

Terms of Reference (ToR)

Text Content Development: Development of Descriptive Text content for Heritage sites, buildings, monuments, other structures and cultural events in the Galle and Matale Districts. ICTA/GOSL/CON/LCS/2017/47

1. Introduction

"Cultural Heritage"¹ is considered as an integral feature among Sri Lankans' way of life. Many of the cultural heritage sites in Sri Lanka have become leading tourist (foreign and local) attractions. In Sri Lanka, six locations are inscribed on the World cultural heritage list², viz. Ancient City of Polonnaruwa, Ancient Rock City of Sigiriya, Golden Temple of Dambulla, Old Town of Galle and its Fortifications, Sacred City of Anuradhapura and Sacred City of Kandy.

All the above mentioned sites are visited by local and foreign tourists frequently. Among the tourists, there are a considerable number of school children from all parts of the country and there could be academia and researchers who wish to explore more on cultural heritage sites. However, at present the access to information on cultural heritage is limited and scattered. The accuracy and consistency of available information are also concerns.

Given the context and heritage tourism emerging as one of the most successful types of modern tourism. the Information and Communication Technology Agency (ICTA) of Sri Lanka, the apex ICT institution of the Government, in line with its Vision³, has initiated "e-Heritage: Introduction of cutting-edge technology for storage and dissemination of information on cultural heritage of Sri Lanka" Project with the objective of enhancing the knowledge of tourists on cultural heritage sites in Sri Lanka using cutting-edge technology. The duration of the Project is three (3) years.

The project aims to develop a comprehensive national digital heritage content management framework to facilitate access to accurate information on cultural Heritage sites in Sri Lanka with mobile applications and

¹As per the Article 1 of Convention Concerning the Protection of the World Cultural and Natural Heritage for the purposes of this Convention, the following shall be considered as "cultural heritage"

Monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;

Groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;

Sites: works of man or the combined works of nature and man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological point of view.

²<http://whc.unesco.org/en/statesparties/lk>

³"To harness ICT as a lever for economic and social advancement by taking the dividends of ICT to every village, to every citizen, to every business & to re-engineer the way government thinks & works"

web services which will provide location-based information for tourists (Local and foreign) by using information and communication technologies.

Development of such a framework requires identification of appropriate sites, buildings and monuments and the relevant text content as a foundation. This should follow a systematic process acceptable to the concerns of stakeholders such as Central Cultural Fund Sri Lanka, Department of Archaeology and Department of National Museums.

It has been decided to develop descriptive text for a minimum of 500 ‘content’ covering the sites, monuments, buildings, other structures and cultural events in Galle and Matale Districts. However, the number of text content pages may change with the number of sites, buildings, other structures and cultural events identified for text content development. It is expected to limit the descriptive text per ‘content’ to 300 words. The text content will be reviewed by a team of experts. The final product will be examined by the Department of Archaeology before finalization.

2. The Purpose

The main purpose is to develop descriptive text content on sites, monuments, and buildings, other structures and cultural events in the Galle and Matale districts in English language and translate the same in to Sinhalese and Tamil languages to the acceptance of ICT Agency and Department of Archaeology. The detailed guideline for text content development will be provided to the selected institute/ firm.

Note: The tentative list of sites, monuments, buildings, other structures and cultural events in the Galle and Matale Districts will be provided to the shortlisted Firm/ Institute.

3. Description of Services / Scope of Work

The team of text developers shall work closely with the Client, ICT Agency and the Review Committee, comprise of stakeholder agencies and shall be responsible for development of the content within the timeframe of the assignment. More specifically, the Institute shall

- Provide inputs, if any to finalize the sites, monuments, buildings, other structures and cultural events in the Galle and Matale Districts
- Develop text content for finalized sites, monuments, buildings, other structures and cultural events in the Galle and Matale Districts in English/Sinhala language
- Translate the content in to Sinhala/ English and Tamil Languages
- Incorporate comments given by review committee and finalize the content in all three languages
- Conduct knowledge sharing sessions for the stakeholders and beneficiaries. (Two (2) Workshops)

General Conditions

- Review and familiarize with the Project related documents, and the requirements relating to the completion of the task.
- Attend all meetings relevant to the Project, liaise and coordinate with the ICTA Project Team and the Steering Committee.
- Attend to any other matters relevant to the conduct of the Project as and when identified by the ICTA.

4. Specification for Text Content Development

- **Word Limit**

Word limit per selected text content (Site, monument, building and any other structure such as Ancient tank or cultural event such as procession “Perahera”) should not exceed 300 words and should not be less than 100 words.

