



## City Marketing and Planning for Sustainable Development

Guest Editor:

**Dr. Theodore Metaxas**

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

Deadline for manuscript  
submissions:

**closed (31 December 2020)**

### 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.





an Open Access Journal by MDPI

## 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

## 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.

## 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, AGRIS, RePEc, CAPlus / SciFinder, and other databases.

**Journal Rank:** JCR - Q2 (*Environmental Studies*) / CiteScore - Q1 (Geography, Planning and Development)

## Contact Us

---

*Sustainability* Editorial Office  
MDPI, Grosspeteranlage 5  
4052 Basel, Switzerland

Tel: +41 61 683 77 34  
[www.mdpi.com](http://www.mdpi.com)

[mdpi.com/journal/sustainability](http://mdpi.com/journal/sustainability)  
[sustainability@mdpi.com](mailto:sustainability@mdpi.com)  
[X@Sus\\_MDPI](https://twitter.com/Sus_MDPI)