

Curriculum Vitae of Watte Gedara Shamila Rasanjani Wijesundara

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Research gate : <https://www.researchgate.net/profile/Wgsr-Wijesundara>
Google scholar : <https://scholar.google.com/citations?user=B-OvteAAAAJ&hl=en>
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Web of Science : ABB-4449-2021
Publons : <https://publons.com/researcher/4724832/shamila-rasanjani-wijesundara/>



A highly pro-active and positive female with a wealth of experience, skills and a record of achievement within teaching and learning, researching, community based projects and programmes, etc., and has the passion to succeed in any task in order to consistently deliver the highest quality output to achieve the established goals and objectives.

RESEARCH INTERESTS

Tourism and Hospitality Management, Events Management, Tourist Behavior, Tourism Marketing, Human Resource Management in Tourism, Community Engagement, Novel Tourism Concepts and Applications, Gastronomy Tourism, Sustainable Tourism, Child Tourism

EDUCATION

i. Master of Philosophy in Marketing (MPhil) Degree - Kelaniya University of Sri Lanka

Research Title An Analysis of the Effect of Tourist Harassment on Destination Image: A Study on the Southern Coastal Belt of Sri Lanka

Duration 2014-2019

Supervisor Professor W.K.A. Gnanapala, Sabaragamuwa University of Sri Lanka

Other Full time research with 60 credits, SLQF exist level 11

ii. Bachelor of Science (BSc.) in Tourism and Hospitality Management (Special) Degree with 2nd Class (Upper Division) - Rajarata University of Sri Lanka, from 2004-2009

PROFESSIONAL EXPERIENCE

i. Teaching Experience from 2013

- 2021 **Postgraduate Teaching** on Operations Management for Master of Business Administration (MBA) Degree Programme at Uva Wellassa University of Sri Lanka
- From 2013 **Undergraduate Teaching** on Food and Beverage Management, Material Management in Tourism, Cookery, Operations Management and Event catering at Uva Wellassa University of Sri Lanka
- Up to date - 2020 : Senior Lecturer (Grade II)
2020 - 2019 : Lecturer
2019 - 2015 : Lecturer (Probationary)
2015 - 2013 : Temporary Lecturer
- 2014 **Visiting Lecturer** at Sri Lanka Institute of Advanced Technological Education, Badulla, Sri Lanka for “Heritage Tourism” and “Legal frame work for Tourism Industry”

- 2013 Visiting Lecturer** at Sabaragamuwa University of Sri Lanka for Hospitality Accounting
2012 English Teacher at Rojersangama Maha Viduhala – Kotmale, Sri Lanka

ii. Industry Experience from 2008

- 2011-2010 Bar Person at Barbican Centre – Searcys, London, UK
 2011-2010 General Assistant at The Queen’s Hotel, Muselhill, London, UK
 2010 Front Office Assistant at Vivanta by Taj, Bentota, Sri Lanka
 2009 Restaurant Hostess at The Palms’ Hotel, Moragalla, Sri Lanka
 2009-2008 Trainee Cook at The Royal Palms Beach Hotel, Katutura, Sri Lanka

iii. Research Related Activities from 2013

- From 2015 **Reviewer** at IGI Global, USA <https://www.igi-global.com/submission/reviews/>
 2021 **Reviewer** for [Journal of Education, Society and Behavioral Science, Asian Journal of Education and Social Studies](#)
 2020 **Editorial Board member** for the International Research Conference of Uva Wellassa University (IRCUWU) proceedings
 2020-2021 **Panel member** at the of Hospitality and Tourism Track at IRCUWU
 from 2013 Undergraduate Research Supervision and researcher
 2021 & 2020 **Reviewer** at IRCUWU, Uva Wellassa University of Sri Lanka
 2021 **Reviewer** at ICMR, Sabaragamuwa University of Sri Lanka
 2021 & 2017 **Track coordinator** for Hospitality and Tourism Management track at IRCUWU

