

## **ENVIRONMENTAL EDUCATION AND SUSTAINABLE TOURISM: A MODEL TO FIT THE TOURISM GROWTH IN COX'S BAZAR**

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### **ABSTRACT**

To deluge with pleasure, to quench thirst of the eyes, to relish the flawless holiday and to lost with wild waves of the sea the first name we will think 'Cox's Bazar- The Tourist Capital of Bangladesh'. To deliver the real taste of world's longest unbroken sea beach for the present and future tourists, there is a mammoth opportunity to represent as a Sustainable Coastal Tourism Zone to the world. Water Management, Waste management, Maintenance of the beach, Prevention of Erosion etc. will play the critical role as a driver of SCZ. The ultimate objective of the study is to develop a relationship between Sustainable Tourism and Environmental Education which will fit the sustainable tourism growth in Cox's Bazar and joins hand in hand to groom future tourism entrepreneur who will establish Cox's Bazar as SCZ with the help of other stakeholders. Environmental Education must be nurtured from root level to the last day of life to provide the best fruit of sustainable development. This study focuses on the guidelines of the way and contents of different level of EE. Environmentally educated society can carry the sustainable tourism development of Cox's Bazar in its highest and stable pick of growth.

**KEYWORDS:** Environmental Education (EE), Future Entrepreneur, Green Infrastructure, Sustainable Tourism Development (STD), Sustainable Coastal Zone (SCZ)