# **Special Issue**

# City Branding and Sustainable Destination Management

### 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.

### **Guest Editor**

Prof. Dr. Young-joo Ahn

College of Hospitality & Tourism Management, Sejong University, 98 Gunja-Dong, Gwangjin-Gu, Seoul 143-747, Republic of Korea

### Deadline for manuscript submissions

closed (30 September 2021)



## Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



mdpi.com/si/37176

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

mdpi.com/journal/ sustainability





### Sustainability

an Open Access Journal by MDPI

Impact Factor 3.3 CiteScore 7.7



## **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. 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

#### **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, CAPlus / SciFinder, and other databases.

#### Journal Rank:

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

