

Abstract

The work deals with the promotion and development of horse riding in the Vysočina county. The first part is given to projects that planned and sponsored the Vysočina county and the specific activities under these projects. The second part deals with the support of private individuals and grants to the accompanying drawing infrastructure horse riding. In the last part is described and evaluated field research that was conducted in Vysočina county between owners of horse stations. Research concerning services offered to tourists and tourists themselves.

Key words: horse riding, owners of horse stations, Vysočina county