**Curriculum Vita of Dr D.A.C. Silva**

**Department of Economics, University of Colombo**

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**PERSONAL PROFILE**

Forward thinking, results-oriented leader with a strong vision and strategic capability, proven track records of past performance, self-driven and experienced in identifying opportunities for organizational success, best qualities & standards concerned, Strong belief on partnerships and human-networks, committed to grab new opportunities & innovation to drive organizational improvements, implementation of best practices while optimising academic administrative procedures.

Popular experienced lecturer relying on outcome-based learning approach, prominent researcher focusing on action-oriented and evidence based research methods; founder of academically sound and professionally demanded innovative new study programmes with curriculum development; committed for innovation to drive organizational improvement through the implementation of best practices with global standards.

Excellent academic administrator winning the institutional best records for performances, well networked at every level, highly successful in building strong academic and professional partnerships locally and internationally, Collaborative approach with excellent interpersonal skills to engage, motivate and encourage staff to the peak performance.

**Academic Qualifications**

**Educational Achievements:**

Jan 2002 **Ph.D. in Tourism Economics**

 Vrije University Amsterdam, the Netherlands

Aug 1998 **M. Phil in Environmental Economics**

 Maastricht School of Management, University of Maastricht, the Netherlands

Oct 1993 **MA in International Economics**

 University of Colombo, Sri Lanka

Sep 1990 **BA in Monetary Economics**

 University of Colombo, Sri Lanka

**SPECIFIC INTERNATIONAL TRAINING**

2010 **Ecotourism Development in Asia**

 Japan International Cooperation Agency (JICA)

 Kyushu International Center, Japan

2011 **Tourism Development and Management**

 Singapore Cooperation Programme

 Ministry of Foreign Affairs, Singapore

1995 **Advanced Certificate in Economics of Resource and Environmental Management**

 University of New England, Australia

**EMPLOYMENT – PRESENT POSITIONS**

Sep 2001 – Present **Permanent Senior Lecturer**

 **Department of Economics, University of Colombo**

Sep 1991 – 2001 **Permanent Lecturer**

 **Department of Economics, University of Colombo**

**Key Responsibilities**

* Teaching and conduct student evaluation
* Conduct research and enhance new knowledge
* Academic administration
* Coordinator and founder of new programmes
* External Involvement
* Additional duties and responsibilities

**Key Achievements**

* Introduced several study modules related to tourism and hotel management for undergraduates of the Faculty of Arts, University of Colombo.
* Submitted a draft proposal for a special degree programme on Tourism, Event and Hospitality Management to the Department of Economics, University of Colombo and necessary arrangements are being carried out for the approval from the faculty of arts, senate and council of the university.
* Developed Curriculum for B.Sc. Special Degree in Tourism and Service Management as an extension programme conducted by University of Colombo Institute of Agro Technology and Rural Sciences (UC-IARS), University of Colombo (Approved and confirmed by the Senate)
* Generated the revenue of nearly Rs. 27,000,000/= (per annum) in the year 2017 by way of course fees from the tourism programmes founded and coordinated by me at the Department of Economics, University of Colombo.

**EMPLOYMENT – IMMEDIATE PAST ACADEMIC ADMINISTRATIVE POSITIONS**

2012 **Director**

 **Staff Development Centre (SDC), University of Colombo**

The primary objective of the SDC is to make university teaching/learning more effective, relevant, student oriented and of international standard by developing skills and competencies of the academic and non-academic staff ensuring more effective and efficient performance among all staff of the University.

**Key Responsibilities**

* Ensuring the delivery of expected outputs by guiding the staff members towards to the right direction and under taking responsibility for the overall management and performance of the organization.

**Achievements**

* Resumed the Certificate of Teaching in Higher Education (CTHE) programme, accredited by Staff and Education Association (SEDA) of UK and by the University Grants Commission (UGC) of Sri Lanka after more than one year.
* Conducted many training programmes/workshops/conferences for academics, administrative and supportive staff of the University of Colombo and other universities/academic institutions under the UGC fund allocation.

2013 -Present: **Director**

 **Centre for Economic Research & Industrial Policy Analysis (CERIPA) University of Colombo**

The CERIPA at the Department of Economics, University of Colombo aims to develop university-industry-community linkages and carry out multi-disciplinary research, market analysis and skills development activities relating to the subject of economics.

**Key Responsibilities**

* This is a non-remunerated appointment of the University of Colombo, with the responsibility to direct CERIPA in conducting research/workshops/seminars and other related activities to promote the University-Industry-Community links and partnerships.
* Ensuring the delivery of outputs by guiding the staff members towards to the right direction and under taking responsibility for the overall management and performance of the organization.

**Achievements**

* A number of research projects, training programmes, conferences and workshops were conducted under the sponsorships of USAID, UNESCO and Tianjin Maritime College in China and local sponsors as well.
* Initiated a series of short-term training programmes (Summer Study Programmes) for foreign students on Tourism and Hospitality Management. The first batch consisting of 19 Chinese students from the Tianjin Maritime College in China joined the Certificate Course in Hospitality and Service Management conducted in January 2015 for one month with more batches scheduled to follow during this year.
* Conduct short term (three weeks) staff training programme for the academic staff of Maritime College, Tianjin in Chana on Ocean Resource Management and develop curriculum on the same.
* Conducted a tour-guide training programme under the theme of “Young Energy for Economic Development through Cultural Heritage: Young People to Train as Professional Area/Site Guides guided by Sri Lanka Tourism Development Authority and sponsored by UNESCO

2010 –2012 **Director General/CEO**

 **Sri Lanka Institute of Tourism & Hotel Management (SLITHM), Ministry of Economic Development**

(on secondment basis for a 2 year term)

The SLITHM is managed by Sri Lanka Tourism under the Ministry of Economic Development (now under the Ministry of Tourism Development and Christian Religious Affaires). The SLITHM has five provincial level schools (Anuradhapura, Bandarawela, Pallekelle, Koggala, and Ratnapura). It conducts training programmes island-wide. The major objective of the SLITHM is to prepare well-trained youths for the employment of hospitality, tourism and hotel management positions nationally and internationally.

**Key Responsibilities**

* Managing the overall operations and resources of SLITHM
* Responsible for the overall performance of the institute
* Making critical decisions on developing and implementing strategies
* Liaising between the Board of Management and governmental/ministerial officials.

**Achievements**

* During my tenure, the SLITHM won the Excellent Tourism Award for the “*Best Institution for Manpower Development of the Tourism and Hospitality Industry in Sri Lanka*” for both years 2010/11 and 2011/2012 in Sri Lanka.
* Developed new syllabuses/programmes with the support of JICA through TRIP-HRD project, based on the Intended Learning Outcomes (ILOs) and Quality Assurance for Training Programmes of SLITHM
* Obtained several NVQ Standards for SLITHM Programmes
* Developed Franchisee Operation System for SLITHM Programmes
* Introduced M/E Learning Mode to SLITHM Programmes

In addition, Following ex positions are also held by me in various entities.

