2nd International Conference on Hospitality and Tourism Management

Sustainable Tourism projects of the SWITCH-Asia Programme

Galadari Hotel, Colombo
8th October 2014

Srilal Miththapala Bsc.,C.Eng.,FIEE,FIH
Former Project Director – EU SWITCH Asia Greening Sri Lanka Hotels
Past President – Tourists Hotels Association of Sri Lanka (THASL)
EU SWITCH-Asia

Get it right first time, on time, every time and strive for continuous improvement

Greening Sri Lanka Hotels Project

Promoting Sustainable Consumption And Production

Location  Sri Lanka (covering all 9 provinces)
Duration  2009 November - 2013 November (48 months)
Grant  EUR 1,829,828
Overview of the Project
Greening Sri Lanka Hotels

A Project Funded by the European Union
Under the
Switch Asia Programme

Managed by
The Ceylon Chamber of Commerce
Primary Objectives

To enhance the environmental performance of Small and Medium Scale Sri Lanka hotels through:

- Improvement of energy, water and waste management systems
- Reducing cost of operations
- Increasing market acceptance of Sri Lankan hotels through promoting them as energy conscious low carbon hotels
Key Target Group

- Small and Medium scale Tourist Hotels (SMEs)

Secondary Target Groups

- Main suppliers to the hotel industry
- Tour operators
- Customers of the tourist hotels
Partners to the Project

Lead Applicant /Administrator: The Ceylon Chamber of Commerce

European Partner: The Travel Foundation, UK (TF)

Local Partners: Responsible Tourism Partnership (RTP)

Sri Lanka Sustainable Energy Authority (SLSEA)

Institute of Environmental Professionals of Sri Lanka (IEPSL)
The Process

1. Invitations to hotels to participate
2. Promotional seminar
3. Registration of participating hotels
4. Workshop to explain data collection - questionnaires
5. Walk-through audits to identify potential areas for saving
6. Historical, establishment and monthly data collection
7. Identify show case projects for fast track interventions
8. Establishment of resource management circle in each hotel
9. Resource management workshop
10. Feedback on water and energy consumption and waste management
11. Implement interventions for improvement of performance
12. Publicise achievements and marketing
Approach

• Small incremental changes
• Not necessarily ‘high-tech’
• Appropriate, practical and relevant technology
• Analytical / methodical approach
• Proper records
• Before – after scenarios
• Celebrate small victories
Results

The Project was able to deliver on several specific results by engaging with a wide cross section of Hotels.
<table>
<thead>
<tr>
<th></th>
<th>West Coast</th>
<th>South Coast</th>
<th>Cultural Triangle</th>
<th>Hill Country</th>
<th>Greater Colombo</th>
<th>East Coast</th>
<th>North Coast</th>
<th>Total</th>
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<tr>
<td>Awareness Seminar</td>
<td>28</td>
<td>27</td>
<td>36</td>
<td>70</td>
<td>13</td>
<td>25</td>
<td>05</td>
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<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work-shop</td>
<td>28</td>
<td>13</td>
<td>80</td>
<td>30</td>
<td>18</td>
<td>31</td>
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<tr>
<td>Walk-thru Audits</td>
<td>17</td>
<td>14</td>
<td>23</td>
<td>39</td>
<td>13</td>
<td>45</td>
<td>15</td>
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</tr>
</tbody>
</table>

SWITCH-Asia Greening Sri Lanka Hotels
Distribution of Registered Hotels among Regions
179 Walkthrough Audits have been conducted in Hotels
Detailed & Intensive Energy And Cleaner Production Audits

1. Ranweli Holiday Village		Waikkal
2. Goldi Sands				Negombo
3. Siddhalepa Ayurveda Resort	Wadduwa
4. Club Bentota			Bentota
5. Lotus Villa			Ahungalla
6. Sigiriya Village		Sigiriya
7. Mount Lavinia Hotel	Colombo
8. Ceylon Continental	Colombo
9. Ramada			Colombo
10. Club Hotel Dolphin	Negombo
11. Avani Bentota		Bentota
12. Hunnas Falls Hotel	Kandy
13. Mahaweli Reach Hotel	Kandy
Resource Management and Record Keeping Work-Shops conducted
Greening Hotels Awards 2012
Organized in collaboration with the
Ceylon Chamber of Commerce CSR Awards
Greening Hotels Awards 2013
Greening Hotels Awards 2013
Project Website
On-line Carbon Footprint Calculator

“Calculate how much pollution is caused by the energy used in your hotel. Just enter your monthly or annual energy bill and answer a few questions. The calculator displays the amount of CO2 generated.”

