



3rd **AUSTRIAN MOUNTAIN
TECHNOLOGY SUMMIT**
2024 ERZURUM, PALANDÖKEN

WO RLD CLASS PART NERS

TODAYS EVENT MODERATOR



Eva Weithaler

Deputy Austrian Trade Commissioner for
Türkiye, Azerbaijan and Georgia

1

OPENING
REMARKS

KEY SPEECH: LEARNING
TO LIVE WITH THE
SNOW

2

PRESENTATIONS:
CURRENT
INFRASTRUCTURE
PROJECTS TÜRKİYE,
AZERBAIJAN AND
GEORGIA

3

PRESENTATIONS:
AUSTRIAN
COMPANIES

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B2B MEETINGS:
AUSTRIAN-
TURKISH WINTER
AND MOUNTAIN
TOURISM



QR-Code
PROGRAM

1

OPENING REMARKS

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WELCOME & OPENING REMARKS



Gerhard Lackner

Austrian Trade Commissioner for Türkiye,
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WELCOME & OPENING REMARKS



Selim Bağrıyanık

CEO

EJDER3200 Palandöken & Konaklı Ski Centers

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Serhat Kilic

Deputy Chairman of the Board of
Directors, Erzurum Chamber of
Commerce and Industry, ETSO

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H.E. Gabriele Juen

Austrian Ambassador to Türkiye

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Zafer Aynalı

General Secretary
Erzurum Metropolitan Municipality



3rd **AUSTRIAN MOUNTAIN
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2

KEY NOTE SPEECH: LEARNING TO LIVE WITH THE SNOW

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KEY NOTE SPEECH: LEARNING TO LIVE WITH THE SNOW



Mustafa Cansaran Ertaş

Asst. Prof. Faculty of Engineering and Architecture
Department of Civil Engineering
Erzurum Technical University

3

PRESENTATIONS: CURRENT INFRASTRUCTURE PROJECTS TÜRKIYE, AZERBAIJAN AND GEORGIA

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PRESENTATION: CURRENT INFRASTRUCTURE PROJECTS IN TÜRKIYE



Canan Açıkbaz Önem

Department Manager | Directorate General of
Investment and Establishments
Republic of Türkiye Ministry of Culture and Tourism



**T.C. KÜLTÜR VE TURİZM
BAKANLIĞI**

WINTER TOURISM PLANNING AND MANAGEMENT PROCESS IN TÜRKİYE

Canan ÖNEM AÇIKBAŞ-MSc. City and Regional Planner
Planning and Winter Tourism Department Manager

**DIRECTORATE GENERAL OF INVESTMENT AND ESTABLISHMENTS
MINISTRY OF CULTURE AND TOURISM**

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SUSTAINABLE TOURISM DOCUMENT-THE TURKISH TOURISM STRATEGY 2023

WINTER TOURISM POTENTIAL

EXAMPLES OF WINTER TOURISM CENTERS

PHOTOS



MISSIONS, AUTHORIZATIONS AND RESPONSIBILITIES OF THE MINISTRY

DECLARATION OF TOURISM CENTERS (TC)

Declaration of the areas, which have potentials in terms of tourism, as Culture & Tourism Protection & Development Regions (CTPDRs) and Tourism Centers (TCs)

PLANNING

Authoritisation of preparing or delegating to be prepared by the related parties and Authoritisation of approval of the plans in any scales in the TCs and CTPDRs

ALLOCATION

Allocation of public lands to local and foreign investors for tourism investments

CERTIFICATION AND CONTROL

Issuing Tourism Investment Certificate (TIC) and Tourism Establishment Certificate (TAC) and regular monitoring

INCENTIVES (INFRASTRUCTURE, ENERGY SUPPORT, FINANCIAL SUPPORT, TECHNICAL SUPPORT)

Energy support for the establishments
Green Star and Blue Flag Programmes
Financial support for environmental design and infrastructure projects, technical and financial supports- for implementations.

