

# Forum TurisTIC

6ª EDICIÓN

CAIXAFORUM  
BARCELONA

10-11 ABRIL  
2018



## LOS MÜLLER

## UN VIAJE POR LA TECNOLOGÍA



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# ¿EL FUTURO ES EL BLOCKCHAIN?

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**Forum TurisTIC (6<sup>th</sup> ed.) held on April 10-11, 2018**  
CaixaForum Barcelona

Is Blockchain the Future of the Tourism Industry?

**11 April 2018, Barcelona, Spain**

**Marc Pilkington, PhD**

Associate Professor of Economics at the University of Burgundy Franche Comté, France  
Founder and Owner of Moldova Tours 2.0

**Moldova voted Europe's least-visited country in 2013 (Lonely Planet)**  
**Could blockchain technology shift the status quo?**







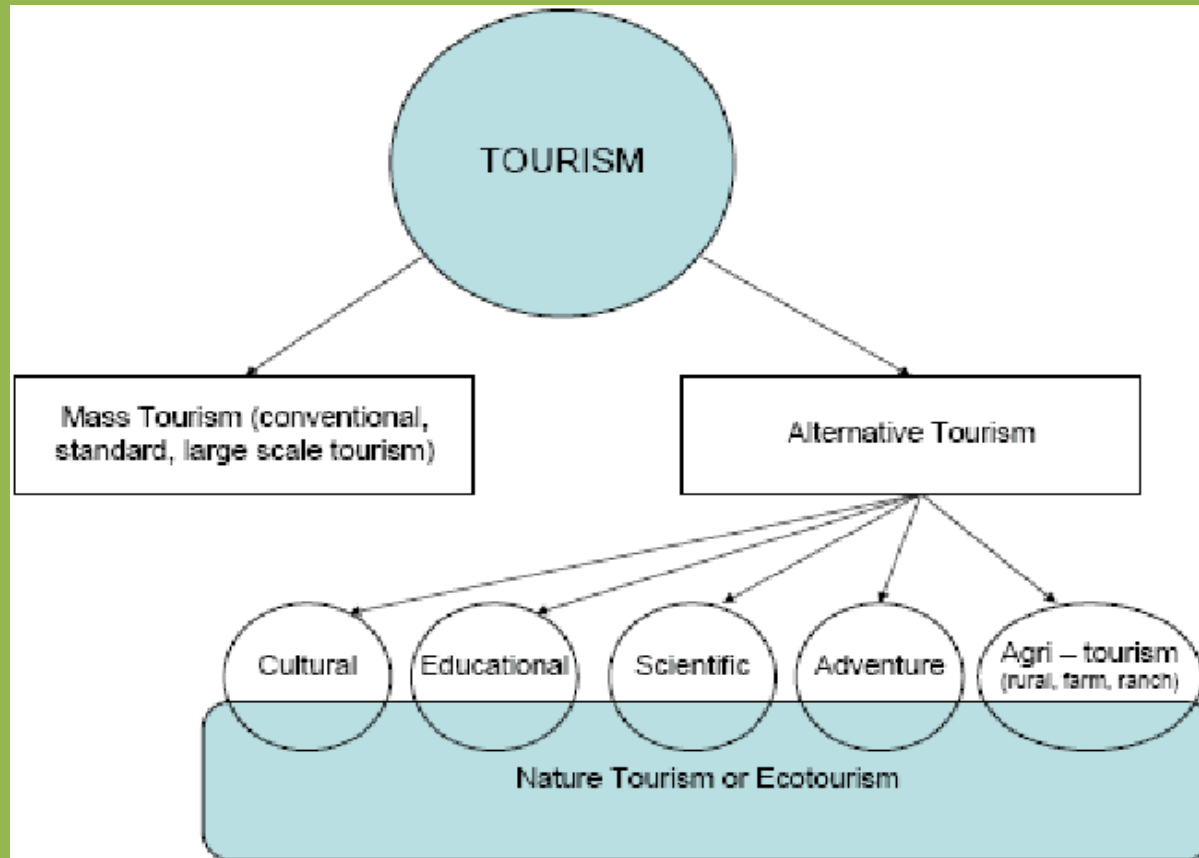
## Emergent tourism: shifting patterns in world tourism

Touristic flows have greatly evolved over the last decade; empirical data collected have confirmed some of these trends.

New developing countries where outflows originate have appeared in the leading positions of the ranking.

