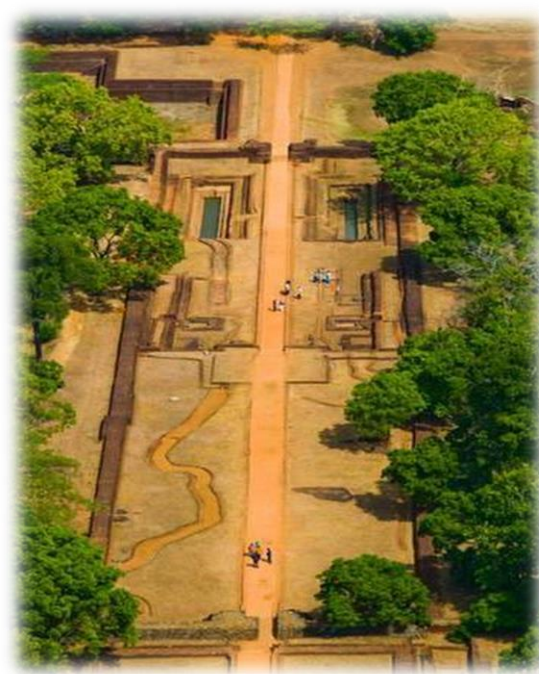


Management of Heritage Sites in Sri Lanka

A Case Study: Sigiriya

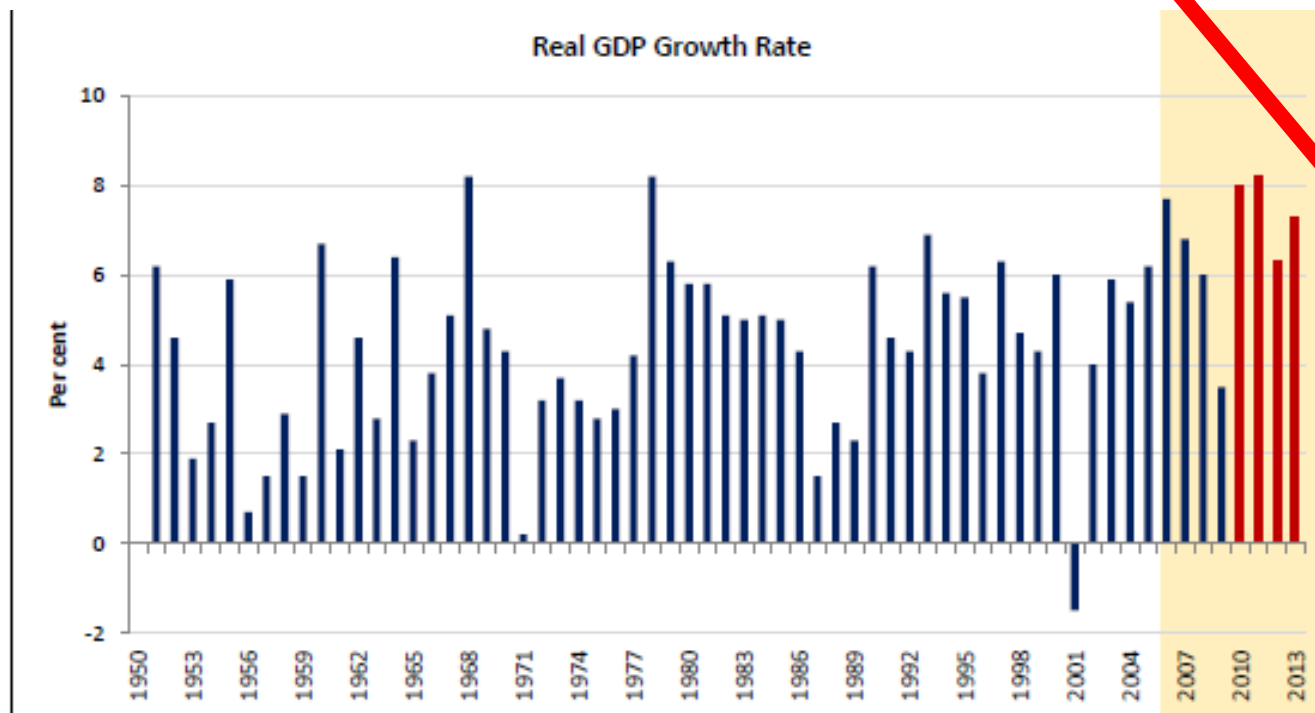
*Dr. R.N.A Athukorala
24th April 2015
Sri Lanka.*



Agenda

- Sri Lanka – *snap shot*
- Management of Heritage Sites – *pick ups*

Sri Lanka....



