

4-2 Explanation of Draft Report

**Minutes of Discussions  
on the Basic Design Study  
on the Project for Supply of Equipment for Interpretative Display and Presentation  
of the Cultural Heritage of Sigiriya at the New Sigiriya Museum  
in the Democratic Socialist Republic of Sri Lanka  
(Explanation of Draft Report)**

In May 2007, the Japan International Cooperation Agency (hereinafter referred to as "JICA") dispatched the Basic Design Study team on "The Project for Supply of Equipment for Interpretative Display and Presentation of the Cultural Heritage of Sigiriya at the New Sigiriya Museum" (hereinafter referred to as "the Project") to the Democratic Socialist Republic of Sri Lanka (hereinafter referred to as "Sri Lanka"), and through discussions, field survey, and technical examination of the results in Japan, JICA prepared a draft report of the study.

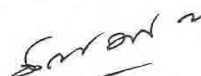
In order to explain and to consult with concerned officials of Sri Lanka on the contents of the draft report, JICA sent to Sri Lanka the Draft Report Explanation Team (hereinafter referred to as "the Team"), which is headed by Mr. Hideki SAKATA, the Deputy Resident Representative of the JICA Sri Lanka Office, from May 10<sup>th</sup> to 20<sup>th</sup>, 2007.

As a result of discussions, both sides confirmed the main items described on the attached sheets.

Colombo, 18<sup>th</sup> May, 2007



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## ATTACHMENT

### 1. Contents of the Draft Report

The Sri Lankan side has agreed and accepted in principle the contents of the draft report as explained by the Team, as well as the specification of the Equipment. The tentative Equipment plan is shown in ANNEX-1.

The final decision will be made by the Government of Japan upon examination of the Basic Design Study result.

### 2. Japan's Grant Aid Scheme

The Sri Lankan side has understood the Japan's Grant Aid Scheme as explained by the Team and described in Annex-4 of the Minutes of Discussion signed by both parties on January 19, 2007. The Sri Lankan side has understood the necessary undertakings to be taken by each Government as shown in ANNEX-2.

### 3. Schedule of the Study

JICA will complete the final report in accordance with items confirmed in this document and send the final report to the Government of Sri Lanka by the end of August, 2007.

### 4. Responsible and Implementing Organizations

The Responsible Organization for the Project is the Ministry of Cultural Affairs, which was part of the Ministry of Cultural Affairs and National Heritage until 31 January 2007. The responsibilities for the Project that falls on the Ministry of Cultural Affairs are the same as those described and confirmed in the Minutes of Discussions as responsibilities of the Ministry of Cultural Affairs and National Heritage and signed by both sides on 19 January 2007. The organizational chart of the Ministry of Cultural Affairs is attached as ANNEX-3.

The Implementation Organization is the Central Cultural Fund (hereinafter referred to as "CCF"). The relationship between CCF and the Ministry of Cultural Affairs are same as the relationships between CCF and the former Ministry of Cultural Affairs and National Heritage.

### 5. Confirmation of Museum Construction Schedule

While the construction of the building is delayed, the Sri Lankan side ensures completion of the building by March 2008, and has explained their plans to catch up to schedule by considerably increasing input.

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## 6. Other Relevant Issues

- 6-1 Both sides have agreed that the obligations of the Sri Lankan side are as listed in ANNEX-4 of this document, should be undertaken by the Sri Lankan side.  
The costs to be allocated by the Sri Lankan side are tentatively estimated in ANNEX-5.
- 6-2 Both sides have agreed that the Project Operation plan, as attached in ANNEX-6 of this document, should be implemented by the Sri Lankan side, and that CCF shall guarantee the assignment of staff members and the budget for operation and maintenance of the New Sigiriya Museum.  
The operation and maintenance costs are tentatively estimated in ANNEX-5.
- 6-3 Both sides have agreed that the Project Cost Estimation, as attached in ANNEX-5 of this document, should neither be duplicated nor released to outside parties before the signing of all Contract(s) relating to the Project.
- 6-4 Both sides have agreed that the specifications of the equipment should neither be duplicated nor released to outside parties until the tendering stage of the Project is completed.
- 6-5 CCF shall provide all necessary data for making replicas, display contents, and the landscape model, and furthermore complete the preparation of data before the Exchange of Notes. The CCF shall then present the prepared data to the Consultant after the signing of agreement for consulting services.
- 6-6 The Sri Lankan side has confirmed that funds would be made available, either through the 2KR counterpart fund, or if fails, any other financial sources or governmental funds, for all of the undertakings of the Sri Lankan side that require additional funds (see ANNEX-5).

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## Tentative Equipment plan

## THE TENTATIVE EQUIPMENT PLAN

NO.	DESCRIPTION	QTY	UNIT	BREAKDOWN OF THE TOTAL EXPENDITURE										
				VISITOR	ORIENTATION LOBBY	LOBBY	MINI AUDITORIUM	GALLERY 1	GALLERY 2	GALLERY 3	GALLERY 4	GALLERY 4/5	GALLERY 5	FRESCO GALLERY
1	DISPLAY CASE	19	Set		1			3		3	6	4	2	
2	DISPLAY SHELVES/STAND	5	Set						2	1	1		1	
3	ARTIFACT DISPLAY KIT	66	Set		1			6	11	33	6	2	7	
4	1	MUSEUM INFORMATION BOARD	1	Set		1								
4	2	AREA SIGN	2	Set	1	1								
4	3	GALLERY SIGN	7	Set				1	1	1	1	1	1	1
5	1	GRAPHIC PANEL	56	Set	3	1		13	7	11	6	7	7	1
5	2	GRAPHIC PANEL (ILLUMINATED MAP)	1	Set				1						
5	3	GRAPHIC PANEL (BACK LIGHTED)	1	Set				1						
6		LANDSCAPE MODEL OF SIGIRIYA	1	Set						1				
7		REPLICA OF POTANA MAN EXCAVATION ENVIRONMENT	1	Set				1						
8		REPLICA OF IBBUNKATUWA MEGALITHIC TOMB	1	Set				1						
9		REPLICA OF ALAKOLAWEWA IRON SMELTING FURNACE	1	Set				1						
10		REPLICA OF FRESCO POCKET	1	Set										1
11		AV SYSTEM	1	Set	1									
12		PROJECTOR SYSTEM FOR GALLERY 3	1	Set						1				
13		AUDIO SYSTEM	1	Set							1			
14		PROJECTOR SYSTEM FOR MINI AUDITORIUM	1	Set				1						
15		LIGHTING FIXTURE	205	Set	6	8		37	27	27	26	19	31	24

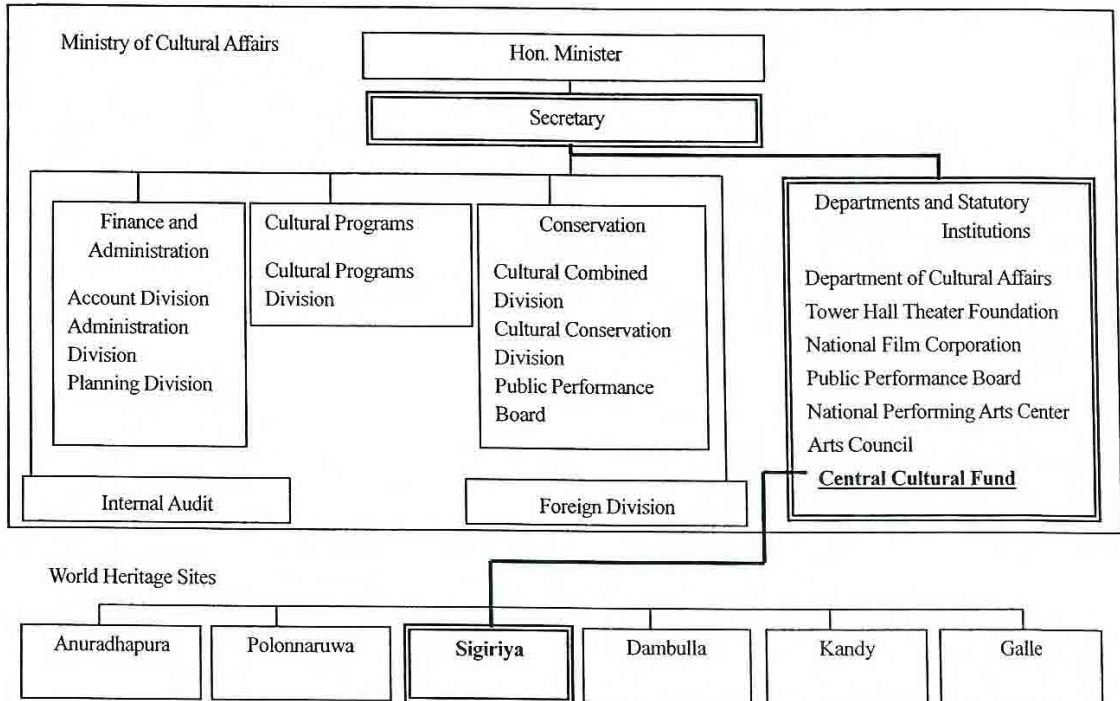
## Major undertakings to be taken by each Government

No.	Items	To be covered by Grant Aid	To be covered by Recipient Side
1	To construct the building		●
2	To provide facilities for the distribution of electricity and other incidental facilities		
	1) Electricity		
	a. The main transformer and circuit breakers		●
	b. The internal wiring and outlets within the building		●
	2) Furniture and Equipment		
	a. General furniture and equipment (i.e. any equipment other than equipment included in Annex-3)		●
	b. Project equipment	(●)	(●)
	3) Interior finishing work		●
3	To bear the following commissions to the Japanese bank for banking services based upon the B/A		
	1) Advising commission of A/P		●
	2) Payment commission		●
4	To ensure unloading and customs clearance at port of disembarkation in recipient country		
	1) Marine (Air) transportation of the products from Japan to the recipient	●	
	2) Tax exemption and custom clearance of the products at the port of disembarkation		●
	3) Internal transportation from the port of disembarkation to the project site	●	
5	To exempt the products, materials and services purchased within the recipient country under the Grant Aid, from internal taxes such as value-add tax and other fiscal levies which may be imposed in the recipient country.		●
6	To accord Japanese nationals whose services may be required in connection with the supply of the products and the services under the verified contract, such facilities as may be necessary for their entry into the recipient country and stay therein for the performance of their work.		●
7	To exempt Japanese nationals from customs duties, internal taxes and other fiscal levies which may be imposed in the recipient country with respect to the supply of the products and services under the verified contracts.		●
8	To maintain and use properly and effectively the facilities contracted and equipment provided under the Grant.		●
9	To bear all the expenses, other than those to be borne by the Grant, necessary for construction of the facilities as well as for the transportation and installation of the equipment.		●

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**Organizational Chart of the Ministry of Cultural Affairs**



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## Obligations of the recipient country

Aside from the undertakings mentioned in the Scope of Work, Japan's Grant Aid scheme specifies general obligations of the recipient country as follows. The list of obligations are the same as the list in the Minutes of Discussions (January 2007), and will be borne by the implementing organization, CCF. These items have been listed in the Minutes of Discussions following confirmation by CCF that they will make the appropriate applications and funding measures at the right time.

