

Jetwing

VIL UYANA
SIGIRIYA • SRI LANKA



GREEN DIRECTORY

Jetwing

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GREEN DIRECTORY

Other Jetwing Green Directories:

Jetwing Ayurveda Pavilions, Ethukale, Negombo, Sri Lanka

Jetwing Beach, Ethukale, Negombo, Sri Lanka

Jetwing Blue, Ethukale, Negombo, Sri Lanka

Jetwing Lagoon, Thaladena, Negombo, Sri Lanka

Jetwing Lighthouse, Dadella, Galle, Sri Lanka

Jetwing Sea, Palangaturai, Kochchikade, Sri Lanka

Jetwing St Andrew's, Nuwara Eliya, Sri Lanka

www.jetwinghotels.com

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The Green Directories of Jetwing Hotels

Jetwing is active in many facets of Corporate Social Responsibility (CSR). The purpose of this book is to document some of our work in the sphere of environmental and community activities. We hope this will be useful to our guests, tour operators, students and the media to understand better some of the work in which we are engaged in.

Some of our informed and conscious decisions are not readily apparent. For example, it may not be evident that a hotel has asked suppliers to reduce unnecessary packaging, had switched to energy efficient lights or has an active programme of always striving to reduce wastage, promptly replacing leaking taps, etc.

Thanks to Jetwing, practices such as the use of wildlife information boards and bird watching hides have become established in hotels in Sri Lanka. Some areas of our work may not be so obvious. An example is the effort and money spent on training local service suppliers — such as trishaw drivers — so that they became quality-accredited business partners.

We would like to thank Dr. Sriyanie Miththapala, who engaged in a series of training programmes to educate our staff on environmental best practices. She introduced a framework of environmental audits and documented work at our hotels in the form of Green Directories such as these. What you see here is only a snapshot in time, of a continuous process, of striving for excellence and serving the community to discharge our responsibilities as a responsible corporate citizen of Sri Lanka.

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The Jetwing Vision

To Be World Class In Everything We Do

Our values

Passion: We are passionate about what we do.
Enthusiasm and devotion are part of our DNA.

Humility: We demonstrate humility by being open-minded
and having a healthy respect for others.

Integrity: Integrity is a part of who we are.
We value honesty and say and do the right things consistently.

Tenacity: Always tenacious, we take big challenges
and persist until we succeed consistently.

The Jetwing Mission

We are a family of people and companies
committed to legendary and innovative service
leading to high stakeholder satisfaction.



Jetwing Environmental Policy

Jetwing Hotels take all possible steps to protect and maintain a clean and healthy environment.

We are committed to:

- Conserving our natural resources by minimising our negative impacts through the implementation of routine actions and by sustainable management, as well as through education;
- Wherever possible, protecting and enhancing all ecosystems;
- Conserving energy and water;
- Minimising pollution by reducing the use of harmful substances;
- Making all efforts to mitigate and adapt to climate change;
- Reducing, reusing and recycling waste;
- Complying with relevant environmental legislation and regulations;
- Employing local people wherever possible;
- Purchasing local products and services, where possible and feasible, in accordance with our environmental purchasing policy.
- Always seeking to achieve a safe and sustainable environment for our community, future generations and ourselves.



Jetwing Energy Policy

Respect for the environment and a commitment to the principles of sustainable environmental management are among the guiding principles of Jetwing Hotels.

We at Jetwing understand and believe that energy is a valuable commodity and conservation of energy is the need of the hour. In this endeavor, to continually improve our energy performance we commit to:

- Integrate energy conservation strategies in all our activities and consider our commitment to the environment when making business decisions.
- Purchase energy efficient equipment, goods and services and increase energy performance by design improvements.
- Promote wherever possible renewable and sustainable energy sources, taking advantage of energy resources available in the area.
- Set energy targets and regularly monitor and evaluate energy performance among the group hotels.
- Document and communicate energy performance data to all levels within the group.
- Review objectives and targets on an annual basis with the aim to continually improve on minimizing the energy footprint of our operations.
- Raise awareness on energy conservation of all new and existing employees through the provision of appropriate training.
- Comply with all applicable local laws, international regulatory standards and other requirements.
- Monitor and reduce our carbon footprint and work towards a carbon neutral future.

While it is the responsibility of all associates to apply the principles of this policy through commitment and actions, the policy will be implemented under the authority of the Energy Manager of the hotel.

This policy will be reviewed and updated annually, and will be communicated to all levels within the organization.



Introduction

There are over seven billion people on earth who need food, clean water, clothing, shelter, good health and other basic amenities. All these services are obtained from the environment — from ecosystems, to be specific. Provisioning ecosystem services provide humans with goods — such as food, fuel, medicines, clothes and shelter. Supporting ecosystem services — such as the diversity of flora and fauna; primary production (the manufacture of food by green plants that sustains life on earth); pollination; soil formation; the balancing of gases in the atmosphere that provides oxygen for most life on earth; degradation of waste; cycling of essential nutrients and water — all affect human health and well-being. Ecosystems — such as mangroves — provide a physical barrier to storms and their roots serve to regulate floods, while forests make the climate even, providing regulating ecosystem services. Cultural ecosystem services provide humans with non-material benefits through spiritual enrichment, development of learning, recreation and aesthetic experience.

Ironically, although human well-being is so intimately inter-linked with ecosystems, in seeking to improve their well-being, humans are over-using, over-stressing and over-exploiting biological resources and damaging the environment. By doing so, they are destroying the very resources they need to improve the quality of their lives.

