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IMPACT OF TRADITIONAL EQUITATION SHOWS TO TOURISM WORLD WIDE AND SUGGESTIONS FOR UTILISING EQUESTRIAN TOURISM IN TURKISH TOURISM SECTOR

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Abstract

Horse and horse based activities are seen as a major income in many countries around the world within the tourism sector. Especially traditional practices have a great contribution to the sector. These practices can be classified as Horse festivals, Horse Riding Schools, Traditional Horse Riding Shows and Equestrian Circuses. We can see that, these practices are not being executed in Turkey as a touristic income yet. As a country which has a thousands of years of equestrian culture, Turkey's past experiences and traditional practices in this area, should be brought in to the tourism sector swiftly. In this study, regarding to the classification above, World Wide applications will be mentioned and some applications that can be utilised in Turkey will be suggested. Samples for these applications are attached to this study via QR Code's.

Keywords: Equestrian Tourism, Traditional Equitation, Equestrian, Horse Shows

Introduction

The first known union of horse and men is occurred around 3500 B.C, at Akmola Region, "Botai" cultural site, where it lays north of today's Kazakhstan. People of Botai both used the horse for riding, and nurtured for its meat and milk. With the domestication of horses, transportation, communication and warfare have changed completely (Outram and the others, 2009: 1332).

Organic residue and fatty acid analyses, which are carried out by the Kazakh archaeologist Viktor Zaibert Fedorovic (Зайберт Виктор Федорович) in the Botai Cultural Site in 1980 provided evidence that the milk of the horses was used. In the settlement on the region, controlling the packs of horses over time and nurturing them, which are domesticated during the 4th and 3rd millenniums (B.C), occurred. Thus, the first step of the equestrian steppe civilization was taken (Zaibert, 2009: 222; Zaibert, 2014).

The horse allowed the people living in the small residential areas to move in bigger crowds and go farther. Starting from the 3rd millennium, these cronies spread to Asia from the Botay region of Kazakhstan to search for new grasslands. In the 2nd millennium (B.C), it extends to China in the east, to the eastern European steppes in the west, to Asia Minor and Mesopotamia. It causes the formation of great civilizations in these regions.

The horse was nurtured as breeding (tabun) in endless steppes and grazing pastures in Asian nomadic culture, and used for meat, milk, as well as for cargo handling, cargo haulage and passenger use. In the Scythian, Assyrian, Hittite, Phrygian, Egyptian, Greek and Roman civilizations, horse was used as the most important conquest and war tool.

However, in the Egyptian, Hittite, Assyrian, Greek and Roman civilizations, which had established civilizations outside the nomadic warrior Scythians, horses were evaluated in a very different way from the nomadic culture of Asian peoples. The value of the horse was very high due to its rarity. Only nobles and soldiers were able to get a hold on a horse.

With the introduction of horses by Scythians between the 8th and 7th centuries (BC), horse riding was developed by the Ancient Greeks and became a state of art. The historian Xenophon (430-354 BC) gave important information on horseback riding and the art of war in his book "Hipparchikos (Horsemanship)". Xenophon provides information on horse and rider education, and describes in detail how to use ateliers in the education of children and young people (Morgan, 1893: 13-46).



Greeks riding training (Morgan, 1893: 65)

In the historical process, the permanent relationship between horses and man dating back to 6000 years, made important contributions to the development of nutrition at first, then agriculture, commerce, transportation, war, sports and recently also the development of therapies during the rapid expansion of human civilization.

Horses are used for many physical and physiological treatments including PTSD, (*Posttraumatic stress disorder, adult attention-deficit/hyperactivity, depression*) and anxiety, autism and Down's syndrome. They have the ability to reflect emotions and help individuals understand their feelings without fear of being judged. With horses, patients with physical anxiety can gain confidence, better motor skills, muscle tone, balance, freedom and friendship.

The Introduction of Horses with Rituals, Traditional Ceremonies and Shows

In Great China Empire, which was found in the 1st millennium B.C., in the era of Zhou, Qin and Tang Dynasties, in the shows that were performed in front of the Emperor, the dances with horses and horses dancing synchronized with the music are mentioned.

