

BLOCKCHAIN THIS!

A COUNTERINTUITIVE GUIDE TO CRYPTO IN TRAVEL



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Blockchain This !: A Counterintuitive Guide to Crypto in Travel



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Goodbye, waiting –In the travel industry, consumer goals generally center around brand authenticity, personalized encounters, reliable on-demand services and removing traveler friction. hello, instantaneous. Hotels desire to fulfill these high targets – As a forward thinking technology solution, blockchain will help lower working costs and make the travel sector more efficient in various methods. For the travel industry to essentially thrive, they need somebody who'll not disrupt business procedures, but really work positively with the industry. This is where blockchain comes in. thanks to criteria set by popular brands such as for example Amazon, Starbucks, Apple and Google, who are leading the client experience front and are establishing the bar high. As with main paradigm shifts that preceded it, blockchain technology will generate winners and losers. This book shines a light on where it can lead us within the next decade and beyond.



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