

**CUSTOMER SATISFACTION LEADS TO SUSTAINABLE COMPETITIVE ADVANTAGE:  
WITH SPECIAL REFERENCE TO THE LALIMOU ECO-TOURISM CAMP IN NAMERI  
NATIONAL PARK**

*Samrat Bharadwaj*

*Research Scholar, Department of Commerce, Dibrugarh University, Assam, India*

---

**Received: 21 Jun 2018**

**Accepted: 30 Jun 2018**

**Published: 07 Jul 2018**

---

**ABSTRACT**

*The present day business scenario is all about providing the most unique service or the product which serves the greatest value to customers. In other words, the product or the service provided by the seller should be of competitive advantage. However, merely competitive advantage would not serve the purpose. The brand should be sustainable as well.*

*Nameri National Park is an exclusive tourist destination in Assam. But because of its lower popularity, it has not been a high revenue earning tourist destination. This study is an attempt to evaluate the sustainable competitive advantage of Lalimou Camp situated in Nameri National Park in the district of Sonitpur. It also aims to check the strategies of the eco camp and see if it has the potential capacity to establish a tight grip in promoting eco-tourism in the national park.*

**KEYWORDS:** *Lalimou, Nameri National Park, Sustainable Competitive Advantage (SCA), Resource-Based View (RBV)*