An Analytical Study on forest-bound Tourist Resort Selection Behaviour in Lataguri area beside Gorumara National Park of Jalpaiguri Wildlife Division of North Bengal

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Abstract
The growing demand of forest based adventure & nature tourism in the National Parks & Sanctuaries of Dooars region of North Bengal has made the tour operators and resort owners of Lataguri area around Gorumara National Park to reorient their service-attributes & value added facilities for utilizing the proliferated tourist footfall to increase earnings & profitability through enhanced tourist satisfaction. This research study through survey and focus group discussion attempts to identify the major factors governing selection of forest resorts & bungalows in the designated study area for lodging & sighting wildlife during safaris in early morning & afternoon. The study also tries to analyze the impact of identified resort selection variables vis – a – vis the marital status, income and the occupation of sample resort tourists using various statistical tools to understand the different degrees of priority the tourists usually attach to the identified selection parameters while choosing a forest resort for night stay in order to watch wildlife and feel the essence of natural beauty in wilderness.

Keywords: Ecotourism, Resort selection factors, Statistical tools,