

Special Issue

City Marketing and Planning for Sustainable Development

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.

Guest Editor

Dr. Theodore Metaxas

Department of Economics, University of Thessaly, 38221 Volos, Greece

Deadline for manuscript submissions

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Sustainability
Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
sustainability@mdpi.com

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Sustainability, an international open access journal which provides an advanced forum for research findings in areas related to sustainability and sustainable development. The journal publishes original research articles, reviews, conference proceedings (peer reviewed full articles) and communications. I am confident you will find the journal contributes to enhancing understanding of sustainability and fostering initiatives and applications of sustainability-based measures and activities.

Editor-in-Chief

Prof. Dr. Steve W. Lyon

School of Environment and Natural Resources, Ohio State University,
Columbus, OH 43210, USA

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