Although the use and consumption of biological resources are so critical for life, in recent decades and, indeed, during the whole of the last century, this consumption has been not only extreme and inequitable, but frequently unwarranted. Energy and water are used excessively and wasted. Global use of coal, oil and natural gas is 4.7 times higher now than in the middle of the last century. The accumulation of carbon dioxide and other gases is causing the earth to overheat with disastrous long-term consequences. Over-use of ground water is causing water tables to decrease in many countries and the quality of freshwater is being poisoned by runoff from industrial, agricultural and domestic pollutants. Our waste, notably plastic — the wonder product of the mid 20th century — is filling up arable and liveable land.

Tourism can place heavy, additional stresses on an already seriously overstretched environment by its greater consumption, waste production and pollution.

As stated in the World Wide Fund for Nature Living Planet Index 2006 “Effectively, the Earth’s regenerative capacity can no longer keep up with the demand — people are turning resources into waste faster than Nature can turn waste back into resources. Humanity is no longer living off Nature’s interest, but drawing down its capital.”

Thus, there is a very urgent need for responsible and sustainable use of biological resources that reduces, re-uses and recycles.



Jetwing Vil Uyana - Creation of a Private Nature Reserve

Jetwing Vil Uyana, a path-breaking, ambitious project of Jetwing Hotels, is located within 5km of the Sigiriya rock fortress— a world heritage site. Situated within view of the fortress, on the flatlands that stretch to the west, Jetwing Vil Uyana was designed to be in harmony with the natural landscape.

The challenge of introducing a wetland system on abandoned agricultural lands within the dry zone provided the unique backdrop for this boutique hotel. The lake and buildings were created by Architect Sunela Jayewardene, keeping in mind the tank-building tradition of the ancient kings of the dry zone, who collected precious rainwater for irrigation, bathing and recreation. The hotel is the first in Sri Lanka to construct a wetland system with lakes and reed beds to form a private nature reserve, allowing dwellings to be built in and over water, paddy field, forest, marsh and garden surroundings. There are 30 beautifully designed dwellings set in these distinct 'habitats', with six more dwellings under construction amidst the paddy fields.

Half a hectare of the Hotel's land is used to grow paddy using traditional and organic harvesting methods; three hectares are dominated by wetland habitats and their associate flora and fauna; two hectares have been re-forested using species native to the dry zone.

Into these habitats have come a host of appreciative inhabitants — egrets who stalk the grounds, kingfishers that swoop over the water, painted storks who stand amidst the reed beds, even a crocodile and a pair of migratory Eurasian Thicknee, that have discovered the lake and established themselves in that location for certain periods of the year. Since its inception, biodiversity in the premises has been monitored. At present, over 112 species of birds, 20 species of mammals, 36 butterfly species and 35 species of reptiles and amphibians have been recorded at Jetwing Vil Uyana.

Just four to five hours away from Colombo, located 160 kilometres northwestward, Jetwing Vil Uyana — a member of Small Luxury Hotels of the World — offers a lifestyle experience — relaxation in luxury, but with minimum opulence, and maximum comfort in truly peaceful, natural surrounds.

Central to the making, maintenance and management of Jetwing Vil Uyana, is environmental responsibility and biodiversity conservation. Encircled as they are by nature, it is no surprise that the staff of Jetwing Vil Uyana is committed not only to preserving and enhancing the natural beauty of the environment, but also to preventing damage and destruction. From its inception — through construction, commencement, operation and maintenance— Jetwing Vil Uyana has been aggressively conscious of and conscientious about not only minimising damage to the environment by but also maximising biodiversity conservation.



Card key control



Wood fired stoves in the hotel kitchen



Colour coded lights

Energy Conservation

Energy is obtained from various environment-related sources such as fossil fuels (coal, peat and gas), wood, wind, sun and water. Since 1971, global energy use has increased by 70% and is expected to continue to increase by 2% per annum in the future.

The two largest sources of global CO₂ emissions are combustion of fossil fuels for energy and the transportation sector; and since 1970, CO₂ emissions have grown by approximately 80%. As a result of excessive use of fossil fuels, during the last century, and the subsequent increase of CO₂ concentration in the atmosphere, has contributed greatly to the greenhouse effect and warming of the Earth.

Sri Lanka's electricity consumption has been increasing through the years, doubling between 1992 and 2002. In the past Sri Lanka relied heavily on hydro-power for its electricity and therefore was dependent in the vagaries of annual monsoonal rains. During years with inadequate rainfall daily power cuts — up to eight hours a day — were imposed, seriously disrupting public life and the economy.

It is essential, therefore, that frugal use of power and energy becomes routine for everybody.

Energy conservation at Jetwing Vil Uyana

- The hotel by design has maximized the use of natural light and ventilation, significantly reducing the need for artificial lighting during daylight hours. The reception area, restaurant and lounge are designed to be open and spacious not just to be aesthetically pleasing but to allow in maximum light and ventilation. Skylights and windows in dwellings also help with minimal use of artificial lighting during the day.
- Ninety-nine percent of the bulbs used in the hotel are energy-efficient CFL or Light-emitting-diode (LED) bulbs. Replacement of bulbs in future will be with LEDs whenever possible.
- Minimum wattage bulbs which give adequate illuminance are used for all lights in the hotel, to reduce electricity consumption.
- A colour coded system is used to switch on/off lights on a scheduled basis and a daily shift technician is held responsible for this.
- A card-key system is in operation in rooms to ensure that lights, TV, fans etc. are not left on when guests are not in their room.
- Each guest room is fitted with a dual set point thermostat, which automatically switch the air conditioner to a set-back temperature once the key card is removed.
- LED-backlit LCD televisions, which are more energy efficient compared to traditional CRT and CCFL-backlit LCD televisions are installed in all guest rooms and public areas.
- Wood fired stoves have been introduced to the hotel kitchen to minimize use of LP Gas.
- Energy loss through cold rooms has been reduced through the installation of freezer curtains. Opening of the freezers is monitored through door counters installed.



