

ABSTRACT

Topic: Horseback riding tourism

Goal of the work: Evaluate the condition of extending horseback riding tourism. Complete current descriptive characteristics of more entries which will obtain more information about chosen people who are extending horseback riding tourism in the Stredocesky region.

Method: In a research file we included 100 randomly chosen juniors and adults who are actively engaged in horseback riding and horseback riding tourism. We received related data about horseback riding tourism through surveys with closed and open answers.

Results: We found out that the higher price of horseback riding tourism does not influence the interest about this activity. Also, we found out that most of the people who are involved with horseback riding tourism are using their own horse. Also, it was confirmed that horseback riding tourism is possible to do at any age.

Key words: Horseback riding, tourism, horse, horseback riding tourism