# South Asian Journal of Tourism and Hospitality (SAJTH)

Volume 1 | Issue 1 | January 2021

ISSN: Online: 2756-911X | Print: 2756-9101

#### Co-Editors-in-Chief

Prof. Athula Gnanapala, Sabaragamuwa University of Sri Lanka Emeritus Prof. Malcolm Cooper, Ritsumeikan Asia Pacific University, Beppu, Japan

# **Managing Editors**

Dr. Rangana Shalika, Sabaragamuwa University of Sri Lanka Dr. Jayantha N. Dewasiri, Sabaragamuwa University of Sri Lanka

### **Editorial Advisory Board**

Prof. Jeremy Buultjens, School of Business and Tourism, Southern Cross University, Australia

Prof. Alan A. Lew, Department of Geography, Northern Arizona University, USA

Prof. Norain Othman, Uiversiti Teknologi MARA, Malaysia

Prof. Khairil Wahidin Awang, University Malaysia Kelantan, Kota Bharu, Malaysia

Prof. M.S.M. Aslam, Sabaragamuwa University of Sri Lanka

Prof. Wasantha Rathnayake, Sabaragamuwa University of Sri Lanka

Prof. Honggang Xu, Sun Yat-Sen University, Guangzhou University, China

Dr. Iraj Ratnayake, Sabaragamuwa University of Sri Lanka

Dr. Sarath Munasinghe, Sabaragamuwa University of Sri Lanka

Dr. Sampath Wahala, Sabaragamuwa University of Sri Lanka

Prof. Lee Jollife, New Brunswick University, Canada

Prof. Rachel Dodds, Ryerson University, Canada

Prof. Stephen Boyd, Ulster University, Northern Ireland

#### **Language Editors**

Dr. Nadee Mahawaththa, Sabaragamuwa University of Sri Lanka

Dr. Mahesh Hapugoda, Sabaragamuwa University of Sri Lanka

Mr. H. G. Piyasiri, Sabaragamuwa University of Sri Lanka

### Copyright © Sabaragamuwa University of Sri Lanka

Reprints and permissions: (sajth@mgt.sab.ac.lk)

# Published by

Faculty of Management Studies Sabaragamuwa University of Sri Lanka Belihuloya, 70140 Sri Lanka