

Impact of COVID 19 Pandemic upon the Hospitality & Tourism Industry: A Case Study of North Bengal.

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Abstracts: Travel & tourism industry in North Bengal has been a major contributor to the revenue of income by increasing the GDP Growth of North Bengal. This region also generates a maximum employment base. In 2018, travel & tourism industry contributed 12% in North Bengal GDP and generated 35 thousand Direct and indirect jobs in that particular year. This hospitality & tourism industry not only employs workers in cities but also provides an earning base for the rural population. The tourism sector accounts for 20% of employment in North Bengal, 12% of it is direct and 8% is indirect. More than 10 thousand people were employed in the travel & tourism sector in 2018-19 in North Bengal, according to the Survey reports for 2019-20. It is calculated that in North Bengal, organised and branded hotels, resorts, restaurants, lodges, homestays annual revenue is two crore. The hotel & resorts industry in North Bengal, has an annual turnover of approx ₹85 lakhs. Tourism industry of North Bengal provides direct employment to more than 10,000 people. North Bengal air transport industry employs over 1000 people directly. On account COVID 19, pandemic situation, the North Bengal tourism and hospitality industry is expecting a potential job loss of around 25000. In the second week of March 2020, the hotel & resort sector saw a decline of more than 70% in occupancy levels as compared to the March 2019. North Bengal Tour Operators Association (NBTOA), estimates the hotel, aviation and travel sector together may suffer a loss of about 25 crore, keeping in mind the travel restrictions imposed on domestic & foreign tourists. With international and domestic travel on halt, demand for turbine fuel has substantially declined. Impact of Covid-19 would be felt on both white and blue collar jobs. India's outbound and inbound travel will witness an all time low. The hotel, Resort, & restaurant industry in North Bengal is expecting almost zero revenue in the immediate term, and a drop of 45% in the months to come. At least 80 per cent of hotel and hospitality industry revenue could be impacted if the situation doesn't improve by the end of September 2020. There is a threat of job loss of nearly 20% in the hotel and restaurant industry once the lockdown is lifted. Aviation industry in North Bengal could incur losses worth ₹ 2-3 crore in the first quarter of 2020-21. The passenger growth of airlines is likely to fall a negative 28-32% growth for the 2020-21. The tourism sector was already facing major trouble before the rise of the Covid-19 pandemic due to the impact of global economic slowdown. Economic growth of the North Bengal decelerated in 2019-20, resulting in weaker

growth in foreign As per the above discussed points, we are staring at a gradual or in fact slow recovery scenario of the tourism industry in North Bengal; however, the important thing to focus on its hope of recovery after all. For the recovery of the sector few things have been suggested by leaders of the industry. Experts have suggested on the need to focus on the potential of domestic tourism and try to gain some profit .The experts also recommend cost optimisation at all operational levels. It is also being recommended utilise Operators need to support the hotel owners.

Key words: Impact of COVID 19 pandemic on hospitality & tourism economy growth rate. Contribution to hospitality sector in North Bengal economy rate. Covid19 pandemic effects on hospitality & tourism related to revenue generation. Points of observation and overall discuss on basic points to resolve and overcome the situation. Sustainability of measuring concept and taking remedial implementation.

Introduction:

Hospitality, travel & tourism industry has declined sharply in the first quarter of 2020, as the COVID-19 outbreak effects various segments of the sectors. “In the third week of March 2020, at an all India level, the hotels’ sector witnessed a decline of more than 60% in occupancy levels as compared to the same period of the previous year. As travel is restricted around the world intensified further, second and third quarters of 2020 are likely to be similarly impacted,” according to the report. The Survey estimates that at least 35% of hotel and hospitality industry revenue may be affected if the situation doesn’t improve by the end of September 2020. With more than 65% of good or branded hotels in India already shut and several others operational with single-digit occupancies, recovery will be gradually. In North Bengal, the hospitality & tourism industry is vastly affected by this COVID19 pandemic .Most of the hotels, resorts, home stays, lodges, forest tourist bungalows are completely affected due to tourist’s restriction. All wildlife tourist spots of North Bengal are completely close, so there is no option to make a reservation for the various tourists’ spots of North Bengal. Stakeholders of Tourism Industry, who conducted a survey in North Bengal & Sikkim, to access the impact of COVID 19 pandemic & the nationwide lockdown have estimated a daily loss of Rs 19 crore.The survey conducted by North Bengal regional council of the confederation of tourism industry, Association for conservation & tourism,& The Himalayan hospitality & tourism development network. The COVID19 outbreak has also started showing its impact on the domestic tourist sector, and summer booking to leisure destination of North Bengal. Summer travel is the peck travel period in North Bengal and Dooars region. The travel companies’ saw a more then 70% drop in domestic travel in this summer compared to last year.

