

Developing a structural brand equity model for cultural destinations

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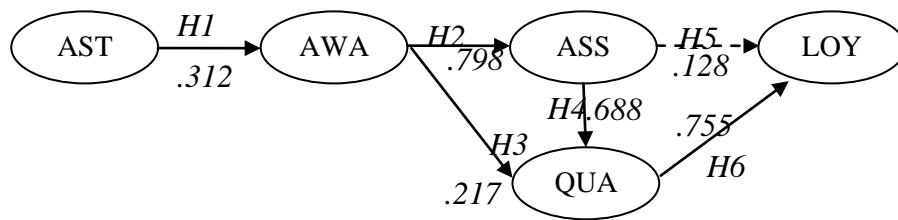
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Figure 3 Path results (standardised regression weights)



AST: cultural brand assets, AWA: awareness, ASS: associations, QUA: quality, LOY: loyalty