



# DECALOGUE OF BEST PRACTICES IN EQUESTRIAN TOURISM

*10 POINTS THAT HAVE TO TAKE IN ACCOUNT TO  
CREATE, REVIEWED OR SELL AN EQUESTRIAN TOURIM  
PRODUCT, FOR SELFGUIDED OR GUIDED PROGRAMS*

The practice of equestrian tourism requires some essential elements: a horse, a path, and lodging for horses and riders, and the required material the practice of equestrian tourism. Therefore, these are the 10 points that you have to take in account to create, review or sell an equestrian tourism product, for selgueded or guided programs.

1. PATH CHARACTERISTICS

2. ITINERARIES CHARACTERISTICS

3. HORSES

4. TOURISTIC SERVICES

5. REQUIRED MATERIAL FOR THE TRAIL

6. CHARACTERISTICS OF PROFESSIONAL AND EQUESTRIAN CENTER

7. SIGNPOSTING AND INFRASTRUCTURE

8. SECURITY

9. MARKETING AND SELLINGS

10. LEGISLATION

## PATH CHARACTERISTICS

The first important point is to define the path characteristics to create a suitable horse riding trails.

## ITINERARIES CHARACTERISTICS

The itineraries characteristics take into account the track of the equestrian route. The route has to be safe but also nice, to let the rider enjoy the horse riding.

## HORSES

Not all horses are suitable for horse riding trails, so we must evaluate the horse that will use for our horse riding holidays.

## TOURISTIC SERVICES

Equestrian tourism needs facilities, infrastructures and tourism services adapted to the specific needs of riders and horses.

## REQUIRED MATERIAL FOR THE TRAIL

The equestrian tourism is the interaction of numerous aspects, hence the material used is very wide, from those directly necessary for the riding activities to the material used in all the outdoor sport practices.

## PROFESSIONAL AND EQUESTRIAN CENTER

To involve equestrian tourism professionals to design or to guide the horse riding itineraries implies quality and safety.

## SIGNPOSTING AND INFRASTRUCTURE

There is no a sole European Equestrian Tourism signposting, therefore you must know what type of signposting exists in each of the territories where the activity takes place, and what infrastructure is already adapted to horses.

## SECURITY

Security is an important element to enjoy a quiet horseback ride. So the knowledge safety standards and rules is required and the capacity and knowledge to anticipate potentially hazardous situations.

## MARKETING AND SELLINGS

The marketing is one of the most dynamic points of the Decalogue, as the target audience of equestrian activities is diverse. This point can help SME's and public administrations to focus the public interest in equestrian tourism and give the helpful information to organize a structure that allows them to capture the most suitable public.

## LEGISLATION

There is no a sole European legislation for equestrian tourism. Therefore, you must to be sure that you accomplish with the laws of each country or territory.

SEE THE FOLLOWING CHECK LIST TO CREATE NEW EQUESTRIAN TOURISM ROUTES OR TO VERIFY THAT THE EXISTING ROUTES MEET THE REQUIRED CRITERIA TO BE AN EQUESTRIAN TOURISM ROUTE WITH ADDED VALUE.

Objectives	Characteristics to achieve	Observations
<b>1 PATH CHARACTERISTICS</b>		
1.1. With	Minimum 1.5 m in open, flat field without difficulty 3 m with slope and to allow crossing or swing	Checking by a horse riding professional
1.2. Slope	Between 20 and 40% depending on the level of the rider	
1.3. step height	Minimum 2m	
1.4. morphology of the way	Elements that block the hazardous step or (slabs, rocks, slopes)	
1.5. rivers' crossing	Max depth of 0.50 m	
1.6. cattle grids	Crossing only by alternative steps	
1.7. Ownership and path uses	Avoid passing through private property Possibility of agreement with the owner	
<b>2 ITINERARIES CHARACTERISTICS</b>		
2.1. Type of the itinerary	Lineal, center base, circular, so on.	
2.2. Duration	Number of days Number of hours spent on horseback every day	Between 4-8 hours per day, depending on the level
2.3. Difficulty of the trail		From beginners to advanced riders
2.4. Type of terrain and accumulated ramp		Mountainous, flat,...
2.5. Average km/day		
2.6. Pace of the trail		
2.7. Proportion of asphalt	Maximum 20% of the trail. Avoid the roads.	
2.8. Number of stops	Technical stops from 5 to 10 min. Stop to rest, usually for lunch: from 1h to 1h30min / 1 a day	
2.9. Touristic attractions and resources	Description of the touristic highlines	
<b>3. THE HORSE</b>		
3.1. Horse aptitudes	check the horse aptitudes to be suitable for trails	Recommend to follow the French qualification "Cheval de Loisir"
3.2. Type of horses (breed)		
3.3. Height and temperament		
<b>4. TOURISTIC SERVICES</b>		
4.1. Accommodation	Fenced and shaded places Water points for horses Hose cleaning for horses Space to deposit the tacks and the riding equipment Existence of a list of emergency numbers (doctors, vets ...) Correct location for the reception of horses and riders (proximity to route or equestrian trail) Possibility to camp or do bivouac	
4.2. Restaurants	Picnic preparation (by the accommodation, restaurant, self-made) Diner offered by the accommodation Restaurants near the route if they are prepared to receive horses	
<b>5. REQUIRED MATERIAL FOR THE TRAIL</b>		
5.1. Information	basic details of the program and the trail	
5.2. Horse equipment	type of tacks	
5.3. Riders equipment	basic equipment for riders	
5.4. Orientation material for selfguided	compass, binoculars, maps	
5.5. Logistic equipment		
5.6. Blacksmith and tack repair equipment		
5.7. Equipment for horses' care		
5.8. Stables equipment		
<b>6. CHARACTERISTICS OF PROFESSIONAL AND EQUESTRIAN CENTER</b>		
6.1. Equestrian Center	Data (address, mail, phone, website,...) Insurance cover for liability Business Licenses/Agreements (permission to run equestrian business) Facilities of the equestrian center	
6.2. Guides/Professionals	Languages spoken Qualification and training How many guides accompany the group and how many riders per group Knowledge of the area and the history Competences in first aid	
<b>7. SIGNPOSTING AND INFRASTRUCTURE</b>		
7.1. Signposting	Which kind of signposting exists Infrastructure adapted to horse riding (drinking trough, picnic areas, and so on)	
7.2. Infrastructure		
<b>8. SECURITY</b>		
8.1. For guided groups	Adapt the number of guides per group to the legality Follow the highway rules	
8.2. For self-guided riders	Inform the arrival hours to the accommodation Take the first aid kit Mobile phone charged and list of emergency phones Wear helmet Take care where to gallop and trot Take a spotlight	
8.3. Insurances	Follow standards of good behavior and the highway rules Insurance contract for riders and for horses Insurance contract or permissions for the accommodations	
<b>9. MARKETING AND SELLINGS</b>		
9.1. Target groups	Indicate the target group of the trails	
9.2. Communication	Establish public-private agreements Welcome kit for riders	
9.3. Sales channels	Establish the sales channels and accomplish the standards	
<b>10. LEGISLATION</b>		
10.1. Verify to accomplish the current legislation in the following areas	roads routes security infrastructure sellings tourism activities	