

## Knowledge Transfer - Mountain Tourism

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Austria is well known for Winter and Mountain Tourism. Specific Austrian knowledge has been transferred to many other countries worldwide. The article reports that Austrian tourism contributes about 2/3 to the total value of Austria's service exports. In the field of winter and mountain tourism, specific know-how has been developed over decades. As an example, the article refers to a project, which has recently been implemented by ATC in Turkey. ATC has designed a Master Plan for a Mountain Resort in Kayseri located in Central Anatolia. A distinct volcano and glacier, located about 20km from the City and the Airport with an altitude of 3917 meters offers ideal preconditions to develop mountain tourism.