<table>
<thead>
<tr>
<th>Energy</th>
<th>CO2 Emission</th>
</tr>
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<tr>
<td>Electricity</td>
<td>0.63 kg CO2/kWh</td>
</tr>
<tr>
<td>LP Gas</td>
<td>2.9 kg CO2/kg</td>
</tr>
<tr>
<td>Diesel</td>
<td>2.7 kg CO2/l</td>
</tr>
<tr>
<td>Furnace oil</td>
<td>3 kg CO2/l</td>
</tr>
</tbody>
</table>

Carbon Footprint Over a Period

<table>
<thead>
<tr>
<th>Energy</th>
<th>Amount</th>
<th>kg of CO2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Electricity (kWh)</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>LP Gas (kg)</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Diesel (l)</td>
<td></td>
<td>0</td>
</tr>
<tr>
<td>Furnace Oil (l)</td>
<td></td>
<td>0</td>
</tr>
</tbody>
</table>

Carbon Footprint Calculator

© Greening Sri Lanka Hotels Project
Member Login

- Manage Hotel Details
- Manage Monthly Data
- View Historical Data
- Add Establishment Details
- Blog

Manage Hotel Details
Manage Monthly Data
View Historical Data
Add Questionnaire Establishment
Blog
Interventions
- Wastewater Treatment Plant at **Siddhalepa Ayurvedic Resort** and **Thambapanni Retreat**

- Biogas Plant at **Galaxy Lounge Arugambay, Cinnamon Lodge Habarana** and **Chaaya Citadel Kandy**

- New Central Chilled-water AC Plant and Capacitor bank at **Goldi Sands Hotel**

- New Central Chilled-water AC Plant at **Mahaweli Reach Hotel**

- Energy Efficient Lamps at **Windsor Hotel** and **Governor’s Chalet** Nuwara Eliya

- Modification to water supply system and installation of Variable Speed Drive (VFDs) at **Cinnamon Grand, Colombo**

- Energy efficient central A/C plant and at **Cinnamon Lake, Colombo**

- Biomass Boiler - **Mahaweli Reach** (With UNDP)
Wastewater Treatment Plant at Thambapanni Retreat
Installed by Klaro (Pvt) Ltd
New Central Chilled-water AC Plant and Capacitor Bank at Goldi Sands Hotel
Energy Efficient Lamps
Windsor Hotel Nuwara Eliya
Modification to water supply system and installation of Variable Speed Drive (VFDs) at Cinnamon Grand, Colombo.
Creating Impact and Awareness

Since the implementation of the Project, virtually the whole Hotel Industry has been energized and made aware of the importance of sustainability. Today, most of the hotels in Sri Lanka are beginning to embrace at least some sustainable consumption practices in their day-to-day work. The project has also been show-cased in many local and foreign forums.
Sri Lanka goes green

An EU-funded project has been helping hotels in Sri Lanka operate more sustainably. Pippa Jacks visits three Sri Lankan hotels that are trying to do things differently.

The tourism boom Sri Lanka has experienced since 2009 is helping the country to recover from the economic devastation of decades of conflict.

From receiving only 448,000 tourists in 2009, the government is now targeting an ambitious 2.5 million by 2016, with at least 15,000 hotel rooms to be added by that date. But with such phenomenal expansion comes greater pressure on the island’s water and energy sources.

The European Union’s Switch-Asia programme funds various projects throughout Asia to help small and medium-sized businesses to operate more sustainably, and since 2009, Switch-Asia has been working with Sri Lankan hotels.

The project, known locally as Greening Sri Lanka Hotels (GSLH), has been implemented by the Ceylon Chamber of Commerce and a range of partners, including UK charity The Travel Foundation.
The EU Switch-Asia/Greening Sri Lanka Hotels project was formulated at a very critical stage in 2009, just as the prolonged unstable security situation in Sri Lanka came to an end.

Tourism in Sri Lanka immediately grew in leaps and bounds, fueling rapid tourist hotel project development in the country.

With an ancient history more than 2,500 years old, Sri Lanka has always been known as a pristine destination, with an abundance of natural beauty and a wide range of flora and fauna. It was therefore essential that nature and environment were safeguarded in this thirst for rapid tourist development.