Average
Growth
7.5%
for past 4
years

Average Annual Real GDP Growth

1951-1977

3.7%

1978-2005

4.8%

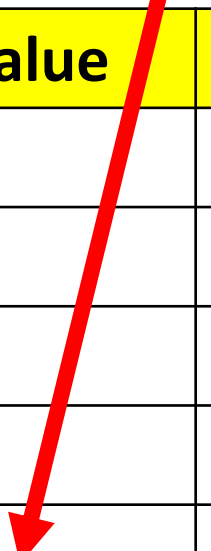
2006-2013

6.7%

Sri Lanka....

Brand value beat GDP value in 2015....

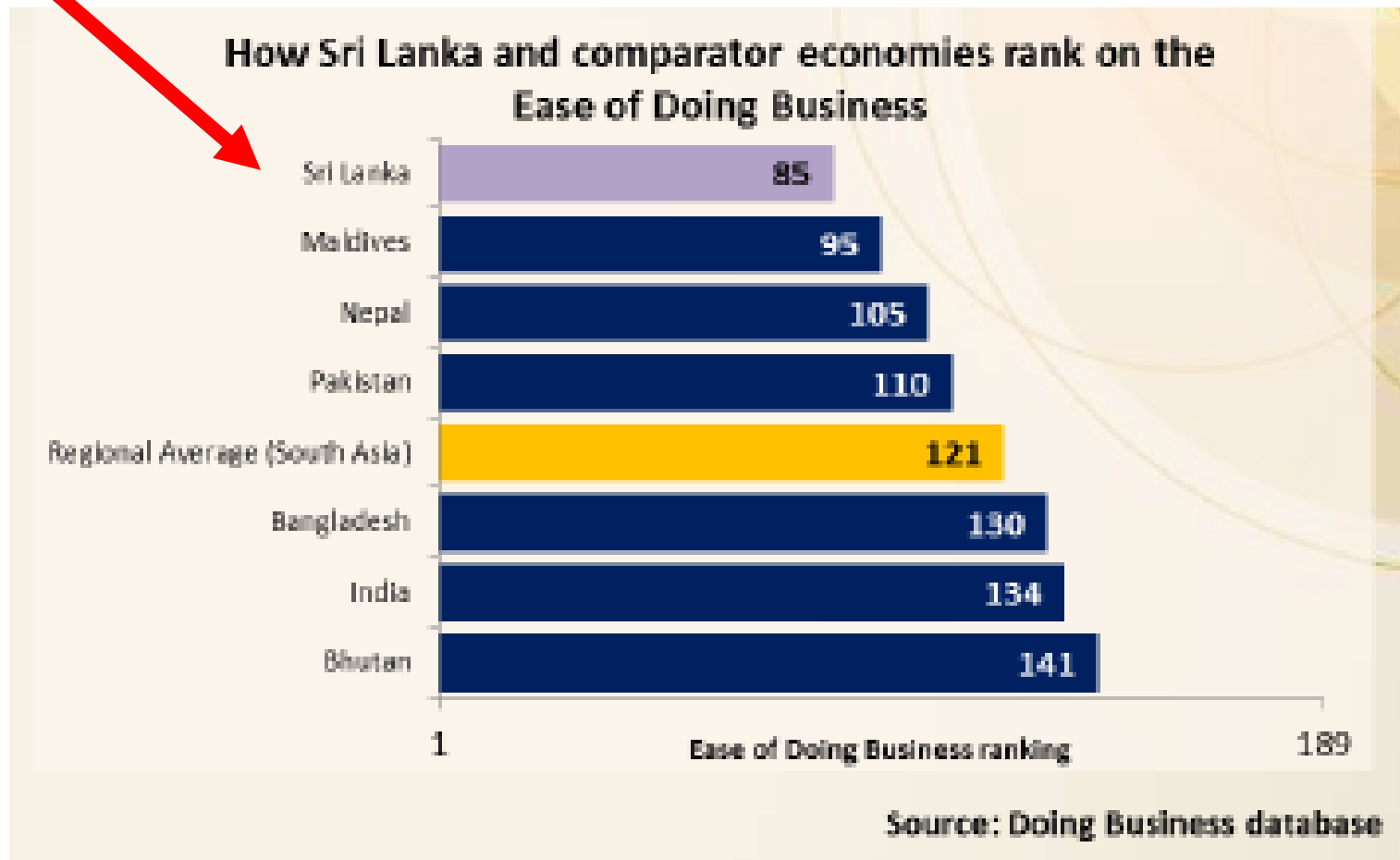
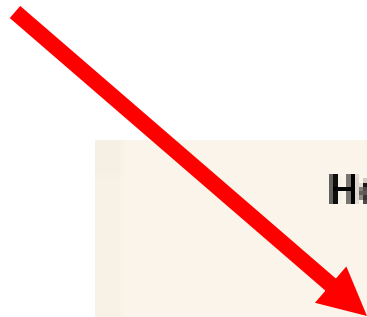
Values in \$ billion



