

## 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

closed (31 December 2020)



## Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 7.7



[mdpi.com/si/43928](https://mdpi.com/si/43928)

*Sustainability*  
Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland  
Tel: +41 61 683 77 34  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)

[mdpi.com/journal/  
sustainability](https://mdpi.com/journal/sustainability)





## Sustainability

---

an Open Access Journal  
by MDPI

---

Impact Factor 3.3  
CiteScore 7.7



[mdpi.com/journal/  
sustainability](https://mdpi.com/journal/sustainability)



## About the Journal

### 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. *Sustainability* publishes original research articles, review 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. Marc A. Rosen

Faculty of Engineering and Applied Science, University of Ontario  
Institute of Technology, Oshawa, ON L1G 0C5, Canada

---

### Author Benefits

#### Open Access:

free for readers, with article processing charges (APC) paid by authors or their institutions.

#### High Visibility:

indexed within Scopus, SCIE and SSCI (Web of Science), GEOBASE, GeoRef, Inspec, RePEc, CAPIus / SciFinder, and other databases.

#### Journal Rank:

JCR - Q2 (Environmental Studies) / CiteScore - Q1  
(Geography, Planning and Development)