



Dr.WHMS Samarathunga (Manoj)

Nationality: Sri Lankan

Age: 36

Website: <http://mgt.rjt.ac.lk/pages/staffthm.php>

Google Scholar:

<https://scholar.google.com/citations?user=5uwH6a4AAAAJ&hl=en>

Contact number: +94 718 134 115

E-mail Address: manoj.susl@gmail.com

Postal Address: Department of Tourism and Hospitality Management,
Faculty of Management Studies, Rajarata University of Sri Lanka,
Mihintale (50300), Sri Lanka

RESEARCH AREAS & EXPERTISE

- Qualitative research & NVivo
- Tourism Planning and Development
- Post-disaster tourism in South Asia
- Post-war tourism, peace building and reconciliation
- Host-guest relationships
- Application of 'Gaze' in tourism

EDUCATION

Doctor of Management (Tourism Management)

Sichuan University, Chengu, P.R. China [01/09/2017 – 10/08/2020]

Title of the PhD thesis: Post War Tourist Gaze and its Impacts: a Study Based in Jaffna, Sri Lanka

PhD Supervisor: Professor CHENG Li

Competencies: Smooth handling of Smart PLS (V.3), SPSS (V.25), NVivo (V.12) and fsQCA research software

Masters in Tourism Economics & Hotel Management

University of Colombo [01/02/2012 – 01/03/2016]

Address: Colombo 03, Sri Lanka

Title of the thesis: Community Based Tourism Management Experience in Sri Lanka

B.Sc. (Special) Tourism Management

Sabaragamuwa University of Sri Lanka [26/10/2006 – 11/11/2010]

Address: Belihuloya, Sri Lanka

WORK EXPERIENCE

Director

University Business Linkage Cell, Rajarata University of Sri Lanka

Address: Mihintale, 50300, Sri Lanka (<https://www.rjt.ac.lk/university-business-linkage-cell/>)

- Promoting innovations and commercialization within the University
- Patenting, trademarks and copyrights
- University Tech Transfer

Senior Lecturer

Rajarata University of Sri Lanka, Department of Tourism & Hospitality Management, Faculty of Management Studies [01/07/2015 to present]

Address: Mihintale, 50300, Sri Lanka

Scope of duties:

- Conducting research on national & international concerns and publishing with indexed journals;
- Organizing and conducting academic seminars, workshops and conferences (national and international level);
- Supporting the University in planning, management, syllabus development, program reviews and other projects with national significant;
- Representing the University at national and international conferences / meetings;
- Consulting national and regional government on tourism developments representing the University;
- Delivery of lectures, conducting students' evaluations, research and industrial training supervising.
- Courses capable of offering:

Destination Management	Tourism Entrepreneurship
Tourism Planning and Development	Research Methodology
Tourism & Hospitality Marketing	Cultural & Heritage Tourism
Professional Tour Guiding	Travel & Tour Operations

Research Director

International Center for Interdisciplinary Culture Heritage & Tourism Research of China-Sri Lanka [01/01/2019 – present]

Address: Sichuan University, Chengdu (China)

- Culture Heritage & Tourism impact and trend analysis
- Conducting tourism research with respect to 'One Road and One Belt' initiative
- International collaborations

President: Sri Lanka Research Community

A non-profit initiative to support the early career academics in Sri Lanka

- Facebook page: <https://www.facebook.com/SriLankaResearch>
- YouTube Channel: <https://www.youtube.com/channel/UCp6jFnr1GQ1VSkGP37wPGeA>

Guest Editor and Editorial Board Member

1. **International Journal of Tourism Anthropology (Scopus indexed), INDERSCIENCE Publishers - UK**
Website: <https://www.inderscience.com/jhome.php?jcode=ijta>
Preparing a special issue on “Implications of Tourist Gaze on Sustainability”
2. **Social Impact of Tourism, FRONTIERS Publishers**
Website: <https://www.frontiersin.org/>
3. **Journal of Management Matters, Faculty of Management Studies, Rajarata University of Sri Lanka – Sri Lanka**
Website: <http://www.rjt.ac.lk/mgt/pages/journal.php>
Preparing the Journal for Indexing
4. **The Journal of Archaeology, Tourism & Anthropology, University of Kelaniya, Sri Lanka**
Website: <https://journals.kln.ac.lk/trivalent/>

