

An Analytical Study On The Dimensions Of Service Quality Of Eco-Lodges In Perspective Of Tourists' Satisfaction

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Abstract:

Assam, like other regions in India, holds significant potential for development as a prime tourism destination, particularly in the area of eco-tourism. Among the key attractions, the Maguri Wetland Eco-Tourism site stands out, drawing visitors from across the country and abroad. The Maguri Wetland, a catchment area fed by the Dibru, Hapjan, and Guijan Rivers along with several tributaries, merges with the Brahmaputra River near Guijan- a small township in the Tinsukia District. This wetland is notably rich in aquatic biodiversity, making it a focal point for eco-tourism. This study seeks to assess the satisfaction of tourists who have stayed at eco-lodges within the Maguri Wetland Eco- Tourism area in the Tinsukia District of Assam. Using a sample of 200 tourists out of the 13,545 who visited from Assam, other Indian states, and international locations during the 2022-23 periods, the study aims to provide valuable insights. The findings are expected to offer guidance for government interventions, including financial support and training for stakeholders involved in the eco-tourism sector.

Keywords: Satisfaction of Tourists, Eco-Lodges, Eco-Tourism, Wetland, Eco-Camp.

Introduction:

Assam, one of the most beautiful states in India, is renowned for its stunning natural scenery, which captivates anyone who visits. The state is characterized by lush forests and abundant rivers, with the mighty Brahmaputra playing a crucial role in maintaining the region's evergreen landscape by regulating its many tributaries. As a result, Assam's tourism industry has been growing steadily, drawing more visitors each year, much like other popular destinations worldwide.

Tourism in Assam offers a promising avenue for environmental preservation, showcasing how responsible tourism can help control pollution while fostering economic growth. Countries across the globe are increasingly investing in tourism, recognizing its potential for high returns with relatively low costs. Assam, with its rich cultural heritage and diverse attractions, presents vast opportunities for various forms of tourism, including Cultural Tourism, Tea Tourism, Eco-Tourism, Golf Tourism, Educational Tourism, Disaster Tourism, Religious Tourism, River Tourism, and Heritage Tourism. The state is poised to become a major player in the global tourism industry, offering unique experiences that cater to a wide range of interests.

Tourists Satisfaction:

Tourists' satisfaction is a psychological measure that reflects how well a tourism company's products and services align with or surpass tourists' expectations. It is defined as the gap between a tourist's pre-travel expectations and their post-travel experiences, which can result in either satisfaction or dissatisfaction. Tourist satisfaction encompasses the level of contentment or fulfillment tourists experience during their travels. It is a vital factor in determining the success of a destination and can significantly influence tourists' future behaviors, such as their likelihood to revisit or recommend the destination to others.

Several factors can impact the quality of a tourist's experience, including:

- ✓ Transport
- ✓ Entertainment
- ✓ Accommodation
- ✓ Meals and Drinks

- ✓ Public Services, such as immigration and financial

Concept of Eco- Tourism:

Eco-tourism has recently gained significant attraction in India, but the country's deep-rooted tradition of harmonizing with nature reflects a long-standing practice of eco-tourism. According to the World Tourism Organization (WTO), eco-tourism is defined as “travel to relatively untouched natural areas with the primary aim of studying, appreciating, and enjoying the natural environment, including its flora and fauna, as well as the cultural aspects, both historical and contemporary, of these regions.”

Meaning of Eco-Lodge:

An Eco-Lodge is a nature-based accommodation that aligns with the principles of eco-tourism. As the demand for authentic natural and cultural experiences grows among eco-conscious travelers, eco-lodges have emerged as a significant trend in the hotel industry. These lodges offer guests the opportunity to immerse themselves in nature while adopting environmentally sustainable practices, making them an attractive option for those seeking a responsible and enriching travel experience.

Eco-Camp:

Eco-Camps provide guests with the opportunity to engage in educational and recreational activities focused on nature and environmental conservation, such as beach cleanups. Despite their eco-friendly approach, these camps still offer many of the amenities found in traditional campsites, including toilets, showers, restaurants, and laundry services. Eco-Camping is increasingly popular among campers who seek to minimize their environmental impact while enjoying the beauty of nature, reflecting a growing preference for eco-friendly camping experiences.