To maintain their edge in a fiercely competitive environment, where operational costs were rising steeply, it was important that Sri Lankan hotels began to understand environment and energy conservation in a more strategic and holistic manner.

With global visitors becoming more and more conscious about the environment, it also was fast becoming essential for hotels to embrace more sustainable consumption practices.

The Greening Sri Lanka Hotels (GSLH) project has been able to create awareness, and lay a solid foundation for the Sri Lankan hotel sector to move forward in a more environmentally responsible and sustainable manner.

Over the following four pages, you’ll find an outline of the project, and case studies of hotels that have embraced sustainable practices — and are reaping the benefits.

greensrilankanhotels.org

Prema Cooray
managing director and
chief executive,
CCE Solutions
(Kandy)
Chamber of Commerce

Srihith Mithripala
project director,
Greening Sri Lanka Hotels project

More than 350 hotels have participated in the EU Switch-Asia project, known locally as Greening Sri Lanka Hotels. Here is an overview of how and why the project was set up, while overleaf we take a look at how five properties are embracing sustainability.

Tourism in Sri Lanka has shown tremendous growth since the war. Year on year, the country has achieved double-digit growth, with arrivals surpassing an all-time record of one million in 2012. Earnings also grew in a similar fashion to break the $1 billion barrier for the first time in the history of Sri Lankan tourism.

In pursuit of the ambitious target of attracting 2.5 million tourists by 2015, there is a surge of tourism development taking place in the hotel sector, with 325 new hotel projects having already been approved up to the end of last year.

According to Sri Lanka Tourism Development Authority data, this will add 7,900 additional rooms to the existing stock of 20,000 rooms in hotels and other approved forms of accommodation.

Given the pristine, and still very much unspoilt environment, Sri Lanka Tourism needs to temper this development surge by carefully implementing effective sustainable environment and energy conservation practices.

The EU-sponsored Greening Sri Lanka Hotels (GSLH) project was conceptualised during 2008 when the internal problems in Sri Lanka were at their peak, by the time the project was actually implemented in late 2009, the country had returned to normalcy.

So the timing was ideal to engage with the newly rejuvenated and fast growing tourism...
For this year’s World Tourism Day, the World Tourism Organization (WTO) is bringing to focus and pressing the need for a shift towards sustainable energy in tourism. Given that the tourism and aviation industries are looked upon as the biggest perpetrators in aggravating carbon emissions, the topic seems more pertinent. The fact that 2012 is also the UN International Year of Sustainable Energy for All offers WTO an opportunity to highlight the shared responsibility of the tourism and hospitality industries to wider sustainability objectives.

Whilst the discussion and debate on environmental degradation and global warming is nothing new, it seems that WTO’s intention and message at the heart of World Tourism Day 2012 is somewhat different. Essentially, WTO is pushing the case for sustainable energy initiatives in the light of economic opportunities that such actions provide for millions of people around the world.

In Sri Lanka, the tourism and hospitality sector has taken on the challenge to make the necessary changes. On the positive side, we have witnessed a number of key programmes evolve over the past five years. “Greening Sri Lanka Hotels – Optimization of Energy, Efficiency and Natural Resources Sustainability” is a joint private-public partnership that brings collaboration between tourism authorities and the industry, to create a pervasive platform of awareness and change with regard to energy management. The programme encourages collective action for sustainable tourism. It aims to empower the hotels sector to improve energy and natural resources management, while adapting environmental best practices. The programme employs a three-tiered results-oriented approach: first reduce operational costs and improve profitability; thereafter, reduce carbon emissions and explore future opportunities for carbon trading; and most importantly, achieve a green perceptual image for participating hotels and the island. The programme commenced in 2009 with 39 participating hotels. It targets an ambitious 10 per cent reduction in energy and water consumption, and 20 per cent on solid waste, on an annual basis per participant.

Switch Asia, as a programme, builds on the platform established by the Greening Sri Lankan Hotels initiative. And it extends the various aspects of the drive until 2013, covering over 350 small and medium hotels in the country. Its role has been to create greater awareness through communication with stakeholders, whilst providing the necessary technical resources to help participants achieve realistic targets.

By reaching out to small and medium-scale operators, Switch Asia is focused on creating empathy towards sustainability issues at the lowest tier of services. By doing so, even low-cost operators will look to benchmark their energy management against accepted standards and maintain their competitive advantage.