iv. Curriculum Review, Revision and Development

- 2021 **Coordinator** for the curriculum development- BSc. in Tourism and Sustainable Economic Development (Newly proposed)
 2021 **Reviewer** for Course Module of Tourism Sociology, Gampaha Wickramarachchi University of Indigenous Medicine, Yakkala, Sri Lanka
 2021 **Committee Member** for Curriculum Revision of BBM in Hospitality, Tourism and Events Management Degree Programme

v. Contribution/Representation for the Boards, Units, and Other

- From 2021 **Senate Representative** from the Faculty of Management, Uva Wellassa University
 From 2019 **Member** of the Faculty Board, Faculty of Management, Uva Wellassa University
 From 2021 **Faculty Career Guidance Advisor**, Career Guidance Unit, Uva Wellassa University
 From 2021 **Faculty representative** for Curriculum Revision and Development Committee, Uva Wellassa University
 From 2021 **Senior Editor**, HTE Club, Department of Tourism Studies, Uva Wellassa University <https://uwuhteclub.blogspot.com>
 From 2019 **Coordinator**, Enterprise and Events Management Unit(EEMU), Faculty of Management
 From 2015 **Coordinator**, HTE Lab, Department of Tourism Studies, Uva Wellassa University
 From 2018 **Member** of the University Business Linkage Cell (UBL), Uva Wellassa University

AWARDS AND GRANTS

i. Awards

- 2021 Best Research Award at International Research Conference of Uva Wellassa University (IRCUWU), <http://www.uwu.ac.lk/ircuwu2021/>
- 2021 Best Paper Award at 2nd Asia Pacific Virtual Events Conference by Asia Pacific Institute for Events Management (APIEM-AVEC)
- 2020 APIEM Academy (UK) Full Scholarship Awards for studying on Certified Event Educator Qualification
- 2009 “Prof. Geoffrey C. Lloyed Gold medal” for Best performance in the Department of Tourism and Hospitality Management (2003/2004th Batch)

ii. Grants

- 2021 Competitive Short Term Research grant (UWU/RG-ST/2021/011) for six (06) months by the Uva Wellassa University of Sri Lanka
Title Boom Tourism to Doom Tourism; a Special Focus on Elephants Related Activities in Sri Lanka Tourism
Research Team Ms. WGSR Wijesundara, Prof. JPRC Ranasinghe, Ms. S. Gamage, Mr. AH Bandara, Mr. N. Gangananda, & Ms. S. Pattiyaedara
Value Rs. 50,000.00
- 2018 Competitive Research grant (UWU/RG/2018/13) for two (02) years by the Uva Wellassa University of Sri Lanka
Title An Exploration of the Effect of Enclave Tourism on Tourist Harassment in Sri Lanka
Research Team Ms. WGSR Wijesundara, Dr. JPRC Ranasinghe
Value Rs. 940,000.00

PROFESSIONAL MEMBERSHIPS /QUALIFICATIONS

- 2021 **Certified Event Educator (CEE)** qualification at Asia Pacific Institute for Event Management (APIEM), UK and membership from 2021-2025 <https://theapiem.com/apiem-certified-event-scholars/>
- 2016 Certificate Course on Teaching in Higher Education at Staff Development Centre of Uva Wellassa University of Sri Lanka
- 2008 Certificate Course on Food Quality Assurance organized by Sri Lanka Standard Institution
- 2008 Diploma in English (Internal) at Rajarata University of Sri Lanka
- 2004 Diploma in English at London Business School, Sri Lanka

ENGAGEMENT IN PROJECTS, ACTIVITIES AND OTHER PROGRAMMES

i. Projects (National and International)

- 2021 **Quality and Ethics Board Representative and the team member** for ERUSMUS+ CBHE Project on Centers of Excellence in Sustainable Tourism to Boost Economic Development and Enhance University-Business Corporation in Southern Asia (CESTour) (As a partner country), (Project period 2021-2024) <https://cestour.org/Team/shamila-wijesundara/>