- To bear the following commissions to the Japanese bank for banking services based upon the B/A
  - 1) Advising commission of A/P
  - 2) Payment commission
- To ensure the unloading and customs clearance at the port of disembarkation in the recipient country
- To exempt the products, materials and services purchased within the recipient country under the Grant Aid, from internal taxes such as value-added tax and other fiscal levies which may be imposed in the recipient country
- To accord Japanese nationals whose services may be required in connection with the supply of products and services under the verified contract, such facilities as may be necessary for their entry into the recipient country and stay therein for the performance of their work
- To exempt Japanese nationals from customs duties, internal taxes and other fiscal levies which may be imposed in the recipient country with respect to the supply of products and services under the verified contracts
- To maintain and use properly and effectively the equipment provided under the Grant
- To bear all the expenses, other than those to be borne by the Grant, necessary for the transportation and installation of the equipment

In regards to value-added tax on locally procured items, the procedure followed in Sri Lanka is for the implementing agency to refund the taxed amount to the contractor. CCF is the responsible organization for the refund in this Project.

### (1) Undertakings requiring additional funding, that are necessary for the execution of display plan

The following items were confirmed to be necessary for the execution of the display plan, and will require additional funding measures and/or changes to the construction plan. Confirmed additions or changes, with confirmed need for additional following, are as follows:

- Interior work (deck floor, display wall, floor and wall finishing). Note: the deck floor and

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display wall must be made of wood, and according to display design.

- Air conditioning for Galleries 1 to 5, and ceiling fans in the Visitor Orientation Lobby.
- Emergency generator for the new Museum.
- Etched glass display panel with Culavamsa verses on the west outer wall of the Lobby (including frame/support for such wall).
- Track lighting hangers, adaptation to the electrical system (i.e. wiring), and contingency planning for adjustments to the electrical supply, which might be required to accommodate display equipment.
- Major construction plan changes due to requirement of equipment (dropping floor, generator room).
- Procurement of museum furniture, including ticket counters and bookshelves.
- Two-way radios, as part of the security system which will be provided by security guards.
- Procurement of artifact replicas, for artifacts that are necessary to the display but unavailable for the new Museum (Sigiriya Earring, Ibbankatuwa beads and necklace, folk figurines).

(2) Undertakings requiring additional funding, for overall Museum improvement

Access road improvement around the new Museum is planned under the JBIC-TRIP project.

The Sri Lankan side has identified several overall Museum improvement plans they wish to undertake, including the procurement of A/C units for the Mini Auditorium, curator's office and museum storage, landscaping in the vicinity of the new Museum, an elevator for improved handicapped access, and a tea restaurant at the entrance of the new Museum.

(3) Other undertakings concerning the display area

The following undertakings were confirmed to be necessary to be funded and implemented by the CCF in the event that the Project is approved and implemented.

- The procurement of caption boards.
- The preparation of contingency funds to cover equipment not approved for Grant Aid.
- Assignment of personnel within CCF and the Ministry for this Project (specifically the commissioning of the Expert Committee and a research team) in the preparatory stages before Museum opening, and the support of preparatory data procurement, survey, and conservation activities.
- Assignment of some new Sigiriya Museum personnel before installation (specifically the maintenance and electrical engineers).
- Commissioning of outside experts and specialists where required (e.g. surveying of the Fresco Pocket, expert identification of artifacts, new photography, manufacture of abovementioned replicas, translation, illustration, audio recordings, editing of audiovisual material).

ANNEX-4



## Project Operation Plan

### (1) Maintenance and management of the new Sigiriya Museum

The operation and maintenance of facilities and equipment and the maintenance of display items will become necessary for the management of the new Museum.

#### 1) Operation of the new Museum

Tasks that must be fulfilled in the operation of the new Museum include the opening and closing of the museum, visitor interaction, and outreach activities.

The following 39 personnel are planned for the new Museum, which has been judged sufficient (both in expertise and organization) for the operation of this facility.

Visitors will interact with both educational officers and gallery attendants, under the established system of CCF. Educational officers interact with student groups and other special groups, give guided tours and presentations, and operate audiovisual equipment. Educational officers also plan seminars, presentations, and educational programs, and are thus in charge of outreach activities. Gallery attendants are assigned to a certain display space and attend to visitor needs and questions within their area.

Table 6-1 Planned staff allocation for the new Sigiriya Museum

Title	Job description	No (Total 39)
Assistant Director	Administrative head of CCF Sigiriya	1
Officer In Charge	Head contextual side of the Museum, trained in related field.	1
Engineer (1)	Civil engineer: responsible for maintenance of building and equipment, will become counterpart for Japanese suppliers at installation and receive maintenance instructions	1
Engineer(2)	Electrician	1
Education officer	In charge of outreach, group education, etc.	5
Gallery attendant	Assigned to gallery space, can oversee daily maintenance of gallery equipment.	10
Chief security officer	Security personnel	1
Security officer		3
Security guard		6
Laborers	Cleaning and maintenance, odd jobs	10

#### 2) Museum maintenance

Regular inspection, repairs, and replacement of parts will be necessary for Project equipment, electrical

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and A/C facilities, and the building itself. The two engineers are in charge of such maintenance. Laborers will provide the daily cleaning, and maintain the facilities in general.

3) Maintenance of the display

The daily maintenance of display items and equipment will be done by the gallery attendants, but the civil engineer will be in charge of minor repairs to display items such as models and replicas, due to his training at the time of installation.

The necessity for renewal of display items (panels, photos, text) including corrections, or creation of new video and other software, will be determined by the Officer in Charge and such activities might be conducted in collaboration with CCF Headquarters, CCF Sigiriya staff, universities and research institutes, as needed. Education officers, in addition to the Officer in Charge, could join or initiate such activities.

The display equipment to be supplied by this Project is for permanent display, and an overhaul of the display is not expected. The new Museum has additional spaces suitable for cycling or special displays, and the education officers as well as the Officer in Charge could plan such displays and assign personnel.

CCF has experience in operating and maintaining museum facilities, and similar facilities such as the Polonnaruwa Museum have been operating without major problems, with the exception of the breakdown of their security system which includes infrared sensors and monitoring cameras. Management and operation of the new Museum is not envisioned to pose a problem.



ANNEX-6



## 5. Other Relevant Data

### 5-1 Baseline Survey

A baseline survey was conducted for the purpose of establishing baseline indicators to measure Project effect. The baseline survey consisted of quantitative surveys (by local consultant), qualitative questionnaire surveys (by local consultant), and analysis of statistical reports. Methodology and results are shown below.

#### 5-1-1 Methodology

##### 5-1-1-1 Quantitative Survey

###### (1) Quantitative Survey 1: Visitor numbers at the existing museum

- Visitors to the existing museum were counted at the museum entrance for 14 days, from February 10<sup>th</sup> to 23<sup>rd</sup>, 2007. The museum was closed on February 13<sup>th</sup>, 16<sup>th</sup>, and 20<sup>th</sup>.
- Counts were taken by local consultant staff (surveyors), with participation by two Department of Archaeology (museum) staff, who were given instructions in survey methodology.
- Visitor attributes (sex, region of origin, and age group) were estimated to the best of their ability by the surveyors, from visual clues and language spoken.
- The local consultant handed in the original data sheets, hourly and daily compilations, and a preliminary data analysis, from which the Team made further analyses.

###### (2) Quantitative Survey 2: Visitor numbers at Sigiriya World Heritage Site

- Visitors to Sigiriya Site were counted at the West (main) entrance for 14 days, from February 10<sup>th</sup> to 23<sup>rd</sup>, 2007.
- Counts were taken by local consultant staff (surveyors). CCF staff did not participate.
- Visitor attributes (sex, region of origin, and age group) were estimated to the best of their ability by the surveyors, from visual clues, language spoken, and ticket type.
- The local consultant handed in the original data sheets, total summary, and a preliminary data analysis, from which the Team compiled hourly and daily results and made further analyses.

###### (3) Quantitative Survey 3: Visitor numbers by area in Sigiriya World Heritage Site

- Visitors were counted in selected areas within Sigiriya Site for 14 days, from February 10<sup>th</sup> to 23<sup>rd</sup>, 2007, by a surveyor who made rounds within the site.
- Seven areas were defined, following area markings on site information boards.
- Visitors *who left the main route and explored these seven areas* were counted by the surveyor.
- The surveyor stayed in one area for 15 minutes, counted visitors, and then moved to the next defined area. An exception was the Lion Terrace area, where the surveyor stayed for one hour, counting those who ascended the Rock Summit as well as those who visited the Lion Terrace.

- The surveyor moved from the West entrance to the Lion Terrace in the mornings, and moved from the Lion Terrace to the entrance in the afternoons.
- Visitor attributes (sex, region of origin, and age group) were estimated to the best of his/her ability by the surveyor, from visual clues.
- The local consultant handed in the original data sheets, hourly and daily compilations, and a preliminary data analysis. As the time spent in each area was not equal in all areas, the Team normalized the count by time spent, and then made further analyses.

