

Abstract

Especially since cryptocurrencies have been in the headlines around the world, Blockchain has become a familiar term to many people. But what is behind this new technology and what opportunities or risks does it bring? Blockchain is not only the name for the technical principle behind Bitcoin and Co. but also offers numerous other application examples. The principle of decentralisation and elimination of intermediate instances that are vulnerable to human error and therefore financially costly is very attractive for many types of commercial processes.

How attractive blockchain technology is for the hotel booking industry and tourism in general will be discussed in more detail in the following academic paper. The aim of this thesis is to evaluate, describe and test the different use cases of Blockchain technology in relation to hotel bookings and other tourism services through a quantitative survey and detailed literature research. For this purpose, a survey was conducted online among 72 participants and then tested on previously created hypotheses. The survey asked specific questions regarding trust in blockchain & cryptocurrencies, but also questions regarding their usual hotel booking habits. As a result of the evaluation, it can be seen that today a very large part has already had contact with cryptocurrencies and the blockchain and also predicts a great future for these systems, but the current mood is rather critical and only a limited number actually want to use the advantages of blockchain systems such as cryptocurrencies, smart contracts or NFTs. Furthermore, a comparison was made between already established online travel agencies that already use blockchain technology and those that reject this technology so far. The comparison was made in three different locations, Lisbon, Vienna and Beijing, and it was clear that blockchain-integrated websites tend to offer cheaper prices than those that reject blockchain.