Year	Brand Value	% growth	GDP Value
2011	23	31%	59.1
2012	31	34%	59.3
2013	45	45%	67.1
2014	61	35%	73.4
2015(Est)	79	30%	78
2016(Est)	102	30%	83

(Source: Brand Value-UK and Central Bank- 2015)

Sri Lanka best in Asia....



(((Source: World Bank -2015)



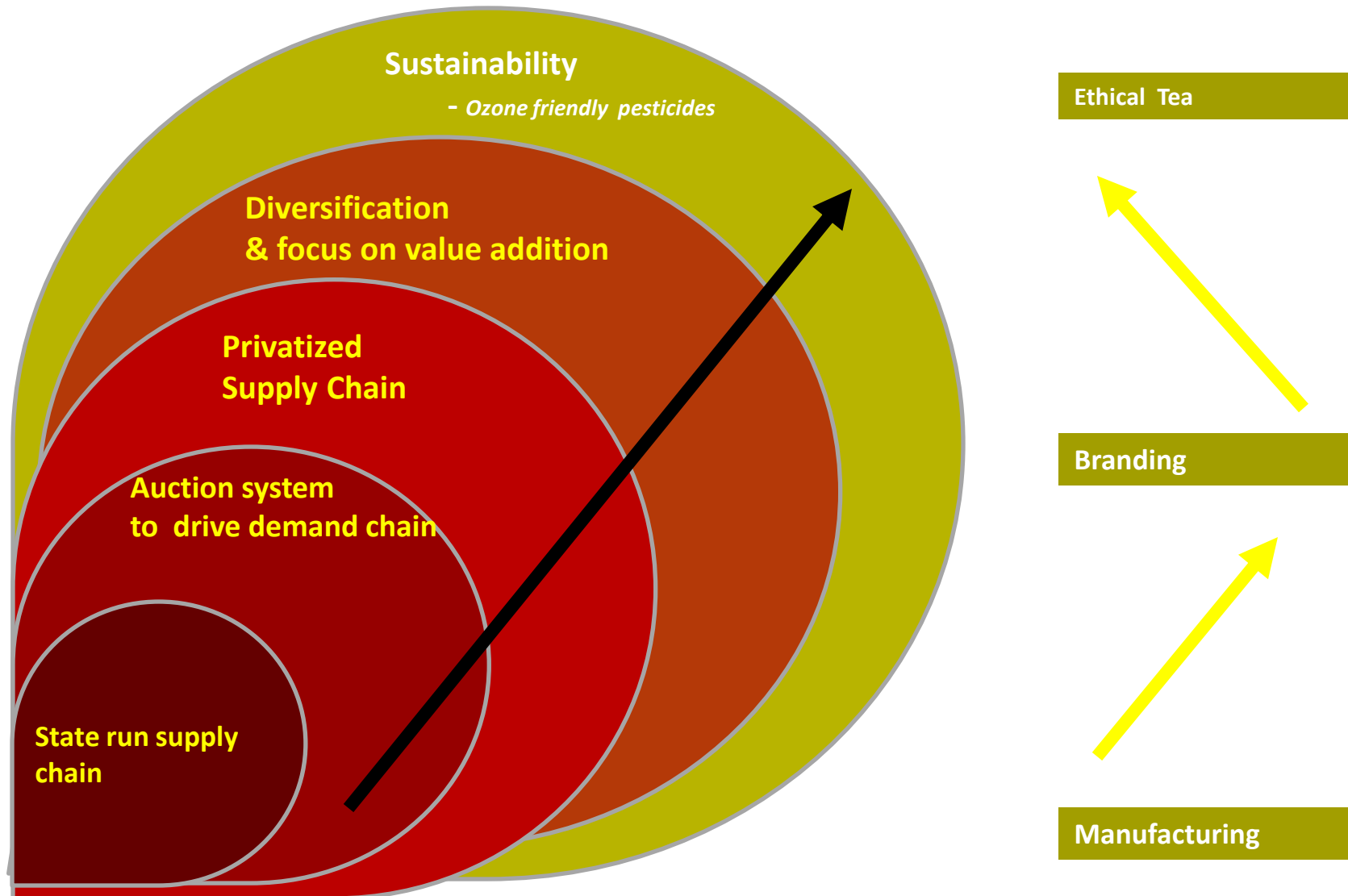
SL' s Tea Industry

\$0.65 b in 1990 is \$1.6bn in 2015...

