



**HOTELSCHOOL  
THE HAGUE**

*Hospitality Business School*

# *Blockchain: opportunities or challenges for hospitality?*

Andrew Lim

Professor of Technopreneurship & Innovation

8 March 2018

ITB Berlin

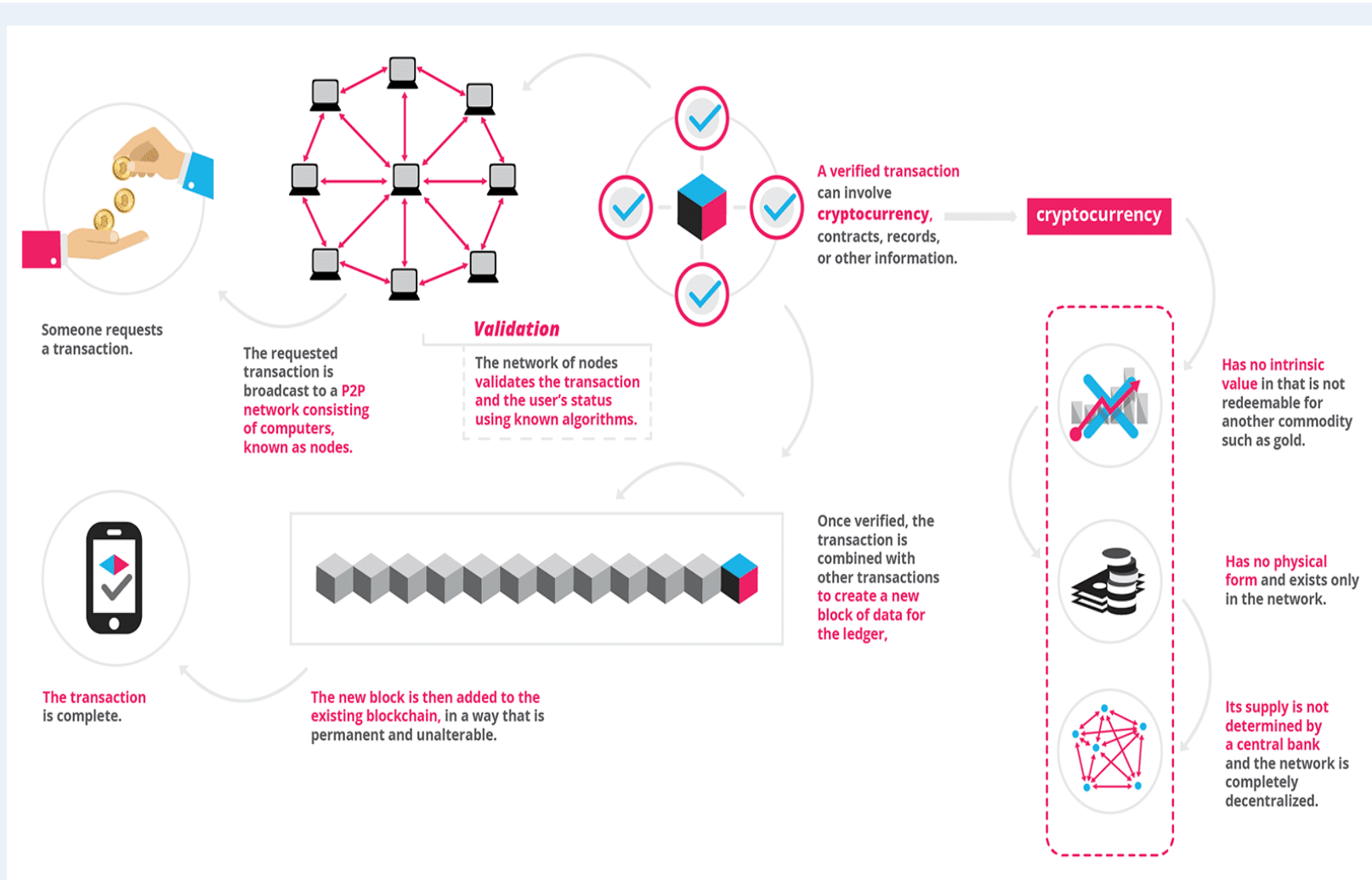
# *What is blockchain?*

“Blockchain is an incorruptible digital ledger of economic transactions that can be programmed to record not just financial transactions but virtually everything of value”

*Blockchain Revolution (Don & Alex Tapscott, 2016)*



# What is blockchain?



# *Blockchain business applications (1)*

New payment system

Smart contracts

Identity Management

Supply chain auditing



# *Blockchain business applications (2)*

New payment system

Smart contracts

Identity Management

Supply chain auditing

File storage & data management

Land title registration

Internet of Things (IoT)



# *Blockchain companies in hospitality*

Abab

Trippki

HotelP2P

Fujinto

Hotelgo24.com

Emphy

Lockchain

Pally

Loyyal



# *Blockchain: opportunities?*

- New payment system through crypto currency
- Eliminating 3rd parties
- Loyalty Management Programmes
- Transparency in Supply Chain