Individually, large-scale operators are shifting operations to use alternative energy. The Aitken Spence Hotels group saves over 1,000 tonnes of CO2 emissions annually by using alternative energy. Through the gasification of biomass, the group has reduced diesel usage by almost 400 tonnes annually. Though the group commenced gasification of biomass in 2007, the effort towards the use of biomass as a renewable energy source was realised with the commencement of a growers’ scheme that promoted the growth of Gliricidia in 2010. The growers’ scheme benefits around 400 farmers and their families in rural areas where the hotels operate, by helping them generate income from barren and unfarmed lands. The project focuses on using regenerated wood supplied by farmers to generate energy, thereby ensuring that no existing farm or forestland is depleted as a result. Farmers are provided with an incentive after being deemed eligible. The growers’ scheme nurtures the empowerment of women, assists in poverty alleviation and enables growers to use their lands for multi-cultivation of cash crops along with the Gliricidia.

The gasification of biomass is a renewable, low-cost and environment-friendly energy alternative. Gasification is a technique developed to convert carbon-based solid fuels to gasifiers containing carbon monoxide and hydrogen. This step towards alternative and sustainable green energy has allowed the group to reduce its carbon emissions and carbon footprint.

Biomass as a renewable energy provides the unique opportunity to support communities, whilst also combating climate change. Additionally, lands are enriched when cultivated with Gliricidia, as the nodules in the roots nitrogenise the soil and prevent erosion, while the leaves provide fodder for livestock or can be used as mulch to fertilise the soil.

The biomass gasification project at Aitken Spence Hotels rightfully illustrates the point WTO is trying to make through World Tourism Day. By tackling countless economically challenged rural communities and bringing the benefits of sustainable energy become far greater.
Importance of Sustainability for the Future of Tourism – Seminar

In association with Kuoni

4th July 2012 at Cinnamon Lake Side Colombo
Sensitizing key decision makers

A greener tourism initiative

The EU Switch Asia Program – Greening Sri Lanka Hotels Project held a reception recently at the Park Street Mews, for senior tourism professionals and other associates. Short presentations were made by representatives from Kuoni, Travel Foundation and Travel Life, all from UK and by Switch Asia Program – Greening Sri Lanka Hotels Project, and followed by cocktails and fellowship. Christo Prins provided the music and Adam Adamally was the compere.
Training on ISO:50001
New Energy Management Systems for Registered Hotels
Platform provided for Hotel Engineers to meet, interact & have fellowship on a regular basis.
Eco-Vendor Meet Mart 2011 and 2012
‘International Conference on Responsible Tourism’ – Kerala Institute of Tourism and Travel Studies, Kerala, India – 27th, 28th, 29th June 2013

Speakers

Dr. Venu V. IAS
Joint Secretary, Ministry of Culture & Director General, National Museum, New Delhi and Vice Chancellor, National Museum Institute
Moderator: Plenary Session

Dr. Harold Goodwin (United Kingdom)
Professor in Responsible Tourism Management and Director at Leeds Metropolitan University and Director ICRT
Participating in: Plenary Session

Mr. Srilal Miththapala (Sri Lanka)
Project Director, SWITCH Asia Greening Sri Lanka Hotels Project, Ceylon Chamber of Commerce
Participating in: Plenary Session
‘Sri Lanka Towards a Sustainable Destination’
Presentation for Trade Visitors at ITB Berlin
9th March 2012
‘Making Destinations More Sustainable’
Presentation made at the World Travel Mart (WTM)
Excel, London, United Kingdom
8th November 2011
Awareness Presentation for Travel Agents and Resident Managers
2nd February 2012
Showcasing of SWITCH-Asia programme & its Applicability to the Other Regions in the World

Presentation made at the SWITCH Asia Network Facility Seminar
7th-8th February 2012, Brussels
GSLH Project Engineers have been trained as TravelLife UK Auditors.

