

The cutting edge in travel is here

The World Tourism Forum Lucerne (WTFL) is an annual event where global leaders in travel and hospitality meet the next generation of innovators. The scale of innovation and creativity is vast. TRAVTALK highlights six promising start-ups, including two from India, who reached the finals.



Hazel Jain

These challenging times call for a pandemic pivot. Travel and hospitality companies, regardless of their size, must

take cue from the new normal and re-invent themselves to adapt to the new world order. Small start-up companies are already disrupting businesses and it will serve us well to take heed or risk irrelevance.

One such platform that is putting the spotlight on new businesses who have innovative products to offer is the World Tourism Forum Lucerne through its annual Start-Up Innovation Camp. It received

over 400 applications from more than 90 countries, covering a broad spectrum ranging from digital solutions and gastro-guides to mattress rental. The scale of innovation and creativity is vast. Of these, 15 finalists were chosen under five categories. From India, it received more than 50 applications! This proves that innovative spirit is alive and well, despite the ongoing global pandemic. That's why it is more important than ever to connect the driving forces behind it with established sources of knowledge and expertise, in order to shape the future of tourism together.

The Start-Up Innovation Camp 2021 will culminate in a hybrid festival dedicated to innovation in tourism on April 29-30, 2021 in Andermatt, Switzerland.

Innovator Speak

"Ecowrap is a waste management cum FMCG supply chain platform for hotels, restaurants and cafes. We offer free waste bins to users to segregate different types of waste at source. Once the waste is collected, it is resold to recyclers, manufacturers. To promote waste segregation at source we provide infrastructure and training. Our business model incentivises waste generators for segregating waste at source."



Angraj Swami
Head of Execution, Ecowrap (Jaipur)



Savini Sonavaria
Managing Partner, Pashoo Pakshee (Mumbai)

"PashooPakshee works with communities that live near tourist destinations to make sustainable souvenirs. All our products are made by local artisans and women from marginalised communities living in wildlife conflict areas. The idea is to contribute to local economy with sale of souvenirs and inculcate a sense of pride in locals to preserve their destination. Usually, 20-25% of the proceeds go back to the communities as stipends."

Six finalists to watch out for

Ecowrap (India) is an IoT and SaaS-based one-stop solution to help HORECA (hotels, restaurants, cafes) in sustainable treatment of their solid waste and also create livelihood opportunities for women.

BOT to integrate living, working and entertaining spaces atop, forming different moving spaces to provide on-demand services and shared mobility. Its application can enable small vendors reach larger audiences.

for hotels. It helps hotels digitise analogue purchasing and storage processes by using data for better decision-making and more efficiency.

PashooPakshee (India) mission is to design and supply socially responsible and destination-specific souvenirs which are made by artisans and locals living near the destination. It was short-listed for WTFL Innovation Camp 2021 in the top 10 in the Impacting category.

Indy Guide (Switzerland) is a booking platform for local guides, drivers and tour operators in underrated destinations.

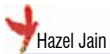
Booknbook (UK) is an all-in-one platform for restaurant transformation to redesign management and customer experience.

PIX Moving (China) builds autonomous driving chassis PIX-

Avisio (Austria) is an all-in-one supply management platform

'Ecowrap stood out for us'

Prof Martin Barth, President & CEO, World Tourism Forum Lucerne, discusses the two finalists from India and why more start-ups should consider applying for their Innovation Camps. He adds that the main factors they considered in the selection process were pressing problems that candidates aimed to solve and their potential to scale.



Hazel Jain

Was there a recurring pattern in the type of innovation developed by the finalists this year?

Not at all, and this makes it so interesting for us and the whole industry. The start-ups have different backgrounds, tackle different issues and come up with great new business models. There are great ideas of supporting companies to make remote work more meaningful. Another start-up is focusing on mobile ordering and delivery of food. One is focusing on mobile-based tour guides or a new supply management concept for hotels.

Tell us what made you pick Ecowrap as one of the finalists?

Ecowrap is a finalist in the Impacting category (Sustainability and Social Impact) where the competition was very tough and we received many high-potential,



Prof Martin Barth
President & CEO
World Tourism Forum Lucerne

very diverse business models which made it very challenging for the jury to select three finalists. The main factors that weigh up in the selection process are the pressing problems that candidates are solving and their potential to scale. Ecowrap stood out exactly for this reason. It offers a much-needed solution to a pressing problem in emerging countries- a one-stop solution for waste segregation, collection, tracking, and recycling and up-cycling for HORECA sector. It has also demonstrated solid

traction and great potential to go international, and therefore we believe that it could benefit enormously from the camp's exposure to foreign markets outside India. PashooPakshee stood out among close to 150 other applications as they offer a solution to a real problem to both tourists looking for purpose and destinations looking to showcase better their unique identity and support local artists.

What will the Start-Up Innovation Camp involve?
The Start-up Innovation Camp

It has demonstrated solid traction and great potential to go international



gives start-ups a chance to connect with investors and the industry. During the four days, they will be coached from master students from the university in Lucerne who arrange individual meetings for them including personal coaching with our innovation partner Accenture. Different keynotes, discussions and exchanges will complement the Camp. Last but not least, all start-ups work on a local

challenge to add value to the destination in which the Camp will take place.

When can start-ups send in their application for the next year?

The dates for 2022 are not fixed yet. But what we know is that we will organise our second Start-up Innovation Call and Camp in India in 2021. After our successful start in December 2019 in Bengaluru, we will be back with our partners

IHCL and TATA Trusts with the Subcontinent India call soon. We hope to have more partners who will join our initiative to support and highlight the best start-ups. India is a very interesting market for travel and tourism. India has to offer what tomorrow's travellers are looking for: great hospitality, outstanding landscape, rich culture, enough space, sustainable tourism products and delicious cuisine.