

# KAZAKHSTAN HORSE RIDING TOURISM ASSOCIATION

# AMERICAN NOMAD

## PROBLEM:

Horse riding tourism is one of the developing spheres in Kazakhstan. People still cannot define it, do not see the advantages of it or do not know how to plan a tour. Douglas Larson having no real opportunities for a long-distance horse riding expedition in his home country came to Kazakhstan to try himself. In June 2019, he went on a 500 km ride from Nur-Sultan to Bayanaul.

## SOLUTION:

Using an example of a simple American guy, we wanted to motivate people to participate in the horse riding expeditions and contribute to the promotion of it accordingly.

This story will be presented on the web site of the Kazakhstan horse riding tourism association. The draft of it is available on

<http://expedition.cq39514.tmweb.ru/>

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