

The Impact of Covid-19 in Hotel Industry of Sylhet in Bangladesh and The Strategies to Ensure Its Business Sustainability

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Abstract:

The study examines the impact of Covid-19 pandemic in the hotel industry in Sylhet region in Bangladesh developing linkage between hotel industry and the effects of the pandemic. This research is focused on Sylhet region, one of the developing tourism centers that needs urgent countermeasures from local, national, and policymakers to lessen the negative effects of the continuing coronavirus pandemic. The collected data are analyzed using statistical techniques. Based on findings, this research relates the impact of the pandemic in its impact towards business revenue, customer behavior and the need for sustainable business strategies of Sylhet hotel industry in Bangladesh. The findings, discussions and recommendations of this paper are expected to add value for researchers and practitioners of the hotel industry of Sylhet in Bangladesh.

Keywords:

Covid-19 Pandemic, Sylhet Hotel Industries, Business Revenue, Customer Behavior, Sustainable Business Strategies.