* 1. **Advisor to the Secretary of the Ministry of Transport and Co-operative (Western Province), Sri Lanka**

Introduced cooperative tourism in the province launched with Kotikawattha Cooperative Society.

2007-2009 **Chairman of the Advisory Panel for the Community Based Sustainable Tourism Development, the Ministry of Tourism in Sri Lanka**

Developed a database of Community Based Tourism Organizations in Sri Lanka. Published document for code of conduct and good practices for community based tourism development in Sri Lanka.

* 1. **Advisor to the Ministry of Tourism, Western Province, Sri Lanka**

Developed Five-Year Tourism Development Plan (2006-2010) incorporating available tourism potential in the province

2008 **Acting Director** of the Colombo University Community Extension Centre (CUCEC) of the University of Colombo, 2008.

2009 **Chairman, Technical Evaluation Committees** of the Community Development Programme of the Ministry of Tourism.

2009-2010 **Chairman of the Research and Training Committee**, Sri Lanka Economics Association, Sri Lanka,

2009-2010 **Chairman of the Technical Evaluation Committee** for Implementation of the Community Development Programme in Tourism Resources Improvement Project in Sri Lanka, Ministry of Tourism, Sri Lanka.

2012 **The Chairman of the Curriculum Development Programmes** in Tourism and Hotel Management conducted by Sri Lanka Institute of Tourism and Hotel Management (former Ceylon Hotel School), under the academic consultancy of Ritsumeikan Asia Pacific University, Sponsored by JICA, 2010-2012.

2016 **Chairman of Institutional Review Committee** of ACBT Educational Institute, by Non State Higher Education Section, Ministry of Higher Education.

2015 **Academic Advisor** for Ph.D. Programme at MSU Learning Centre – Colombo of Management Science University, Malaysia.

2015-Present **Academic Advisory Board Member** to the Institute of Human Resource Advancement (IHRA), University of Colombo

2017 **Chairman of Subject Review Panel** for Bachelor of Tourism and Hospitality Management of CINEC Maritime Campus (Pvt), LTD.

**ACADEMIC AND PROFESSIONAL CONTRIBUTIONS: AT UNIVERSITY OF COLOMBO**

2003-Present **Founder and Present Module Coordinator** of the subjects/modules in Tourism Economics and Hotel Management for special and general undergraduates of the second year and third year at the Faculty of Arts, University of Colombo.

2013 **Founder and Senior Treasurer, Tourism Society,** Department of Economics, Faculty of Arts, University of Colombo, 2003-2007 Academic Year.

2005-Present **Founder and Present Coordinator** of Diploma (Non-Graduate) in Travel & Tourism Economics and Hotel Management, Department of Economics, University of Colombo.

2009 **Member of the Academic Advisory Board** of Rural Development Training & Research Institute (RDTRI), the Ministry of Nation Building & Estate Infrastructure Development.

2012-Present **Founder and Present Coordinator** of Masters in Tourism Economics and Hotel Management, Department of Economics, University of Colombo.

2012-Present **Founder and Present Coordinator** of Postgraduate Diploma in Tourism Economics and Hotel Management Department of Economics, University of Colombo.

2013 **Founder of Certificate in Tourism and Hospitality Management (CTHM**), at the Institute of Human Resource Advancement (IHRA), University of Colombo since 2013.

2014 **Principle Designer/Key Resource Person** of the proposed Special Degree: Bachelor of the Science in Tourism and Service Management programme for the University of Colombo Institute of Agro-Technology and Rural Sciences (UC-IARS), University of Colombo (approved and confirmed by the Senate, University of Colombo)

2014 **Founder of Executive Diploma in Tourism**, Event and Hospitality Management (EDTEHM)at the Institute of Human Resource Advancement (IHRA), University of Colombo since 2014.

2014 **Founder and Present Coordinator** of Summer Study Programmes in Tourism and Hospitality Management Department of Economics, University of Colombo.

2015-Present **Founder and Present Course Coordinator** of Executive Diploma in Tourism, Event and Hospitality Management (to be started at the end of April 2015), Institute of Human Resource Advancement (IHRA), University of Colombo.

2015 **Academic Advisor** for Ph.D. Programme at MSU Learning Center – Colombo of Management Science University, Malaysia.

2016 **Founder of Certificate Course in Travel, Tourism and Hospitality Management** (CTTEHM), at the Department of Economics, University of Colombo through Tripartite Partnership between Sri Lankan Aviation College (Training institute of Sri Lankan Airlines), Travel Agents Association of Sri Lanka (TAASL) and University of Colombo since 2016.

**ACADEMIC AND PROFESSIONAL CONTRIBUTIONS: AT NATIONAL LEVEL**

2003 **Key Consultant** for Developing Curriculum for Master in Tourism Economics and Management for ASIA LINK programme, organized by the Ministry of Tourism.

2004 **Consultant** for Community Development of Kirala Kele Eco Tourism Project, Southern Development Authority of Sri Lanka.

2004 **Consultant** for Awareness and Consultation Programme on Sustainable Tourism Development for the Ministry of Industries, Fisheries, Tourism and Child Care, Western Province.

2005 **Coordinator and Key Consultant** for Tourism Information System Project, Western Province in Sri Lanka.

2005–2008 **Member** of the UC-JICA (later re-named as the Colombo University Community Extension Center) Research Team, Colombo University.

2007-2009 **Advisory Member** of Inter-provincial Tourism Development Panel, Ministry of Tourism, Sri Lanka.

2007 - 2009 **Member of the Academic Advisory Board** of Rural Development Training & Research Institute (RDTRI), the Ministry of Nation Building & Estate Infrastructure Development .

2007 - 2009 **Member of the Academic Affairs Board** of Sri Lanka Institute of Tourism & Hotel Management (SLITHM), Ministry of Tourism, Sri Lanka.

2008 **Principal Consultant** for the Research study on the Role of Micro Finance Tools in Disaster Management: A Comparative study in India, Bangladesh and Sri Lanka, coordinated by the Center for Disaster Risk Reduction of Tata Dhan Academy in India.

2008 **Consultant** for EIA of Bolgoda Lake Development Plan, Western Province in Sri Lanka.

2010 **Principal Consultant** for Membership Survey, the Chamber of Young Lankan Entrepreneurs (COYLE), Sri Lanka.

2011 **Key Resource Person** for the Preparation of Bachelor Degree in Tourism (Joint Degree of B.Sc. in Spatial Planning, Management and Design Course conducted by the University of Moratuwa and La Trobe University, Australia in March 2011.