sri**l**anka

W O N D E R O F A S I A

Ceylon Tea.....leadership



The World's First Ethical Tea Producer







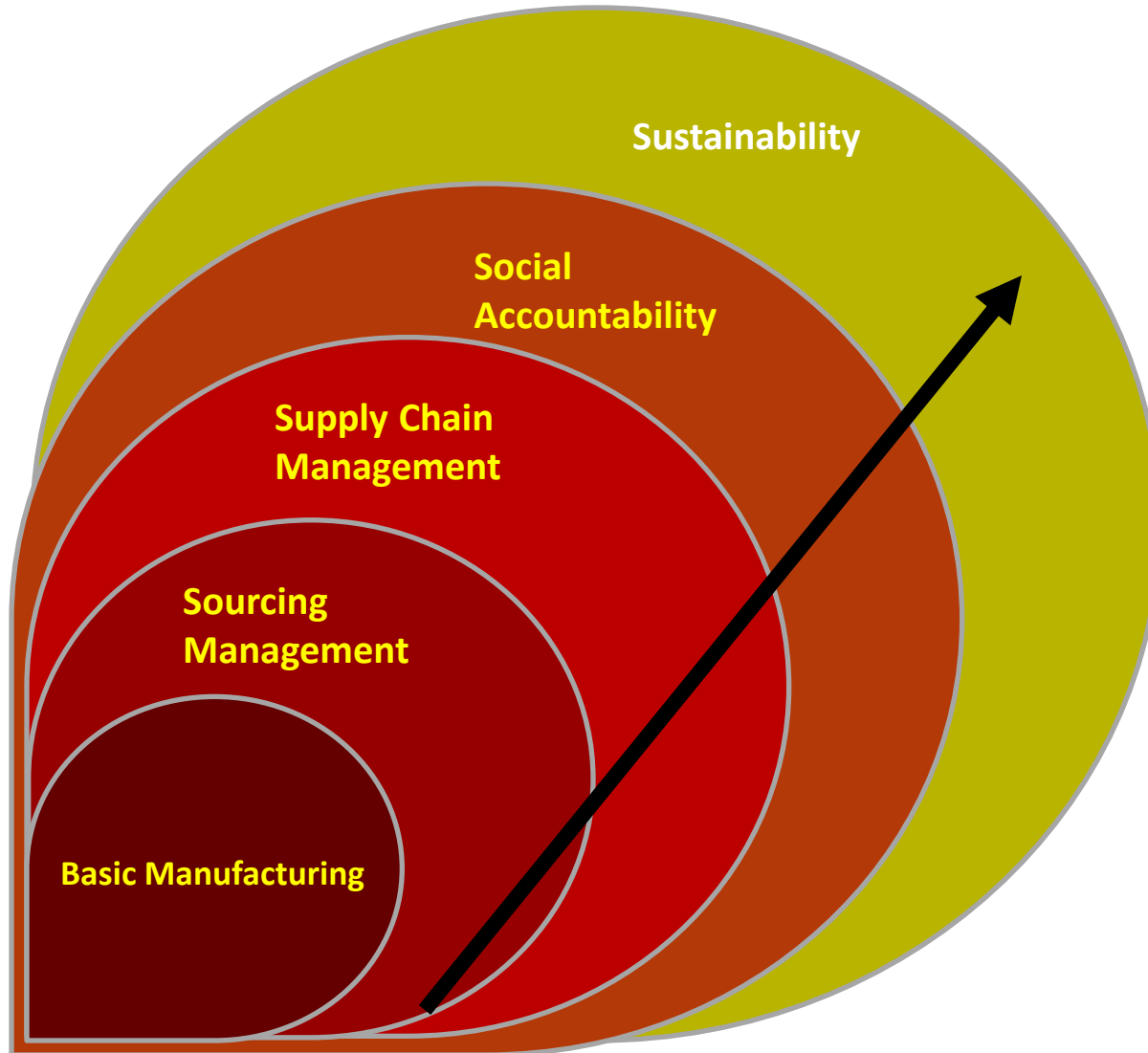
SL' s Apparel Industry

\$0.2b in 1990 is \$4.5bn in 2015...