Objectives:

There are four objectives of this research. First is to analyze the contribution of hospitality & tourism industry of North Bengal towards the revenue generation of India economy, by increasing the GDP growth. Second is to find out the sectors under hospitality, travel & tourism which provide employment & direct and indirect source of revenue income. Third objective is to discuss the parameter of lowering revenue percentage, by observing the rates or percentage which affects the Indian hospitality, travel & tourism Sector in the period of Lockdown, due to COVID19 pandemic. Fourth objective is to find out the remedies and recovery modules to overcome the situation.

Background of the study:

North Bengal Region is surrounded with natural beauty of foothills of Himalaya, world famous tea gardens, wildlife sanctuary, mango forest, beautiful tea garden & wildlife resorts, tourist lodges, home stays, tea bungalows, tea tourism centre, hotels, & community tourism centre. North Bengal is also famous for its natural eco tourism centre, and hill tourism. Tea

gardens of North Bengal have examples of complete leisure and adventurous tourism destination. The resorts, home stays, bungalows of the Dooars and North Bengal are the unique examples of hospitality promotion. Darjeeling is a unique example of hill tourism destination, including more than 400 hotels & resorts. Communities needs to be fully empowered in tourism management for independently grow, in which home stay is a part of tourism activity in North Bengal. The Region is famous for its wildlife sanctuary like Jaldapara National park, Garumara forest, & Buxa Tiger Reserve Forest. North Bengal is the most enchanting tourism attraction centre, including varies culture, foods of tribes etc. Suitable guidelines are prepared with the survey of including local people of tea gardens in North Bengal, Which is fruitful and also make this area as a complete and independent tourism destination in India as well as world. Mirik is also a popular tourist destination under the Darjeeling District administration, Mirik is famous for its Sumendu lake, natural beauty, and Pine tree gardens. Kalimpong is another famous tourist spot, well-known for its cultivation of orchid and orange. Kalimpong is also famous for the Monastery & Deolo hills. The Tribes & caste communities' lives in this area are provides an affordable and adventurous home stay facility to the tourist, providing their classical foods, presenting their ethnic custom and cultural tradition. In Dooars region, there are more than 5000 resorts, hotels and home stay facility are available, along with modern facility & amenities. Generally all hotels, resorts, home stays, bungalows, are booked through the online booking facility or by travel agent. Walk in guest can also book the hotel room on spot by visiting the hotel. Due to COVID 19 pandemic situations the entire tourism & hospitality sector is badly affected, with a huge financial crisis, due to lockdown. Generally the peak season to visit north Bengal along with forest reserve is from March to June & September to December. But due to COVID19 pandemic situations the entire booking is cancelled, all resorts, hotels, bungalows, are closed. Tourism industry in the North Bengal is suffering a loss of around Rs 800 crore this year because of the Covid-19 pandemic and the resultant lockdown, according to a preliminary estimate worked out by the stakeholders of the travel sector. In North Bengal , there are around 5000 accommodations ranging from home stays to resorts, located at places like, Lataguri, Dhupjhora, Chalsa, Malbazar, Madarihat, Chilapata, Jainti, Darjeeling, Jalpaiguri, Mongpoo, Mungpong, Samsing, Santhelkhola, Coochbeher, Falakarta, Buxa, Jaigaon, Kanki, Mald a, Gourmalda, Kurseong, Mirik with an inventory of 3,000-old rooms. This entire tourist spots are directly affected due to COVID 19 pandemic. Our research studies involve finding out the impact of COVID 19 pandemic situations in North Bengal & how to overcome the situation. Lot of issues and & facts have been discussed in the case studies and tried to find out the approaches to overcome.

Research Questions:

The followings research question is formulated for this research.

- 1). Has the COVID 19 pandemic largely affected the Tourism & Hospitality industry in North Bengal with cancellation of room bookings in popular spots?
- 2). Is there any threats of direct & indirect job loss in Hospitality & Tourism industry in North Bengal due to COVID19 pandemic situation?
- 3). What are the Major initiatives taken by the Government & Non-Government organizations to overcome the situation?
- 4). Has the Travel & Tourism industry of North Bengal been a major contributor for revenue generation?
- 5). How to overcome this financial crisis? What are the Sources, plans and ideas to solve the problem?.