2012 **Key Consultant** for Soft Skills Development Programme at South Eastern University, Sri Lanka.

2012 **Consultant** for developing New B.Sc Degree Programme in Tourism and Hospitality Management to South Eastern University.

2012 **Consultant** for developing Soft Skills Course and Course Material Developing under the University Development Grants (UDG)/Higher Education for the Twenty First Century (HETC) project, of the South Eastern University of Sri Lanka.

2013 **Principal Programme Designer/Consultant:** Bachelor of Commerce Special and General Degree programmes in Tourism and Hotel Management of the South Eastern University, Sri Lanka.

2013 **Key Consultant** and Team Leader, Research project on a study of Tourism, Income Generation and Business Opportunity Mapping in Batticaloa District, Sri Lanka, Sponsored by USAID.

2013 **Coordinator and consultant** for Young Energy for Economic Development through Cultural Heritage, conducted by Sri Lanka National Commission for UNESCO.

2014 **Advisor** of the curriculum development programmes in Tourism and Hotel Management conducted by Sri Lanka Institute of Tourism and Hotel Management (former Ceylon Hotel School), under the academic consultancy of Ritsumeikan Asia Pacific University, 2010 sponsored by JICA

2014 **Member of the Board of Directors** to the Shipping and Aviation Information Research (PVT) Ltd, Ministry of Civil Aviation, Sri Lanka

2014  **Member of the Advisory Committee** of Diploma in Transportation and Logistics Management Programme, Institute of Human Resource Advancement (IHRA), University of Colombo

2014 **Member of the Advisory Committee** to the Ministry of Cultural Affairs and National Heritage, Sri Lanka

2014  **Committee Member** of Outcome-Based Teaching Programme conducted by the Ministry of Higher Education, Sri Lanka

2014 **Member of the Study Team** of Agro-tourism Development in Sri Lanka

Hector Kobbakaduwa Agrarian Research and Training Institute, Sri Lanka

2014 **Chief Consultant** of Cooperative Tourism Development, Cooperative Society of Kotikawattha, Western Province, Sri Lanka.

2014 **Key Consultant** for Postgraduate Degree Programme in Economics in South Eastern University.

2014 **Key Consultant** for Curriculum Revision for Bachelor Degree Programme in Economics in South Eastern University.

2014 **Programme Designer and Consultant** for B.A. Degree Programme in Tourism and Hospitality Management at the Faculty of Arts, South Eastern University, Sri Lanka.

2014 **Key Consultant for Curriculum Revision** for Bachelor Degree Programme in Economics in South Eastern University.

2014 **Consultant** for Undergraduate Curriculum Revision in Economics for the Faculty of Arts and Culture of the South Eastern University of Sri Lanka.

2014 **Consultant** for Postgraduate Degree Programme in Economics (M.A. & M.Phil.) for the Faculty of Arts and Culture of the South Eastern University of Sri Lanka.

2015 **Key Consultant to the Eastern University**, Developed new B.Sc degree programme in Travel, Event and Tourism Management to Eastern University, 2015/2016

2015 **Key Consultant for the Gap Analysis** for Human Resource Development of Tourism Industry in Sri Lanka, National Human Resources Development Council of Sri Lanka

**ACADEMIC AND PROFESSIONAL CONTRIBUTIONS: AT INTERNATIONAL LEVEL**

2010  **Visiting Professor, External Examiner and Lecturer** for Hospitality and Tourism Management, Management & Science University (MSU), **Malaysia**.

2012 **Editorial Board Member** of the **“Middle East Journal of Management**”, Inderscience Publisher:[www.inderscience.com/2012](http://www.inderscience.com/2012)

2013 **Guest Lecturer and Examiner** for Hospitality and Tourism Management

 Naresuan University, **Thailand**

2013 **Guest Lecturer** for Hospitality and Tourism Management, Tianjin Maritime College, **China**

2013 **Member of Advisory and Editorial Panel** of the International Journal "Journal of Management Value & Ethics", **India**

2013 **Member of Editorial Panel** for the “Tourism Dimensions” Himachal Publication, **India**

2014 **Guest Lecturer** for Economics, Tianjin Polytechnic University, **China**.

2014 **Guest Lecturer** for Hospitality and Tourism Management at Gwalior Center, Indian Institute of Tourism and Travel Management (IITTM) in **India**.

2014 **Guest Lecturer** for Hospitality and Tourism Management, Indian Institute of Tourism and Travel Management (IITTM), India.

2015 **The Secretary General** of the Tourism and Hospitality Educators and Researchers Association of Asia (THERAA). The first congress meeting will be held at the end of December 2015 in **India**.

2016 **Honorary Visiting Professorand Lecturer** at the School of Management, Department of Tourism and Travel, Maharaja Agrasen University, Himachal Province, **India**.

2015 **Academic Advisor for Ph.D. Programme** at Management & Science University (MSU) Malaysia at the Learning Centre, **Colombo**,

2016 **Visiting Professor** of Indira Gandhi University, Indira Gandhi University Meerpur, Rewari, (Haryana), **India**.

2017 **Honorary Visiting Professorand Lecturer** at the Department of Tourism and Hospitality Management, European University for Tourism (UET), **Italy**.

2017 **Guest Lecturer** for Hospitality and Tourism Management at Nellore Center, Indian Institute of Tourism and Travel Management (IITTM) in **India**.

**RESEARCH STUDIES & RESEARCH BASED PUBLICATIONS** (Ascending Order)

2004 Herath H.M.S.P., Vidana Pathirana A., Athauda A.M.P.P and Silva D.A.C (2004) An Assessment of Ecotourism Potentials in Galgiriyakanda Mountain in North Western Province Sri Lanka, University of Wayamba, Sri Lanka, Pages 45-54.

2004 Silva DAC and Wimalarathana W (2004) Promotion of Community Based Sustainable Tourism in Monaragala District, MONDEP Research Project, University of Colombo.

2004 H.M.S.P Herath, A.W. Vidanapathirana, A.N.T.P. Athauda and D.A.C. Silva (August 2004), ‘An Assessment of eco-tourism potentials in Galkiriyagama Mountain in North Western Province Sri Lanka’, Faculty of Agricultural and Plantation Management, Wayamba University of Sri Lanka, Pages 46-54.

2005 Galagoda R.P.W.M.R.R.K.D., Gajanayake K.G.M.C.P.B., and Silva D.A.C. (2005) Economic Evaluation of Eco-tourism Potentials in Up-country Tea Estates of Sri Lanka, University of Wayamba, Sri Lanka, Pages 37-43

2005 Five Year (2005-2010) Development Plan for North Western Province, Sri Lanka, North Western Provincial Council, Sri lanka.