TOOLS FOR SPATIAL ORGANIZATION OF TOURISM PROCESS

1.
DECLARATION
OF TOURISM
CENTERS

2.
PHYSICAL
PLANNING

3.
LAND
ALLOCATION

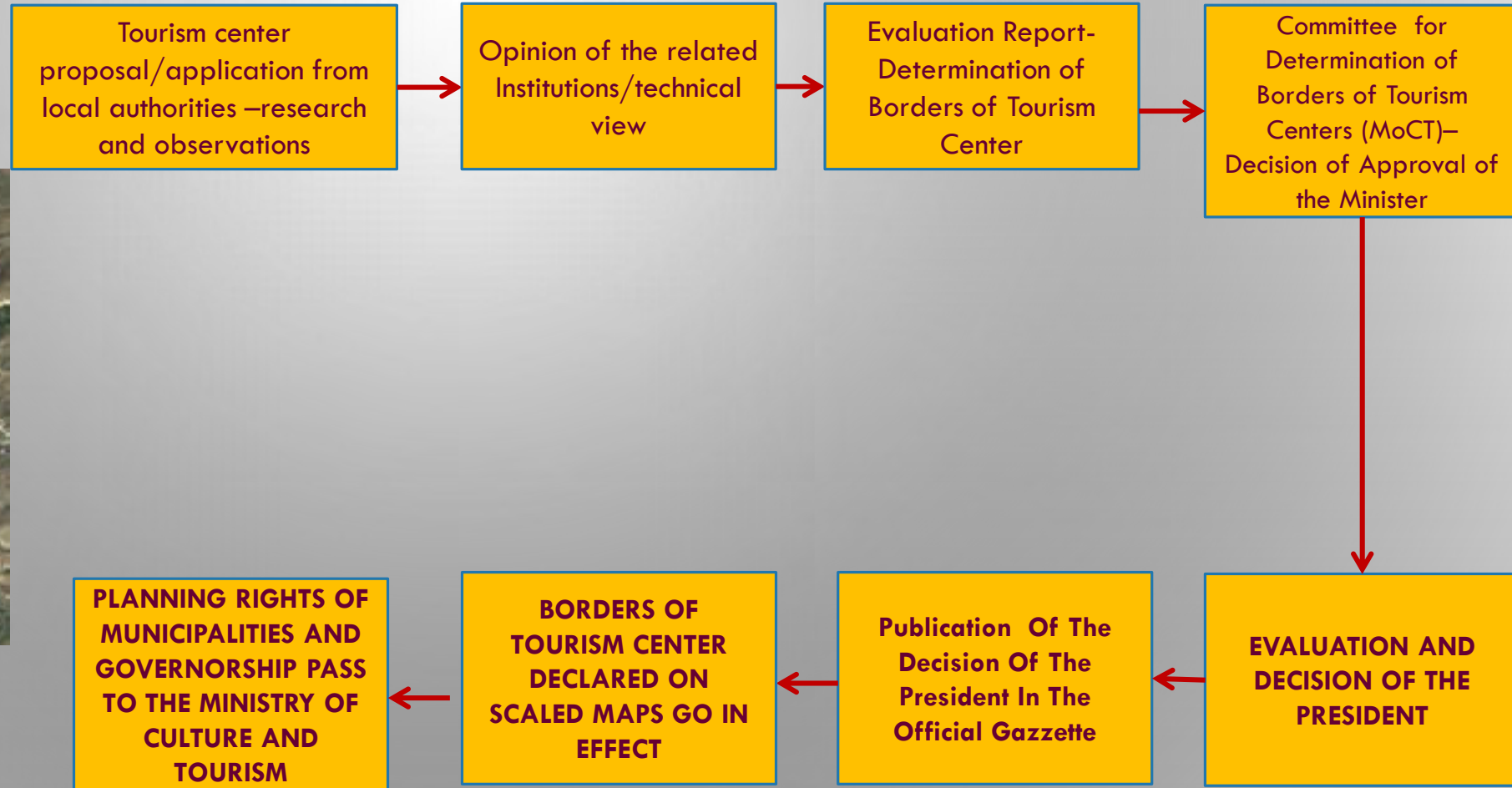


TOOLS FOR SPATIAL ORGANIZATION OF TOURISM PROCESS

1. DECLARATION OF TOURISM CENTERS

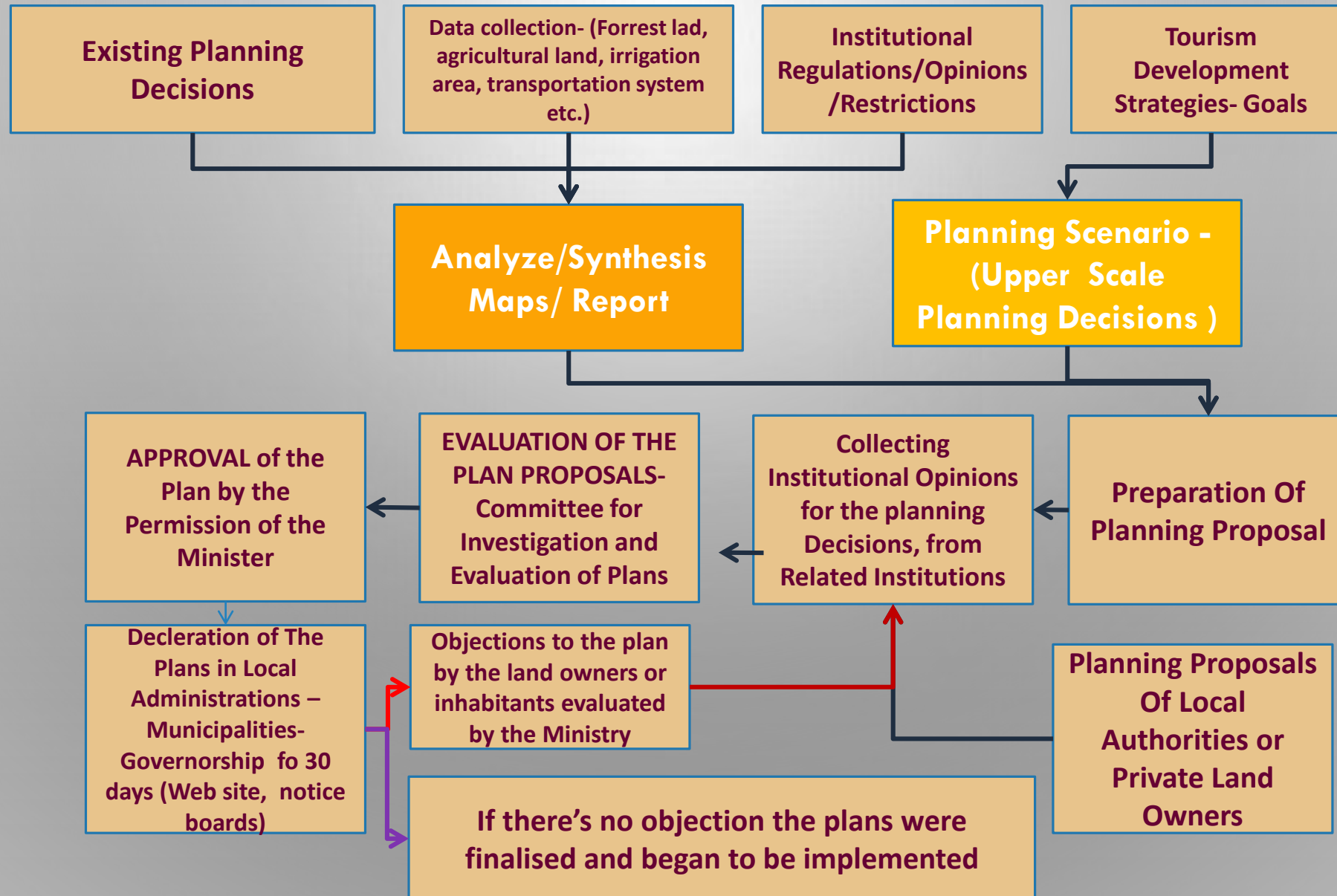


ERZURUM PALANDÖKEN
CTPDR
Google Earth



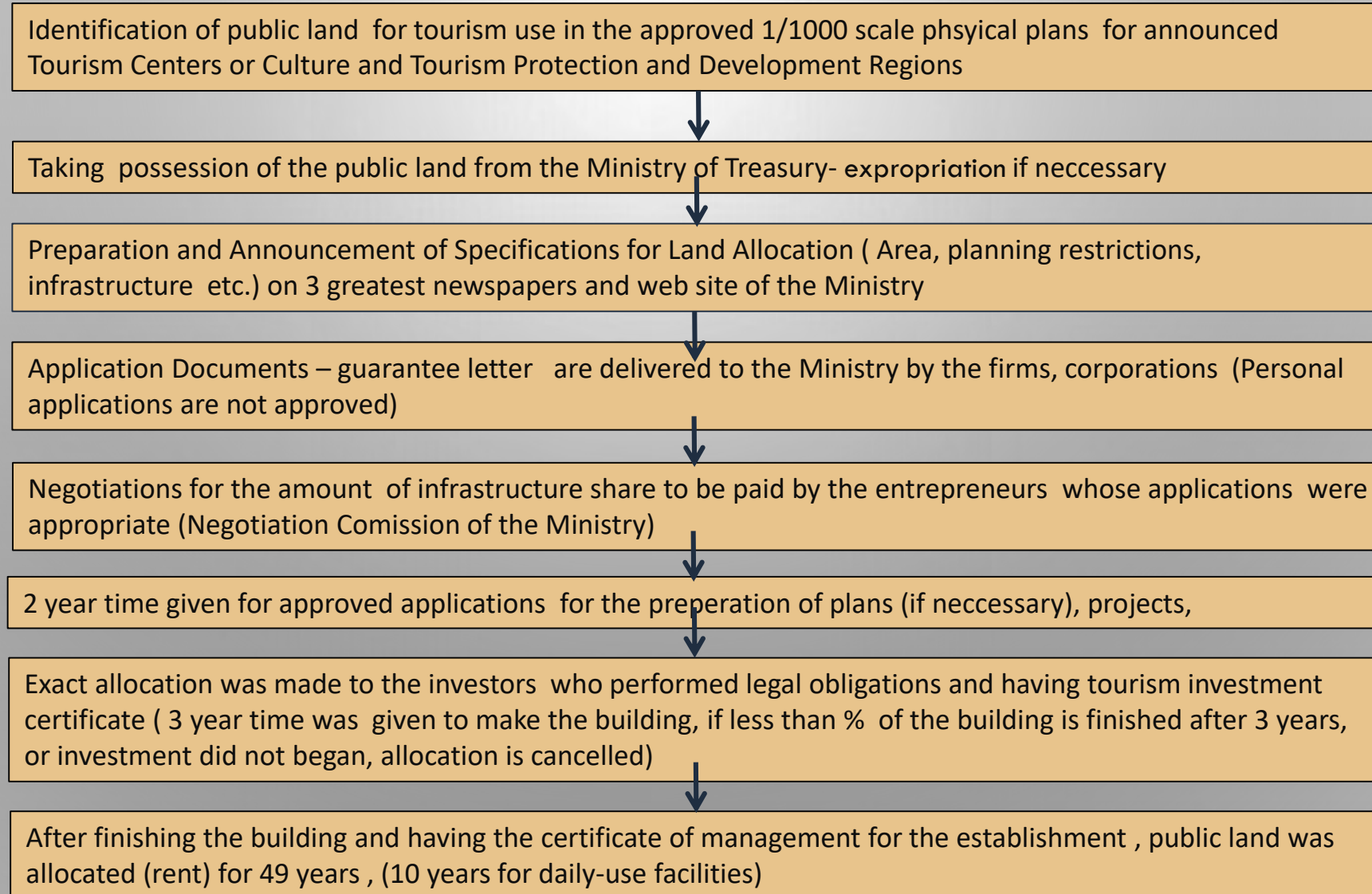
TOOLS FOR SPATIAL ORGANIZATION OF TOURISM PROCESS