LED light fittings on pathways



Bicycles used for transport within the premises



Naturally ventilated office areas

- Bicycles are used for transporting goods within the premises whenever possible.
- A capacitor bank has been installed in main panel, resulting in a drop of 20 kVA on maximum demand.
- Daily monitoring of usage of electricity and diesel is carried out. A sub-metering system is in place for monitoring electricity.
- Preventive maintenance is carried out on a planned schedule. During these checks temperature controls are examined to prevent over-heating and over-cooling, light fixtures are cleaned and equipment serviced.
- All new and existing staff are routinely trained about energy conservation.

Annual savings from energy conservation and efficiency improvements taken at Jetwing Vil Uyana

Initiative	Savings		
	Amount (Units)		LKR
Energy-saving bulbs ¹	66,881	kWh	1,336,200
Key card system ²	9,538	kWh	190,565
LED TVs ³	1,589	kWh	31,743
Dual set point thermostat ⁴	106,810	kWh	2,133,930
Transport by bicycles ⁵	1,584	kWh	31,680

¹Calculated on 70% of bulbs being used for 6 hours per day, in comparison to incandescent bulbs

²Calculated on 75% of bulbs being used for 6 hours per day

³Calculated for use of 3 hours per day

⁴Calculated for 6 hours per day on stand-by mode

⁵Calculated on basis of avoided travel of the electric buggy cart



Treated waste water being used in the garden



Conserving water while rinsing dishes



Dual flush cisterns

Water Conservation

Two-thirds of the earth is water but of this, most is salt water and only three percent of all the world's water is fresh water. Of this fresh water, two percent is trapped in ice, leaving only one percent of this planet's fresh water to support all life on earth.

The rate of global freshwater consumption increased six fold between the beginning and end of the 20th century. About 20% of the world's population lacks access to safe drinking water and about 50% lacks adequate sanitation. This means that about one-third of the world's population already lives in countries in areas where water consumption exceeds the renewable freshwater supply. It has been estimated that if present consumption trends continue, two-thirds of the world's population will live in water-stressed conditions by the year 2025.

Not only is water scarce, but it is also polluted by sewage, fertilisers, pesticides and industrial effluents.

The tourism industry generally over-uses water resources for their hotels; with high consumption for swimming pools, golf courses and personal use by tourists etc. Thus, water conservation becomes extremely important in hotels.

Water conservation at Jetwing Vil Uyana

- Treated water from the Waste water Treatment Plant, is used for the hotel gardens. Over 70% of the water that is used in the hotel is reused after treatment by the Plant, saving about 18,000 m³ of freshwater per annum.
- All cisterns installed at the hotel are equipped with dual flushing capability. When compared to single flushing system, a dual flush system can reduce water usage by up to 60% per flush.
- To enlist support from the guests, water saving messages which encourage them to re-use towels and linen are kept in guest rooms.
- Separate water meters have been installed in different departments, allowing daily monitoring of use and highlighting of any abnormal use.
- Preventive maintenance is carried out on a planned schedule. During these checks valves and level controls of water storage tanks and taps are examined for leakages. Housekeeping staff have been made aware about the need for vigilance about water leaks in guest rooms.
- Instead of purchasing distilled water for steam irons, the Housekeeping department uses filter water from air conditioner condensers.
- Kitchen staff have been trained to reduce water when rinsing dishes before using the dishwasher.
- All new and existing staff is routinely trained on the importance of water conservation.



Treated sewage water used for the garden



Wastewater treatment plant



Aeration tank of the wastewater treatment plant

Waste Water Management

It is estimated that of the wastewater produced globally 90% remains untreated, causing widespread pollution, especially in low income countries. Construction of hotels, recreation and other facilities often leads to increased wastewater (laundry and bath wastes, kitchen water etc.) and sewage generation. Untreated wastewater and sewage runoff can lead to the pollution of seas and lakes surrounding tourist attractions, not only damaging the environment, but also posing serious threats to human health.

Waste water management at Jetwing Vil Uyana

- Wastewater generated from the entire hotel is sent to the effluent treatment plant.
- The treatment plant at the hotel is a biological treatment plant utilizing both aerobic and anaerobic digestion.
- A technician has been dedicated to check the treatment plants every day. Every three months, an accredited external company checks the water quality so that discharged water meet the required standards of the Central Environmental Authority.
- The treated wastewater is used for the hotel's entire gardening purpose, resulting in a saving of 1,500 m³ of freshwater per month.



Colour coded waste bins



Vermiculture tanks



Compost used as organic fertilizer in the hotel gardens

Solid Waste Management

In natural ecosystems, animal and plant waste and other organic matter are disposed of speedily by a suite of detritivores ('dirt eaters'), decomposing bacteria and fungi. Humans have seriously disrupted this balance by producing vast mounds of waste, much of which is non-degradable. Human trash is, therefore, accumulating globally at an alarming rate.

Urban and developed areas can generate an enormous amount of solid waste. In Asia, it is estimated that urban areas generate 760,000 tonnes of waste daily, and this is predicted to increase by 2025 to 1.8 million tonnes per day. In Sri Lanka it is estimated that the total waste generation in Sri Lanka is approximately 6,400 tonnes per day.

