



---

# Eco-Lodges: A Case Study On Potentiality And Profitability In Maguri Wetland

**Monti Saha** Designation : Research Scholar, Department of Commerce, Gauhati University Email ID: [montisaha62@gmail.com](mailto:montisaha62@gmail.com)

**Anirban Patgiri** Designation : Assistant Professor, Department of Commerce, Lahowal College Email ID: [anirban9529@gmail.com](mailto:anirban9529@gmail.com)

---

## ABSTRACT

Eco-lodge establishments have become a popular accommodation form for eco-tourists. They provide accommodation, amenities, food, and facilities for tourists and their level of amenity standards vary. Eco-lodge has extended their accommodation preferences to include not only service quality, but the surrounding natural environment, sustainable design, and wildlife availability. The study attempts to gain an insight about the functioning and sustainability of the eco-lodges operating in Maguri Bill, a wetland attracting hefty tourist located in Tinsukia, Assam. The study reveals various parameters attributing to the profitability and operations of these eco lodges and also the tourist perspective of these lodges. Eco-Lodges are an important factor in providing the essence of Eco-Tourism and hence efforts must be directed towards their sustainability.

**Keywords :** Eco-Lodges, Maguri Bill, Eco-Tourism.

## INTRODUCTION

Now a days, Tourism is considered as one of the most important and diversified Industry in the world. It is the fastest growing part of the market. The tourism Industry provides major source for income, entrepreneurship, employment, rural development, private sector growth, and infrastructure development in a country. Tourism Industry has played an important role in the Indian economy as being the third most important Industry sector of national economy. Within the Tourism Industry worldwide, Eco-Tourism is one of the fastest growing sectors. It provides opportunities for visitors to experience powerful manifestations of nature and culture and to learn about the importance of biodiversity conservation and local cultures.

## WHAT IS ECO- TOURISM?

The term ecotourism was first mentioned by Mexican consultant Hector Ceballos -

Lascurain in the 1984 edition of *Americas Birds*. His definition first appeared in the literature in 1987 in a paper entitled "The future of ecotourismo". According to Hector Ceballos – Lascurain as cited by (Weaver D., 2006), ecotourism is "traveling to relatively undisturbed or uncontaminated natural areas with the specific object of studying, admiring and enjoying the scenery and its wild plants and animals, as well as any existing cultural aspects (both past and present) found in these areas."

Ecotourism has become one of the fastest-growing sectors of the tourism industry, growing annually by 10–15% worldwide. Ecotourism is a preserving travel to natural areas to appreciate the cultural and natural history of the environment, taking care not to disturb the integrity of the ecosystem, while creating economic opportunities that make conservation and protection of natural resources advantageous to the local people. In short, ecotourism can be categorised as a Tourism Programme that is - "Nature based, ecologically sustainable, where education and interpretation is a major constituent and where local people are benefited."

### **WHAT IS AN ECO- LODGE?**

Ecotourism is a travel to natural areas that conserves the environment and improves the well-being of local people, is one of the most dynamic segments of the international travel industry. As a growing number of eco-tourists plan their holidays around authentic natural and cultural experiences, they will increasingly seek accommodations, that is eco-lodges that reflect the main principles of ecotourism. The International Ecotourism Society (TIES) defines eco-lodges as including three main components:- (1) Conservation of neighboring lands, (2) benefits to local communities, and (3) Interpretation to both local populations and guests.

Eco-lodge is "an industry label used to identify a nature-dependent tourist lodge that meets the philosophy and principles of ecotourism" (Russell et al, 1995, p. x). Many eco-lodge facilities are now being planned and developed in both developed and developing countries, not only to provide accommodation for eco-tourists, but because of their particular features, they themselves could be regarded as a tourist attraction. Eco-lodges are of particular interest to the sustainable development community, because they are small, medium and micro-enterprises that can generate a variety of positive economic development impacts in highly rural, bio diverse areas, where other types of development underway or under consideration are frequently damaging to the environment.

### **CHARACTERISTICS OF ECO-LODGE**

- Is located in a natural area, or a rural area within a short distance to a natural area, and is not significantly impacted by a town site, noise, traffic, or smog.
- Supports biodiversity.
- Protects native fauna and flora.
- Uses local, sustainable building materials where possible.
- Is small, usually less than 20 rooms.