sri**l**anka

WONDER OF ASIA

Sri Lanka's apparel Industry



The World's
First Ethical
Sourcing
Destination



SRILANKATM
APPAREL

GARMENTS
WITHOUT GUILT



Designer Prabath





Designer Anupama







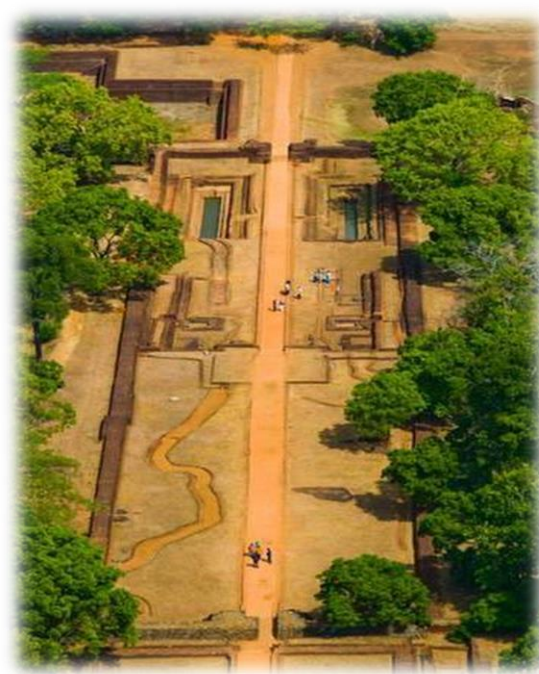


sri lanka

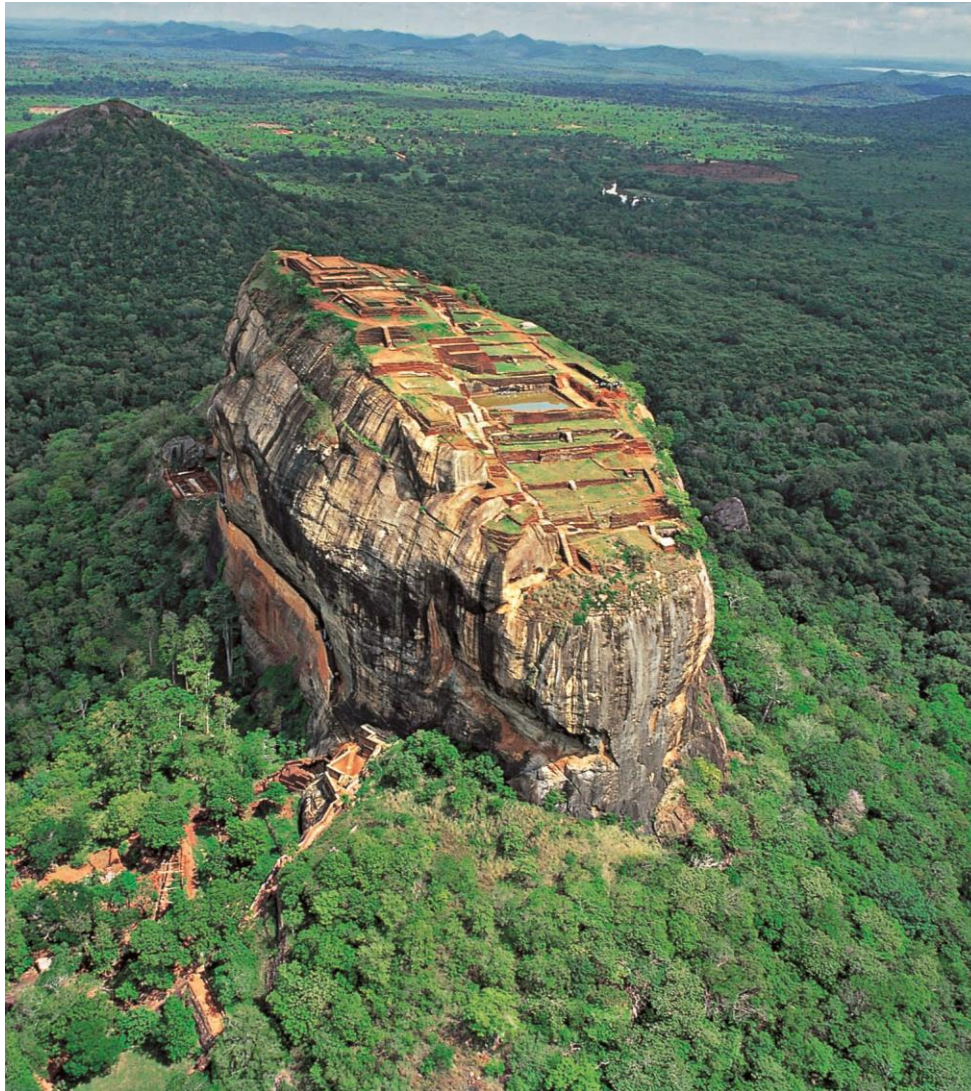
W O N D E R O F A S I A

Management of Heritage Sites in Sri Lanka

A Case Study: Sigiriya



Sigiriya: World Heritage Site



Expose to the world about the site with new findings