2. PHYSICAL PLANNING OF TOURISM CENTERS LOCATED IN TOURISM CORRIDORS



TOOLS FOR SPATIAL ORGANIZATION OF TOURISM PROCESS

3. LAND ALLOCATION



TOURISM DEVELOPMENT PROCESS

DIVERSIFICATION OF TOURISM ACTIVITIES & NEW ERA FOR SPATIAL ORGANIZATION OF TOURISM (2003-TODAY)

TOURISM POLICY & APPROACH

- **Diversification of tourism activities** (congress, thermal, yacht, faith, winter, golf)
- Creating and supporting **tourism corridors**
- Extending tourism season **to 12 months**
- Support for **international sport activities** (Formula 1),
- **Branding Turkey's** historical and cultural identity



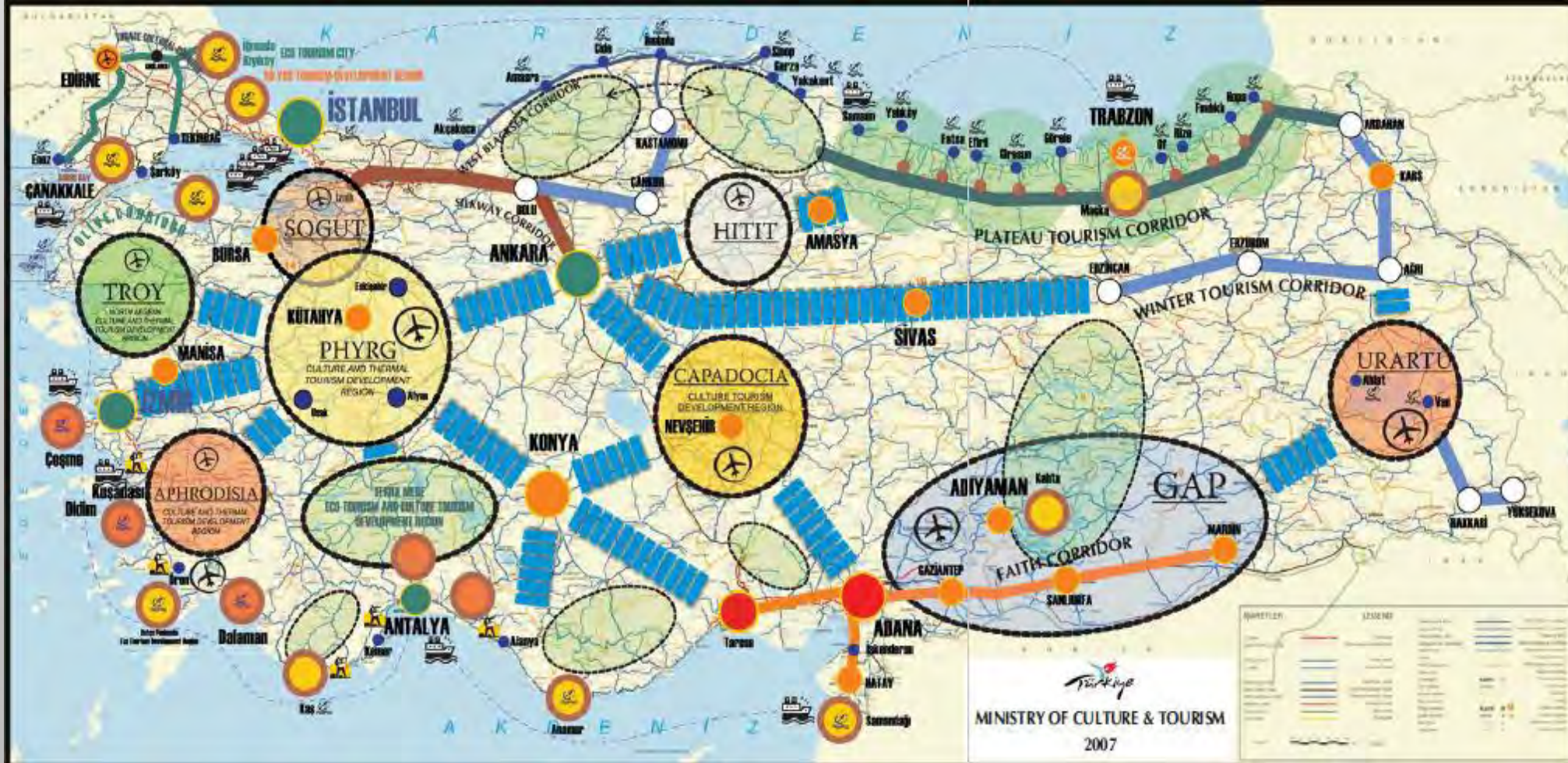
LAW & PROJECTS

- Turkey Tourism Strategy (2023)
- Formation of Ministry of Culture and Tourism-2003
- Changes in Tourism Incentive Law 2634(4957) in 2003
- Announcement of 'Culture and Tourism Protection and Development Centers (CTPDC)' and 'Tourism Centers (TC)'
- Rights of Planning Approval in all scales in TC's and CTPDC's
- Tourism Cities Project –Wide regions having special natural and historical resources declared as tourism cities to be developed as a combined land development project, consisting various tourism activities (coastal, congress, golf, sport, yacht , ecological, agro-tourism)
- Çeşme (İzmir), Dalaman (Muğla), Didim (Aydın), Oymapınar (Antalya- Manavgat) and North Antalya tourism cities were announced in Official Gazette