Apart from looking unseemly, solid waste increases the breeding spots of many disease carriers — such as mosquitoes and rats — and therefore, increases the spread of disease. Solid waste can also wash into waterways, causing water pollution or leach into and contaminate ground water. Large trash dumps can also generate methane, a greenhouse gas.

Solid waste management therefore, needs to ensure that the waste a) generation is minimised, b) collected effectively (separated into non-degradable and biodegradable waste), c) treated and d) disposed of responsibly.

The key to sustainable solid waste management is, therefore, to reduce, reuse and recycle waste.

Solid waste management at Jetwing Vil Uyana

In order to minimise waste,

- From its inception, Jetwing Vil Uyana has drastically minimised its use of plastic, for example laundry is collected in linen bags and delivered in cane baskets. (See also under Use of Environmentally Friendly Materials).
- Use of plastic straws is limited within the hotel and only given upon request by guest and the cocktail stirrers are made out of wood.
- Plastic cutlery and plastic grocery bags are not used at all.
- Office stationery is reused.

For effective separation of waste,

- From the inception, staff in all departments have separated garbage and trash at their sources of origin. Colour coded garbage bins that separately hold glass, paper and cardboard, wet garbage, polythene and plastic are kept in each of these areas for collection.



- All staff have been trained and are monitored in the separation of garbage.
- Guests are requested to bring back picnic boxes and plastic water bottles so that they can be disposed of properly.

For treatment and disposal of solid waste,

- Garden waste is composted onsite using both above ground pits and Vermicompost pits. (The latter uses earthworms — natural soil makers to speed up the process)
- Food waste is sent to a piggery.
- Bio-based compostable plastic bags have been introduced to replace the use of conventional polythene garbage bags.
- Dry solid waste (such as paper, cardboard, plastic, glass bottles and metal) are sold for recycling or reuse. Income from these sales is credited to the Staff Welfare Society.



Air Quality Management

Emissions of greenhouse gases such as carbon dioxide (CO₂), nitrous oxide and methane have increased since the time of the industrial revolution. These gases function much like glass panes in a greenhouse, allowing light in, but preventing heat from escaping resulting in a warming of the interior. During the last century, the concentration of CO₂ in the atmosphere rose by twelvefold. Humans excessively use coal, oil and petrol; factories spew out enormous quantities of CO₂ into the atmosphere; forests (that serve to absorb CO₂) are decimated world over. Every year, globally, over 30 billion metric tonnes of CO₂ are emitted into the atmosphere. The impact of these emissions and the resultant increased greenhouse effect is a measurable warming of the earth. The last century recorded the largest increase in global temperature; in 2010, the combined global land and ocean surface temperature tied with 2005 as the warmest such period on record.

As a result of this warming, profound changes are occurring in global weather patterns and resulting in climate change. Global warming is, inter alia, causing glaciers to melt, with an associated sea level rise, increasing extreme weather events (such as intense rainstorms and cyclones, floods, increased heat and drought), as well as causing changes in the world's water availability. All these changes have overwhelmingly negative effects both on human and ecosystem well-being.

Climate change, therefore, is an extremely grave environmental issue with over-arching and long-term consequences.

Effective and prompt response to the impacts of climate change has, therefore, become imperative. One way to do this would be to mitigate the effects of climate change, i.e., reduce carbon emissions. But, mitigation alone will not be enough. Even if greenhouse gas emissions are reduced drastically, the current effects of climate change will be felt for several decades more. Therefore, a second strategy for dealing with climate change — adaptation — also becomes essential. Adaptation, simply, is accepting that climate change and natural disasters will occur, and being prepared.

Meanwhile, the ozone layer, which protects the earth from harmful radiation from the sun, is being destroyed by certain air pollutants, mainly Chlorofluorocarbons (CFCs). Again, the effect of ozone depletion is acutely damaging, particularly to human health. CFCs are used in the manufacture of aerosol sprays, blowing agents for foams and packing materials, as solvents, and as refrigerants. Reducing emissions of CFCs is also, therefore, essential for wise management of the environment.



Potpourri made on site with flowers from the garden



Tree planting by associates



Tree cover of the hotel premises

Air quality management and reduction of air pollution at Jetwing Vil Uyana

- The use of aerosols has been reduced drastically and only used in emergencies.
- Natural air fresheners - mainly Jasmine flowers and Vetiver (*Chrysopogon zizanioides*) - are used instead of chemical air fresheners.
- The pest control service uses biodegradable chemicals.
- Picnic boxes given to guests are made of paper, not from Polystyrene foam.
- Incineration is never used as a means of garbage disposal.
- Vehicles are serviced on a regular schedule to ensure optimum performance and minimum emissions.
- Environmental performance (energy star / CFC free / energy efficiency rating) considered in the purchase of all new appliances.

Responding to climate change at Jetwing Vil Uyana: Mitigation

In order to reduce the GHG emissions associated with the hotel's operations Jetwing Vil Uyana has actively reduced its grid electricity consumption by both reducing its energy demand via energy conservation measures and promoting non-fossil fuel based (renewable) energy generation. (Discussed in Energy Conservation).

Jetwing Hotels has over the years, implemented an ongoing scheme to promote the option of selling trees to guests as means of offsetting a portion of their carbon footprint from travelling, under its 'Trees for Life' project. (See next page)

Overall reduction of greenhouse gas emissions as a result of actions taken at Jetwing Vil Uyana

Carbon Footprint of the Hotel (metric tonnes CO ₂ per year)	346.7
Average number of guests per year	15,651
Carbon footprint per guest stay (kg CO ₂ per guest stay)	22.2
Emission avoided by use of renewable energy sources and energy saving initiatives (metric tonnes CO ₂ per year)	78.5
Omission of Carbon Footprint (kg CO ₂ per guest stay)	5.0
Percentage of annual CFP omission	18%

Carbon Dioxide emissions reduced from hotel operations is equivalent to carbon sequestered by approximately 3,600 trees.

