

# Tourism and Seasonality Issues: A Geographical Study in West Bengal

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## Abstract

*Tourism is one of the most important industries in the present world. It is considered as an instrument for backward area development. The governments of the third world countries are very much eager to promote tourism for developing the economies of their backward areas. But seasonality is a factor which affects tourism in various magnitudes influencing tourist movement and their comfort levels. Among the various tourism products, cultural tourism, particularly religious tourism and festival tourism have enough inherent strength to cope with seasonality problem at the maximum level. Planning cultural events in the lean months and considering different traditional and folk fairs and festivals as valuable tourism resource, may be regarded as useful strategies for bringing visitors overcoming the seasonality barrier. The visitation to the craft villages and experiencing craft making is another function that can be materialized in the present context. This paper is an attempt to highlight the seasonality issues associated with the tourism promotion in West Bengal with particular reference to religious and cultural events which can play an exceptional role in bringing visitors overcoming the seasonality hindrances.*

**Keywords:** Cultural events, planning, seasonality, tourism

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## Introduction

Tourism is the activities of persons travelling to and staying in places outside of their usual environment for not more than one consecutive year for leisure, business and other purposes (UNWTO, 1991). It is the sum of phenomena and relationship arising from the travel and stay of non-residence as long as they do not leave their residence permanently and are not connected with any kinds of earning activity (Henniker and Kraft, 1996). According to Spillane, (1982), tourism is an activity to visit some places with the purpose to get the sport or rest. Mathieson and Wall (1982) have defined tourism as the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay in those destinations and the facilities created to cater their needs. The International Union of Tourism Organization (IUOTO) has defined tourist as any person visiting a country, region or place other than that in which he or she has their usual place of residence. This particular definition has highlighted the overnight stops as a defining feature of tourism (William, 1998). According to the Tourism Society of Britain (1976), tourism is a temporary, short term movement of people of destinations outside the places where they normally live and work and their activities during the stay at these destinations, it includes the movement of all purposes, as well as day visits or excursions. Tourism is a multidimensional phenomenon having a highly diversified and heterogeneous character. As for example, from a tourist's perspectives, tourism is a way of relaxation or spending a vacation or being acquainted with different cultures and societies. On the other hand, the stakeholders take it as a source of income and employment. Globalization and the advancement of modern science and technology have made almost every part of this planet accessible. After the industrial revolution, wages have increased and man has to work less thus he gets more time

to spare for recreation purpose. This has eventually boosted the tourism economies around the world. In the last quarter of the twentieth century, tourism has become one of the fastest growing major industries of the world. Tourism is one of those economic activities which are affected by seasonality to a great extent. Seasonality problem is something which is hard to resolve or eliminate and is considered by the stakeholders worldwide as a grave problem. It causes a considerable amount of loss of income to the tour operators, service providers and all other associated beneficiaries. Tom Baum and Svend Lundtorp (2001) have stated that seasonality in tourism demand is one of the most consistently vexing policy issues. This is why researchers, administrators, investors and planners from all over the world are putting their focus on formulating different strategies and techniques to reduce its ill effects. But still after so many years of continuous research and both micro and macro level studies, not many viable path have been discovered. Many experts are of the opinion that putting focus only on the supply components of tourism rather than its demand components is responsible for this.

### Objectives of the Study

The major objectives of the present study are as follows:

1. To identify the peak and lean seasons for each and every districts of West Bengal.
2. To highlight the scope of tourism in lean season.
3. To propose alternative ways for bringing visitors overcoming the climatic hindrance.

### Database and Methodology

Relevant data have been collected from both secondary and primary sources. Secondary data have been collected mainly from published Government reports, documents and relevant publications such as India Meteorological Department's (IMD) official websites, its regional office's websites. Questionnaire surveys and interviews have been conducted by the present researcher to find out the lean and peak seasons and the tourist accommodation scenario of the study area. Internet based major travel operators (Make My Trip, Oyo rooms, Go ibibo, hotels.com etc.) Digital and analogue cartographic techniques have been used to present relevant information. A number of relevant maps have been developed with the help of QGIS software (latest version) in order to fulfill the objectives of the present study.