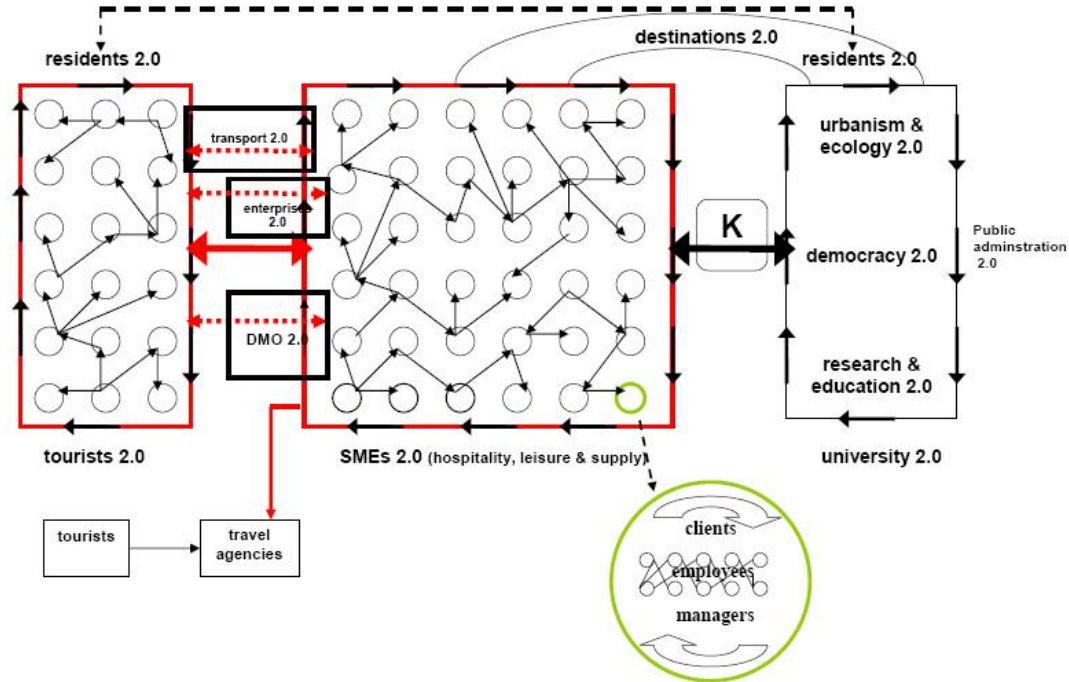
Emergent economies have disrupted the global configuration for tourism which now involves a much larger number of countries than before.

## 2) Emergent tourism: shifting patterns in world tourism



# MODEL 2.0 IN TOURISM

## Tourism ecosystem





*“Tourism 2.0 is the business revolution in the tourism and leisure industry caused by the move to the tourist ecosystem as platform, and an attempt to understand the rules for success on that new platform” (Edu, 2010)*

# Blockchain in Tourism?

Examples of digital tokens in tourism are on the rise.

In Hawaii, the parliament has created a working group to study this trend affecting its main issuing markets.

In Japan, since April 2017, an amendment to the Banking Act has recognized blockchain tokens as legal means of payment.

To facilitate purchases of tourists (especially Asian), some companies are beginning to offer the possibility to pay in Bitcoin, online or in shops (Isilines, Expedia).

# Blockchain for Tourism

- Purveyor of trust for the **tourism ecosystem**
- Blockchain technology: transparency, immutability and distributed ledger (no single point of failure)
- Cryptotokens for the tourism ecosystem
- Benchmark: Nautilus in Greece (2015), Smart Dubai
- Technology features: blockchain-based cryptotokens
- Expected benefits: **endogenous blockchain-driven growth of the tourism sector**:

# Blockchain for Tourism

- **1) Medium of Exchange**

Tokens can be used for crowdfunding purposes.  
Tokens can be used as a medium of exchange in the Tourism sector.

Future applications could pertain to tokens tied to a real-world promise by the asset issuers.

Digital tokens can be redeemed for something of value in the real world. This can include **tours**, **user generated content** while travelling (pictures, videos) new **tourism ideas**, **logos** etc...

# Blockchain for Tourism

## 2) **Alternative Currency System**

Subsidiary currencies could be created on a blockchain platform, for the purpose of circulation within the 2.0 tourism industry.

Ex: Nautilus coin on the Greek island of Nigistri in 2015 and Smart Dubai (reassurance for tourists, gamification strategy , loyalty rewards...)

### **3) Voting System**

Fully customizable voting solution, polls created / voted upon in a secure and non-tamperable environment. Immutable ranking of the best hotels, restaurants, agropensions, thereby boosting competition, enhancing efficiency and promoting tourism destinations.

**4) Loyalty programs** based on blockchains tokens

**5) 0 % fee booking systems** ↑ inward tourist flows



# **Can Blockchain really change your life?**

## **Other potential applications for tourism**

- 6) Ticketing and booking data processing**
- 7) Security and identity of travelers**
- 8) Maintenance of aircrafts: supply chain management**
- 9) Tourism authenticity (blockchain verified labels)**
- 10) Tourism and customer reviews**
- 11) Donations to tourism historical sites (conservation projects)**
- 12) Medical tourism and electronic health record management**

and so on...

# CRYPTO VALLEY IN SWITZERLAND



## Crypto Valley Reaches out to the Town Hall

Within a few years the region has become an actual cluster of FinTech companies. "Crypto Valley" already hosts more than 15 companies. By accepting Bitcoins as payment, the city council wants to set an example for the FinTech sector and the public. The Mayor Dolfi Müller explains: *"We want to express our openness to new technologies and develop new experiences. And we will invite FinTech companies to exchange ideas with the City Council. Our goal is to meet the requirements for an optimal development of our living conditions, and to understand better our economic environment"*

3 May 2016



## Formal launch of the Md Tokens in 2019

(still looking for tech partners)







**THANK YOU**  
for your  
**ATTENTION!**

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