JOURNAL PUBLICATIONS (INDEXED IN WEB OF SCIENCE, SSCI, SCOPUS, ABDC)

1. Pu, P., Cheng, L.; **Samarathunga, WHMS.**, & Wall, Geoffrey. (2022). Tour Guides’ Sustainable Tourism Practices in Host Guest Interactions : When Tibet Meets the West. *Tourism Review*. (Accepted: in press) **SSCI – Q1 (2022)**
2. **Samarathunga, WHMS.**, Cheng, Li., & Weerathunga, PR. (2020). Transitional domestic tourist gaze in a post-war destination: A case study of Jaffna, Sri Lanka. *Tourism Management Perspectives*, 35 (DOI: [10.1016/j.tmp.2020.100693](https://doi.org/10.1016/j.tmp.2020.100693)). **SSCI - Q1 (2020)**
3. **Samarathunga, WHMS.**, & Cheng, Li. (2020). Tourist Gaze and Beyond: State of the Art. *Tourism Review*. (DOI: [10.1108/TR-06-2020-0248](https://doi.org/10.1108/TR-06-2020-0248)). **SSCI – Q1 (2020)**
4. **Samarathunga, WHMS.**, Cheng Li, Weerathunga, P.R. (2019). Buddhist Gaze at a Post-war Destination. *Journal of Tourism & Cultural Change*. (DOI: [10.1080/14766825.2020.1849241](https://doi.org/10.1080/14766825.2020.1849241)). **SSCI – Q3 (2020)**
5. Weerathunga, P.R., Xiaofang, C., **Samarathunga, WHMS.** (2020). The Relative Effect of Growth of Economy, Industry Expansion and Firm-Specific Factors on Corporate Hotel Performance in Sri Lanka, *Sage Open*. (DOI: [10.1177/2158244020914633](https://doi.org/10.1177/2158244020914633)). **SSCI Q4 (2019)**
6. Chen, X., Weerathunga, P. R., Nurunnabi, M., Kulathunga, K. M. M. C. B., & **Samarathunga, W. H. M. S.** (2020). Influences of Behavioral Intention to Engage in Environmental Accounting Practices for Corporate Sustainability: Managerial Perspectives from a Developing Country. *Sustainability*, 12(13), 5266. <https://doi.org/10.3390/su12135266> - **SSCI Q3**
7. Dissanayake, DMMI., & **Samarathunga, WHMS.** (2021). Post-war City to a Tourism City: the Perspectives of Local Stakeholders on Post-war City Tourism Development in Jaffna, Sri Lanka. *International Journal of Tourism Cities* (DOI:[10.1108/IJTC-05-2020-0111](https://doi.org/10.1108/IJTC-05-2020-0111)) – **Scopus, ESCI**
8. Weerathunga, P. R., **Samarathunga, W. H. M. S.**, Rathnayake, H. N., Agampodi, S. B., Nurunnabi, M., & Madhunimasha, M. M. S. C. (2021). The COVID-19 Pandemic and the Acceptance of E-Learning among University Students: The Role of Precipitating Events. *Education Sciences*, 11(8), 436. <https://doi.org/10.3390/educsci11080436> – **Scopus, ESCI**

9. Weerathunga, P. R., Xiaofang, C., **Samarathunga, WHMS.**, & Kulathunga, K. M. M. C. B. (2020). Application of Entropy Based TOPSIS in Analysis of Sustainability Performance of Sri Lanka Hotels. *Journal on Innovation and Sustainability RISUS*, 11(3), 100-108. (DOI: [10.23925/2179-3565](https://doi.org/10.23925/2179-3565)) – **Scopus, ESCI**
10. **Samarathunga, WHMS.** (2019). Stakeholders' perspectives on intangible ethnic tourism development: the case of Jaffna, Sri Lanka. *International Journal of Tourism Anthropology*. (Inderscience Publishers) (DOI: [10.1504/IJTA.2019.107317](https://doi.org/10.1504/IJTA.2019.107317)) – **Scopus**
11. Weerathunga, P. R., Chen, X., & **Samarathunga, WHMS.** (2019). Firm-specific and Contextual Determinants of Sri Lankan Corporate Hotel Performance. *International Journal of Economics and Financial Issues*. (DOI: [10.32479/ijefi.7880](https://doi.org/10.32479/ijefi.7880)) – **Scopus, ESCI**