### Literature Review

A considerable number of research articles, book publication, edited volumes, periodicals, reports issued by different governments and non-governmental organizations have been thoroughly reviewed by the present researcher. Hylleberg (1992) is one of the most notable scholars who have very efficiently shed light on the different aspects of tourism seasonality. According to him, "seasonality is a systematic intra-year movement (although not necessarily regular) which is mainly caused by changes in the weather, changes in calendar and timing of decisions". He also has added that seasonality is the direct or indirect result of the production and consumption decisions made by the agents of tourism economy. BarOn (1975) has defined seasonality as an effect that occurs each and every year because of the climate status, special attractions (e.g. festivals), constraints of public holidays or personal lifestyle. Butler (1994), a famous tourism geographer, has ascertained that seasonality as a temporal imbalance in tourism industry which may be expressed in terms of number of visitors, their nature of expenditure, traffic scenario on different transportation modes, employment etc among other things. Cooper et al. (2005) have defined seasonality as the temporal fluctuations of tourism on a daily, weekly, monthly or annual basis. Allcock (1989) has looked at seasonality as a tendency of tourist flows to be concentrated into relatively short periods of time rather than throughout the year.

Many experts from multidisciplinary backgrounds have been continuously working to lay out the exact factors that lead to seasonality problems. In a paper entitled 'Critical Concepts and Policies in Tourism Seasonality', Cannas (2012) has identified the major causes of seasonality that includes the weather, timing decisions and calendar effects. Trajkov, Biljan, and Andreeski (2016) in their seminal review on tourism seasonality in Ohrid in the Republic of Macedonia found out socio-cultural, social and environmental factors were mainly responsible for

such problem. Butler, in the year 1994, has highlighted natural seasonality that includes various types of parameters such as sunlight, daylight, air temperature, water temperature, snowfall, ice cover, rainfall, wind, humidity, precipitation, cloudiness etc. Koenig and Bishoff (2005) have elaborated the influence of natural seasonality on the tourism businesses in a comprehensive manner. Hinch & Hickey (1996) on the other hand have focused on another type of seasonality called 'institutional seasonality' which according to them results from different types of religious, social, cultural, ethnic and organizational factors. Institutional seasonality reflects the social norms and practices of a society (Hinch and Hickey, 1996). Wall and Yan (2003) have efficiently pointed out the ill effects of seasonality phenomena in tourism industry. Manning and Powers (1984) have expressed their deep concern on the manifold issues that may arise due to seasonality problem e.g. that facilities and services may be underutilised, gets damaged or devalued as the maintenance costs will be constant. Any tourism region's employment scenario is highly affected by seasonality problems as found out by Annisius (2014) while examining the challenges and opportunities in managing seasonality in tourism. Baum and Hagen (1999) have put emphasis on the spatial variation of seasonality. Apart from them, the research work of Corluka, (2018), Yacoumis, (1980) etc. on the effect of seasonality is noteworthy.

### Nature of seasonality problem

Seasonality is a vexing policy issue. It poses a serious threat to the growth of tourism industry especially in the developing countries of the world. Different types of factors play key roles in the creation of seasonality and experts around the world have delved deeper in to this problem and put forwarded many factors which are responsible. Hylleberg in the year 1992 has grouped the basic factors causing seasonality into three broad categories: i) weather (e.g. temperature, rainfall, hours of sunshine), ii) calendar effects (e.g. timing of various religious festivals such as Christmas, Easter, Eid etc.) and iii). timing decisions (e.g. industry vacations, school vacations, tax years, accounting periods, dates for dividend and bonus payments, etc.). Butler (1985) has put forwarded two basic origins of the tourism seasonality:

1. Natural seasonality: It is the result of regular variation in climatic conditions temperature, rainfall, daylight, snowfall etc.
2. Institutional seasonality: It is the result of a combination of religious, cultural, social and ethnic factors, periods of religious worship, holidays, pilgrimages as well as school or industrial holidays etc.

Apart from this, Butler also has suggested that social pressure or fashion, sporting season, tradition etc. are significant additional causes of seasonality. According to Corluka, (2018), the implications of tourism seasonality are the result of excessive use of resources in peak season and underutilization of capacities in the off-season. Lundtorp et al. (1999) has classified the factors of seasonality in pull and push factors. According to him, seasonality takes place in both tourist receiving and tourist generating area which eventually gives birth to different pull and push-factors, affecting tourist influx. In the tourist generating areas, institutional characteristics, calendar, inertia and tradition, social pressure or fashion etc acts as push factors. On the other hand, in the tourist receiving area, climate, sporting seasons, different types of events, activity opportunities, licensing restrictions, accessibility, accommodation structure, destination promotion etc. may be recognized as the pull factors. The push and pull-factors altogether create seasonality. It is noteworthy to mention that these two types of factors are actually not independent of one another; most of the time these factors work together creating the seasonality character of any destination.