Jetwing Eternal Earth Programme (JEEP)

The Jetwing Eternal Earth Programme (JEEP) is the umbrella term used for all community and nature-based projects undertaken as a responsible tourism initiative by Jetwing. JEEP is split into the following components:

Community Outreach Initiatives: Ongoing projects carried out assist the communities surrounding all Jetwing hotels. Examples include Jetwing Youth Development Programme (JYDP) and the 'Trees for Life' initiative described below in more detail.

Sustainability at Jetwing Hotels: Sustainable measures of practice implemented to 'Green' Jetwing Hotels ensure that all hotels attain high standards of environmental custodianship in both front-end and back-end processes. This was done via the introduction of the Green Directory under the supervision of an independent environmental consultant. Monthly internal audits are also carried out by each hotel to monitor and track performance.

Eco-projects: Initiatives undertaken by Jetwing in the field of conservation and raising awareness on the environment. For example, the Jetwing Research Initiative (JRI) provides the logistics to support projects undertaken by researchers, as we believe this helps the tourism industry to develop partnerships with scientists and conservationists to protect Sri Lanka's biodiversity. Over the years, JRI has supported scientific studies on primates of Sri Lanka, Sri Lanka's dragonflies and the Sri Lankan leopard at the Yala National Park.

Humanitarian Programmes: Consists of all the short-run measures undertaken at each Jetwing hotel to assist the neighbouring communities. Examples include donations for building projects and purchasing equipment at rural schools and hospitals, beach and site cleanups and projects undertaken to assist underprivileged persons.

Jetwing Youth Development Programme (JYDP)

Sri Lanka faces a massive problem with the unemployment of youth, especially in the rural areas. Our country has had the bitter experience of youth uprisings as a direct result of unemployment and its accompanying poverty and frustration. Thus the objectives of the Jetwing Youth Development Programme (JYDP) are:

- To address the issue of, and provide solutions for the shortage of manpower in our hotels and the Sri Lanka Hotel Industry in general.
- To involve local communities in Tourism by passing some of its benefits to them.
- To contribute towards resolving the problem of Sri Lanka's youth unemployment.
- To help resolve the problem of youth frustration by providing the youth with gainful employment.

Focusing on bridging the gap between the unskilled and the skilled, and equipping them for employment, the first Jetwing Youth Development Programme conducted at Jetwing Vil Uyana, provided free training to school leavers from disadvantaged farming families in the Sigiriya area. With the co-operation of the Chief Monks of the nearby Buddhist temples, classes commenced for 120 school-leavers who joined the course. At the end of six months, a passing-out ceremony was held for the trainees who successfully completed the programme. They remained on site and were a proud part of the team which handled the run up to the official opening of Jetwing Vil Uyana, on the 28th October 2006.

The participants of the programme are given comprehensive six month training on the hospitality sector and those who successfully complete the programme are absorbed to the staff cadre. English language classes are also conducted regularly focusing on practical, spoken English - using role play in a series of real-life situations, with exercises in grammar, general knowledge, Western ideas and ideals, to provide them with a working knowledge of English, which would enable them to express themselves in English as well as understand others. All sessions are held under the guidance of members of the Training and Development team of Jetwing Hotels.

Based on the success of the initial JYDP, which won Jetwing Vil Uyana the PATA Grand Award (2007) in the Education & Training category; over the past few years the programme has been conducted at Jetwing Vil Uyana again, in Galle, Tissamaharama, Negombo and in Passikudah, enabling youth from surrounding areas to work within the Jetwing properties at these locations.

Trees for Life

“Trees for Life’, involves and encourages hotel guests, associates of the hotel and the local communities in learning, understanding their level of responsibility and the contribution necessary to minimise the impacts of global warming and climate change. It provides an opportunity for guests to offset their carbon footprint from international travel by pledging trees which will be planted and cared for by Jetwing.

The first phase of the Trees for Life programme, which ran from 2008-2011, resulted in over 3,000 trees being planted in a model reforestation project undertaken at Hunas Falls Hotel. In January 2012, the programme was re-launched at St. Anne’s Church in Talawila in the Kalpitiya Peninsula, where over a period of time, ‘Trees for Life’ seeks to establish, a forested area that aims to enhance biodiversity in what was previously bare land. Trees pledged under the project have also been planted in selected locations in Puttlam and Galle; and since the implementation of the programme a total of over 3500 trees have been planted from pledge makers across all Jetwing Hotels.

For more information on JEEP and some of the other projects carried out, you can visit www.jetwingeternalearthprogramme.com



Plunge pool with salt water chlorinator



Guests transported around the premises in electric buggy carts



Diluting cleaning chemicals before use

Prevention of Chemical Pollution

Pesticides, herbicides and fungicides are all poisons designed to destroy pests, weeds and fungi respectively. When these poisons are washed off to waterways or leach into ground water, they cause serious water pollution, with very damaging effects for both human health and the environment. Some pesticides are known to be carcinogens, while others cause reproductive defects and damage vital human organs. Persistent chemicals — such as DDT and Hexachlorobenzene (HCB), by definition chemicals that last without breaking down for a long time — as well as relatively fast-acting chemicals (such as N-Methyl Carbamates), have been and are being used as pesticides. When these chemicals are washed off or accumulate, animals and plants which are not target species but are beneficial to humans are also poisoned. This disrupts the ecological balance in food webs and chains — which, in turn, is detrimental to the functioning of ecosystems and thus, the various services they provide to humans.

