

Horse round-ups: Expectations and experience

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Why research horse round-ups?

- Industry development
 - Horse farmers
 - Tourism
 - Destination development in the area
- Conflicts and/or common interests?
- Is there need for further development?
- Scholarly interest
 - Agriculture as a tourism resource
 - Industry conflicts
 - Carrying capacity of events
 - Tourist experience



Initial research questions

- Is carrying capacity reached?
 - No and maybe so
- Is there need for further development of facilities, products and services?
 - Yes and no

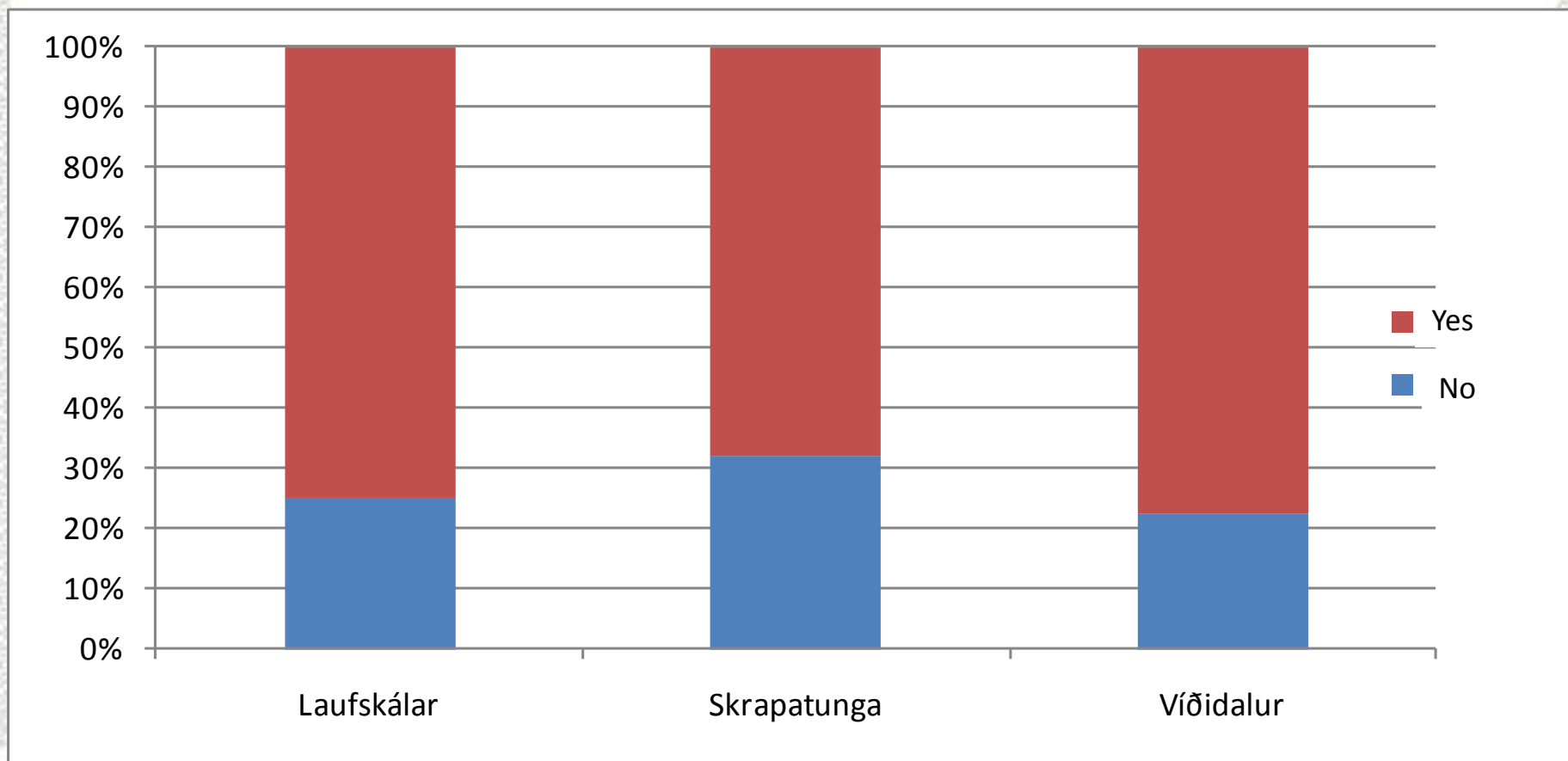


Methods

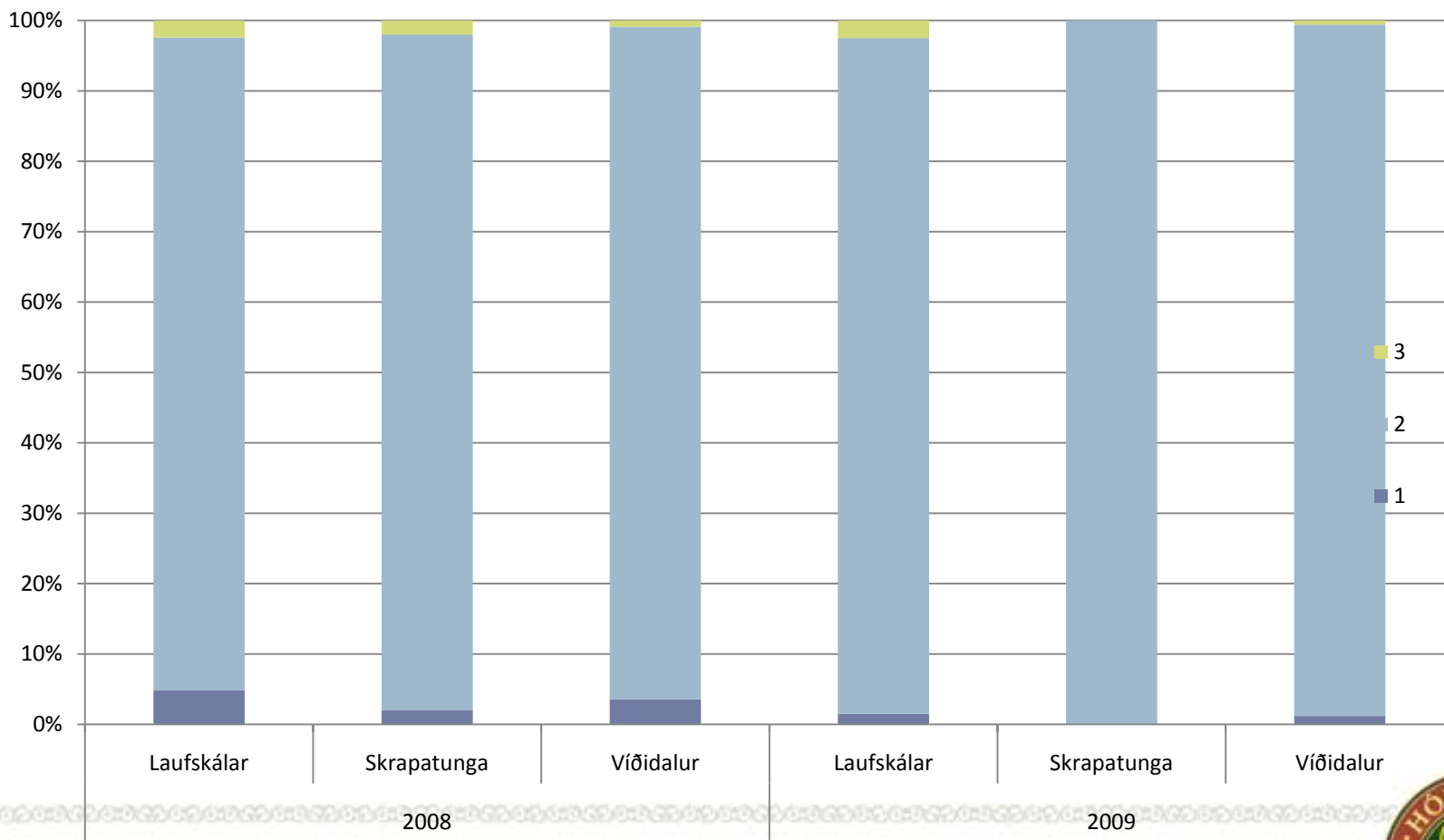
- Visitor survey
- Participant observation