Literature Review:

a) Virology: Kakoda P, Kaka N, Baig M in his journal April 2020, says in 7th January 2020, the China CDC discovered the virus called Novel corona virus 2019 (2019-n-COV) & noted as a “Wuhan Corona virus”. Then the WHO renamed it to SARS-cov-2 to destigmatize the association of the virus with any geographic location or nationality & related it to the disease symptomatology. This Virus is generally similar to SARS Corona virus of 2002 (SARS-COV-1). These corona viruses can become infective when they attain an animal reservoir that provides an adequate cellular environment where the virus can multiply and acquire a series of advantageous genetic mutations. These mutations can then enable the virus to cross-species and infect and multiply within human hosts effectively.

b) Hygiene and cleanliness: The Hygiene & Cleanliness is the most important part for the hospitality industry especially for the hotels & restaurants because COVID 19 can be spread by touching surfaces contaminated with the virus (WHO 2020B). Hotel Surfaces are commonly dirty, and contain higher microbial counts & yields potential sources of disease transmission (Park et al 2019). In addition Aerosol transmission via central air conditioning could be another route of COVID 19 infections (Zhang et al 2020). Due to the COVID 19, Effects, maximum hotels and hospitality industries in any form reduce the events and minimize it by the restriction of number of guests by maintaining social distancing. To this end, hotels should implement regular hygiene surveillance at facilities via manual (i.e., staff rounds) and automated (e.g., robot-based) practices. This assertion appears to be supported by Hung et al. (2018) in their research on how hotels in Hong Kong responded to the SARS and H1N1 swine flu crises. In particular, they found that hygiene surveillance at hotel facilities may help mitigate the impact of infectious diseases. Guestroom cleaning (Bedroom & Bathroom) is a core component of hotel reputation (Gu & Ryan 2008). Many studies consider overall hygiene & cleanliness as a principal determinant of travellers', Hotel choices (Lockyer 2005), guest satisfaction (Gu & Ryan 2008), Guest delight (Magnini et al 2011) & guest loyalty (Barber & Scarcelli). Hotel surface getting frequent human contact & very easily contaminated through touch (Perk et al, 2019). Followed by growing consumer demand for hotel hygiene following the COVID-19 outbreak, enhanced cleanliness and sanitization to prevent or limit the spread of disease can be promoted as a selling point during and after this pandemic. Zemke et al. (2015) found that younger travellers and women of all ages would be willing to pay a premium for enhanced guestroom disinfection. Based on their work, forthcoming research should examine whether different hotel guest segments' willingness to pay a premium for enhanced sanitization has changed amidst the COVID-19 pandemic.

c) Health and healthcare: The COVID19 pandemic has forced humans to understand the importance of nature, and the ecosystem (Zhou et al 2020). It is observed that environmentally friendly forms of tourism, such as eco tourism & slow tourism (Oh et al 2016, Xu et al 2017), will become more popular after the COVID19 pandemic, as these travel forms contribute to environmental sustainability, & harmony between people & nature. Hotels should accommodate this public sentiment by formulating eco friendly strategies and green practices in response to travellers' concerns for the environment (Balaji et al 2019).

Research Methodology:

The Research methodology used in this study is both Descriptive & Empirical. The main objective of this research is to find out the Impact of COVID 19 Pandemic, in the hospitality & tourism industry in the North Bengal region of West Bengal. Due to lockdown the whole tourism sector is closed, and there is a big question regarding the viability and recovery of this financial crisis situation. The viability of the hospitality & tourism sector is mainly depending on the tourist flow. The Indian hospitality industry is undoubtedly one of the biggest casualties

of the COVID19 outbreak as demand has decline to an all time low. Global travel advisories, suspension of visas, the Imposition of section 144 (Prohibition against mass gathering),the ramifications of which are unprecedented. The hospitality & travel tourism sector of North Bengal undoubtedly the biggest casualty of the COVID19 pandemic. The region is in lockdown mode with no communication, transportation, tourist and business. All hill station, wildlife sanctuary, tea gardens, wildlife resorts, Pilgrims centre are completely closed due to COVID19 pandemic situation. All source of income is badly affected. As a result there is a huge job loss and other threats for the survival of the people those who are directly or indirectly related to this hospitality & tourism industry. The survey instrument of this research is by collecting the adequate primary & secondary data & information from the various tourist spot of North Bengal, and tries to find out the effect of COVID19 pandemic situation on that particular tourist spot. At first theoretical framework applied in this study. Then it is followed by brief discussion, regarding the research design, Data collection, and instrument development, sampling method and last data analysis.

