

Tourism Experience Using Blockchain-Service Quality-Service Value Model

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Abstract: The goal of this study is to determine impact of Blockchain Technology in the Tourism Industry enhancing the Service Value and Service Quality among the players in the industry through BSS (Blockchain Technology- Service Quality- Service Value) model. **Design/Methodology/Approach:** A structured self-administered 380 questionnaires were designed and circulated to collect the preliminary information from the Tourists, Tour Operators, Travel Agents, and Hoteliers across the metropolitan cities using the Multi-Stage Cluster Sampling method to obtain a sample size of 284. Service Quality, technology, Service Value are the observed constructs to validate the hypothesis through SEM using Smart PLS 4. **Findings:** It can be observed that the technology addresses the pain points of the various participants operating in the tourism industry through the conceptualized BSS Model. The technology enhances the Service Quality by 80.2 per cent and Service Value by 81.3 per cent in the tourism industry. There is positive and strong relationship between Blockchain technology & Service Quality (0.893), Service value & Service quality (0.897), service value & blockchain technology (0.901). **Original Value:** The technology promises an instant, safe & advanced engine to the customers for managing bookings, payments, and hotel & property management, leading the clients to enjoy the maximum benefits eliminating the intermediaries and commission fees. It also ensures addressing the key players' pain points more effectively, adding customized service value offering quality service focused on customer satisfaction.

Keywords: Blockchain, Service Value, Tourism, Structural Equation Model, & Service Quality

INTRODUCTION

Digitalization provides customers with convenience (Neuhofer B, 2016), but it also allows businesses to cut expenses, broaden the impact of their information, and expand their reach. The adoption of new technologies (Verhoef et al., 2021) alters how businesses function. This process involves a variety of elements, including workflow, systems, and cultures. Every level of the business is impacted by this transformation (Valeri M, 2020), which pulls together data from many departments to improve collaboration. Artificial intelligence (Pencarelli, 2020), machine learning, and futuristic analytics (Fennell DA, 2013) are frequently used by businesses in the travel, hotel, and aviation sectors, for instance in marketing campaigns, online conferences, and workshops. All of this results in a rise in their companies' visibility, which makes acquiring customers easier and, most crucially, more affordable (Cuyper et al., 2021). However, there are common pain points (Macnish K, 2021) that are encountered by the participants in this industry like flight delays, baggage management, missed hotel reservations, security checkpoints, timely payments from the tourists' perspective (Nam K et al., 2021). The flip side of the coin with common challenges experienced by the tour operators, tour agencies, and hoteliers involves delivery of quality service (Parasuraman, 2020) and enhancing their service value leading to the growth of their business.

The greatest impact of blockchain (Buhalis et al., 2019) on the tourism industry is its capacity to increase the level of disintermediation. The emergence of online travel companies has altered the business dynamics in the