The impact of seasonality on tourism is complex in nature, highly diversified and varies with the location of the destination, the physical conditions of the destination and the nature of the attractions. Seasonality affects tourism industry on the following aspects:

- The Labour Market (severely affects the nature and quality of employment, skills availability and sustainability of employment. Employment generation also gets affected.);
- Marketing (the packaging, distribution and pricing are affected to a great extent);
- Business finance (the business finance is affected through cashflow, pricing, attracting investment etc.)

- Stakeholder management (the suppliers, intermediaries etc. are highly affected).

In the next section, seasonality has been discussed with special reference to West Bengal, an easternmost state of India which is blessed with a large number and variety of tourism resources comprising a stable tourism industry that is subjected to seasonality problem to a great extent.

### **Tourism Resources in West Bengal**

West Bengal is considered to be a microcosm of the Indian sub-continent with highly diversified physical and cultural characteristics. In West Bengal, there are large number of tourist destinations strewn all over the region (fig. 1) and mainly five major types of tourism resources are found in abundant e.g. hills and mountains, forest areas, Coastal beaches, cultural heritages and religious places. It is noteworthy to mention that there are many destinations which reflect different types of tourism attraction in the same time. West Bengal has the mighty Himalayas in its Northern boundary, Bay of Bengal in the South and Chhotanagpur plateau in the South-Western side. Darjeeling is a very famous and popular hill station which was originally set up by the British. The breathtaking panoramic view of snow-capped Kanchenjanga is a perennial attraction to hundreds and thousands of tourists. Dooars with its protected forest areas, wild life sanctuaries and tea estates attract large numbers of tourist every year. Cooch Behar palace is another popular attraction known for its heritage value in North Bengal. Maldah district is full of heritage destinations such as Gour, Firoz Minar, Dakhil Darwaja, Chika mosque etc. have great historical value and bears the signature of extraordinary craftsmanship and rich heritage. Murshidabad district contains the most famous and best kept historical monuments of Bengal. Hazarduari palace, Katra Mosque, Motijhil, NizamatImambara etc. are few of Murshidabad's precious gem. The South-Western districts, popularly known as Jangalmahal is blessed with outstanding natural beauty and rich and diversified ethnotourism resources. Ayodhya Hills, MathaPahar, Biharinath hill, Panchet Hills, Khatra-Mukutmanipur, Susunia Hills, Jhargram, Kankrajhore, Belpahari etc. are some the famous tourist destination of this region. In the southern most tip of Bengal, Sundarban- a famous mangrove forest with very rich biodiversity, is situated. Sundarban also has a national park which is a UNESCO World Heritage Centre and is renowned for the Royal Bengal tiger and crocodile. The districts of Purba Medinipur and South 24- Parganas have some beautiful sandy beaches at Digha, Mandarmani, Sankarpur-Chandipur, Dadanpatrabarh, Bakkhali, Frasergunj and Sagardwip. Bengal has been ruled by Hindu Kings, Buddhist Kings and later by the Nawabs in ancient and medieval times the relicts of which are scattered throughout Bengal in the form of temples, mosques, monuments, palaces etc. Fairs and festivals of West Bengal, a reflection of its rich socio-cultural characteristics add a unique and interesting flavour to her cultural richness.

### **Tourism Seasonality in West Bengal**

As expected, West Bengal's tourism industry is being affected by the seasonality issues to a great extent causing serious economic and infrastructural loss. The natural and institutional factors (as mentioned in the previous sections) comes together to create such problems. Climatic conditions especially the temperature and rainfall scenarios of West Bengal have created tourist peak season and tourist lean season on the basis of suitability and comfort levels of the visitors. The rainfall-temperature graphs of the different physiographic regions of West Bengal (fig. 2) show the peak and lean season of tourist visitation. In the peak season, the climatic condition stays favourable and suitable for outdoor activities and other related touristic experiences. As for example, in case of the Rarh region of West Bengal, September to March is considered to be the peak tourist season (table 1) as the temperature in this duration stays below 30° C which in the summer months generally crosses 40° C causing Loo flow. Besides, not much rainfall happens in this time of the year. Apart from the natural factors, different types of institutional factors come in to play for making September to March- a peak season for the Rarh region. In order to chalk out the region wise tourism seasonality scenario of West Bengal, internet based major travel operators such as Make My Trip, Oyo rooms, Go ibibo, Hotels.com, Trivago etc. were consulted and their official apps were explored. Telephonic interview was held selecting representative from all these online hotel service providers living in different parts of West Bengal. They were asked about the hotel occupancy scenario throughout the year and thus the peak and lean tourist season of the different regions of West Bengal were thoroughly demarcated.

