

Analysis on the Progress and Strategy of Wildlife Conservation Education

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Abstract: Based on the analysis of the current situation of wildlife conservation education worldwide, by combining with the practical problems faced by related education in China, this article puts forward a new idea of establishing a comprehensive, systematic and flexible multidimensional education model for wildlife conservation in China. Conservation education has become one of the important tasks of ex-situ conservation institutions in China, such as zoos. Currently, there are some problems in China's ecological environment and biodiversity protection education, such as confusion with environmental education and unsustainability of wildlife protection concept caused by extreme protection thought. Therefore, a questionnaire survey was conducted among college students and forestry workers who attended the lectures on wildlife conservation education. Following that, the influencing factors of wildlife conservation concepts and the educational effects achieved by the lectures were analyzed.

Keywords: Wildlife Protection Education; Form of Education; New Concept

Introduction

The protection of ecological environment and biodiversity is one of the hot topics in the 21st century. Ecological protection education is an activity to tell and spread the knowledge of ecological environment deterioration and biodiversity loss to the public, so that they can understand, support and participate in the protection of ecological environment. Wildlife protection is a critical part for China's forestry work, and is of great significance in protecting biodiversity, maintaining ecological balance, creating ecological civilization and promoting sustainable development. Wildlife protection has been paid increasingly attention all over the world. Protecting wildlife and its habitat has become a critical issue. At present, China's wildlife conservation education is inefficient and ineffective. There are many problems,

such as insufficient attention, single and boring education form, and narrow popularization of education and so on. Therefore, changing the multi-dimensional education model of wildlife protection behind the single education system has emerged with the development of the times.

1. Current situation of wildlife protection education in China and abroad

1.1 Current status overseas

According to the analysis by Fang Yanming *et al.* on environmental education in American universities shows that American environmental education and practice have the following characteristics:

- (1) The field of environmental education covers an

extremely wide range;

(2) Environmental education has gradually become an integral part of modern educational philosophy and thought, and is gradually reflected in the school-running thought and the orientation of personnel training objectives;

(3) The combination of learning and doing, knowledge and action, the school not only carries out environmental education, but also advocates applying the learned knowledge to the social practice on campus and in the community, and makes a commitment to the future development of society.

1.2 Current situation in China

China is one of the countries with the richest biodiversity in the world, with extremely rich species and ecosystems, diverse habitat types and abundant wildlife resources. However, due to population growth, economic expansion and some other reasons, the degradation and fragmentation of wildlife habitat are becoming an increasingly serious issues, resulting in a considerable number of wildlife species in danger. Wildlife protection in China has started since the early days of PRC, and has been gradually improving with the development of society and economy. The country regards the establishment of nature reserves as the main method to fulfill the International Convention on Biological Diversity. From 1978 to 2009, the number of nature reserves in China increased from 34 to 2,541, including 521 nature reserves of wildlife protection type. Although the construction and development of nature reserves in China are advancing by leaps and bounds, the rescue work of endangered species.

Great breakthroughs have been made, but compared with the rapid growth of the number of nature reserves, the lagging management ability and technology have obviously hindered the further promotion of the protection work.

2. Effective measures

2.1 Carry out wildlife conservation education under the guidance of the concept of sustainable development

Ecological civilization construction was discussed in the report of the 18th CPC National Congress and

written into the Party Constitution. As a strategic decision of our country, ecological civilization construction takes respecting and protecting nature as the premise. It takes the harmonious coexistence between man and nature as the purpose, sustainable production and consumption as the connotation, and takes the road of sustainable and harmonious development between man and nature as the starting point. The nature of ecological civilization determines the sustainable development mode of forestry. However, in actual life and work, even in the education of ecological environment and biodiversity protection, people will be misled by ideological propaganda such as extreme protection and influenced by relevant public opinion, which leads to the unsustainable development of ecological construction. Therefore, wildlife protection education should be guided by the idea of sustainable development, and choose scientific and correct ideas of ecological environment and biodiversity protection as the content of wildlife protection education; At the same time, we should pay attention to the combination of theory and practice, and cultivate the dialectical thinking of college students and forestry workers in dealing with such issues as “the relationship between wildlife protection and utilization” and “the relationship between people and wildlife in wildlife protection”, so as to avoid them blindly accepting the idea of unsustainable development of wildlife protection.

2.2 One-way information publicity

This kind of education method is the most traditional one in conservation education, and it is also the most mainstream one in China at present. It mainly includes animal instruction boards containing animal information and conservation status, exhibition boards with specific conservation contents, leaflets, video displays and so on. They mainly convey all kinds of knowledge and information to tourists by means of words, pictures and certain audio and video. Its advantages are strong knowledge, intuitive content and wide coverage. Visitors can read and watch repeatedly without time restriction. The deficiency is the lack of interactivity, which makes it difficult for tourists to get vivid explanations and answers, and arouse enough interest and arouse tourists' resonance.