2006 Janet C and Silva D.A.C (2006) Identification of Economic Vulnerability of Tsunami Affected Fishing Community in Sri Lanka: A case study of Tsunami affected fishing community in Kalutara District, University of Wayamba, Sri Lanka

2008 Informal Tourism Sector in Sri Lanka: Problems and Prospects for Triple Bottom Based Tourism Development, International Conference on Social Sciences on Theory and Practice of Social Sciences for Human Wellbeing in South Asia, University of Kelaniya Sri Lanka.

2008 Data-Base for Informal Tourism Sector in Hikkaduwa Tourist Destination, Sri Lanka Tourism Development Authority, Sri Lanka.

2008 Hidden Glory of Pillikuttuwa Destination Site, Sri Lankan Heritage Magazine, Sri Lanka, pp 23-32, 2008

2008 Informal Tourism Sector and Sustainable Tourism Development Annual Research Symposium, University of Colombo, Sri Lanka.

2008 Community Participation and Environmental Preservation (presentation) 1st International Workshop and Symposium for Environmental Design & Architecture in Nagoya City University, Japan.

2008 Building Resilience in the Informal Sector in Tourism: A Case Study of Crisis Affected in Asia (Joint Paper), 8th Biennial Conference on Tourism in Asia, Asia Tourism 2008, University of Angers.

2009 An Examination of Economic Impact of Employee Turnover and Retention: Special Reference to the Insurance Industry of Sri Lanka, Bulletin of Miyagi University School of Project Design, no 12, Japan.

2009 Wimlarathana W and Silva D.A.C (2009) Community Based Sustainable Tourism Potential in Sri Lanka: A Case Study of Monaragala District, Sri Lanka Journal of Agrarian Studies: Hector Kobbekaduwa Agrian Research and Training Institute; Vol. 13 No 1,pp 23-44,

2009 W. Wimalaratana & D.A.C. Suranga Silva (2009), ‘Community Based Sustainable Tourism Development in Sri Lanka: Special Reference to Monaragala District ’;www.haroldgoodwin.info/PPT/PPTMonaragala.pdf, Pages 1-40

2009 Kanchana Mendis, DAC Silva and Isamu MIPSUHASHI (2009), An Examination of Economic Impact of Employee Turnover and Retention: Special Reference to the Insurance Industry of Sri Lanka, Bulletin of Miyagi University School of Project Design, Vol No 12, , Japan, Pages 39-54

2010 Examining the Feasibility of Agro-tourism Development in Sri Lanka: A Case Study of Food Crops Research and Development Center in Habarana, International Research Symposium, University of Kelaniya, Sri Lanka.

2011 Recent Trends and Patterns of Tourism Employment and Challengers for Manpower Development in Tourism Industry of Sri Lanka, Economic Review, People’s Bank, Vol 36, Feb/March 2011

2011 Major Challenges and Future Strategies for Manpower Development for Tourism Development in Sri Lanka., Tourism Development Journal (An International Research Journal), Institute of Vocational (Tourism) Studies, H.P. University Shimla, India. ISSN NO 09757376, Vol 9, No. 1, Pages 23 - 31.

2012 Community Based Sustainable Tourism Development in Sri Lanka: Special Reference to Monaragala District;

 [www.haroldgoodwin.info/PPT/PPTMonaragala.pdf](http://www.haroldgoodwin.info/PPT/PPTMonaragala.pdf)

2012 Devaka Punchihewa, Kennedy Gunawardana and DAC Silva . Digital marketing as a Strategy of E-Governance in Sri Lanka: Case Study of Sri Lankan Hospitality Industry, 2012

2012 Critical Factors for Developing Brand Equity, IOSR Journal of Business and Management (JOSRJBM); ISSN: 2278-487X Volume 1, Issue 4 (July –Aug 2012); PP 3-20; [www.iosrjournals.org](http://www.iosrjournals.org)

2012 Sri Lanka Tourism: Expectations and Challenges, Shaakkya Publications, Sri Lanka.

2012 Suranga Silva, Seyed Rajab Nikhashemi, AbsanulHaque, FarzanaYasmin&Khatabi( July –Aug 2012). Critical Factors for Developing Brand Equity., IOSR Journal of Business and Management (JOSRJBM); ISSN: 2278-487X, Volume 1, Issue 4 (July –Aug 2012); PP 3-20; [www.iosrjournals.org](http://www.iosrjournals.org)

2013 D.A.C. Silva (2013). Prospects and Challenges of Tour Guiding for Tourism Development in Sri Lanka. The Traveller, Sri Lanka Institute of National Tourist Guide Lecturers, Pages 40 - 55.

2013 P. Perera, D.A.C. Silva (2013). Benelux in Sri Lanka Tourism: The Perspective for the Future- Learning from the Past. International Conference on Hospitality and Tourism Management: The Way Forward to Tourism, ICOHT & Leap Business Management ISSN 2345-962x, Pages 290 - 299

2013 H.D.P. Sumanapala, S.W. Kotagama, D.A.C. Silva, P. Perera (2013). Factor Determining Visitors' Satisfaction an Ecolodge Development in Sri Lanka. International Conference on Hospitality and Tourism Management: The Way Forward to Tourism, ICOHT & Leap Business Management ISSN 2345-962x, Pages 421 -429

2013 K.C. Vithanage, D.A.C. Silva (2013). Examining the Feasibility of Agrotourism Development in Sri Lanka: A Case Study of the Fruit Crop Research and Development Center, Horana. International Conference on Hospitality and Tourism Management: The Way Forward to Tourism, ICOHT & Leap Business Management ISSN 2345-962x, Pages 476 - 489.

2013 D.A.S. Perera, V.G.R. Chandran, D.A.C. Silva (2013). Tourist Motivation to Visit a Heritage Site: The Case of "Sigiriya". International Conference on Hospitality and Tourism Management: The Way Forward to Tourism, ICOHT & Leap Business Management ISSN 2345-962x, Pages 523 - 541.