Xuanzong once ordered that a hundred horses be trained to dance. They were divided into a right and a left company and given names like Emperor's Favorite or Pride of the Household. From time to time fine horses were received as tribute from foreign states, and the emperor had these trained as well. Every one of them mastered the most marvelous skills. By imperial order, the horses' cloths were of fine embroidery, their halters of gold and silver, and their manes and forelocks ornamented with pearls and jade. The tune they danced to was called "The Upturned Cup," and had several dozen stanzas. They shook their heads and drummed with their tails, moving this way and that, in time with the music. A wooden structure with three tiers was set out and the horses would ride to the top, turning around as though flying. Sometimes strong fellows were ordered to lift one of the platforms and a horse would dance on top of it. The musicians stood on all sides, front, back, left, and right, dressed in light yellow tunics with belts of patterned jade. Only good-looking young men were chosen for this job. Each year at the Thousand Autumn celebration of the emperor's birthday, the emperor ordered the horses to perform by the Hall of Zealous Administration (Ebrey, 1993: 124).



Horse icons in the Thousand Autumn Festival held today in China ¹.

As you can see, in the 1000's, Chinese dynasties took horses from "foreign states" and they were training their horses for dancing with the melodies "foreign musicians" played. The states which are "foreign" for China are probably the Turkic peoples in Central Asia.

¹ http://www.hongkongextras.com/_mid_autumn_festival.html

Throughout history, development of horses by many civilizations, for exhibitions, the "Cigitovka" riding techniques, the techniques of the Spanish Equestrian School, also called "Horse Ball", and similar techniques are applied with horses, and as mentioned above, they are elements of many circuses, performances, theaters and concerts today.

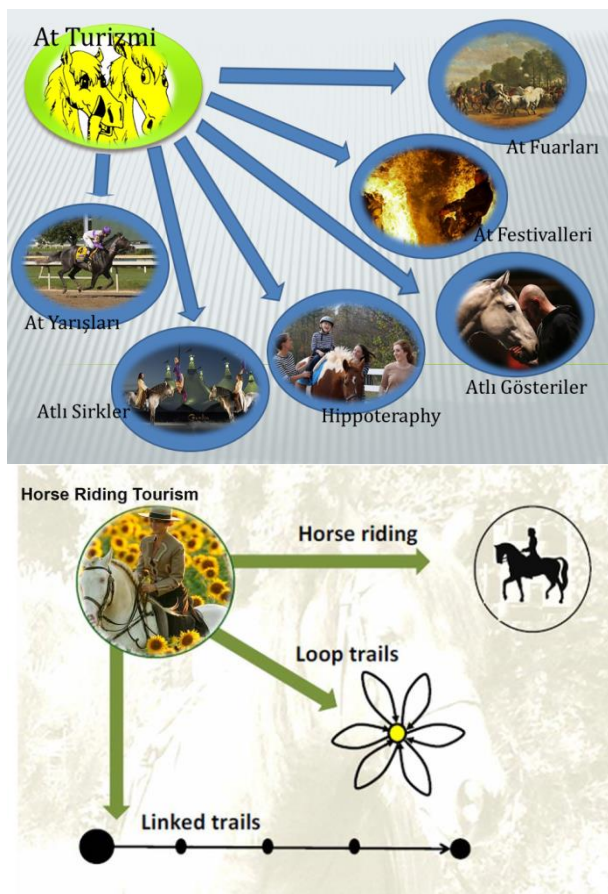
The Concept of Equestrian Tourism

When referred to equestrian tourism, riding horses and performing activities on horsebacks in areas such as forests, natural parks, and the hotel paddocks are understood in Turkey. However, other artistic activities, practices, competitions and festivals made with horses are also included in the concept of equestrian tourism. The local and foreign viewers of the said activities and practices are also considered as "tourists".

From this point of view, it can be seen that many implementations related to horse breeding have made a great contribution to the tourism sector. In recent years, horse breeding has been carried out in scientific methods around the world. It is accepted as a fact that is effective and ethical, embraces any type of education and profit and loss approach, and accepted as science.

According to Casanovas, equestrian tourism includes various activities. These activities can be basically evaluated in two categories; Horse Tourism and Horse Riding Tourism.