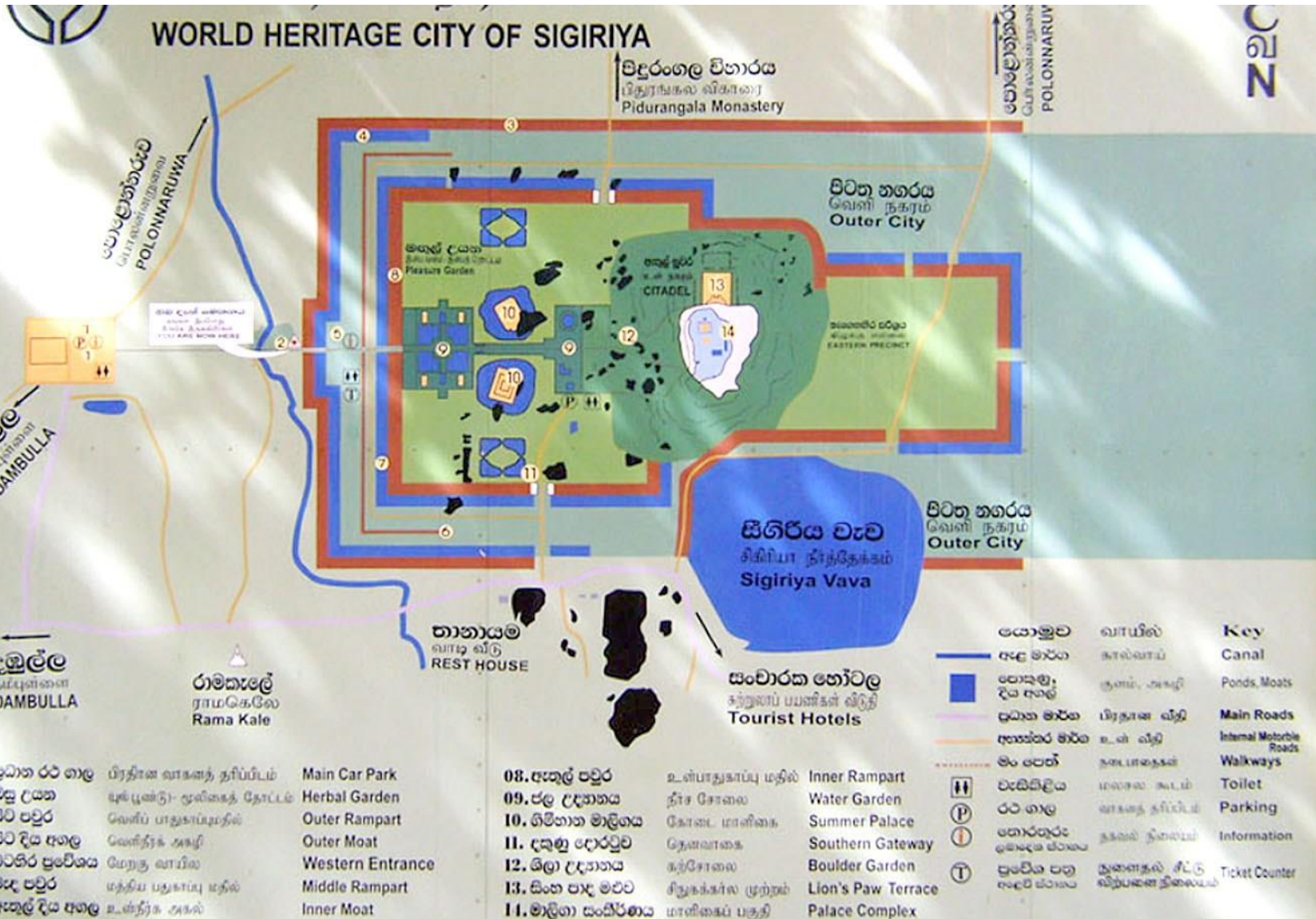
- The name of this place is derived from this structure —Sīhāgiri, the Lion Rock
- Sigiriya today is a UNESCO listed World Heritage Site. It is one of the best preserved examples of ancient urban planning. It is the most visited historic site in Sri Lanka.
- Name refers to a site of historical and archaeological significance that is dominated by a massive column of rock nearly 200 metres (660 ft) high.
- Ancient Sri Lankan chronicle the Culavamsa, this site was selected by King Kasyapa (477 – 495 CE) for his new capital. He built his palace on the top of this rock and decorated its sides with colourful frescoes.
- On a small plateau about halfway up the side of this rock he built a gateway in the form of an enormous lion.
- The capital and the royal palace was abandoned after the king's death. It was used as a Buddhist monastery until the 14th century.

Review of Secondary information, previous excavations done and previous reports published on the respective site

