

ABSTRACT

This study aimed to ascertain the attitude of local people in Muang district, Kanchanaburi toward horseback riding in order to know the possibility of establishing a horseback riding club in Muang district, Kanchanaburi. In the meantime, it was designed to find out the personal factors contributing to the local people's opinions toward practicing horseback riding and to examine what additional services are required when visiting the club.

The one hundred and ten subjects of this study were divided into two groups. The first group was fifty parents who were either mothers or fathers and lived in Muang district, Kanchanaburi. The second group was sixty students who were studying in primary, secondary and high school from both private and government schools and lived in Muang district, Kanchanaburi. Thus, the research instruments were separated into two closed-ended questionnaires: one for the parents and the other one for the students with a Likert scale measurement. The questionnaire was divided into three parts: 1) personal information 2) the attitude toward horseback riding 3) additional services the respondents expect from the club. Then, the SPSS program version 10.0.5 was used to analyze the data.

The results showed that the local people in Muang district, Kanchanaburi had a positive attitude toward horseback riding. Both the parents and the children thought that horseback riding was good exercise. Although they were uncertain whether horseback riding was a risky sport or not, they agreed that being able to control a powerful animal was challenging for them. Furthermore, the research showed that the children wanted to do horseback riding and the parents agreed to support them.

According to the results, it can be inferred that establishing a horseback riding club in Muang district, Kanchanaburi is possible. However, it will be more reliable if further research with more respondents is conducted.