Horse Tourism includes Horse Fairs, Horse Festivals, Horse Races, Horse Show, Horse Circus, and Hippotherapy, and Horse Riding Tourism includes Specialized training, Horse riding, Loop trails, Linked trails programs (Casanovas, 2015).



Horse Tourism and Horse Riding Tourism forms

On the other hand, Ollenburg states that many tourism products are based on horses, and considers equestrian tourism as farm tourism, adventure tourism and urban tourism. However, depending on the definitions made, equestrian tourism is included in Fennel's ACE (Adventure, Culture and Ecotourism) and Buckley's NEAT definitions (Ollenburg, 2008: 47).

Accordingly, along with other types of adventure tourism, different horse tourism products are presented to a wide range of customers with different skills and experience levels at different prices in different locations. These products range from a simple ride on a plain quiet riding solely on a guided horse, to safari tours on horseback to remote mountains and desert areas for weeks, and to farming tours that require money-takers to have effective horseback riding skills like a cowboy.

In addition, there are other horseradish products where customers are traveling in horse carts instead of horses, or watching other horse riding competitions or competitions. In different countries, different types of horses are used for different equestrian tourism products. Horses can be an integral part of tourism products offered for urban, rural, sportive or long-distance adventures.

Horse tourism products can be most usefully classified in four main categories: the first two can be considered as the basis of the equestrian tourism industry and the other two are more secondary (Table 1). First one of the main categories is guided commercial horseback trekking and tours, and the second is fixed farm-hotel accommodation, farms that are hosted by guests or employees.

<i>Product Type</i>	<i>Tourism subsector</i>	<i>Position in equestrian tourism sector</i>
Guided horse treks, tours and trail rides	Adventure or ecotourism	Core
Fixed-site farmstays, guest and working ranches	Farm or agritourism	Core
Riding clinics and camps	Education	Peripheral
Horse-drawn carriages etc.	Urban	Minor

Table 1: Classification of commercial equestrian tourism products (Ollenburg, 2008: 49)

In recent years, the *Federation Internationale de Tourisme Equestre* (FITE) has been established in La Motte village near central France - Cannes in order to encourage, support and control Touring Nature. Founding countries are Germany, Austria, Andorra, Belgium, Canada, Spain, France, Great Britain, Ireland, Italy, Luxembourg, Netherlands, Portugal, Romania, Sweden, Switzerland, and the United States.

FITE is organizing equestrian tourism organizations all over the world. A number of award-winning competitions are also included in these organizations for promotional purposes. One of these competitions is the *Technique de Randonnee Equestre de Competition* (TREC). This competition, which started to show its first applications in France at the beginning of 1980's, includes three basic education sections: 1. Safety training, 2. Targeting on a timetable with a map and compass (orianting), 3. Obstacle jump training.

It began by racing tour guide candidates with a competitive approach during the training of horse tourism guides in the first years of its operation. After 1990's, it started to be organized among tourists by taking place in FITE organizations.

TREC races can be held with wide participation options. The age and sex of the participants is not important. Participants can participate in these races either as riders with the type of horse they desire or with a horse-drawn car².

All of these products have one thing in common, which is the horse itself. Whatever the customer's relationship with the horses is packaged, the tour operator must have staff and facility to look after the horses, and the tour staff must be able to train and manage horses and even manage customer and horse relationships.

Of course during these events it is imperative that the tourism sector also fulfill the five most important conditions, such as accommodation, food and beverage services, entertainment, transport and travel services.

The first two types of products of equestrian tourism mentioned above are very different from the commercial adventure tourism in which the equipment can be shut down when not used, replaced when broken and can be stored in a warehouse. A horse is an animal that must be cared for 24 hours a year. When considered as nature tourism, the tour operator should know that the animals are not in the form of obedience to the people, in relation to the customer-wild nature, but rather that they are much different from the wild nature tourism business, which must be managed in some way.

The third type of equestrian tourism, Traditional Horseback Riding Exhibits, which are the subject of this research, is seen as an important source of income in the equestrian tourism sector in the world even though traditional horseback riding exhibits are the secondary product and do not involve close contact with the horse.