Research /Survey Area selection: In North Bengal, there are more than 6000 approved, reputed, standard, Hotels & Resorts. The maximum tourist flow is on hill station & wildlife sanctuary, under the Darjeeling, Kalimpong, Jalpaiguri & Alipurduar district. Darjeeling is one of the most famous tourist destinations in the World. By riding to toy train under Darjeeling Himalayan Railway (DHR) is a great adventure.DHR is enlisted in world heritage site. Darjeeling is also considered as a winter capital of Bengal. Darjeeling is famous for its beautiful tea gardens(MargaretHope,Castleton,Orange valley,Singtom).In Darjeeling there are more than 25 star hotels under the various groups like Fortune, ITC Hotels, Mayfair etc. Kalimpong is also one of the famous hill tourist spot, famous for orchids, tea gardens, and monastery. Mirik is also famous for the pine trees and lake, and also for the home stay resorts. Kurseong is also one of the famous hill tourist spot. Kurseong is generally famous for the finest tea gardens, convent schools, orchids, horticulture, Resorts, & home stay tourism. North Bengal is also famous for the Wildlife sanctuary. Jaldapara, Buxa,& Garumara national park is famous for their one horned rhino, Leopard, Deer, Bison ,Elephant,& reptiles.Malda is famous for its historical aspects, & mango cultivation. Jalpaiguri & its surrounding area is also famous for their tea gardens and resorts. All tourist spots of north Bengalis well connected by train, & road. There are lots of hotels, resorts, home stays, and tea bungalows are available in North Bengal for the tourist & visitors. The pick is generally from January to May& again September to December. Our Survey is basically aim to collect the data & feedback from the various sources, which are collected from the some hotels & resorts of major tourist spots in north Bengal, & to find out the present status of the hotels, or resorts during this COVID19 Pandemic, lockdown situation. The motive of the survey is to find out the impact of COVID19 Pandemic, which directly affect the business and survival of the hospitality & tourism industry in North Bengal tourism. In North Bengal there are more than 60000 people who are directly or indirectly related to this hospitality & tourism industry, but due to this COVID 19 Pandemic situation, entire hotels, resorts, are closed. From March to July 2020, all booking is cancelled, due to Govt. advisory on travelling. There is a huge financial loss on hospitality & tourism sector.

Problem of the study/Limitation: The epidemic is expected to cast a serious impact on the hospitality & tourism industry in the short term and in the next five to six months, and is likely to recover in eight months' time. How to quickly and accurately capture the change in customer demand, how to design a corresponding customer experience, how to turn crisis into opportunity .These have become the key challenges for hoteliers. Meanwhile, the Visitors Bureau of North Bengal is working on developing a database and marketing tools so that officials can reach out to convention customers once things reopen, in order rebook and

schedule new convention business in North Bengal. As in all crisis situations, the communication should take the lead role in reaching out to the customers in a gentle manner to reassure them of the safety in their decision to start travelling again. Promoting the business should be done in a positive manner, showing the benefit to the customer and providing the travellers with a light at the end of the tunnel. The players of the North Bengal Tourism industry should consider how to emotionally and sensitively receive the travellers once confined in their homes after the lockdown is over.

Research Design Outline/Data collection: Exploratory factor analysis followed by descriptive analysis which uses to analyse the data. In this research design primary data is manage through data collection. Total ten tourist places have been selected for the data collection. Data is collected through the various sources, survey or by evaluation about the impact of the tourism and hospitality industry of that particular area/ tourist spot resulting by COVID 19 pandemic. This Research study will help the organizations, & tourism operators of North Bengal, to understand the common impact factor, which are affecting the tourism & hospitality industry, Due to COVID 19 pandemic and how to overcome the crisis and restore again. While Ministry of Health & Family Welfare have been projecting their estimation of the microeconomic impact assessment of the COVID19 pandemic in North Bengal, it was pivotal to rapidly asses the socio economic implication of the COVID19 outbreak in North Bengal. It is important to note that the impact of socio economic assessment, data analysis, & corresponding recommendation are preliminary because of the rapidly changing situation.

Result/Discussion:

Figure: I (Analysis of Hotels in the Various Tourist Spots of North Bengal , in between Jan-May 2018.)

