

Lucerne University of
Applied Sciences and Arts

**HOCHSCHULE
LUZERN**

Informatik
FH Zentralschweiz

Blockchain
Lab

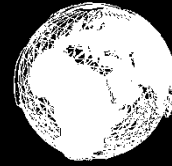


Blockchain: A new disruptive force in tourism?

Prof. Dr. Tim Weingärtner

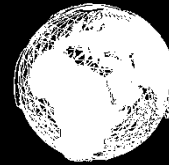
2.5.2019

Physical World



Digital World

Physical World



Digital World

sensing

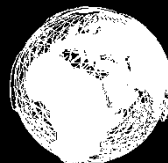
camera

speech recognition

IoT sensors

wearables, tracking

Physical World



Digital World

sensing

Internet of Things



acting

AR, VR, LCD

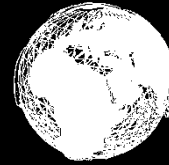
Chatbot

3D Print

Robot, Drone



Physical World



Digital World

sensing

Internet of Things

acting

Robot, Drone, 3D print

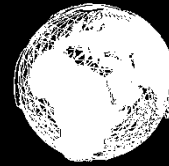


Artificial Intelligence
think, learn, decide



Databases
remember

Physical World



Digital World

sensing

Internet of Things

acting

Robot, Drone, 3D print



Artificial Intelligence
to think, learn, decide



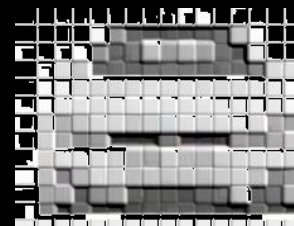
Big Data to
remember



Real world assets

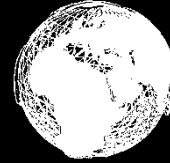


Crypto - Tokens

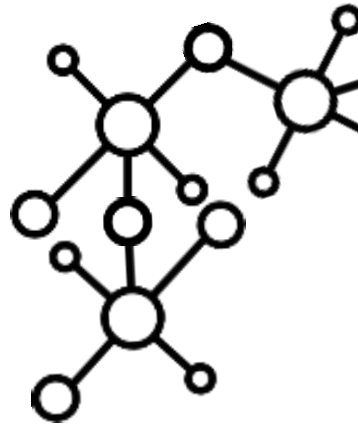


Digital Twin

Physical World



Digital World



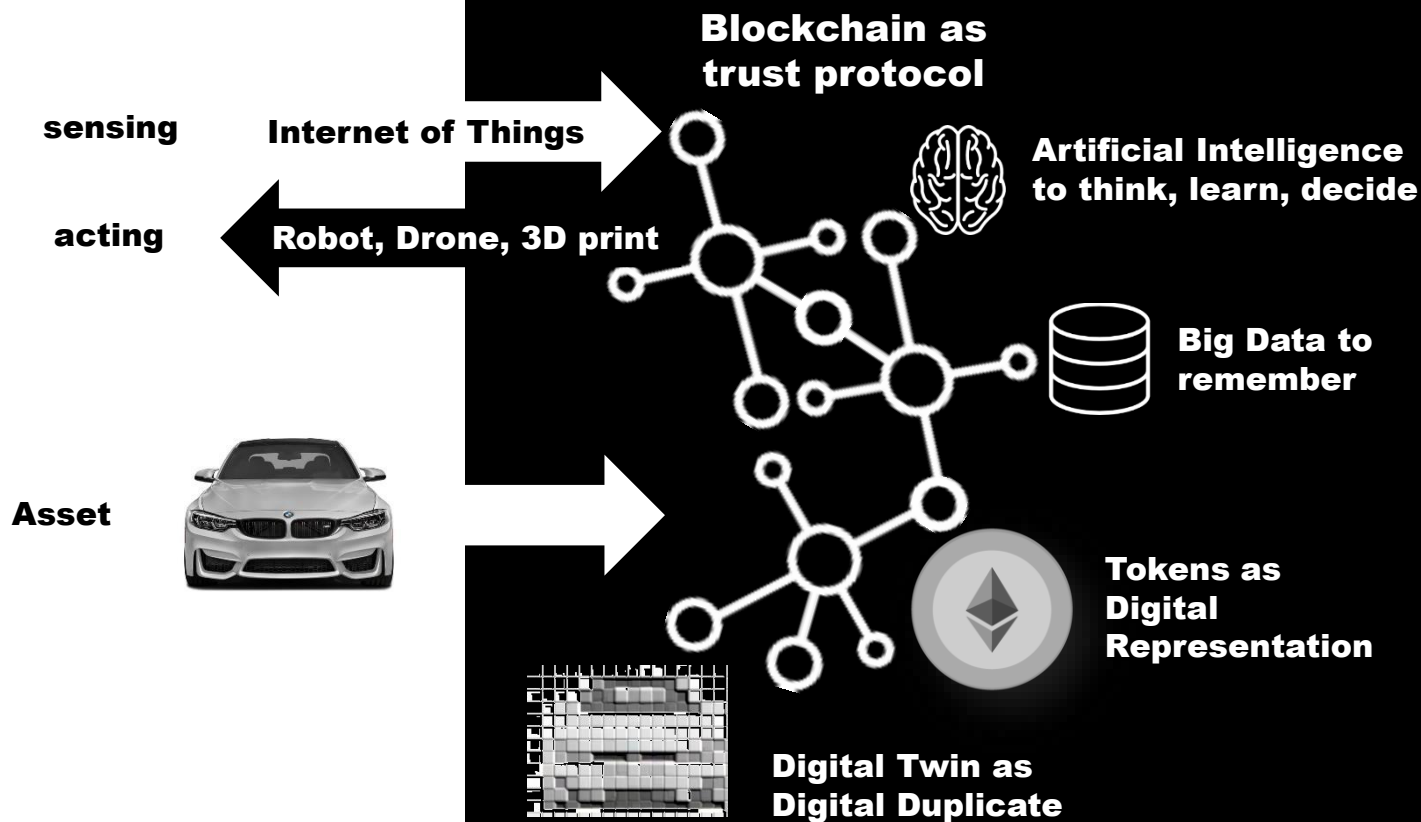
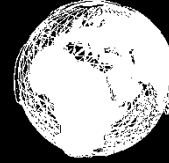
Blockchain

as link and trust

Physical World



Digital World



Use Case 1: Tokenize Assets or Services