- **Main elements**

The main elements in the text that should cover: a) Name of the Site, b) Category of the Site, c) Location, d) Built by and When, e) Historical account, f) Archaeological significance (if any), g) Special features, if any, h) Conservation methods g) Management status, and References for further reading:

- **Formatting**

Page Size : A 4

Font : English - Times New Roman

: Sinhala and Tamil - Unicode

Font Size : 12

Spacing : 1.15

Margins : Top, Left, Bottom Right – 1’

5. Final outputs (Deliverables, time schedule for deliverables)

Initial Contract Period is Six (6) Months, commencing from January 2017

| Deliverable | Time Schedule |
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| Content Lot 1 (Draft) (2 Soft copies and 2 hard copies)– (25% of descriptive text content on selected , sites, monuments, buildings, other structures and cultural events * 3 languages) | Ten (10) weeks after signing the contract |
| Content Lot 2 (Draft) (2 Soft copies and 2 hard copies)– (50% of descriptive text content on selected sites, monuments, buildings, other structures and cultural events * 3 languages) | Fourteen (14) weeks after signing the contract |
| Content Lot 3 (Draft) (2 Soft copies and 2 hard copies)– (75% of descriptive text content on selected sites, monuments, buildings, other structures and cultural events * 3 languages) | Eighteen (18) weeks after signing the contract |
| Content Lot 4 (Draft) (2 Soft copies and 2 hard copies)– (100% of descriptive text content on selected sites, monuments, buildings, other structures and cultural events * 3 languages) | Twenty one (21) weeks after signing the contract |
| Progress Report and Final Content Lot 1 (2 Soft copies and 2 hard copies) After development of 25% of content in all three languages and acceptance of the same by the review committee. | Fourteen (14) weeks after signing the contract |
| Progress Report and Final Content Lot 2 (2 Soft copies and 2 hard copies)– After development of 50% of content in all three languages and acceptance of the same by the review committee. | Eighteen (18) weeks after signing the contract |
| Progress Report and Final Content Lot 3 (2 Soft copies and 2 hard copies)– After development of 75% of content in all three languages and acceptance of the same by the review committee. | Twenty one (21) weeks after signing the contract |

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| Completion Report and Final Content Lot 4 (2 Soft copies and 2 hard copies)– After development of 100% of content in all three languages and acceptance of the same by the review committee. | Twenty four (24) weeks after signing the contract |
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6. Qualification of the Consultant (Competencies, Experience and Skill)

| Position | Minimum Qualifications |
|---|---|
| Team Leader / Expert in Cultural Heritage | <ul style="list-style-type: none"> – PhD in the field of Archaeology, History or Architecture Conservation – More than 20 years’ experience in the subject area and experience in activities associated with cultural heritage and cultural tourism – Experience in developing contents, writing articles and publications – Work experience with Government stakeholders such as Department of Archaeology, Central Cultural Fund and Department of Museums and in World Heritage sites – Familiarity with the Government rules and regulations, UNESCO guidelines – Ability to write clearly and concisely in English, Sinhala and/or Tamil – Experience in leadership positions |
| Archaeologist | <ul style="list-style-type: none"> – MA./ MSc/ MSSc or above in the fields of Archaeology – More than 15 years’ experience in the subject area and experience in activities associated with cultural heritage and cultural tourism – Experience in developing contents, writing articles and publications – Work experience with Government stakeholders such as Department of Archaeology, Central Cultural Fund and Department of Museums and in World Heritage sites – Familiarity with the Government rules and regulations, UNESCO guidelines – Ability to write clearly and concisely in English, Tamil and/or Sinhala |
| Historian | <ul style="list-style-type: none"> – MA./ MSc/ MSSc or above in the fields of Archaeology / History – More than 15 years experience in the subject area and experience in activities associated with cultural heritage and cultural tourism – Experience in developing contents, writing articles and publications – Work experience with Government stakeholders such as Department of Archaeology, Central Cultural Fund and Department of Museums and in World Heritage sites – Familiarity with the Government rules and regulations, UNESCO guidelines – Ability to write clearly and concisely in English, Sinhala and/or Tamil |
| Architecture Conservation expert | <ul style="list-style-type: none"> – BSc. /MSc. in the fields of Architecture and other academic qualifications in archaeology – More than 15 years’ experience in the subject area and experience in activities associated with cultural heritage and cultural tourism – Experience in developing contents, writing articles and publications |

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|-----------------------------------|--|
| | <ul style="list-style-type: none"> – Work experience with Government stakeholders such as Department of Archaeology, Central Cultural Fund and Department of Museums and in World Heritage sites – Familiarity with the Government rules and regulations, UNESCO guidelines – Ability to write clearly and concisely in English, Sinhala and/or Tamil |
| Art Historian | <ul style="list-style-type: none"> – MA. in the fields of Archaeology / History / Art History – More than 10 years’ experience in the subject area and experience in activities associated with cultural heritage and cultural tourism – Experience in developing contents, writing articles and publications – Work experience with Government stakeholders such as Department of Archaeology, Central Cultural Fund and Department of Museums and in World Heritage sites – Familiarity with the Government rules and regulations, UNESCO guidelines – Ability to write clearly and concisely in English, Sinhala and/or Tamil |
| Four (4) Professional Translators | <ul style="list-style-type: none"> – Degree in Archaeology , History, Education or related field – Experience in translating content related to Archaeology and History – More than 10 years experience in the related fields |
| Ten (10) Text Content Developers | <ul style="list-style-type: none"> – Degree in Archaeology, History, Education or related field – More than 2 years’ experience in the related fields – Experience in developing contents, writing articles clearly and concisely in English, Sinhala and/or Tamil |

7. Review Committees and quality assurance procedures

ICTA will appoint a text review committee in collaboration with stakeholder organizations to review and approve the contents developed by text content developers.

8. Services and Facilities provided by ICTA

- Project documents
- List of sites, monuments, buildings and the guideline for text content development
- Appointment of a Review Committee
- Introduction Letters and contact details of key stakeholders.
- Organizing workshops, events and demonstration sessions with and for stakeholders and steering committee