**Promoting wildlife conservation learning for adults by using zoo outreach programs**

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**Abstract**

Lifelong Learning Center, Zoo Management Institute is under the supervision of the Zoological Park Organization under the Royal Patronage of H.M. the King (ZPO). We aim to develop and implement educational programs to promote public awareness about conservation and the environment. We have joined Hornbill Research Foundation of Thailand for the event Love Hornbill Day (13th Feb) continually since 2011. We brought back hornbill knowledge to create an activity for the Adult Outreach Program called “Hornbills of Thailand”. This activity allows participants to learn interesting facts and important roles of Hornbills to their natural habitat, especially the species that found in Thailand and participants will gather all the information to play game by matching Hornbills name to the pictures. After the activities have done in 6 events, the results of satisfaction survey show that most people were interested to participate in playing games with the program, especially the people who came with their family. The participants were 66 percent female and 34 percent male. The age range of most participants was 20 – 30 years old. The percentage of satisfaction of this program was 93.27 percent.

**Keywords**: Adults 1, Hornbill 2, Outreach 3, Game 4

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