

NEW TOURISM NICHE

Horse Based Tourism

HBT



The concept of Horse Based Tourism - HBT represents the result of the cooperation between partner organizations from Slovenia (Zavod Nazaj na konja, RIS Dvorec Rakičan) and Hungary (Helikon Palace Museum, Georgikon Faculty of the Pannon University), which have been professionally engaged in the field of horse riding and tourism for many years.

Project Horse-based tourism is supported by the European Union and co-financed by the European Regional Development Fund, under the program of Cooperation.

www.horsebasedtourism.com



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HORSE BASED TOURISM

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The world of horses is a new dimension of sustainable development for genuine experiences of the natural and cultural pearls of the cross-border regions.

HBT adventures are suitable for different target groups: children, families, seniors, closed groups (incentive and team building), people with special needs, etc.

ABOUT HBT

Our main objective is to create an attractive tourism destination with high-quality offer that is recognizable in the field of HBT tourism and to encourage visitors to not only visit the main tourism attractions but rather venture to overlooked or hidden destinations of particular tourism regions. We strive to develop tourism offers that are based on green modes of transportation, thus our eco-tourism programs involve the use of CO2-neutral means of transportation. We believe that new destinations can be best explored while riding a horse or from the comfortable and innovative horse carriage of the 21st century. Within the framework of our project, we have developed three new horse carriage models in which modern tourists will be able to enjoy themselves and savor the breathtaking natural and cultural pearls of the cross-border area, as well as experience the exceptional local culinary offer.

JOIN THE HBT NETWORK!

Does our vision entice you? Become part of the HBT network!

If you would like to become part of the HBT network, either within your organization or individually, and contribute to the creation of responsible, qualitative and innovative HBT tourism offers, we would be delighted to hear your suggestions and initiatives!

The HBT network, that we are creating, will offer involved organizations the following: **supportive environment, the complete know-how, possibility of education and training, option to obtain the certificate "HBT destination", incentives for knowledge exchanges and experiences between involved organizations.**

Contact us to confirm your interest in participating:
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www.facebook.com/horsebasedtourism
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