

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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*Journal of Zoological and
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Editorial Office
MDPI, Grosspeteranlage 5
4052 Basel, Switzerland
Tel: +41 61 683 77 34
jzbg@mdpi.com

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Message from the Editor-in-Chief

I encourage you to contribute a research or comprehensive review article for consideration for publication in Journal of Zoological and Botanical Gardens, an international, multidisciplinary, peer-reviewed, open-access and open-source scientific journal that covers areas at the intersection of fauna and flora conservation. It publishes reviews, original research papers, short communications and opinion papers, no restriction on the maximum length of the papers. The Journal of Zoological and Botanical Gardens is the first international, peer-reviewed journal that provides an advanced forum for studies on both animals and plants kept in zoos, aquaria, and botanical gardens. It offers a unique opportunity to have the most updated research insights into each individual institution and discipline, but also a chance to treat common issues relating to their missions and aims, responding to the need of a multidisciplinary partnership approach.

Editor-in-Chief

Dr. Kevin Cianfaglione

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

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