#### 5-1-1-2 Questionnaire Survey

- (1) Questionnaire Survey 1: Foreign visitors (target sample size 100, actual sample size 101)
  - Visitors were interviewed from February 9<sup>th</sup> to 23<sup>rd</sup>, 2007, until the target sample size was reached.
  - Interviewees were approached near the West (main) entrance to Sigiriya Site.
  - Multiple surveyors approached visitors, and each interviewee either wrote in his/her own answers, or was assisted by surveyors.
  - Interviewees were selected by surveyors to cover the range of attributes, and thus the selection was not random. If visitors arrived in a group, less than 10% of the group was selected to take part in the survey.
- (2) Questionnaire Survey 2: Tour agencies/guides (target sample size 15, actual sample size 15)
  - Visitors were interviewed from February 9<sup>th</sup> to 23<sup>rd</sup>, 2007, until the target sample size was reached.
  - Interviewees were approached near the West (main) entrance to Sigiriya Site.
  - Multiple surveyors approached visitors, and each interviewee either wrote in his/her own answers, or was assisted by surveyors.
- (3) Questionnaire Survey 3: Schools (target sample size 50, actual sample size 50)
  - Visitors were interviewed from February 9<sup>th</sup> to 23<sup>rd</sup>, 2007, until the target sample size was reached.
  - Interviewees were approached near the West (main) entrance to Sigiriya Site.
  - Target interviewees were teachers and supervisors of school groups.
  - Multiple surveyors approached visitors, and each interviewee either wrote in his/her own answers, or was assisted by surveyors.
  - There were fewer school groups visiting Sigiriya than expected during the survey period, and only 13 answers were obtained on site. The remaining 37 answers were obtained by phone interview.

#### 5-1-1-3 Analysis of Statistical Reports

The main purposes for visitors to visit Sigiriya were tourism and education. Published statistical reports on tourism and education in Sri Lanka were analyzed.

## 5-1-2 Baseline Survey Result Summary(see also 6-1-4 Detailed Results)

### (1) Foreign visitors and tour agencies/guides

- Of the foreign visitors to Sigiriya World Heritage Site, 83% are European and approximately 13% are East/Southeast Asian.
- 90% of foreign visitors to the Site are visiting for their first time.
- Over 80% of foreign visitors visit by chartered vehicle, and approximately 80% tour the Site accompanied by a hired guide.
- Tour agencies and guides determine their itinerary, including hotels to stay and whether or not to visit other sites in the Sigiriya area. Less than 10% of foreign visitors stayed in a hotel in the immediate Sigiriya area.
- 70 to 90% of foreign visitors visited, or was planning to visit, other Cultural Heritage sites (percentages vary by site). 35% of foreign visitors visited other museums in Sri Lanka, including privately operated gem museums.
- Less than 1% of the foreign visitors to the Site visited the existing museum.
- Of the four foreign visitor interviewees that have visited the existing museum, three gave poor evaluations of museum content. Their evaluation of museum experience was also poor, when compared to other museums.
- Over half of the tour agencies/guides consider that 2-3 hours, or on the outside 4-6 hours, as sufficient in touring the Sigiriya area. Half of the foreign visitors actually stayed in Sigiriya for less than one day.
- Over 80% of tour agencies/guides will visit the new Sigiriya Museum.
- 100% of foreign visitors are satisfied with their visit to Sigiriya Site.
- Over 80% of foreign visitors and tour agencies/guides think that their visit to Sigiriya helped understand Sri Lanka's cultural heritage and history. Over 95% of both wish to learn more about Sri Lanka's cultural heritage and history.

### (2) Domestic visitors

- The average number of visitors per day to the Sigiriya World Heritage Site is 1,200 persons, and 77% of them are domestic visitors.
- The number of visitors to the Site differs greatly between weekdays and weekends, with an average of 780 persons/day on weekdays and 2,000 persons/day on weekends.
- The average number of visitors per day to the existing museum is between 110 to 140 persons, or about a tenth of the number of visitors to the Site, and over 99% of them are domestic visitors.
- Foreign visitors visit the Site early in the morning to avoid the midday heat, but domestic visitors are present at the site throughout the day.
- Most of the domestic visitors to the site were youth (out of school uniform) and adults, with only under 10% being schoolchildren (in uniform), but nearly half of the visitors to the existing museum were schoolchildren.

- Schools that organize trips to Sigiriya are not limited to nearby schools; there were visitors from the Southern and Southeast Provinces and many were from large cities such as Colombo and Kandy.
- The language of instruction was Sinhala in 90% of the schools interviewed.
- 95% of the school interviewees answered that they conduct school trips at least once per year.
- 66% of the school interviewees chose 'relevance to the subject' as the main criteria for selecting a destination for their school trips, above distance/time, price, and facilities.
- Over 77% of the schoolchildren visiting Sigiriya were in grade 10 or over, indicating that these trips occur as part of the history curriculum. Unexpectedly, there were less schoolchildren in their compulsory education years.
- Over 60% of school interviewees answered that they would visit Pidurangala Temple.
- 80% of school trips arrive on chartered vehicles, and 70% of such groups are accompanied by a hired guide.
- Instructors accompanying school groups have a good understanding of Sigiriya's history, but over 95% answered that they would like to know more about Sri Lanka's cultural heritage and history. The existing museum lacked, according to one interviewee, sufficient explanatory material. 93% of the instructors answered that they would like to visit the new Sigiriya Museum.
- 15% of all domestic visitors visiting the Site visited the existing museum, but in a breakdown by age group, only 6% of youth and adults that visited the Site visited the existing museum, while 60% of both schoolchildren and seniors who visited the Site visited the existing museum.

### (3) Tourist statistics

- The number of foreign tourists visiting Sri Lanka is on the rise since the ceasefire agreement between the Sri Lankan Government and Liberation Tigers of Tamil Eelam (LTTE) in 2002. Tourist numbers dropped following the December 2004 Tsunami, but is again steadily increasing since 2005.
- Domestic visitor numbers to Sigiriya World Heritage Site have temporarily declined in 2004, but over 500,000 domestic tourists per year can still be conservatively expected in the future.
- Annual trends of tourist movements show an increase in June for domestic visitors to Sigiriya, most likely accompanying the influx of pilgrims in nearby Anuradhapura and Mihintale; the foreign tourists peak during the winter holiday season and also during the August Perahera season.

### 5-1-3 Analysis

#### (1) Analysis of baseline survey results

- Sigiriya is usually visited by foreign visitors as part of a larger tour of Cultural Triangle or World Cultural Heritage sites, by those already predisposed to hold an interest in archaeological sites and museums. Their itinerary is usually left to the tour agency or guide, and the existing museum is not included in most tours as it has been established as an unsatisfactory destination.
- Most tour agencies and guides consider 2-3 hours (and a maximum of 4-6 hours) as sufficient to tour the Sigiriya World Heritage Site. It should be noted that the Site is physically challenging and is hard to tour in a shorter amount of time, and also that the Sri Lankan experts involved in this Project consider the actual Site visit to be a vital experience that should not be truncated or replaced by the availability of a new Museum. The new Sigiriya Museum will need to be attractive enough to become the second must-see spot in Sigiriya, in order to get the tour agencies and guides to change their overall tour plan.
- Most of the visitors to the existing museum has been led there on school trips, or necessarily chose the alternative when they found the Site visit too physically strenuous. While, as noted before, the Sri Lankan experts consider the actual Site visit to irreplaceable by the new Museum, an immersive exhibit with full-scale detailed replicas would provide a welcome alternative to those physically limited visitors and those that visit on bad weather days.
- As one of the major functions of the new Sigiriya Museum is to be educational, the content of the new Museum should be at a sufficiently high level to interest advanced students, and presented so that it is easy to grasp for visitors of all educational levels using various display techniques. The new Museum should contribute to the self-identification of Sri Lankans as residents in a land of rich cultural heritage, which is one of the goals exhorted in the Proposed Cultural Policy by the former Ministry of Cultural Affairs and National Heritage.
- To encourage the youth and adult visitors, who were the least likely to visit the museum, to visit the new Sigiriya Museum, the new Museum will provide an exhibit with a clear storyline, a large landscape model under a glass floor as the central attraction, rest areas and informational facilities to attract a wide variety of visitors. The introduction of other sites and attractions in the Sigiriya area through short and succinct audiovisual programs can encourage these mobile youth and adult visitors to explore new options, and has the potential to increase tourism in the immediate area.
- A large number of foreign visitors and tour agencies/guides have shown willingness to visit the new Sigiriya Museum. With an exhibit that is suitable for a world-class World Heritage Site, the new Museum has the potential to become the second must-see spot in the Sigiriya area, triggering an increase in the length of stay in the Sigiriya area and a revitalization of the local economy through the promotion of the tourism industry.
- To earn foreign currency through tourism promotion is one of the national policies of Sri Lanka. Dambulla district, which includes the Sigiriya area, has been named as one of the target areas for urban economical development through tourism development and other means. At present, the economic effect of Sigiriya Site is localized to the site itself, but the inclusion of tourism promotion

mechanisms in the new Sigiriya Museum (such as introducing other sites in the area within the new Museum) could lead to its indirect contribution the local economy.

(2) Analysis of survey methodology

- The methodology for Quantitative Surveys 1 and 2 were appropriate.
- Visual evaluation of attributes had to be conducted at a distance in Quantitative Survey 3, and the results were more subjective. The survey method (where a single surveyor made rounds) was not appropriate, as it resulted in survey periods differing between areas. The methodology must be reconsidered when measuring Project effect.
- The questions and categories in the Questionnaire Surveys were mostly appropriate, although some were open to subjective interpretation, and should be worded differently in the future.