Table-1 Tourism seasonality in different regions of West Bengal

| Name of the region           | Included districts                                                                        | Seasonality              |                  |                                                    |
|------------------------------|-------------------------------------------------------------------------------------------|--------------------------|------------------|----------------------------------------------------|
|                              |                                                                                           | Lean Season              | Moderate Season  | Peak Season                                        |
| Himalayan Mountainous region | Darjeeling                                                                                | July-September (monsoon) | Rest of the year | March-June (summer) and during Durga Puja vacation |
| Terai Region                 | Parts of Jalpaiguri and Alipurduar                                                        | July-September (monsoon) | Rest of the year | October, November, March                           |
| Northern Plain Region        | Cooch Behar, North Dinajpur, South Dinajpur and Maldah                                    | April-August             | Rest of the year | October to March                                   |
| Gangetic Delta Region        | Murshidabad, Nadia, Parts of Bardhaman, Haora, Hooghly, N24 PGS, Parts of Purba Medinipur | April-August             | Rest of the year | October to March                                   |
| Rarh Region                  | Birbhum, parts of Bankura, parts of Bardhaman and Paschim Medinipur                       | April-July               | Rest of the year | September to March                                 |
| Western Plateau Region       | Purulia, Parts of Bankura, Birbhum and Paschim Medinipur                                  | April-June               | Rest of the year | November to January                                |
| Sunderban Region             | Parts of South 24 Pargana                                                                 | June-July                | Rest of the year | October to March                                   |

Source: Author (Field survey and telephonic interview, 2017-19)

