12 most innovative sustainable travel and hospitality start-ups

The firm works only with European companies to find alternative packaging solutions including, for example, bags made from compostable
cellulose and home-compostable certified hot beverage cups. R-PET is the direction that the food industry is taking to go further. Today the startup with a team of 3 is providing big company names in Switzerland such as Manor. I am not saying that this is the end of plastic, but our wish is to find a strategy for a sustainable management of plastics in the sense of a circular economy.

Providing simple environmental information is key to helping our society move towards a greener future, and the current lack of transparency on food products is what drives me to raise awareness on the major environmental issues of our actual diets. The EHL incubator provides us the perfect environment to carry out our mission. The Ecoscore by Beelong. Sustainable innovation reaches far beyond the boundaries of EHL, with exciting new startups launching all the time. Among the hottest areas in sustainable innovation is experiential tourism. And a growing number of startups are responding to that desire for authentic connection. Here are a few examples; there are dozens more. Image from Tastemakers Africa.

For example, a new British operator founded Byway specializing custom journeys by train, boat and bike to off-the-beaten corners of Europe. In response to the increased pressure on airlines to reduce and offset their carbon emissions, most airlines have adopted zero-net emissions targets and are working to develop alternative biofuels. A number of startups are facilitating that transition. Image from OpenAirlines. Home Business Management 12 most innovative sustainable travel and hospitality startups. Business Management.

Written by, Natacha Reymond. EHL's Innovation Village EHL has been at the forefront of innovation in the hospitality sector for years and in , launched an incubator for the development of new concepts. Showcasing the sustainable travel and hospitality start-ups launched at EHL One-StepUp, an initiative founded by Jeanne Guerlais to encourage businesses to rethink packaging and reduce the use of plastic that is polluting oceans, soils and compromising the health of future generations. Finally, among these variables, the relevance of the environmental pressure variable with green marketing strategy was eliminated and the other variables were correlated with sustainable innovation.


INDUSTRY REPORT: Hospitality Innovation Strategy in Practice

Update my browser now. The winning proposals have been chosen in three categories: Innovation, Holistic approach to sustainability and Guest experience. About the final winners: Go Back. Select your country. Your browser is out-of-date! Carlos Martin-Rios, is based around a comprehensive model reviewing combinations of technological and non-technological innovations and analyzes how different innovation strategies contribute to generating competitive advantages for hospitality businesses. Rios has been tracking hospitality innovation for the past several years, surveying hundreds of managers and interviewing more than 50 executives and thought-leaders to produce this report. Hospitality innovation management is one of the most salient topics in international hospitality, tourism and travel management.

For many, innovation is equated with technology, and only scientists and engineers bring innovation to life. Yet, it can occur in many avenues that have little or nothing to do with technology or science. Identifying the role of various forms of innovation and their impact on innovation returns and firm performance, provides valuable decision-making information for hotel managers. We rounded-up key takeaways from the report. Nowadays most service innovations in hotels come from technological innovations. It is a crucial driver of growth, an effective way to neutralize digital disruption from OTAs and sharing economy firms, and an effective tool in attracting younger generations. Despite the importance of technology advancement, these firms do not obtain significantly higher results in overall customer retention and average bed occupancy rate.

Investment in new technologies should be strengthened through a combination of several forms of innovation. Additionally, one of the keys to profitability in new service development is launching unique, superior services with a compelling value proposition. This trend is largely tapped into by successful hospitality firms as service innovation is prominent among successful hospitality firms. As recent research suggests, the nature of services and the pace of change have shifted dramatically in recent years, and mastering the traditional aspects of service delivery is no longer enough McKinsey. Offentimes, innovation in the hotel industry is not so much about new services, but really all about processes.

It has been a while since hotels modernized their processes and optimized their operations by standardizing them. Today, new processes bring together consumer experience, e-commerce, big data and digital transformation, and revenue growth analytics. EHL's Innovation Village EHL has been at the forefront of innovation in the hospitality sector for years and in, launched an incubator for the development of new concepts.

Showcasing the sustainable travel and hospitality start-ups launched at EHL One-StepUp, an initiative founded by Jeanne Guerlais to encourage businesses to rethink packaging and reduce the use of plastic that is polluting oceans, soils and compromising the health of future generations. By providing an automated overview of their waste stream, KITRO enables businesses to make targeted changes to increase efficiency and reduce waste and cost. Initially supported by EHL during a pilot program that started in, Beelong was founded in to bring greater transparency,
The idea, aided by innovative solutions, produces large and small lifecycles to collect and recycle the material into traditional and new products.