2014 Silva D.A.C and Manori LSR (2014) Chinese Inbound Tourism Development in Sri Lanka: Prospects and Challenges, Shakya Publication (Sinhala Medium)

2015 D.A. Sharmin iPerera, VGR Chandran, D.A.C. Suranga Silva & K. China. (2015). ‘Tourist Expectation and Perception of World Heritage Site Sigiriya: Policy and Institutional Implications for Sri Lanka, Journal of Institutions and Economies, Vol 7, No 2, pp 165-183

2015 H.D.P. Sumanapala, S.W. Kotagama, P.K.P Perera, N.W.K. Galahitiyawe and D.A.C. S. Suranga (2015) ‘Eco-Lodge Patrons Characteristics: Sri Lankan perspectives’, International Journal of Research in Social Sciences, Vol. 5, Issue 2, PP 509-525

2015 Tourism and Community, Redstone (Pvt), ISBN 2465-5597

2015 Economics of Tourism Development: Way forward of Sri Lanka Tourism, Shakya Publication, Sri Lanka

2015 Rathnaweera G.Nand Suranga Silva, DAC, ‘Key Factors Determining Customer Loyalty of Middle East Tourist Arrivals to Sri Lanka’, in Enlightening and Integrating Sustainable Tourism Development through Industry Interactive Tourism Research, ISBN 978-955-3957-00-9, Department of Economics, University of Colombo, Pages 39-41 (2015)

2015 Sumanapala, H. D. P., Perera, P. K. P., S.W., K., & and Silva, D. A. C. S. (2015). Eco-lodge Patrons' Characteristics: The Sri Lankan Perspective. International Journal of Research in Social Sciences (IJRSS), Vol 5, Pages 509–525.

2015 Suranga Silva D.A.C &Cooray Viranthi (2015).” Emerging Issues in Education and Training: Educating and Training the Youth Starting at the Secondary School and Vocational Education Levels as Tourism and Hospitality Workforce” Vol 17, Page 120-130, 0502-987-5728, KYOBO BOOK CENTRE,Seoul, Korea.

2015 Devaka Punchihewa, Kennedy Gunawardana and DAC Silva (2015), ‘Critical Analysis of Electronic Commerce Adaptation by Hospitality Industry of Sri Lanka’, World Academy of Science, Engineering and Technology, Sweden.

2016 Premachandra K.H.B.S and Suranga Silva, DAC (2016), ‘Examining the Leakage of Food Beverage Sector in Tourism Industry in Sri Lanka’, in Enlightening and Integrating Sustainable Tourism Development through Industry Interactive Tourism Research, ISBN 978-955-3957-00-9, Department of Economics, University of Colombo, Pages 21-22

2016 Dilip S. K.N.H and Suranga Silva, DAC (2016), ‘Contribution of All Inclusive Package Promotion in Sri Lanka: With Special Reference to Resorts in Kaluara’, in Enlightening and Integrating Sustainable Tourism Development through Industry Interactive Tourism Research, ISBN 978-955-3957-00-9, Department of Economics, University of Colombo, Pages 23-26

2016 Xin Fu and Silva DAC (2016). An Evaluation of Communication Network for the Promotion of Japanese Inbound Tourism in Sri Lanka., SEUSL, Journal of Marketing, Vol. 1, No 2, ISSN 2513-3071, (Peer Reviewed Journal), Pages 29-35

2016 Bandara R.I & Silva DAC (2016). E-Tourism and Roles of Travel Agencies: A Case Study of Promoting Japanese Inbound Tourism in Sri Lanka., SEUSL, Journal of Marketing, Vol. 1, No 1, ISSN 2513-3071, (Peer Reviewed Journal), Pages 17-31

2016 Kanakarathna C and Suranga Silva, DAC (2016), ‘Factors Affecting Work-Life Balance of Executive Employees in Resort Hotels Sri Lanka’, in Enlightening and Integrating Sustainable Tourism Development through Industry Interactive Tourism Research, ISBN 978-955-3957-00-9, Department of Economics, University of Colombo, Pages 11-14

2017 Sampath Siriwardena and D.A.C.Silva (June 2017)., Sensitivity of Pricing Strategies and Non-Price Competition ofAirline Industry in Promoting Tourism in Sri Lanka (WithSpecial Reference to Inbound Tourist Promotion in Sri Lanka), Journal of Marketing and Consumer Research, ISSN 2422-8451, Vol.35, PP 48-58 (An International Peer-reviewed Journal)

2017 Silva D.A.C. and. Mendis B.A.K.M (2017). Male Vs Female Leaders: Analysis of Transformational, Transactional & Laissez-faire Women Leadership Styles, European Journal of Business and Management, 2017, Pages 19-26

2017 D.A.C. Suranga Silva & Liu Shu (2017). A Study on Chinese Tourists’ Preferences in Sri Lanka’, Journal of Tourism, Hospitality and Sports. Vol 26. Pages 49-56

2017 D.A.C. Suranga Silva & Lou Fengzhu (2017). A Study on the Impact of Buddhist Cultural Tourism for Chinese Inbound Tourism Promotion in Sri Lanka., Journal of Developing Country Studies, Vol 7 (4), Pages 98-105

2017 Silva Suranga, DAC &VithanaKasun (2017). A Study on Agrotourism Development in Sri Lanka. Journal of Tourism, Hospitality and Sports, ISSN (Paper) 2312-5187; ISSN (Online) 2312-5179; An International Peer Reviewed Journal, Vol 25, Pages 56-64

2017 Silva Suranga, DAC & Mendis B.A.K.M (2017). Women in Tourism Industry in Sri Lanka., Journal of Tourism, Hospitality and Sports, ISSN (Paper) 2312-5187; ISSN (Online) 2312 5179, An International Peer Reviewed Journal, Vol 25, Pages 65-72

2017 Silva D.A.C.S and. Mendis B.A.K.M (2017). Relationship between Transformational, Transaction and Laissez-faire Leadership Styles and Employee Commitment, European Journal of Business and Management, 2017, Vol 9 No 7, Pages 13-21

2017 D. A. C. Suranga Silva, (2017), Higher Education and labour Force Participation of Sri Lankan Females. International Research Journal of Marketing and Economics, Vol (04) Issue (03), Pages 49-66

2017 D. A. C. Suranga Silva, (2017), Challenges and Opportunities of Traditional Stilt Fishing Industry in Sri Lanka., International Journal of Science and Research, Volume 6 (Issue 04), Pages 126-136.

2017 Sumanapala H.D.P, Kotagama S.W, Peerera P.K.P, Galahitiyawe N.W.K and Suranga D.A.C (2017). ‘Comparison of Characteristics of Asian and Non-Asian Tourists Visiting Eco-lodges in Sri Lanka’, Sri Lanka Journal of Social Sciences, Vol 40: Issue 02.

**Scholarly Book Publications**

.