To give some examples of some applications related to Horse Riding Festivals, Equestrian Schools, Traditional Equestrian Shows and Equestrian Circuses in this part of the sector:

Traditional Horse Festivals

It is seen that the concept of equestrian tourism is used in a wide range in the applications in the world. To give a few examples of the traditional festivals in the horse tourism category,

Palio de Siena - Contrada (Italy): Bareback horse races, which were held first on 16 August 1626 in Palio, near Tuscany in Siena, Italy, are held twice a year on July 2 and August 16. At this festival called "Contrada", horse riders representing 17 districts of Siena race between 50-60 thousand spectators from all over the world. In Siena's Piazza del Campo square, racers make three laps at a great speed among the audience on the slopes prepared with sandy soil on the cobblestones³ (Koçkar, 2013: 168), (QR Code 1).

The Contrada Festival and the high income from tourism, thanks to the traditions that have been going on throughout the year, is also said to lead to a decrease in the crime rate in the city of Siena (Drechsler, 2006: 100-101).

Appleby Horse Festival (UK): It is a horse racing festival held in Appleby town of Cumbria-Westmorland in Northern England since 1685 on the first week of June. This festival, launched for the Gypsies, sponsored by King James the II. of England, has come to the point without losing its characteristics. This annual festival is attended by over 10 thousand Gypsies and 40 - 50 thousand local and foreign tourists from all over the UK and Europe. On this festival day, the town of Appleby, which has a population of about 2,500, is undergoing a major influx of visitors⁴ (Koçkar, 2013: 170) (QR Code 2).

Qinghai Yushu Horse Festival (China): It is a traditional festival held every year from July 25th to August 1st in the Yushu Autonomous Prefecture of Qinghai Province, China's Tibet Region. It is estimated that

² <http://www.fite-net.org>

³ <https://wellesreport.wordpress.com/2014/04/27/il-palio-di-siena-horse-race-or-socioeconomic-phenomenon/>

⁴ <http://www.applebyfair.org/>

it has been organized since the middle of the 15th century, although it is not clear when it begins. Legend has it that King Tibetan Gesar recognizes that some of his soldiers are very good riders, giving them the opportunity to demonstrate good riding ability to all other soldiers and the Tibetan people. After that, these riding demonstrations and competitions become traditional.

There is a smooth, green, rugged terrain very suitable for the wide range of long-distance horse races in the region. This festival, which has been held in its traditional form until the last years, has been open for tourism for 10 years and the region has been flooded with a lot of tourists (Koçkar, 2013: 172) (QR Code 3).

Fiesta de Las Luminarias (Spain): As a tradition starting in the 16th century in Spain, the streets where the churches are located are illuminated by fire, paper lanterns are made on Friday, Saturday and Sunday in the second week of January and fireworks are performed all night. A festival is held in the name of Saint Antonio, the guardian of animals, and the Virgin Mary.

The most famous of these festivals is the Las Luminarias (Fire) festival in San Bartolomé de Pinares, on the north-west of Madrid. The famous Spanish Andalusian horses, which are nurtured in the region, are ridden over a large bonfire on the street in an activity that tests the power of horses and devotes them to St. Antonio. According to the belief, horses that have successfully jumped over the fire will be protected by St. Antonio until the end of their life. Throughout the history of mankind fire is seen in various rituals. Fire is a feature used by all pagan peoples to evict evil spirits and to purify from diseases⁵.

On festival days, thousands of people from different parts of Spain and foreign countries come to town, which has roughly over 700 settlers, to watch the festival.

World Nomad Games (Kyrgyzstan): This festival, held in Çolpan Ata near the Issyk Lake in Kyrgyzstan in 2014, attracted the attention of the world in its first occurrence. The second of this festival, which is planned to be organized every two years, was held on 3rd – 8th September 2016. It reached to more than 800 million viewers by attracting world television with 1200 participants from 62 countries. The third was held between 2 and 8 September 2018. More than 2,000 participants and about 2,000 volunteers have reached a massive audience of a billion⁶.

There are more than 200 traditional horse festivals similar to these in the world, as well as horse circuses and shows among the high practice of traceability.