- Buildings are built in harmony with the natural surroundings.
- Buildings reflect traditional designs.
- Employs local staff where possible
- Trains and employs local people who are paid at fair wages.
- Informs guests, staff and visitors of the importance and value of a healthy ecosystem and describes how to best enjoy the area without causing negative impacts.
- Contributes to the local economy and helps demonstrate that ecotourism is a more sustainable long term way to earn income than destroying or altering habitats for short term gains.
- Encourages sustainable economic community development.

### **IMPORTANCE OF ECO-LODGES:**

1. Eco-tourists consider it important to stay at an environmentally friendly accommodation, and would be willing to pay a premium for it.
2. Eco-lodges meets the comfortable basic needs of the tourists
3. Besides economic benefits, eco-lodges would bring minimal environmental impact through the use of responsible materials and practices in their day-to-day operation. It is a good way to promote a market for green products.
4. Eco-lodge development may also help restore the deteriorated environment or landscape.
5. Eco-lodges would contribute to overall sustainable tourism development and conservation
6. Eco lodges helps in developing entrepreneurship and development of local people.

### **ECO-LODGES OF MAGURI BEEL ECO-TOURISM:**

With scenic beauty, rich biodiversity and a unique eco-system the Maguri Beel or wetland is an IBA site (IBA-Important bird area) situated to the 11 Km north of Tinsukia district headquarter and to the south east of Dibru Saikhowa National Park in the buffer zone.

The Maguri Beel is a catchment area conjoining Dibru, Hapjan, Guijan rivers and several tributaries, which are unified before joining the greater Brahmaputra near Guijan. (Guijan is a mini township, with Guijan Range Office of Dibru-Saikhowa NP). Earlier there were numerous moors, swamp areas and dead courses of the Dibru River. But after the immediate course of the greater Brahmaputra through the Dhola-Hatighuli the whole low land swamp areas are continually inundated by the deluge of the Brahmaputra river. So it became a lake size vast swamp area about 10 Km. The water covers whole the swamp area whole the year. The whole area is called as Maguri Beel or Maguri Wetland.

### **NAMES OF ECO-LODGES IN MAGURI BEEL ECO-TOURISM:**

These are the following Eco-Lodges in Maguri Beel Eco-Tourism area in Tinsukia Town.

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

### **OBJECTIVES OF THE STUDY:**

The following are the objectives of the study:-

1. To know about the Functioning and Profitability of the eco-lodges
2. To know whether the tourists are satisfied with the facilities provided by the eco-lodges.

### **SIGNIFICANCE OF THE STUDY:**

Ecotourism is one of the fastest growing categories of international tourism, attracting the attention of governments, the tourism industry, and the popular press. As a growing number of eco-tourists plan their holidays around authentic natural and cultural experiences, they will increasingly seek accommodations. Eco-lodges are popular form of accommodation situated in a natural habitat. Studies reveal that most of the eco-tourists want to stay in a natural environment during their visit. Therefore importance of Eco-Lodge is increasing day by day.

In general, eco-tourists choose their destinations first, based on desired activities or attractions, and then choose their accommodations. Therefore Eco-lodges plays a very important role in Eco-Tourism. The arrival of the numbers of visitors and tourists to a particular landscape or environment depends upon the Eco-Lodges situated there. This study will give an opportunity to acquire a deeper insight about the functioning, facilities provided, costs of services, profitability and satisfaction level of the tourists of the Eco-Lodges situated in Maguri Beel Eco-Tourism.

### **RESEARCH METHODOLOGY :**

#### **RESEARCH PLAN:**

The research plan has been designed keeping in mind both the qualitative and quantitative data that the researcher has to deal with during the analysis phase. An extensive research was undertaken to gain insights into the general nature of the research problems and objectives, the possible decisions alternatives and the relevant variables that need to be considered while designing the questionnaire. Along the lines of this exploratory research, the research objectives were redefined and the questionnaire was designed. With the help of this questionnaire, a survey was conducted. For the purpose of the survey, a sample survey was undertaken four in Eco-Lodges including owner, workers as well as tourists staying there.

## SELECTION OF SAMPLE:

**Population:** The population of the study includes the owners of the Eco-Lodges, the workers and guides of the Eco-Lodges as well as Tourists and visitors staying there.