- 2021 **Resource Person** for the project of “Grass Root Tourism Stakeholder Capacity Building Programme” launched by Ministry of Tourism, Sri Lanka
- 2021 Trainers of Training Programme (ToT) for Professional Business Coaching for Micro, Small and Medium scale enterprises in Tourism as a **Trainer + Course Coordinator** Organized by Sri Lanka Skills for Inclusive Growth (S4IG), a project funded by Australian Government, (Project period 2021-2022)
- 2021 **Volunteer Consultant** as a Business Specialist- Special Project on Strengthening Local Agricultural Products, Minor Export Crops, and Local Manufacturing Enterprises, State Ministry of Corporative Services, marketing Development, and Consumer Protection, Sri Lanka
- From 2019 **Activity Coordinator:** Accelerating Higher Education Expansion and Development (AHEAD) Operation, Funded by World Bank- Faculty of Management, Uva Wellassa University- (Project period 2019-2022)
- 2019 **Coordinator** Proposal Preparation Team for “Tourism Development Project; Mini Worlds’ End – Modolsima”, Badulla, Sri Lanka
- 2015 **Member** of the project team on “Strategic Plan for the Tourism Development in Uva Province”
- 2014 **Coordinator** of Hospitality, Tourism and Events Management degree program for Inter-Degree Program English Quiz Competition at Uva Wellassa University, Badulla, funded by Higher Education for Twenty-first Century (HETC) project

ii. Programmes (Internal and External)

- 2021 **Moderator** for Webinar on “Bouncing Back from Pandemic, Tourism & Hospitality Operations in the After Months of COVID 19” Organized by Uva Wellassa University, Uva Provincial Ministry, Sri Lanka Tourism Development Authority and Ministry of Tourism, Sri Lanka
- 2021 **Guest Speaker** on World Tourism Day Celebration Programme at University College on 27th September 2021, Matara, Sri Lanka
- 2021 **Guest Speaker** for Webinar on Practice to Perfect - Dining Etiquettes Organized by Rotaract Club of Uva Wellassa University
- 2020 **Resource Person** for Graduate Training Programme by Ministry of Public Services, Provincial Councils and Local Governments, Sri Lanka
- 2018-2020 **Resource Person** for the Workshop for Home Science and Tourism for GCE A/L students in Uva Province on 13th to 14th November 2018, 2019 and 2020. (Areas covered: Restaurant and Kitchen Operation)
- 2019 **Chief Guest** on “School Prefect Day” organized by Rojarasangama Maha Viduhala, Kotmale, Sri Lanka
- 2017 **Resource Person** for the Workshop on “Home Economics and Tourism” for Advanced Level Students in Badulla District from 6th to 7th December, 2017 organized by Department of Public Administration, Uva Wellassa University, Badulla. (Areas covered: Menu types, Design of environment)

- 2017 **Chief Guest** on “Commerce Day” organized by Vishaka Girls’ College, Badulla, Sri Lanka
- 2014 **Resource Person** for the Workshop on “Hospitality Industry for Teacher Trainers” from 10th-12th February, 2014 organized by Uva Provincial Department of Education. (Areas covered: Hospitality Industry, Food Service methods, Menu and Table Etiquettes)
- 2013 **Resource Person** for the Workshop on “Tourism Industry and Table etiquettes” for school students and teachers in Kotmale Divisional Secretariat on 12/07/ 2013 organized by Department of Trade, Commerce and Tourism - Central Province, Sri Lanka

Activities (National and International)

- 2021 **Main Coordinator** for obtaining “UNWTO TEDQUAL Certification” for the Hospitality, Tourism and Events Management Degree Programme at Uva Wellassa University
- 2021 **Main Coordinator** for obtaining “APIEM Undergraduate Centre of Excellence Certification” for Hospitality, Tourism and Events Management Degree Programme at Uva Wellassa University
- 2021 **Main Coordinator** for UNWTO Students’ League under the theme of Rural Development and Tourism Organized by UNWTO
- 2021 **Main Coordinator and the supervisor** for 17th South Asian Economics Students’ Meet (SAESM), (Lahore, Pakistan), December 28 – 30, 2021
- 2021 **Main Coordinator** for the Request for Proposals (RFPs) on New Tourism Products or Services/Tourism by the Sri Lanka Tourism Development Authority