Dimensions in the Service Quality of Eco-Lodges:

The service quality of eco-lodges encompasses several key dimensions, including the core tourism experience, information provision, hospitality and fairness in pricing, hygiene, amenities, value for money, logistics, food quality, and security.

Overview of Tinsukia District:

Tinsukia District, originally known as 'Bengmara' and later renamed from 'Changmai Pathar' by Ahom King 'Swarga Sarbanand Singh', derives its name from the Tinkunia Pukhuri (the three-sided pond) located in the heart of the town. It is one of the thirty-four administrative districts in the state of Assam, India, spanning a geographical area of 3,790 square kilometers.

Declared the 23rd district of Assam on October 1, 1989, Tinsukia is divided into three sub-divisions: Tinsukia, Margherita, and Sadiya. According to the 2011 Census conducted by the Directorate of Census Operations in Assam, Tinsukia District had a population of 13,27,929, with 6,80,231 males and 6,47,698 females. The district's average literacy rate in 2011 was 69.66%, with male literacy at 77.19% and female literacy at 61.73%. Out of the total literate population of 7,98,322, it was found that 4,53,449 were males and 3,44,873 were females.

Maguri Wetland Eco-Tourism spot:

Nestled in the heart of natural beauty and teeming with rich biodiversity, Maguri Beel, or the Maguri Wetland, is a renowned Important Bird Area (IBA) located just 11 kilometers north of Tinsukia district headquarters. It lies to the southeast of Dibru-Saikhowa National Park, within its buffer zone. "Beel," the local term for a lake with marshy fringes, perfectly describes this ecologically significant site. Maguri Wetland serves as a catchment area for the Dibru, Hapjan, and Guijan Rivers, along with their numerous tributaries. These waterways converge before merging with the mighty Brahmaputra near Guijan, a small township in Tinsukia District. The wetland is a thriving ecosystem, abundant in aquatic life and offering a serene escape into nature.

Eco-Lodges at Maguri Wetland Eco-Tourism:

For those seeking accommodation, the following eco-lodges provide comfortable stays amidst the tranquil surroundings of Maguri Wetland:

1. Banashree Eco-Camp
2. Green Bird Tourist Resort
3. Kahuwa Eco-Camp
4. Wave Eco-Tourism Camp

Each of these eco-lodges offers a unique experience, allowing visitors to immerse themselves in the natural beauty and tranquility of this remarkable wetland.

Literature Review:

Batras (1998) explored the evolving dynamics of tourism marketing, addressing emerging challenges in the industry. His work provided detailed statistical insights into region-wise tourist arrivals in India, the primary countries generating tourism, the distribution of tourist arrivals based on the purpose of visit, and the foreign exchange earnings derived from tourism in India.

Gogoi (2003), in the article 'Eco-Tourism – An Answer to Sustainable Development of Tourism,' emphasized that community-based eco-tourism is the optimal approach for promoting sustainable tourism. He argued that eco-tourism initiatives, owned and managed by local communities, can effectively safeguard natural resources while generating income, which in turn can be used to improve the community's quality of life.

Bhattacharya (2004) made a pioneering contribution by examining the background, growth, current status, challenges, and potential of tourism in Assam, a region where tourism is still in its developmental phase.

Handique (2006), in the article 'Forest Policy and Development of Eco-Tourism in the DehingPatkai Region,' highlighted the DehingPatkai region as one of the world's richest areas in terms of natural and cultural diversity.

Sangpikul et al. (2007), in their research article 'Eco-Tourism: A Perspective from Thai Youths,' examined the eco-tourism experiences of Thai youths. Their study also analyzed the knowledge, attitudes, and travel experiences of Thai youths concerning eco-tourism.

Research Gap:

Despite the vast potential of eco-tourism in Assam, particularly in the Tinsukia District, there has been limited research focused on this sector. While a few scholars have examined development trends in tourism within the region, there is a notable lack of comprehensive studies on tourists' satisfaction of eco-lodges, particularly at the Maguri Wetland Eco-Tourism Spot in Tinsukia.

This study aims to fill this gap by exploring tourists' satisfaction of these eco-lodges and investigating the role that lodge owners and workers play in ensuring visitor satisfaction.