Horse Circuses, Shows and Theaters

To give a few examples of these applications in the Horse Tourism category;

Cavalía and Odyseo (Cirque du Soleil - Montreal, Canada): The demonstrations of Cavalía and Odyseo are shown under the name of the world-famous circus organization "Cirque de Soleil". There are 45 rider-artists, 5 musicians, 50 horses and 120 staff members in the demonstration group. Among these employees, there is a team of 20 people who carry out two veterinary services, including farrier, hostler, coach and other horse care services. 38 trucks are used for Cavalía tours. The tents and the space used for the demonstration takes up to 17,500 square meters⁷ (QR Code 6).

Alibek's Horsmanships (Horse Circus Kantemirov - Russia): Kantemirov Alibek Tuzarovich, who was born in 1882 in the Republic of North Ossetia - Alania, present in the Russian Federation today, has developed many acrobatic tricks since his first personal appearance in Acaristan - Batumi on 11 February 1907 Osetia, performing one of the most important traditions of his people, the acrobatics on the horse (Djigitovka). In 1928 he finally formed his own show community. He handed over the

⁵ <http://www.tradicionesyfiestas.com/fiesta/las-luminarias/>

⁶ <http://worldnomadgames.com>

⁷ <https://cavalía.com>

leadership of the community that he has performed until 1950. Nowadays, their children pursue this tradition and circus school in the circus building allocated to them in Moscow.

Apassionata (Magic Returns - Berlin, Germany): This equestrian show community in central Berlin was founded in 2002. From its inception, it is one of Europe's and the world's most popular equestrian exhibitions. There is a classical music band in the musical structure "Appassionata" (a passion that exceeds will and judgment) as it is in the sense of the word. The performances of German and world famous riding artists as well as opera and classical music masters are of great interest and offer unforgettable demonstrations that show people the secrets of their secrets of connections that are ongoing for centuries⁸ (QR Code 8).

Australian Outback Spectacular (Queensland, Australia): Australian Outback Spectacular, one of Australia's most important equestrian shows, displays the Australian traditional horseback riding skills on, namely, Spirit of the Horse, as well as Australian traditional lifestyle. The arena they show is designed exclusively for this show and is set in a very large area, where guests are treated to Australian traditional food and drink.

Every session, in the hippodrome, where exhibitions are shown to the audience of over two thousand people, where a variety of activities are performed such as equestrian training, pony club, horse carriage riding, one can listen to authentic Australian music⁹ (QR Code 9).

The Théâtre Equestre Zingaro (*Academie du Spectacle Equestre Bartabas - Paris, France*) His real name is Clément Marty. In 1985, Bartabas founded the world's first equine theater in France in the name of Theater Equestre Zingaro. Bartabas, who performed traveling demonstrations in Europe, moved to the town of Fort d'Aubervilliers in the north of Paris in 1989.

In the village, Patrick Bouchain lives with his 45 family members in a beautifully landscaped village in the form of tree houses. The demonstrations are made in a tent they built in this kind of town, a nomadic life village. Here they organize demonstrations of up to 30 horses that they have been training and caring for¹⁰ (QR Code 10).

Equestrian Schools

One of the horse shows that tour operators and tourists are most interested in is the riding school shows. Some of them are as follows:

The Royal Andalusian School of Equestrian Art in Jerez de la Frontera (Spain): Don Alvaro Domecq Romero, one of the most famous riders in Spain in the 1700's, and having the "Caballo de Oro (Golden Horse)" award, found this school, of which honorary president is the King of Spain, which is a foundation since 1973. The foundation is located in Jerez de la Frontera near Cadiz in the Andalusia region in southern Spain. The Spanish Riding School's techniques are practiced with Andalusian horses and the school offers a spectacular show of about 500 viewers twice a day¹¹ (QR Code 11).

The Escola Portuguesa de Arte Equestre in Queluz (Portugal): Though Escola Portuguesa de Arte Equestre (EPAE), founded in 1748 by King V. João in Queluz, has stopped its activities for a while in the early 20th century, its work is accelerated in recent years with the support of the Portuguese governments. From the day it was founded, the school not only gives importance to the art of horse riding, but also pioneers the cultivation of the distinguished Lusitano horses, considered to be Portugal's Cultural Heritage (QR Code 12).