Tourist spot	No of Hotels/Resorts (Approx) survey.	Year	Tourist flow(Approx) (January-July) (As per Data.)	Revenue Earn (As per Data)	Occupancy percentage(As per Data)	Booking cancelled (%)
Darjeeling Sadar	40	2018	40540	4 Cr.	78%	25%
Kalimpong	20	2018	18230	1.5 Cr.	82%	18%
.Mirik	18	2018	18140	1 Cr.	91%	10%
Siliguri Sadar	32	2018	47580	6.7 Cr.	88%	12%
Lataguri./Gorumara.	38	2018	49700	8.9 Cr.	86%	18%
Jaldapara /Madarihat	11	2018	32400	2 Cr.	78%	21%
Buxa/Jayanti	22	2018	9200	90 Lacks	84%	14%
Rajabhatkhawa	08	2018	8430	40 lacks	92%	8%
Coochbeher Sadar	25	2018	50900	2.3 Cr.	87%	14%
Malda Town	12	2018	22600	2 Cr.	82%	15%
	Total:226		Total:2,97,720	Total:29.7 Crore	86%(Average)	17%(Average)

Figure I: Total 226 Hotels are survey, and data is collected by various sources and platforms. From above table it is observed that from Jan-May 2018, maximum Hotels/Resorts of all ten tourist spots of North Bengal are 86% full on average. There are approx 2, 97,720 guests are visited the above mentioned tourist spots. The earning revenue of this period was 29.7 Crore. Where there was a very less percentage of booking cancellation (17%).So the above figure shows a high input of guest flow in North Bengal in 2018, during the pick season (Jan-July).Maximum tourist flow was observed at Coochbeher,Darjeeling & Siliguri.As Per

occupancy percentage maximum occupancy rate observed in Rajabhatkhawa, Mirik, Coochbeher & Siliguri.

Figure: 2 (Analysis of Hotels in the Various Tourist Spots of North Bengal, in between Jan-May2019.)

Tourist spot	No of Hotels/Resort (Approx) survey.	Year	Tourist flow (Approx) (January-July) (As per Data.)	Revenue Earn (Cr) (As per Data)	Occupancy percentage (As per Data)	Booking cancelled (%)
Darjeeling Sadar	40	2019	50540	5 Cr.	84%	20%
Kalimpong	20	2019	28230	1.7 Cr.	85%	15%
.Mirik	18	2019	18100	1.2 Cr.	93%	12%
Siliguri sadar	32	2019	52780	7.2 Cr.	91%	14%
Lataguri./Gorumara.	38	2019	50170	9 Cr.	90%	10%
Madarihat	11	2019	30400	1.8 Cr.	75%	20%
Buxa/Jayanti	22	2019	8200	78Lacks	82%	12%
Rajabhatkhawa	08	2019	8000	30 lacks	90%	10%
Coochbeher sadar	25	2019	40900	2 Cr.	85%	16%
Malda Town	12	2019	25600	2.5 Cr.	84%	12%
	Total:226		Total:3,12,920	Total:29.32cr.	88%(Average)	12%(Average)

Figure 2: Same as 2018, total 226 Hotels are survey, and data is collected by various sources and platforms. From above table it is observed that from Jan-May 2019, maximum Hotels/Resorts of all ten tourist spots of North Bengal are 88% full on average, & it shows a 2% hike in comparison with 2018. There are approx 3, 12,920 guests are visited the above mentioned tourist spots. This year 15200 more visitors visited this tourist places. The earning revenue of this period was 29.32 Cr & which is also a little high in comparison with 2018.. Where there was a very less percentage of booking cancellation (12%) in comparison with 2018. So the above figure of 2019 shows a high input of guest flow in comparison with 2018 in North Bengal during the pick season (Jan-July 2019). Maximum tourist flow was observed at Coochbeher, Darjeeling, Siliguri & Lataguri. As Per occupancy percentage maximum occupancy rate observed in Lataguri, Rajabhatkhawa, & Siliguri.

Figure: 3 (Analysis of Hotels in the Various Tourist Spots of North Bengal, in between Jan-May2020.)