PUBLICATIONS

i. Full Paper Publications

Wijesundara, WGSR., Danthanarayana, CP., Ranasinghe, JPRC., Perera, P., Bandara, AH., Gangananda, N., Pattiyagedara, SS., & AGNK Fernando (2021). Evolving Food Servicescape under Post Covid-19 New Normal Conditions: Empirical Evidence from Sri Lankan Restaurant Industry. Manuscript submitted for publication.

Perera, LAPC., & Wijesundara, WGSR., (2020). Culinary Tourism as a Post Disaster Recovery Marketing Tool for Sri Lanka Tourism Promotion: A Study of South Coast of Sri Lanka. *Journal of Business Management*, Volume 3, Issue 2, ppt 206-226 (December 2, 2020). Available at SSRN: <https://ssrn.com/abstract=3825036>

Ranasinghe, Ruwan and Damunupola, Anupama and Wijesundara, Shamila and Karunarathna, Chandi and Nawarathna, Dhananjaya and Gamage, Sammani and Ranaweera, Amaya and Idroos, Ali Abdulla, Tourism after Corona: Impacts of Covid 19 Pandemic and Way Forward for Tourism, Hotel and Mice Industry in Sri Lanka (April 22, 2020). Available at SSRN: <https://ssrn.com/abstract=3587170> or <http://dx.doi.org/10.2139/ssrn.3587170>

Wijesundara, WGSR, & Gnanapala, WKA., (2019). ‘An Analysis of the Effect of Tourist Harassment in the Destination Image of Sri Lanka: Foreign Tourist Perspective’, proceedings of the 8th International Conference on Advances in Social Science, Management and Human Behaviour – SMHB, Kula Lumpur, Malaysia, 12th-13th January, pp 19-23, On line publication ISSN 78-1-63248-168-9 doi:10.15224/978-1-63248-168-9-04

Wijesundara, SR., & Ranasinghe, J., (2015). Perceived Barriers for Employment in Tourism Industry among Rural Communities. *International Journal of Asian Business and Information Management*, 6(3), 1-15, doi:10.4018/IJABIM.2015070101 IGI Global publishing, Hershey, USA

Rathnayake, RDVT., & Wijesundara, WGSR., (2015). Tourist Perception on Harassments in Sri Lanka (With Special Reference to Mount Lavinia). International Journal of Scientific and Research Publications, Volume 5, Issue 4, On line publication. ISSN 2250-3153 <http://www.ijsrp.org/research-paper-0415.php?rp=P403964>

Wijesundara, WGSR., (2015). An Evaluation of Graduates' Perception on Employment in Tourism and Hospitality Industry. Tourism, Leisure and Global Change, International Geographical Union, Volume 02, ppt 172-182. <http://www.igutourism.com/issue/view/1167>

Wijesundara, WGSR., & Gnanapala, WKA., (2019). 'An Analysis of the Effect of Tourist Harassment in the Destination Image of Sri Lanka: Foreign Tourist Perspective', proceedings of the 8th International Conference on Advances in Social Science, Management and Human Behaviour – SMHB, Kula Lumpur, Malaysia, 12th-13th January, pp 19-23, On line publication ISSN 78-1-63248-168-9 doi:10.15224/978-1-63248-168-9-04

Dinushani, SDI., & Wijesundara, WGSR., "Perceived Potentials and Barriers for Development of Scuba Diving in Colombo" proceedings of the 5th International Conference on Business and Information (ICBI 2014) University of Kelaniya, Sri Lanka, pp. 7-12, 21st- 22nd November 2014

ii. Extended Abstract Publications

Ishan, KY., & Wijesundara, WGSR., "Impacts of Quality Dimensions and Price on Customer Satisfaction of Wedding Banquets in Five Star Hotels in Colombo Districts- 2014", proceedings of the Open University Annual Academic Sessions, Nugegoda, Sri Lanka, pp.268-271, 27th -28th November 2014