Research Problems:

Tourism spots across India, and especially in the North-Eastern region, face challenges related to transportation, communication, and lack of capital. Additionally, successful management of the tourism industry requires strong managerial skills, which are often lacking among eco-lodge owners in the North-Eastern region. Another significant issue is the gap between tourists' expectations and their actual experiences. Tourists visiting eco-tourism spots often arrive with high expectations. When these expectations are not met, it can lead to frustration and dissatisfaction, negatively impacting the tourism industry.

Research Questions:

In light of the issues discussed, several questions emerge that need to be explored in order to address the challenges faced by tourists at the eco-lodges in Maguri Wetland Eco-Tourism, located in the Tinsukia District of Assam-

1. To what extent are tourists satisfied with the accommodations provided by the eco-lodges at Maguri Wetland Eco-Tourism in Tinsukia District, Assam?
2. What role do the owners of Maguri Wetland eco-lodges play in influencing tourists' satisfaction?
3. How do the actions and service quality of the workers at Maguri Wetland eco-lodges impact tourists' satisfaction?

Objectives of the study:

The study aims to achieve the following objectives:

1. To assess the level of tourist satisfaction with the eco-lodges at the Maguri Wetland eco-tourism spot.
2. To evaluate the contribution of eco-lodge owners at Maguri Wetland to tourist satisfaction.
3. To examine the impact of eco-lodge staff at Maguri Wetland on tourist satisfaction.
4. To provide recommendations based on the findings of the study.

Research Methodology:

This study employs a descriptive research methodology, drawing upon the views, experiences, and ideas of a selected group of eco-lodge owners, workers, and visitors at the Maguri Wetland eco-tourism spot in Tinsukia district, Assam. The research was conducted in the villages of Guijan, Motapung, and Natun Gaon, all within Tinsukia district. A 'Simple Random Sampling Method' was used to select the study sample. According to records maintained by the eco-lodge owners, a total of 13,545 tourists visited the eco-lodges during the year 2022-23, and 69 workers were employed there. From these, 200 tourists and 50 workers were randomly selected for the study. Primary data was collected through a schedule-cum-questionnaire, while secondary data was gathered from relevant books, articles, journals, newspapers, and internet sources. Simple arithmetic percentage was used as a statistical tool to analyze the collected primary data and draw inferences based on the research questions framed in the study.

Analysis and Interpretation of Data:

The collected primary data is organized in tabular form to provide a clear analysis and deeper understanding of tourists' satisfaction regarding accommodation facilities available at eco-lodges in the Maguri Wetland Eco-Tourism area. The analysis is divided into three sections, each addressing a specific objective of the study:

Section I: The Role of Eco-Lodge Owners in Tourist Satisfaction

The interest and involvement of the owners play a crucial role in the development and success of eco-lodges. However, it has been observed that owners sometimes face financial challenges, which can significantly hinder the growth and improvement of their establishments. To attract more tourists, owners often reduce charges and enhance the facilities offered. The year of establishment of these eco-lodges is also a notable factor, as shown in the table below:

Table – 1 Year of Establishment of Eco-Lodges of Maguri Wetland Eco-Tourism

Name of Eco-Lodge	Year of Establishment
Banashree Eco-Camp	1999
Green Bird Tourist Resort	2011
Kahuwa Eco-Camp	2007
Wave Eco-Tourism Camp	2007

Source: Primary Data compiled from the field survey

Table 1 shows the year of establishment of Eco-Lodges of Maguri Wetland Eco-Tourism. From the table it is clear that Banashree Eco-Camp is the oldest Eco-Lodge of Maguri Wetland, which was established in 1999 and Green Bird Tourist Resort was established in 2011.

Table – 2 Number of Cottages & Cabins available in Eco-Lodges of Maguri Wetland Eco-Tourism

Sl. No.	Name of Eco-Lodge	No. of Cottages	No. of Cabins
1	Banashree Eco-Camp	8	8
2	Green Bird Tourist Resort	1	4
3	Kahuwa Eco-Camp	3	5
4	Wave Eco-Tourism Camp	5	6
	Total	17	23

Source: Primary Data compiled from the field survey

Table 2 indicates the number of cottages and cabins available in the eco-lodges of Maguri Wetland Eco-Tourism for the tourists. It is very clear from the above table that 'Banashree Eco-Camp' has the highest number of cottages i.e., 8 and cabins 8, which is comparatively higher than other eco-lodges.