Fertilisers used to boost agricultural productivity are also detrimental to the environment because they add excess nitrates and phosphates to soil and water. In the last 50 years, nitrogen and phosphorus pollution from excess fertiliser use has escalated dramatically, poisoning both soil and water; affecting natural ecosystem functioning, and also reducing the services that the system provides to humans: clean water, fish and crustaceans, for example.

Prevention of chemical pollution at Jetwing Vil Uyana

- The use of aerosols has been reduced drastically and only used in emergencies.
- Only compost from the hotel's compost pits is used as fertilizer for the hotel's garden.
- Pesticides, fungicides and weedicides are no longer used in the garden.
- The pest control service uses biodegradable chemicals such as synthetic pyrethroids (natural pesticides found in plants of the Chrysanthemum family) for spraying.
- Natural air fresheners, mainly essential oils such as cinnamon and citronella, are used instead of chemical air fresheners.
- Citronella grass (*Cymbopogon nardus*) has been grown near dwellings as a natural mosquito barrier.
- As a pilot project, Jetwing Vil Uyana has one salt water plunge pool, eliminating the use of hazardous granular chlorine.



Plastic-free fruit basket



Laundry delivered in cane baskets



Amenity containers made of natural products

Using Environmentally-Friendly Materials

Plastic, the boon of the mid 20th century, is proving to be the bane of the 21st century. Plastic may be light-weight, low cost and water-proof, but it is an ecological and waste management nightmare. It takes only 2-3 weeks for a banana peel to breakdown in the soil but at least 100-1,000 years for a plastic bag to do so.

Plastic not only causes waste management problems (non-degradable waste inevitably piles up) but also ecological disasters. It is reported that, every year, plastic bags kill about 100,000 whales, sea turtles, and other marine animals (many of which are endangered), often by choking on the plastic bags which resemble edible squid and jellyfish. Polyethylene Terephthalate (PET) — which is used to replace glass for containers because it is strong, cheap, unbreakable and lightweight — also does not degrade and accumulates in the environment.

Plastic and its 'relatives' are not friends of the environment, and their use must be reduced drastically, if not banned totally. The use of environmentally-friendly products in its place should be encouraged in the process of responsible environmental management.

Using environmentally-friendly materials at Jetwing Vil Uyana

- From its roofs to its floors and the contents in its dwellings, Jetwing Vil Uyana exemplifies the use of environmentally-friendly products.
- The architect of Jetwing Vil Uyana designed the buildings with thatched roofs, woven ceilings and wooden floors - all natural products.
- Use of plastic straws is limited within the hotel and only given upon request by guest and the cocktail stirrers are made out of wood.
- Plastic cutlery, plastic grocery bags and plastic flowers are not used at all.
- Shampoo and conditioner bottles are in re-usable and re-fillable bottles.
- Care kits, coffee, tea are kept in pouches/containers woven from reeds; room slippers are woven from reed; laundry is taken and delivered in baskets woven from the inflorescence of the Fish Tail Palm (*Caryota urenes*).
- Coasters and good night cards are made of recycled paper and carry environmental messages.
- Even the paints used in the hotel murals were all natural dyes.



Toilet paper in biodegradable packing



Reusable plastic crates used by suppliers



Coffee in biodegradable packing

Environmentally-friendly Purchasing

As noted under Solid Waste Management, waste that humans accumulate is damaging the environment. The manufacture of certain products that we purchase may heavily use power and energy, thereby draining already depleted natural resources. In order to reduce this damage, we have to ensure that the products we buy a) generate waste that is mostly biodegradable, b) are energy and power saving and c) do not add to the degradation of air quality by adding CO₂ and CFCs into the atmosphere.

In addition, transporting produce and food products from far away adds to generation of more greenhouse gases. Hotels, which purchase products in bulk and transport these long distances, need to be acutely conscious of the above. To this end, environmentally-friendly purchasing is an important and vital tool of environmental management in hotels.

Environmentally-friendly purchasing at Jetwing Vil Uyana

- Whenever possible, Jetwing Hotels promote maximum purchase from local suburbs.
- Reusable crates are used when purchasing fruits and vegetables.
- Local suppliers who use environmentally friendly packaging are selected preferentially. Most suppliers deliver purchases in environmentally-friendly wrapping.
- The purchasing officer has been trained and is aware of the need for reduction of unnecessary and damaging packaging.
- In the replacement of pumps and motors only equipment in E1 and E2 energy efficiency categories will be purchased.
- When purchasing electronic items such refrigerators, only CFC free, energy-star appliances with a minimum of a three star rating are considered.

Health and Eco-consciousness

While in many parts of the world, infectious diseases such as diarrhoea, malaria, tuberculosis and HIV/AIDS pose serious problems, in other parts of the world the so-called 'diseases of affluence' — cancer, diabetes and heart disease — are on the increase. Although in part, these diseases are on the increase because human life expectancies have increased due to better living conditions, they have also increased due to certain lifestyles that include poor eating habits among other factors. Eating animal products high in saturated fat and cholesterol is linked to heart disease. Dietary factors are estimated to account for approximately 30% of cancers in industrialized countries.

In addition, for the first time in recorded history, the number of overweight people rivals the number who are underweight. This spread of obesity is no longer confined to rich countries, but is linked to all the diseases of affluence. Being conscious of what you eat in terms of your health has become extremely important in today's world.

