

MASTER'S THESIS

The impact of ecological education program of non-government organizations: an empirical survey of the Guangzhou Green Country Ecological Education Centre and the Hong Kong Produce Green

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**The Impact of Ecological Education Program of Non-Government
Organizations: An Empirical Survey of the Guangzhou Green Country
Ecological Education Centre and the Hong Kong Produce Green**

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Abstract

Sustainable development is a universal developmental goal for all nations in the 21st century. Although there are continuous debates on the course to attain sustainable development, ecological education is now generally accepted as one of the determinant factors in fostering ecological citizenship, which is essential to achieve sustainable development goals of modern societies. Guangzhou and Hong Kong are both located in the southeastern part of China. This thesis, using the Guangzhou Green Country Ecological Education Centre and the Hong Kong Produce Green as cases, compares and contrasts the goals and nature of the environmental education activities provided by the respective centres. The thesis attempts to assess the impact of the ecological education programs offered by the two centres on students' ecological knowledge, attitude, and behaviour. The thesis also examines the relationship between students' ecological knowledge, attitude and their behaviour, and to identify major predictors of students' ecologically friendly behaviour. A pre- / post-visit questionnaire survey design was adopted to collect the data for the analysis. From the 286 valid questionnaires collected from both Hong Kong and Guangzhou, the thesis examined how short-term (one to two days) ecological education programs can effectively enhance students' ecological knowledge, advance pro-environment attitudes, and adopt ecologically friendly behaviour. The findings are, nevertheless, discouraging for the programs have yielded insubstantial impact on students' ecological knowledge, attitude, and behaviour. The findings of the study suggested that ecological education programs offered by NGOs alone is not adequate to nourish students' ecological attitudes and behaviour, and follow up actions in the formal education sector (i.e. schools) are indispensable to ensure ecological education program to succeed.

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