



Sustainability in Place Marketing, Branding and Management

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Message from the Guest Editors

Sustainable development and management are crucial components of the Sustainable Development Goals, which impact cities, communities and places. Places are often regarded as being in competition with each other—for residents, tourist visitors and economic development. This imperative has proved to be a stimulus and catalyst for place marketing and, more recently, place branding. However, an important question to ask of such activity relates to the extent to which it is sustainable, in the sense that the constant drive for place-related economic growth is compatible with the need to both provide a societally fair place to develop and nurture populations and simultaneously conserve the Earth's resources more widely.

The aim of this Special Issue is to explore the role of sustainability within place marketing, branding and management. The scope of our inquiry is deliberately wide to incorporate a range of viewpoints and perspectives, from discussing how sustainability principles might be used to develop effective place marketing messages and place brand positions, to asking whether sustainability and place marketing/branding are even mutually compatible.





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Message from the Editor-in-Chief

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