

**AN EVALUATION OF SPECIAL EVENT PROJECT  
IN SRI LANKA  
IN THE LIGHT OF STRATEGIC PLANNING**

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Degree of Master of Science in Town and Country Planning

Department of Town and Country Planning

University of Moratuwa

Sri Lanka

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Dissertation Submitted in partial fulfillment of the requirements of the Degree

Master of Science in Town & Country Planning

Department of Town and Country Planning

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April 2014

## Declaration

I declare that this research project report represents my own work, where due acknowledgement is made, and that it has not been previously included in a thesis, dissertation or report submitted to the University of Moratuwa or to any other qualification. I wish to declare that the total number of words in the body of this report (excluding the tables, appendices and bibliography) is 14038

C.P. Ranawaka  
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2014.04.09



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## Certification

I certify herewith that C.P. Ranawaka, Index number 9/9634 of 2010/2011 group has prepared this research project report under my supervision

Signature of  
Principal Supervisor  
Date

Signature of  
Head of the Department  
of Town & Country Planning  
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## ABSTRACT

Strategic planning was a technique widely used in military operations and business organizations for achieving goals and objectives, in the world. By the time being, it has become as a one of the techniques widely used in integrated spatial planning also. Importance of strategic planning in integrated spatial planning is, it determines priorities, makes wise choices and allocations of scarce resources (time, money, skills) to achieve goals and objectives and provides a framework for systematic decision-making process that focuses attention on important issues and ways to resolve them. When it comes under the doctrine of Special Event projects, as the related literatures and evaluations available are few in the local and global context, elaborations in this research are very important. This research attempted to find and evaluate the applicability of making strategic decisions for Special Event Projects.

The method adopted in this research was evaluation of the phases of the special event project, in terms of selected four key elements in strategic planning process. Deyata Kirula-2012 exhibition and Development Program held at Oyamaduwa in Anuradhapura District were used as case study, as a special event project held in Sri Lanka. **Situation analysis, Plan formulation and value judgment, Vision for long-term scenario, Setting up priorities and Involvement of key stakeholders** were considered as key elements in planning process and Before the Special Event (**Phase-1**), During the Planning (**Phase-2**), Exhibition Period (**Phase-3**) and After the Special Event (**Phase-4**) were considered as phases in the event project. Using four by four matrix, analysis were carried out using available secondary data of the latter said case study, as well as previous Deyata Kirula events and authors observations.

This report emphasize the requirement of strategic planning is to have an enough time period, political will, good leadership, volunteer team and having a **formal** plan at the beginning. It is revealed that time limitation of the event, hinder the effectiveness of the legacy of the event. Balance between explicit and implicit objectives in the exhibition as well as selecting suitable development projects could be maintain better, if the perspectives on strategy were well formulated.

Study identifies “development project within the district” and “the final exhibition” has two different objectives and there are some characteristics of strategic planning decisions.

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#### List of Abbreviation

- SEA - Strategic Environmental Assessment
- BMICH -Bandaranaike Memorial International Hall
- LTTE -Liberation Tamil Tigers of Elam
- GA -Government Agent
- EMA -Event Management Agency
- CEA - Central Environmental Authority
- MPPS -Members of Parliament
- VIP -Very Important People

NLDB	-National Livestock and Development Board
GIC	-Government Information Center
DKS	-Deyata Kirula Secretariat
MoFP	-Ministry of Financial and Planning
ECC	-Event Coordination Committee
DCC	-District Coordination Committee
AGA	-Assistant Government Agent
NPPD	-National Physical Planning Department

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