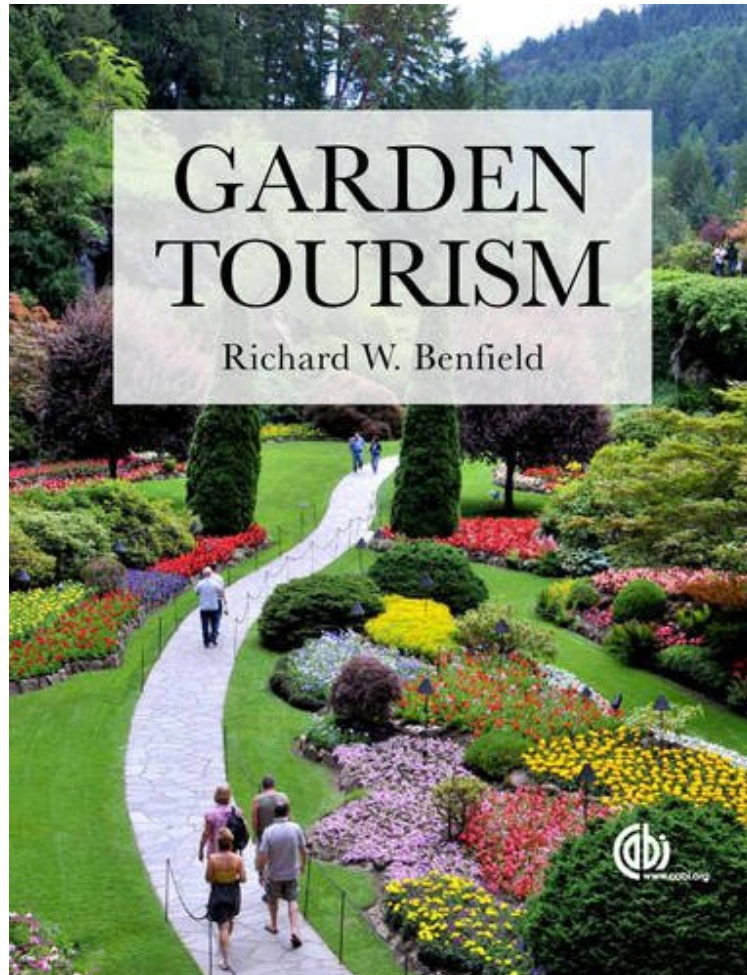


Garden Tourism

Richard W. Benfield

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Richard W. Benfield : Garden Tourism before purchasing it in order to gauge whether or not it would be worth my time, and all praised Garden Tourism:

0 of 0 people found the following review helpful. Excellent review of botanical gardens from a business perspective By Frances Brandon Great information for any group contemplating the creation of a botanical garden and seeing it operated successfully. Would have liked to have seen post recession data, but book was written too early to include.

Garden visitation has been a tourism motivator for many years and can now be enjoyed in many different forms. Private garden visiting, historical garden tourism, urban gardens, and a myriad of festivals, shows and events all allow the green-fingered enthusiast to appreciate the natural world. This book traces the history of garden visitation and examines tourist motivations to visit gardens. Useful for garden managers and tourism students as well as casual readers, it also examines management and marketing of gardens for tourism purposes, before concluding with a

detailed look at the form and tourism-based role of gardens in the future. Key Points-Visiting gardens is one of the most popular tourism activities today, around the world.-Broad coverage of the field, including the history of garden visitation, tourist motivations, management and marketing of gardens for tourism purposes, and the future form and tourism based role of gardens.-Discusses private garden visiting, historical garden tourism, urban gardens, and garden festivals, shows and events.-Author is an internationally renowned expert in this field of tourism.

"Richard Benfield 'tells a good story.' And he tells a good story about a great subject: plants, gardens, and why people visit them Garden Tourism is a treasure trove of information, a valuable contribution." (Susan Lacerte, Executive Director, Queens Botanical Garden, Adjunct Faculty, Farmingdale State College)"For botanical garden directors, public and private park professionals, festival organizers, and garden tour organizers like me, its the first academic look into the audiences, their behaviors and their economic impact Dr. Richard Benfield has produced the ultimate guide to horticultural tourism." (Jim Charlier, past President of Garden Walk Buffalo, co-founder of the National Buffalo Garden Festival, and advertising and marketing professional)"Dr. Richard Benfields book is a must-have for students, marketing and communications professionals, journalists, and anyone working in public gardens management. He performs a deep investigation into what attracts, motivates, and drives visitors to come to gardens It is an easily readable book that is packed with current statistics and facts from someone who is a recognized master in a field that is just beginning to bloom!" (Casey Sclar, Ph.D., Executive Director, American Public Gardens Association)About the Author Richard W. Benfield