1994 Welandapola Arthikaya Yanu Kumakda, Sinhala Translation of the book on What is Market Economy?, Written by Michael Watts & Esra Solemon Published by Marga Institut, 1994, PP 65-104

2002 D.A.C Suranga Silva (2002). Sustainable Tourism Development in Sri Lanka: An Appraisal of International Inbound Tourism Demand, the Tourism Industry and National Tourism Policy, Vrije University Amsterdam, the Netherlands (Ph.D. Thesis)

2006 DAC Suranga Silva & W. Wimalaratana (2006). ‘Community Based Sustainable Tourism Development in Sri Lanka: Special Reference to Monaragala District’; Olanda Publishers, ISBN 955-1571-00-2, 2006

2011 D.A.C Suranga Silva and Anurudda Wijekumara (2011). Tourism Planning: Planning Concepts, Approaches and Techniques, (in Sinhala language),

 S Godage and Brothers, ISBN 978-955-30-2966-9

2011 D.A.C Suranga Silva and Piyal Guruge (2011). Tourism Development Approaches, (in Sinhala language), S Godage and Brothers, ISBN 978-955-30-2967-6,

2011 D.A.C Suranga Silva and Wasantha Kumara (2011). Sri Lanka Ayurvedic Tourism, (in Sinhala language), S Godage and Brothers, ISBN 978-955-30-2968-3

2012 Recent Trends and Patterns of Tourism Employment and Challenges for Manpower Development for Tourism Industry in Sri Lanka, Journal of Economic Review, ISBN No: 02599775, People’s Bank Publication, Vol 36; Pages 8-15

2012 DAC Suranga Silva (Dec 2012), ‘Expectations and Challenges in Sri Lanka Tourism’ in Sri Lanka Tourism: Expectations and Challenges’, PP. 56-78, Edited by Shyam Nuwan Ganewattha and Pathum Wikramarathna, Shaakkya Publications, ISBN 978-955-4645, 2012

2013 D.A.C Suranga Silva (2013). ‘Prospects and Challenges of Tour Guiding for Tourism Development in Sri Lanka’, pp 56-60, in The Traveller, published by Sri Lanka Institute of National Tourist Guide Lecturers, Unigraphics (Pvt) (Ltd)

2014 Sustainable Development in Our Tourism Industry: An Economic Aspect, in Advancing Sri Lanka Towards Tourism Economy (Sinhala Medium), Edited by Ganewattha S.N (Sep 2014), ISBN 978-955-4645-05-9, Shakkya Publication

2014 D.A.C Suranga Silva and U. R. Lasanthi Manori (2014). Chinese Inbound Tourism Development in Sri Lanka: Prospects and Challenges, Shakya Publication (Sinhala Medium), ISBN 978-955-4645-06-6

2015 Economics of Tourism and Sustainable Tourism Development, pp. 18-33, in Tourism in Sri Lanka: The Way Forward, Edited by Dr. Nalin Abeysekara and Shyam Nuwan Ganewattha, Shaakkya Publications, ISBN 978-055-4645-097

2015 R.M.M.H.K Rambodagedara, D.A.C. Suranga Silva & Subashani Perera Agro-Tourism Development in Farming Community: Opportunities and Challenges, ISBN: 9789556121971, Hector Kobbakaduwa Agrarian Research & Training Institute (HARTI), Colombo

2015 D.A.C Suranga Silva & Nalin Gunasekara (2015). A Handbook for Tourism Entrepreneurship, ISBN 978-955-42814, NEO Graphic, Nugegoda, Sri Lanka

2016 Human Resources Development in Tourism, pp 104-111, Golden Jubilee of Sri Lanka Tourism: Commemorative Volume, May 2016

**Publication of Text Books**

2009 Rev. Dr. W. Wimalarathana & D.A.C. Silva (2009) Tourism Resources in Sri Lanka, Western Province-I, ISBN: 9789555119511, Published by Olanda Publisher,

1. Rev. Dr. W. Wimalarathana& D.A.C. Silva (2009) Tourism Resources in Sri Lanka, Western Province-II, ISBN: 9789555119528, Published by Olanda Publisher,
2. Tourism Planning: Planning Concepts, Approaches and Techniques, (in Sinhala language), S Godage and Brothers.

2011 Tourism Development Approaches, (in Sinhala language), S Godage and Brothers.

2011 Sri Lanka Ayurvedic Tourism, (in Sinhala language), S Godage and Brothers.

2015 D.A.C. Silva & Viranthi Coorey (2015) Professional Tour Guiding for Sri Lanka Tourism Development, the Center for Economic Research and Industrial Policy Analysis (CERIPA), Department of Economics, University of Colombo.

2015 Nalin Gunasekara and Silva Suranga D.A.C, A Handbook for Tourism Entrepreneurship, ISBN 978-955-42814

2015 Handbook for Professional Tour Guiding for Sri Lanka Tourism Development, Shakya Publication, Sri Lanka

**PARTICIPATED CONFERENCES**

**International Conferences**

2008  **A Guest Speaker**

 1st International Workshop and Symposium for Environmental Design & Architecture in Nagoya City University, Japan

2011 **Guest Speaker**

 International Association for Asia Pacific Studies - “2nd Annual Conference on Sustainable Tourism” at Ritsumeikan Asia Pacific University and the post-conference follow up workshops and field visits, Ritsumeikan University, Japan.

2011 **Guest Speaker** for International Conference on “Urban Tourism, Senior Citizen Tourism and Wellness Tourism”, University of Toulouse, Franceheld on 11th and 12th in 2011

2011 **Guest Speaker** on Informal Tourism Sector and Sustainable Tourism Development: Special Reference to Hikkaduwa Tourist Destination in Sri Lanka at 1st International Workshop and Symposium for Environmental Design and Architecture in Nagoya (IWASEDAN) organized by School of Design & Architecture, Nagoya City University.

2011 **Guest Speaker**

 International Conference on “Urban Tourism, Senior Citizen Tourism and Wellness Tourism”, University of Toulouse, France.

2012 **Keynote Speaker and Resource Person**

 International Conference on Tourism & Hospitality Sector on “Meeting the Challenges of Globalization in Promoting Tourism & Hospitality in the SARRC Region”, Bangladesh.

1. **Resource Person** for International Conference on “Emerging Trends in Globalization of Tourism”, DAV Centenary College, Faridabad, India.

2014 **Guest of Honour and Guest Speaker** on Globalization of Tourism: A Socioeconomic Perspective at International Seminar on Globalization of Tourism: Opportunities and Challenges, organized Narayan Zantye College of Commerce, Affiliated to Goa University.

2014 **Resource Person** for the United Nations Symposium: Mainstreaming Sector Policies into Integrated National Sustainable Development Planning: Enhancing Sustainable Tourism, Urbanisation, Resources Efficiency, Biodiversity and Environmental Protection, held in Tehran, Islamic Republic of Iran, 2014.

2015 **Key Note Speaker and Scientific Committee Chair**

 3rd Annual Conference of Hospitality and Tourism Management on the theme of “Strategic alignment in tourism: Planning, developing, marketing, managing & monitoring”” in Maldives, held on 6th and 7th of October 2015 (http://tourismconference.co/2015/).

2015 **Advisory Member/Panel Chair** of the panel of the International Conference on "Contemporary Issues in International Business, Tourism and Sustainability: Opportunities and Challenges" Maharaja Agrasen University, India

2016 **An Expert Speaker** for Directors' Conclave 16-17 Jan. 2016 at Indian Institute of Tourism and Travel Management (IITTM), Gwalior on the theme of “Make in India: Setting the agenda for tourism sustainability”.

