TOURISM INDUSTRY MAY BENEFIT FROM BLOCKCHAIN APPLICATION

As far as identity verification and luggage tracking goes, it has a great potential in modern tourism industry. The blockchain applications seems to have a lot to add in the process of verifying the traveler's identity, as well as simplifying and improving luggage tracking.

The blockchain is the technological infrastructure that was behind the launch of bitcoin in 2009. At its core is a highly encrypted P2P network that stores information as a database, but in the blockchain each node in the network saves a complete copy of the record book.

This system prevents the data from being altered by only one of the parties, which guarantees that they maintain their integrity and that it is practically impossible to hack them.

The blockchain technology together with the mobile and biometrics, can put an end to inefficiency and the traveler's frustration, that has been caused until now by the use of disconnected and outdated systems.

All information is completely safe because it is encrypted, and swiping a QR code will only reveal the user's identity in every checkpoint. This way, the entire processes are simplified, while the control of the data remains safely in the user's hands.

Traditional luggage tracking involves many participants in highly fragmented and non-integrated systems; these systems are not interacting with each other in order to locate suitcases. In fact, every year the cost for the loss of luggage for airlines amounts to 2,300 million of euros, according to the Directive Board of Amadeus Ventures.

For this reason, improving communication between all the participants and individuals can pave the way to a solution and reduce costs. The solution is to integrate all operators in a centralized network where information regarding loss of luggage can be shared, as well as knowing where it happened and who should be in charge of the of the items' safety. This way, each operator can maintain their system, but decide what data should be shared through this network in order to make tracking easier.

However, technology on its own cannot replace interaction, but it does help making said interaction with the user to be transparent, adequate and personalized. Blockchain application isn't the solution to everything, but it must be applied in order to provide valuable solutions, in both small and large companies.

The e blockchain application is according to travel experts expected to make an entrance into the tourism industry, inspiring new opportunities to connect the traveler with the destination, as well as tourist companies.

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