

Abstract

The master thesis deals with life values of ecologically living people. It is divided into a theoretical and practical part. In its theoretical part it focuses on terms used in ecology, lifestyle and the description of values linked to the protection of environment. It deals with the concept of sustainable development and describes ecological farming. The practical part of the thesis analyses the qualitative research which was done in the form of semi-structured interviews with ecological farmers. The thesis focuses on values, opinions and sentiments of ecological farmers and whether these have undergone any change during their farming.

Key Words: ecology, sustainable development, lifestyle, values, ecological farming, ecological farmers