

# **Brand Equity Model Implementation in the Milad Tower as a Tourist Destination**

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The primary purpose of this study is to investigate the impact of brand equity to explain the Aaker brand equity model in Milad Tower as a tourist destination. The data were collected through a survey by a simple random sampling approach. Questionnaires were distributed to persons who had visited the Milad Tower during summer 2019. The study research hypotheses were tested using Structural Equation Modeling (SEM) technique. The result exposed the dimensions of the Aaker Brand Equity Model, including brand awareness, perceived quality, brand association, and brand loyalty, which would increase brand equity in tourism destinations. Moreover, findings showed that brand image could directly affect tourists' behavior through brand equity and directly impact tourists' willingness to visit the Tower more. The findings have significant theoretical and practical consequences. This study gives brand managers and marketers a comprehensive understanding of improving brand strategies for a tourist destination.

***Keywords:*** *Aaker Model, Brand Equity, Milad Tower, Tourism Destination*