*TravelLife is an International Green Accreditation Scheme accepted by the European Tour Operators.*
Influence at Policy Level

Due to the establishment and acceptance of the Project as a strong sustainability platform for the Hotel sector, the Project was able to interact with the Government and other agencies to engage in, and influence policy directions.
Involvement with SLTDA

- Prepared draft Green Accreditation Scheme for Sri Lankan Hotels
- Prepared of Environmental Guidelines for New investors
- Check-list for Environmental/Energy conservation measures for construction of new hotels
Supported Sustainable Development Matching Grant Initiative by the World Bank for SMEs related to the Tourism Industry – 2013

Total Fund Allocation – USD 20 million

Outreach - All Districts

Grant Administrator Bank – Peoples’ Bank

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### Annexure 12

<table>
<thead>
<tr>
<th>Company Name &amp; Address</th>
<th>Contact Person</th>
<th>Tel/Fax No.</th>
<th>E – Mail Address</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Professional MET Consultancy Services (Pvt) Ltd No. 85 – 2/1, Ground Floor Ward Place, Colombo 07</td>
<td>Mr. M.A. Justin Chairman/Managing Director</td>
<td>011 - 4015334 077 - 7320076 Fax: 011-2692573</td>
<td><a href="mailto:professionalmet@yahoo.com">professionalmet@yahoo.com</a></td>
</tr>
<tr>
<td>2. Eco Pro Technologies No. 14, Bolawalana Mawatha, Bolawalana, Negombo</td>
<td>Mr. Nimal Perera Director</td>
<td>071-2216989 Fax: 071-9378267</td>
<td><a href="mailto:ecoprotec@slt.net.lk">ecoprotec@slt.net.lk</a></td>
</tr>
<tr>
<td>3. Square Root Consulting (Pvt) Ltd 50B/35/1, Prestige City Kothalawala Kaduwela</td>
<td>Mr R.K. Nissanka Chief Executive Officer</td>
<td>077-3131947 Fax: 071-8800965</td>
<td>ramanisqr@asia</td>
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<tr>
<td>22. Pricewaterhouse Cooper (Pvt) Limited P.O.Box 918, 100 Braybrooke Place Colombo 2</td>
<td>Mr Channa Manoharan Director</td>
<td>011-7719838 Fax: 011-2303198</td>
<td><a href="mailto:channa.manoharan@slk.pwc.com">channa.manoharan@slk.pwc.com</a></td>
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<td>24. Switch Asia Greening Sri Lanka Hotels Project The Switch Asia Programme, CCC Solutions (Pvt) Limited, 3rd Floor, IBM Building, 48, Newani Mw, Colombo 02</td>
<td></td>
<td>011 5588701 Fax: 011 2388877</td>
<td><a href="mailto:arunih@accsolurions.org">arunih@accsolurions.org</a></td>
</tr>
</tbody>
</table>
Involvement with other Ministries

- CEA
  Guidelines for tourism development

- Ministry of Environment
  National Green Reporting System for Hotels
  Sustainability Reporting

- Ministry of Economic Development
  Provide inputs and suggestions for the Budget 2011/12
Acceptance as a Platform/Resource for Sustainability for the Hotel Industry

Due to the popularity and credibility of the Project, it has become a platform/resource for sustainability for the Hotel Industry. The Project is often called upon by various external agencies for resource data reference and information support.
World Tourism Day Celebrations Colombo 2012
In Partnership with the
Sri Lanka Tourism Development Authority

EU-SWITCH Asia Greening Sri Lanka Hotels Project’s participation at the World Tourism Day celebrations at Ramada Colombo
SEMINAR

on
'Tourism and Sustainable Energy'
organised by
Sri Lanka Tourism Development Authority
to celebrate the World Tourism Day 2012
on 27th September 2012
08.30 hrs. to 11.30 hrs.
Liberty Ball Room, Ramada Hotel - Colombo

‘With international tourist arrivals reaching one billion in 2012, more must be done to guarantee a brighter energy future. Destinations and companies must accelerate their transition to low-emission technologies and embrace existing opportunities to leapfrog conventional options in favour of more sustainable energy solutions’

United Nations World Tourism Organization (UNWTO)

Welcome Address
by Dr. Nalaka Godahewa
Chairman, Sri Lanka Tourism Development Authority

Current Energy Related Issues and Adoption of Sustainable Energy Resources in Tourism Sector
Presenter - Mr. Srilal Miththapala
Project Director, Switch Asia Programme Greening Sri Lanka Hotel Project

Energy Management in the Hotel Sector: Concepts and Trends
Presenter - Ms. Kanchana Wickramasinghe
Research Officer, Institute of Policy Studies of Sri Lanka (IPS)

Energy Efficiency and Management in the Hotel Sector in Sri Lanka
Presenter - Mr. Chamila Jayasekara
Head of the Division, Energy Efficiency, Sustainable Energy Authority

Case studies on Sustainable Energy Resources in hotels in Sri Lanka
Presenter - Mr. Rohitha Rajarathna
Head of Engineering at Aitken Spence Hotels.