Region-wise Major Tourism Destinations of West Bengal

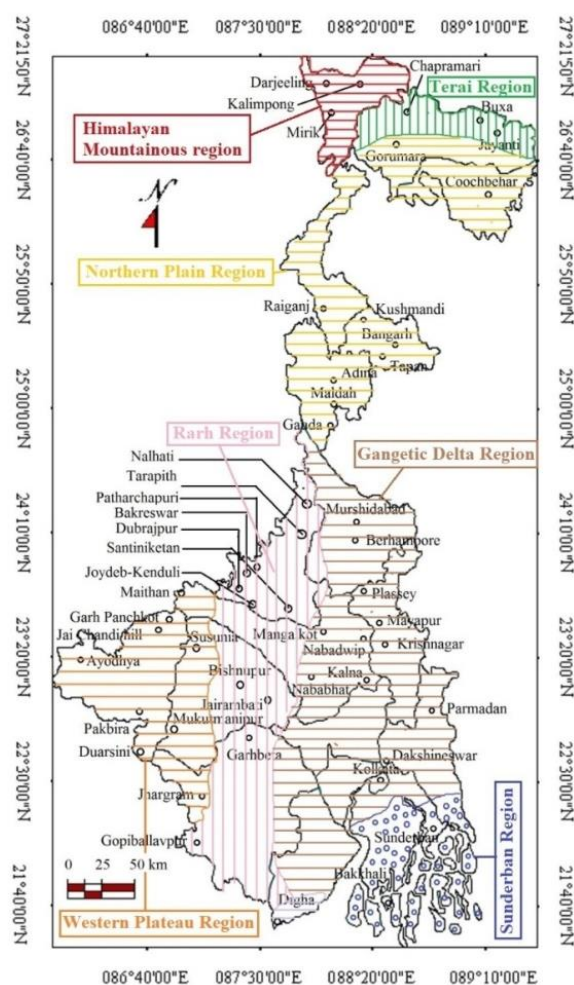
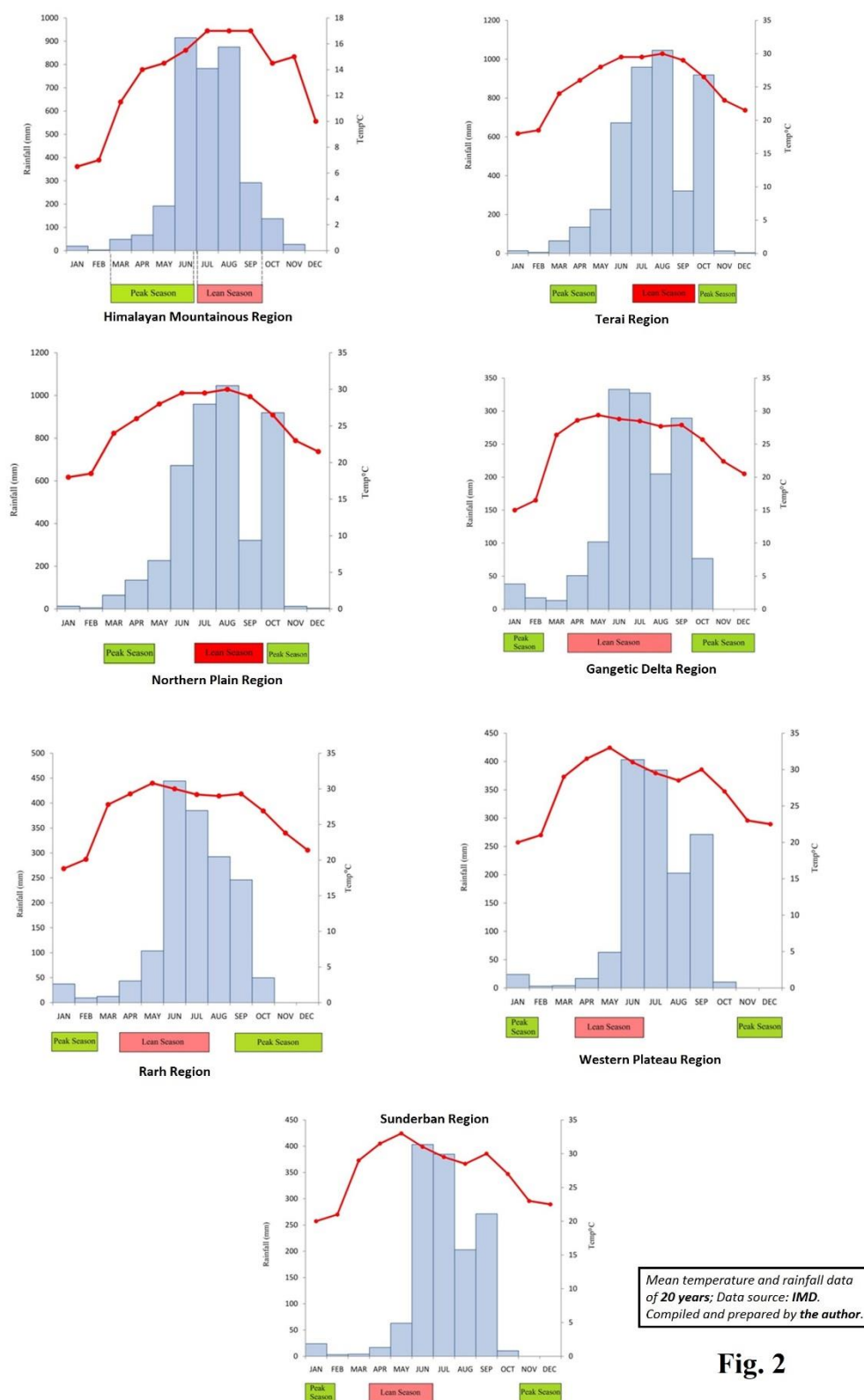


Fig.1

Source: Prepared by the author

### Mean Temperature-Rainfall Scenario and Tourist Season of Different Regions of West Bengal



**Fig. 2**

### Possible Remedies to tackle seasonality

Experts around the world have done intense research to resolve the seasonality and different experts have proposed different types of measure as per the nature of attraction, degree of accessibility, scenario of

accommodation and administration set up. Their proposal varies from diversifying into niche products to offering special holiday special packages and so on. Some have suggested of initiating and developing traditional and special events to attract tourists in lean season or moving the peak season's events to the lean season etc. In this context, the present researcher is proposing the following sustainable remedies for West Bengal to tackle the seasonality problem which is affecting its tourism industry to a great extent.

