Chapter 16
Enhancing Guest Experience in Hospitality Through Blockchain Technology

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ABSTRACT

The integration of blockchain technology into the hospitality industry represents a significant opportunity to enhance operational efficiency and improve guest experiences. Blockchain, a decentralized digital ledger offers transparency in security and immutability of data making it well-suited for applications in hospitality. The chapter explores various applications of blockchain technology in hospitality including booking and reservation systems, payment solutions, identity verification, supply chain management, loyalty programs and guest reviews. By leveraging blockchain

hospitality businesses can streamline processes, reduce costs and provide more personalized services to guests. However, the adoption of blockchain in hospitality also presents challenge including technical scalability issues, regulatory uncertainties and integration complexities. Collaborative efforts between industry stakeholders, technology providers and regulatory bodies will be essential in overcoming these challenges and unlocking the transformative power of blockchain in hospitality.

1. INTRODUCTION

In recent years, the hospitality industry has witnessed significant advancements in technology, reshaping the way businesses operate and interact with guests. One such technology that has gained considerable attention is blockchain. Blockchain, initially introduced as the underlying technology behind Bitcoin, has evolved beyond cryptocurrency and found applications across various industries, including hospitality.

Consumers' ever-shifting expectations and technological developments propel the hospitality industry into a state of perpetual flux. Within the hospitality and tourism industry, a tourist product is typically made up of a variety of different elements. These components could either be material or immaterial in nature. For instance, in a particular location there may be several different suppliers that contribute to the creation of services (Singh & Bathla 2023).

The hotel industry is just one of several that has seen blockchain technology's revolutionary impact in recent years. Guests' experiences, operations, and data integrity may all be improved with the use of blockchain technology, which is renowned for its decentralised and secure nature. Stakeholders that want to stay competitive and enhance service quality must understand the possibilities of blockchain in this context.

The primary purpose of this chapter is to critically review the application of blockchain technology in the hospitality industry, with a specific focus on enhancing guest experiences. This review will explore how blockchain can be integrated into various aspects of hospitality services, the benefits it brings, and the challenges faced in its implementation. By examining current uses, potential benefits, and future trends, this review aims to provide a comprehensive understanding of blockchain's impact on the hospitality industry.

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