**The role of a Zoo educator to Eastern sarus crane conservation**

**in the production Landscapes**

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**Abstract**

Zoo educator are not only the communication medium between wildlife and nature but also concerned in learning and understanding wildlife and nature, research and academic publishing in order to educate the people in the preservation of natural forests and wildlife to be sustainable. In Thailand, the Zoological Park Organization (ZPO) has released and reintroduced Eastern Sarus cranes which is critically endangered species into their natural environment and restored natural wetlands in Buriram Province since 2011. More than 100 Eastern sarus cranes has released by ZPO to the natural nesting habitats which are overlapped with agricultural areas, paddy and reservoir. Currently, there are more than 10 chicks in nature, which may cause a conflict and loss.

The main mission of zoo educators is to enhance knowledge and awareness of Eastern Sarus Crane habitat conservation which is globally importance species, especially among the local community and to let the people to know the rules of law and the right to care and take advantage of local resources and encourage participation in conservation by supporting the teaching environmental education. Different educational systems such as non-formal education, formal education and lifelong learning shall be promoted through activities, youth camp, exhibitions, meetings and seminars. In order to boost local awareness and knowledge regarding to conservation of Eastern Sarus Crane habitat in the production landscapes, giving incentives for agencies such as the award given to schools or local private operates should also be installed.

**Keywords:** Zoo Educator, Eastern Sarus Crane, Production Landscapes