**Sampling Technique:** Random sampling technique is used.

**Sample Size:** 50

**RESEARCH TOOL:** Questionnaire is the tool used for the research work.

**SOURCES OF DATA:** Data collected to accomplish the project are both primary and secondary in nature, collected through the instrument of questionnaire and internet, books, leaflet provided by the Eco-Lodges respectively.

**QUESTIONNAIRE FOR THE STUDY:** The questionnaire has been prepared keeping in mind the objectives of the study. Each question in the questionnaire helps in one way or other in achieving the objectives. A copy of the questionnaire is included in the Annexure. All the questions in the questionnaire are closed ended.

**ANALYSIS OF DATA:** The collected data has been carefully studied and analyzed through various statistical tools or graphical methods like Bar Diagrams, tables and Pie Charts. This has facilitated convenience in understanding results and their interpretations.

## ANALYSIS AND FINDINGS

The analysis has been divided into 2 parts. The first part shows the analysis and findings of the information gathered from the Owners and workers of the Eco-Lodges. The Second Part shows the analysis and findings of the data and information gathered from the tourist visitors.

### PART 1

**Analysis and findings of data and information gathered from the Eco-Lodges.**

#### a. Name, Year of Establishment and Address of the Eco-Lodges

Sl. No	Name of Eco-Lodge	Location	Year of Establishment	Distance From Maguri Wetland	Distance From Tinsukia Town
1	Banashree Eco-Camp	Guijan	1999	3 km	12 km
2	Green Bird Tourist	Motapung Village	2009	0 km	11 km

	Resort				
3	Kahuwa Eco-Camp	Natun Gaon	2007	0 km	8 km
4	Wave Eco-Tourism Camp	Guijan	2007	3 km	12 km

Table 3.1 Showing the Location, Distance from Maguri Wetland and Tinsukia Town

**Analysis:** From the above Table it has been found that Kahuwa Eco-Camp and Green Bird Tourist Resort are the nearest Eco-Lodges from Maguri Wetland. And Kahuwa Eco- Camp is the nearest Eco-Lodge from Tinsukia Town.

**Findings:** Banashree Eco-Camp and Wave Eco-Tourism Camp are two Lodges which arrange tours not only to Maguri Wetland but also to Dibru-Saikhowa National park. Therefore these two Eco Lodges has been established in such a place which is situated in between both the Tourist spots. On the other hand, as Kahuwa Eco-camp and Green Bird tourist resort arranges tours to Maguri wetland only, therefore these two lodges are established just near the Maguri wetland.

All the Eco-Lodges except Banashree Eco-Camp has been Established after 2005. This is because Tourism Business has been growing very fast after 2005 in Assam as well as in Tinsukia. With increasing popularity and potentiality of Eco-Tourists to Maguri Wetland Eco-Tourism, the Eco-Lodges were established after 2005.

#### b. Start-up Cost

Sl. No	Name of Eco-Lodge	Boat	Cottage	Furniture	Total (Rs.)
1	Banashree Eco-Camp	3,25,000	3,50,000	1,50,000	8,25,000
2	Green Bird Tourist Resort	80,000	1,20,000	40,000	2,40,000
3	Kahuwa Eco-Camp	1,00,000	1,85,000	75,000	3,60,000
4	Wave Eco-Tourism Camp	1,40,000	2,20,000	1,25,000	4,85,000

Table : Showing Start-Up Cost

**Analysis:** Banashree Eco-camp has the Highest start-up cost with an amount of Rs. 8,25,000 whereas it is between 2,00,000 to 5,00,000 in all other three Eco-Lodges.

**Findings:** The total Start-up cost of Banashree Eco-Camp is much more than any other Eco- Lodge, which may be because of the following reasons :-

1. It has 8 cottages for lodging facility which increased its start-up cost.
2. It has Three Machine boats and also a two small size boats which also increased its cost of establishment.
3. It has been established after analyzing the needs of the Local and International

tourists. Therefore large investment has been made to make it luxurious.

### c. Sources of Fund

Sl. No	Name of Eco-Lodge	Bank & Financial	Govt. Scheme	Own Savings	Friends & Family	Other Sources
1	Banashree Eco-Camp	NIL	NIL	50%	30%	20%
2	Green Bird Tourist Resort	NIL	NIL	60%	20%	20%
3	Kahuwa Eco-Camp	NIL	NIL	50%	25%	25%
4	Wave Eco-Tourism Camp	NIL	NIL	60%	25%	15%

Table Showing Sources of Fund

**Analysis:** From Table it has been found that major part of the Funds for establishing Eco-Lodge has been obtained from own savings and partners. No fund has been obtained from Banks and financial institutions or from the government under any scheme.