## 5-1-4 Detailed Results

### 5-1-4-1 Quantitative Survey

#### (1) Quantitative Survey 1: Visitor numbers at the existing museum

##### 1) Hourly fluctuation of museum visitors

Date		Number of visitors per hour									Total
		8-9	9-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	
Sat	2007/2/10	0	0	0	17	14	16	4	11	6	68
Sun	2007/2/11	0	2	27	20	24	2	14	32	4	125
Mon	2007/2/12	0	0	0	0	0	22	0	0	4	26
Tue	2007/2/13	/	/	/	/	/	/	/	/	/	/
Wed	2007/2/14	4	0	10	44	6	1	0	/	/	65
Thu	2007/2/15	0	0	0	75	115	3	55	12	0	260
Fri	2007/2/16	/	/	/	/	/	/	/	/	/	/
Sat	2007/2/17	0	0	10	37	85	53	94	39	16	334
Sun	2007/2/18	0	0	69	16	100	93	/	/	/	278
Mon	2007/2/19	0	2	20	0	24	23	0	22	9	100
Tue	2007/2/20	/	/	/	/	/	/	/	/	/	/
Wed	2007/2/21	0	0	0	35	0	6	9	1	0	51
Thu	2007/2/22	0	0	4	8	24	139	0	7	0	182
Fri	2007/2/23	0	0	5	13	0	0	/	/	/	18
Total		4	4	145	265	392	358	176	124	39	1507

\* Diagonal line indicates closed hours

\* Hourly total does not match total(s) by category

2) Museum visitor attributes

Date		Sex		
		Male	Female	Total
Sat	2007/2/10	35	33	68
Sun	2007/2/11	77	48	125
Mon	2007/2/12	19	7	26
Wed	2007/2/14	32	33	65
Thu	2007/2/15	123	137	260
Sat	2007/2/17	166	168	334
Sun	2007/2/18	124	154	278
Mon	2007/2/19	52	48	100
Wed	2007/2/21	70	26	51
Thu	2007/2/22	115	67	182
Fri	2007/2/23	10	8	18
Total		777	729	1507
Proportion		51.6%	48.4%	100.0%

Date		Region of origin						
		European	Asian	South Asian	Other	Foreign Total	Domestic	Total
Sat	2007/2/10	3	0	0	0	3	65	68
Sun	2007/2/11	0	0	0	0	0	125	125
Mon	2007/2/12	0	0	0	0	0	26	26
Wed	2007/2/14	1	0	0	0	1	65	66
Thu	2007/2/15	0	0	0	0	0	255	255
Sat	2007/2/17	1	0	0	0	1	334	335
Sun	2007/2/18	0	0	0	0	0	278	278
Mon	2007/2/19	1	0	0	0	1	99	100
Wed	2007/2/21	0	0	0	0	0	51	51
Thu	2007/2/22	0	0	0	0	0	182	182
Fri	2007/2/23	0	0	0	0	0	18	18
Total		6	0	0	0	6	1498	1504
Proportion		0.4%	0.0%	0.0%	0.0%	0.4%	99.6%	100.0%
Foreign Proportion		100.0%	0.0%	0.0%	0.0%	100.0%		

Date		Age				
		School	Youth	Adult	Senior	Total
Sat	2007/2/10	22	24	13	9	68
Sun	2007/2/11	28	64	29	4	125
Mon	2007/2/12	7	6	9	4	26
Wed	2007/2/14	21	27	10	7	65
Thu	2007/2/15	218	17	15	5	255
Sat	2007/2/17	118	94	76	47	335
Sun	2007/2/18	99	85	65	29	278
Mon	2007/2/19	31	24	32	13	100
Wed	2007/2/21	13	30	5	3	51
Thu	2007/2/22	121	31	17	13	182
Fri	2007/2/23	7	4	6	1	18
Total		685	406	277	135	1503
Proportion		45.6%	27.0%	18.4%	9.0%	100.0%

(2) Quantitative Survey 2: Visitor numbers at Sigiriya World Heritage Site

1) Hourly fluctuation of Site visitors

Date		Number of visitors per hour										Total
		7-8	8-9	9-10	10-11	11-12	12-13	13-14	14-15	15-16	16-17	
Sat	2007/2/10	/	/	0	401	424	258	/	338	154	138	1713
Sun	2007/2/11	/	/	299	184	311	351	/	145	148	155	1593
Mon	2007/2/12	/	/	101	185	90	26	/	64	91	49	606
Tue	2007/2/13	/	84	82	73	28	/	25	13	57	85	447
Wed	2007/2/14	/	63	39	77	35	/	22	69	101	87	493
Thu	2007/2/15	/	107	183	822	49	/	117	21	27	36	1362
Fri	2007/2/16	/	164	839	599	573	/	82	151	170	222	2800
Sat	2007/2/17	/	194	393	468	749	/	131	162	168	132	2397
Sun	2007/2/18	/	58	311	480	502	/	88	139	121	266	1965
Mon	2007/2/19	/	101	147	79	137	/	3	55	44	81	647
Tue	2007/2/20	/	112	129	77	87	/	6	19	30	113	573
Wed	2007/2/21	/	55	75	40	129	/	7	4	32	284	626
Thu	2007/2/22	/	48	68	213	215	/	171	58	35	71	879
Fri	2007/2/23	/	56	360	214	392	/	35	36	38	116	1247
Total		0	1042	3026	3912	3721	635	687	1274	1216	1835	17348

\* Diagonal line indicates hours where surveyor was not present

\* Hourly total does not match total(s) by category

3) Site visitor attributes

Date		Sex		
		Male	Female	Total
Sat	2007/2/10	800	913	1713
Sun	2007/2/11	784	901	1685
Mon	2007/2/12	302	281	583
Tue	2007/2/13	220	227	447
Wed	2007/2/14	219	270	489
Thu	2007/2/15	640	796	1436
Fri	2007/2/16	1324	1483	2807
Sat	2007/2/17	1243	1252	2495
Sun	2007/2/18	655	811	1466
Mon	2007/2/19	349	296	645
Tue	2007/2/20	290	314	604
Wed	2007/2/21	333	319	652
Thu	2007/2/22	478	397	875
Fri	2007/2/23	682	586	1268
Total		8319	8846	17165
Proportion		48.5%	51.5%	100.0%

Date		Region of origin						
		European	Asian	South Asian	Other	Foreign Total	Domestic	Total
Sat	2007/2/10	129	62	79	1	271	1442	1713
Sun	2007/2/11	276	11	2	0	289	1396	1685
Mon	2007/2/12	238	37	5	0	280	303	583
Tue	2007/2/13	267	22	7	1	297	150	447
Wed	2007/2/14	172	0	10	0	182	307	489
Thu	2007/2/15	145	7	2	2	156	1280	1436
Fri	2007/2/16	294	11	3	0	308	2499	2807
Sat	2007/2/17	236	35	7	0	278	2217	2495
Sun	2007/2/18	214	72	7	0	293	1173	1466
Mon	2007/2/19	164	76	3	1	244	401	645
Tue	2007/2/20	344	92	15	1	452	152	604
Wed	2007/2/21	294	47	8	0	349	303	652
Thu	2007/2/22	194	20	4	0	218	657	875
Fri	2007/2/23	332	6	1	0	339	929	1268
Total		3299	498	153	6	3956	13209	17165
Proportion		19.2%	2.9%	0.9%	0.0%	23.0%	77.0%	100%
Foreign Proportion		83.4%	12.6%	3.9%	0.2%	100.0%		

Date		Age				Total
		School	Youth	Adult	Senior	
Sat	2007/2/10	273	1064	313	63	1713
Sun	2007/2/11	264	1006	347	68	1685
Mon	2007/2/12	38	395	136	14	583
Tue	2007/2/13	26	187	228	6	447
Wed	2007/2/14	36	164	280	9	489
Thu	2007/2/15	97	983	337	19	1436
Fri	2007/2/16	144	1729	890	44	2807
Sat	2007/2/17	170	1435	828	62	2495
Sun	2007/2/18	242	612	564	48	1466
Mon	2007/2/19	109	311	212	13	645
Tue	2007/2/20	40	235	323	6	604
Wed	2007/2/21	28	276	342	6	652
Thu	2007/2/22	79	514	275	7	875
Fri	2007/2/23	98	800	366	4	1268
Total		1644	9711	5441	369	17165
Proportion		9.6%	56.6%	31.7%	2.1%	100.0%

3) Proportion of visitors to the existing museum among visitors to Sigiriya Site

Date		Total	Sex	
			Male	Female
Sat	2007/2/10	4.0%	4.4%	3.6%
Sun	2007/2/11	7.4%	9.8%	5.3%
Mon	2007/2/12	4.5%	6.0%	2.5%
Tue	2007/2/13	/	/	/
Wed	2007/2/14	13.3%	14.6%	12.2%
Thu	2007/2/15	17.8%	19.2%	17.2%
Fri	2007/2/16	/	/	/
Sat	2007/2/17	13.4%	13.4%	13.4%
Sun	2007/2/18	19.0%	18.9%	19.0%
Mon	2007/2/19	15.5%	14.9%	16.2%
Tue	2007/2/20	/	/	/
Wed	2007/2/21	7.8%	7.5%	8.2%
Thu	2007/2/22	20.8%	24.1%	16.9%
Fri	2007/2/23	1.4%	1.5%	1.4%
Average		11.3%	12.0%	10.3%

\* Diagonal line indicates closed hours

Date		Region of Origin					
		European	Asian	South Asian	Other	Foreign Total	Domestic
Sat	2007/2/10	2.3%	0.0%	0.0%	0.0%	2.3%	4.5%
Sun	2007/2/11	0.0%	0.0%	0.0%	(n/a)	0.0%	9.0%
Mon	2007/2/12	0.0%	0.0%	0.0%	(n/a)	0.0%	8.6%
Tue	2007/2/13	/	/	/	/	/	/
Wed	2007/2/14	0.6%	(n/a)	0.0%	(n/a)	0.6%	21.2%
Thu	2007/2/15	0.0%	0.0%	0.0%	0.0%	0.0%	19.9%
Fri	2007/2/16	/	/	/	/	/	/
Sat	2007/2/17	0.4%	0.0%	0.0%	(n/a)	0.4%	15.1%
Sun	2007/2/18	0.0%	0.0%	0.0%	(n/a)	0.0%	23.7%
Mon	2007/2/19	0.6%	0.0%	0.0%	0.0%	0.6%	24.7%
Tue	2007/2/20	/	/	/	/	/	/
Wed	2007/2/21	0.0%	0.0%	0.0%	(n/a)	0.0%	16.8%
Thu	2007/2/22	0.0%	0.0%	0.0%	(n/a)	0.0%	27.7%
Fri	2007/2/23	0.0%	0.0%	0.0%	(n/a)	0.0%	1.9%
Average		0.3%	0.0%	0.0%	0.0%	0.3%	15.4%

