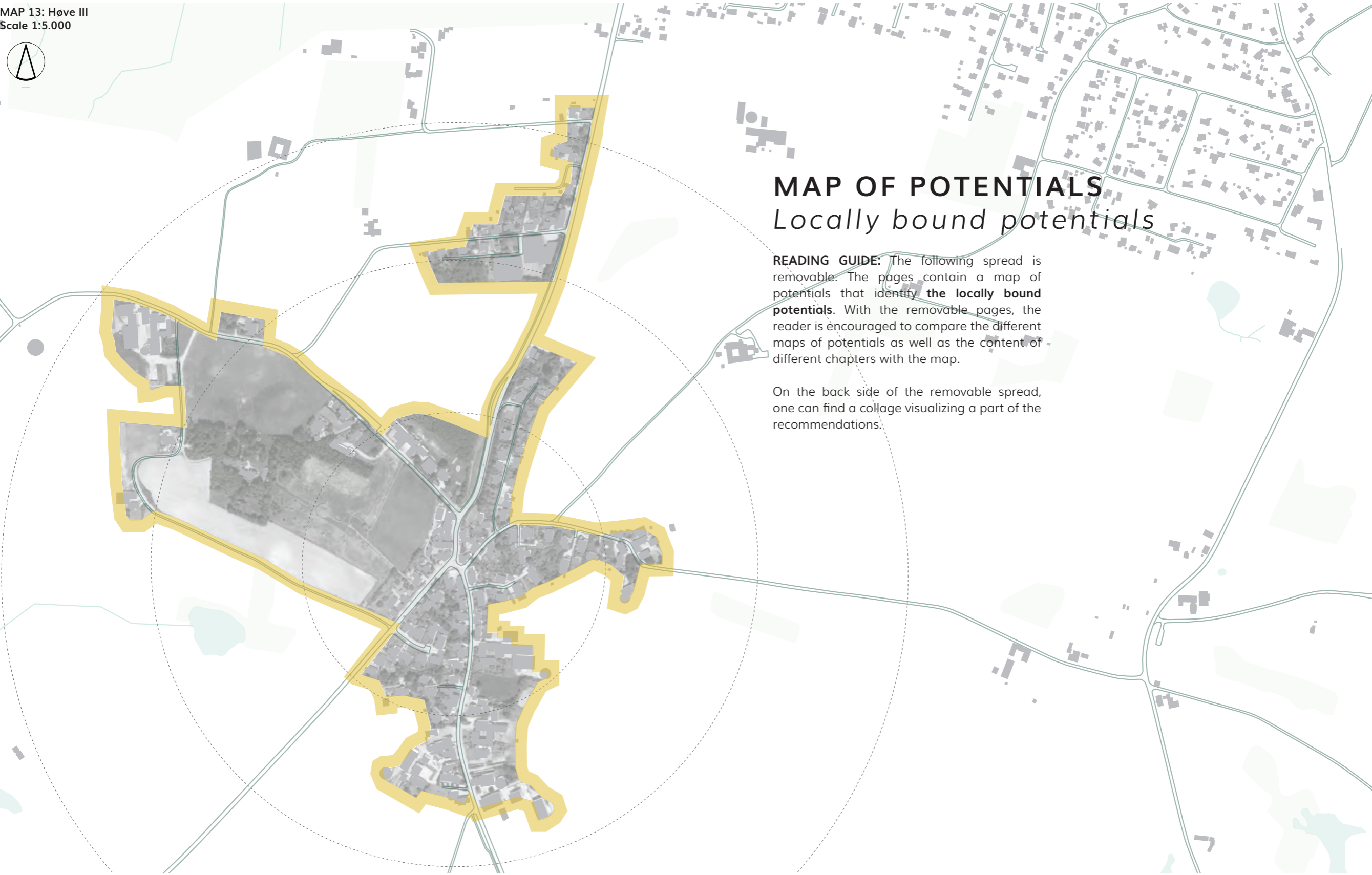
The local production stand is another potential gained from the local view. Fruit stands and other local production have once been a part of Høve, creating a reason to stop in the town. The fruit stands could be a catalyst for more activities.

The knowledge of utilizing the different views is gained both, from the built environment professionals as well as the local view. All the participants pointed at the beautiful views as a potentials, but utilizing them can create a chain reaction for the development of other locally bound potentials.

The mental barriers exists in different locations. The development potential is a reflection of the workshop in phase 2. This development potential is seen as breaking the mental barrier and creating mental connections. An example can be the barrier of the beaches; even though they are closely located, the local do not see Veddinge Bakker or Høve Strand as their beach, only Høve Skovstrand.

On the following pages a map of locally bound potentials is presented, illustrating both the locally bound potentials as well as the development ones. The two different potentials creates the base for the following recommendations.





MAP OF POTENTIALS

Locally bound potentials

READING GUIDE: The following spread is removable. The pages contain a map of potentials that identify **the locally bound potentials**. With the removable pages, the reader is encouraged to compare the different maps of potentials as well as the content of different chapters with the map.

On the back side of the removable spread, one can find a collage visualizing a part of the recommendations.

MAP 14: Map of locally bound potentials
Scale 1:10.000





COLLAGE 01: Viewing platform

RECOMMENDATIONS

The set of recommendations is based on the mapping of locally bound potentials (MAP 14). The potentials are connected with the critical development potentials (FIG 20) which resolve in the recommendations' focus on a specific locally bound potential and a specific development potential.

The potentials for development are the output of FIG 19. With these locally bound potentials in mind, the question of "What is needed here and now in Høve?" is asked. By analysing and discussing the current situation of Høve the researchers point at the missing informal community meeting place - a "community hotspot". The lack of informal meeting places in the town weakens the strength of the community and thereby their will to drive development processes.

A meeting place can have various shapes. It can be as simple as a pavilion or a viewing platform, that gathers people - an informal

place where people meet by chance, acting as a neutral meeting place for mending the gap between the citizens and the nomadic tourists. It can also be as specific as a community building that allows for social events and gatherings. This is not the priority of the recommendations since the military facilities serve as a formal meeting point. The potential of winter sports facilities is seen as a growth potential because of the long-term impact the development can have on the town. Though instead of focusing on winter sports, the development will be aiming for utilizing the potentials of the hills, thereby not excluding summer activities connected to the hills.

In the following pages a time-frame demonstrates the development of the different aspects as well as how to anchor the changes in the community - making sure the development becomes a strength for the community and not an obstacle for the growth.

FIG. 20: Connecting locally bound potentials with development

LOCALLY BOUND POTENTIALS

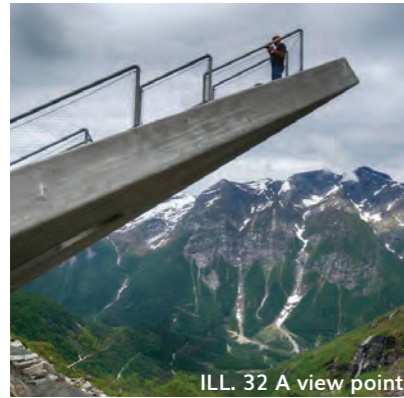
- The topography of Høve
- The Ridge Path
- Ester hill
- Geopark Festival
- The Parking lot at the Café

CRITICAL DEVELOPMENT POTENTIALS

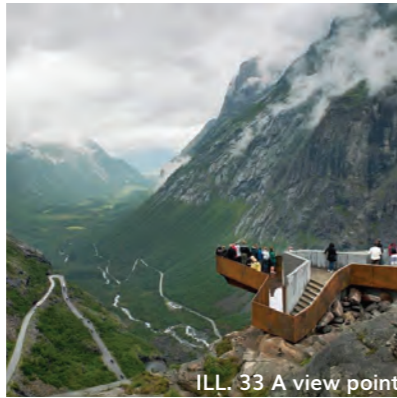
- Community hot spot
- The crossing in Høve

GROWTH DEVELOPMENT POTENTIALS

- Winter sports → Utilizing the potentials of the hills



ILL. 32 A view point



ILL. 33 A view point



ILL. 34 A view point

References that illustrates viewing points, which can also be perceived as an informal meeting spot. More information can be found in appendix VII: Inspiration for recommendations