**Findings:** Eco-lodge owners have found that traditional banks rarely understand the tourism industry as a whole and do not understand the business models of eco -lodges located in remote and less accessible areas of the country. Another problem is that banks tend to be unable to think beyond a traditional banking loan structure that relies on collateral rather than cash flow and business viability.

Other financial institutions also shows less interest in financing Eco-Lodges because there are a number of risks associated with eco-lodges that might deter investment in these enterprises. These risks include vulnerability to externalities outside the control of the business, such as terrorism, political upheaval, health concerns, government policies and economic downturns, and the complexity of nontraditional ownership structures that may include local communities.

### d. Distance from Nearest Bus Stand, Railway Station and Local Airport

Sl. No	Name of Eco-Lodge	Distance From Nearest Bus Stand	Distance From Nearest Railway Station	Distance From Nearest Airport
1	Banashree Eco-Camp	14 km	13 km	58 km
2	Green Bird Tourist Resort	11 km	12 km	57 km
3	Kahuwa Eco-Camp	9 km	10 km	54 km
4	Wave Eco-Tourism Camp	14 km	13 km	58 km

Table Showing Distance from Nearest Bus Stand, Railway Station and Local Airport

**Analysis:** From the above Table it has been found that Kahuwa Eco-Camp is the nearest tourist accommodation or Eco-Lodge among the four Eco-Lodges. Green Bird Tourist Resort comes at second place and Wave Eco-Tourism Camp and Banashree Eco-Camp comes at third and fourth place.

**Findings:** It has been found that These Eco-camps can be reached through Bus, Train as well as by Air. For the success of Eco Tourism and Eco-Lodges it is necessary that all three types of transportation should be available. And for international tourists, International airline access and domestic airline access after arrival at an international gateway is very necessary. Tinsukia ASTC Bus Stand, Tinsukia Railway Station and Mohanbari Airport are the three nearest ways of reaching these Eco-Lodges.

#### e. Number of Tourists

SL. No	Name of Eco-Lodge	Native	International	Total	Percentage
1	Banashree Eco-Camp	3213	214	3427	30%
2	Green Bird Tourist Resort	724	6	730	6%
3	Kahuwa Eco-Camp	3927	361	4288	37%
4	Wave Eco-Tourism Camp	3062	127	3189	27%

**Analysis:** From the above Table 3.6 it has been found that out of the total tourist visitors of four Eco-Lodges, 37% of the guest of Kahuwa Eco-Camp. 30%, 27% and 6% are of Banashree Eco-Camp, Wave Eco-Tourism camp and Green Bird Tourist Resort.

**Findings:** The No. of tourists is more in Kahuwa Eco-Camp with 4288 tourists, because-

1. It provides Boat hiring, Guide service, Boarding of cottage as well as food facilities at very cheaper rates.
2. It takes care of visitors' budgets and preferences as well as likelihood of seeing a primary attraction.
3. Most of the Tourists want to stay in a natural environment during their trip.

Banashree Eco-Camp comes at second place with 3427. It has more number of cottages, boats and provides better facilities but its cost of visiting is very high. Wave Eco Tourism camp comes third with 3189 tourists. And Green Bird Eco-Tourism camp comes at fourth position because of Poor infrastructure and lack of popularity.

#### f. Number of Cottages and Cabins



Sl. No	Name of Eco-Lodge	Number 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

Table Showing the No. of Cottages and Cabins

**Analysis:** The number of cottage and cabins are more in Banashree Eco-camp. It has 8 cottages and 8 cabins whereas Wave Eco-Tourism camp, Kahuwa Eco-camp and Green Bird Tourist Resort have less than 6 cottages.

**Findings:** The number of Cottages and Cabins are more in Banashree Eco-camp than other Eco-Lodges because:-

1. Banashree Eco-Camp arranges travelling tours as a Package. In such a package, more than 5 tourists can be included. Therefore they need more cabins to stay.
2. It arranges trips to more than one destination.
3. It is a luxurious Eco-lodge therefore they try to provide facilities as much as possible.

