

Abstract

Over the years blockchain has grown more mainstream. New applications in a variety of fields arise on a regular basis. With the rise of this technology, numerous innovative alternatives for its implementation, particularly in the hotel industry, are likely to evolve. In order to stay up-to-date and hence profitable, many firms and industries are seeking to adapt or improve their present procedures with the help of innovation. For instance, the ability to make necessary alterations and upgrades in order to meet the rapidly growing demands is critical hospitality. The way customers perceive businesses performance has a direct influence on their motivation to pay for the services. This does not only include innovation and adaptation of new technologies. Another important topic for hospitality is sustainable development. Every year more guests pay attention to the trending social and environmental issues and how well hotels are able to integrate potential solutions to the pending problems. Blockchain possesses a number of distinct characteristics that have yet to be incorporated into any current distributed system. These technical features have already proven to have a great potential in a variety of areas, specifically when it comes to ensuring sustainable development.

This thesis aims to contribute to the ongoing discussion over the hotel industry's long-term sustainability. For a successful adoption of blockchain in hospitality, it is necessary to examine the potential impact on hotels as a whole, along with particular departments within them. Another important discussion is customers' willingness to start utilizing a blockchain-operated platform. The results have concluded that it is important to spread awareness on the topic as familiarity with the technology was empirically proven to have a significant impact on the willingness to switch. This calls not only for a further research on the topic but for a continues development of the technology in an attempt