



City Branding and Sustainable Destination Management

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Message from the Guest Editor

City branding presents a city with a memorable identity and the core values of a city. The city identity is a complex mixture of economic, social, cultural, and environmental aspects of the city. The purpose of this Special Issue is to share various topics of city branding and sustainable destination management. Previous studies have indicated that competitive city brands maximize advantages such as positive destination reputation, strong landmark identity, investment for city regeneration, and hosting mega events. Recently, many issues have reared their head, such as overtourism, city regeneration, and environmental issues for sustainable tourism. In addition, a top-down city brand implementation under authorities develops more distinctive cities, such as smart city, industrial city, slow city, and cultural and heritage city. This Special Issue will embrace the emerging and essential conceptual and empirical research on city branding and sustainable destination development.





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Message from the Editor-in-Chief

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