\* Diagonal line indicates closed hours

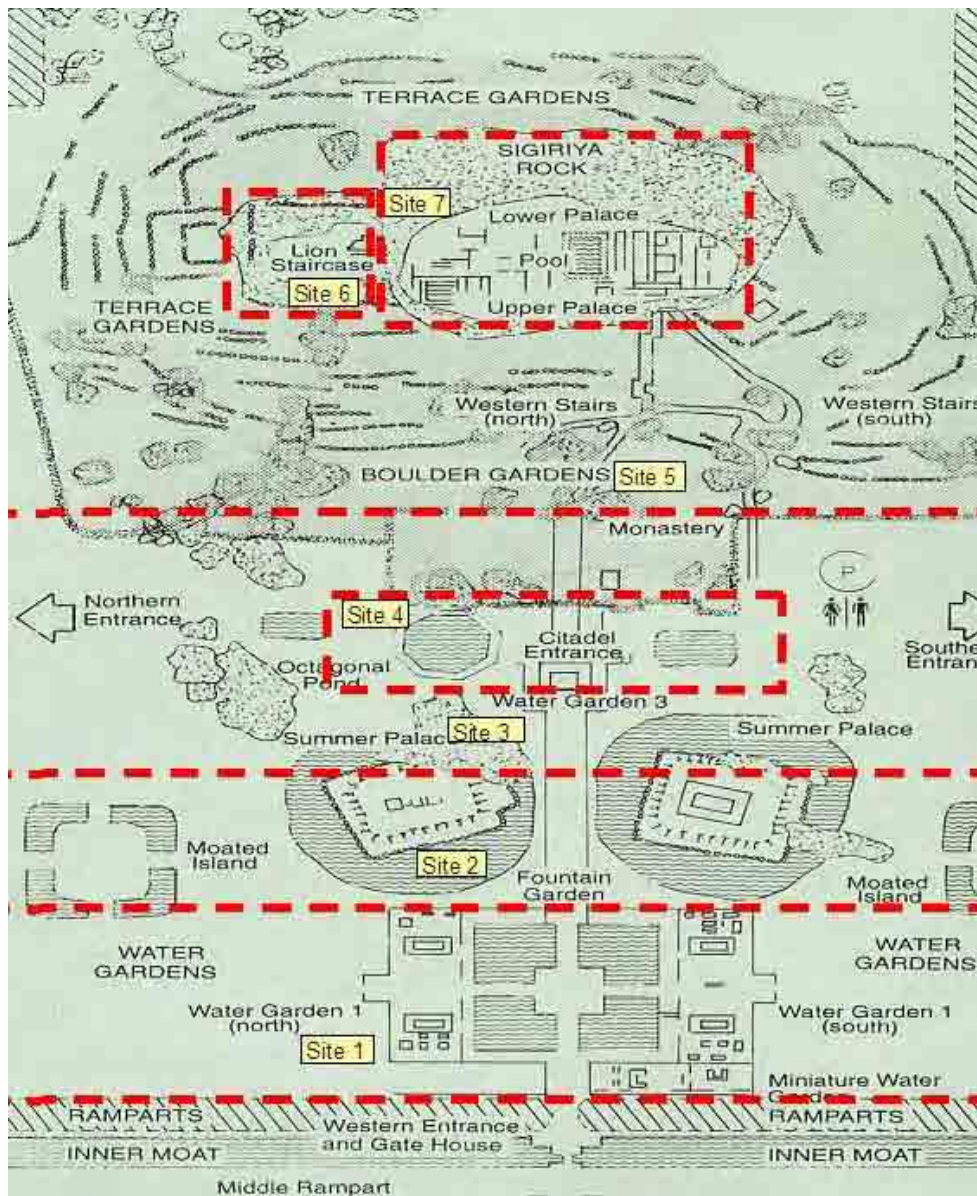
Date		Age			
		School	Youth	Adult	Senior
Sat	2007/2/10	8.1%	2.3%	4.2%	14.3%
Sun	2007/2/11	10.6%	6.4%	8.4%	5.9%
Mon	2007/2/12	18.4%	1.5%	6.6%	28.6%
Tue	2007/2/13	/	/	/	/
Wed	2007/2/14	58.3%	16.5%	3.6%	77.8%
Thu	2007/2/15	224.7%	1.7%	4.5%	26.3%
Fri	2007/2/16	/	/	/	/
Sat	2007/2/17	69.4%	6.6%	9.2%	75.8%
Sun	2007/2/18	40.9%	13.9%	11.5%	60.4%
Mon	2007/2/19	28.4%	7.7%	15.1%	100.0%
Tue	2007/2/20	/	/	/	/
Wed	2007/2/21	46.4%	10.9%	1.5%	50.0%
Thu	2007/2/22	153.2%	6.0%	6.2%	185.7%
Fri	2007/2/23	7.1%	0.5%	1.6%	25.0%
Average		58.9%	6.5%	6.4%	57.2%

\* Diagonal line indicates closed hours

(3) Quantitative Survey 3: Visitor numbers by area in Sigiriya World Heritage Site

Area	Sex			Age					Survey duration
	Male	Female	Total	School	Youth	Adult	Senior	Total	
Site 1: Water Garden 1	1249	1031	2280	134	1361	611	174	2280	15 minutes x 2
Site 2: Water Garden 2	788	594	1382	127	687	423	145	1382	15 minutes x 2
Site 3: Water Garden 3	1026	809	1835	173	917	535	210	1835	15 minutes x 2
Site 4: Octagonal Pond	928	864	1792	184	893	565	150	1792	15 minutes x 2
Site 5: Boulder Garden	1360	1143	2503	206	1286	748	263	2503	15 minutes x 2
Site 6: Lion Terrace	2688	2240	4928	394	2522	1463	549	4928	1 hour x 2
Site 7: Rock Summit	1977	1844	3821	260	2045	1184	332	3821	1 hour x 2

\*Region of origin not shown, as results widely diverged from Quantitative Survey 1 and 2



## 5-1-4-2 Questionnaire Survey

Note: results from Quantitative Survey included for comparison where appropriate.

### (1) General questions

Q Sex, foreign visitors

	Male	Female
Quantitative Survey	48.5%	51.5%
Questionnaire (Foreign)	54.5%	45.5%

Q Origin, foreign visitors

	European	Asian	South Asian	Other	Blank
Quantitative Survey	83.4%	12.6%	3.9%	0.2%	0.0%
Questionnaire (Foreign)	71.3%	12.9%	4.0%	9.9%	2.0%
Questionnaire (Agencies)	66.7%	0.0%	0.0%	33.3%	0.0%

Q Age, foreign visitors

	Student	Youth	Adult	Senior	Blank
Quantitative Survey	9.6%	56.6%	31.7%	2.1%	0.0%
Questionnaire (Foreign)	0.0%	35.6%	40.6%	22.8%	1.0%

Q Method of transport

	Public	Chartered	*	Other	Blank
Questionnaire (Foreign)	7.9%	80.2%	5.9%	4.0%	2.0%
Questionnaire (School)	4.9%	78.0%	12.2%	0.0%	4.9%

\*Foreign: Both public and hired vehicle; School: schoolbus

Q Type of hired vehicle

	Sedan	Minivan	Bus	Blank
Questionnaire (Agencies)	13.3%	40.0%	40.0%	6.7%

Q Length of time spent in Sgriya

	2-3 hours	4-6 hours	1 day*	2 days	3 days	4 days	10 days	Blank
Questionnaire (Foreign)	15.8%	15.8%	30.7%	19.8%	7.9%	5.9%	2.0%	2.0%
Questionnaire (Agencies)	0.0%	0.0%	60.0%	13.3%	0.0%	6.7%	0.0%	20.0%

Q Necessary amount of time to tour Sgriya

	2-3 hours	4-6 hours	1 day*	2 days	3 days	4 days	10 days	Blank
Questionnaire (Agencies)	53.3%	23.6%	0.0%	0.0%	13.3%	0.0%	0.0%	6.7%

\*Ambiguous, could mean day trips or overnight trips

Q Length of whole trip

	1 day	2 days	3-6 days	7 days	8-10 days	11-14 days	over 14	Blank
Questionnaire (Foreign)	21.8%	8.9%	15.8%	12.9%	6.9%	15.8%	11.9%	5.9%

Q Frequency of visits to Sgriya

	1	>1
Questionnaire (Foreign)	90.1%	9.9%

Q How often is Sgriya included in the tourists' itinerary?

	Always	A lot	Rarely	Never
Questionnaire (Agencies)	83.7%	13.3%	0.0%	0.0%

Q Has the interviewee been to the following facilities in the Sigiriya area?

