The impact of customer service on the formation and strengthening of brand capital in the tourism sector

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The article conducts a comprehensive analysis of the impact of customer support services (CSS) on brand equity in the tourism sector. It examines the role of customer engagement through CSS. The conclusion is made about the importance of customer-oriented service for strengthening brand equity and recommendations are formulated for its improvement. The work expands scientific understanding of the role of CSS in building strong brands.

Keywords: *tourism, brand equity, customer support service, loyalty, brand trust*

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