2017 **Keynote speaker** in the International Conference "New trends in Tourism and Hospitality: the needs in human resources under a global perspective" in Milan, during BIT – Borsa Internazionale del Turismo - Fiera di Milano, European University for Tourism, held on 2nd to 4th April, 2017.

2017 **Session Chair** of the session in Religious Tourism in Bangladesh at the International Conference on Opportunities and Treats to Future Tourism at the Department of Tourism and Hospitality Management at Dhaka University in Bangladesh, held on 14 Feb 2017

**National Conferences**

2003 **Resource Person** at "Economics Syllabus Revision Workshop" organized by the National Institute of Education on Oct 2003.

1. **Principal Resource Person**

Five-Year Tourism Development Plan (2005-2010) for the North Western Province, Sri Lanka.

2007  **Chairperson**

 2nd International Symposium on “Modeling the Issues and Challenges towards Sustainable Development”, Sabaragamuwa University, Sri Lanka.

2009 **Guest Speaker**

Contribution to "40th Anniversary Celebration of the First Planned Resort, Bentota National Holiday Resort" by the Sri Lankan Tourism Development Authority (SLTDA), Colombo.

2010  **Resource Person**

 9th Asia Pacific Roundtable for Sustainable Consumption & Production (9th APRSCP), Sri Lanka

2011 **Panel Chair**

 International Conference on “Modern Trends in Innovative Management 2011 (MTIM2011)”, Faculty of Management Studies, Rajarata University of Sri Lanka, Mihintale.

2011 **Chair Person**

 Technical session of “International Tourism in 3rd International Conference on “Regional Tourism – Trends, Changes and Challenges in South Asia” held by Indian Tourism Congress at Sri Lanka Institute of Tourism and Hotel management (SLITHM), Sri Lanka

2011 **Resource Person**

 Workshop on “New Horizons and Strategies for Higher Education” focusing on the topic; “Challenges of Manpower Development for Tourism Development in Sri Lanka and the Role of Universities”, Ministry of Higher Education, Sri Lanka

2011 **Resource Person**

 International Workshop (Sri Lanka/France) on “Upgrading Traditional Handicraft and Sustainable Tourism Development” in collaboration with University of Toulouse in France under the “Acting for Life, Tourism Ethics and Development Programme”, Sri Lanka

2011  **Resource Person**

 International Forum on Community Based Sustainable Tourism held by Ministry of Economic Development, Sri Lanka.

2012-2013 **Team Leader and Key Consultant**  **to the Ministry of Youth Affairs and Sports**

Developed National Vocational Education Training Plan (2010-2016) for the tourism and hotel industry in Sri Lanka under the Tertiary and Vocational Education Commission (TVEC).

2013 **Key Note Speaker and Scientific Committee Chair**

 1stAnnual International Conference of Hospitality and Tourism Management, Cinnamon Grand Hotel, Colombo

2014 **Resource Person** for Workshop on Revision of Economics Syllabus, National Institute of Education, Ministry of Education, 2004

2014 **Resource Person** for the United Nations Symposium: Mainstreaming Sector Policies into Integrated National Sustainable Development Planning: Enhancing Sustainable Tourism, Urbanization, Resources Efficiency, Biodiversity and Environmental Protection, held in Tehran, Islamic Republic of Iran.

2014 **Key Note Speaker and Resource Person** for International Conference on “Globalization of Tourism: Opportunities and Challenges”, Goa, India.

2014 **Guest Speaker**

 46th Annual General Meeting organized by the Sri Lanka Institute of National Tourist Guide Lecturers (SLINT GL), Colombo

2014 **Key Note Speaker and Scientific Committee Chair**

 2nd Annual International Conference of Hospitality and Tourism Management, Galadari Hotel, Colombo

2015 **Key Consultant to the Eastern University**

Developed new degree programme in Hotel and Tourism Management to South Eastern University

2015 **Key Resource Person** to design a Vocational Development Plan for Hospitality Sector under National Human Resource Development Council, Sri Lanka.

2016 **Keynote speaker** at the International Conference on “Emergence of India as a Global Power & Tourism: Challenges & Opportunities”, Dempo College of Commerce & Economics, Goa, in India, held 28th -29th March 2016

2016 **Guest Speaker** at the conference on Pro-Poor Tourism Strategies for Sustainable Growth at the Pondicherry University in India, held on 18th and 19th March 2016

 2017 **Resource Person** for finalizing the syllabus of Diploma in Tourism and Hospitality Management, Faculty of Management, Rajarata University of Sri Lanka, Jan 2017.

**KEY CONSULTANCIES COMPLETED**

2004 **Member of the Research Team and Coordinator**

 Evaluation Team of the Japan Overseas Cooperation Volunteers (JOCV) Urban Poor Unit, Sponsored by JICA, Sri Lanka.

2004 **Consultant**

 MONDEF Research Project for Uva Province conducted by CUCEC, University of Colombo.

2005 **Member of the Research Team**

 A UNDP Project on Peoples’ Consultation on Post-Tsunami Relief, Relocation and Reconstruction (RRR) in Sri Lanka

2005 **Member of the Research Team**

 A study on the relief, rehabilitation and reconstruction aftermath the Tsunami in Sri Lanka, funded by Norwegian Agency for Development Cooperation (NORAD)

2005 **Consultant**

 Five-Year Development Plan for North Western Province, sponsored by the North Western Province

2006 **Sri Lankan Coordinator**

 Study on cooperative organizations and poverty alleviation strategies in Sri Lanka, Leeds Metropolitan University, UK

2006 **Chief Examiner** for the Economics, Advanced Level Examination, Department of Examinations Sri Lanka of the Ministry of Education, 2004, 2005, 2006

2007 **Coordinator and Key Consultant**

 Tourism Information System Project, Western Province in Sri Lanka

2007 **Member of the Research Team**

 Assessment of vulnerability of tourism industry and resilient building, Stockholm Environmental Institution and Leeds Metropolitan University

2007 **Member of the Research Team**

 Poverty and Food Security Survey in Sri Lanka, Sponsored by JICA

2007 **Member of the Research Team**

 Local Private Sector Development in Sri Lanka, the Federation of Chambers of Commerce and Industry of Sri Lanka (FCCISL)

2008 **Principal Consultant**

 Research study on the Role of Micro Finance Tools in Disaster Management: A Comparative study in India, Bangladesh and Sri Lanka, coordinated by the Center for Disaster Risk Reduction of Tata Dhan Academy in India

2008 **Team Leader of the Consultancy Team**

 Five-Year (2008-2013) Tourism Development Plan of the Western Province in Sri Lanka

2008 **Consultant**

 EIA of Bolgoda Lake Development Plan, Western Province in Sri Lanka

2009 **Member of the Subject Development Committee** for Teacher Training guide of Economics for Advanced Level, 2009

2010 **Team Leader**

 Developing new curriculum for Tourism and Hotel Management programmes at SLITHM under Tourism Resource Improvement Project (TRIP) sponsored by JICA

2010 **Principal Consultant**

 Membership Survey, the Chamber of Young Lankan Entrepreneurs (COYLE), Sri Lanka

2012 **Programme Designer and Consultant**

 Degree Programmes on Tourism Management and Hotel Management Programme of the South Eastern University, Sri Lanka

2012 **Key Consultant**

 Soft Skills Development Programme at South Eastern University, Sri Lanka

2012 **Key Consultant** to the South Eastern University, Developed new B.Sc Degree Programme in Tourism and Hospitality Management to South Eastern University, 2012.

