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EQUESTRIAN TOURISM IN THE VILLAGE OF KÉTPÓ AND ITS SURROUNDINGS

DANIEL ANTAL¹, BARBARA ALEXANDRA KUDLACSEK¹, KAROLY BODNAR*¹

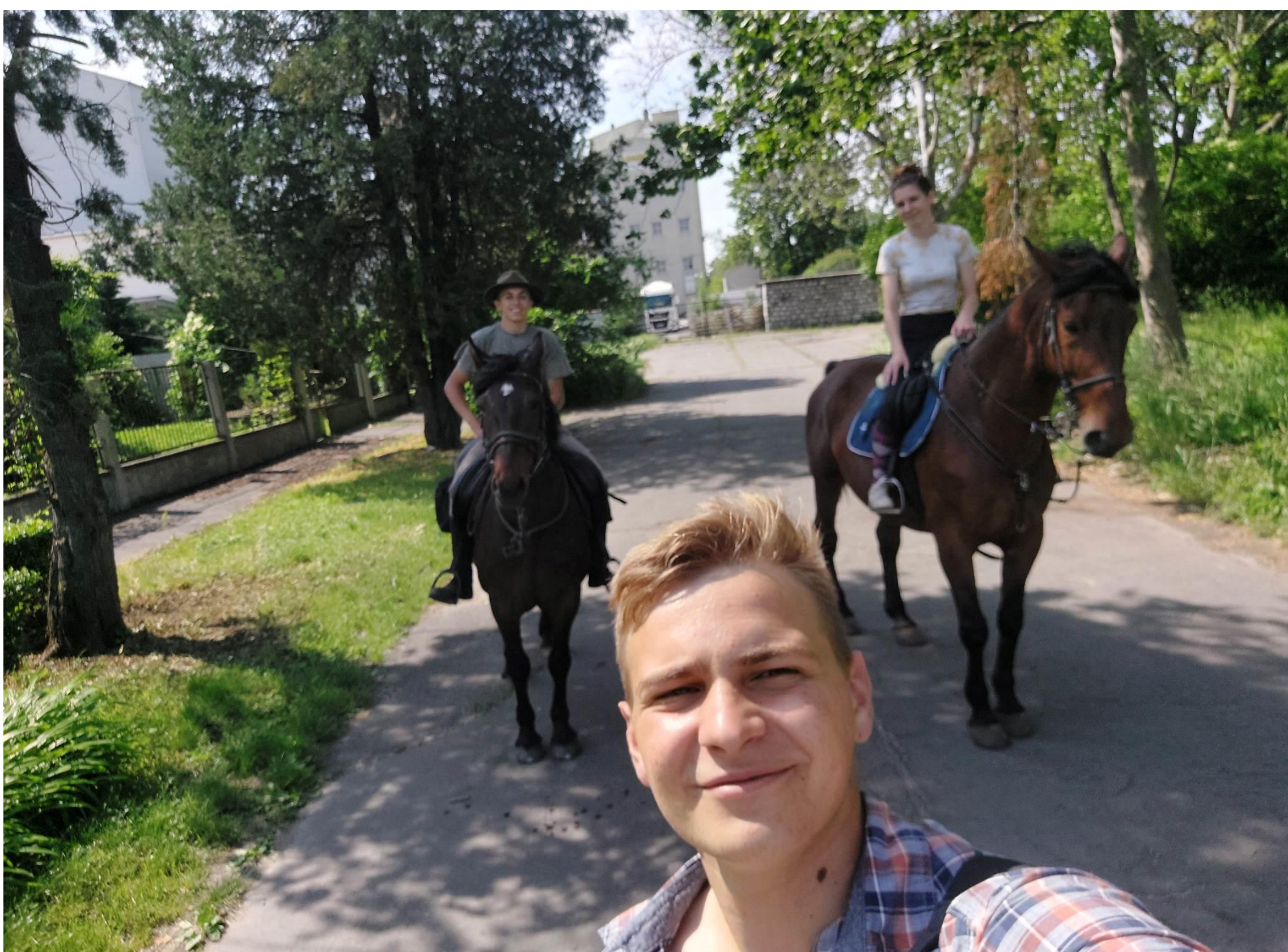
¹*Hungarian University of Agriculture and Life Sciences, Szarvas, Hungary*

• Introduction

The biggest attraction of Hungary is cross-country riding, which offers almost unlimited possibilities. Our climate is ideal for riding, you can ride outdoors from early spring to late autumn, our country's soil properties are favorable, agricultural roads, lawns and sandy soils are typical, there are few rocky areas unsuitable for riding, our flora and fauna are diverse, the settlements are mostly far from each other. Our biggest advantage over our competitors is that we have large, open, contiguous areas suitable for riding and horse breeding - these features are very limited in Western Europe. During the work, we looked for the tourist services and attractions that the settlement of Kétpó and its surroundings can offer to equestrian tourists.

• Material and method

An inventory was made of the equestrian services of Kétpó and its surrounding area, as well as the natural and man-made values available from here. Websites, conversations with service providers and personal experiences were used for all of this. On the basis of all this, a SWOT analysis was prepared, providing an overview of the situation in the region.



• Results and discussions

- The main findings of the study can be summarized as follows:
- The demand for learning to ride and equestrian tourism is growing, especially among young families with a significant income.
- The area's agricultural road network facilitates access to the region's attractions by horse and carriage.
- The current resting place of the equestrian route meets professional expectations and can work together with other stops and entrepreneurs of the route.
- The resting place of the equestrian route needs closer cooperation with the regional TDM organization and the tourist offices of the towns in the area in order to achieve more effective marketing activities.
- Developments are made more difficult by the continuous increase in costs due to inflation.
- Due to the size of the settlement, it will be difficult for Kétpó to put together an all-encompassing tourist service package on its own.
- The current seasonal programs do not allow full-time equestrian services.
- Young horse-loving residents of the settlement are interested in the development of equestrian services. After their studies, they plan to work in the sector.

*Email: bodnar.karoly.lajos@uni-mate.hu



HUNGARIAN UNIVERSITY OF
AGRICULTURE AND LIFE SCIENCES