

ENVIRONMENTAL EDUCATION THROUGH PEDAGOGIC TOURISM IN HIGHER EDUCATION

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This research examined pedagogic tourism activities and their eventual addition of knowledge to students, and immersion in the ideals of sustainability. We used participant observation and questionnaires type "visual analog scale", with three groups of issues to evaluate: the self-assessment of knowledge that the students had before and after the activities, the changes in attitudes, and the ecological values in scope environmental sustainability. A statistical analysis showed that despite improvement in knowledges, the students showed little change towards sustainability. It is argued here the importance of reviewing the practices of these activities to prioritize the experiences and not only conceptual contents.

KEY WORDS: *educational tourism, higher education, behavioral change.*