2012-2013 **Team Leader and Key Consultant** to the Ministry of Youth Affairs and Sports to Develop the National Vocational Education Training Plan (2010-2016) for the tourism and hotel industry in Sri Lanka under the Tertiary and Vocational Education Commission (TVEC).

2013 **Key Consultant and Team Leader**

 Research project on a study of Tourism, Income Generation and Business Opportunity Mapping in Batticaloa District, Sri Lanka, Sponsored by USAID.

2014 **Key Consultant** for Undergraduates Curriculum Revision on Economics, South Eastern University of Sri Lanka, 2014.

2014 **Member of Expert Committee** of Formulation of Policy Decisions on Desiccated Coconut Industry, Organized by Coconut Development Authority, 2014.

2014 **Key Consultantand Team Leader** for Developing Coconut Bungalow Museum and Agro-Park Tourism Project, Coconut Factory in Loluwagoda of Mirigama, S.A.Silva & Sons Lanka Pvt Ltd, Giriulla Mills Factories and Coconut Estates, Sri Lanka.

2015 **Key Consultant** for Upgrading and Revising the Existing Outcome Based Curriculum – Travel, Tourism and Hospitality Management, Faculty of Management, Eastern University Sri Lanka

2015 **Key Consultant** for the Gap Analysis for Human Resource Development of Tourism Industry in Sri Lanka, National Human Resources Development Council of Sri Lanka

2016 **Key Consultant** to the Eastern University, Developed new B.Sc degree programme in Travel, Event and Tourism Management to Eastern University, 2015/2016

**TEACHING EXPERIENCE**

**National Universities/Institutes**

1991-Present **Lecturer and Senior Lecturer**

 Department of Economics, University of Colombo, Sri Lanka

**Visiting Lecturer:**

* 1. Workers Education Institution, University of Colombo

2002-2003 Sociology Department, University of Ruhuna

* 1. National Institute of Social Development (NISD), Colombo

2003-2004 Faculty of Agriculture & Plantation Management, Wayamba University

2005-2006 Sir John Kotalawala Defense Academy, Ratmalana

2006-2007 Department of History & International Relations, University of Colombo

2007-Present Sri Lanka Institute of Development Administration (SLIDA), Colombo

* 1. Town & Planning Department, University of Moratuwa

2008-2012 Faculty of Science, University of Colombo

2008-2009 Faculty of Graduate Studies, University of Colombo

2008-2009 Department of Commerce / Management Studies, University of Colombo

**International Universities**

2011 **Guest lecturer** at the "Awareness Programme on the Joint Degree of MSc. In Spatial Planning, Management and Design Course conducted by the University of Moratuwa and La Trobe University, Australia in March 2011.

2012 **Guest Lecturer** in BBA in Tourism Management at Naresuan University International College, Thailand.

2013 **Guest Lecturer and Examiner** for Hospitality and Tourism Management

 Naresuan University, Thailand.

2013 **Guest Lecturer** for Hospitality and Tourism Management

 Tianjin Maritime University and Tianjin Polytechnic University, China.

2013 Guest Lecturer for Economics and Tourism, at Tianjin Polytechnic University, China.

2014 **Guest Lecturer** for Economics, Tianjin Polytechnic University, China

2014 **Guest Lecturer** for Hospitality and Tourism Management

 Indian Institute of Tourism and Travel Management (IITTM), India

2014 **Guest Lecturer** for the United Nations Symposium: Mainstreaming Sector Policies into Integrated National Sustainable Development Planning: Enhancing Sustainable Tourism, Urbanization, Resources Efficiency, Biodiversity and Environmental Protection, held in Tehran, Islamic Republic of Iran, 2014.

2017 **Guest Lecturer** for Hospitality and Tourism Management at Nellore Center, Indian Institute of Tourism and Travel Management (IITTM) in India.

**PROFESSIONAL MEMBERSHIPS**

2008-Present **Member** of Sri Lanka Economic Association.

2011–Present  **Fellow Member** (Lifetime) of the Confederation of Tourism and Hospitality (CTH), UK.

2016 **Member** of Pacific Asia Travel Association (PATA) Membership (PATA ID: 8316) for Tourism Study Programmes Founded and Coordinated by myself.

**AWARDS**

2010 **The Most Outstanding Tourism Education & Training Effort** – 2010, Sri Lanka Tourism Award for Year 2010, Ministry of Economic Development.

2016 **The Winner of the Best IFITT-Talk Award** - International Federation for Information Technology and Travel & Tourism (IFITT), Award for the Best IFITT-Talk of the Year 2015 (among more than 30 countries) to the Department of Economics, University of Colombo.

2016 **Received a felicitation** for the commendable service rendered with commitment and dedication to strengthen Indo Sri Lankan Relations with special reference to Tourism Academia, awarded by **Indian Institute of Tourism and Travel Management (IITTM)**, Nov 2016

**DECISIVE COMPETENCIES**

**Professionalism**: In-depth knowledge and professional competence in my areas of discipline and strive to keep job knowledge up-to-date. Corporate knowledge and sound judgement.

**Accountability:** Take ownership for all responsibilities and deliver outputs; support subordinates, by providing oversight and taking ownership of delegated responsibilities and authority; operating in compliance with organizational rules and regulations.

**Building Strategic Partnership:** Identify opportunities for collaboration; maintain an established network of contacts; build and strengthen strategic alliances with partners and stakeholders

**Innovation:** Generate new ideas and approaches, research best practices and propose new, more effective ways of doing things.

**Communication**: Speak and write clearly and effectively in English and Sinhala; openness in sharing information and having two-way communication

**ICT:** Good knowledge of information technology including the knowledge of essential computer packages

**Teamwork:** Work collaboratively with colleagues to achieve organizational goals; solicit input and value others’ ideas and expertise