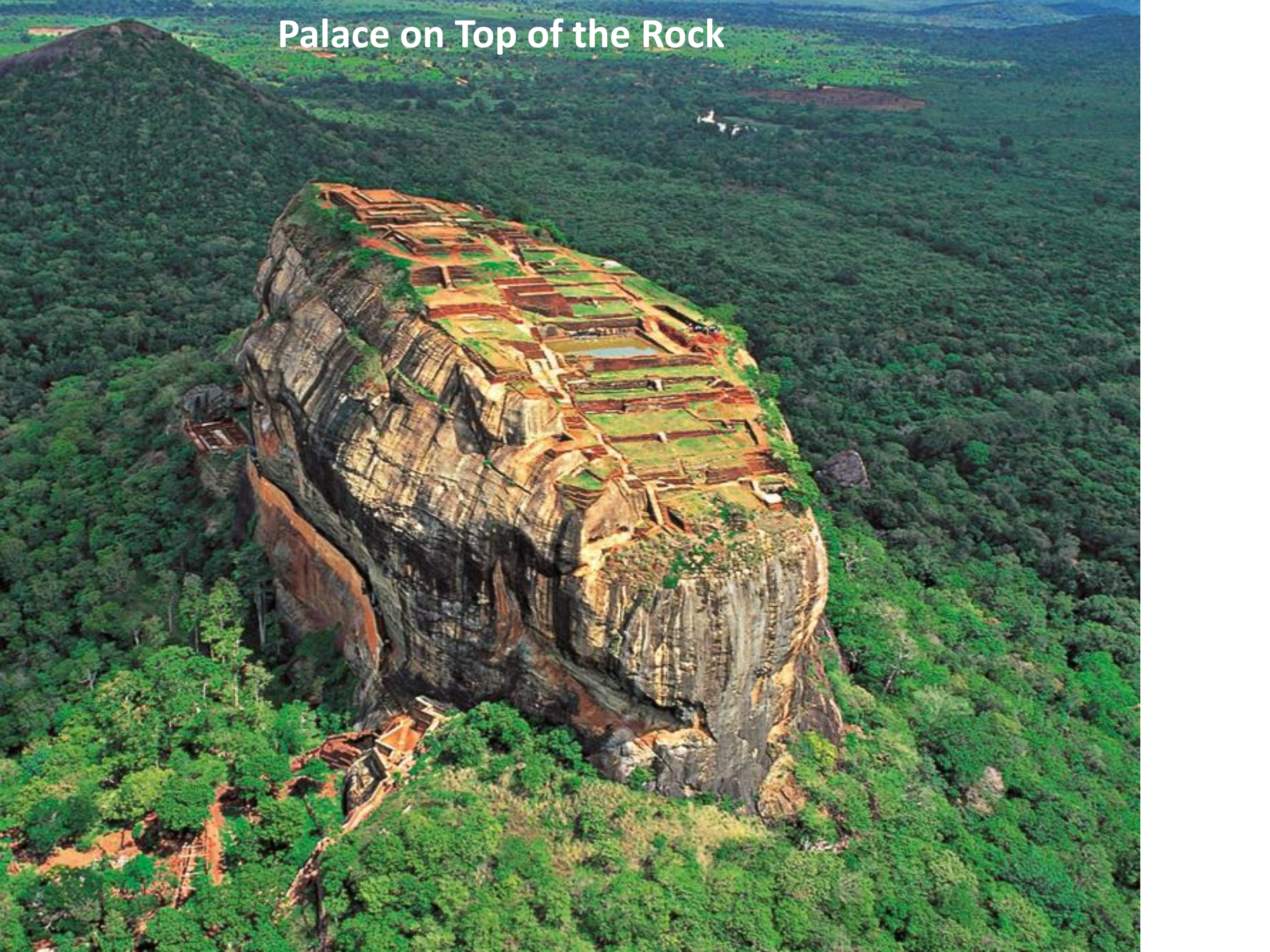


- **PREPARATION OF MASTER PLAN FOR
SITE MANAGEMENT**

SITE MAP



Palace on Top of the Rock





ROCK PAINTINGS...



Large Forest Coverage around the Palace



How to market.....

- **Story of the site using latest technology**
- **Speedy ticket issuing & checking counters**
- **Water supply & sanitation**
- **Public Sanitation system in a proper place**
- **Installation of signages system**
- **High tech to provide the description of the site story to the visitors**
- **Brochures, DVD's and other information materials**
- **High quality souvenir shop**
- **Accessibility development**
- **Landscaping development**
- **Museum development to provide information to the visitors**

PROPER LANDSCAPING AT THE SITE...



ACCESSIBILITY DEVELOPMENT



NATURE TRAIL AROUND SIGIRIYA ROCK



Few more.....

- **Community involvement for the site conservation & management providing incentive system**
- **Human resource management for the site (Training for site guides, technical staff, labours, administrative officials, site managers, security personnel's)**
- **Proper parking facilities for the vehicles**
- **Setting up a unit for emergency situation (first aids service, security)**
- **Value addition development (Eg: Hot air balloon, mobile site photographers, miniatures of the site as souvenirs**
- **Financial management**



We warmly welcome you.....

sri lanka
W O N D E R O F A S I A