

Table 1. List of studies included in the systematic literature review.

- Abbasi, M.; Roosta, A. Assessment of factors affecting destination brand value in tourism industry (Shiraz city). *Int. J. Sci. Manag. Dev.* **2014**, *2*, 518–528.
- Andéhn, M.; Kazeminia, A.; Lucarelli, A.; Sevin, E. User-generated place brand equity on Twitter: The dynamics of brand associations in social media. *Place Brand. Public Dipl.* **2014**, *10*, 132–144.
- Boo, S.; Busser, J.; Baloglu, S. A model of customer-based brand equity and its application to multiple destinations. *Tour. Manag.* **2009**, *30*, 219–231.
- Chan, C. Applying Linear Programming in City Brand Equity Concept: A Case Study of Hong Kong. *Int. J. Tour. Sci.* **2014**, *14*, 1–22.
- Dedeoğlu, B.B.; Niekerk, M. [Van; Weinland, J.; Celuch, K. Re-conceptualizing customer-based destination brand equity. *J. Destin. Mark. Manag.* **2019**, *11*, 211–230.
- Duman, T.; Ozbal, O.; Duerod, M. The role of affective factors on brand resonance: Measuring customer-based brand equity for the Sarajevo brand. *J. Destin. Mark. Manag.* **2018**, *8*, 359–372.
- Esmaili, S.; Rezaei, N.; Abbasi, R.; Eskandari, S. The Impact of Marketing Mix on Perceived Value, Destination Image and Loyalty of Tourists (Case Study: Khalkhal City, Iran). *Mod. Appl. Sci.* **2017**, *11*, 96.
- Fattah Al-Azzam, A. Interdisciplinary Journal of Contemporary Research in Business Analysis of the Antecedents of Customer-Based Brand Equity and Its Application To Multiple Destinations. *September* **2013**, *5*, 71–90.
- Florek, M. City brand equity as one of the city sustainable development indicator. *Transform. Bus. Econ.* **2012**, *11*, 385–405.
- Gómez, M.; Fernández, A.C.; Molina, A.; Aranda, E. City branding in European capitals: An analysis from the visitor perspective. *J. Destin. Mark. Manag.* **2018**, *7*, 190–201.
- Hakala, U.; Lemmetyinen, A. “Culture is the message”: The status of Cultural Capital and its effect on a city’s brand equity. *Place Brand. Public Dipl.* **2013**, *9*, 5–16.
- Huera-Álvarez, R.; Cambra-Fierro, J.J.; Fuentes-Blasco, M. The interplay between social media communication, brand equity and brand engagement in tourist destinations: An analysis in an emerging economy. *J. Destin. Mark. Manag.* **2020**, *16*, 100413.
- Jørgensen, O.H. Developing a city brand balance sheet-Using the case of Horsens, Denmark. *Place Brand. Public Dipl.* **2015**, *11*, 148–160.
- Kashif, M.; Samsi, S.Z.M.; Sarifuddin, S. Brand Equity of Lahore Fort As a Tourism Destination Brand. *Rev. Adm. Empres.* **2015**, *55*, 432–444.
- Kazemi, M.; Hesam, M.; Rad, M.S.; Cheraghi, M. The evaluation of tourism destination brand equity from the female tourist’s perspectives (study of 16 cities in Iran). *Geoj. Tour. Geosites* **2018**, *21*, 112–122.
- Kim, H.-K.; Lee, T.J. Brand equity of a tourist destination. *Sustain.* **2018**, *10*.
- Kladou, S.; Kehagias, J. Assessing destination brand equity: An integrated approach. *J. Destin. Mark. Manag.* **2014**, *3*, 2–10.
- Kotsi, F.; Pike, S.; Gottlieb, U. Consumer-based brand equity (CBBE) in the context of an international stopover destination: Perceptions of Dubai in France and Australia. *Tour. Manag.* **2018**, *69*, 297–306.
- Lee, K. City Brand Competitiveness: Exploring Structural Relationships Among City Brand Equity Elements in China. *Int. J. Bus. Econ. Res.* **2017**, *6*, 32.
- Lemmetyinen, A.; Go, F.; Luonila, M. The relevance of cultural production-Pori Jazz-in boosting place brand equity. *Place Brand. Public Dipl.* **2013**, *9*, 164–181.
- Peighambari, K.; Sattari, S.; Foster, T.; Wallström, A. Two tales of one city: Image versus identity. *Place Brand. Public Dipl.* **2016**, *12*, 268–284.
- Pirnar, I.; Igneci, M.; Tutuncuoglu, M. Trends and applications in city branding: A case study in Izmir. *Mark. Brand. Res.* **2017**, *4*, 25–32.
- Rani, P. Customer-based brand equity index of Kurukshetra. *J. Tour. Anal.* **2019**, *26*, 48–61.
- Salehzadeh, R.; Khazaei Pool, J.; Soleimani, S. Brand personality, brand equity and revisit intention: an empirical study of a tourist destination in Iran. *Tour. Rev.* **2016**, *71*, 205–218.
- Shafranskaya, I.; Potapov, D. An empirical study of consumer-based city brand equity from signalling theory perspective. *Place Brand. Public Dipl.* **2014**, *10*, 117–131.
- Stojanovic, I.; Andreu, L.; Curras-Perez, R. Effects of the intensity of use of social media on brand equity: An empirical study in a tourist destination. *Eur. J. Manag. Bus. Econ.* **2018**, *27*, 83–100.
- Subagyo, H. The Effect of Destination Brand Awareness on Destination Brand Loyalty Through Brand

Image, Perceived Brand Quality, Brand Value and Brand Satisfaction in Banyuwangi City As a Tourism Objective. *Arch. Bus. Res.* **2019**, 7, 211–225.

- Tarman, H.A.; Ari, A. Leveraging Brand Equity by Applying Brand Communication and Forming City Branding Based on Unique Selling Proposition (A Case of Crafts City). *Int. J. Bus. Adm. Stud.* **2019**, 5, 75–84.
- Tasci, A.D.A. Testing the cross-brand and cross-market validity of a consumer-based brand equity (CBBE) model for destination brands. *Tour. Manag.* **2018**, 65, 143–159.
- Tasseven, O.; Ardahanlioglu, E. Cultural Destination Brand Equity : Case Study of Istanbul. *Int. J. Econ. Perspect.* **2017**, 11, 136–159.
- Tran, V.T.; Nguyen, N.P.; Tran, P.T.K.; Tran, T.N.; Huynh, T.T.P. Brand equity in a tourism destination: a case study of domestic tourists in Hoi An city, Vietnam. *Tour. Rev.* **2019**, 74, 704–720.
- Vinh, T.T.; Nga, V.T.Q.; Nguyen, N.P. The Causal Relationships between Components of Customer-Based Brand Equity for a Destination: Evidence from South Korean Tourists in Danang City, Vietnam. *Asian Econ. Financ. Rev.* **2017**, 7, 358–367.
- Wong, P.P.W.; Teoh, K. The influence of destination competitiveness on customer-based brand equity. *J. Destin. Mark. Manag.* **2015**, 4, 206–212.
- Yuwo, H.; Ford, J.; Purwanegara, M.S. Customer-Based Brand Equity for a Tourism Destination (Cbbetd): the Specieic Case of Bandung City ., *Organ. Mark. Emerg. Econ.* **2013**, 4.
- Zenker, S. Measuring place brand equity with the advanced Brand Concept Map (aBCM) method. *Place Brand. Public Dipl.* **2014**, 10, 158–166.