
IJST

International Journal of Sustainable Tourism

Editors

D.A.C. Suranga Silva | W. Wimalaratana

Mubarak Kaldeen

Volume 01, Issue 01, 2023



Sustainable Tourism Unit
Faculty of Arts
University of Colombo

International Journal of Sustainable Tourism

Published by
Sustainable Tourism Unit (STU)
Faculty of Arts,
University of Colombo,
Sri Lanka

ISSN: 3021 - 6184

Publication: The International Journal of Sustainable Tourism is a peer-reviewed journal published two times a year by the Sustainable Tourism Unit, Faculty of Arts, University of Colombo.

@ STU

This work is subject to copyright. All rights are reserved by the publisher. No part of this book may be reproduced in any form or by any means without the prior permission in writing of the publisher.

PO Box: 1490
Colombo 03, Sri Lanka
Tel: +94 11 2158454-6 Fax +94 11 2502722
Email: coordinator.stu@arts.cmb.ac.lk
Website: <https://arts.cmb.ac.lk/stu/>

Disclaimer

The views expressed in articles, studies, and other contributions in this publication rest solely with their authors, and this publication does not constitute an endorsement by the University of Colombo of the opinions so expressed in them.



Editorial Board

Prof. D.A.C.Suranga Silva

Rev. Prof. W. Wimalaratana

Prof. Mubarak Kaldeen

Dr. Himalee De Silva

Mr. Sampath Siriwardena

Plnr. Prathibhani Bandusena

Cover Page Designed by:

Puwanendram Gayathri

Scientific Advisory and Review Board

Prof. Sarath Kotagama, Professor Emeritus, Department of Zoology and Environment Sciences, University of Colombo

Prof. Chandana Aluthge, Department of Economics, University of Colombo

Prof. Venkat Rao, Head of the Department of Tourism Studies, Pondicherry University, India

Prof. Brian King, Associate Dean, The Hong Kong Polytechnic University

Prof. Sandeep Kulshreshtha, Director, Indian Institute of Tourism and Travel Management

Prof. Joseph M. Cheer Director, Center for Tourism Research. Wakayama University, Japan

Prof. Mohomad Aslam, University of Sabaragmuwa

Prof. Marina Ambrosecchio, President and Co-founder of European University for Tourism (UET), Italy

Prof. Heidi Dahles, Head: Department of International Business and Asian Studies Griffith University, Australia

Dr. Sanjay Nadkarni, Director of Research & Innovation Centre, The Emirates Academy of Hospitality Management

Associate Prof. Anukrati Sharma, Associate Professor, Faculty of Commerce and Management, University of Kota, Rajasthan, India

Prof. Kumi Kato, Dean: Faculty of Tourism. Deputy Director, Center for Tourism Research, Wakayama University, Japan

Prof. Keir Reeves, Director Collaborative Research Centre, Monash University, New South Wales, Australia

Dr. Yanki Hartijasti, Senior Lecturer, Faculty of Economics & Business, University of Indonesia

Prof. Mi Hea Cho, Senior Lecturer, Sejong University, Korea

Prof. Stephen Pratt, Head of School of Tourism & Hospitality Management the University of the South Pacific

Prof. Hüseyin Pamukcu, Kastamonu University, Turkey

Prof. Ravinder Rena, University of the Western Cape, South Africa

Dr Rong Huang, University of Plymouth, United Kingdom

Dr. Fiona Bakas, University of Coimra, Portugal