ENCYCLOPEDIA ENTRIES

1. Samarathunga, WHMS, Gaze. (2022). Forthcoming in Encyclopedia of Tourism Management and Marketing. Ed. Buhalis, Dimitrios. Cheltenham, UK: Edward Elgar Publishing. DOI: <https://doi.org/10.4337/9781800377486.gaze>.

JOURNAL PUBLICATIONS IN PEER REVIEWED JOURNALS

- **Samarathunga, WHMS.** (2018). Exploring the Relationship between Beach Boys and Tourists Using Host-guest Theory: The Case of Bentota, Sri Lanka. *Journal of Management and Tourism Research*, 1(1), 1-20. DOI: <https://doi.org/10.17632/n3jfn7z9zb.1>
- **Samarathunga, WHMS.** (2016) Challenges in Cruise Tourism in Relation to Shore Excursions: the Case of Sri Lanka, *Colombo Business Journal*, 7(2), 04-21. DOI: <https://doi.org/10.4038/cbj.v7i2.6>
- **Samarathunga, WHMS.** & Pathirana, HPAS. (2019). School Students' Awareness on Impacts of Tourism and Career Intention: the Case of Sri Lanka. *VISTAS Journal of the Faculty of Humanities and Social Sciences*, 11(1), 56-76.
- **Samarathunga, WHMS** (2018). School students' attitude towards the Career Intention in the Tourism Industry: the Case of North Central Province, Sri Lanka. *Journal of Management Matters*, 5(2), 1-16.
- **Samarathunga, WHMS.**, & Warnasekara, J. (2018). Health awareness and health issues among international tourists visiting Sri Lanka. *Journal of Management Matters*, 5(1), 21-34.
- **Samarathunga, WHMS.**, & Pathirana, HPAS. (2018). Developing a demographic profile of adventure tourists visiting Arugambay, Sri Lanka. *SEUSL Journal of Marketing*, 3(1), 1-10.
- **Samarathunga, WHMS.** & Jayathilake, PMB. (2018). Assessment of Regional Tour Guide Training Programmes in Sri Lanka: Towards Promoting Tourism Education, *SEUSL Journal of Marketing*, 3(2), 1-9.
- **Samarathunga, WHMS.**, & Pathirana, HPAS. (2016). Micro and small scale travel agencies in Sri Lanka: An exploratory study, *Journal of Management Matters*, 3(1), 29-38.

