



City Marketing and Planning for Sustainable Development

Guest Editor:

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submissions:

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Message from the Guest Editor

The connection between place/city marketing and urban sustainable development passes through different research fields or areas of interest. Urban regeneration strategies, environmental issues, sustainable tourism development, culture and heritage, quality of life, and event and mega-event management are some of the areas focused on the relation between city marketing strategies and urban sustainable development.

The main aim of this Special Issue is to connect city marketing as a strategic planning process with sustainable development achievement. In other words, it aims to examine in what ways and via what methods city marketing as planning process could be used in order to achieve sustainable development. This Special Issue focuses on the presentation of both theoretical and practical articles.





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Message from the Editor-in-Chief

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