



THE CONCEPT OF HOTEL MARKETING AND BRAND FROM A COGNITIVE SCIENCE PERSPECTIVE

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ANNOTATION. *This thesis studies the integrated influence of cognitive (perceptual and cognitive), emotional (affective), and sensory factors on the decision-making process of customers in the hotel industry. The main focus is on the mechanisms of forming effective brand value and customer loyalty through a deep understanding of consumer consciousness and behavior (cognitive approach).*

In the practical part of the research, the success model of the hotel industry legend César Ritz is analyzed from a cognitive perspective. It is shown that thanks to such principles of Ritz as personalized service, creating an emotionally-sensory environment, forming social value, and visual storytelling, he achieved not only the provision of high-quality services but also the creation of a deep emotional connection and memorable experience in the customer's consciousness.

KEYWORDS: *cognitive factors (processes of perception and decision-making), emotional or affective factors, sensory experience, consumer behavior, brand loyalty, hotel choice, personalized service, integrated marketing, success model of César Ritz, and principles of emotional branding.*

Humans possess the highest intellectual activity capabilities in the world, demonstrating high-level cognitive abilities in perceiving their surroundings, making context-appropriate decisions, and communicating. According to the cognitive approach, the processes of cognition are structured through perception, attention, memory, and information processing, which enable individuals to solve problems effectively and develop adaptive solutions to new situations. Furthermore, the relationships between language and context serve to filter, interpret, and reinterpret linguistic information in appropriate contexts; language acts as a mechanism that controls the flow of information in communication. In general, cognitive processes and linguistics are closely interconnected, strengthening human adaptability, efficient information processing, and comprehension.

Cognitive science is a new field that integrates knowledge about the mind from various academic disciplines: psychology, linguistics, anthropology, philosophy, and computer science. It seeks to answer the following questions in detail: Why "logic"? How do we understand our experience? What is a conceptual system and how is it structured? Can everyone use the same conceptual system? If so, what is that system? If not, what exists in human ways of thinking that is common to all? (George Lakoff, 1987).

Cognitive science is of great importance in understanding marketing and brand-related decisions in the hotel industry. In the complex ecosystem where hotel competitors vie to "own,



the guest," hotel companies allocate significant resources to guide guests toward desired goals, such as booking, joining loyalty programs, registering for credit cards, or upgrading rooms. Hoteliers have long had a general understanding of what people value when presenting their services, but the process of understanding why a given marketing tactic yields specific results continues to evolve. When choosing a hotel, customers consider not only cognitive attributes (e.g., price, service and food quality, national brand) but also emotional (e.g., comfort and enjoyment) and sensory/preparatory attributes: room quality, overall ambiance, etc., which are sensory characteristics. Additionally, results show that adding emotional and sensory indicators progressively enhances the value of choice models (Dohee Kim, 2013). Competitive differentiation should be achieved through distinct approaches, by creating and managing the emotional experience of the customer (Berry, 2002; Bitner, 2008; Lashley, 2008; Morrison & Crane, 2007; Palmer, 2010). This emotional experience is created in the hotel context through the interaction of cognitive, emotional (affective), and sensory choices; it is important to study the interaction of various attributes to fully understand customer choice behavior. Furthermore, it is crucial to answer the question of whether knowing the emotional and sensory attributes of a hotel, alongside its cognitive attributes, helps us better understand the hotel selection process (Dohee Kim, 2013).

Many individuals have contributed significantly to the development of the hotel industry. Among them, alongside Ellsworth Statler, Conrad Hilton, and other industry pioneers, César Ritz holds a special place. César Ritz is one of the legendary founders of the hotel industry, having shaped his unique hotel philosophy through passion and hard work, starting from the bottom in his career. The key to his success lay in his approach focused on deeply understanding the individual needs of customers, providing high-level service, and creating a tasteful environment. Ritz not only transformed the hotel into a hub of high society culture but also elevated hotel management to a new level through his attention to the environment and details, as well as his ability to communicate effectively with customers (R.S. Amriddinova, 2009). From a cognitive perspective, César Ritz's approach elevated hotel service beyond mere satisfaction to the level of a memorable emotional experience. His method was based on several principles: Personalized Attention — Ritz would cognitively study and remember each guest's individual tastes, habits, and desires. This evoked in the guest the feeling that "I am not just a payer here, but a valued guest." Sensory & Environmental Perception — he employed all sensory factors, from the taste of the food to the décor, music, and even the dress code of the restaurant. This signaled to the guest's mind that "this place is unique, luxurious, and special." Status Fulfillment — visiting Ritz's hotel was not just about relaxation but also a symbol of attaining high social status. He fulfilled guests' cognitive need to feel distinct and privileged. Visual & Narrative Branding — spectacles such as gondola rides left guests amazed, creating impressions so incredible they would share stories with friends. This was a powerful method of spreading oral narratives about the brand. Thus, the cognitive approach consisted of establishing the hotel in the guest's consciousness not as a place of luxurious service, but as a source of an emotional experience.



that is dreamed of, memorable, and affirming of social status. The brand, his name—Ritz—became synonymous with quality, taste, and personal attention.

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