Table – 3 Average Monthly Operating Expenses of Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Sl. No.	Name of Eco-Lodge	Average Monthly Operating Expenses in (Rs.)
1	Banashree Eco-Camp	96,000
2	Green Bird Tourist Resort	24,000
3	Kahuwa Eco-Camp	65,000
4	Wave Eco-Tourism Camp	48,000

Source: Primary Data compiled from the field survey

Table 3 represents Average Monthly Operating Expenses of Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23). From the table it is clear that the average monthly operating expenses of 'Banashree Eco-Camp' is Rs. 96,000, which is comparatively higher than other eco-lodges. Whereas the Average Monthly Operating Expenses of Green Bird Tourist Resort, Kahuwa Eco-Camp and Wave Eco-Tourism Camp is Rs. 24,000, Rs. 65,000 and Rs. 48,000 respectively.

Section - II: Role of Workers of Maguri Wetland Eco-Lodges in Tourists Satisfaction:-

For the development of the business concern human recourse is playing a very significant role. The growth of the business is depending upon the skill and ability of human resource than any other resources. In case of eco-lodges of Maguri Wetland eco-tourism the role of its workers is also in creditable. The age group of the workers working in eco-lodges is also one of factors which are mentioned in the table below:

Table – 4 Age-Groups of the sample workers working in Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Age-Group	Number of Workers	Percentage
18-25	12	24%
25-30	24	48%
30-35	9	18%
35-40	3	6%
40 and above	2	4%
Total	50	100%

Source: Primary Data compiled from the field survey

Table 4 represents the age groups of the sample workers working in Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23). From the table it is clear that 24% workers are found in the age-group of 18-25 years, 48% workers are found in the age-group of 25-30 years, 18% workers are found in the age-group of 30-35 years, 6% workers are found in the age-group of 35-40 years, whereas, 4% workers are found in the age-group of 40 years and above.

Table – 5 Age-Groups of the sample workers working in Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Salary of the workers in (Rs.)	Number of Workers	Percentage
9,000-12,000	15	30%
12,001-15,000	20	40%
15,001-20,000	10	20%
20,001 & above	5	10%
Total	50	100%

Source: Primary Data compiled from the field survey

Table 5 represents salary paid to the sample workers working in Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23). The table indicates that 30% of the sample workers are drawing the salary in the range between Rs. (9,000-12,000), 40% sample workers are drawing the salary in the range between Rs. (12,001-15,000), 20% sample workers are drawing the salary in the range between Rs. (15,001-20,000), whereas, 10% sample workers are drawing the salary in the range between Rs. 20,001 and above.

Table – 6 Experience of the sample workers working in Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Experience in Years	Number of Workers	Percentage
0 – 2	18	36%
2 – 4	15	30%
4 – 6	12	24%
7 & above	5	10%
Total	50	100%

Source: Primary Data compiled from the field survey

Table 6 shows the experience of the sample workers working in Eco-Lodges of Maguri Wetland Eco-Tourism spot during the year (2022-23). The table indicates that 36% of the sample workers have the experience of (0-2) years, 30% of the sample workers have the experience of (2-4) years, 24% of the sample workers have the experience of (4-6) years, whereas, 10% of the sample workers have the experience of 7 years and above.

Section - III: Level of Satisfaction of Tourists visited to Maguri Wetland Eco-Lodges:-

Satisfaction of the tourists behaves on the basis of what is perceived by them at the time of visiting the eco-lodges rather than the facilities available there. Satisfaction is the basic cognitive or psychological process, which is going to affect the choice of the tourists at the time of visiting the eco-lodges. Gender of the tourists is also becoming one of the factors which are going to affect their satisfaction. It can be seen from the following table:

Table – 7 Gender of sample Tourists visited the Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Gender	Number of Tourists	Percentage
Male	147	73.5%
Female	53	26.5%
Total	200	100%

Source: Primary Data compiled from the field survey

Table 7 shows the gender of the sample tourists visited the Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23). The table indicates that out of total 200 sample tourists 147 i.e. 73.5%, tourists are found male and only 53 i.e. 26.5% are female, which means male tourists prefer to visit the eco-lodges more than the female tourists.

