Managing cities' and territories' renewal and appeal:
The critical role of planning, destination branding and events

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In the last twenty years the renewal and development of cities and territories has been subject to growing academic and practitioner attention. Previous studies suggest that success is strongly linked to: i) the quality of the destination planning; ii) the effective management of destination stakeholders; iii) the creation of a strong brand. Nevertheless the relationships between these three variables and the ways in which they influence both the attractiveness of destinations and their ability to attract the resources essential to sustainable development, remains under-explored. The objective of this track is to attract theoretical and empirical papers that will lead to greater understanding of such relations. Suggested themes include (but are not restricted to) the following:

- **Attractiveness of cities and territories**: Which are the main strategies used to improve the place attractiveness? How can they be combined in order to best reflect the perspectives of the various stakeholders?
- **Perception of the attractiveness of cities and territories:** Which factors condition the perception of attractiveness on the part of different categories of stakeholders? What role do cultural variables play? How can local government improve these perceptions?
- **Planning destination renewal:** What are the mechanisms that favour the effectiveness of destination planning processes? What are the best ways to link planning strategies with the objectives of the various stakeholders who are involved in the planning process?
- **City and territory branding:** In what conditions can instruments of strategic management be used to manage a destination brand? How can destinations respond to external crises which have the potential to undermine long-term confidence in their brands and how well do destination organisations engage with crisis and risk management?
- **Event management for cities and territorial regeneration:** What role does event management play in the wider process of strategic planning of a city or territory?

Keywords: Strategic Planning, Branding, Event Management, Destination Management & Development, Urban Regeneration, Urban Imagery, Urban Attraction, Risk Management.