Nadeeshani, RAN., Wijesundara, WGSR., & Tennakoon TMPI. "Stakeholders Participation towards Sustainable Tourism Development in Galle Fort Heritage Site", proceedings of the 2nd International Research Symposium on Social Sciences and Humanities, Rajarata University of Sri Lanka, pp.168-170, on 29th-30th October 2014

iii. Abstract Publications

Ubayawardana, PGAD., Wijesundara, WGSR., Nawarathne, AMDB., (2021) "The Impact of Customer Choice Attributes (CCA) On Hotel Banquet Events in Sri Lanka during Covid-19 Pandemic". Accepted for 2nd Asia Pacific Virtual Events Conference (AVEC2), Faculty of Hotel and Tourism Management, Universiti Teknologi MARA, Malaysia will be held on 15th November 2021

Jayawardena, HN., Wijesundara, WGSR., & Herath, HMJP (2021). Exploring the Demand for Organic Food Consumption in Casual Dining Restaurants in Western Province; from the Restaurant Managers' Perspective. Conference Proceedings of 5th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.241, 1st – 2nd July , 2021

Munasinghe, MAMA.,. Wijesundara, WGSR., & Sammani, UGO (2021). A Comparative Study on Usage of Marketing Strategies by Themed Hotels and Traditional Hotels in Southern Province of Sri Lanka: From the Managerial Perspective. Conference Proceedings of 5th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.242, 1st – 2nd July , 2021

Lakshani, MKAR., Wijesundara, WGSR., and Nawarathna, AMDB (2021). A Study on Employee Readiness on Inventory Control Practices in Hotel Industry in Sri Lanka; With Reference to Five Star Hotels in Southern Coastal Belt. Conference Proceedings of 5th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.243, 1st – 2nd July , 2021

Senevirathne, KAMP., Wijesundara, WGSR & Sammani, UGO (2021). A Study on the Future Prospects of Tourist Hostel Operations under Covid – 19: Hostel Operators’ Perspective in Western Province of Sri Lanka. Conference Proceedings of 5th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.246, 1st – 2nd July , 2021

Dissanayake, BDCN., Peiris, HRN., & Wijesundara, WGSR (2021). A Study on The Impact of Employee Engagement Techniques to Ensure Employee Obedience on Hotel Policies and Procedures (With special reference to boutique hotels in Kandy district). Conference Proceedings of 5th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.253, 1st – 2nd July , 2021

Nisitha, SN., Wijesundara, WGSR., Tennakoon, TMPSI (2021). How Does Tourism Development Influence on Family Cultures in Host Community in Beach Tourism Destinations? An Analysis through Micro-interlocutor Analysis. Conference Proceedings of 6th International Conference on Contemporary Management (ICCM-2021), organized by the Faculty of Management Studies & Commerce, University of Jaffna, Sri Lanka, 29th April 2021

Wijesundara, WGSR, & Ranasinghe, JPRC, “Characteristics of Enclave Tourism and Its Impact on Tourist Harassment: An Examination through Social Exchange Theory”, Submitted to 2nd International Conference on Multidisciplinary Research 2020, Colombo, Sri Lanka

Wijesundara, WGSR, & Ranasinghe, JPRC, “Characteristics of Enclave Tourism and Its Impact on Tourist Harassment: An Examination through Social Exchange Theory”, Submitted to 2nd International Conference on Multidisciplinary Research 2020, Colombo, Sri Lanka

Karunarathna, STI, Wijesundara, WGSR, & Yapa UAS, Exploring the Influential Factors on E-marketing Adoption of Small and Medium Restaurants in Ella, Sri Lanka; Using TOE Technology Acceptance Model”, Conference Proceedings of 4th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.134, 29th – 30th July , 2020