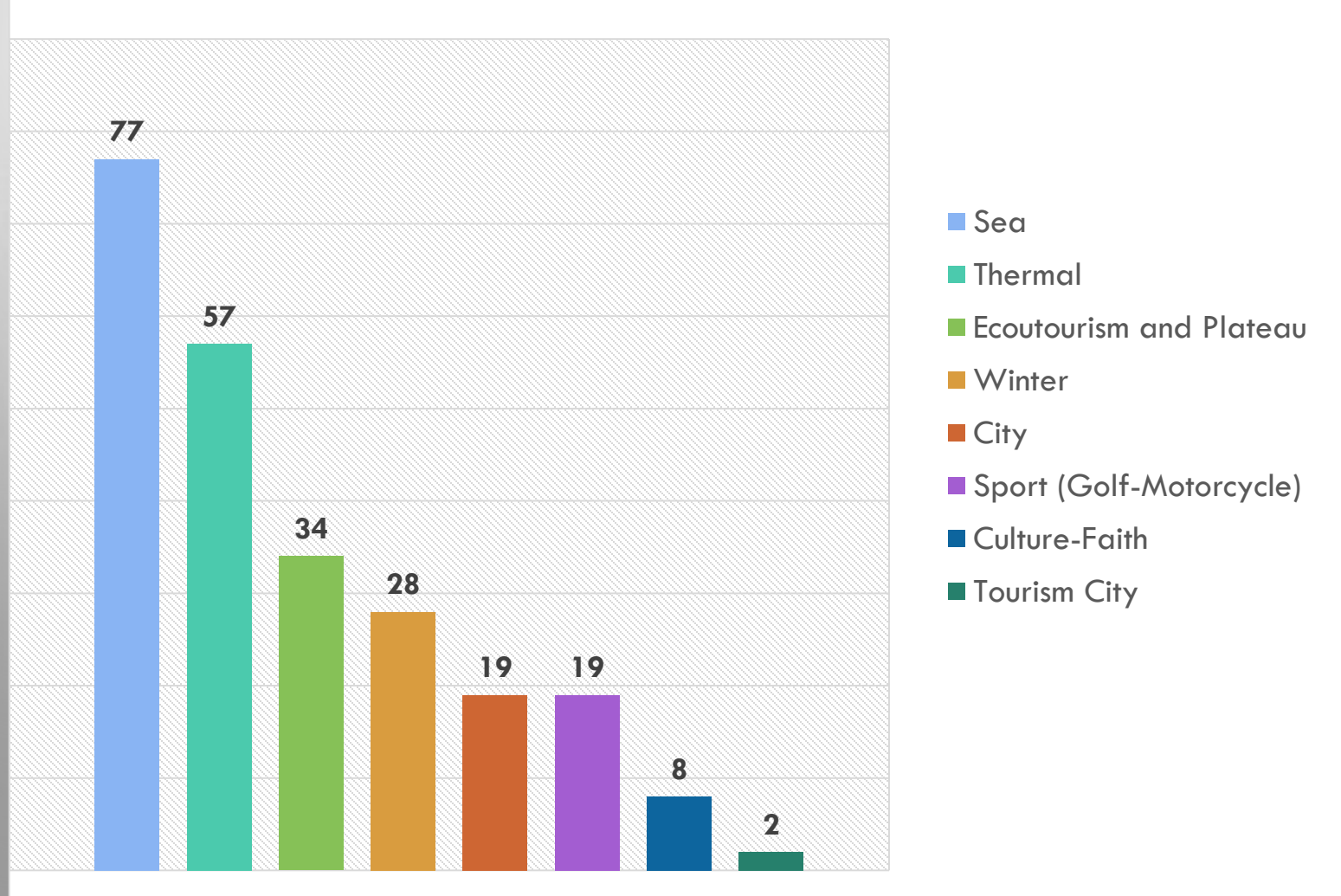
SUSTAINABLE TOURISM DOCUMENT -THE TURKISH TOURISM STRATEGY 2023

CONCEPTUAL ACTION PLAN- TOURISM STRATEGY 2023



DISTRIBUTION of TCs and CTPDRs

THEME	TC/CTPDR NUMBER
Sea	77
Thermal	57
Ecotourism and Plateau	34
Winter	28
City	19
Sport (Golf-Motorcycle)	19
Culture-Faith	8
Tourism City	2
TOTAL	235

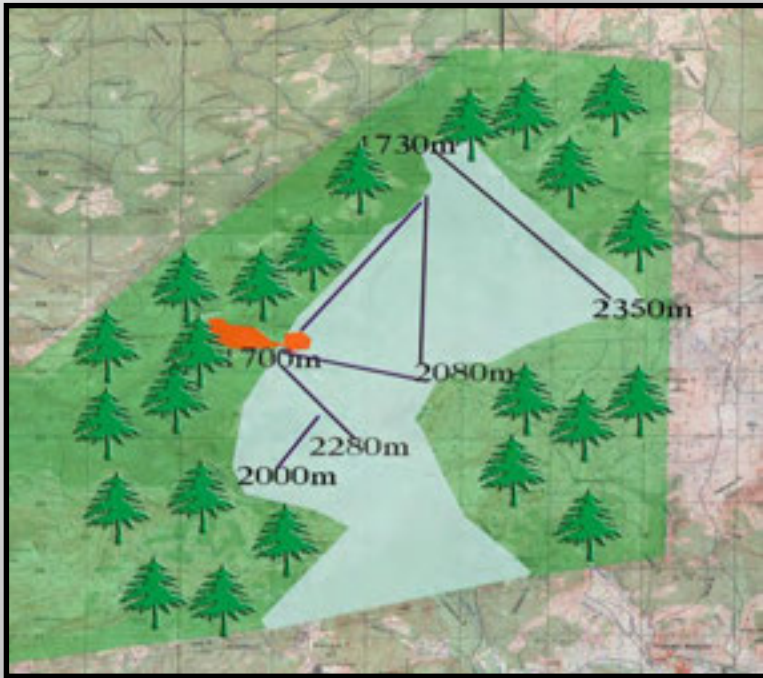


WINTER TOURISM POTENTIAL

NO	CT/CTPDR	BED CAPACITY		CURRENT MECHANICAL FACILITIES		
		Current	Target	Number	Capacity (person/hour)	Lenght (m.)
1	Erzurum Palandöken KTKGB	2466	8850	19	24563	22018
2	Bursa Uludağ II. Gelişim Bölgesi KTKGB	2250	4000	22	15000	16145
3	Bolu Köroğlu Dağı KTKGB	1713	4000	14	10000	10380
4	Kayseri Erciyes KTKGB	1500	6000	13	19300	21832
5	Kastamonu Çankırı Ilgaz KTKGB	1217	1300	6	5639	5983
6	Kars Sarıkamış KTKGB	1200	12000	4	5348	6263
7	Kocaeli Kartepe KTKGB	800	1000	4	6400	3250
8	Isparta Davraz Dağı KTKGB	467	1600	4	3800	3621
9	Sivas Yıldız Dağı KTKGB	110	1600	3	3000	4547
10	Çankırı Ilgaz Kadınçayırı Yıldıztepe KTKGB	80	400	1	1200	1588
11	Ardahan Yalnızçam Uğurludağ KTKGB	74	4250	3	2800	5250
12	Bayburt Kop Dağı KTKGB	60	810	1	600	1220
13	Gümüşhane Zigana KTKGB	40	470	1	843	661
14	Erzincan Ergan Dağı KTKGB		8000	3	3450	6967
15	Denizli Tavas Bozdağ KTKGB		2250	3	2400	3822
16	Samsun Ladik Akdağ KTKGB		800	1	800	1360
17	Aksaray Hasan Dağı KTKGB	97	1235			
18	Mersin Tarsus Gülek Karboğazi KTKGB		8000			
19	Gümüşhane Çakırgöl KTKGB		5600			
20	Antalya Alanya Akdağ KTKGB		3000			
21	Gümüşhane Süleymaniye KTKGB		1180			
22	Artvin Kafkasör KTKGB		2000			
23	Düzce Gölyaka Kardüz Yaylası KTKGB		380			
24	Malatya Hekimhan Yamadağı KTKGB					
25	Rize İkizdere Ovit Dağı KTKGB					
26	Antalya Akseki Göktepe KTKGB		450			
27	Konya Derbent Aladağ KTKGB		2000			
28	Rize Güneysu Handüzü Yaylası KTKGB					
	TOTAL	12074	81175	102	105143	114907
	ACTIVE TOURISM CENTERS (9)					
	PARTIALLY ACTIVE TOURISM CENTERS (7)					
	INACTIVE TOURISM CENTERS (12)					