ILL. 35 Rebild Porten



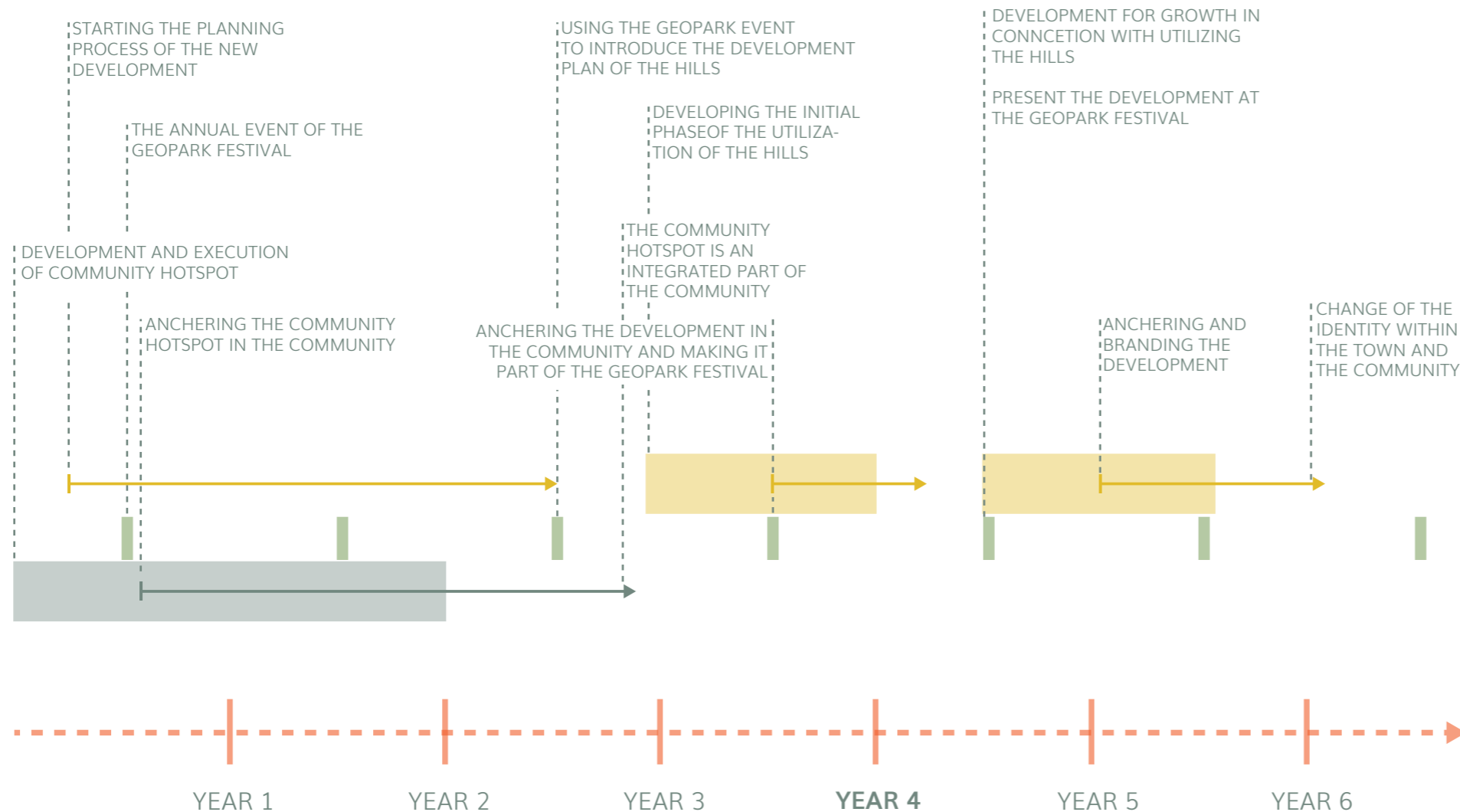
ILL. 36 Cold Hawaii



ILL. 37 Cold Hawaii

References that illustrates how the hills can be utilized. More information can be found in appendix VII: Inspiration for recommendations

FIG. 21: Time-frame for developing locally bound potential



TIME-FRAME

The time-frame is set in a period of six years, focusing on what can be achieved in a political period of four years and the following development of the project.

The recommendations are focusing on creating a strong community that can withstand the changes of utilizing the hills. An expected outcome is a shift of the identity of the town.

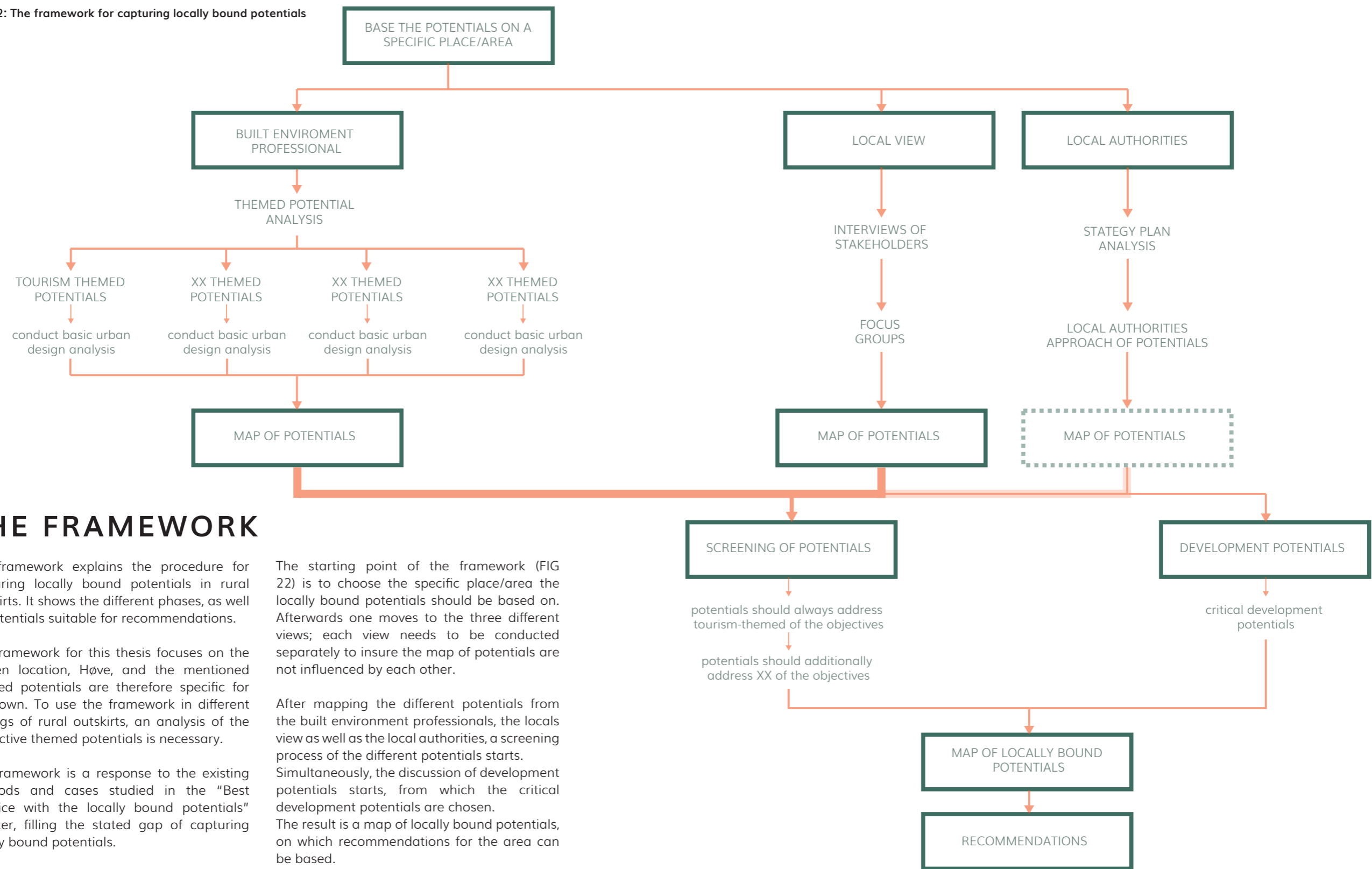
The recommendations revolve around the Geopark festival; a festival run by the local community - for the local community as well as tourist. Creating an offset from such a participatory event ensures adaptation.

The effect of the development can have both positive and negative effects. If the community is not strong enough the town cannot sustain the development. With a strong community and a successful development, Høve can become the centre of growth and activity of Odsherred.



COLLAGE 02: Activity on the hills

FIG. 22: The framework for capturing locally bound potentials



THE FRAMEWORK

The framework explains the procedure for capturing locally bound potentials in rural outskirts. It shows the different phases, as well as potentials suitable for recommendations.

The framework for this thesis focuses on the chosen location, Høve, and the mentioned themed potentials are therefore specific for this town. To use the framework in different settings of rural outskirts, an analysis of the distinctive themed potentials is necessary.

The framework is a response to the existing methods and cases studied in the "Best practice with the locally bound potentials" chapter, filling the stated gap of capturing locally bound potentials.

The starting point of the framework (FIG 22) is to choose the specific place/area the locally bound potentials should be based on. Afterwards one moves to the three different views; each view needs to be conducted separately to insure the map of potentials are not influenced by each other.

After mapping the different potentials from the built environment professionals, the locals view as well as the local authorities, a screening process of the different potentials starts. Simultaneously, the discussion of development potentials starts, from which the critical development potentials are chosen. The result is a map of locally bound potentials, on which recommendations for the area can be based.



CONCLUSION AND REFLECTION

The chapter concludes and reflects upon the outcome of the thesis as well as the process and methods used.

The completed collection of resources, literature and illustrations used in the project is listed. If no source is listed in the illustration list, the group has produced the material.

CONCLUSION

This thesis was written as a response to two major needs: finding a method for capturing locally bound potentials in the rural outskirts of Denmark, and creating a development that does not prioritise tourism-themed potentials. Currently used strategies for developing rural outskirts seem to select obvious drivers for enhancing those areas without further consideration of other possibilities. Thus tourism-themed potentials appear in most of the projects from an international or national scale. The researchers found a gap in the method and decided to go in-depth with the study of capturing locally bound potentials in the context of Danish rural outskirts. Based on the reviews from the LEADER programme's method, as well as the ones from Realdania, the thesis's study of locally bound potentials was based on a bottom-up approach. To ensure a better balance between the needs of citizens and long-term strategy requirements of local authorities, the researchers took an active part in the analysis of the locally bound potentials as built environment professionals. This created a cross-disciplinary approach to the project.

As a case study, the researchers chose Høve, a small town located in the most north-western municipality of Zealand, Odsherred.

To develop a framework for capturing locally bound potentials in rural outskirts, both quantitative and qualitative data had to be collected. With the theoretical overview of currently used methods and the understanding of rural terminologies, the researchers approached the destination of their study. The initial analysis helped to get acquainted with the area. Afterwards, the empirical data was collected in collaboration with local stakeholder. Since the development of locally bound potentials in many cases is a physical transformation, a general approach to the topic had to be collected from the local authorities, who are a deciding component in the process. All the examined views were evaluated and the essential conclusions were drawn on separate maps. To complete the final map of locally bound potentials of Høve, the researchers juxtaposed together all the maps of the different views and carefully selected the overlapping aspects significant for the place and its future development.

The final framework was built upon the outcomes from the theoretical and empirical research, as well as the method of the study. This should bring an answer to the questions stated at the beginning: the framework involves a method for capturing locally bound potentials; a way of shaping the development with locally bound potentials and ensuring a sustainable balance between the bottom-up approach and long-term strategies. The place-specific outcome of the this thesis is a set of recommendations which are based on the screening process of the different locally bound, as well as critical, potentials. Due to its strong relation to the context, it may be used in other locations as inspiration, rather than a set of solutions.