Moderator - Prof. Niranjan Rathnayake
Senior Environmental Engineer, Switch Asia Programme Greening Sri Lanka Hotel Project
Mobile Awareness Campaign for Small and Medium Scale Hoteliers Organized by SLTDA
23rd May 2013, Trincomalee
Publications & Research
List of Publications

- Draft Green accreditation scheme for all tourist Hotels
- Environmental Guidelines for New Investors
- Check-list for Environmental/Energy conservation measures for construction of new hotels
- Good environmental Practice Guidelines for Sri Lankan Hotels
- Research on Analysis of Database – Green Practices by Hotels
- Green Practices of Sri Lankan Hotels – Compilation of Case Studies
- Resource Consumption Benchmarks for the Hotel Sector in Sri Lanka
Publications

- Good Practice guidelines on Environmental Management for Sri Lankan Hotels
- Guide to sustainable energy and environmental design for new hotels in Sri Lanka
Technical paper presented at the 1st World Research Summit for Tourism and Hospitality
December 2011, Hong Kong

Modelling guests’ perception of sustainability practices in a developing country: the case of Sri Lanka hotels.

Dr. Wai Mun Lim, Dr. Dulekha Kasturiratne & Mr. Srilal Miththapala
Presentations and Papers read

• *Greening Hotels - The Way Forward* presentation made at the *Ministry of Technology and Research Seminar* held in Colombo on the 24th and 25th October 2011.

• Presentation on *Climate Change and Emerging Challenges for Sri Lanka* at the training programme organized by the *ILO – Green Jobs Foundation* on the 13th and 14th October 2011.

• Presented a paper on *Nature Based Tourism and Sustainability* at the *Sustainable Bio Diversity and Economic Development Conference* organized by The Ceylon Chamber of Commerce and IUCN in July 2011.
Presentations and Papers read

• Presentation on *Green Tourism a Way Forward* at the Technology Market Place organized by The Ministry of Technology and Research in October 2011.

• Technical paper *titled “Conservation of Ground Water Resources and Energy by Proper Selection of Water Treatment Processes”* presented by Mr. Srilal Miththapala, Prof. (Mrs.) Ratnayake and Mr. Kelum Withanage at the 16th International Forestry and Environment Symposium – 2011 organized by the University of Sri Jayawardenapura on 29th October 2011.
Impact and Upliftment of SME Sector

*The Project was able to specifically help develop the SME Hotel Sector in many ways*
Mr. Sarath Wijesuriya (MD, The Swiss Residence – Kandy) and Ms. Chathurangi Pathirana (Director Operations, Hotel Clarion – Colombo) with the Project Team
ITB Berlin Delegation 2013

L to R: Mr. Prasanna Maldeniya (Energy Manager), Mr. A L A Bary (MD, Galaxy Lounge - Arugambay), Mr. Srilal Miththapala (Project Director), Ms. W Thiyambarawatta (Ambalama Leisure Lounge) - Hanwella, Mr. Janaka Wanigasekara (MD, Hotel Eden Garden - Sigiriya), Mr. Upul Gedarakumbura (Manager, Thilanka Hotels and Resorts), Mr. Kelum Withanage (Environmental Engineer) and Mr. Suranga Karavita (Industry Technical Services Manager)
Mr. Prashanth Dissanayake (MD, Thambapanni Retreat – Unawatuna, Mr. Jegaseelan (MD, Green Grass Hotel – Jaffna) and Mr. Chamila (Hotel Nooit Gedacht – Unawatuna with the Project Director
Specific Programs conducted at the request of the Regional Hotels Associations representing the SME Sector

Sigiriya and Dambulla – 18th November 2010 at Hotel Eden Garden
Creating Awareness and Engaging Guests & staff
Guest Notices – Hotel Engagement Certificate

Jetwing Blue Oceanic Beach Hotels (Pvt) Ltd

has taken the initiative and volunteered to work with the European Union-funded ‘Greening Sri Lankan Hotels Project’ executed by the Ceylon Chamber of Commerce, towards implementing Sustainable Tourism practices.

This will encompass Energy, Water and Waste Management Programmes to minimize its impact on our environment.

Your valuable participation is necessary to make it a success.

Please support our initiatives.

Thank you
Guest Notices – Linen Reuse

HELP SAVE THE PLANET

A Small Action can make a Big Difference

When your linen needs replacing, please leave this card on your pillow in the morning.