Meanwhile, some people also crave luxury foods that are rare and exotic. In addition to being grossly expensive, the increased demand for these foods has led to over-exploitation of many species. When species become threatened, often their international trade is either prohibited or regulated strictly and national laws prevent their harvest. Thus, it is important to be conscious and aware of what you may legally eat in a given country.

Health and eco-consciousness at Jetwing Vil Uyana

- Herbal porridges, fresh fruits and traditional, healthy, Sri Lankan meals are featured at meals.
- Clearly marked, heart-healthy alternatives are also provided at all meals.
- Wherever possible, the hotel serves organically grown vegetables from the hotel garden.
- Meats of protected species are not served in the hotel.
- Kitchen staff are trained to identify specimens (such as immature or egg-bearing lobsters) that are illegal to purchase.
- The Hotel is HACCP certified in food safety standards.



Harvesting organically grown vegetables



Wetland vegetation around the lakes



Wildflowers along the bund

Landscaping

Because tourism is the world's fastest growing industry, its sheer speed and scale has had a serious impact on the environment. Where tourist infrastructure development (e.g. hotels, marinas, waste treatment facilities, groynes, golf courses, beach access and parking, etc.) has been careless, without reference to existing environmental laws, many forms of environmental damage – such as erosion, pollution, habitat destruction (clearing of forests, filling of wetlands) have and still ensue, damaging the services that natural ecosystems provide to humans.

In the global Millennium Ecosystem Assessment - habitat change, overexploitation, invasive alien species (IAS), pollution, and climate change, are identified as the most important direct drivers of change in ecosystems. IAS are introduced species that do not stay confined to the area into which they were introduced, compete vigorously with native species, become established in natural ecosystems, threaten native species and have the potential of eradicating them. Pollution in the form of pesticides and fertilizers can poison waters. As reported in the Millennium Ecosystem Assessment, since 1960, flows of reactive nitrogen in terrestrial ecosystems have doubled, and flows of phosphorus have tripled; signifying the importance of cultivation without chemicals.

It is imperative, that hotels ensure that their built infrastructure minimises damage to the environment, their garden landscaping is carried out with conscious efforts to minimize damage from IAS, minimise chemical pollution and to maximise ecosystem services from the environment.

Landscaping and the creation of new habitats at Jetwing Vil Uyana

- Considerable care has been taken at Jetwing Vil Uyana not only to keep its surrounds natural, but also to create and maintain various natural habitats; encouraging the natural growth of indigenous flora and enticing local fauna to maintain ecosystems services. A wetland habitat, comprising water bodies extending over 3 ha; a growing forest habitat of 2 ha and 0.5 ha of paddy land were created.
- Only indigenous trees and some native fish species were been introduced. All other flora and fauna have come in naturally.
- Butterfly and bird attracting flora have been planted in the various habitats to enhance species richness.
- Given the extent of land, control of IAS — particularly of the Sensitive Plant (*Mimosa pudica*) and Common Tilapia (*Oreochromis mossambicus*) both of which have invaded from nearby land — is extremely difficult. However, every effort is being made to control the former. Because these wetlands contain aquatic predators such as the Marsh crocodile (*Crocodylus palustris*) and the Water Monitor (*Varanus salvator*) the Tilapia population is kept under natural control.



Ploughing paddy fields



Ploughing paddy fields

Women playing *rabang* to herald paddy harvesting



Harvesting paddy

Organic Paddy Cultivation

Rice (*Oryza sativa*) is the staple food of nearly all Sri Lankans. Traditionally, it signifies prosperity and abundance, and in some form, is eaten on almost all auspicious occasions. Rice - the starchy kernel found within the rough, gold husk and bran of the paddy seed - is obtained by grinding or pounding these seeds. Grains of rice are then either cooked in water or milk and eaten or powdered to make flour, which forms the base for a variety of traditional foods.

Paddy is cultivated throughout the country, in both the wet and dry zones. During each year, traditionally, there are two major seasons in which paddy is cultivated: the 'Maha' season ranging from October to March and the 'Yala' season spanning April to September.

Although mechanisation is replacing traditional methods of cultivation elsewhere in the country, depending on the time of year, at Jetwing Vil Uyana you can witness paddy fields grown organically, using traditional methods of ploughing, sowing and harvesting. The fields are ploughed using buffaloes; only wild, varieties of paddy indigenous to the region are sown; and paddy is harvested by hand and threshed in the traditional kamatha, again, using buffaloes. The harvested rice is used in the staff kitchens.



Blue whales seen in Trincomalee



The 'Gathering' at Minneriya



Orange-breasted green pigeon seen on bird-watching tours

Biodiversity Conservation and Education

At the United Nations Millennium Summit held in 2000, the world's leaders acknowledged the enormity of the challenge of mitigating environment-related problems. In the same year, the then UN Secretary General Kofi Annan called for the first-ever international scientific assessment of the health of the world's ecosystems, the Millennium Ecosystem Assessment.

The results of this assessment five years later (involving over 1,000 experts from 95 countries) were alarming. Approximately 60% (15 out of 24) of the ecosystem services evaluated in this assessment are being degraded or used unsustainably. The services to humans from those ecosystems — such as fisheries, supply of freshwater, water purification, flood control, air quality and climate regulation and pest control — have also been damaged. As identified by the assessment the most important direct drivers of change in ecosystems are habitat change, overexploitation, invasive alien species, pollution, and climate change. All these threats severely affect the well-being of humans, including the collapse of the fisheries industry, the higher incidence of existing diseases, the emergence of new diseases and the increase of natural disasters. Worst of all, this degradation is worsening living conditions for the world's poor.

Thus, the creation of awareness about the present state of the planet and what individuals can do about it, as well as conservation education, has become essential facets of good environmental management.