The outcome of the thesis ought to open a debate concerning the current way of developing with locally bound potentials; the present strategies seem to be missing an important aspect, which is the process of capturing locally bound potentials. Every place has its own uniqueness and its potentials should be enhanced to drive the development of the area. There is no need for bringing new

to where the existing potential is unused, even though valuable. By complementing a strategy with the framework, the projects could have more variety and thus boost the growth, for instance economic- or population wise.

The framework is a response to the existing method of developing rural areas with locally bound potentials and a bottom-up-, as well as a cross-disciplinary approach. The next step could be a further work on the recommendations with both, local residents and local authorities. Nevertheless, the role of built environment professionals should not end at this point and they should be a part of the project group until the very end of the implementation of the proposal. For the final evaluation of the project, the long-term effects should be not only discussed but also estimated in both qualitative and quantitative aspects. Only then, the recommendations, as well as the general framework, could be evaluated as a positive or negative improvement. Upon those findings, the decision if the scheme should be replicated, ought to be established.

REFLECTION OF POTENTIALS

The capturing of locally bound potentials, both through the recommendations and the framework, attempts to answer the questions from the introduction, focusing on capturing the locally bound potentials in the outskirts of rural Denmark as well as how they can be utilized to shape new development. Additionally, the questionable prioritising of tourism-themed potentials has been a focal point as well as the balance between the bottom-up approach in relation to a long-term strategy.

The practice of developing rural areas with locally bound potentials may seem like an innovative approach, thus it is important to gain a base of knowledge from existing research on the topic. As shown in already accomplished projects of LEADER or Realdania, the developments supported or based on locally bound potentials have stronger arguments and integrate better with the local community, reinforcing the relations within it. A sequence of smaller interventions based upon the locally bound potentials is a great strategy to fulfil a long-term vision and could create a significant change in the area with long-lasting effects.

The framework of capturing

Focusing on the outcome of the study, the framework, one could ask if the framework is detailed enough to act as a response to the existing research. The study in itself highlights the deficiencies of the existing research, but it does not create a strategy for the future work with locally bound potentials, only the frame for how to capture and how to develop the potentials. This framework could be used together with the existing strategies, complementing them in terms of the omitted aspects. The framework, however, does not discuss the next step of the process,

since the focal point of the study has been to capture the locally bound potentials and activating them within new developments - the recommendations. In that sense, the study responds to the existing research.

Tourism capital

In relation to the recommendations, a question to reflect upon is if the thesis has succeeded in creating a framework that does not prioritize tourism. The answer is both yes and no. Tourism, as mentioned, will always be a part of the development of Høve. The amount of nomads and vacation homeowners makes it impossible to exclude such a big part of the activity in the area from the new developments. The framework stresses though, that even if tourism is a present theme, it should not be the main driver of the development. The recommendations are also based on the critical potentials for development, that would benefit the town, thereby changing the focus from tourism to other potentials, like the strong community. This emphasizes aforementioned statement.

However one could discuss if it was the right choice to create recommendations that are based on the community and the development of the town instead of the obvious potential

in the area - tourism. If the new development would have been based on tourism, it would undermine the community and thereby create a less attractive place for settlement, extending the gap between tourists and residents. In the end, creating a ghost town that is only active in the tourism-period.

The reason why most developments in the rural outskirts are focusing on tourism-themed potentials, is the economic capital that tourism brings with it. With a development based on tourism, the execution of it becomes more realistic. The recommendations for Høve do also benefit the touristic aspect, even though the focus is to enhance the community. Attractions, such as viewing platforms, can also be for tourists, even though the creation of an informal meeting place for a community is its main function. The difficulty with such a development is to find the balance between tourism and community. The community needs the feeling of ownership of the development, but without the tourism aspect, the community will not have the capital to realize the project. A positive side effect of this balance can be the project's ability to mend the gap between the community and the tourism.

The balance between bottom-up and long term strategy

The framework should focus on creating a balance between the bottom-up approach and creating long-term strategies for the development as well as connecting the development to other regional strategies. The recommendations, on the other hand, focus

on the place-specific and narrowed, in terms of time, perspective. With a timeline focusing on what is achievable in a political period, the long-term strategy is not prioritized. Even though the long-term effects are not a part of the timeline, the researchers reflected on the outcome, both discussing the positive and negative long-term effects. It is impossible to predict those effects, one can only reflect upon the possible outcomes, and design according to these reflections.

The decision of creating recommendations that could activate a change in the identity of Høve, has been discussed thoroughly. The question asked by the researchers is; if the identity change is a positive outcome of the development, or if the changes would result in a division in the community like seen in the reference case of Cold Hawaii (Appendix VII). That is the reason for the timeline's focus of the community. With a strong, unified community, the town could sustain the changes, that the new development of utilizing the hills could bring.

The different actors of capturing

The framework and the recommendations are based on different actors; built environment professionals, who in this study are represented by the researchers, local stakeholders as well as the local authorities. The next part of the reflection will focus on those actors, asking if this was the right approach to such a complex and multi-layered problem, as capturing locally bound potentials is. First of all, the approach should ensure that the researchers collect all the different

information, which is not accessible through desk study. When including those three approaches, the researchers covered all parts of the process, however, the role of the local authorities can still be questioned in relation to the execution of this study.

The role of the local authorities

The local authorities need to be a part of the equation, as stated earlier, they are the deciding component. Their approach to the topic is crucial for the development of locally bound potentials. Even though their role in this study has been retained, no map of potentials was conducted, or any analysis of specific information. Having this additional empirical data is a missing aspect, and could greatly influence the arguments of this thesis. Indeed, finding a key-informant with the specific knowledge of how local authorities use locally bound potentials as well as knowledge about Høve within the municipality would have influenced the outcome. With the accessibility problem, the recommendations are lacking the decisive inputs. The missing information is caused by the researchers' lack of abilities to utilize the connection gained with Odsherred municipality. If the framework was to be completed, the inputs of the municipality should be gathered once more.

Access to local stakeholders

The access towards the local residents of Høve has also been a crucial part of collecting the needed data. One could, however, ask how the framework would function without a strong community. When choosing the research

site a criterion was a strong community as explained in Appendix II, since the researchers knew the difficulties they would have to face while working with a non-existing community. When capturing locally bound potentials, the locals need to be a part of the process, as explained in the cross-disciplinary research. Though, for this study, only a small group of the local community is represented. Due to the missing informal meeting place, the group had problems gaining access to the locals. When arranging and communicating the focus group interviews, Michael Andersen acted as a mediator, using his personal network and encouraging citizens to participate. With this approach, most of the participants were active citizens. The study is, therefore, missing more information from regular citizens as well as more participants in general.

The final result

Even though the study is missing more empirical outputs, the result in itself is valuable as a base of development for Høve. The informal meeting place is needed, and more empirical data would not have changed this notion. One can only speculate upon if more empirical data would have changed the outcome. The development of the framework would not have changed either, only the execution of the framework.



COLLAGE 03: Pavilion

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Illustration list

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ILL. 32 Cold Hawaii- Available at: <https://www.visitthy.dk/thy/cold-hawaii-i-thy> [Accessed 13 May 2018].

ILL. 51 Active citizens from Vindekilde - Starup, C. (2018). [image] Available at: <https://www.facebook.com/landsbyMakeoverodsherred/photos/pcb.1245305492267589/1245304828934322/?type=3&theater> [Accessed 13 May 2018].

ILL. 52 Citizens attending Village Makeover cake competition - Starup, C. (2018). [image] Available at: <https://www.facebook.com/landsbyMakeoverodsherred/photos/pcb.1245305492267589/1245304838934321/?type=3&theater> [Accessed 13 May 2018].

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ILL. 59 A cyclist on the track of Rbild Porten - Available at: https://www.rebildporten.dk/cykelferie_rebild [Accessed 13 May 2018].

ILL. 60 Cyclists on the track - Available at: https://www.rebildporten.dk/cykelferie_rebild [Accessed 13 May 2018].

ILL. 61 A sign on the tree to guide cyclists - Available at: https://www.rebildporten.dk/cykelferie_rebild [Accessed 13 May 2018].

ILL. 62 A child's bike by the fence of Rebild Porten - Available at: https://www.rebildporten.dk/cykelferie_rebild [Accessed 13 May 2018].

ILL. 63 Cyclists on the road - Available at: https://www.rebildporten.dk/cykelferie_rebild [Accessed 13 May 2018].

ILL. 64 A beach of Cold Hawaii - Available at: <https://www.visitthy.dk/thy/cold-hawaii-i-thy> [Accessed 13 May 2018].

ILL. 65 Boast on a beach of Cold Hawaii - Available at: <https://www.visitthy.dk/thy/cold-hawaii-i-thy> [Accessed 13 May 2018].

ILL. 66 Branding sign - Available at: <https://www.visitthy.dk/thy/cold-hawaii-i-thy> [Accessed 13 May 2018].

ILL. 67 A windsurfer on a wave - Available at: <https://www.visitthy.dk/thy/cold-hawaii-i-thy> [Accessed 13 May 2018].



Appendices

The appendix contain the following information:

- I: Additional mappings of Høve*
- II: Empirical data Pilot*
- III: Empirical data Phase 1*
- IV: Empirical data Phase 2*
- V: Empirical data Phase 3*
- VI: The structure of the municipality*
- VII: Inspiration for recommendations*

I: ADDITIONAL MAPPINGS OF HØVE

The content was a part of the initial analysis phase of Høve. In this part, the focus was to understand the town and its surrounding, as well as identifying the themed potentials of Høve.

The mappings are created from desk studies and, though the themed potentials chosen from the study have been re-evaluated after visiting the site.