Royal Stables of the Château de Versailles the Equestrian Arts Academy (France): In France in 2003, the famous French horse trainer and theater artist Bartabas (Clément Marty) in the Versailles Castle

⁸ <https://www.apassionata.com/de/>

⁹ <https://outbackspectacular.com.au>

¹⁰ <http://bartabas.fr/zingaro>

¹¹ <https://www.realescuela.org/en/>

(Versailles Castle) near Paris, founded the school. Using modern techniques as well as the Spanish Equestrian School, Bartabas is also leading the Academy's work by developing a unique technique of his own (QR Code 13).

The Cadre Noir in Saumur (France): The Cadre Noir Saumur Military Horse Riding School was founded in 1828 in Saumur in western France, one of the most important pride sources in the field of horse riding. It is one of the oldest cavalry schools in Europe. They were named Cadre Noir because of the black uniforms they wore¹² (QR Code 14).

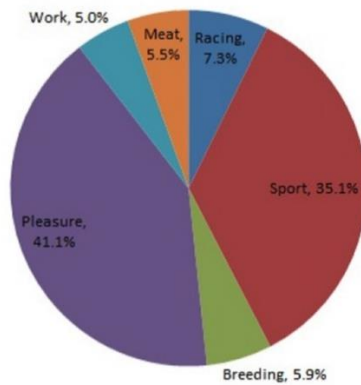
Horse Races

Apart from applications such as Festival, Horse Show and Riding Schools, horse racing is one of the most intensive applications of horse tourism. The most interesting horse races are the Kentucky Derby in the United States, Louisville, Kentucky; The Preakness Stakes, Baltimore, Maryland; Belmont Stakes, Elmont, New York; Prix de l'Arc de Triomphe in Paris, Paris; The Royal Ascot in England, Ascot and The Grand National, Aintree; Dubai World Cup in Dubai, United Arab Emirates; Melbourne Cup, Melbourne; In Japan, there are races such as Nakayama Grand Jump, Funabashi.

Equine Sector in the World and Turkey

Providing an important input to the tourism sector in the world, applications other than horsemanship and horse breeding are seen as parts of horse-related tourism, which are mentioned above.

In Canada, which has a population of 963,000 horses, it is stated that in the year 2015, 63,215 horses competed in races and there were 18,984 licensed riders (Equestrian Canada, 2015). In the statistics below, the ratios of horses used in sectors evaluated as horse tourism (pleasure) in the year 2010 are given. As can be seen, 41.1% of the total horse population is used in this sector. That's about 400,000 horses (Sansom, 2010).

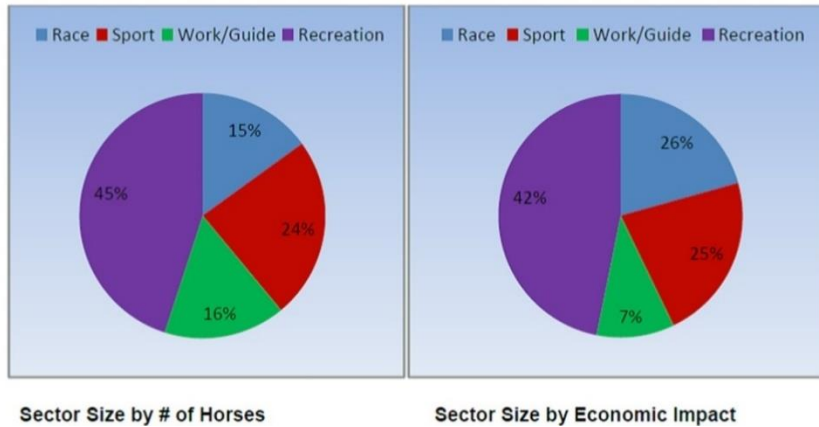


Horse industry data throughout Canada, 2010

Bir diğer örnek veri olması bakımından Kanada'da yalnızca British Columbia bölgesinde Atçılık Endüstrisi 2009 verilerine göre sektördeki at sayısı ve ekonomik gelir dağılımı şu şekildedir (Horse Council, 2009):

