

**ENTREPRENEURIAL LEARNING EXCHANGE INITIATIVE FOR SUSTAINABLE  
HOSPITALITY SMEs IN THE BALKAN-MEDITERRANEAN REGION**

Subsidy Contract No. BMP1/1.3/2616/2017

**Company name: The way of the Horse and Bow – Bulgarian school of horseback archery – “Vrazhda Glava”**

Page | 1



Source: <http://www.horsebackarcherybg.com/en/?p=6>

**Country/region of operation:** Lopushnya, Godech, Bulgaria

**Sustainability dimension:** environmental, social, heritage-based, experiential tourism

**Description of the enterprise/imitative:**

With respect to the Bulgarian ancestors– furious and fearless warriors who had been crossing the abysmal steps of Asia, using their exceptional skills in horseback riding and archery, Vladimir Mustakerski founded the Bulgarian school of horseback archery “Vrazhda Glava” with the aim to recreate the traditions that have been lost in the course of time. The riding school is located on a carefully selected, free space, situated 38km away from Sofia, at the foot of Chepun Mountain on an area of 8 hectares.

The school offers: Riding for beginners, Horseback riding and mountain walks, Horse treks and excursions, Training and practicing traditional bow shooting, Training for work with horses on Pat Parley principle on the Natural Horsemanship, Training and Practice of natural riding, training with a spear on the ground and on a horse.

The property also offers opportunities for: Accommodation in authentic Mongolian yurts with a full board option, Team building opportunities, Company meetings and trainings, Life and communication in the nature, amateur fishing, etc.

**Social/ community impact sought:**

Travel back in time, experiencing the life close to nature and the ancestors who were dependent on horse riding and horseback archery.

**Stakeholders:** The school is open to all who are interested in the field of horses, horse riding, archery, handling a sword, spear and other skills related to the past of our ancestors, or simply decided to escape for a moment of urban life and immerse themselves in a different world, a world of galloping horses, bows and yurts.

**Approach applied:** The school offers unique experience for accommodation in yurts and various outdoor activities for visitors with different background, skills and age. Summer camps and weekend visits are organized for children aged 4-17, as well as seminars, teambuilding events and demonstration of horseback archery for adults.

**Innovation applied:** The training at the school is based on the practices of the horseback archery master Lajos Kassai. The set of tasks used includes training and improvements in order for the horseman to be safe while shooting from the back of a galloping horse. Land training includes a number of methods, but their essentials encompass the feeling of synchronization, balance and rhythm. Before shooting from the horseback, the archer has to have the skills for shooting "on the ground." Horseback riding and the connections with the horse are a further part of the school's trainings in order to improve the riding skills, visitors are riding the horses bareback. This leads again to a feeling of harmony with the horse. In the course of training, the upper part of the horseman's body should become independent of the lower one, which shall follow the motion of the horse.

**Social impact and business results achieved:** Surprisingly for the founder not only Bulgarians but also foreigners are interested to learn about horse-riding and archery skills of the ancient Proto-Bulgarians. A number of US citizens, Argentines, Greeks, Germans, and others have already taken part in the trainings. Vladimir Mustakerski also says that a number of women have joined the courses. The people who have visited the place share their admiration and positive feedback proving the social and business success achieved.

**Financial situation / sustainability of the business model:** The environment-friendly camp is self-sustaining, using low-cost, natural materials and resources.

**Key success factors:** The place is interesting for people of all age and background. It provides unique experience close to the nature and the traditions at affordable prices.

**Challenges and problems:** The place does not experience challenges in terms of financial situation or popularity. The people who have visited the school often become regular

visitors and share their experience with friends and acquaintances who also join some of the events organized at "Vrazhda Glava".

**Year when the enterprise was created:** 2007

**References (web-site, intent links, video, etc.):**

Page | 3

<http://www.horsebackarcherybg.com/en/?p=1>

[https://www.youtube.com/watch?time\\_continue=69&v=SKxvQsZGIhQ](https://www.youtube.com/watch?time_continue=69&v=SKxvQsZGIhQ)

<https://www.youtube.com/watch?v=ULGyTg9l76A>

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