Malshan, GS, Wijesundara, WGSR, & Rajapaksha RMMC, “Comparative Study on the Impact of Brand Image towards Local Consumers Buying Behaviour in Franchised Fast Food Restaurants (With Special Reference to Colombo District)”, Conference Proceedings of 4th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.140, 29th – 30th July , 2020

Perera, LAPC, Wijesundara, WGSR, & Peiris HRN, “Does Culinary Tourism Act as a Pull Factor in Tourist Destinations in South Coast of Sri Lanka?”, Conference Proceedings of 4th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.333, 29th – 30th July , 2020

Gallage, NM, Wijesundara WGSR, Kumara, PHT & Sammani, UGO, “A Study of Tourist Perception on Tourist Harassment on Destination Image (With Special Reference to Arugam Bay Area)”, Conference Proceedings of 4th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.335, 29th – 30th July , 2020

Rajapaksha, LT, Ranasinghe, JPRC, Wijesundara, WGSR, & Idroos A, “A Study of Impact of Dive Tourism on Community Development (With Special References to Southern Province of Sri Lanka)”, Conference Proceedings of 4th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.341, 29th – 30th July , 2020

Weerasooriya, PCU, Wijesundara, WGSR, Kumara, PHT, & Ranaweera, RAAK, “Potentials for Agro Tourism Development in Pinnawala, Sri Lanka”, Conference Proceedings of 4th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.345, 29th – 30th July , 2020

Gunawardhana, TANP, Wijesundara, WGSR, & Peiris, HRN, “Identification of Foreign Tourist’ Perception on Quality of International Food and Beverages Available in Destination Food Outlets in Sri Lanka (With Special Reference to Ella Area)”, Conference Proceedings of 4th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.347, 29th–30th July , 2020

Jayasundara, HMMT, Tennakoon, TMPSI, & Wijesundara, WGSR, “A Study on Community Involvement in Tourism Benefit Sharing in Sri Lanka (With Special Reference to Dambulla)”, Conference Proceedings of 4th International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.350, 29th–30th July , 2020

Prasangika, WDL, Ranasinghe JPRC, & Wijesundara WGSR, “Impact of Tourism Education on Job Performance of Tourism Graduates from State Universities in Sri Lanka”, Conference Proceedings of 3rd International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.311, 7th-9th February 1-3, 2019

Lahiru, RPS Ranasinghe JPRC, & Wijesundara WGSR, “Investigating Intellectual Workplace Relationships: Hotel Industry Employees’ Perspective in Sri Lanka ”, Conference Proceedings of 3rd International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.312, 7th-9th February 1-3, 2019

Gunawardhana, UGSN, Ranasinghe JPRC, & Wijesundara WGSR, “Enhancing Community Involvement in Wildlife Tourism: A Focus on Challenges and Issues (With Special Reference to Wasgamuwa National Park)”, Conference Proceedings of 3rd International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.575, 7th-9th February 1-3, 2019

Senevirathne, SMID, Fazana, SF, & Wijesundara WGSR, “Impact of Entrepreneurs Self-Efficiency on Tourism Industry Firm Performance (With Special Reference to Ella Area)”, Conference Proceedings of 3rd International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.579, 7th-9th February 1-3, 2019

Madhusa Chaturangi GA, Wijesundara WGSR, & Tennakoon TMPSI, “The Impact of Destination Image on Foreign Tourist Future Behavior; Special Reference to Benthota in Sri Lanka ”, Conference Proceedings of 3rd International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.582, 7th-9th February 1-3, 2019

Dolfina SK, Wijesundara WGSR, & Tennakoon TMPSI, “Perceived Potentials to Promote Bird Watching in Mannar District, Sri Lanka ”, Conference Proceedings of 3rd International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.596, 7th-9th February 1-3, 2019

Alwis, LLKS & Wijesundara WGSR “Empirical Study on Residents’ Characteristics on Tourism Development (With Special Reference to Mahiyanganaya)”, Conference Proceedings of 3rd International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.597, 7th-9th February 1-3, 2019