A clear indicator of the landscape-themed potentials being an essential part of Høve is the mapping of the topography. It shows the variation, as well as the placement, of Høve.

The infrastructure and the residents mappings indicate that the community is necessary to be considered as a themed potential.

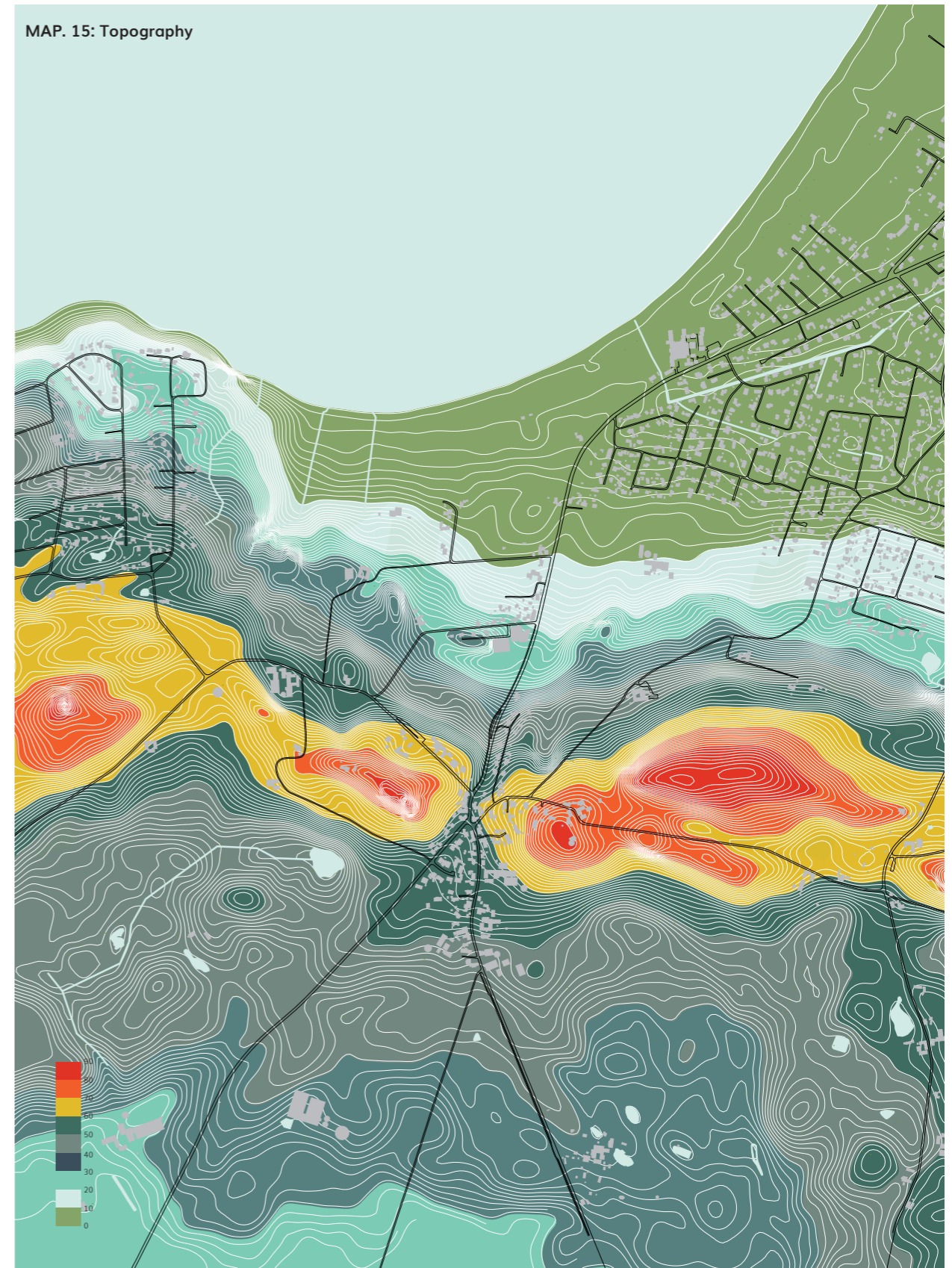
The cultural heritage mapping (MAP 06) was also created in the initial analysis phase, yet further developed in the analyses of cultural heritage.

Tourism as a themed potential present in Høve became clear when researching the town as well as the mapping of residential areas.

The initial analysis resulted in the themed potentials; landscape, community, cultural heritage and tourism; which became the main focus of the capturing chapter.

On the following pages the three different maps are listed.

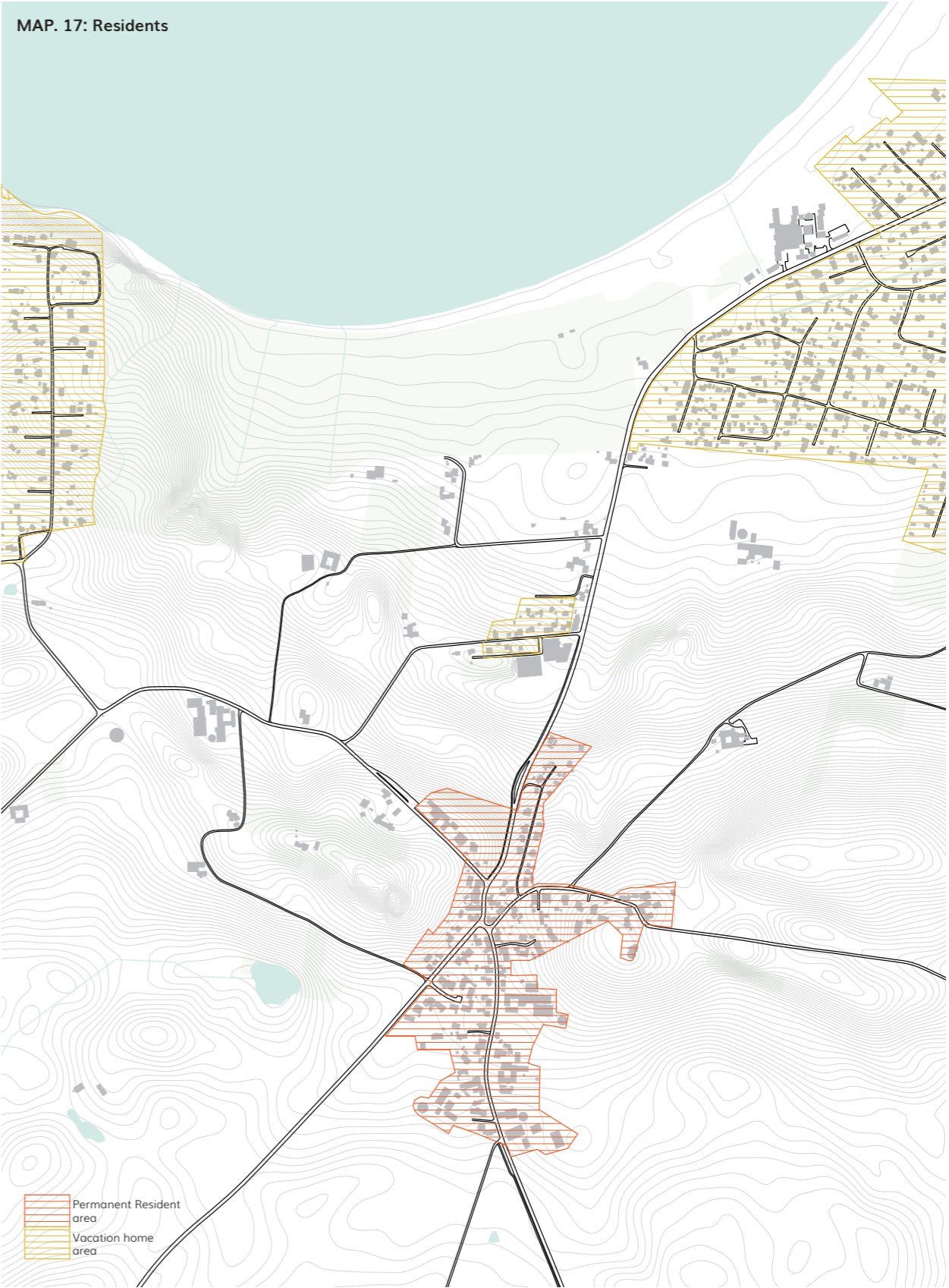
MAP. 15: Topography



MAP. 16: Infrastructure



MAP. 17: Residents



II: EMPIRICAL DATA PILOT

The collected data from the pilot created the base for the study. The form of the data is notes and pictures, which verifies the data.

The data is split into two different parts. The first part is unrecorded interviews with local authorities, the second one is data collected from observing a citizen meeting involving the start-up phase of the "Village Makeover". The gathered information summary contains the data collected from the time spent with local politicians.

At this time of the project, the scale of the study was not yet clarified. Attending meetings and talking with local authorities shaped the project.

One of the main topics discussed in the interviews were the different towns' potentials. Finding the town to work with was a priority of the trip. The researchers emphasised a strong community in the interviews since the view of the locals would be difficult without the help from local stakeholders.

TABLE 09: Pilot

Interview with local authority: pilot 1 - 21 February 2018	PHASE 0	TITLE: Dismantling the rural Denmark - Design tools for reorganizing the outskirts	
	SUBJECT	POSITION	SUMMARY
	Benjamin Dyre and Lena Bau	Environmental Planners in department of "Environment and technique"	- Distance between the departments of municipality can create miscommunication between locals and municipality
	Paya Haunch Fenger	Project leader in department of "Culture and leisure"	- Active citizens are drivers for new projects - the vision plan is just a political document.
	Gitte Hededam	Politician in Odsherred	- Strong opinion about the term 'Udkantsdanmark'
Village Makeover: pilot 1 - 21 February 2018	Vagn Ytte Larsen	Politician in Odsherred	- Community is a potential by itself. Towns with strong communities are; Bjergsø and Vallekilde.

