

## **ABSTRACT**

This diploma thesis deals with lifestyle, environmental values and attitudes of visitors to environmental protection while hiking in the selected specially protected area (CHKO Žďárské vrchy).

The first part includes the theoretical information about lifestyle, environmental ethics and values, the following section focuses on environmental protection issues. Sustainable tourism and more detailed specification of the selected specially protected area (CHKO Žďárské vrchy) will also be discussed here.

The second part involves a questionnaire survey uncovering the attitudes of visitors towards the environmental protection. The research questions are answered based on the evaluation of collected information.

## **KEYWORDS**

Lifestyle, values, attitudes, environmental protection, sustainable tourism, Žďárské vrchy