Wijesundara, WGSR, Danthanarayana CP, & Idroos AA “Does Begging Add Flavour to Tourism Destinations in Sri Lanka?”, Conference Proceedings of 3rd International Research Conference, Uva Wellassa University, Badulla, Sri Lanka, pp.600, 7th-9th February 1-3, 2019

Wijesundara, WGSR. (2018), “Stepping Boom to Doom Tourism? Special Focus on Elephant Seeing in Sri Lanka”, Conference Proceedings of 2nd International Research Symposium of Uva Wellassa University, February 1-3, 2018, Badulla, Sri Lanka

Wijesundara WGSR & Nishantha Rohan, "Photo Tourism: A Strategy to Create Entrepreneurs in Tourism Industry (A Case of Nuwaraeliya)", Proceedings of the 2nd Interdisciplinary Conference of Management Researchers in Collaboration with 10th Tourism Outlook Conference and 1st International Environmental Sustainability Conference, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka, pp.96, 19th-21st October 2017

Wijesundara WGSR & Athula C. Gnanapala, "An Analysis of The Tourists' Behavior on Tea Tourism in Sri Lanka", Proceedings of the 2nd Interdisciplinary Conference of Management Researchers in Collaboration with 10th Tourism Outlook Conference and 1st International Environmental Sustainability Conference, Sabaragamuwa University of Sri Lanka, Belihuloya, Sri Lanka, pp.99, 19th-21st October 2017

Dhanapala, DMPU., Wijesundara, WGSR., & Tennakoon, TMPSI., "Analysis of Service Quality and Tourist Satisfaction Levels with Reference to Tourist Information Centres (TICs) (With Special Reference to Kandy City)", Proceedings of the 1st International Research Symposium, Uva Wellassa University, Badulla, Sri Lanka, pp.204, 19th-20th January 2017

Gangananda, AMNM., Wijesundara, WGSR., & Herath, HMWM., "Type of Brand Image and CSR (Corporate Social Responsibility) Activities of Hotels (With Special Reference to the Local Community Established around Hotels in Galle and Kandy Districts)", Proceedings of the 1st International Research Symposium, Uva Wellassa University, Badulla, Sri Lanka, pp.221, 19th-20th January 2017

Kulathunga, KMMCB., Wijesundara, WGSR., Kulathilake, CJP., & Tennakoon, TMPSI., "Heritage Attributes and Tourists' Satisfaction; Special Reference to Uva Province in Sri Lanka", Proceedings of the 1st International Research Symposium, Uva Wellassa University, Badulla, Sri Lanka, pp.222, 19th-20th January 2017

Dharmarathna, DMJU., Wijesundara, WGSR., & Peiris, HRN., "Identification of Inbound Tourists' Image Perception on Local Foods and Cuisines in Sri Lanka by cognitive and Affective Factors (With Special Reference to Galle District in Sri Lanka)", Proceedings of the 1st International Research Symposium, Uva Wellassa University, Badulla, Sri Lanka, pp.224, 19th-20th January 2017

Wijesundara, WGSR., "Street Side Food Vendors and Education", Conference proceedings of the 3rd International Conference on Hospitality and Tourism Management, Colombo, Sri Lanka, pp.21, 05th-06th November 2015

iv. Book Chapters

Ranasinghe, J.P.R.C., Wijesundara, W.G.S.R., Karunarathne, A.C.I.D., & Nawarathne, A.M.D.B. Edited by Ramkissoon, H. (in Progress). Successful Young Tourism Entrepreneurs in Sri Lanka: Does Gender Matter?