¹² <https://www.ifce.fr/en/cadre-noir/>

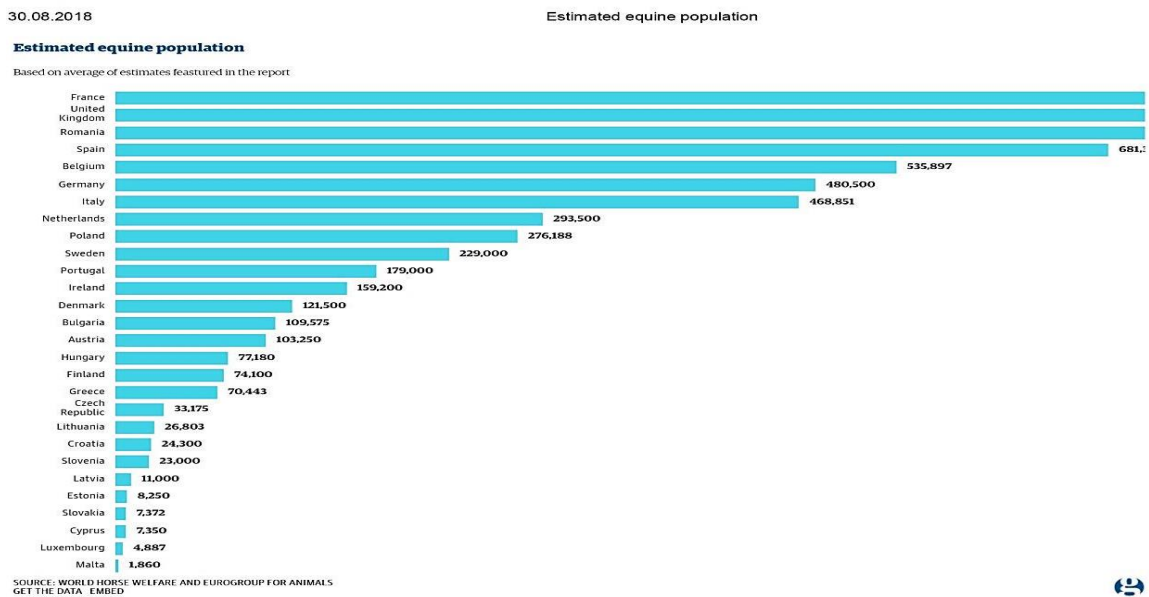
Figure 1. Industry Size and Economic Impact by Sector



Horse Industry 2009 in British Columbia

In the UK there are 988,000 horses. According to a data from 2017, the contribution of the sector to the economy is about 8 billion pounds. The number of licensed riders is approximately 4 million. This number is about 10% of the UK population. In the Horse Tourism category only, the endorsement is 2 million sterling (Equestrian Statistics, 2013).

The number of horses¹³ in the countries in the European Union and the rates of use in Horse Tourism are quite high. In general, nearly half of the number of horses in each country is used in Horse tourism applications.



Number of horses according to countries in the European Union (theguardian.com)

There are many activities and practices in world tourism sector in Turkey. It is noteworthy, however, gradually decreasing the number of horses in Turkey. The number of horses has decreased from 141.422 to 122.704, between the years 2012 and 2015 (TÜİK, 2015: 43).

In Turkey, Equestrian sectors leader is Türkiye Jokey Kulübü (TJK) (Turkish Jockey Club). According to the registered data on High Commissioner Board (YKK) systems there are 40.151 horses including foal,

¹³ <https://www.theguardian.com/news/datablog/2015/jun/12/how-many-horses-european-union-eu-equine-census-population>

mare, stallion and race horses¹⁴. With this number of horses, TJK employes 84.000 people, and contributes 2.3 billion dollars to the sector (TJK, 2018: 13)¹⁵.