Biodiversity conservation and education at Jetwing Vil Uyana

- The hotel has a resident naturalist who interacts with the guests, staff, school children and university students to create awareness about biodiversity conservation and environmental management.
- Several nature tours – promoting biodiversity conservation – are offered by Jetwing Vil Uyana. These include special on-the-premises tours of Loris watching (See page 37), Elephant Gathering in Minneriya and Whale watching tours.
- All members of staff are regularly given training and briefings on biodiversity conservation and environmental management. Most staff are capable of identifying many of the species on the premises.
- Jetwing Vil Uyana, like other Jetwing hotels, supports conservation activities by providing board and lodging for researchers, students and academics.



Grey Slender Loris photographed on the premises



The loris information centre



Habitat on the premises where loris are found

Loris Conservation at Jetwing Vil Uyana

Loris are small, nocturnal primates found in India, Sri Lanka and Southeast Asia. These enchanting primates, are small, and have enormous eyes. They are carnivorous, feeding on small animals and moving slowly through the trees. Recent research carried out in Sri Lanka has revealed that there are two species: the Grey Slender Loris (*Loris lydekkerianus*) and the Red Slender Loris (*Loris tardigradus*) and each of these species also have subspecies.

The Northern Grey Slender Loris (*Loris lydekkerianus nordicus*), were first seen at Jetwing Vil Uyana , four years after the hotel commenced operations and to date, fourteen individual loris have been recorded at the site.

A trail, maintaining the naturalness of the area, was constructed with minimal disturbance to the animals. The naturalist conducts daily nocturnal 'Loris watching' excursions with sightings occurring on almost a daily basis. To further increase awareness and conservation efforts, the 'Loris Information Centre' was opened, adjoining the nature trail at Jetwing Vil Uyana. Displaying facts and a wide array of images of this widely misunderstood primate; the centre aims to educate guests, school children and other visitors about this endangered species.

In order to preserve the area where the Grey Slender Loris habituate within the property, Jetwing also decided to demarcate the nature trail and the surrounding area as a Loris Conservation Site; essentially foregoing any future construction or industrial activity within or around the site. The conservation site, which is the first of its kind in Sri Lanka, provides a safe refuge for the Loris, and the company hopes to encourage visitors to experience the Loris watch in order to raise awareness and educate them on the behaviour, appearance, and activities of this rare species.



School program conducted by Resident Naturalist



Local artist painting the restaurant mural with natural dyes



Shramadana at Kimbissa Hospital

Corporate Social Responsibility: Involvement in Community Development

The development of tourism can lead to social problems when local communities are excluded from that development. When jobs in both the service and support sectors are given to non-locals and products are purchased from out of town, then local communities begin to feel displaced, local livelihoods suffer and community resentment against a hotel can accumulate.

To this end, contributions to community development and improving economic linkage with local livelihoods is essential in the hospitality industry.

There is a general perception that the private sector is exploitative. In the early 20th century, corporate social responsibility by the private sector merely meant large donations to religious organisations. In the 1990s, a model of CSR that practised stakeholder involvement began to take hold in Sri Lanka's private sector. With the triple focus of people, planet and profits in sustainability reporting, such models have become extremely important.

Presently many companies now ensure that their CSR portfolio encompasses a wide range of issues, including responsible environmental management and community development at which Jetwing Hotels have been at the forefront.

Corporate social responsibility at Jetwing Vil Uyana

- Under the three Jetwing Youth Development Projects (JYDP), carried out at Jetwing Vil Uyana, over 50 students who successfully completed the program were absorbed into the hotel carder.
- The development of the road leading to Jetwing Vil Uyana has been undertaken by the hotel, in collaboration with local government.
- Awareness programs and hotels tours are conducted periodically for University students and school children.
- Under the JEEP programme, Jetwing Vil Uyana works closely with its foster school, Kimbissa Maha Vidyalaya, and conducts environmental awareness programmes and trainings on the Biodiversity of Sri Lanka and its conservation to the school children.
- The hotel maintains strong links with National Parks/ Forest Department/ Schools/ Religious places of worship and creating a learning environment for all stakeholders.
- Donations in kind and cash are made regularly to various temples, hospitals and schools.

PATA
Pacific Area Travel Association
GOLD AWARDS
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PATA Grand Award
2014

Environment

**Man and Nature
in Perfect Harmony**
**Jetwing Vil Uyana, Siginya,
Sri Lanka**

Future Plans for Environmental Management

Jetwing Vil Uyana has already won several awards for excellence: such as PATA (Pacific Asia Travel Association) Grand Awards for Education and Training in 2007 and for Environment in 2014; HICAP Award in the Sustainable Hotel Design category; National Green Award - Silver and the WTTC Tourism for Tomorrow Award for Environment in 2014.

Jetwing Vil Uyana, as an environmentally responsible corporate citizen, plans not only to maintain these outstanding environmental standards, but also to expand their green initiatives in the years to come.

- Jetwing Vil Uyana an ISO 14001 certified establishment is now in the process of finalizing its ISO 50001 (Energy Management System) certification.
- The few remaining incandescent lights will be replaced with LED lighting over the next year to achieve 100% energy efficient lighting.
- Solar PV system is proposed to be installed to offset the maximum possible 'day-time' electricity demand



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Abbreviations

CFP	Carbon footprint	JEEP	Jetwing Eternal Earth Programme
GHG	Greenhouse Gas	JYDP	Jetwing Youth Development Programme
LKR	Sri Lankan Rupee	IPCC	Intergovernmental Panel on Climate Change

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Jetwing

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