Processed outcome

From the interviews, the researchers got different suggestions for towns to investigate. The input from the municipality was Høve, because of its strong identity of being the heart of the Odsherred Geopark. Another suggestion was Egebjerg due to its innovative approach towards new developments.

From the politicians that attended the "Village Makeover", the researchers got the suggestions for working with Bjergsø, because of its strong community and local production

skills. Additionally, Vallekilde was advised due to its nomination for the village of the year - a national competition, which the village won.

The researchers started desk studies for each town, discussing which one to chose. The end result of the discussion was Høve. It is the smallest town of all the suggestions and with no newer development; the researchers saw more potentials in regards to capturing locally bound potentials.

III: EMPIRICAL DATA PHASE 1

The following pages contain the empirical information of the interviews conducted with local stakeholders from Høve.

The method used for the interviews was semi-structured. Five different themes were used as the base for the interviews, and they are listed below.

The first interview was conducted in Michael Andersen's own home, where his wife Elia also attended the interview.

The second interview was conducted in Per Hansen's office at the Café Udsigten, where both Per and Karsten Pejsemand are interviewed simultaneously.

The interviews are transcribed in the language of which they were conducted. However, selected parts, to which the summary of the first phase refers, is translated to English and can be found on the following pages.

The mappings presented on the right were created during the interviews by the participants and are illustrating the discussed potentials of Høve.



ILL. 40 Map from the interview with Michael Andersen

THEMES FOR THE INTERVIEW

1) BACKGROUND INFORMATION

Age, time lived in Hove, changes in the town, occupation

2) LOCALLY BOUND POTENTIALS

Their definition of the term, and mentionable local values/assets/ potentials

3) THE INFLUENCE OF THE Geopark

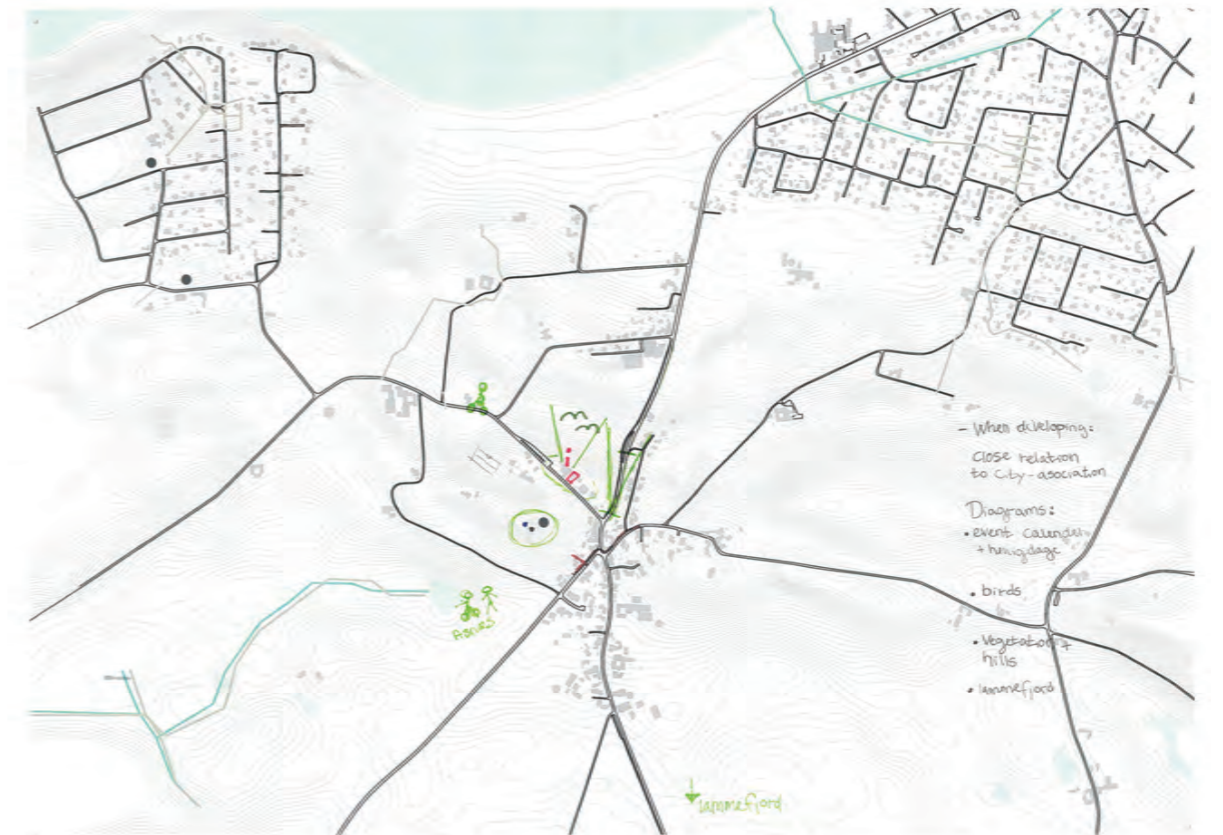
The ridge path, tourism

4) PROBLEMS AND CHALLENGES

Physical, Socio-economical, improvement, development potentials

5) THE WORK OF THE MUNICIPALITY

Village Makeover



ILL. 41 Map from the interview with Per Hansen and Karsten Pejsemmand

THE INTERVIEW WITH MICHAEL ANDERSEN

The interview was conducted the 4th of April. Present at the interview was Michael Andersen (M), an active citizen, and Elin (E), the wife of Michael Andersen. Of the researchers Sofie Worning (S), Camilla Engberg (C) and Katarzyna Anna Raczowska was present. Since the interview was conducted in Danish, the Danish speaking researchers Sofie and Camilla are responsible for the questions. Below one can see a selection of the 1 hour an 56 minute long interview, which has been translated.

DK	EN
E: ... "Husene har set sådan ud hele tiden, som de gør."	E: ... "The houses have always looked as they do now."
C: "Folk plejer dem egentlig ret godt."	C: "People take care of them quite well."
E: "Ja, vi holder dem rimelig pæne."	E: "Yes, we keep them pretty nice."
M: "Der er ikke så meget der står tomt." ...	M: "There are not many standing vacant." ...
C: ... "Vil i sige, ligesom Paya nævnte, at fællesskabet og det her sociale sammenhold, faktisk er et stedsbundet potentiale?"	C: ... "Would you say, like Paya mentioned that, the community and this social cohesion is actually a place-bound potential?"
M: "Ja, det synes jeg det er her. Jeg har da også hørt om folk, der kigger på boliger, at ejendomsmægleren har sagt; de har et godt bylaug her i byen. De er sammen om tingene. " ...	M: "Yes, I think it is. I have even heard from people who are looking for a house, that the real estate agent has said; they have a good association in this town. They do things together." ...
S: ... "Har det egentlig ændret noget for fællesskabet at friskolen den lukkede?"	S: ... "Has it changed anything for the community, that the school has closed?"
M: "Ikke så meget." ...	M: "Not so much." ...
M: ... "Men skolen var jo et stort aktiv for byen, det var det altså, også som sammenholdspunkt. Fordi der var en friskolebestyrelse, det var jo	M: ... "But the school was a big asset for the town, also as a point of cohesiveness. Because there was a

forældre og hovedsageligt fra byen, og der var sådan en 'vennegruppe', en 'venneforening', der også kastede penge i."	school board, which was parents mainly from the town, and there was a 'friend group', a 'friend association' which also threw money in."
...	...
S: ... "Så det er stadig sådan lidt et samlingspunkt?"	S: ... "So it is still sort of a meeting place?"
M: "Nej." ...	M: "No." ...
S: ... "Men nu når det så ikke er samlingspunktet, hvad er så det der holder byen..."	S: ... "But if it is not a meeting place, what is it then, that keeps the town..."
M: "Det er hjemmeværnsgården derovre. Det er der vi holder vores ting i bylauget, det er det. Ja, for der kun plads til omkring 50 til 60 mennesker. Og dengang jeg var oldermann, altså det var ikke min skyld, men der holdt vi det ovre i skolens hal, og den lånte vi jo gratis af skolen, fordi der var så stor samhørighed. Og til festerne om efteråret, som vi slet ikke holder mere, der kom omkring 120 mennesker fra Høve, som indeholder 200 inklusive babyer og oldinge."	M: "It's the home guard building over there. That is where we have our event for the town association. There is only space for about 50 to 60 people. When I was the town association president, well, it was not my to my credit, but we had the events over in the school gym, and we borrowed it for free from the school because there was so much cohesion. And for the parties in the fall, which we no longer have, there were about 120 people from Høve, which has only 200 in total including babies and old people. "
S: "Det er jo fantastisk."	S: "That is amazing."
M: "Ja, er det ikke fantastisk." ...	M: "Yes, is it not amazing." ...
M: ... "Og solen, på det tidspunkt, den går ned lige nøjagtigt modsat (red.: modsat Esterhøj) det vil sige, at der var en belysning uden at man kunne se, solen var væk. Men dem der stod på højen, de fik lyset bagfra så de	M: ... "And the sun, at that time, it sets exactly opposite (edit: opposite of Ester hill). That means there was a lighting without seeing, that the sun was gone. But those standing on the hilltop, they got the light from the

stod som sorte silhouetter, og det giver en fantastisk, jamen altså man kan lave det mest utrolige i de silhouetter der, og det ser utroligt ud, det man gør. Og det har været betagende, det synes folk også."

...

...

C: "Så det er ikke bare naturen i sig selv der er potentialet, det er faktisk også historierne der knytter sig til?"

M: "Historierne, men lige præcis det der spil, det var jo scenen og ingen rekvisitter, ingen lys, ingen kostume, noget som helst. Kun det, naturen har skabt for at lave en scene."

...

...

