

## **Abstract**

**Title:** Feasibility study of summer camp inspired by outdoor education

**Objectives:** The main aim of the bachelor thesis is considering of realization of the summer camp in cooperation with the forest preschool that would ensure financial resources and mainly a stable environment. Sub-goal of the bachelor thesis is to find out the interest of parents associated with summer and winter camps organized by the forest preschool.

**Methods:** In the thesis is used the combination of quantitative and qualitative research. The feasibility study set the structure of thesis. Questionnaire survey analyzes potential customers and their needs, wishes. Semi-structured interview provided the basis for the analysis of project risk or marketing strategy. Secondary analysis was used for data acquisition in the theoretical part.

**Results:** The summer and winter camps under the organization of forest preschool can positively (both financially and by strengthening the relationship between man and nature) help to operation of the specific forest preschool.

**Keywords:** summer camp, winter camp, forest preschool, feasibility study