- a. **Fairs and festivals:** West Bengal is so famous for its traditional fair and festivals that there is a common phrase to describe it: '*BaaroMaaseTeroParbon*' meaning 'thirteen festivals in twelve months'. One may safely call West Bengal as the 'Land of Festival and Culture'. Durga Puja is the most famous festival of Bengal which is celebrated here with great zeal and enthusiasm in the month of October every year. The 4 days religious celebration experience a million footfall irrespective of caste, creed or religion. Apart from that, there are hundreds of local traditional fairs and festivals which are celebrated in Bengal (table 2) since a long time. Being the land of multi-religious entity, Bengal has welcomed and experienced different cultures since ancient times. As a result, Bengal has become a potpourri of large number of rich and indigenous folk cultures. This has led to the initiation and development of large number of cultural and religious fairs and festivals. These festivals, as described in table number 2 may be regarded as valuable tourism resources. The fairs and festivals which are held in the time of lean season may be utilized to attract tourist in a considerable number. Traditional fairs and festivals like Gajan mela at Shakunpahari (Bankura), Baddi (Ranibandh), Lodnagram (Onda), Beliara (Onda), Pirrabani, Atbhaichandi (Idpur), Beliator, Kalanjar (Bankura), Jhapan mela at Bankura, Dharma ThakurerPuzar Mela at Kalapathar (Kashipur), Shikar Utsav (DisumSendra) at Ayodhya Hill areas etc. have potentialities to draw both domestic and international tourists during the lean season.

**Table-2 Attractions for the lean season and moderate season.**

|                              |                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
|------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Himalayan Mountainous region | Teesta Tea & Tourism festival (November to December), Darjeeling Orange festival (December), Darjeeling Winter Festival (January), New Year celebration of Lepchas and Bhutias (January), Maghe Sankranti (January), Losar (February/March), Bumchu (January/February) etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                           |
| Terai Region                 | Jalpeshwar Shiva temple, TistaBuri'r Puja, the folk culture and festivals like Bhawaiya, Dhumba, Chor Chunni, Tukka, Rava song and dance, Karom, Bishuetc, Dooarsutsavain January/February etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Northern Plain Region        | Places with rich folk culture and art-crafts such as Kunore Village (Uttar Dinajpur) which is famous for terracotta art, Kushmandi Village (Dakshin Dinajpur) which is famous for wooden mask making, Maa Johura temple, folk culture-Gambhira, Alkap, Kabiganetc (Maldah) etc.                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Gangetic Delta Region        | Murshidabad: Craft villages making Kantha, Shola etc, rich folk culture including Raybeshe, Berautsav<br>Bardhaman: Sarbamangala temple, KankaleswariKalibari, Kalyaneswari temple, Ambika Kalna, Bardhaman Zella Porjoton Utsav, different craft villages e.g. Natungram, Dariapuretc<br>Nadia: Craft villages e.g. Ghurni, Durga puja of Badkulla, Jagadhdhatri Puja of KrishnanagarMayapur,Nabadwip<br>Haora: Belur Math, Botanical Garden craft villages (potery and painted earthenware comprising toys, masks of Dumjor and Uluberia, Chikon work of Muslim women, Cane work of Dom community etc.), folk culture like KalikaPatari<br>Hooghly: Tarakeswar, Kamarpukur, Jagadhdhatri Puja of Chandannagar, Hangseshwari Temple, Bandel Church, Rathjatra of Mahesh<br>Kolkata: Jorasanko Thakur Bari, Kumartuli, College street, Medical Tourism<br>N24 PGS: Kalighat, Adyapeath temple, Dakshineswar<br>Purba Medinipur: Bargabhma Temple etc. |
| Rarh Region                  | Bankura: Gajan mela at Shakunpahari (Bankura), Baddi (Ranibandh), Lodnagram (Onda), Beliara (Onda), Pirrabani, Atbhaichandi (Idpur), Beliator, Kalanjar (Bankura), Mahatsaver mela at Palashbani (Bankura)<br>Birbhum: Kangkalitalaer Mela, Ganga Puja er mela in Bosoa, Rampurhatetc                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                 |

|                        |                                                                                                                                                                                                                                                                                |
|------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|                        | Paschim Medinipur: Pataer mela at Naya, Jhargram Utsav etc<br>Bardhaman: Sarbamangala temple, Kankaleswari Kalibari, Kalyaneswari temple, Ambika Kalna, Bardhaman Zella Porjoton Utsav, different craft villages e.g. Natungram, Dariapur etc.                                 |
| Western Plateau Region | Dharma Thakurer Puzar Mela at Kalapathar (Kashipur), Shikar Utsav (Disum Sendra) at Ayodhya Hill areas etc.                                                                                                                                                                    |
| Sunderban Region       | Traditional performing arts like Kabigaan, Tarja, Manasa Vasan Gaan, Dang Putul Naach (Puppetry), performance dedicated to Olabibi, Gajipiretc may be considered as tourism resources for the lean season. Banbibir Puja, Sunderban Hilsa Festival are another attraction etc. |

