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HOLIDAYS AT THE ZOO: KNOWING TO PRESERVE

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Abstract. Holidays are a period of significant movement in zoos as a whole due to their greater frequency and thus the knowledge of their services for the population, as well as the offer of possible environmental education practices by the professionals who are part of the staff of these environments. Thus, this work aims to provide a brief account of the importance of raising public awareness through zoos. It has a descriptive and bibliographic nature, with research being carried out on educational platforms through the internet and thus applying to the experience of the activities carried out at Park Arruda Câmara, located in the city of João Pessoa/PB, Brazil. The activities carried out by the professionals present (biologists, zootechnicians, ecologists) in the park were able to assist in several points aimed at environmental awareness of an educational nature, where in a playful way it could interact with both children and adults. These activities have a greater interaction during the holidays and can thus demonstrate greater effectiveness, due to the greater number of people reached. This can show us the greatness of the importance of environmental education in people's daily lives.

Keywords: Environmental Education; Arruda Câmara Park; Environmental awareness.

FÉRIAS NO ZOOLOGICO: CONHECENDO PARA PRESERVAR

Resumo. As férias são um período de importante movimentação nos zoológicos como um todo devido sua maior frequentação e assim o conhecimento de seus serviços para a população, bem como a oferta de possíveis práticas de educação ambiental através dos profissionais que fazem parte do quadro de funcionários destes ambientes. Assim, este trabalho tem como objetivo um breve relato da importância da sensibilização da população através dos zoológicos. Possui cunho descritivo e bibliográfico, sendo realizadas pesquisas nas plataformas educacionais através da internet e assim aplicando na vivencia das atividades realizadas no Parque Arruda Câmara, localizado na cidade de João Pessoa/PB, Brasil. As

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atividades realizadas através dos profissionais presentes (biólogos, zootecnistas, ecólogos) no parque puderam auxiliar em diversos pontos voltados para a conscientização ambiental de cunho educacional, onde de forma lúdica pôde interagir tanto com crianças como adultos. Estas atividades possuem uma maior interação durante as férias e podem assim, demonstrar uma maior efetividade, devido a maior quantidade de pessoas alcançadas. Isso pode nos mostrar a grandiosidade da importância da educação ambiental no dia a dia das pessoas.
Palavras-chave: Educação Ambiental; Parque Arruda Câmara; Conscientização Ambiental.

VACACIONES EN EL ZOOLÓGICO: SABER CONSERVAR

Resumen. Las vacaciones son un período de movimiento importante en los zoológicos en general debido a su mayor frecuencia y, por lo tanto, al conocimiento de sus servicios para la población, así como a la oferta de posibles prácticas de educación ambiental por parte de los profesionales que forman parte del personal de estos entornos. Por lo tanto, este trabajo tiene como objetivo proporcionar una breve reseña de la importancia de aumentar la conciencia pública a través de los zoológicos. Tiene una naturaleza descriptiva y bibliográfica, con investigaciones que se llevan a cabo en plataformas educativas a través de Internet y se aplica así a la experiencia de las actividades realizadas en el Parque Arruda Câmara, ubicado en la ciudad de João Pessoa/PB, Brasil. Las actividades llevadas a cabo por los profesionales presentes (biólogos, zootecnistas, ecologistas) en el parque pudieron ayudar en varios puntos dirigidos a la conciencia ambiental de carácter educativo, donde de una manera lúdica podía interactuar tanto con niños como con adultos. Estas actividades tienen una mayor interacción durante las vacaciones y, por lo tanto, pueden demostrar una mayor efectividad, debido al mayor número de personas alcanzadas. Esto puede mostrarnos la grandeza de la importancia de la educación ambiental en la vida cotidiana de las personas.
Palabras clave: Educación ambiental; Parque Arruda Câmara; Conciencia ambiental.

INTRODUCTION

During the summer months we have the opportunity to raise awareness and mobilize a greater number of people, due to school holidays and, consequently, a significant increase in visitation to zoos. Zoological Gardens propose that visitors take advantage of their time to be in contact with Nature and at the same time learn more about the importance of conserving fauna and flora. Currently, most Brazilian zoos carry out Environmental Education programs and, many times, such programs are responsible for the increase in the number of visitors, since they start to encourage visitation, mainly of schools (COSTA, 2004).

Today's zoos are not only aimed at entertainment and amusement for visitors, they also play a fundamental role in protecting and conserving biodiversity and natural heritage. According Figueiredo (2001), in addition to conservation, other important functions of zoos are

the leisure of populations and Environmental Education, which, in turn, is extremely important for the awareness of people, showing the importance of nature conservation, including fauna species threatened with extinction. These are environments with great educational potential and their importance as a non-formal teaching tool that has been discussed for some time (QUEIROZ, 2011). In the program of many zoos, Environmental Education is already included, being one of the most efficient ways to transform the old mentality of seeing animals only as caged dolls (TELLES et al., 2002).

It is extremely important to develop everyone's awareness, to create in people values, habits and conducts for the preservation and good use of environmental resources, where everyone has the right to have an ecologically correct environment and preserve it for present and future generations.

The objective of this work is to sensitize and make the visitors of the Zoobotanic Park Arruda Câmara (PZAC) aware, through environmental education activities, such as games, trails, planting seedlings and interactions with animals, showing the importance of preserving the environment.

METHODOLOGY

During January 2019, PZAC offered a program with numerous environmental education activities, such as ecological games with recycled materials, trails, planting seedlings and interactions with animals. The activities were aimed at zoo visitors, especially children and adolescents, showing the importance of preserving the environment.

The PZAC, founded on December 24, 1922, currently has 26.4 hectares of area, and a remnant of the Atlantic Forest, with a herd of approximately 92 species and more than 500 animals. Bica, as it is affectionately called by the population, is an ideal environment for contemplating nature and one of the main leisure and entertainment options in the city of João Pessoa.

RESULTS AND DISCUSSION

During the month of January, the environmental education sector served approximately 200 people daily, including children and teenagers. PZAC received, among numerous visitors, several groups of children participating in the Summer Camp at the day care centers of the Municipality of João Pessoa (PMJP) and the children and teenagers of the “Guarda Mirim” Project.

The activities were developed under the supervision of the Park's environmental educators, with the collaboration of zoo technicians, who passed on information to children about the preservation of fauna and flora species, through interactions with animals, trying to demystify, clarify and transmit information about the species on display. In addition to offering a significant and striking experience that sensitizes visitors to issues of nature, showing the dangers of indiscriminate hunting and deforestation, which puts various animals at risk, such as the macaw, jacucaca, species present in the zoo's squad.

In the menu of activities offered, we found ecological games made with recycled materials, such as the "lança-lança", made with reused pet bottles and ecological educational trails and planting of seedlings, aiming at reforestation and the preservation of flora.

CONCLUSIONS

The vacation activities were considered a success by the environmental education team. The children and teenagers, through the exchange of information between them and the team of environmental educators, allowing questions to be answered about some animals, observed a satisfactory response.

Environmental education becomes an important didactic-pedagogical tool, as it makes it possible to approach plenty topics such as wild animal trafficking, habits and behaviors of different species of animals, different types of impacts that reach the ecological balance of Nature.

Through these Holiday Campaigns, it is noticed that, every day, the responsibility of Institutions like PZAC increases in perfecting their educational strategies, so that visitors get to know the work done by it and understand the role they play in the conservation of the fauna and flora.

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