BOOKS / BOOK CHAPTERS & MAGAZINE PUBLICATIONS

- **Samarathunga, WHMS.** & Jayathilake, K. (2022). Covid-19, Tourism Structural Changes and the Habitus Adaptations at tourism destinations: perspectives of Tourism Agents in *The Practice of Tourism Stakeholders in Covid-19 Affected Destinations*. Channel View Publishers, United Kingdom (in press)
- **Samarathunga, WHMS.**, Gamage, D., Perera, PKU., Chandrasekara, CHMNL., Pathirana, HPAS. (2023). Cricket Tourism as a Catalyst of Sustainable Developments at Island Destinations: the case of Sri Lanka. *Sport Tourism and Local Sustainable Development in Small Island Territories: A Comparative Perspective*. (forthcoming)
- **Samarathunga, WHMS.** (2021) 'Gaze'. *Encyclopedia of Tourism and Marketing*. Ed. Dimitrios Buhalis, Edward Elgar Publishing Limited, United Kingdom
- **Samarathunga, WHMS.** (2021). Making Tourism for Inclusive Growth Realistic by Encouraging the 'People with Disabilities' Participating in Tourism Value Chain through Tour Guiding. SPARKLE-2021, NSBM Green University, Colombo
- **Samarathunga, WHMS.** (2022). The brain drain catastrophe: where are we heading?, *Management Digest*, Sabaragamuwa University of Sri Lanka. (in press)
- **Samarathunga, WHMS.**, & Gnanapala, WKAC. (2016) *Impact of All-inclusive Tour Packages with special reference to Bentota Tourist Resort*, *Sustainable Tourism in the Global South: Communities, Environments and Management*, Cambridge Scholars Publications, United Kingdom
- **Samarathunga, WHMS.** (2015) *Community-Based Tourism, Flop or Triumph?*, *Tourism & Community*, Redstone Publishing, Colombo
- **Samarathunga, WHMS.** (2016) *Rural Development through Community Based Tourism: an Assessment of Jaffna District with reference to Intangible Cultural Heritage*, *Tourism & Community*, Redstone Publishing, Colombo
- **Samarathunga, WHMS.** & Bogahawatthe, C. (2019). *Intangible Cultural Heritage of Jaffna (BOOK)*. Under review at South Asian Association for Regional Cooperation (SAARC Center)

REVIEWER / PANEL MEMBER (selected journals only)

1. Sage Open, SAGE
2. *Tourism Management Perspectives*, ELSEVIER
3. *Journal of Heritage Tourism*, TAYLOR AND FRANCIS
4. *International Journal of Contemporary Hospitality Management*, EMERALD
5. *International Journal of Tourism Cities*, EMERALD
6. *Journal of Sustainable Tourism*, ROUTLEDGE
7. *Journal of Tourism Futures*, EMERALD
8. *International Journal of Tourism Anthropology*, INDERSCIENCE
9. *Social Innovation Studies (SIS)*, Universidad Católica del Norte, Chile

EXPERT IN QUALITATIVE DATA ANALYSIS USING NVIVO SOFTWARE

I have conducted over 30 training sessions/workshops for Sri Lankan University academics, PhD Students, Post-graduate students on how to use NVivo software for qualitative data analysis

YouTube: <https://www.youtube.com/channel/UCp6jFnr1GQ1VSkGP37wPGeA>

TOURISM CONSULTANCIES (selected consultancies only)

- Counter Consultant, Wilpattu Community-based Tourism Planning Project, funded by Gesellschaft für Internationale Zusammenarbeit - GIZ (2020 onwards)
- Counter Consultant, 'Preparation of Nature-based Tourism Management Plan for Hurulu Cluster' project (Hurulu-Kawudulla-Kanthale Landscape, ESCAMP, World Bank funded project (2021 onwards)
- A resource person to 'Skills for Inclusive Growth' program tourism sector (S4IG) funded by Australian-Aid, Australian Embassy of Sri Lanka
- Submitted a comprehensive report to Sri Lanka Tourism Development Authority (SLTDA) on 'Impacts of Covid-19 on Sri Lanka Tourism and the Implications for Revival' (2020)
- A resource person to develop "Sri Lanka Tourism Policy" 2022, Ministry of Tourism, Sri Lanka

RESEARCH GRANTS, AWARDS & SCHOLARSHIPS

- Won the Chinese Scholarship Council (CSC) full scholarship to pursue a PhD studies at Sichuan University on Tourism Management in 2017.
- Won the SAARC Research Grant 2014/2015 for the research proposal "Promoting Intangible Heritage Tourism in Northern Province in Sri Lanka". Grant No. SAARC/CC/ResearchGrants/14-15
- Won two Research Grants from Rajarata University of Sri Lanka in 2017. Grant number: RJT/R&PC/2017/FMAS/R/02 & RJT/R&PC/2017/FMGT/R/02
- Won a Research Grant from Rajarata University of Sri Lanka in 2018. Grant number: (RJT/R&PC/2018/FMGT/R/04)
- Won the Sri Lanka *Mahapola* scholarship for undergraduate studies from Sri Lankan government (2006 – 2010).

