

## **Abstract**

Diploma thesis is focused on the individualization in providing diets in three homes for the elderly in the South Bohemian region. The main goal of the qualitative research was to uncover what the options of the homes in providing the diets are, where the boundaries and the limits of the individualized care are and what the clients' attitude toward individualization is.

Results of the research show that the homes for the elderly can accommodate just to the basic requirements of the client, such as replacing unpopular dish or side dish for another one. Medical restrictions of the clients in preparation and serving their food are taken into account. The homes don't have the capacity for greater individualization. Another problem is the lack of staff. The homes are limited by legislation rather than by their financial budget. Clients' conservative and conformal attitudes are not empowering managers to expand some options or to change the system. The concept of the individualization is interpreted by the homes for the elderly in different ways. In practice, they rather just try to individualize the diets, than truly doing it. It turned out that individualization is a complex phenomenon and the extend of its fulfillment depends mainly on organizations' overall approach to the clients and on the clients' own attitude.