

Chapter 2

Examine the Adoption of Blockchain Technology Among Tourists: An Emerging Economy Perspective

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ABSTRACT

Blockchain technology has become a hot topic of interest and has gained considerable attention in a range of research fields, including the tourism industry. It has completely transformed the way tourists experience things, but there is still ongoing

DOI: 10.4018/979-8-3693-6562-5.ch002

research on its impact in the field of tourism. This study aims to identify the facilitators that help in the adoption of blockchain technology in an emerging economy like India. The study examines various factors that contribute to the ease of use and effectiveness of a system, including expectations of effort, security, availability of resources, social influence, and expectations of performance. Conducted in Raipur, the capital city of Chhattisgarh, with a sample size of 380 using convenience sampling. Findings indicate that all facilitators significantly impact blockchain adoption among tourists. Effort Expectancy was found to be the most influential factor, while Social Influence had the least impact. This study offers valuable insights into the adoption of blockchain technology among tourists, specifically in central India.

1. INTRODUCTION

Technological advancements have the ability to revolutionize whole fields in cycles. In terms of the tourist sector, the advent of digitalization has been of great significance over the last few decades. It has paved the way for commercial contacts between private persons on a wide scale and established patterns that have reshaped the market by developing new trends. Around the course of the last several years, academics all around the world have shown an increasing interest in blockchain technology (BT) in a broad variety of study fields. The exponential growth of investments in blockchain-based solutions for the tourism sector indicates that the advancement of blockchain systems will significantly influence the industry's trajectory in the coming years. Through its disruptive innovation, BT is well positioned to redefine the way in which the tourist sector will evolve in the future by offering passengers with experiences that are integrated and seamless (Khan et al., 2017). Despite the rising interest in BT, the literature on its use in the tourist industry is still in its early phases. This is particularly true when compared to other technologies associated to the internet (Erol et al., 2022). There is a lack of a complete overview that explains and predicts the problems that are associated with the installation and adoption of BT within the tourist sector, even though there is understanding of the potential advantages that BT may give to the business (Irannezhad & Mahadevan, 2021). In this respect, scholars accept the necessity for a more in-depth examination of the factors that drive and discourage the adoption of BT, as well as the ramifications of its incorporation into the tourist setting from a theoretical and managerial standpoint (Valeri & Baggio, 2021). Previous studies have come under fire for failing to consider the point of view of end users, with much of their attention being directed on the technical architecture of BT (Önder & Gunter, 2022). In particular, the fact that visitors' views and their behavioural intentions toward the adoption of BT are not well understood is the root cause of the gap in the existing body of studies

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