Visiting Scholar

- Faculty of Management & Commerce, Sri Jayawardenapura University (PhD Programme) (since 2021)
- Faculty of Graduate Studies, Sri Jayawardenapura University (PhD Programme) (since 2022)
- Post-graduate Institute of Management, Sri Jayawardenapura University (PhD Programme) (since 2021)
- Department of Marketing, University of Colombo, Sri Lanka (since 2016)
- Department of Economics, University of Colombo, Sri Lanka (since 2014)

- Department of Management Studies, Faculty of Humanities & Social Sciences, Open University of Sri Lanka (since 2014)
- Department of Archaeology, University of Kelaniya, Sri Lanka (since 2014)
- Department of Tourism, Hospitality & Events Management, National School of Business Management (NSBM), Colombo, Sri Lanka (since 2014)
- Management & Science University (Malaysia), Colombo, Sri Lanka (since 2013)

INTERNATIONAL CONFERENCE PRESENTATIONS

- "Restructuring Tourism Economies to face the 'New Normal': COVID19 and Alternative Tourism". In Sri Lanka Economic Research Conference 2020, Uva Wellassa University of Sri Lanka, Badulla, Sri Lanka
- "Tourists' Experience Mapping After Visiting a Post-Conflict Destination Using TripAdvisor.com Reviews: The Case of Jaffna, Sri Lanka." In *International Research Conference of Uva Wellassa University 2019* (p. 585). Badulla, Sri Lanka: Uva Wellassa University (2019).
- "Pre-visit Destination Image of a Post-war Destination: the Case of Jaffna, Sri Lanka." In *5th International Tourism Research Conference and Tourism Leader's Summit* (p.43). Colombo, Sri Lanka: University of Colombo (2019).
- "Tourist Gaze at a Post-war Destination: the Case of Sri Lanka." In *2019 Critical Hospitality Studies Symposium*. Chengdu, China: Sichuan Institute of Tourism (2019).
- "Analyzing Tourist Experience at a Post-conflict Destination using Social Media Reviews." In *Australia-China Tourism Conference 2018*. Chengdu, China: Sichuan University (2018).
- "Community Based Tourism Management Experience in Sri Lanka". In *3rd International Research Symposium*, Rajarata University of Sri Lanka (2016).
- "Community based Tourism Promotion in Mihintale, Sri Lanka". In *3rd International Research Symposium*, Rajarata University of Sri Lanka (2016).
- "Identifying the most Promising Community Based Tourism Product in Sri Lanka". In *Colombo Tourism Conference*, University of Colombo (2016).
- "Green building & Green washing in Tourism & Hospitality Industry", National Conference on Green Practices, University of Kelaniya, 2016;
- "Elephant Back Safari Tourism in Sri Lanka: a Critique", In *International Conference on Asian Elephants in Culture & Nature* (2016).
- "Identifying Domestic Tourism as a Tool to Establish National Harmony in Sri Lanka". *SAARC Regional Seminar*, Peradeniya, Sri Lanka (2015).
- "Promoting Spiritual Tourism in Sri Lanka". In *6th South and South Asian Association for Culture and Religion* (2015).
- "Demographic Profile of Adventure Tourists in Arugambay". In *International Conference on Hospitality and Tourism Management* (2015).
- "Museums and Cultural Tourism". In *The Future Tourism – an Asian Perspective*, Center for Asian Studies, University of Kelaniya (2015).

- "Demonstration Effect in Sri Lankan Tourist Destination". In *International Association for Asian Heritage*, University of Kelaniya (2015).
- "Significance of Community Based Tourism (CBT) in South Asian Region as a Development Strategy", In *BLISSPOINT*, University of Delhi (2014).
- "Regional Development through Tourism with Special Reference to Sri Lanka & India". In *BLISSPOINT*, University of Delhi (2014).