*Source: Author (field survey, 2017-2019)*

Apart from the aforementioned types of fairs and festivals, some educational events may be organized for school, college and university students in different tourism destinations, especially at different craft centres and geotourism destinations (e.g. Gangani Badland area at Paschim Medinipur district, Khoai at Santniketan, Amkhoi Geopark at Illambazar etc.), wild life sanctuaries (Jaldapara Gorimara sanctuaries, Mayurjharna sanctuaries etc.). Apart from these, various special villages such as theatre village in Satkahania (Birbhum) may take an important role to attract visitors in lean season.

- b. Art and Craft cultures:** Apart from the aforementioned fairs and festivals, the renowned craft centres of Bengal (table 3) may be considered as a way to attract tourists in lean season. The eminent craft making centres such as Dokra hub of Bikna (Bankura), terracotta hub of Panchmura (Bankura), Madurkathi hub of Sabang and Pingla (Paschim Medinipur), Mukha mask hub at Kushmandi (North Dinajpur), Leather products hub at Santiniketan (Birbhum), Wooden doll hub of Natungram (Purba Bardhaman) etc. may be properly utilized to draw tourists in lean season. Tourists may experience the craft makings closely at these various hubs where the master craft persons are continuously making beautiful and attractive crafts in their homes. Some craft centres are already hosting tourists through homestay operation initiation which are strengthening the local economy to a considerable extent (Biswas and Chakrabarty, 2018).

**Table-3 Different craft hubs which may be considered as tourism resource to attract visitors in lean season.**

| Craft hubs                   | Crafts                                    |
|------------------------------|-------------------------------------------|
| Nanoor (Birbhum)             | Kantha                                    |
| Ghughumari (Cooch Behar)     | Sitalpati                                 |
| Charida (Puruliya)           | Chau Mask                                 |
| Kushmandi (Dakshin Dinajpur) | Wooden mask, Bamboo based work and Dhokra |
| Ghurni (Nadia)               | Clay Doll                                 |
| Natungram (Bardhaman)        | Wooden Dolls                              |
| Bikna (Bankura)              | Dokra                                     |
| Panchmura (Bankura)          | Terracotta                                |
| Sabang (Paschim Medinipur)   | Madurkathi                                |
| Pingla (Paschim Medinipur)   | Patachitra                                |

*Source: Author (field survey, 2017-2019)*

- c. Religious rituals:** In the Rarh region of West Bengal there are numerous examples of religious destinations which draw pilgrimage and tourist throughout the year. Popular Satipiths like Tarapith, Nalhati, Kankalitala, Labpur, Sainthia, Ketugram, Khirgram are drawing both domestic and international visitors throughout the year irrespective of seasonality. Popular Vaishnava tirhtas like Gopiballavpur, Birchandrappur, Joydeb-Kedulietc experience all year around footfall. Sufi shrines like Patharchapuri, Medinipur, Nalhatietc follows the similar trends.
- d. Attractive tourism package suitable with circuit creation:** In order to reduce to the seasonality effect to the minimum, attractive tourism packages with special rebate may be offered to attract tourists. Apart from that, carefully crafted theme-based tourism circuit may be introduced to attract tourists. As for

example, a 'Literary and Film Tourism Circuit' may be created incorporating places of Bengal that have been either in the plot of a famous literary creation or which has been the location of famous films. In Rarh Bengal, places like Santiniketan, Raipur, Saltora, JoychandiPahar, HasuliBaank and Salboni may be incorporated to create such tourist circuit to attract tourist in the lean season.

## Conclusion

Eradicating seasonality issues completely may be very hard to achieve but with the help of the aforementioned strategies, its effects may be restricted to the minimum. In order to execute the planning measures successfully, public-private-partnership or PPP model may be adopted. Considerable emphasis shall be given on extending the existing tourist season and on the other hand, development of new market for lean season is very much needed. In this regard, using the existing fairs and festivals and initiating innovative, interesting and charming festivals highlighting indigenous culture may be given utmost importance.

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