

Education for Sustainable Development: *Education or Communication for Tourism*

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सम्पूर्ण नेपालमा एउै विचारको प्रसारणका लागि विभिन्न विधाका माध्यमहरूको प्रयोग गरिने गर्दछ। यसमा समाचारपत्र, रेडियो, टेलिभिजन, अन्तर्जाल, पोस्टर, ब्रोचर, एड, आदि समावेश गरिन्छन्। यी विभिन्न माध्यमहरूको प्रयोगले समाचारको प्रसारणलाई सहज बनाउँछ।

Education for Sustainable Development (ESD) is embedded on the bedrock of Environmental Education (EE)



Goals of EE

- Fostering awareness , and concerns about 3E's and their interdependence
- Providing opportunities to acquire the knowledge, values, attitudes, commitment, and skills;
- Create new patterns of behavior as a whole towards the environment.



Categories of Objectives

1. Gain **Awareness** & sensitivity
2. **Knowledge** and understanding
3. Acquire a set of **Attitudes** (values, feelings and motivation)
4. Acquire **Skills** for identifying & solving problem.
5. Provide an opportunity to be actively involved at all levels (**Participation**)



ESD is a Lifelong Learning Process

ESD is a process of holistic understanding and mutual learning on various issues related to sustainability such as environment, society and culture .

- Prof. Osamu Abe



Overall Goal

Responsible and Caring Citizen for a Rapidly Changing Society.



Distinctive Features

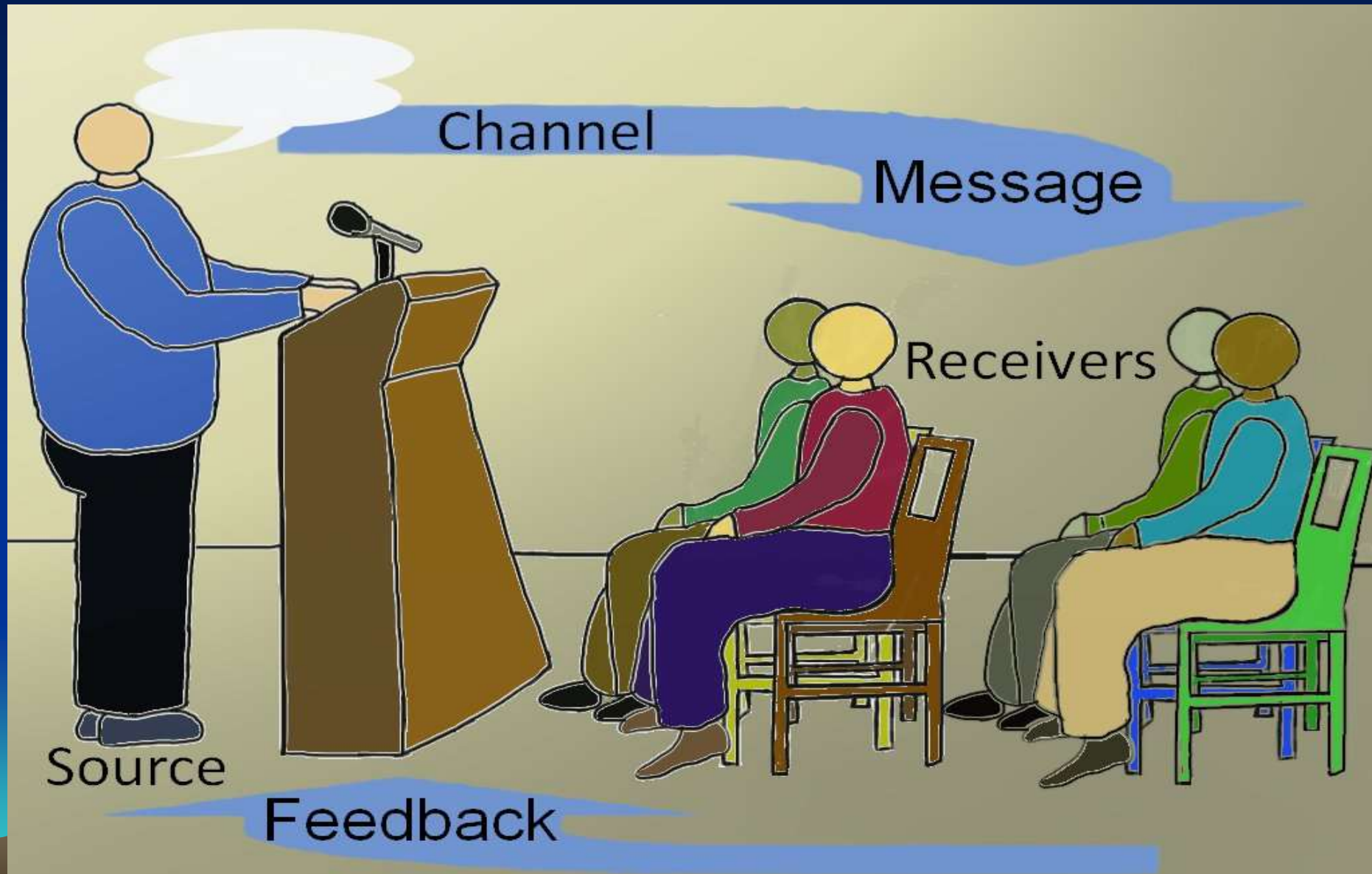
1. Issue-based and locally relevant
2. Trans-disciplinary approach
3. Takes a deep ecology approach
4. Addresses the issue at all levels & directions
5. Adopts Integrated pedagogy



