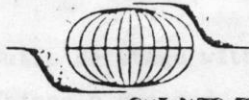


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ВСЕМИРНАЯ ТУРИСТСКАЯ ОРГАНИЗАЦИЯ

Heritage Conservation for Tourism Development

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"The Conservation of the Built Heritage with special reference to  
Sri Lanka's Cultural Triangle Project"

by

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The Conservation of the Built Heritage with special reference  
to Sri Lanka's Cultural Triangle Program

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Mr Chairman, distinguished delegates, ladies and gentlemen - May I take this opportunity to thank the World Tourist Organization for inviting me to speak at this seminar, and for making it possible for me to convey to this distinguished gathering the views and experience of Sri Lankan archaeologists and conservators in what we might call 'a crisis zone in contemporary culture' - the question of the preservation of the architectural and historical landscapes -- 'the built heritage' -- of the pre-modern era.

At a time when man is probing the furthest reaches of space and the deepest mysteries of matter, he is also finding it necessary to give increasing importance to the understanding of the past -- and especially to the direct experience of the remains of ancient societies and cultures. The enormous wealth and diversity of man's creative response to varying natural and social environments have been given their fullest recognition only in the closing decades of the 20th century. Thus, the twin sciences of archaeology and anthropology have seen an exponential development in our time. The increasing generalization of contact between peoples and the exchange of information through books, films, television, museums exhibitions and inter-country and inter-regional travel have transformed the nature and networks of intercultural communication and the extent of intercultural experience throughout the world.

This vast and complex process has also generated its own economic basis: activities related to man's historic past such as research, publishing, television, conservation and international and domestic tourism, constitute almost certainly one of the world's major economic fields. The present audience would know better than me that tourism has been called 'the world's second largest