

## **Abstract**

This master's thesis deals with the challenges of the school meal system in the Czech Republic within the context of strategic communication. It illuminates the current issues of the school meal system, situating them within the context of strategic communication and relevant theoretical concepts. Utilizing quantitative analysis methods, the thesis explores the attitudes of more than 10,000 representative respondents, comprising both parents and diners, towards the school meal system. The principal findings suggest a strong positive correlation between the perceived satisfaction of diners and the overall satisfaction of parents with the school meal system. Furthermore, there is a significant influence of the satisfaction with the school canteen representatives' communication on the overall satisfaction of parents. Conversely, factors such as household income or parents' understanding of the rules governing the school meal system did not have as significant an impact on their satisfaction as initially expected. The concluding sections of the thesis formulate strategic recommendations aimed at improving parents' satisfaction with the school meal system and the overall condition of the system. These recommendations include state-supported education for school canteen personnel, incorporating communication, and strengthening the position of school meal workers through industry-specific organizations, which can serve as communication platforms between the main stakeholders in the school meal system.