KASTAMONU ILGAZ WINTER SPORTS TOURISM CENTER



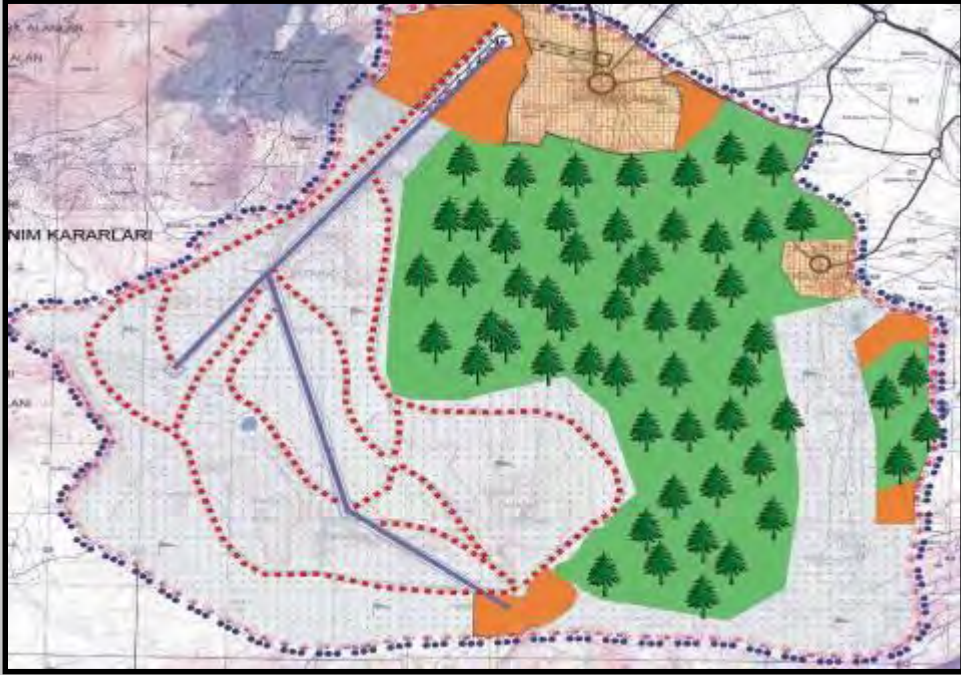
ALTITUDE:	: 1700-2350 m.
PERIOD OF SEASON	: December-April (120-135 days)
THICKNESS OF SNOW	: 0,5-2,5 m
TOTAL AREA	: 4200 ha
SKI AREA	: 1480 ha
TYPE OF SKI	: Alpine Skiing, Nordic Combined
SKI TRACKS	: 5



KASTAMONU ILGAZ WINTER SPORTS TOURISM CENTER



ERZİNCAN ERGAN WINTER CTPDR



ALTITUDE	: 1250-3250 m.
PERIOD OF SEASON	: November-April (140-160 days)
THICKNESS OF SNOW	: 80-90 cm
TOTAL AREA	: 5250 ha
SKI AREA	: 3400 ha
TYPE OF SKI	: Alpine Skiing, Nordic Combined
SKI TRACKS	: 12 (13 km total)



ERZİNCAN ERGAN WINTER CTPDR



KARS SARIKAMIŞ WINTER TOURISM CENTER



ALTITUDE:	: 1700-2700 m.
PERIOD OF SEASON	: December-April (135 days)
THICKNESS OF SNOW	: 3 m
TOTAL AREA	: 2410 ha
SKI AREA	: 670 ha
TYPE OF SKI	: Alpine Skiing, Nordic Combined
SKI TRACKS	: 12



KARS SARIKAMIŞ WINTER TOURISM CENTER



KARS SARIKAMIŞ WINTER TOURISM CENTER



MERSİN KARBOĞAZI WINTER TOURISM CENTER



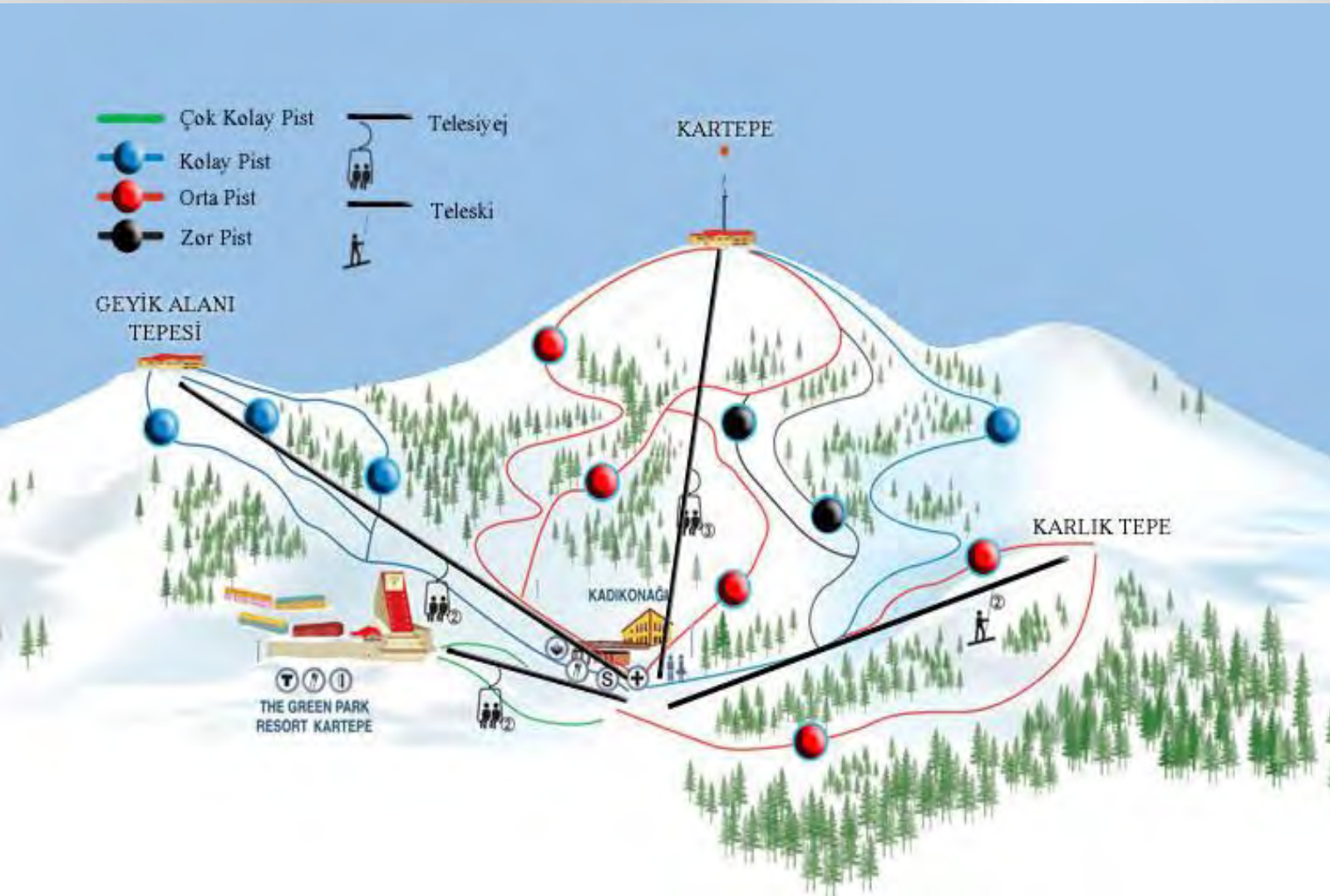
ALTITUDE:	: 1750-2750 m.
PERIOD OF SEASON	: December-April (135 days)
THICKNESS OF SNOW	: 1-2 m
TOTAL AREA	: 3400 ha
TYPE OF SKI	: Alpine Skiing
SKI TRACKS	: 10



