

Special Issue

Challenges and Opportunities in Botanic Garden Tourism

Message from the Guest Editors

Botanical garden tourism has the potential to help gardens engage with and educate the public and to generate revenue to support expansion projects and general upkeep. However, research has shown that visitor perception is focused on aesthetics and services and not on living plant collections, displays and educational content. Furthermore, increasing tourism to gardens might lead to the degradation of the living plant collection. Delicate historic or rare specimens might be damaged or killed, and visitors might dislike areas of great scientific and conservational value such as those left to go to seed, which are often misinterpreted as abandoned. On the other hand, if botanical gardens do not take visitor needs into account, they risk losing public support and relevance. Thus, this Special Issue focuses on tourism's double-edged potential, both to support botanic gardens' missions but also to impede them. We look forward to your contributions.
Dr. Caterina di Franco Ms.

Guest Editors

Prof. Caterina Di Franco

Department of Agricultural, Forestry and Food Sciences, Università degli Studi di Palermo, Palermo, Italy

Cassandra Funsten

Department of Agricultural, Forestry and Food Sciences, Università degli Studi di Palermo, Palermo, Italy

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MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
jzbg@mdpi.com

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Editor-in-Chief

Dr. Kevin Cianfaglione

Faculté de Gestion, Economie et Science (FGES), Université Catholique de Lille, 59800 Lille, France

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