M: "Og så kommer Ole Olsen jo i 30'erne, og er en stor og rig mand, og købte to bondegårde og gjorde mærkelige ting, spændende ting. Ja da han var ude af film, da han var 60 slap han Nordisk Film og det var i '24 og så i '33 køber han den her oppe (red.: peger på kortet), først friskolen. (...) den skulle på tvang, og det havde Olsen jo penge til. Han havde jo tjent mange penge på sine film, selvom han var født ludfattig lige herude bagved."

...

...

Så købte han den, og så fandt han jo på ting, og folk syntes det var spændende, og så lavede han sin egen gravhøj, og gravede en gammel bronzealderhøj ud, og fik lov til det af

back so they stood out like black silhouettes, and that makes a great, well, you can make the most incredible in the silhouettes there and what you do, looks so amazing. And it is breathtaking, people think so too. "

...

...

C: "So it's not just nature by itself, which is the potential, but it is actually the stories that are linked to it?"

M: "The stories yes, but more specifically, it was the scene, with no props, no lights, no costumes, no anything. Only what nature has created to set the stage."

...

...

M: "And then Ole Olsen comes in the 30s, and he is a big and rich man, buying two farms and doing strange things, exciting things. Yes , when he was out of the film business when he was 60, he left Nordisk Film and that was in '24 and then in '33 he buys these up here (edit: points to the map), first the school. (...) it was for sale by order of the court, and Olsen had the money for it. He had earned a lot of money on his films, even though he was born dirt-poor right here behind us."

...

...

Then he bought it, and then had queer ideas, and people thought it was exciting, and then he made his own burial mound and excavated an old bronze-age mound and was allowed

nationalmuséet."

...

...

S: "Så han var egentlig ikke fast beboer her?"

M: "Nej, det var han ikke. Men han var her hele sommeren. Så kom han susende i Chevrolet'en utallige gange."

C: "Det lyder som om at han har været meget synlig, at han har fyldt meget i byen."

M: "Ja, for han snakkede og fortalte, og folk turde godt tale til ham, selvom han var mangemillionær. Han var ikke sådan en der indgød, at man blev væk."

...

...

E: "Men det er meget smukt."

M: "Ja, det er jo mosaikker og sådan noget. Der er 72 kvadratmeter af mosaikker derinde. Og han var så fjollet med alt teknik, og der blev opfundet rigtig meget i hans levetid, så der er en flyvemaskine med en pilot ved siden af."

...

Og så er der selvfølgelig et portæt af ham og hende, konen og ham bag urnerne, ikke. Og lillebæltsbroen som var ny, og en familie omkring radioen. Danmarks radio startede i '25 og det her er jo lavet færdig i '38, ikke.

so by the national museum. "

...

...

S: "So he was actually not a permanent resident here?"

M: "No, he was not. But he was always here all summer. Then he would come rushing in his Chevrolet countless times."

C: "It sounds as if he has been very visible, that he took up a lot of space in the town."

M: "Yes, because he talked and told, and people were not afraid to talk to him, even though he was a multimillionaire. He was not the type who inspired people to stay away."

...

...

E: "But it is very beautiful."

M: "Yes, there are mosaics and such things. There is 72 square metres worth of mosaics in there. And he was so thrilled about technology, and a lot was invented in his lifetime, so there is an aeroplane with a pilot next to it."

...

And then there is, of course, a portrait of him and her, the wife and him, behind the urns. And bridge of the Little Belt, which was new, and a family around a radio. The Danish Broadcasting Corporation had just started in '25 and this was finished in '38."

THE INTERVIEW WITH PER HANSEN
AND KARSTEN PEJSEMAND

The interview was conducted the 5th of April. Present at the interview was Per Hansen (P), the owner of the café, Karsten Pejsemand (K), president of the town association. Of the researchers Sofie Worning (S), Camilla Engberg (C) and Katarzyna Anna Raczowska was present. Since the interview was conducted in Danish, the Danish speaking researchers Sofie and Camilla are responsible for the questions. Below one can see a selection of the 1 hour an 4 minute long interview, which has been translated.

DK	EN
<p>...</p> <p>S: "Så det her sted det er mest for turister eller er det også for lokalbefolkningen?"</p> <p>P: "Alle er velkomne"</p> <p>C: "Men..."</p> <p>P: "Vores koncept er at vi tror og det ved vi ikke. Men vi tror som den forretning vi driver her der vil 80 % af vores gæster være turister. Og 20% vil være fra Odsherred..."</p> <p>...</p> <p>C: "Men tænker du også at folk som bor her i sommerhusområderne er turister?"</p> <p>P: "Hvis de kommer fra København, så ja."</p> <p>...</p> <p>...</p> <p>K: "Jamen jeg kan jo tydelig se det, det startede sådan set sidste år. Der er meget mere flow i det. Der kommer flere cykelturister. Og de kommer allerede tidligt på året."</p> <p>C: "Tror du det er på grund af den her Højderyssti?"</p> <p>K: "Ja, det er godt nok Højderysstien."</p> <p>...</p>	<p>...</p> <p>S: "So this place, is it mostly for tourists or is it also addressing the local community?"</p> <p>P: "Everyone is welcome."</p> <p>C: "But..."</p> <p>P: "Our concept, that we think, and we do not know yet. But as a business we believe 80% of our customers will be tourists, and the other 20% will be from Odsherred. "</p> <p>...</p> <p>C: "Do you also see the vacation home owners as tourists?"</p> <p>P: "If they usually live in Copenhagen, then yes."</p> <p>...</p> <p>...</p> <p>K: "Well, I can see a difference from last year. There is a better flow in the bicycle tourists. They are here earlier in the season as well."</p> <p>C: "Do you think that is because of the Ridge Path?"</p> <p>K: "Yes, it is definitely the Ridge Path."</p> <p>...</p>

<p>...</p> <p>S: "...Det var vi sådan lidt i tvivl om, hvor stor en indflydelse Geoparken og Højderysstien egentlig har gjort for området. Det lidt svært at finde nogle tal på hvad der egentlig er udviklet sig."</p> <p>P: "Det kan du heller ikke gøre endnu. Men vi kan jo se med trafik og besøgende. Men nogen gange kan den store parkeringsplads jo godt være fyldt uden at jeg har nogen på cafeen næsten, og så ved vi jo godt hvor de er henne. Så er de jo på Højderysstien."</p> <p>S: "Ja, selvfølgelig"</p> <p>P: "Og det tror jeg det vil tage til og der vil komme mange flere end der kommer nu. Det rygtes jo."</p> <p>...</p> <p>...</p> <p>S: "Har Geoparken egentlig noget at gøre med at I valgte at investere i det her område?"</p> <p>P: "Nej, men det var et plus. Det var ikke et minus."</p> <p>S: "Okay, men det var ikke sådan det udslagsgivende?"</p> <p>P: "Nej, slet ikke."</p> <p>C: "Hvad var det udslagsgivende?"</p> <p>P: "Det var naturen og beliggenheden..."</p> <p>...</p>	<p>...</p> <p>S: "...we were actually wondering about the influence of the Geopark and the Ridge Path. Has it had an effect in the area. It is a bit hard to find any statistics yet."</p> <p>P: "That is not possible yet, but we can see a change in the traffic and the visitors. Sometimes the parking lot outside is completely full, and I barely have any visitors in the café. Then we know where they are. They are hiking the Ridge Path."</p> <p>S: "Of course."</p> <p>P: "And I believe more will come, the rumour is spreading."</p> <p>...</p> <p>...</p> <p>S: "Did the Geopark have any influence on your investment in this area?"</p> <p>P: "No, but it was a plus, not anything negative."</p> <p>S: "Okay, but it was not a decisive element."</p> <p>P: "No, not at all."</p> <p>C: "What was the decisive element then?"</p> <p>P: "It was the nature and the location..."</p> <p>...</p>
-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------	------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------

...			...	spist nogle blomster de ikke måtte spise."		available for the path, the municipality had reported to the police. They thought that some of his cows had eaten a flower that they were not allowed to eat."	
S:	"Vi vil egentlig gerne hører jer, hvis I skulle pege på noget i byen på det her kort."	S:	"We would like to hear if you could point out some of the locally bound potentials in the area on this map here."	C:	"Når, det er det der med at afdelingerne ikke arbejder sammen..."		
P:	"Nu skal jeg lige se hvad vej byen vender."	P:	"Which way are we turning?"	K:	"Så der er jo ikke noget at sige til at landmanden bliver sur på kommunen. At de politianmelder ham på et eller andet difust grundlag. Og så er man jo ikke specialt medgørelig. Der har så også været nogle andre som ikke har været medgørelige. Men det er lykkes det hele."	C:	"Ahh. That's the thing with the departments not working together..."
S:	"Vi har vandet her og udsigten her."	S:	"We have the water here and this is the Café."			K:	"So the plot owner was a bit mad at the municipality and not that reasonable when talking about the path. Others were just not reasonable at all. But everything got solved."
P:	"Ja, godt."	P:	"Okay, good."	
S:	"Hvad vil I så pege på."	S:	"What would you then point at?"				
K:	"Jamen jeg vil jo pege på Esterhøj Stenen først."	K:	"Well then I would like to point at the Ester hill stone as the first thing."				
...		...					
S:	...	S:	...				
S:	"Hvad med dig, hvis du skulle pege på noget?"	S:	"What about you, what would you point at?"	C:	"vi har også tænkt lidt på altså ift til de folk som bor her hele året og så dem som er her om sommeren om reaktionen har været forskellig?"	C:	"Was the reception of the path different for the citizens compared to the tourist?"
P:	"Jamen, jeg vil blive her omkring hvor vi er. Fordi så vil jeg lave en prik her. Der har vi Ole Olsens grav. Og det er jo noget vi gør meget ud af. Måske at lave et museum omkring det her."	P:	"Well, I would stay in the area, and then I would draw a point right here. This is Ole Olsens grave. That is something we are doing a lot about here. We are thinking about opening a museum."	K:	"Vi har et principielt den indstilling at vi er utrolig glade når de første turister kommer på året, og vi er glade for dem gennem sommeren, men så er vi også lidt glade når de så er væk. Sådan er det jo bare, det er årstiderne der skifter."	K:	"We have this attitude of principle. We are happy when the tourist comes in the spring, and we are happy through the summer, but we are also happy when they leave again. That how the shifting seasons is."
S:	"Ja."	S:	"Yes"	
P:	"Ole Olsen var stifter af Nordisk film, men det har Micheal nok fortalt jer alt om."	P:	"Ole Olsen was the founder of Nordisk film, but Michael probably told you about that."				
...		...					
S:	S:				
S:	"Vi har hørt lidt fra kommunen at der var rigtig mange problemer med Højderysstien ift. lodsejere."	S:	"We heard from the municipality that there was some problems with the Ridge Path in connection to the plot owners."	K:	"...Og så har vi fået fibernet og det er jo også med til at holde huspriserne oppe. Fordi man får ikke bare en børnefamilie til at flytte ind i et hus hvor der ikke er nogen god internet forbindelse."	K:	"... And we have also installed fibre network all over the town. And that contributes to keeping the house prices. You would never get a family with children to move to a place without a proper internet connection. "
K:	"Jeg tror det er nogenlunde løst. Men der var kommunen også været nogle kvajpander fordi den ene af landmændene som skulle lægge jord til stien ham havde de politianmeldt, fordi de mente at der var nogle køer der havde gået og	K:	"I think they solved it, more or less. But it was the municipality that was stupid. One of the plot owners that needed to make some of his land	