MERSİN KARBOĞAZI WINTER TOURISM CENTER



KOCAELİ KARTEPE WINTER TOURISM CENTER



ALTITUDE:	: 1300-2600 m.
PERIOD OF SEASON	: 90 days
THICKNESS OF SNOW	: 1-2 m
TOTAL AREA	: 1300 ha
SKI AREA	: 350 ha
TYPE OF SKI	: Alpine Skiing,
SKI TRACKS	: 17

KOCAELİ KARTEPE WINTER TOURISM CENTER



PHOTOS FROM WINTER TOURISIM CENTERS



MINISTRY OF CULTURE AND TOURISM
DIRECTORATE GENERAL OF INVESTMENTS AND ESTABLISHMENTS -2024









FOR MORE INFORMATION PLEASE CONTACT WITH:
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MINISTRY OF CULTURE AND TOURISM
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e-mail: yatirimisletme@kulturturizm.gov.tr
Web: www.kulturturizm.gov.tr

Thank you...



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PRESENTATION: CURRENT INFRASTRUCTURE PROJECTS IN AZERBAIJAN



Jahangir Abdinzade

Deputy Chairman Shahdag Mountain Resort
Azerbaijan Tourism Board



WINTER
TOURISM IN
AZERBAIJAN



THE WONDERS OF **AZERBAIJAN**

Azerbaijan, a hidden gem nestled in the South Caucasus region of Eurasia. It occupies an area of approximately 86,600 square kilometers, bordered by the Caspian Sea, is renowned for its diverse landscapes, rich culture, and delectable national cuisine.

Azerbaijan has become a top destination for tourists, attracting around 3 million visitors from countries like Turkey, Russia, Iran, Georgia, Ukraine, Pakistan and Saudi Arabia and not only offers a wealth of tourist opportunities but also promises thrilling adventures for skiing enthusiasts. Here are three popular ski resorts in Azerbaijan:

- Agbulag Ski Center
- Tufandag Mountain Resort
- Shahdag Mountain Resort



AGBULAG

SKI CENTER



AGBULAG SKI CENTER IN NAKHCHIVAN

The village of Agbulag in the Shahbuz region, an hour's drive from Nakhchivan city, is home to the first all-round tourism infrastructure complex in Azerbaijan's Autonomous Republic of Nakhchivan. At the center, you can not only go skiing, snowboarding or sledding, but also enjoy the Lesser Caucasus Mountains scenery and try interesting local dishes. The overall length of the slope is 1600m. while the width varies between 18 and 30m.



1000 p/h

Capacity of ski lift



980.

meter-long
cableway



TUFANDAG

MOUNTAIN RESORT



TUFANDAG MOUNTAIN RESORT IN GABALA

Tufandag has 15 kilometers of perfectly groomed slopes, on skis or a snowboard, beautiful views over the Caucasus Mountains. Tufandag Resort offers wide range of winter activities as sledges, snow tubing, snowmobile and others where guests will enjoy the beautiful atmosphere. The overall length of the slopes is 1,580m while the width varies between 18 and 30m.



14

Kilometers
total ski runs



4

Cableways



2

Hotels



SHAHDAG

MOUNTAIN RESORT



SHAHDAG MOUNTAIN RESORT

Shahdag Mountain Resort takes its name from the top of the mountain Shahdag located on the southern slope of the Greater Caucasus Range at an altitude of 4243 meters, located in the Gusar region of Azerbaijan.

Shahdag Mountain Resort contains 5 hotels:

- Pik Palace Autograph Collection by Marriott
- Park Chalet Autograph Collection by Marriott
- Shahdag Hotel & Spa
- Zirve Hotel
- Gaya Residences

And also:

- 30 restaurants and coffee bars
- One of the largest spas in the region
- Fitness rooms
- Medical Center
- Conference rooms



LET'S HAVE A LOOK AT **SHAH DAG IN NUMBERS**



488

Snow cannons
on site



2

Artificial
lakes



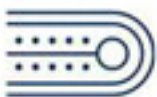
32

Kilometers
total ski runs



12

Cableways



5

Magic
carpets



5

Hotels



KAFE VE RESTORAN
CAFE & RESTAURANT



TIBB MÜHTAQISI
MEDICAL POINT



BİLETLERİN SATIŞ MÜHTAQISI
TICKET OFFICE



AUTOPARK
PARKING AREA



MÜKLİMAT MÜHTAQISI
INFORMATION POINT



DİFLİNCİB MÜHTAQISI
OUTDOOR ACTIVITIES



SPA MƏRKƏZİ
SPA CENTER



BOLİNG VƏ MASA USTU OYUNLAR
BOWLING AND ARCADE MACHINES



KİNO MƏRKƏZİ
CINEMA

RESORT MAP

XİLASETMƏ QAYNAR XƏTTİ

+99477 277 32 24

MOUNTAIN RESCUE HOTLINE



DEVELOPING WINTER SPORTS AND ACTIVITIES

- The construction of the Ski Stadium in Shahdag is in full swing. The ski slope has been successfully completed and grandstands are currently under construction to provide the best viewing points for spectators. Additionally, in collaboration with the International Ski Federation (FIS), the Slopes Homologation process in Shahdag has been successfully conducted
- From 9 to 10th March, 2024 Ski Mountaineering series race will take place in Shahdag
- On October 15th, 2024 International Ski Mountaineering Federation Plenary Assembly will take place in Azerbaijan

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PRESENTATION : CURRENT INFRASTRUCTURE PROJECTS IN GEORGIA



Lela Potskhverashvili

Deputy Director

LEPL – Resorts Development Agency

Ministry of Economy and Sustainable Development
of Georgia



Development Potential of the Resorts of Georgia



LEPL RESORTS DEVELOPMENT
AGENCY OF GEORGIA



MINISTRY OF ECONOMY
AND SUSTAINABLE DEVELOPMENT
OF GEORGIA

ABOUT RDA



Resorts Development Agency (RDA) was established in 2022, on the initiative of the Prime Minister of Georgia



RDA operates under the Ministry of Economy and Sustainable Development of Georgia



RDA aims to establish new state-of-the-art resort destinations and modernize existing ones to attract tourists from all over the world

Resort categories and tourist attractions covered by the RDA



Health & Thermal
incl. mineral waters
and hot springs



Spa & Wellness



Mountain & Skiing



Coastal (Sea,
Lake, Reservoir)