Table – 8 Occupation of sample Tourists visited the Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Profession	Number of Respondents	Percentage
Student	52	26%
Photographer	21	10.5%
Traveler	35	17.5%
Geologist	10	5%
Writer	12	6%
Busiessman	32	16%
Serviceman	23	11.5%
Self-employed	10	5%
House-wife	5	2.5%
Total	200	100%

Source: Primary Data compiled from the field survey

Table 8 indicates the Occupation of sample Tourists visited the Eco-Lodges of Maguri Wetland Eco-Tourism Spot during the year (2022-23). The table represents that 26% of the tourists are students. Whereas 10.5%, 17.5%, 5%, 6%, 16%, 11.5%, 5% and 2.5% tourists are photographer, traveler, geologist, writer, businessman, serviceman, self-employed and housewife respectively.

Table – 9 Reason of choosing Eco-Lodges by the sample Tourists/visitors visited of Maguri Wetland Eco-Tourism during the year (2022-23)

Reason	Number of Tourists
Location	41
Eco-offerings	65
Tours	69
Amenities	19
Other	6
Total	200

Source: Primary Data compiled from the field survey

Table 9 shows the Reason of choosing Eco-Lodges by the sample Tourists/visitors visited of Maguri Wetland Eco-Tourism Spot during the year (2022-23). The table indicates that the highest numbers of tourists i.e., 69 have chosen the eco-lodges instead of hotels and commercial resorts only because of 'Tour', 65 have chosen for Eco-offerings arranged by the eco-lodges, 41 tourists have chosen eco-lodges for their location, 19 for amenities and 6 because of other reason.

Table – 10 Satisfaction Level of the sample Tourists/visitors regarding Cost of staying in the Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Satisfaction Level	Number of Tourists	Percentage
Highly Satisfied	103	51.5%
Moderately Satisfied	45	22.5%
Averagely Satisfied	27	13.5%
Less Satisfied	15	7.5%
Not Satisfied at All	10	5%
Total	200	100%

Source: Primary Data compiled from the field survey

Table 10 shows level of satisfaction of the sample Tourists/visitors regarding Cost of staying in the Eco-Lodges of Maguri Wetland Eco-Tourism Spot during the year (2022-23). The table indicates that 51.5% of the sample tourists are highly satisfied from the cost of staying in the eco-lodges, which is comparatively higher than the other level of satisfaction.

Table – 11 Satisfaction Level of the sample Tourists/visitors regarding facilities provided by the Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Satisfaction Level	Number of Tourists	Percentage
Highly Satisfied	64	32%
Moderately Satisfied	79	39.5%
Averagely Satisfied	28	14%
Less Satisfied	19	9.5%
Not Satisfied at All	10	5%
Total	200	100%

Source: Primary Data compiled from the field survey

Table 11 shows Satisfaction Level of the sample Tourists/visitors regarding facilities provided by the Eco-Lodges of Maguri Wetland Eco-Tourism Spot during the year (2022-23). The table indicates that 39.5% of the sample tourists are moderately satisfied from the facilities provided by the eco-lodges, which is comparatively higher than the other level of satisfaction.

Table – 12 Satisfaction Level of the sample Tourists/visitors regarding skill of the workers of the Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Satisfaction Level	Number of Tourists	Percentage
Highly Satisfied	40	20%
Moderately Satisfied	88	44%
Average Satisfied	41	20.5%
Less Satisfied	21	10.5%
Not Satisfied at All	10	5%
Total	120	100%

Source: Primary Data compiled from the field survey

Table 12 represents Satisfaction Level of the sample Tourists/visitors regarding skill of the workers of the Eco-Lodges of Maguri Wetland Eco-Tourism Spot during the year (2022-23). The table indicates that 44% of the sample tourists are moderately satisfied from the skill of the workers of eco-lodges, which is comparatively higher than other level of satisfaction.