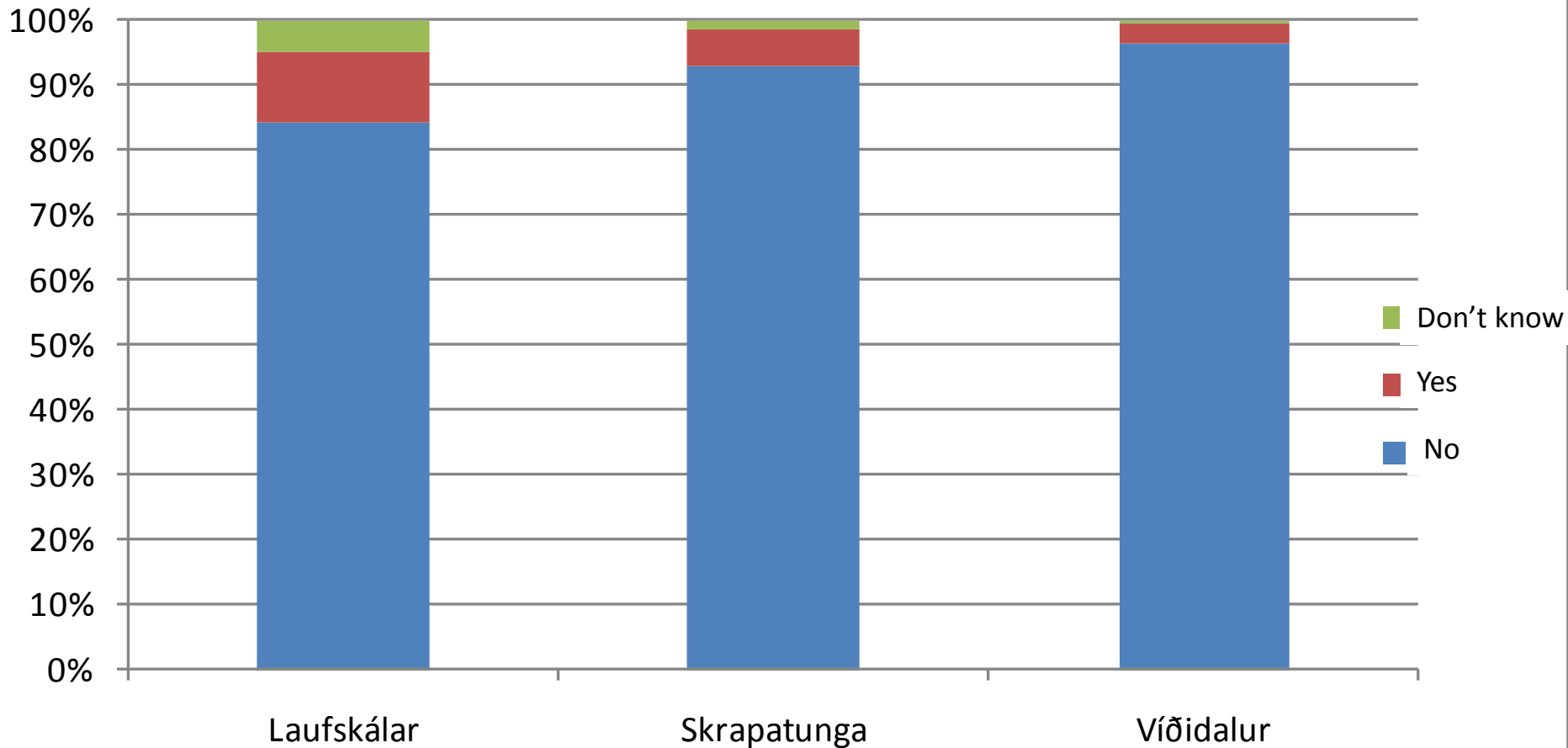
Have you been to the event before?



Overall satisfaction



Are there too many people here today?



Significantly more people in Laufskálarétt say that there are too many people



Participant observation

- What are people doing?
- Where are people located?
- What mood is expressed?



RETTIR Í VÍÐDAL

okt. - smólu
réttir - þón

Litla - Ásgeir





Looking at horses

and their owners



I thought I recognized your smell!



It's a great place for people-
watching, right mate?



Laufskálarétt



Skrapatungurétt



Víðidalstungurétt



Experience

