



Sri Lanka Journal of Advanced Research Studies

IN HUMANITIES AND SOCIAL SCIENCES

Volume - 13 / No. 1
January - June 2023



**NATIONAL CENTRE FOR ADVANCED STUDIES
IN HUMANITIES AND SOCIAL SCIENCES (NCAS)**

**Sri Lanka Journal of Advanced Research Studies in
Humanities and Social Sciences**

Volume 13. No.1

January-June 2023

ISSN 2012-9149

ISSN: 2386-1266 (Online)

**National Center for Advanced Studies in
Humanities and Social Sciences**

(NCAS)

6A, Sukhastan Gardens, Ward Place, Colombo 07, Sri Lanka

2023

Foreword

It is with great pleasure that I present Vol. 13. No. I of the Sri Lanka Journal of Advanced Research Studies in Humanities and Social Sciences (SLJARS) to the academic community of Sri Lanka and worldwide, dedicated to the wider studies of Humanities and Social Sciences. In an era marked by rapid technological advancements and unprecedented global challenges, the insights and perspectives offered by the humanities and social sciences are more crucial than ever. The outcome would be of wider importance, mostly allowing exploration of complexities of human existence, societal structures, cultural dynamics, and the myriad ways in which we interact with our world.

The National Center for Advanced Studies in Humanities and Social Sciences (NCAS) being the only Research Institute of Sri Lanka governed by the Universities Act No. 16 of 1978, is happy to thrive and embark novel studies in Humanities and Social Sciences under its broader objectives to enhance the capacities and the equilibrium of such studies. Established in 2005, the NCAS continues to publish every year in two (02) Parts, with the blind review by the local and overseas subject experts. We are happy to announce that the Sri Lanka Journal of Advanced Studies in Humanities and Social Sciences has been recognized by the 'Sri Lanka Journals Online' since 2007.

It is important to note that each article of the journal represents a significant contribution to our understanding of the human condition, showcasing rigorous research, having unique and innovative methodologies with critical analyses. While some are so significant on exploring historical pathways, and cultural phenomena, some are pillars of examining contemporary social issues and policy impacts. However, the depth and the breadth of topics covered here showcase the richness and diversity inherent in the humanities and social sciences.

We are all aware that the research collaborations and field research are not exempted in the particular setting. The NCAS continued its tasks and performances at its best and obtained the research articles remotely from the scholars and researchers. However, the process was not that efficient due to certain other hindrances, i.e. the Wi-Fi facilities and the economic crisis, yet we are happy to announce that now in 2023, we are ready to publish the Vol. 13, No. I & II after having a thorough review process. SLJARS is peer reviewed and follows double blind review process.

I extend my deepest gratitude to the authors, reviewers, and editorial team whose dedication and hard work have made this edition possible. Their commitment to scholarly excellence ensures that this journal continues to be a vital platform for intellectual exchange and discovery. I am confident that the insights and findings presented in these pages will inspire and inform future research, contributing to the ongoing dialogue that shapes our understanding of the world.

Professor (Mrs.) Prashanthi Narangoda
Director/NCAS

General Editor

Professor (Mrs.) Prashanthi Narangoda

Director, National Centre for Advanced Studies in Humanities and Social Sciences, Sri Lanka.

Executive Editor

Senior (Chair) Professor Upul Ranjith Hewavithanagama

Research Fellow, NCAS

Language Editor

Dr. Lishanthi Wijewardana

Senior Lecturer, Department of English Language Teaching, University of Sri Jayewardanapura, Sri Lanka

Reviewers

Senior Professor Janaki Wijesekara

Department of Linguistics, University of Kelaniya, Sri Lanka

Professor Nirmal Ranjith Devasiri

Department of History, University of Colombo, Sri Lanka

Professor Manoj Samarathunge,

Department of Tourism Management, Rajarata University of Sri Lanka, Sri Lanka

Professor Seetha Bandara

Department of Economics, University of Kelaniya, Sri Lanka

Dr. Ruwan Wickramarachchi

Department of Industrial Management, University of Kelaniya, Sri Lanka

Dr. Santhushya Fernando

Department of Medical Humanities, University of Colombo, Sri Lanka

Dr. Laalith Liyanage

Department of Economics, University of Colombo, Sri Lanka

Professor Malinga Amarasinghe

Department of Archaeology, University of Kelaniya, Sri Lanka

Professor Ankuran Dutta

Director, Swami Vivekananda Centre for Cultural and Studies, High Commission of India to Sri Lanka

Published by

National Center for Advanced Studies in Humanities and Social Sciences (NCAS)

6A, Sukhastan Gardens, Ward Place, Colombo 07, Sri Lanka

Sri Lanka Journal of Advanced Research Studies in Humanities and Social Sciences

Vol. 13 No. I, 2023

© NCAS 2023

Cover Page Design

Palinda Rasanjith Medage

All Rights Reserved. No material in this publication may be reproduced without the written permission of the publisher.