		Yes	No	(Blank)
Questionnaire (Foreign)	Restaurants	56.4%	38.6%	5.0%
Questionnaire (Agencies)	Hotels	55.4%	40.6%	4.0%

Q Evaluation of facilities in Sigiriya area

	Accommodation	Excellent	Good	Not very	Poor	(Blank)
Questionnaire (Agencies)	(for foreigners)	20.0%	73.3%	0.0%	0.0%	6.7%
Questionnaire (Agencies)	(for domestic)	0.0%	20.0%	40.0%	0.0%	40.0%

Q Reasons for not staying in Sigiriya

	Hotel not attractive	Area not attractive	Package tour	Other*
Questionnaire (Foreign)	9.1%	6.1%	48.5%	36.4%

\* Stayed with friend, in transit, no overnight

Q Location of accommodations (foreign visitors only)

Location (City)	Previous night		Night of Sigiriya visit	
	Persons	%	Persons	%
Sigiriya *	11	9.8%	20	16.5%
Habarana	11	9.8%	16	13.2%
Dambulla	13	11.6%	17	14.0%
● Around Sigiriya - Subtotal	35	31.3%	53	43.8%
Anuradhapura	5	4.5%	3	2.5%
Giritale	6	5.4%	8	6.6%
Polonnaruwa	3	2.7%	3	2.5%
● Cultural Triangle - Subtotal	14	12.5%	14	11.6%
Beruwala	1	0.9%	3	2.5%
Colombo	23	20.5%	2	1.7%
Galle	1	0.9%	0	0.0%
Kalutara	4	3.6%	0	0.0%
Kandy	10	8.9%	15	12.4%
Kurunegala	0	0.0%	1	0.8%
Negombo	1	0.9%	1	0.8%
Nuwara Eliya	2	1.8%	1	0.8%
Wadduwa	0	0.0%	1	0.8%
Other	10	8.9%	10	8.3%
● Other: Subtotal	52	46.4%	34	28.1%
Total	112	100.0%	121	100.0%

\* Includes resort located outside immediate area

Q Has the interviewee been to the following attractions in the Sigiriya area?

	Attraction	Yes	No	(Blank)
Questionnaire (Foreign)	Pdurangala Temple	20.8%	49.5%	29.7%
	New City and main visitor road	8.9%	51.5%	39.6%
	Sigiriya Handcraft Village	9.9%	50.5%	39.6%
	Other archaeological sites	13.9%	48.5%	37.6%
Questionnaire (School)	Pdurangala Temple	63.4%	36.6%	0.0%
	New City and main visitor road	31.7%	65.9%	2.4%
	Sigiriya Handcraft Village	36.6%	63.4%	0.0%
	Other archaeological sites	36.6%	63.4%	0.0%

Q Evaluation of attractions in the Sigiriya area

Attraction	Excellent	Good	Not very	Poor	(Blank)
Pdurangala Temple	13.3%	26.7%	6.0%	0.0%	53.3%
New City and main visitor road	0.0%	46.7%	20.0%	0.0%	33.3%
Sigiriya Handcraft Village	0.0%	40.0%	33.3%	0.0%	26.7%
Other archaeological sites	0.0%	13.3%	40.0%	6.7%	40.0%



## (2) Existing museum

Q Has the interviewee been to the existing museum?

	Yes	Probably	Don't know	No	(Blank)
Questionnaire (Foreign)	2.0%	23.8%	38.6%	34.7%	1.0%
Questionnaire (School)	34.1%	56.1%	*	7.3%	2.4%

\*Category did not exist

Q How often is the existing museum included in the tourists' itinerary?

	Always	A lot	Rarely	Never
Questionnaire (Agencies)	6.7%	26.7%	13.3%	53.3%

Q Evaluation of museum experience (existing museum)

	Excellent	Good	Not very	Poor	(Blank)
Questionnaire (Foreign)	0.0%	50.0%	25.0%	25.0%	0.0%
Questionnaire (School)	8.3%	58.3%	33.3%	0.0%	0.0%
Questionnaire (Agencies)	20.0%	26.7%	20.0%	33.3%	0.0%

Q Evaluation of museum content (existing museum)

	Excellent	Good	Not very	Poor	(Blank)
Questionnaire (Foreign)	0.0%	25.0%	0.0%	75.0%	0.0%
Questionnaire (School)	8.3%	60.9%	30.4%	0.0%	0.0%

Q What did the interviewee like about the museum?

Questionnaire (Foreign)	Model (model does not exist); the shape of the building
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Q What didn't the interviewee like at the museum?

Questionnaire (Foreign)	Unrelated exhibits; no air conditioning
-------------------------	---

Q Suggestions for the improvement of the existing museum

Questionnaire (Foreign)	Have books; do not exhibit artifacts from other sites; protect artifacts
Questionnaire (School)	Have guides/attendants
Questionnaire (Agencies)	Improve exhibit; improve entrance; make it like Pobbannaruwa Museum

Q Has (will) the interviewee visited (will visit) other Cultural Heritage sites?

	Yes	Don't know	No	(Blank)	Sites to visit (Foreign):
Questionnaire (Foreign)	73.3%	21.8%	5.0%		Kandy 13 Pobbannaruwa 10
Questionnaire (School)	24.1%	24.4%	39.0%	2.4%	Anuradhapura 7 Damulla 6

Q Has (will) the interviewee visited (will visit) other museums?

	Yes	No	(Blank)
Questionnaire (Foreign)	34.7%	57.4%	7.9%

Q Evaluation of museum experience (other museums)

	Museum	Excellent	Good	Not very	Poor	(Blank)
Questionnaire (Foreign)	Anuradhapura Museum	0.0%	66.7%	0.0%	0.0%	33.3%
	Combotto National Museum	0.0%	87.5%	12.5%	0.0%	0.0%
	Damulla Museum *	0.0%	0.0%	100.0%	0.0%	0.0%
	Gem Museum *	100.0%	0.0%	0.0%	0.0%	0.0%
	Kandy Museum *	0.0%	50.0%	0.0%	0.0%	50.0%
Pobbannaruwa Museum	14.3%	78.6%	0.0%	0.0%	7.1%	

\*Damulla: could be CCF or Temple museum; Gem: multiple private facilities exist; Kandy: multiple museums exist

### (3) Sigiriya Site

Q Has the interviewee been to the Sigiriya World Heritage Site?

	Yes	Will go	No	Blank
Questionnaire (Foreign)	56.4%	13.9%	24.8%	5.0%
Questionnaire (School)	70.7%	19.5%	9.8%	0.0%

Q Evaluation of Sigiriya Site

	Excellent	Good	Not very	Poor	Blank
Questionnaire (Foreign)	83.0%	17.0%	0.0%	0.0%	0.0%
Questionnaire (School)	46.3%	31.7%	0.0%	0.0%	22.0%
Questionnaire (Agencies)	93.3%	0.0%	0.0%	0.0%	6.7%

Q Evaluation of visit experience to Sigiriya Site

	Excellent	Good	Not very	Poor	Blank
Questionnaire (Foreign)	73.8%	26.2%	0.0%	0.0%	0.0%
Questionnaire (School)	34.1%	41.5%	2.4%	0.0%	22.0%

Q What did the interviewee like about Sigiriya Site? (Most popular answers)

Questionnaire (Foreign)	Its view, its beauty, its history, particular features (e.g. Fresco, pond), its solitude, its conservation/restoration efforts
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Q What didn't the interviewee like at Sigiriya Site? (Most popular answers)

Questionnaire (Foreign)	Too many stairs, litter, nagging of guides and vendors, bad facilities, expensive fee
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Q Suggestions for the improvement of Sigiriya Site

Questionnaire (Foreign)	Railings to staircases, more information boards, suggested route indicators, litter boxes, prohibition of guides and vendors within Site, make drinks available after climbing
Questionnaire (Agencies)	Better toilets, more information boards and suggested route indicators

Q Suggestions for the improvement of larger Sigiriya area

Questionnaire (Agencies)	Improvement of access road, more shops, protect site
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Q Other suggestions (Most concrete answers)

Questionnaire (Foreign)	Souvenir shops, excavate whole area, prohibition of guides and vendors within Site, make food and drinks available on Site grounds, bwer fee
Questionnaire (Agencies)	Promotion of Pidurangala Temple as destination, prohibition of unlicensed guides, more toilets, drink sales of drinks after climbing, maintain ancient atmosphere, two exits instead of one, bwer fee, official guide registration system

Q Entrance fee vs. overall experience

	Cheap	Appropriate	Expensive	Don't know	Blank
Questionnaire (Foreign)	35.6%	36.6%	9.9%	10.9%	6.9%

Q Understanding of Site history

		Yes	No	Blank
Questionnaire (Foreign)	Knowledge of geology and prehistory	55.4%	36.6%	7.9%
	Knowledge that Sigiriya was once a monastery	63.4%	25.7%	10.9%
	Knowledge about Kasyapa and the Royal Palace	64.4%	26.7%	8.9%
	Knowledge about the hydrological engineering in its gardens	54.5%	34.6%	9.9%
	Knowledge about ancient tourism and the Graffiti	50.5%	40.6%	8.9%
	Knowledge about how Sigiriya was re-discovered	37.6%	53.5%	8.9%
Questionnaire (Agencies)	The site helped further their understanding of heritage/history	88.1%	10.9%	1.0%
Questionnaire (Agencies)	Their clients have knowledge of Sri Lanka's heritage/history	80.0%	6.7%	13.3%
Questionnaire (School)	Knowledge of geology and prehistory	78.0%	22.0%	0.0%
	Knowledge that Sigiriya was once a monastery	82.4%	14.6%	2.4%
	Knowledge about Kasyapa and the Royal Palace	82.9%	17.1%	0.0%
	Knowledge about the hydrological engineering in its gardens	68.3%	31.7%	0.0%
	Knowledge about ancient tourism and the Graffiti	100.0%	0.0%	0.0%
	Knowledge about how Sigiriya was re-discovered	53.7%	46.3%	0.0%
Questionnaire (School)	The site helped further their understanding of heritage/history	85.7%	9.8%	4.9%

Q Does the interviewee wish to...

		Yes	Maybe	No	(Blank)	
Questionnaire (Foreign)	Know more about heritage/history before visiting the Site?	52.5%	33.7%	9.9%	4.0%	
	View short informational videos?	49.5%	33.7%	15.8%	1.0%	
	Visit new archaeological/historical museum?	51.5%	39.6%	7.9%	1.0%	
	Know more about Sri Lanka's heritage and history?	95.0%	0.0%	3.0%	2.0%	
Questionnaire (Agencies)	Visit new archaeological/historical museum?	80.0%	13.3%	0.0%	6.7%	
	Questionnaire (School)	Know more about heritage/history before visiting the Site?	80.5%	12.2%	2.4%	4.9%
		View short informational videos?	92.5%	7.3%	0.0%	0.0%
		Visit new archaeological/historical museum?	92.7%	2.4%	2.4%	2.4%
Know more about Sri Lanka's heritage and history?		97.6%	2.4%	0.0%	0.0%	

Q Why would the interviewee *not* visit the new museum?