Table – 13 Satisfaction Level of the sample Tourists/visitors regarding Co-ordination and Communication in the Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Satisfaction Level	Number of Tourists	Percentage
Highly Satisfied	40	20%
Moderately Satisfied	83	41.5%
Average Satisfied	40	20%
Less Satisfied	25	12.5%
Not Satisfied at All	12	6%
Total	120	100%

Source: Primary Data compiled from the field survey

Table 13 shows Satisfaction Level of the sample Tourists/visitors regarding Co-ordination and Communication in the Eco-Lodges of Maguri Wetland Eco-Tourism Spot during the year (2022-23). The table indicates that 41.5% of the sample tourists are moderately satisfied from the co-ordination and communication from the staff of eco-lodges, which is comparatively higher than other level of satisfaction.

Table – 14 Satisfaction Level of the sample Tourists/visitors interested to visit again the Eco-Lodges of Maguri Wetland Eco-Tourism during the year (2022-23)

Revisit	Number of Tourists	Percentage
Interested to visit again	165	82.5%
Not interested to visit again	35	17.5%
Total	120	100%

Source: Primary Data compiled from the field survey

Table 14 shows Satisfaction Level of the sample Tourists/visitors interested to visit again the Eco-Lodges of Maguri Wetland Eco-Tourism Spot during the year (2022-23). The table indicates that 82.5% of the sample tourists want to visit the eco-lodges again and 17.5% of the sample tourists do not want to visit the eco-lodges again due to their dissatisfaction from the services provided by the eco-lodges.

Major Findings:

Section I: Findings related to the role of owners of Maguri Wetland Eco-Lodges in Tourists Satisfaction:

1. Majority of the Eco-Lodges were established after 2005.
2. Number of boats, guides, cottages and cabins are more in 'Banashree Eco-Camp' in comparison to other eco-lodges as it has a large number of tourists who stay there for 3-5 days during the trip.
3. 'Average Monthly Operating Expenses' of 'Banashree Eco-Camp' is comparatively more than other eco-lodges due to the following reasons-
 - a. Large numbers of tourists come to visit.
 - b. Number of workers is higher than other eco-lodges.
 - c. Number of 'Machine-Boats' is more, which consumes diesel as fuel to run.
 - d. It provides luxurious service comparatively than other eco-lodges.

Section II: Findings related to the role of workers of Maguri Wetland Eco-Lodges in Tourists Satisfaction:

- a. It is found that 48% of the sample workers are found between the age group of (25-30) years.

- b. It is found that 40% of the sample workers income range is found between Rs. (12,001 – 15,000) which is comparatively higher than the other income ranges.
- c. Most of the sample workers have experience >5 years. It is found that most of the workers do not remain in the job of eco-lodges for a longer period because they get better job opportunities after having experience in the eco-lodges.
- d. Due to the lack of experienced workers in the eco-lodges the tourists are not satisfied from the services provided by the inexperienced workers.
- e. Foreign tourists are also facing language problems while interacting with the workers of eco-lodges. Most of the workers speak local language, which is not understandable by the foreign tourists.

Section III: Findings related with the Level of Satisfaction of Tourists visited to Maguri Wetland Eco-Lodges:

- a. Majority of the tourists are found male.
- b. It is found that 26% of the sample tourists are found to be students which are higher than other category of tourist's category. Maguri wetland is popular as a spot for 'Migratory bird species' which is attracting good number of students as a tourists.
- c. Most of the tourists prefer to stay in the eco-lodges irrespective of hotels that are 'Tour arrangement' made by the eco-lodges. It is also found that the most popular activities in which the tourists involve themselves and enjoy are mostly 'Bird watching' and 'Photography'.
- d. It is found that 51% of the sample tourists are highly satisfied from the 'Cost of Living' in the eco-lodges.
- e. It is found that 32% of the sample tourists are found 'Highly Satisfied' and 5% of the sample tourists are 'Not satisfied at all' from the overall facilities provided by the eco-lodges.
- f. It is found that 20% of the sample tourists are found 'Highly Satisfied' and 5% are 'Not Satisfied at all' from the skill of workers of the eco-lodges.
- g. It is found that 20% of the sample tourists are found 'Highly Satisfied' and 6% are 'Not Satisfied at all' from the

co-ordination and communication facilities provided by the eco-lodges.

- h. It is also found that 82.5% of the sample tourists are found interested in revisiting the eco-lodges with their family members and friends again.