For example, Brookfield Zoo in the United States has designed an experience passage, and tourists need to

choose Stone to pass through a swamp. Every piece of Stone is engraved with a different daily behavior. Through the final results, visitors can understand the impact of their daily behavior on the environment and wild primates. The results show that this method obviously increases the protection knowledge of tourists, and effectively influences the protection concept and behavior of participating tourists. The follow-up survey results show that the influence of this protection education continues after 4~6 months.

2.3 Curriculum education and distance learning

Curriculum education is the most basic and important educational model. In addition to exam-oriented education and quality-oriented education that has emerged in recent years, modern education has also shown a good momentum of development in a flexible form. Distance education overcomes the limitations of classroom education location, can meet the needs of the educated and facilitate the transfer of knowledge to the educated, and also brings new development opportunities for other forms of education models such as ability training.

For example, since 2008, the Institute of Wildlife Conservation of the Department of Animal Protection of Oxford University has set up a quasi-master course on the study of big cats in the field of global conservation, providing eight-month training on wildlife conservation knowledge and skills. The training course includes 4 months of classroom study and 3 months of project practice; At the same time, in order to improve the adaptability of students to study and live abroad, a one-month long-distance training was provided, which provided a platform for students from different countries and regions to learn together and communicate effectively. With the internationalization of information and the popularization of network, the advantages of distance education have become increasingly prominent. At the same time, the forms of classroom education can be more diversified and rich, so as to stimulate the learning interest of the educated, mobilize the classroom atmosphere, promote the communication between educators and the educated, and promote both teaching and learning.

2.4 Implicit education of exhibition hall design

A well-designed animal stadium is also an important part of conservation education. Modern zoos have gradually abandoned the traditional “cage” animal display, and paid more attention to the natural habitat and natural behavior of animals. The “naturalized” venues based on the concepts of animal primitive habitat, animal geography, biodiversity, etc. bring tourists into the natural people in a very intuitive way, and the natural behaviors displayed by animals in them are more likely to stimulate tourists’ interest in viewing and guide them to understand animals and their natural habitats more deeply. The results show that tourists stay in ecological venues for a significantly longer time, and at the same time pay more attention to wildlife protection information and protection work. Therefore, the hidden educational function of a venue itself should not be ignored by ex-situ conservation institutions such as zoos. If wild animals can only lie down bored or walk back and forth rigidly in the environment of iron fence and concrete land, it is easy for tourists to question the protection and education work carried out by zoos, which reduces tourists’ acceptance and trust in education.

2.5 Education by media and network platform

2.5.1 Media publicity

Public media mainly produce and broadcast public policy, culture and art or intellectual programs, and play an irreplaceable role in quickly and widely spreading knowledge, raising the level of national awareness and promoting people’s extensive participation in wildlife protection. Publicity of wildlife protection knowledge through various media plays an active and effective role in enhancing national awareness of wildlife protection and expanding the breadth and depth of education communication.

2.5.2 Network platform education

With the advent of the global information age, the network has become the first choice for people to communicate, and plays a pivotal role in people’s lives. If the advantages of network are extended to wildlife protection, it will play a role in the promotion of protection actions, the dissemination of information and the expansion of information coverage.

3. Challenges of wildlife conserva-

tion education in China

China's wildlife conservation education is faced with many problems, such as late start, shortage of funds, insufficient hardware facilities, lack of professional conservation educators, imperfect work flow of conservation education, etc. At the same time, the gap between China and developed countries in education level makes us clearly realize the long and tortuous road of wildlife conservation education in China. However, with the continuous improvement of national quality and the increasing awareness of ecological environment protection, there is a broad space for the development of wildlife protection education in China. It is on the basis of fully recognizing the current situation of wildlife protection in China, seizing the favorable opportunity of favorable national policies and good social environment, and putting forward the multidimensional education concept of wildlife protection in time will play a positive role in promoting the faster and better development of wildlife protection in China.

4. Conclusion

The education work with the theme of wildlife protection is a very important and characteristic work in ex-situ conservation institutions such as zoos, and has become an important indicator to measure the overall level of an ex-situ conservation institution for wildlife. With the advantage of facing the general public, zoos and other institutions shoulder the important task of popularizing the knowledge of wildlife protection for the whole society, calling the public to participate in wildlife

protection work and mobilizing the protection power of each individual, which is also the most effective boost to the development of wildlife protection in China. Combining with its own wild animal resources, carrying out rich and interactive conservation education will be a significant work content in the future, which will produce long-term social and ecological benefits.

For China's protection educators, apart from understanding the way of protection education, the future selection of personnel training, project design and education methods, the early understanding of the audience's knowledge background and the later evaluation of the activity effect are all the contents that need to be further expanded. Learning from the successful cases of world excellent zoos, understanding the connotation of conservation education more deeply, accumulating experience effectively in various activities and carrying out special research will effectively promote the further development of conservation education and wildlife protection in China.

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