The B-Certified, Barcelona-based online startup Authenticitys designs local experiences that drive social change. I Like Local runs tours in 19 countries across Asia and Africa with the goal of creating a source of sustainable income for guides and hosts while providing travelers with off-the-beaten track experiences including family homestays with indigenous communities, cycling, crafts and cooking. Start-ups helping airlines to reduce and offset carbon emissions. In response to the increased pressure on airlines to reduce and offset their carbon emissions, most airlines have adopted zero-net emissions targets and are working to develop alternative biofuels. A number of start-ups are facilitating that transition. Image from OpenAirlines. Home Business Management 12 most innovative sustainable travel and hospitality start-ups. Business Management.

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By providing an automated overview of their waste stream, KITRO enables businesses to make targeted changes to increase efficiency and reduce waste and cost. One key way that the sector can look to innovate is by capitalising on emerging consumer trends in order to cater to changing consumer needs and demands. The COVID crisis has seen a number of emerging consumer trends when it comes to food, including an increased interest in consuming local food and more consideration of health products. Kallmuener also highlighted this as an opportunity for the foodservice industry to capitalise on and seize the opportunities emerging in a changing business environment. However, farmers have been rapidly innovating to create novel means of selling their produce to keep themselves afloat. The re-opening of the hospitality sector could be an opportunity to support sustainability concerns of consumers, according to the association. Carlos Martin-Rios, is based around a comprehensive model reviewing combinations of technological and non-technological innovations and analyzes how different innovation strategies contribute to generating competitive advantages for hospitality businesses. Rios has been tracking hospitality innovation for the past several years, surveying hundreds of managers and interviewing more than 50 executives and thought-leaders to produce this report. Hospitality innovation management is one of the most salient topics in international hospitality, tourism and travel management.

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Additionally, one of the keys to profitability in new service development is launching unique, superior services with a compelling value proposition. This trend is largely tapped into by successful hospitality firms as service innovation is prominent among successful hospitality firms. As recent research suggests, the nature of services and the pace of change have shifted dramatically in recent years, and mastering the traditional aspects of service delivery is no longer enough McKinsey, Offentimes, innovation in the hotel industry is not so much about new services, but really all about processes.

It has been a while since hotels modernized their processes and optimized their operations by standardizing them. Today, new processes bring together consumer experience, e-commerce, big data and digital transformation, and revenue growth analytics.

The winning proposals are rewarded with innovation support by experts from research and academia, and the first ideas will be realized in the spring of the idea, aided by innovative solutions, produces large and small lifecycles to collect and recycle the material into traditional and new products. The model is scalable and can be applied anywhere in the world. It uses the eating experience as a tool to combine learning and enjoyment and, in this way quickly get people to understand the effect of nitrogen N, phosphorous P and potassium P on the circular economy, and the vital link between earth quality, produce and taste experience.

The jury has been supported by advisers and other experts in the circular economy, sustainable development and in other areas depending on the nature of the idea. The lessons learned are followed-up and disseminated for the purpose of inspiring more restaurants to innovate and transition to
the circular economy. North America, South East Asia and India English. Malaysia English. Australia and New Zealand. Carlos Martin-Rios, is based around a comprehensive model reviewing combinations of technological and non-technological innovations and analyzes how different innovation strategies contribute to generating competitive advantages for hospitality businesses. Rios has been tracking hospitality innovation for the past several years, surveying hundreds of managers and interviewing more than 50 executives and thought-leaders to produce this report.

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While manufacturing firms gave birth to several managerial innovations TQM, MBO or agile management, some of the latest management trends have emerged simultaneously in production and service environments, including hospitality. For example, agile management principles and techniques or Scrum, Lean, and Kanban or collaborative user-oriented and supplier relationships and innovations. Innovations in management play an important role for hospitality businesses. Not only from an outcome perspective but to develop, implement and monitor the progress of distinctive strategies boosting competitiveness. Hospitality is a notoriously labor intensive activity. So from an organizational behavior standpoint, effective management is a vital component for higher performance. Indeed, there is a significant relationship between pursuing organizational solutions and managerial innovations and results suggest a strong association between organizational innovation, business model innovation and overall organizational effectiveness of a firm.

Marketing innovation allows hospitality businesses to harness the power of customer satisfaction and many hotels have made great efforts to build brand loyalty through various marketing innovations, including creating online brand communities, new loyalty programs, or social media analytics.