#### g. Number of Boats and Guides

SL. No.	Name of Eco-Lodge	Number of Boats			Guide
		Small and Medium	Machine	Total	
1	Banashree Eco-Camp	2	3	5	7
2	Green Bird Tourist Resort	3	NIL	3	2
3	Kahuwa Eco-Camp	5	NIL	5	4
4	Wave Eco-Tourism Camp	4	1	5	5

Table showing No. of Boats and Guides

**Analysis:** From Table it has been found that the number of Boats and Guides are comparatively more in Banashree Eco-Camp than the other Eco-Lodges. It has 5 boats .

**Findings:** Banashree Eco-Camp have more number of boats as well as field guides. This is because:- It arranges tours to multiple destinations such as Dibru-saikhowa National Park, Maguri wetland, various tourist spots of Arunachal Pradesh etc. Therefore they need more boats and field guides comparing to other Eco-lodges.

**h. Total Income, No of Tourists and estimated income per tourists for the year 2014-15**

Sl. No	Name of Eco-Lodge	Total Income	No of Tourist	Estimated Income Per Tourist
1	Banashree Eco-Camp	10,40,000	3427	303
2	Green Bird Tourist Resort	1,30,000	730	178
3	Kahuwa Eco-Camp	8,65,000	4288	201
4	Wave Eco-Tourism Camp	7,70,000	3189	241

Table Showing Total Income of the Eco-Lodges

(Source: Compiled from the schedule served to the respondent beneficiaries)

**Analysis:** From the above Table, it can be seen that Total Income of Banashree Eco-Camp is Rs. 10,40,000 which has been earned by it from 3247 tourist visitors at a rate of Rs. 303 per tourist, whereas it is Rs. 8,65,000, Rs. 7,70,000 and Rs. 1,30,000 from 4288, 3189 and 730 tourists at a rate of Rs. 201, Rs. 241 and Rs. 178 by Kahuwa Eco-Camp, Wave Eco-tourism Camp and Green Bird Tourist resort respectively.

**Findings:** The followings are the findings from this table-

1. The service rates charged by Banashree Eco-Camp are very high and the tourists may not be aware of the opportunity available at a lower cost.
2. The advertisement done by Banashree eco-Camp is much effective to gather visitors instead of its high course fees.
3. As it is established in 1999, it is known to a large number of people, who can suggest people to stay there.

**i. About the Workers**

**i.a. Number of Workers**

Sl. No	Name of Eco-Lodge	No of Workers		Total	Local People Employed	
		Male	Female		Nos.	Percentage
1	Banashree Eco-Camp	8	6	14	10	71%
2	Green Bird Tourist Resort	4	1	5	4	80%

3	Kahuwa Eco-Camp	5	2	7	6	86%
4	Wave Eco-Tourism Camp	6	4	10	7	70%

Table showing Number of Workers in Eco-Lodges

**Analysis:** With 14 workers, Banashree Eco-Camp has the highest number of workers, whereas with 10, 7 and 5 workers Wave Eco-Tourism Camp, Kahuwa Eco-camp and Green Bird Tourist resort comes afterward.

**Findings:** Banashree Eco-Camp has highest number of workers which includes Guides, cook, waiters etc. This is because-

1. For the purpose of efficient service providing to a large number of tourist visitors.
2. To maintain the standard and quality of the Eco-Lodge.
3. To provide maximum comfort to the tourist visitors.

#### i.b. Salary of Workers

Salary (in Rs.)	Number of workers	Percentage
2001-4000	4	27%
4001-7000	6	40%
7001-10,000	3	20%
10001 & above	2	13%
Total	15	100%

Table Showing Salary of Workers

**Analysis:** This table shows that 67% workers have an income range of 2001 to 7000. While only 33% workers have income more than Rs. 7,000.

**Findings:** More than 65% workers have income range of Rs. 2001-7000. This may be cause of-

1. The workers doesn't have enough experience
2. The income of the Eco-lodge may be low to offer a standard salary.
3. The workers are nit skilled enough.

#### i.c. Age of the Workers

Age Group	Number of workers	Percentage
18-25	4	27%
25-30	6	40%

30-35	3	20%
35-40	1	6%
40 & above	1	7%
Total	15	100%

Table showing Age of the Workers

i.d. Experience of the workers

Experience (in years)	No. of workers	Percentage
0-2	6	40%
3-4	4	27%
5-6	3	20%
7 & above	2	13%
Total	15	100%

Table showing Experience of the worker

**Analysis:** 40% of the workers have experienced only up to 2 years while 27%, 20% and 13% have experienced up to 3-4 years, 5-6 years and 7 & above years.

