

South Asian Journal of Tourism and Hospitality (SAJTH)

Volume VI | Issue I | April 2026

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

Prof. Dewasiri, N.J., Sabaragamuwa University of Sri Lanka

Prof. Arachchi, R.S.S.W., Sabaragamuwa University of Sri Lanka

Associate Editor

Mr. Samantha W.S., 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, Universiti 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. Sarath Munasinghe, Sabaragamuwa University of Sri Lanka

Dr. Sampath Wahala, Sabaragamuwa University of Sri Lanka

Prof. Lee Jolliffe, New Brunswick University, Canada

Prof. Rachel Dodds, Ryerson University, Canada

Prof. Stephen Boyd, Ulster University, Northern Ireland

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