Suggestions:

Suggestions to the Government:

1. The government should make arrangements for 'Tourist Guide Book' free of cost at the tourist information centre and appoint well trained guides for the development and promotion of eco-tourism industry in Tinsukia District of Assam.
2. The government should also try to focus and work on reducing the problems like poor quality of road transport, inferior food quality, lack of well arranged package tour, polluted environment, poor service at the eco-lodges, lack of maintenance of roads and footpaths, lack of tourist information centre for the further development of tourism industry throughout the country.
3. The government should take the initiative for the adequate development of infrastructures for the conversion of tourism sector as an industry in the country.

Suggestions to the policymakers of 'Ministry of Tourism':-

1. For Promotion of Maguri Wetland Eco-Tourism: The Ministry of Tourism should actively promote Maguri Wetland as a prime eco-tourism destination at regional, state, national, and international levels. This can be achieved by fostering a supportive environment within the country to attract tourists.

2. Training for Eco-Lodge Operators: The Ministry should offer technical and managerial training programs to eco-lodge operators, enhancing their ability to contribute effectively to the growth of the tourism industry.

3. Leveraging Statistical Reports: Utilizing statistical data, the Ministry should educate foreign tourists on Assam's rich history, geography, traditions, and culture, thereby increasing the region's appeal and drawing more visitors.

4. Engagement of Professional Guides: The Ministry should ensure the appointment of professional, government-certified guides with strong communication skills. These guides will play a crucial role in encouraging foreign tourists to revisit the region by providing them with an enriching and convincing travel experience.

5. Awareness through NGOs: The Ministry should collaborate with NGOs to raise awareness about the immense potential of Maguri Wetland eco-tourism. This initiative aims to attract both domestic and international tourists to the area.

6. Advertising and Media Campaigns: The Ministry should leverage banners, electronic media, and newspapers to highlight Assam's rich culture, stunning landscapes, and diverse wildlife. Such campaigns will attract tourists and contribute to the long-term growth of the tourism sector, benefiting future generations.

7. Financial Support for Eco-Lodges: The Ministry should provide financial assistance to eco-lodge operators, both during the initial stages and as they require additional capital for expansion. This support will enable them to enhance their facilities, thereby offering a better experience to tourists.

Outcome of the study:

The study is expected to provide valuable insights to the Tourism Department of India, as well as other governmental bodies and stakeholders in the tourism industry, to help formulate effective policies for promoting eco-tourism in the country. By doing so, it aims to contribute significantly to the reduction of unemployment and to bolster the national economy. The findings will be instrumental in addressing various challenges related to tourism management, investment, tourist-related issues, and marketing that currently hinder the growth of the tourism sector. Additionally, the study will serve as a useful resource for academics, consultants, and government agencies conducting further research in this field. Students studying tourism will also benefit from the study by gaining a deeper understanding of various aspects of the industry. Furthermore, the findings will contribute to the enrichment of existing knowledge and literature on tourism.

Limitations of the Study:

The study focuses on tourists' satisfaction regarding the service quality rendered by eco-lodges in the Maguri Wetland eco-tourism area, located in Tinsukia district of Assam, and is subject to the following limitations:

1. The study was restricted to the villages of Guijan, Motapung, and Natun-Gaon.
2. Data collection was limited to the month of December 2022.
3. The eco-lodge owners were unwilling to disclose their income.
4. The reluctance of some respondents to fully participate posed an additional limitation.

Conclusion:

To enhance the country's economic condition, the tourism industry has played a crucial role by generating foreign currency. Notably, the establishment of unique eco-friendly accommodations has drawn significant attention from tourists and created opportunities for entrepreneurial development. This trend is encouraging the younger generation to apply their innovative ideas, fostering self-reliance. As eco-tourism and eco-lodge establishments continue to flourish, the market for these offerings will become increasingly competitive. The ability to provide unique experiences and extend the eco-tourism adventure will enable eco-lodges to stand out in a crowded market. Eco-lodge operators must focus on understanding their customers and catering to their needs to gain a competitive edge in the global eco-tourism industry. Additionally, the government should take proactive steps to develop tourism infrastructure and raise awareness among the public about tourism products. This would contribute significantly to realizing the potential of eco-tourism in areas like the Maguri wetland in the Tinsukia district, making it a must-visit destination for tourists.

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