

## **Title: Hippotourism in České Středohoří (Central Bohemian Uplands)**

**Objectives:** The aim of this thesis is to survey the offer of service in territory of České středohoří (Central Bohemian Uplands)

**Methods:** This study is comparing opinions and experiences of 3 woman, who is included in hippotourism in this area. They were answering to the half- structured interview. The second part of study was fasted on inquiry of service in horse tourism. Respondents were answering to short questionnaire with closed answers. This questionnaire was based on possibilities and satisfaction with momentarily services in this area.

**Results:** It was found that all interviewed stables are offering horseback riding for beginners and advanced riders. One of the stables offers also mediation of veterinary and farrier services. Another offered service in all stables is stabling itself, in boxes or in a grazing form. Two of the stable owners offer accomodation in apartments, third owner offers camping in tents or in the open-air. All stable owners and also 9 of 15 respondents, would appreciate update of the maps of hippotouric routes in the Central Bohemian Uplands. The questionnaire survey found, that 60% of riders would pay between 400-500 CZK for 2 hours of horseback riding. Interviewees also use next services offered by the stable owners, primarily stabling for horses and accomodation. As all of the owners, also 11 of 15 respondents has negative experience with motor vehicle drivers because of speed driving when passing by horses or honking, so they would appreciate more respect from their side.

**Conclusion:** Current demand for hippotourism is very various, interested are not only horse riders but also families with children. Riders are satisfied with offer of services such as horse training, accomodation and stabling, on the other hand they would welcome the possibility of catering in the place of accomodation and wider education of motor vehicle drivers.

**Keywords:** tourism, horse tourism, Bohemian Middle Uplands, Bohemian Middle Upland horse tourism, horse riding, horse training