

Developing a structural brand equity model for cultural destinations

KLADOU, Stella <<http://orcid.org/0000-0002-4144-8667>> and KEHAGIAS, John

Available from Sheffield Hallam University Research Archive (SHURA) at:
<http://shura.shu.ac.uk/10076/>

This document is the author deposited version. You are advised to consult the publisher's version if you wish to cite from it.

Published version

KLADOU, Stella and KEHAGIAS, John (2014). Developing a structural brand equity model for cultural destinations. *Journal of Place Management and Development*, 7 (2), 112-125.

Copyright and re-use policy

See <http://shura.shu.ac.uk/information.html>

Figure 1 Conceptual Model (adapted from Aaker, 1991; Boo et al., 2009; Kladou and Kehagias, 2014; Konecnik and Ruzzier, 2008)