IV: EMPIRICAL DATA PHASE 2

The following pages contain the materials of the workshop conducted in Høve. On the first page, tables of different participants are presented, while the following pages contain different maps, each created by a person taking part in the workshop and listed in the tables.

The tables were divided into residents (Re: Beboere) and vacation homeowners (Re: Sommerhus ejere), though only one couple participated from the vacation-home areas. When conducting the workshop, different tables were used to maximize the efficiency of the process.

In the table, the first column encloses the name and occupation, while the second the time the

participant has lived in Høve. The third column was filled at the end of the session, when the participants were asked which potentials, in their opinion, are the most important. The last column investigates if nostalgia has an effect on the chosen potentials.

The different maps are a combination of drawings done by the participants and the researchers. Not all participants were comfortable drawing on the maps, therefore the researchers illustrated the information described and pointed out by the participants. The map of Lis also contains Sørine inputs.

At the end of Appendix IV, one will find pictures taken during the workshop, which gives an idea of how the phase was conducted.

Beboere			
Navn:	Hvor lang tid har du boet i Høve	Vigtigste stedbundne potentiale	Har minder/oplevelser en effekt? - nostalgia
STEN JØRGENSEN JOURNALIST	28 år	UDSIGT?	Ja - historisk om Høve har effekt.
Pieter Kommunen Forskn. tekn.	10 år	— — —	nej

ILL. 42 Table 1 from focus group meeting

Beboere			
Navn:	Hvor lang tid har du boet i Høve	Vigtigste stedbundne potentiale	Har minder/oplevelser en effekt? - nostalgia
Clas G.	6 mdr	Vandrestier	
LISE WITTELT (LÆRER)	13 år	LYSET, UDSIGTEN	JA!

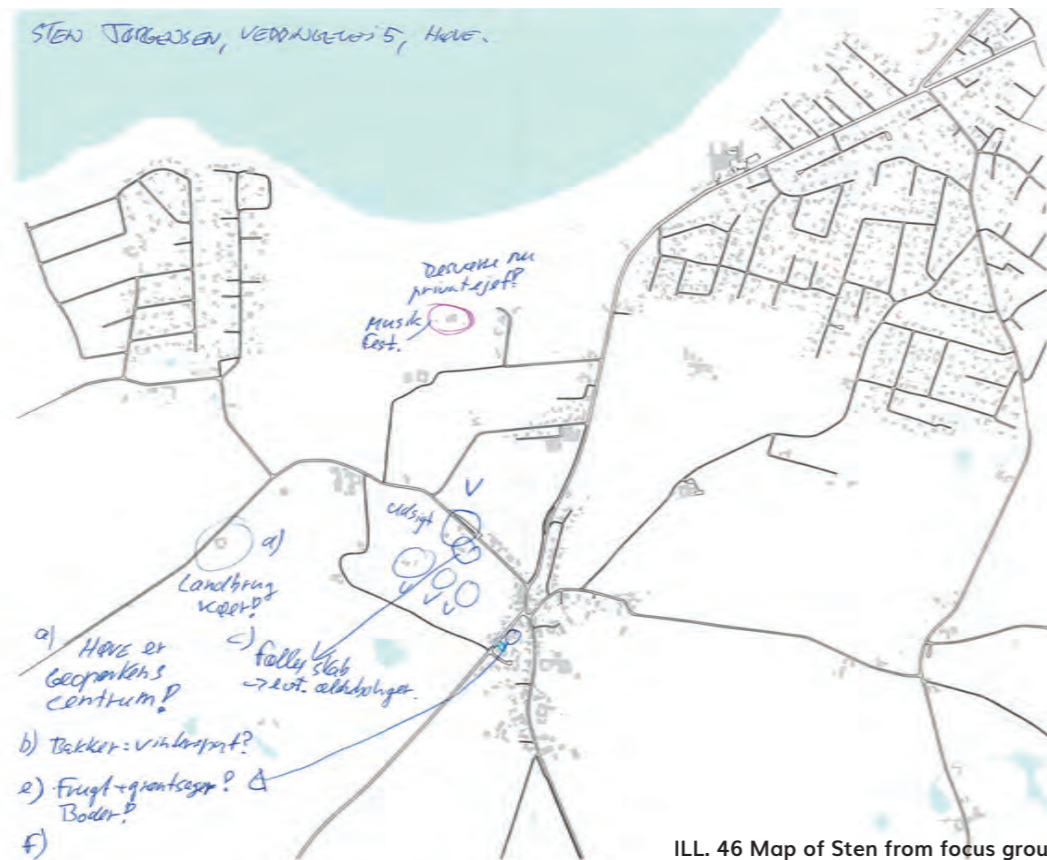
ILL. 43 Table 2 from focus group meeting

Beboere			
Profession Navn:	Hvor lang tid har du boet i Høve	Vigtigste stedbundne potentiale	Har minder/oplevelser en effekt? - nostalgia
Jan, helsehjælper speciallærer	40 år opvokset	Engagement, fællesskab • NATUREN	Kids, 4. P. Søving the school
Sørine	11 år barn	Fællesskab, møder • stenen,	natur, skyggespil
Lis Palsbo	49 år	No women, they were when they lived celebrating community instead of nation. • Høvederby = strand + sten	
Hennig Thomsen Høve Bygade center	33 år pædagog	• Eftenhø • Høvederby • Høvederby	• Opdræt, møder about yesterday birth for education
Clas G.	6 months	Hiking path(s)	
Li			

ILL. 44 Table 3 from focus group meeting

Sommerhus ejere			
Navn:	Hvor lang tid har du haft sommerhus nær Høve	Vigtigste stedbundne potentiale	Har minder/oplevelser en effekt? - nostalgia
PIETRI LISELOTTE THOMPSEN	39 år	NATUREN	JA!

ILL. 45 Table 4 from focus group meeting



ILL. 46 Map of Sten from focus group meeting



ILL. 48 Map of Claus from focus group meeting



ILL. 47 Map of Bjørn from focus group meeting



ILL. 49 Map of Lise from focus group meeting





ILL. 54 A local resident participating in focus group



ILL. 55 Few of the local citizens participating in focus group



ILL. 56 A group member mapping discussed potentials

V: EMPIRICAL DATA PHASE 3

The collected data from phase 3 is in the form of notes and pictures, which create the base for verification of the data.

The data collected contains the knowledge from a citizen meeting within the project "Village Makeover". The citizens presented their suggestions for developments, and the judges commented on the different projects. The researchers observed the process and mingled with the participants, as well as the judges, afterwards.

The table 10 summarises the conversations as well as the presentations. Afterwards, the researchers have analysed the process of "Village Makeover" to determinate the local authorities' view on locally bound potentials. The summaries only contain the practical information collected at the citizen meeting. The information was organized and the inputs analysed and summarized. The summary focuses on locally bound potentials and the effect the development has on the local community.

This appendix shortly goes through the analysed process as well as the conclusion.

TABLE 10: Phase three - Village Makeover citizen meeting

SUBJECT	KNOWLEDGE GAINED THROUGH	SUMMARY
Participants of the "Village Makeover" from Vallekilde	Information gained in the presentations	- the idea of creating life, creativity in the local community
Participants of the "Village Makeover" from Egebjerg	Information gained in the presentations	- exploiting the communities' skills and assets - activating the landscape in a greater geographical area through Christmas decorations
Participants of the "Village Makeover" from Vindekilde	Information gained in the presentations	- missing a community hot spot - sees a potential in converting the forest to a gathering spot for locals and tourist - creating social events as part of the execution
Participants of the "Village Makeover" from Unnerød	Information gained in the presentations	- sees a potential in activating the cultural heritage-themed potentials by maintaining the protected stone dykes in the area
Participants of the "Village Makeover" from Unnerød and Egebjerg	Information gained mingling with the participants	- the social interacting is the main aspect - development of the area is an excuse - communicating across generations - sharing the local history - local history is seen as the biggest locally bound potential
Judges of the "Village Makeover"	Information gained mingling with the judges	- identity and cultural heritage are the potentials - mouth-to-mouth method of local history - the landscape is the basic condition for development