Questionnaire (Agencies)	Not enough time	26.7%
	Language inappropriate	13.3%
	If museum is not about Sri Lanka's history	6.7%
	If museum is not about Sigiriya	6.7%
	(Blank)	46.7%

Q Use of guides and guidebooks

	Had guide	Had a guidebook	None	(Blank)
Questionnaire (Foreign)	78.7%	16.0%	5.3%	0.0%
Questionnaire (School)	70.7%	2.4%	19.5%	7.3%

Q Use of maps

	Had map	Used the signboards	None	(Blank)
Questionnaire (Foreign)	16.1%	30.6%	53.2%	0.0%
Questionnaire (School)	17.1%	31.7%	36.6%	14.6%

Q Use of signboards

	Yes	Didn't see any	No	(Blank)
Questionnaire (Foreign)	90.9%	6.1%	3.0%	0.0%
Questionnaire (School)	61.0%	14.6%	12.2%	12.2%

Q Tour agency locations

	Colombo	Trincomalee	Other
Questionnaire (Agencies)	86.7%	6.7%	6.7%

Q Tour agency languages (multiple answers possible)

	English	Japanese	Russian	German	French	Sinhala	Tamil
Questionnaire (Agencies)	93.3%	33.3%	13.3%	6.7%	20.0%	26.7%	13.3%

Q Tour agent licenses

	Licensed guide	Other qualifications	None
Questionnaire (Agencies)	73.3%	13.3%	13.3%

Q Number of tours (according to tour agencies and guides)

	1	2	3	4	7	10	over 14	(Blank)
Overall tours / month	6.7%	13.3%	6.7%	6.7%	26.7%	0.0%	20.0%	20.0%
Sigiriya tours / month	20.0%	33.3%	20.0%	20.0%	0.0%	6.7%	0.0%	0.0%

#### (4) Education

Q Category

	Govt	Private	International
Questionnaire (School)	90.2%	4.9%	4.9%

Q Language of instruction

	Sinhala	Tamil	English
Questionnaire (School)	90.2%	2.4%	7.3%

Q Usual number of students per school trip to Sgiriya

	Male	Female	Total
Questionnaire (School)	40.3	43.2	83.4

Q Grade of students on school trip to Sgiriya

	Grade 1-5	Grade 6-10	Grade 10-11	Grade 12-13
Questionnaire (School)	4.9%	17.1%	51.2%	26.8%

Q Number of school trips per year

	1	2	3	4	Blank
Questionnaire (School)	41.5%	34.1%	17.1%	2.4%	4.9%

Q Why choose Sgiriya as destination?

	Relevance*	Distance/time	Price	Facilities	Blank
Questionnaire (School)	65.9%	9.8%	2.4%	14.6%	7.3%

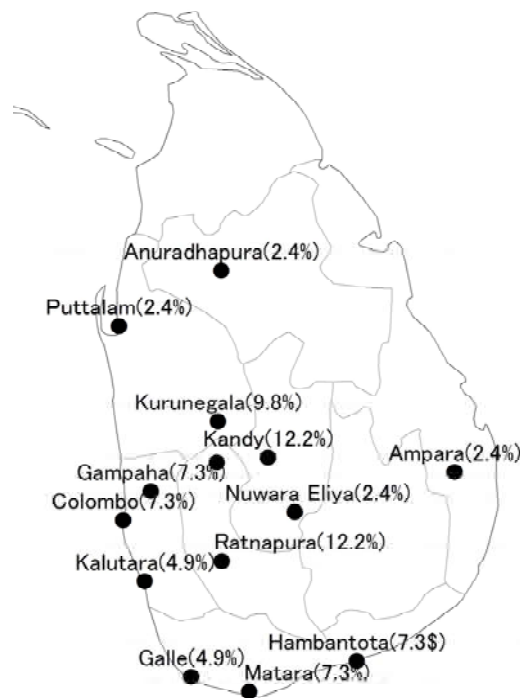
\*Relevance to subject taught

Q Purpose of school trip

	HC*	Educational	Other	Blank
Questionnaire (School)	24.4%	65.9%	7.3%	2.4%

\*HC: History Curriculum

Q Location of schools



### 5-1-4-3 Statistical research results

Trends in Foreign Tourist Numbers

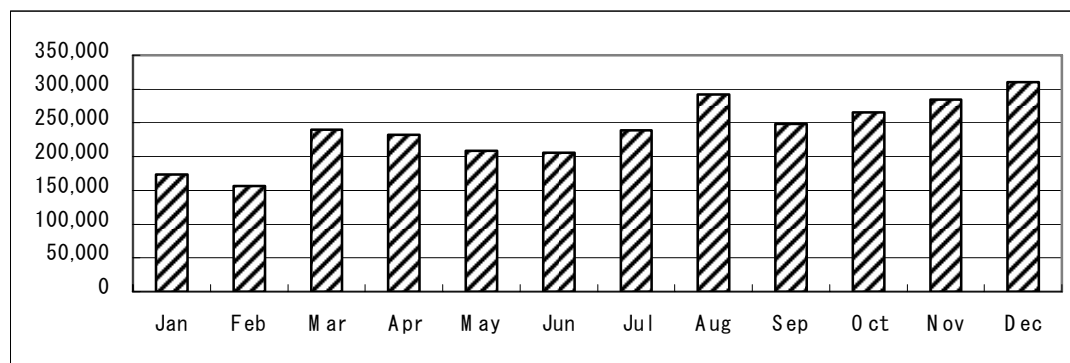
	2000	2001	2002	2003	2004	2005
N. America	17,352	16,304	20,004	25,099	30,654	46,727
Asia	91,409	89,343	142,578	177,377	196,023	222,844
Oceania	18,222	12,926	13,311	23,067	27,940	29,575
W. Europe	261,011	204,510	200,676	255,179	285,366	227,558
E. Europe	6,840	7,045	8,046	10,600	14,259	9,305
M id East	4,347	5,364	6,462	6,759	9,486	10,230
Other	1,233	1,302	2,094	2,561	2,474	3,069
Total	400,414	336,794	393,171	500,642	566,202	549,308

Source: Annual Statistical Report 2005, Sri Lanka Tourist Board

Number of nights of stay, by month (2005)

	Jan	Feb	Mar	Apr	May	Jun	
N ights	173,686	156,928	240,115	232,359	209,132	205,538	
	Jul	Aug	Sep	Oct	Nov	Dec	Total
N ights	238,617	292,056	248,649	265,982	284,237	310,276	2,857,575

Source: Annual Statistical Report 2005, Sri Lanka Tourist Board



Number of nights of stay, by month (2005)

Number of foreign tourist tickets sold, by month (2004)

	Jan	Feb	Mar	Apr	May	Jun	
Number	20,868	20,480	18,888	13,389	7,420	7,244	
	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number	16,323	20,568	15,903	15,743	18,380	14,932	190,138

Source: CCF Sri Lanka Project

Number of domestic tickets sold, by month (2004)

	Jan	Feb	Mar	Apr	May	Jun	
Number	22,506	43,418	32,095	41,590	22,698	61,611	
	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number	56,808	44,160	18,935	19,994	17,974	-	381,789

Source: CCF Sri Lanka Project

Number of foreign tourist tickets sold, by month (2005)

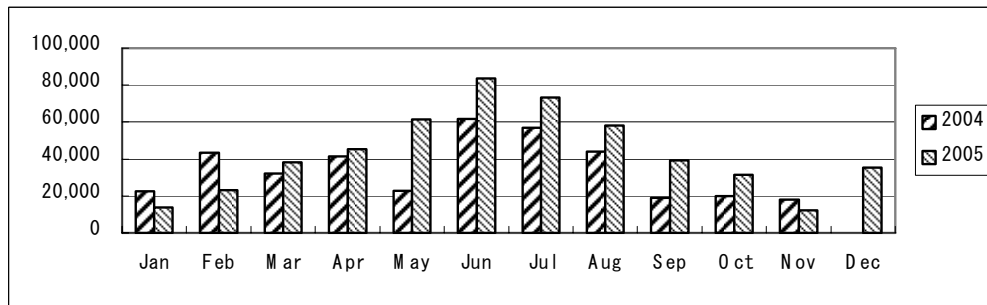
	Jan	Feb	Mar	Apr	May	Jun	
Number	3,351	5,078	7,710	7,638	5,248	4,747	
	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number	7,238	7,466	7,700	8,738	10,154	11,028	86,096

Source: CCF Sri Lanka Project

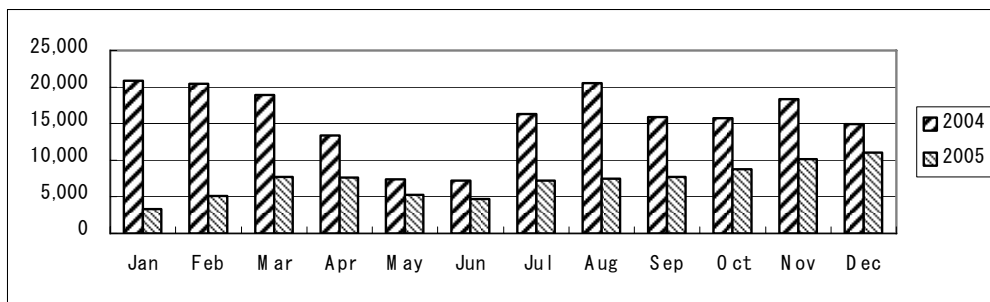
Number of domestic tickets sold, by month (2005)

	Jan	Feb	Mar	Apr	May	Jun	
Number	13,932	23,200	38,170	45,390	61,303	83,633	
	Jul	Aug	Sep	Oct	Nov	Dec	Total
Number	73,298	58,311	39,171	31,669	12,107	35,346	515,530

Source: CCF Sri Lanka Project



Number of domestic tickets sold



Number of foreign tickets sold

ZEN-NOH ARCHITECTS & ENGINEERS INC.