SRI LANKAN NEWSPAPER PUBLICATIONS

- Empower differently-abled people to promote 'tourism for inclusive growth', **Sunday Times** (03.10.2021) (<https://www.sundaytimes.lk/211003/sunday-times-2/empower-differently-abled-people-to-promote-tourism-for-inclusive-growth-457009.html>)
- Managing the HR under the New Normal. **Sunday Times** (22.10.2021) (<https://www.timesonline.lk/opinion/Managing-the-HR-under-the-New-Normal/158-1135664>)
- The Brain Drain Disaster, where are we heading. **The Island** (24.11.2021) (<https://island.lk/the-brain-drain-disaster-where-are-we-heading/>)
- Proposed Sri Lanka Tourism policy should promote inclusiveness, **The Island** (15.10.2021) (<https://island.lk/proposed-sri-lanka-tourism-policy-should-promote-inclusiveness/>)
- Managing the HR under the New Normal, **Sunday Times** (22.10.2021) (<https://www.timesonline.lk/opinion/Managing-the-HR-under-the-New-Normal/158-1135664>)
- Importance of Crisis Communication: X-Press Pearl and Sri Lanka Tourism, **Sunday Times** (09.06.2021) (<https://www.timesonline.lk/opinion/Importance-of-Crisis-Communication-X-Press-Pearl-and-Sri-Lanka-Tourism/158-1133679>)
- Post-COVID-19 challenges and the way forward for Sri Lanka tourism. **Daily FT** (21/04/2020). (<http://www.ft.lk/columns/Post-COVID-19-challenges-and-the-way-forward-for-Sri-Lanka-tourism/4-699020>)
- Are We Ready for An Economic Meltdown? The Impact of COVID19on Sri Lanka Economy. **Sunday Times** (26/04/2020). (http://www.sundaytimes.lk/article/1119047/are-we-ready-for-an-economic-meltdown-the-impact-of-covid19on-sri-lanka-economy?fbclid=IwAR2IWna9fa2aae1_GjIz3JuR6RAB6QEIz_5yQrGUrh24rsjAZ9Kp1WvhBbw)
- The advent of 'Economic Paradigm Shift' and 5G during the Post-COVID19 Revival Phase. **Sunday Times** (07/05/2020). (http://www.sundaytimes.lk/article/1119558/advent-of-economic-paradigm-shift-and-5g-during-the-post-covid19-revival-phase?fbclid=IwAR1n1Myd4BdGPjPunC7mR8kLCE8CZbXlyjCJ7Mwyx4_LfM-jzfVO7roBOGI)
- Alternative Tourism as Alternate to Mass Tourism. **Daily Mirror** (25/04/2020). (<http://www.dailymirror.lk/opinion/Alternative-Tourism-as-Alternate-to-Mass-Tourism/172-188860>)

TOURISM WEBINARS PARTICIPATED AS A RESOURCE PERSON

- “Tourism Resilience and Rejuvenation during the Post-COVID19 phase: a stakeholder’s perspective”. Organized by the Tourism and Hospitality Management Association of Rajarata University of Sri Lanka.
- “Impact of COVID19 on Tourism Industry”. Organized by the Tourism Club, Uva Wellassa University.
- “Expectations of a PhD Supervisor”. Organized by Sri Lanka Research Community.
- “Developing an A Grade Research Proposal”. Organized by Sri Lanka Research Community.
- “Tourism for Inclusive Growth”. NSBM Green University, Colombo
- “Inclusive Tourism and Sri Lanka Community”. Sabaragamuwa University, Belihuloya
- “Tourism for Inclusive Growth: with special reference to women and differently abled people”. Rajarata University, Mihintale.

PERSONAL INFORMATION

Postal Address (official) : Department of Tourism and Hospitality Management, Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale (50300), Sri Lanka

Address (personal) : 210/B, Amupitiya, Imbulpe, Balangoda (70,100), Sri Lanka

E-mai : manoj.susl@gmail.com / manoj.thm@mgt.rjt.ac.lk

Passport No. : 7329384V

Date of Birth : 18th November 1986

Age : 36 years

Civil Status : Married

Country of origin : Sri Lanka

WeChat : Manoj_RUSL

Google Scholar: <https://scholar.google.com/citations?user=5uwH6a4AAAAJ&hl=en>

ORCID Researcher ID: <https://orcid.org/0000-0001-9533-3884>

NON-RELATED REFEREES: Upon request