

Developing a structural brand equity model for cultural destinations

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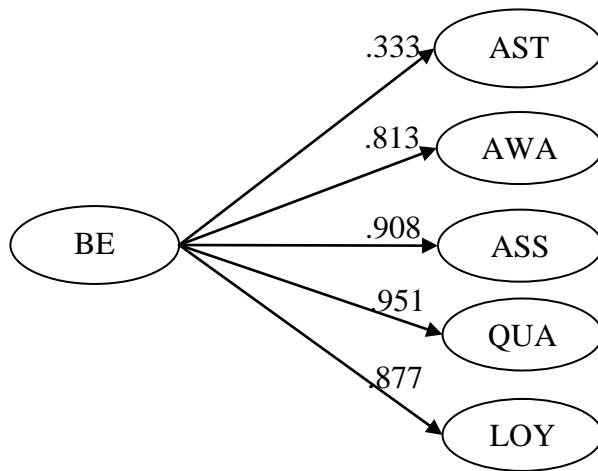
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Figure 2 Brand equity and brand equity dimensions (standardised regression weights)



Note: BE stands for Brand Equity in the case of cultural urban destinations, AST for cultural brand assets, AWA for awareness, ASS for associations, QUA for quality, and LOY for loyalty