Cultural & Historic
Sites

GEORGIA'S RESORT LANDSCAPE

271 resorts and resort destinations



**129 thermal &
wellness resorts**



**22 sea resorts and
resort areas**



5 ski resorts



**115 lake, mountain, and
climate-balneological
resorts**

Notsara

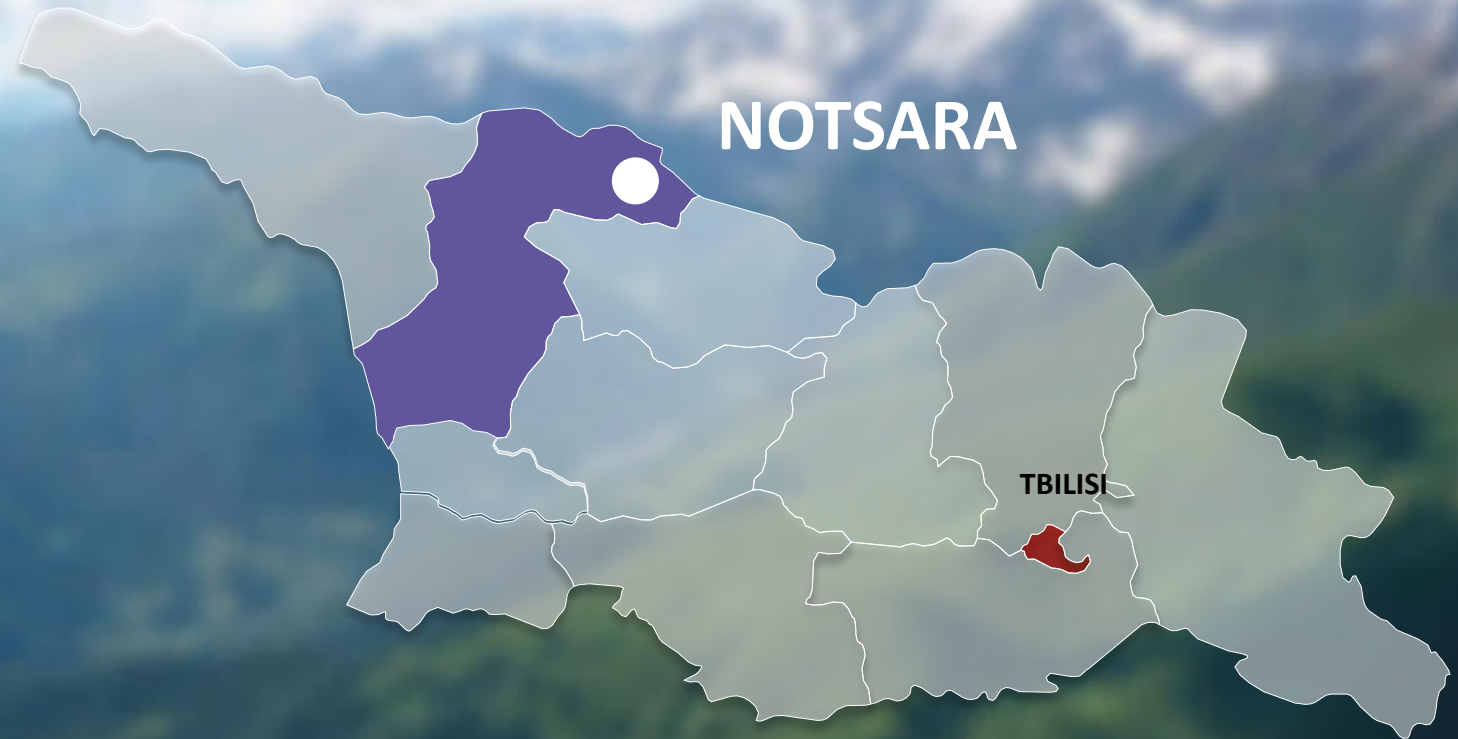
The gorge is part of the Emerald Network and the newly created Ratcha National Park

Located at 2,440 meters above sea level, Notsara boasts panoramic views and is an excellent place for recreational or active vacations

Small Ecovillage that will Appeal to Diverse Visitors from City Escape Seekers to Adventures Thrill-Seekers Indulging in Mountain Free Rides

- ▶ **20 cottages**
- ▶ **Hiking, camping, horse-riding, mountain biking, freeriding**

Source: Ernst & Young





LEPL RESORTS DEVELOPMENT
AGENCY OF GEORGIA



MINISTRY OF ECONOMY
AND SUSTAINABLE DEVELOPMENT
OF GEORGIA

Truso – Valley

Truso – Valley is a protected landscape zone. It is rich in historical and cultural monuments and natural sights

Heritage Heaven – The development vision of Truso Valley is focused on promoting its unique cultural-geological significance

- ▶ **Mountain hut**
- ▶ **Camping area**
- ▶ **Restoration of Okrokan village, establishment of ethnomuseum and adventure hub**

Source: Ernst & Young



Mkinvartsveri

Mkinvartsveri – a distinctive peak of the Caucasus Mountains. The third highest in Europe, it has been attracting adventurous tourists for years



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AND SUSTAINABLE DEVELOPMENT
OF GEORGIA

Skytouch Zenith - „Ascend. Achieve. Admire.” –
Modern shelter and comfortable living conditions, security, proper
infrastructure and clean environment

- ▶ **Mountain hut**
- ▶ **Camping space**
- ▶ **Hiking, mountain biking**

Source: Ernst & Young



Zeskho

Zeskho – an alpinist camp of historical importance. The camping area is surrounded by forests, mountains and alpine meadows

Alpine Playground - From Playful Starts to Purposeful Peaks

The concept of the development of the camping area implies the creation of such an environment that will be focused on sports lifestyle and recreational activities. The target segment of the future camp is athletes, mountaineers, cycling and hiking enthusiasts, families with teenagers, etc.

- ▶ Sports hut
- ▶ Camping area and pumptrack
- ▶ Hiking trail

Source: Ernst & Young



Tobavarchkhili lakes

Among the Tobavarchkhili lakes, the main attraction is Didi Tobavarchkhili lake, also known as Didi Toba. In addition to DidiToba, the Tobavarchkhili lakes include five lakes: Okhoje, i.e. Patara Toba, Okare Lake, Didi gele Lake, Kalalish Lake, and Tsakatskarish Lake