**Findings:** Most of the workers have experienced less than 5 years. This indicates that the employee turnover of the eco-lodges is high.

**j. About the Services Provided**

Service Provided	For No. of Tourist	Duration	Rate
Boat Hiring	10	6 Hours	2000
Boarding of cabin	2	12 hours	2400
Guide	5-10	6 Hours	600

Banashree Eco- Camp

Service Provided	For No. of Tourist	Duration	Rate
Boat Hiring	1-4	6 Hours	300
Boarding of cabin	1	12 hours	200
Guide	4	6 Hours	200

Green Bird Tourist Resort

Service Provided	For No. of Tourist	Duration	Rate
Boat Hiring	5	6 Hours	800

<b>Boarding of cabin</b>	3	12 hours	2400
<b>Guide</b>	5	6 Hours	400

Kahuwa Eco-Camp

Service Provided	For No. of Tourist	Duration	Rate
<b>Boat Hiring</b>	5	6 Hours	1000
<b>Boarding of cabin</b>	2	12 hours	2000
<b>Guide</b>	5	6 Hours	500

Wave Eco-Tourism

## Part B

**Analysis and findings of the data information gathered from the tourist visitors.**

### a. Age of the Tourists

Age Group	Number of Tourists	Percentage
10-19	8	16%
20-29	12	24%
30-39	20	40%
40-49	6	12%
50& above	4	8%

Table showing Age of the Tourists

### b. Profession of the Tourists

Profession	No. of Respondent	Percentage
Student	7	23%
Photographer	12	40%
Traveller	3	10%
Geologist	1	3%
Writer	1	3%
Businessman	2	7%
Serviceman	2	7%
Self employed	2	7%
Total	30	100%

Table showing profession of the Tourists

**Analysis:** The table shows that 40% of the Tourists are photographers. Whereas 23%, 10%, 7%, 7%, 3% and 3% tourists are Student, Traveller, Businessman,

serviceman, self- employed, writer and Geologist.

**Findings:** The above table shows that most of the tourists are Photographers. Maguri wetland is an IBA (Important Bird Area) site, therefore Photographers comes to take pictures of hundreds of species of birds. Secondly students are showing active interest in visiting natural places and to learn about the biodiversity and wildlife.

### c. Popular Activity

Popular Activity	Number of Tourists	Percentage
Observing Flora/Fauna/Landscape	6	12%
Boat Trip	8	16%
Photography	14	28%
Birding	17	34%
Local Activity	2	4%
Night Life	3	6%
<b>Total</b>	<b>50</b>	<b>100%</b>

Table showing Popular Activity

**Analysis:** From the above Table it can be observed that Birding is the most popular activity done by the Tourists. The second popular activity is Photography.

**Findings:** Maguri wetland is famous for Birds. Thousands of Birds comes to that place during the season November to March. Therefore Birding is the most popular activity done by the Tourist visitors.

### d. Source of information about the Eco-Lodge

Source of Information	Number of Tourists	Percentage
Family & friends	24	48%
Internet	10	20%
Media	6	12%
Other sources	10	20%

<b>Total</b>	50	100%
--------------	----	------

Table showing Source of information about the Eco-Lodge

### e. Satisfaction Level of the Tourist

#### e.1. Satisfaction level about the Cost of visiting

Satisfaction Level	Number of tourists	Percentage
<b>Highly satisfied</b>	32	64%
<b>Moderately satisfied</b>	10	20%
<b>Averagely satisfied</b>	6	12%
<b>Less satisfied</b>	1	2%
<b>Not satisfied at all</b>	1	2%
<b>Total</b>	50	100%

Table showing Satisfaction level about the Cost of visiting

#### e.2. Satisfaction Level about Facilities provided

Satisfaction Level	Number of Tourists	Percentage
<b>Highly satisfied</b>	30	60%
<b>Moderately satisfied</b>	12	24%
<b>Averagely satisfied</b>	6	12%
<b>Less satisfied</b>	2	4%
<b>Not satisfied at all</b>	0	0%
<b>Total</b>	50	100%