Please help us save water and energy by re-using your bed linen and turning off all electrical appliances when leaving your room.
Guest Notices – Towel Reuse

Can you re-use your towel?

Please help us save water and energy by re-using your towels.

When towels need replacing, please leave them on the...
Lift Notice

Burn Calories ....
not Electricity
Cold Room Door Opening Schedule

Did you know that for every minute the door is opened, typically one and half units (1.5kWh) of electricity is wasted?

This means by reducing the time the door is kept opened by ten minutes every day, Rs 70,000 can be saved annually.
Lighting Schedule

- As per Requirement
- 24 Hours
- 6:30 PM to 4:30 AM
- 6:30 PM to 11:00 PM

Please adhere to the schedule
and commit yourself to conserve energy
Creating Awareness and Social Impact to Other Groups

While conducting its normal work on sustainability in the regions, the Project was often called up to conduct awareness programs and help out with other interested individuals and groups.
Awareness Program for school children during Hotel visits

Al-Aqsa Vidyalaya – Arugambay, 30th March 2011
Organizing activities for school children –
Randholee Hotel Kandy
Awareness Seminar on Environmental Protection
St. Mary’s Girls’ School, Colombo – 10th October 2010
Supplier Workshop organized in collaboration with Bentota and Beruwala Hotels Association (BBHA) – 6\textsuperscript{th} May 2013
Supplier Workshop organized in collaboration with Cinnamon Grand Hotel Colombo and Cinnamon Lodge – 21st August 2012
Supplier Workshop organized in collaboration with Jetwing Beach Hotel, Negombo
– 10th July 2012
Supplier Workshop
Sensitizing Hotel Suppliers on Green Practices
– 23rd August 2011, Hikkaduwa
Engagement with Educational Institutes
Students of local Universities referred to the Project to obtain advice and guidance
- BSc (Hons) degree students in Town and Country Planning, 21\textsuperscript{st} February 2011-
Opportunities for under-graduate students to undertake Internship Training
Foreign undergraduate students –
University of Plymouth UK
Accolades and Awards

The Project won several awards and accolades which is an indicator of its success.
Winner of the SKAL Award 2012
Education and Media Category
Best Project in the Asian Region Award

Annual SWITCH-Asia Networking Event, Colombo 2011
Project was invited to be a part of the SWITCH Asia delegation to the Rio Summit 2012

(However, due to the budget restrictions, the Project was unable to participate)
Analysis and Findings

The establishment data from the sample set of 276 hotels was analyzed in order to assess the adoption of green interventions.
Preliminary Research on Green Practices of Sri Lankan Hotels

Published as a Research Report in January 2013
## Breakdown of Different Aspects of Energy Usage in Registered Hotels

<table>
<thead>
<tr>
<th></th>
<th>MEDIUM &amp; LARGE (&gt;=50 rooms)</th>
<th>SMALL (&lt; 50 rooms)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NUMBER OF HOTELS</strong></td>
<td>67</td>
<td>233</td>
<td>300</td>
</tr>
<tr>
<td><strong>ENERGY EFFICIENCY</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>LIGHTING (CFL AND LED)</td>
<td>57 (85%)</td>
<td>200 (86%)</td>
<td>257 (86%)</td>
</tr>
<tr>
<td>EFFICIENT AIR CONDITIONING</td>
<td>24 (36%)</td>
<td>4 (2%)</td>
<td>28 (9%)</td>
</tr>
<tr>
<td><strong>ENERGY MANAGEMENT</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SOLAR WATER HEATERS</td>
<td>33 (49%)</td>
<td>47 (20%)</td>
<td>80 (27%)</td>
</tr>
<tr>
<td>BIOMASS BOILERS</td>
<td>6 (9%)</td>
<td>2 (1%)</td>
<td>8 (3%)</td>
</tr>
<tr>
<td>KEY SWITCHES</td>
<td>40 (60%)</td>
<td>25 (11%)</td>
<td>65 (22%)</td>
</tr>
<tr>
<td>POWER FACTOR</td>
<td>30 (45%)</td>
<td>11 (5%)</td>
<td>41 (14%)</td>
</tr>
<tr>
<td>ALTERNATE POWER</td>
<td>2 (3%)</td>
<td>6 (3%)</td>
<td>8 (3%)</td>
</tr>
</tbody>
</table>
Breakdown of Different Aspects of Water and Waste Management in Registered Hotels