TJK - HORSE COUNT STATISTICS			
	THOROUGHBRED	ARAB	TOTAL
TOTAL HORSE COUNT REGISTERED ON YKK SYSTEM*	21424	18727	40151
TOTAL NUMBER OF BROODMARE REGISTERED ON YKK SYSTEM*	5880	4440	10320
TOTAL NUMBER OF STUDHORSE REGISTERED ON YKK SYSTEM*	508	472	981
NUMBER OF HORSES RACED IN 2017	3403	2644	6047
NUMBER OF FOALS IN THE FIELD (2İ AND 3A)**	1738	1417	3155

* Living (as of 10th September 2018)

** Applied for stables in 2018 summer season

Turkey's Horse Racing Sector Statistics, 2018

There are around 100 riding farms that contains overall amount of 2000 horses, taking the second place in the sector. Around 40 of them are members of Turkey Equestrian Federation (TBF)¹⁶.

The Federation continues its activities in obstacle jumping, horse riding, horse durability, three day racing and pony club branches¹⁷.

In Turkey, in the sector of horsemanship, the types of Traditional Riding take the third place. There is no information about the amount of the horses which are used for javelin contests, horse archery, horse-drawn slides, ambling horse races connected with the Turkey Traditional Sports Branches Federation (TGSDF)¹⁸. It is observed that among these events organized by TGSDF, Turkey Horse Archery Championships, Traditional horse-drawn slide races, Etnospor Cultural Festival, organized by Yenikapı Municipality, Balıkesir Kalesi Municipality Horse Archery Festival, Çanakkale Biga Horse Archery Festival, Türkoğlu Avasım Turkish Sports Festivals attracted local and foreign tourists.

Finally, the number of horses in the only equestrian tourism including a short tour in the place and contribution of the sector and is also unknown in Turkey.

Conclusion and Suggestions

The first meeting with the horse, the first domesticated horse, the first rider, who used it for the first time in battlefields; we are very much behindhand in the world horse breeding industry as culinary representatives conquering the continents with horses. Especially in our country which has a perfect nature and geography, the lack of horse usage in the tourism sector is a saddening condition.

Having a very important place in the world in the tourism sector, our country will provide a very important income by increasing the sources of horse tourism.

Particularly, it is seen that the above-mentioned Traditional Equestrian Festivals and Horse Show Organizations are attracting those who love horses from many countries of the world. Countries are marketing special rosters for these festival periods in tour operations, or they feature these festivals and shows in their own destination programs. Tourism destination; is a combination of different touristic products and services like, accommodation, food & beverage, transportation, guidance,

¹⁴ <http://www.ykk.gov.tr>

¹⁵ <http://www.tjk.org>

¹⁶ <http://www.hurriyet.com.tr/ekonomi/dort-nala-fuara-26204660>

¹⁷ <https://www.binicilik.org.tr>

¹⁸ <https://www.gsdf.gov.tr>

entertainment, natural and cultural attraction centers, gift shops and can be described as the main structure, forming travel experience (Çetin v.d. 2017: 323).

Gathering tourists and customers to Horse Shows and Festivals is easier than horse riding organizations, which require close contact with the horse. Because these organizations are organizations that do not require horse care, boarding experience, appealing only the pleasure of watching.

The amount of the equestrian festivals and shows as mentioned above is increasing in Turkey in recent years. The "Equist Horse and Equestrian Fair" organized by a private company every year is also one of the interesting events. Especially, Turkish traditional riding branches, such as amble races, javelin contests, horse archery and kokpar (buzkashi), are observed to take place in such events.

For the Equestrian Tourism, projects that can draw attention of investors should be prepared. Before preparing such projects, it is necessary to make lots of research about demands of the customers. What types of tourists coming to Turkey are buying equestrian tourism products? What are their expectations and are their expectations met? How much money they are willing to pay? How many of them have their horse? How was the riding experience? What other activities they are occupied with? How are they feeling about conventionalism? How much they know about Turkish traditional riding and horse practices? How much they are interested? What they think about environmental awareness? If these and alike questions are answered, strategical and real investments can be easier to put in a project.

In conclusion;

- Enrollments to the Equestrian Tourism Organisations in the world should be made.
- Accommodation and equestrian facilities should meet international standards.
- Modern training applications should be preferred instead of traditional Horse training applications, schools in this area should be increased.
- All legal gaps about Equine should be removed and to provide animal welfare "Equestrian Law" should be enacted.

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