ILL. 57 Active citizens from Vindekilde

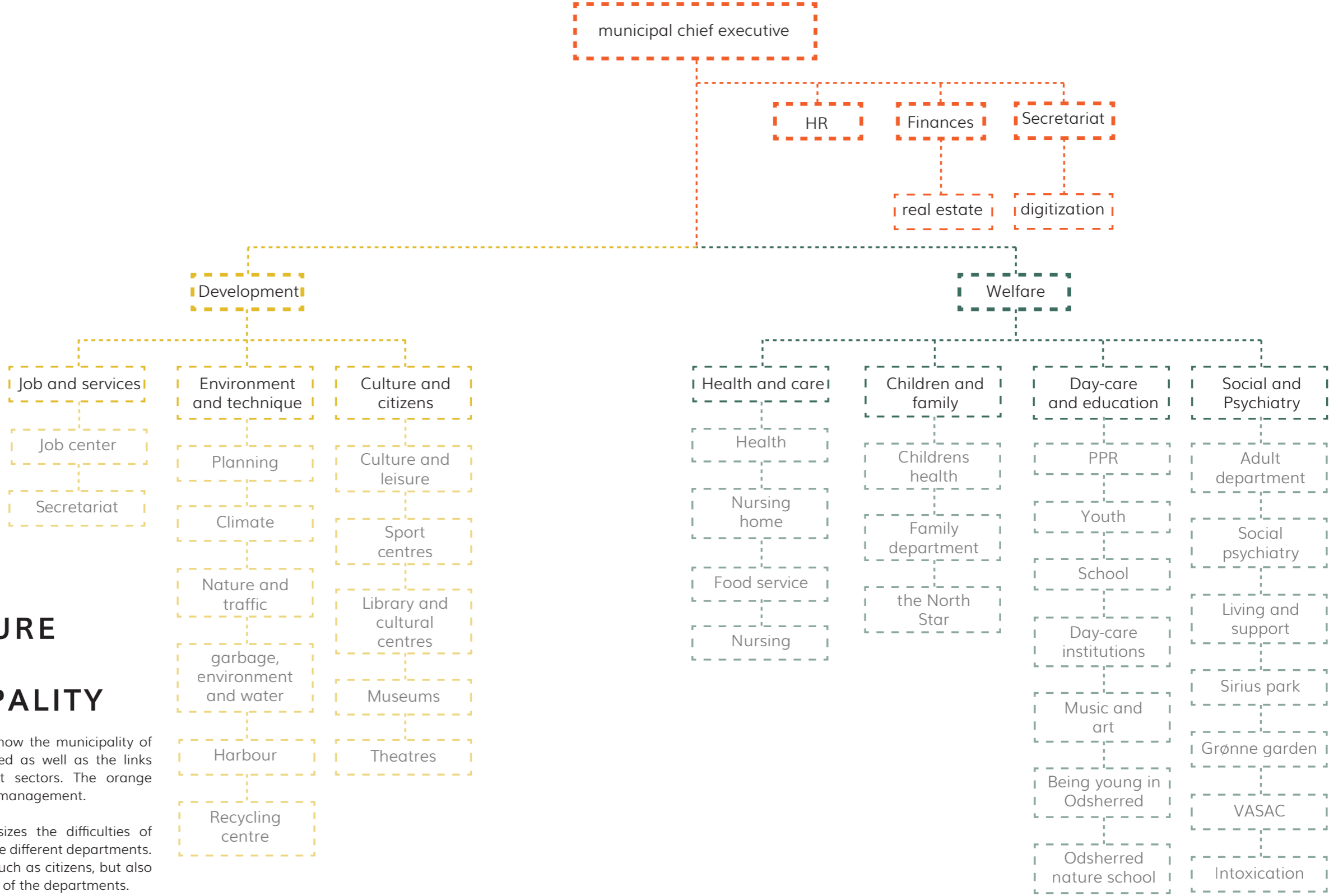


ILL. 58 Citizens attending Village Makeover cake competition



ILL. 59 A prototype of Christmas decoration

FIG. 23: Structure of Odsherred municipality



VI: THE
STRUCTURE
OF THE
MUNICIPALITY

The figure illustrates how the municipality of Odsherred is structured as well as the links between the different sectors. The orange colour represents the management.

The diagram emphasizes the difficulties of navigating between the different departments. Both as an outsider, such as citizens, but also among the employees of the departments.

VII: INSPIRATION FOR RECOMMENDATIONS

These last pages illustrate different cases the group have been inspired by when creating the recommendations. Each case is accompanied by a short text, introducing it and elaborating on the effect it had on the recommendations.

The references are not a reflection of the wanted outcome of the recommendation, but more an extension of thoughts and ideas, that have been worked on through in the process of creating the recommendations.

The focus of the references is not the themed potentials, that drive the projects, but more the settings and the execution that has created the inspiration.

ILL. 60 Senja viewing point during northern lights

SENJA

The viewing point Senja is a part of the national tourist routes in Norway. The platform is a facilitator of the landscape, with its steep mountains and the ocean.

"Senja reflects the robustness and hardship of a time when people had to survive on fishing and agriculture that yielded little, but the island also reveals a less harsh side with its sheltered fjord inlets." (Turistveger, 2018)

The platform is part of the inspiration of the recommendations because of its way of utilizing the landscape as well as how the platform reveals the local story. As the project is part of the national tourist routes, the platform addresses mostly tourists.

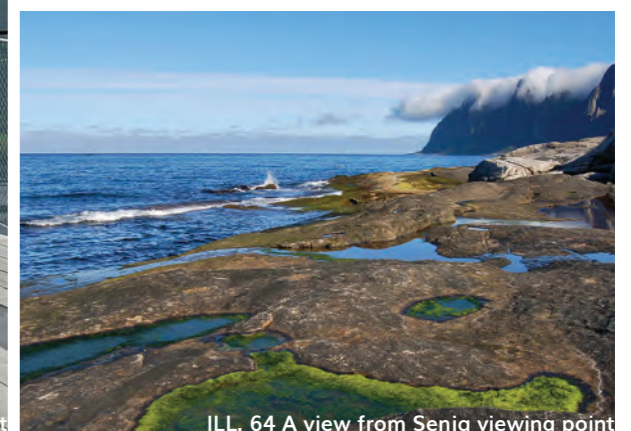
ILL. 61 Senja viewing point



ILL. 62 Tourists at Senja viewing point



ILL. 63 Senja viewing point from a distance



ILL. 64 A view from Senja viewing point



ILL. 65 A cyclist on the track of Rbilde Porten



ILL. 66 Cyclists on the track



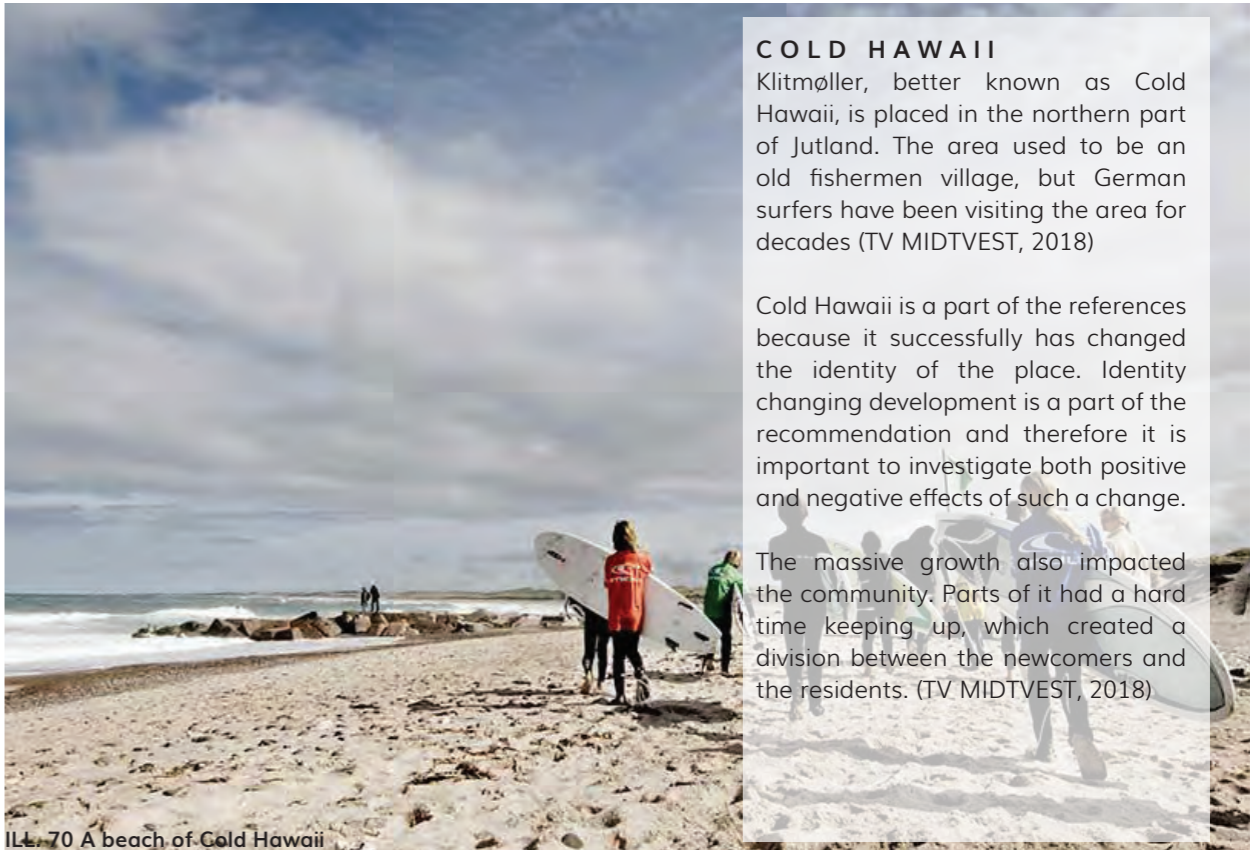
ILL. 67 A sign on the tree to guide cyclists



ILL. 68 A child's bike by the fence of Rebild Porten



ILL. 69 Cyclists on the road



ILL. 70 A beach of Cold Hawaii



ILL. 71 Boast on a beach of Cold Hawaii



ILL. 72 Branding sign



ILL. 73 A windsurfer on a wave