<table>
<thead>
<tr>
<th></th>
<th>MEDIUM &amp; LARGE (&gt;=50 rooms)</th>
<th>SMALL (&lt; 50 rooms)</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>NUMBER OF HOTELS</td>
<td>68</td>
<td>232</td>
<td>300</td>
</tr>
<tr>
<td>WATER</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>DUAL FLUSH TOILETS</td>
<td>49</td>
<td>162</td>
<td>211</td>
</tr>
<tr>
<td>LOW FLOW SHOWERS AND TAPS</td>
<td>39</td>
<td>67</td>
<td>106</td>
</tr>
<tr>
<td>LINEN AND TOWEL REUSE</td>
<td>24</td>
<td>9</td>
<td>33</td>
</tr>
<tr>
<td>WASTE</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>SEWAGE TREATMENT PLANTS</td>
<td>52</td>
<td>28</td>
<td>80</td>
</tr>
<tr>
<td>SOLID WASTE SEGRAGATION</td>
<td>57</td>
<td>121</td>
<td>178</td>
</tr>
<tr>
<td>BIOGAS</td>
<td>7</td>
<td>4</td>
<td>11</td>
</tr>
</tbody>
</table>
Sri Lankan Hotel Benchmarks
# Analysis of Sample Hotels for Benchmark studies

<table>
<thead>
<tr>
<th>Tourist Board Region</th>
<th>Large Hotels</th>
<th>Small Hotels</th>
<th>Total</th>
<th>% of Grand Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ancient Cities</td>
<td>12</td>
<td>12</td>
<td>24</td>
<td>26.6</td>
</tr>
<tr>
<td>Colombo City</td>
<td>4</td>
<td>1</td>
<td>5</td>
<td>5.6</td>
</tr>
<tr>
<td>East Coast</td>
<td>0</td>
<td>1</td>
<td>1</td>
<td>1.1</td>
</tr>
<tr>
<td>Greater Colombo</td>
<td>11</td>
<td>5</td>
<td>16</td>
<td>17.8</td>
</tr>
<tr>
<td>High Country</td>
<td>4</td>
<td>12</td>
<td>16</td>
<td>17.8</td>
</tr>
<tr>
<td>Other</td>
<td>0</td>
<td>4</td>
<td>4</td>
<td>4.4</td>
</tr>
<tr>
<td>South Coast</td>
<td>17</td>
<td>7</td>
<td>24</td>
<td>26.7</td>
</tr>
<tr>
<td>Total</td>
<td>48</td>
<td>42</td>
<td>90</td>
<td>100</td>
</tr>
</tbody>
</table>
The indicators were statistically analysed by fitting into a log normal curve, from which the benchmarks were established. The benchmark values were set as the unit consumption of the lowest 16% sample set or one standard deviation ($\sigma$) less than the mean value of the unit consumption. Other industry measures of the indicator from the analysis are as follows:

Minimum – this is the minimum value of the indicator found in the sample

Maximum – this is the maximum value of the indicator found in the sample

Mean – this is the average value of the indicator of the hotels in the sample set

Mode – this is the value of the indicator of a majority of the hotels in the sample

Median – this is the value of the indicator below which there are 50% of the hotels and above which there are the other 50% of the hotels

Benchmark – Value of indicator accommodating 16% of the sample of hotels in the lower indicator region
Sample mean deviation 5 star category

![Graph showing primary energy consumption with 77% occupancy and a benchmark of 95 kWh/Room Night.](image-url)
Project ‘legacies’

- Hotels rely on the project as a source for advice on environmental issues
- High level of trust and credibility established
- Inquiries for environmental audits have been turned down due to constraints in project timelines
- Hotels regard involvement with the project as an endorsement of their commitment to the environment
- Comprehensive energy, water and waste data from 90 identified hotels can be increased if time and resources available
- Comprehensive interactive on-line web application for data analysis and benchmarking.
- The best available data base in the country on hotels related to energy and environmental good practices aspects
Future?

- Establish unit as Sri Lanka’s sustainability platform /focal point
- Forge more formal partnerships with other agencies (IUCN/SLSEA/THASL)
- Operate on a semi-commercial basis
- Improve Engineering knowledge in the hotel industry with training programmes
- Produce periodic research on sustainability performance aspects of the industry
THANK YOU!

EU SWITCH ASIA Programme – Greening Sri Lankan Hotels

www.greeninghotels.org