Table showing Satisfaction Level about Facilities provided

#### e.3 Satisfaction Level about Skill of the Workers

Satisfaction Level	Number of tourists	Percentage
<b>Highly satisfied</b>	17	34%
<b>Moderately satisfied</b>	18	36%
<b>Averagely satisfied</b>	11	22%
<b>Less satisfied</b>	2	4%
<b>Not satisfied at all</b>	2	4%
<b>Total</b>	50	100%

Table showing Satisfaction Level about Skill of the Workers

#### e.4 Satisfaction Level about Co-ordination and Communication

Satisfaction Level	Number of tourists	Percentage
<b>Highly satisfied</b>	14	28%
<b>Moderately satisfied</b>	15	30%
<b>Averagely satisfied</b>	12	24%
<b>Less satisfied</b>	5	10%
<b>Not satisfied at all</b>	4	8%
<b>Total</b>	50	100%

Table showing Satisfaction Level about Co-ordination and Communication

#### e.5. No of Tourists wants to visit again

Revisit	No. of Tourists	Percentage
<b>Wants to visit again</b>	47	94%
<b>Doesn't want to visit again</b>	5	6%
<b>Total</b>	50	100%

Table showing No of Tourists wants to visit again

## CONCLUSION

Eco-lodge establishments have become a popular accommodation form for eco-tourists. This relatively new accommodation concept has some similarity to mainstream hotels. They both provide accommodation, amenities, food, and facilities for tourists and their level of amenity standards vary. Nonetheless, the main difference between hotels and eco-lodge accommodations is that the latter provides environmental features and educational programmes to tourists that hotels do not offer. The eco-lodge has extended their accommodation preferences to include not only service quality, but the surrounding natural environment, sustainable design, and wildlife availability. Since eco-lodge establishments are still an immature industry, there is a relative lack of investigation on their offerings, facilities, and programmes. This study was an initial attempt to investigate eco-lodges from a marketing perspective; it explored the eco-tourists' perspectives of eco-lodges and provided marketing information for Eco-Lodges of Maguri Wetland Eco-Tourism. This study provided insight into the characteristics and motivations of eco-tourists in Maguri Wetland Eco-Tourism and showed the importance of collecting such information.



However, much research is still needed to have a full understanding of eco- lodge patrons. Undoubtedly, these types of unique 'eco' establishments have attracted attention and business. Eco-lodges will continue to operate, grow, and attract tourists from a larger market. As ecotourism and eco-lodge establishments continue to bloom, the eco-lodge market will become increasingly competitive. The ability to offer unique products and provide an extension of the ecotourism experience will help eco-lodges to compete against each other and against other forms of accommodation and service facilities. Eco-lodge operators should continue to concentrate on learning about their patrons and catering to their motivations to achieve a competitive advantage in the global eco-tourist industry.

## **SUGGESTIONS**

The following suggestions have been made after going through the Analysis and findings:-

1. The Eco-Lodges should work with Local community.
2. The Eco Lodges should give importance to visitors' budgets and preferences and according to that they should decide the rates of services.
3. Management must also be able to translate available attractions, such as unique species or cultural experiences, into distinctive experiences and activities with high- quality interpretation.
4. Eco-lodges should have aesthetic and practical accommodation infrastructure that complement and enhance the natural experience and local environment well.
5. Eco-Lodges should offer long-term community member programs to develop well- trained staff with foreign language skills.
6. Eco-Lodges should try to keep marketing costs as low as 10 percent of operating costs through effective utilization.
7. Eco-Lodge owners should try to understand the source markets that drive ecotourism in the region, do not depend on advertising and devote significant owner/partner/staff time to niche marketing.

## **BIBLIOGRAPHY**

### **ARTICLES:**

1. Anjan Kr. Bordoloi, Rishi Bhargav Das and Priyata Chetia-- Eco-Tourism potentials at Tinsukia and Dibrugarh District of Upper Assam: some observations
2. Kathryn Early-- Eco-Tourism Resorts: A Case Study of Best Practices at the Hamanasi Resort in Belize.

### **WEBSITES:**

1. [www.ifc.org](http://www.ifc.org)

2. [www.worldwideecolodges.com](http://www.worldwideecolodges.com)
3. [www.hummingfish.org](http://www.hummingfish.org)
4. [www.baliecolodge.com](http://www.baliecolodge.com)