Tourist spot	No of Hotels/Resort (Approx) survey.	Year	Tourist flow (Approx) (January-July) (As per Data.)	Revenue Earn (Cr) (As per Data)	Occupancy percentage (As per Data)	Booking cancelled (%)
Darjeeling Sadar	40	2020	5500	30 lacks.	10%	92%
Kalimpong	20	2020	4300	20 Lacks.	8%	94%
.Mirik	18	2020	3500	20 Lacks	11%	90%
Siliguri Sadar	32	2020	5780	40 Lacks..	10%	96%
Lataguri./Gorumara.	38	2020	5460	25 Lacks	9%	89%
Madarihat	11	2020	4600	15 Lacks.	8%	91%
Buxa/Jayanti	22	2020	2100	20 Lacks	8%	92%
Rajabhatkhawa	08	2020	1500	8 Lacks.	7%	94%
Coochbeher sadar	25	2020	2300	30Lacks.	11%	90%
Malda Town	12	2020	3500	35Lacks.	9%	97%

	Total:226		Total:33940	Total: 2,43 Cr.	9%(Average)	93%(Average)
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Figure 4 : Same as 2019, total 226 Hotels are survey, and data is collected by various sources and platforms. From above table it is observed that from Jan-May 2020, maximum Hotels/Resorts of all ten tourist spots in North Bengal are overall empty & there is a 79% decreased rate of tourist flow, & it shows, 93% cancellation of booking during Jan-May 2020. There is Only 33940 visitors are visited this tourist spots during this period. The earning revenue of this period is only 2.42 Cr & which is also a remarkable drop down on earning revenue, comparison to 2018 & 2019. In 2020 there is only 9% occupancy percentage,& which is also a remarkable drop down (80%)in comparison to 2018 &2019..So the above figure shows that most tourist spots of North Bengal like Siliguri, Darjeeling, Mirik , Coochbeher, Buxa, Rajabhatkhawa, Kalimpong are counted a very low input of guests flow in comparison with 2018 2019 in North Bengal during the pick season (Jan-May 2019).

Figure:5 (Variables)Summary.

Year	No of Hotels/Resort (Approx) survey.	Tourist flow(Approx) (January-July) (As per Data.)	Revenue Earn (Cr) (As per Data)	Occupancy percentage.(Average)	Booking cancelled (%)Average
2018	226	2,97,720	29.7 cr.	86%	17%
2019	226	3,12,920	29.32cr	88%	12%
2020	226	33,940	2,3 cr.	9%	93%

Finding: As the COVID 19 pandemic Wreaks across the region, the tourism & hospitality business is bound to feel the heat. The industry has already faced mass scale cancellation for travel booking & hotel accommodation & will continue to do so in the months to come. Hospitality & Tourism industry of North Bengal, is expected to shut down & slow down for a period stretching from February to October 2020.However that the toughest part coincides with the off season period of six months, which is set to commence shortly after a compromised winter & spring season, thus the industry will see cash flows only beginning to improve in November 2020 & perhaps get to normal level by end of 2020.On a positive notes some hotels of North Bengal are offering their hospitality services to help those immediately affected by the COVID19 crisis, to offer paid quarantine facilities at the hotels. A separate hotel team is working with the Government authorities & medical team to service these guest & rooms. To help & protect our hospitality & tourism industry in North Bengal, from these unusual circumstances, we have rolled out our extenuating circumstances policies (EC policy) which cover our hotels & guest with eligible reservation, who are being impacted by the COVID 19 outbreak. We hope & believe, that business travel will bounce back once the situation gets normalised.

Conclusion: The impact of global panic associated with COVID-19 may have enduring consequences on hospitality & tourism industry in North Bengal. Effective strategies are required to boost tourists' confidence and to help businesses recover in a timely manner after this COVID19 Pandemic crisis. The Hospitality & Tourism industry's sustainability can be solidified by addressing diverse consumption needs and taking steps to transform adversity into opportunity. These efforts align with projected trends in market demand, such as tourist's wellness, good services, and environmental conservation. Hotels' courses of action related to this pandemic and the dynamic market demand reveal several areas where professional knowledge should be advanced. By reflecting upon evolving traveller expectations and industry recovery programs, academia can contribute to theory development in hotel marketing and management to foster positive changes in industry practices after this

pandemic. The research agenda proposed in this article is not exhaustive but indicates numerous ways in which COVID-19 is anticipated to affect the hospitality & tourism industry in North Bengal, including Airlines Industry, hygiene and cleanliness, and health and healthcare. It is important for scholars to take a critical view and develop insights into the opportunities and challenges in each of these domains. The availability of big data and emerging techniques such as text mining and image analytics could lead to new approaches for capturing data from stakeholders, especially hotel guests.

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