NCAS Research Journal is a bi-annual research journal of the NCAS, Colombo, Sri Lanka. It seeks to provide a platform to the academics, practitioners, policy makers and other stakeholders of various dimensions of to present their research findings and to debate on issues of mutual and common interests for the benefit of the local and global community

Disclaimer: The views expressed and the information contained in the articles included in this journal is the sole responsibility of the author/s, and do not bear any liability on the NCAS.

* Sri Lanka Journal of Advanced Research Studies in Humanities and Social Sciences is a continuation of **the Sri Lanka Journal of Advanced Social Studies** published since 2011, which is registered under Sri Lanka Journals online (<https://sljass.sljol.info/>)

Contents		
01	<p>Impact of the Economic Crisis in Sri Lanka on Families Engaged in the Tourism Industry</p> <p style="text-align: center;">T. P. G. T. M. De Alwis¹, M. O. Perera² <i>Department of Geography, University of Colombo^{1,2}</i></p>	1-13
02	<p>Analysis on the Role of Public Relations in Tourism: A case study of Santiniketan (UNESCO World Heritage Site) and the Birbhum District of State of West Bengal, India</p> <p style="text-align: center;">Dr. Mir Abdul Sofique,¹ Anirban Sircar² <i>Dept. of Tourism, The University of Burdwan, India^{1,2}</i></p>	14-28
03	<p>Bridging the Gap Between ICT University Learning Outcomes and Industry Expectations: An Empirical Examination of Curriculum Alignment</p> <p style="text-align: center;">N. Lankasena <i>Faculty of Technology, University of Sri Jayewardenepura</i></p> <p style="text-align: center;">H. L. N. Himanshi <i>Faculty of Mathematics and Computer Science, University of Lodz, Poland</i></p>	29-58
04	<p>Assessing AI Literacy Levels Among Fresh Technology Undergraduates: A Case Study in a State University in Sri Lanka</p> <p style="text-align: center;">S. Chandrasena <i>University of the Visual and Performing Art</i></p> <p style="text-align: center;">Y. H. P. S. S. Pathirathna,¹ T. H. A. S. H. Niranjala,² K. A. H. Kumarasinghe³ <i>Gampaha Wickramarachchi University of Indigenous Medicine^{1,2,3}</i></p>	59-82
05	<p>Performing Hybrid Identities: Discursive Construction of Sri Lankan-Chinese Self and Other</p> <p style="text-align: center;">Hasitha Pathirana <i>Department of English Language Teaching, University of Kelaniya</i></p>	83-104
06	<p>Practical Project-based Analysis of Sri Lankan Traditional Mythical Creature Designs</p> <p style="text-align: center;">H.N. Ranatunga <i>Faculty of Graduate Studies, University of Kelaniya</i></p>	105-119

Submission Guidelines

Word Limit

- Article: Between 2,000 - 8,000 words (Maximum 30 pages including reference list, tables and figures).
- Keywords: Between 4 - 8 keywords.
- Title: Approximately in eight words.

Format

- Articles must be typed, double-spaced and single-sided and numbered using Cambria Font size 11.
- Title of the article should be in Cambria font size 14.
- Names, titles, affiliations and correspondence e-mail of all authors must be mentioned beneath the Title of the Article.
- Tables and figures should be numbered in the order in which they are referred to in the text, e.g. : (Table 1), (Figure 1).
- All acronyms used repeatedly should be cited in its entirety along with abbreviation in parentheses on first reference. e.g. : National Centre for Advanced Studies (NCAS).
- All subsequent citations should use only the abbreviation.

References

- The journal uses intext citations, therefore the authors are advised to follow the same.
- Place the footnote number at the end of the sentence in which it appears.
- Old documents cited in the text must be included in the reference list at the end of the paper.
- The authors are advised to refer Harvard Referencing Guide when citing (<https://dkit.ie.libguides.com/harvard/citing-referencing>)

Submission

- Manuscripts must be submitted electronically by e-mail to editor@ncas.ac.lk preferably in Microsoft Word (.doc or .docx) or Open Document Format (.odf).
- All submitted manuscripts are subject to double blind peer review process, and for recommended revisions. Those that are accepted will be edited according to the journal standards.

Submission Policy

- Papers submitted to the Journal should contain original work.
- Papers that have been published or accepted for publication elsewhere will not be considered.
- The editorial Board adopts strict rules to prevent plagiarism. Electronic software tools and other devices are used to cross check any plagiarism. i.e. <https://www.grammarly.com/plagiarism-checker>:
<https://www.turnitin.com/>

Checklist

Ensure that the following are included with the article.

- Author details in full.
- A word count.
- An abstract.
- Keywords.
- References in Harvard style.
- Tables : numbered using Roman numerals and mentioned in the text.
- Figures : numbered using Arabic numerals and mentioned in the text.



www.nacs.ac.lk/journal

**NATIONAL CENTRE FOR ADVANCED STUDIES
IN HUMANITIES AND SOCIAL SCIENCES (NCAS)**