**BASELINE SURVEY FOR  
THE PROJECT FOR SUPPLY OF EQUIPMENT FOR INTERPRETATIVE DISPLAY  
AND PRESENTATION OF THE CULTURAL HERITAGE OF SIGIRIYA AT THE  
NEW SIGIRIYA MUSEUM IN THE DEMOCRATIC SOCIALIST REPUBLIC OF  
SRI LANKA**



**February 2007**

**Submitted by:**

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## Methodology

Relevant information from 101 randomly selected foreign visitors, 15 travel agents/guides, and 50 school teachers was obtained by interviewing them with the aid of a specific structured questionnaire developed for each group. The development of the questionnaires for the 3 groups, the designing of the sampling plan and the data collection procedure was handled by the team leader Dr. D. R. Weerasekera, who is a senior lecturer at the Statistics department of the University of Colombo. The project team including the team leader initially visited the site of Sigiriya and met the relevant authorities to obtain their consent and support. They spent a full day in the field with the interviewers to train them and to carry out the pilot surveys.

Information was collected during the 2-week period from 9<sup>th</sup> to 23<sup>rd</sup> of February, 2007. Two staff members were positioned at the gates of the site-entrance and current museum- entrance taking counts of visitors and recording other relevant information on each day of the 2-week period. Some staff members from the current museum were also involved in counting the visitors who enter the museum.

One member of the team was assigned to go from one area to another within the site taking counts of visitors in the selected areas in the morning and afternoon on each day.

During the period of data collection, the survey team failed to achieve the set target number of 50 questionnaires from school teachers due to lower arrival of school children/teachers. However, arrangements were made to obtain information from selected teachers over the phone and/or by sending the questionnaires to selected schools.

The museum was closed on 13<sup>th</sup>, 16<sup>th</sup> and 20<sup>th</sup> in February 2007, and therefore, it was unable to conduct the survey on those days at the Sigiriya Museum.

To enable efficient management of data collected, separate databases were developed using Microsoft Access. The data stored in these databases were imported to Microsoft Excel, and finally analyses required was carried out by the team leader Dr. D. R. Weerasekera using the statistical package SPSS.



## Summary of Findings

### Survey on Foreign visitors

- The majority (71%) of the foreign visitors were Europeans.
- Mode of transport of more than 80% of visitors was 'Hired Vehicles'.
- More than 60% of visitors said they would stay one day or less in and around Sigiriya.
- More than 90% of visitors had not come to Sigiriya-site before.
- Only 2% of the visitors had visited Sigiriya museum, but another 24% said they would visit the museum. Another 39% did not know that there was a museum.
- Only 21% said that they would visit Pidurangala Temple.
- Only 9% said that they would visit new city and the roads leading to it.
- Only 10% said that they would visit Sigiriya handicraft village.
- Only 14% said that they would visit other archaeological sites.
- About 79% of the visitors had a guide.
- About 51% of the visitors said that they would stop at the museum if there was a modern archaeological/historical museum. Another 40% said they 'may visit' the museum.
- About 95% of the visitors said that they wished to know more about Sri Lanka's cultural heritage and/or history.

### Survey on Travel Guides

- Of the 15 travel guides interviewed, 13 were from Colombo.
- About 10 (67%) guides said that foreign visitors were mostly Europeans.
- About 11 (85%) of the guides have only 'National Tourist guide license' qualification.
- Six guides (40%) said that their usual vehicle is 'Private Van', and another 40% said 'Tourist coach/Minibus'.
- The guides say that they spend 1.4 days on average per Sigiriya trip.
- Majority of the guides never take the tourists to Sigiriya museum.
- Almost every guide says that hotel accommodation in Sigiriya area is good or excellent.
- Majority of the guides say that 3 -4 hours is sufficient to cover Sigiriya area.
- About 80% of the guides say that they would take the tourists to the museum, if there was bigger, modern archaeological/historical museum there.

### Survey on School Teachers

- Majority of school children were from the government schools in higher classes (grade 11 and above). Their language of instruction is mainly Sinhala.
- There were approximately equal number of girls and boys. The average number of school children per school is 83.4.
- The main purpose of the visit for about 66% of the teachers was just educational, and the main purpose of about 24% of the teachers was part of their curriculum.
- About 78% of the schools had come by a hired bus/coach.
- Majority of them visit Sigiriya only once or twice per year.
- Those who had visited the Sigiriya-museum were only 34%, but another 58% said that they would visit the museum.
- About 71% had gone to world heritage site. Of them, nearly 60% said it was very exciting.
- About 63% had visited Pidurangala Temple.
- About 71% of them had a guide.
- Majority of the teachers had a good knowledge about the site and the history.
- About 93% of them said that they would visit a visitor centre or a modern bigger museum, if they were there.
- About 98% said that they wished to know more about Sri Lanka's cultural heritage and/or history.
- About 66% of the teachers said that 'relevance to the subject' was the criteria for choosing a trip destination.

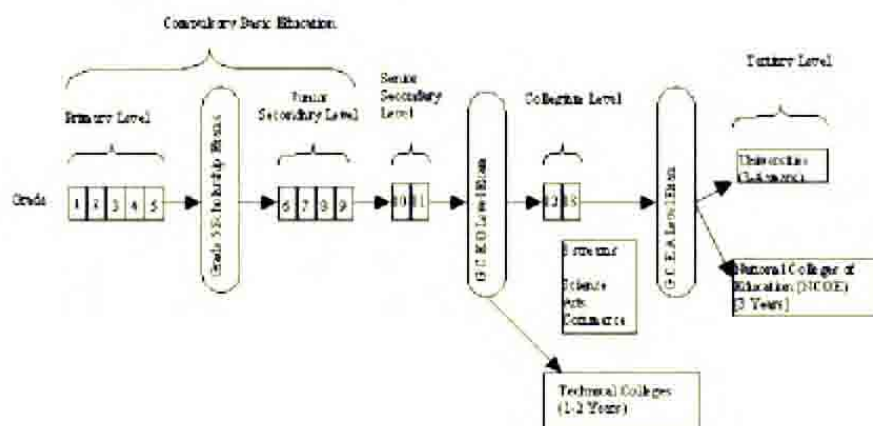
A description of the school system in Sri Lanka is given below.

## School System in Sri Lanka

The education system in Sri Lanka (see also figure 1) consists of the following levels:

- Primary Level- 5 years - Grades 1-5
- Junior Secondary Level - 4 years - Grades 6-9
- Senior Secondary Level - 2 years - Grades 10-11
- Collegiate Level - 2 years - Grades 12-13

Figure 1 School System



### School Type:

Schools are classified into 4 types:

- Type IAB school with classes up to grade 13 including A' Level Science Stream
- Type IC school with classes up to grade 13 but without A' Level science stream
- Type 2 school with classes up to grade 11 and
- Type 3 school with classes up to grade 5.

In 2002, there were 9,829 government schools, 561 Pirivenas and 66 Private schools in Sri Lanka. The government schools consist of 320 National schools managed by the ministry of education (MOE) and 9,509 Provincial schools, managed by the Provincial Councils.

In addition to the Government Schools there are 33 non-fee-levying Assisted Private Schools and 33 fee levying autonomous Private Schools. There is another category of English Medium International Schools approved and registered by the Board of Investments Sri Lanka. The number of international schools which are not controlled by the MOE has increased recently in urban areas.

### **Teachers and students:**

In 2002, there were 4,027,075 students and 186,999 teachers in 9,829 government schools.

### **National Examinations:**

Sri Lankan education system is characterized by 3 National Examinations conducted by the Department of Examinations:

- Grade 5 Scholarship Examination,
- General Certificate of Education (Ordinary Level ) examination, and
- General Certificate of Education ( Advanced Level ) examination.

### **History Curriculum**

There are five 40-minute periods per week for "social studies and history" in each year from grades 6 to 11. At present, the GCE (OL) compulsory curriculum consists of "social studies and history" as well.

### **Management Structure**

#### **Decentralized Administration of Education:**

The prevailing education management structure in Sri Lanka came into effect since the establishment of the Provincial Council System in 1987. This devolved administrative system, brought greater autonomy and participation of local administrative bodies in education decision making process. The present decentralized management organization structure comprises five inter-linked layers:

- The Ministry of Human Resources Development, Education and Cultural Affairs (MoHRD,E&CA) as the Line Ministry.
- The Provincial Ministries / Departments of Education (PME / PDE)
- The Zonal Education Offices (ZEO)
- The Divisional Education Offices (DEO)
- Schools (Provincial and National)

## 6. References

No	Title	Media	Source/Author	Year
1	SAPI for Tourism Resources Improvement Project Final Meeting notes	Document	JBIC, Ministry of Tourism	2007
2	Plan drawing, new Sigiriya Museum (data)	CD	Expert Committee	2007
3	Museum Concept Presentation, new Sigiriya Museum	CD	Expert Committee	2006
4	Boulder Garden Paintings catalogue for the new Sigiriya Museum	CD	Expert Committee	2007
5	Artifact catalogue for the new Sigiriya Museum	CD	Expert Committee	2007
6	Replica Centre leaflet	Document	CCF	2006
7	Mahinda Chintana: Vision for a New Sri Lanka: A Ten Year Horizon Development Framework 2006-2016 Discussion Paper (English summary)	Document	Department of National Planning	2005
8	Proposed National Cultural Policy of Sri Lanka	Document	Ministry of Cultural Affairs and National Heritage	2006
9	Central Cultural Fund Act (1980)	Document		1980
10	Antiquities Ordinance (1956)	Document		1956
11	Conservation of Ancient Monuments Under Tropical Conditions Special Reference to Ceylon (1969)	Document	Roland Silva	1969
12	JBIC SAPROF for TRIP	Document	SAPROF Team	2005
13	Statistical Chart showing co-relation of the seasonal variation between Tourist arrivals & Ticket Issue	Document	CCF	-
14	Development of a 10-Year Policy Framework for the Central Cultural Fund (2007-2016)	Document	CCF	-
15	Procurement Guidelines 2006	Document	National Procurement Agency	2006