

## SUMMARY

Building customer loyalty is a long-term and complex process. Luxury hotels operating in the Polish market implement various activities and tools in the field of experience marketing to build and reinforce customer loyalty. The main goal of this doctoral thesis is to identify and evaluate the activities and tools of experience marketing used by luxury hotels to build customer loyalty and recognize the relationships between these activities and tools and customer loyalty behaviors. The author conducted empirical research, including In-Depth Interviews with representatives of luxury hotels and a survey among luxury hotel customers.

As a result of the qualitative research, the author identified the main activities and tools of experience marketing used by luxury hotels to build customer loyalty, which fall into four main areas: relationship marketing, offer, communication, and sensory marketing.

Through a survey of 579 respondents and statistical analysis of the gathered results, using logistic regression, relationships were identified between specific activities and tools of experience marketing employed by luxury hotels to build customer loyalty and customer loyalty behaviors. The analysis revealed that the following factors positively influence customer loyalty (with varying strength): professional customer service, a family-like atmosphere in the hotel, prompt and expert problem resolution, employees showing interest in customer experiences and perceptions related to their stay, post-stay customer interest and care, additional attractions for customers (unavailable in other hotels), luxurious decor and rich hotel amenities, and providing customers with multisensory experiences. Relatively weak negative influences on customer loyalty include a well-designed hotel website and the presence of unique scent compositions in common areas and hotel rooms, tailored to the specific nature of the place. Therefore, in order to shape and support customers loyalty, luxury hotels should primarily focus on improving and developing their offer, engaging in the process of building and maintaining strong positive relationships with customers, as well as creating unforgettable, multi-sensory customer experiences.

The structure of the doctoral thesis includes an introduction, three theoretical chapters, one methodology chapter, two empirical chapters, a section containing the discussion of research results, and a conclusion. The first chapter focuses on the phenomenon of customer loyalty, exploring its determinants, different types and levels of

loyalty, and describing the process of building customer loyalty. The second chapter presents the essence of luxury and luxury products, along with a description of the luxury product customer. The third chapter introduces the essence of experience marketing. The fourth chapter outlines the methodology of the empirical research carried out. The fifth chapter presents the results and conclusions of the qualitative study, showcasing four case studies of selected luxury hotels operating in Poland. The sixth chapter presents the results of the quantitative research and the relationships between the various activities and tools of experience marketing used by luxury hotels to build customer loyalty and customer loyalty behaviors. The conclusion of the dissertation contains a summary of the obtained research results, research limitations, and recommendations for further research in similar areas.