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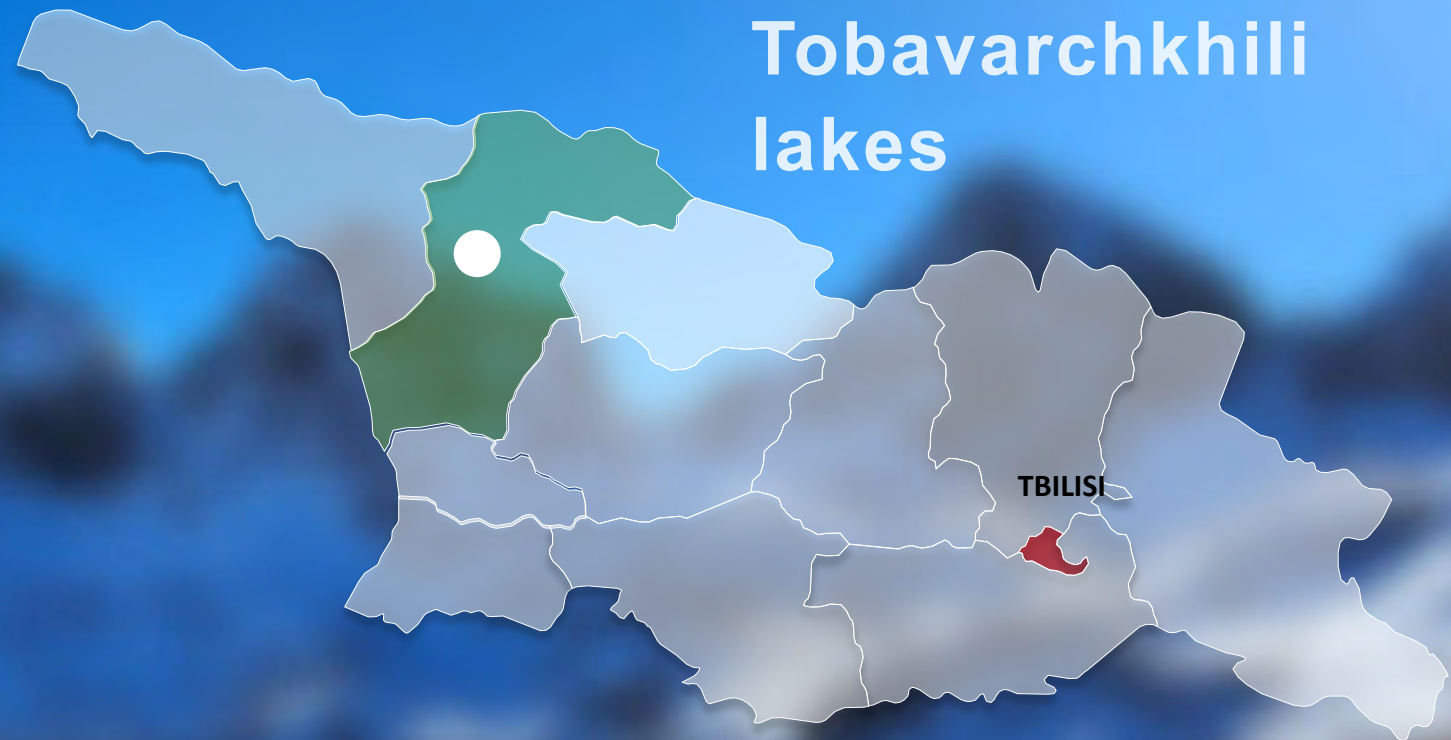
A network of trails of regional level importance, it its set to connect numerous locations brimming with tourism potential in Tsalenjikha, Chkhorotsku, Martvili, Mestia and Tsageri municipalities. A significant part of the trails will cover areas that fall within the borders of the planned Samegrelo National Park and planned Akhalchala Managed Reserve.

- ▶ **5 huts**
- ▶ **Camping area**
- ▶ **3 Routes, 2 gateways situated in the villages of Mukhuri and Skuri**

Source: Colliers Georgia



Tobavarchkhili lakes



Gomi Mountain

Gomismta is a Daba(borough) and a highland climatic summer resort in Ozurgeti municipality, Guriaregion



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OF GEORGIA

Gomi mountain

Four Season Mountain Destination

- ▶ Local Brand Room Hotel
- ▶ Apres Ski Bar and Restaurant

Source: Cushman & Wakefield



Gomi Mountain

Abuli Mountain and Paravni Lake

Abuli Mountain and Paravni Lake-a popular location for mountaineering, recreational, hiking and cultural heritage visitors



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AND SUSTAINABLE DEVELOPMENT
OF GEORGIA

A Journey of Soul and Story Sculpted Shores and Silent Stones

- ▶ **Hiking, riding, cycling trails**
- ▶ **Middle-class hotel
9 cottages of different sizes**
- ▶ **Alpine hut**
- ▶ **Bicycle bridge**

Source: Ernst & Young



Abuli Mountain and Paravni Lake

Bateti lake



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AGENCY OF GEORGIA

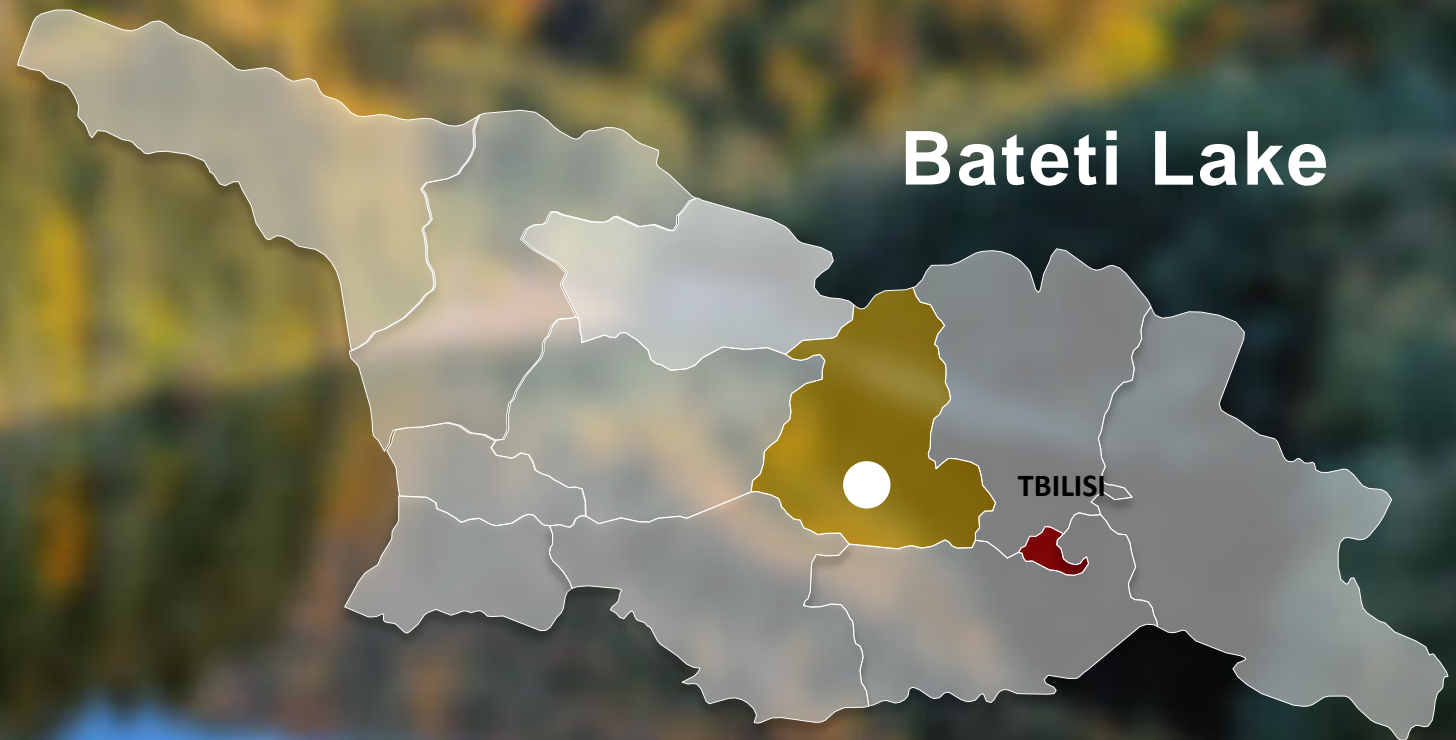


MINISTRY OF ECONOMY
AND SUSTAINABLE DEVELOPMENT
OF GEORGIA

For the development of the area around Bateti Lake, the concept known as 'Treehouse Glamping –Lost in Nature' will be implemented, involving the establishment of a diversified eco-lodge. Swamp houses, tree houses, and a camping area with a cafe will be arranged in the vicinity of lake

- ▶ Swamp houses
- ▶ Treehouse city
- ▶ Open cafe and camping areas

Source: BDO





THANK YOU FOR YOUR ATTENTION!



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