Wijesundara, WGSR., & Gnanapala, WKA., (2020). "Perceived Tourist Harassment in Tourist Destinations: A Study of Southern Coastal Belt of Sri Lanka", Global Challenges and Strategic Disruptors in Asian Businesses and Economies, IGI Global Publications, pp299-313

Danthanarayana, CP., Wijesundara, WGSR., Kumara, PHT., & Sutha, J., (2020). 'The Effect of Knowledge Sharing Practices on Employees' Knowledge and Capabilities in the Hotel Industry in Sri Lanka', İnci Oya Coşkun et al. (Eds): Travel and Tourism: Sustainability, Economics, and Management Issues, 978-981-10-7067-9, 458433_1_En, (11)

Wijesundara, WGSR., & Ranasinghe, JPRC., (2018). 'Perceived Barriers for Employment in Tourism Industry among Rural Communities (A special reference to Kotmale divisional secretariat)'. Sustainable Tourism: Breakthroughs in research and practice, IGI Global Publication, pp 255-270

v. Books

- 2014 Basics for Food and Beverage Service (2014) – Vol. 01, Author publication, ISBN978-955-41104-0-3
2014 “Glossary for undergraduates” published by Uva Wellassa University

vi. Other

Special Proposal to Ministry of Tourism and Civil Aviation on “Promoting Mattala Rajapaksha Airport as a Tourism Hub in Sri Lanka” Ranasinghe, R.; Damunupola, A.; Wijesundara, S.; Karunaratna, C.; Nawarathna, D.; Gamage, S.; Herath, J.; Pattiyagedara, S.; Bandara, A; Gangananda, N; Bowala, U. (2021). Promoting Mattala Rajapaksha Airport as a Tourism Hub in Sri Lanka. Available from: <https://www.researchgate.net/publication/352179103> Promoting_Mattala_Rajapaksha_Airport_as_a_Tourism_Hub_in_Sri_Lanka [accessed Oct 22, 2021].

WORKSHOPS

Participated in Workshop on NVIVO software organized by Department of Management Sciences, Faculty of Management on 27th February 2019

Participated in Workshop on “Research Indicators, Scholarly Publications and Research Management on 12th February 2019

Workshop on curriculum Design and Development on External Degree Programme in Management at Riverside Holiday Inn on 28-30th June 2015

Workshop on “ Student-Centred Outcomes-Based Curriculum Development” by Prof. E.R.K. Perera at Uva Wellassa University on 29-30 November, 2014

Workshop on “Sustainable Tourism Planning, Development and Marketing in An Island Destination” by Prof. Dallen J. Timothy on 26th February 2014, organized by Department of Tourism Management at Sabaragamuwa University of Sri Lanka

Workshop on “Curriculum Design and Development” conducted by Prof. Harischandra Abergunawardana and Dr. Gominda Ponnaperuma under the HETC-UDG project on May 07 & 08 at Uva Wellassa University of Sri Lanka in 2014

Workshop on “Curriculum Design and Development” by Prof. Deepthi Bandara at Uva Wellassa University of Sri Lanka on 15th October 2013

Workshop on “Initiatives in Quality Assurance and Strengthening Internal Quality Assurance in Universities” by Prof. Colin N. Peiris organized by QAA council of the UGC on 8th July 2013 at Uva Wellassa University of Sri Lanka

PERSONAL STRENGTHS

- Positive mental attitude, self-motivated to ensure that my contribution makes a difference every day
- Professional and focused on ensuring the “customer satisfaction experience”
- Delivering a “hands on” approach, challenges negativity and turns situations into positive outcomes
- Paying attention to detail and perfection in the quality of work produced
- Maintaining high standards and expect high standards from others
- Team player, and believes in Repeat business based on trust, honesty and hospitality

SKILLS AND CAPABILITIES

- Computer skills (MS Words, MS Excel, MS Powerpoint)
- Language ability (English, Sinhala and Tamil)
- Team work ability
- Communication skills

PERSONAL DETAILS

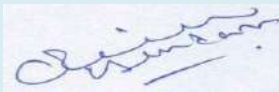
- Marital Status - Married
- Date of birth - 04/03/1984
- Age - 37 years
- Nationality - Sri Lankan
- N.I.C.No - 845643350V
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I do hereby certify that the particular forwarded above are true and accurate to the best of my knowledge.



(WGSR Wijesundara)

12/12/2021

(Date)