

Annotation

This paper examines the case of financial literacy of horse owners. The theoretical part outlines the causes of financial illiteracy and its implications at the national level. The thesis summarizes the different approaches to addressing financial illiteracy in terms of the scientific studies and the implementation of these recommendations in the Czech Republic. The thesis briefly describes the current level of financial literacy at the national level to understand the context in which the case under study is situated. Within the exploratory research case study, the opinions of stakeholders in equestrian sport and horse breeding are obtained by a qualitative approach and then the socio-demographic data and information as well as the financial knowledge and financial behaviour of the horse owners themselves are collected by a quantitative method. According to the data obtained, the group of horse owners shows low financial knowledge and poor financial behaviour. In addition to the low level of financial literacy of the group of horse owners surveyed, problems related to poor general knowledge concerning horse breeding are also identified. On the basis of these findings, the thesis identifies subjects for which this work should serve as a basis for directing others to better formulate rules for horse care and market regulation, following the example of other European countries.