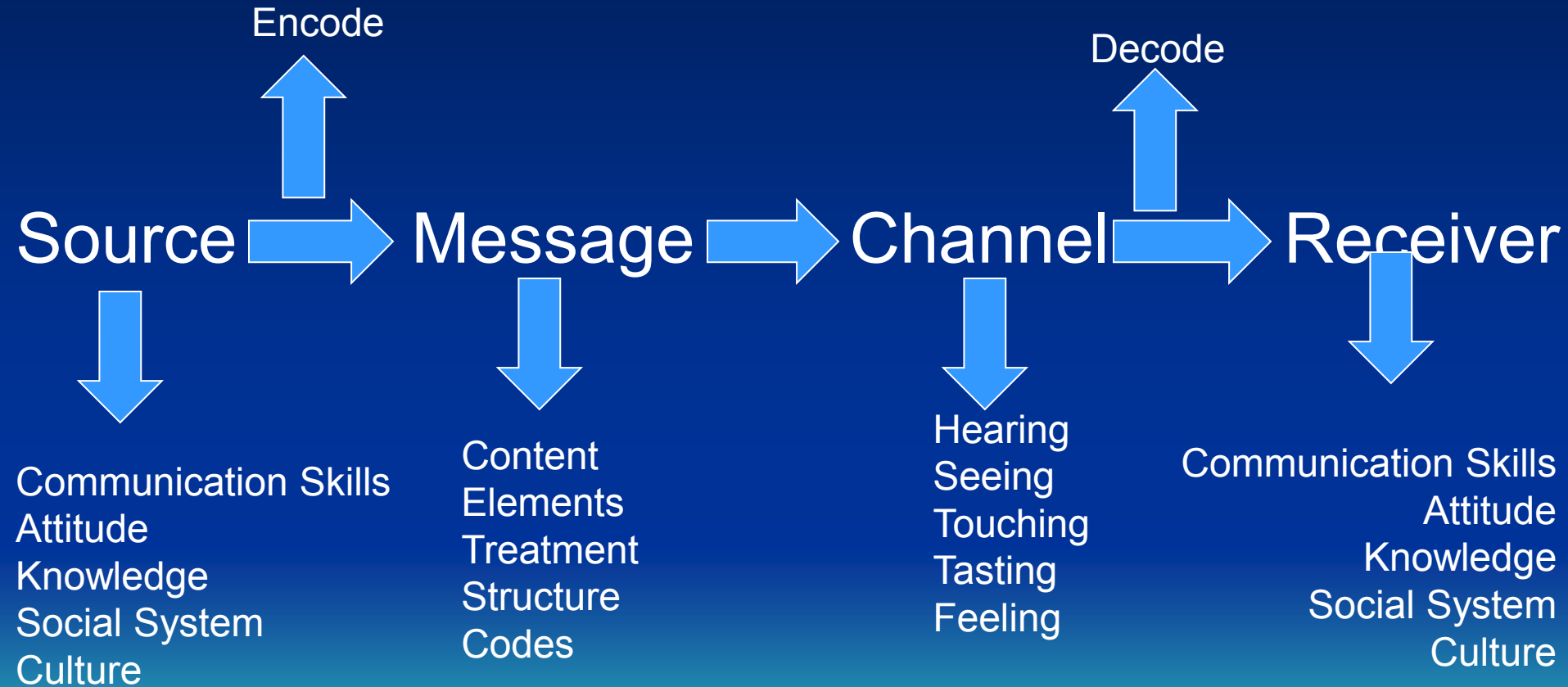
Many Actors, Many Factors in a Protected Area



We need a Synergistic Communication



The Berlo's SMCR Model of Communication





Choice is Ours

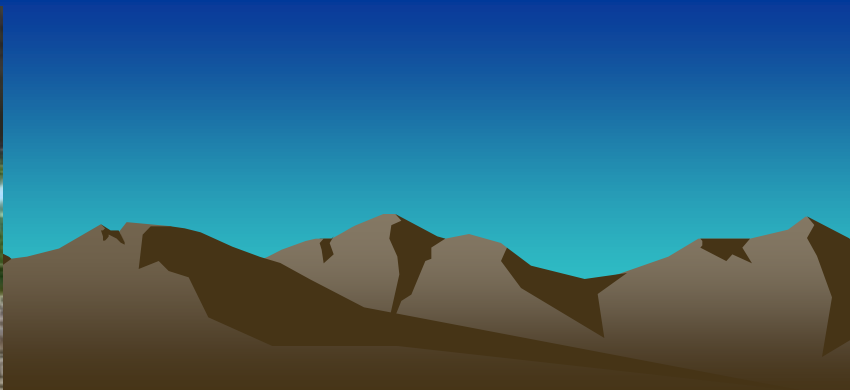


We should know what the visitors' needs are.


Communication: Process of persuasion

OR

Education: Change in knowledge, attitude or action **or** ALL




Choice is ours: Education or Communication

1. Communication is one of the various steps of teaching-learning process.
 2. Education make learners changed in their habits and behaviors.
 3. Simply giving information is not a total education.
 4. For tourists and short-term visitors, our goal should be to communicate them about the issue.
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What does ESD mean to PAs?

ESD would be useful, and appropriate to, the world of conservation in the following.

- 1.Reaching out both vertically & horizontally.
 - 2.Developing a linkage from the conservation of species to that of habitat and catchment .
 - 3.Providing a balance between two extremes.
 - 4.Studying inter-relationships between ecosystems.
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To Love is to Conserve

For in the end,

We will **conserve** only what we **love**;

We will love only what we **understand**;

We will understand only what we are
taught.

Baba Dioum
An African Activist



Let Us Put our Head, Heart & Hands together

Let us pledge to **love**, **appreciate** and show our **affection** to the environment. Then I believe the process of conservation will automatically occur, echo & reoccur in the real life situation.



Thank You for Your Kind Attention