- Create your own token
- Link services or rewards to it
- Engage tourists

But:

- Why using a Blockchain?
- What is the difference to an existing loyalty scheme?
- How can you trade it?
- Is there a market?



Use Case 2: Track items

- **Track items on the Blockchain**
 - **Luggage**
 - **Food**
 - **Tourists (?)**

But:

- **Are you ready to make this transparent?**



Use Case 3: Payment

- **Use crypto currencies for payment**
- **Eliminate middle man**
- **Reduce transaction costs**

But:

- **How do customers find your offering?**
- **Cryptocurrencies are not widespread!**
- **Can your staff handle it?**
- **Do you know about the risks?**



Use Case 4: Automate renting

- **Be the next Airbnb**
- **Rent out your rooms via smart contracts**
- **No need for on-site service**

But:

- **How do customers find your offering?**
- **Crypto currencies are not widespread!**
- **Can your staff handle it?**
- **Do you know about the risks?**



Use Case 5: Finance your site with a token sale (ICO / STO)

- **Get funding without a bank**
- **Engage your customers**
- **Use an existing token platform**

But:

- **What is the difference to Hapimag?**
- **Is there a market for the tokens?**

CROWDLITOKEN
THE DIGITAL REAL ESTATE ASSET



 **SwissRealCoin**
THE SWISS REAL ESTATE TOKEN

 **tokenestate**

Use Case 6: Self Sovereign ID

- **Let the customer control his data**
- **Be compliant with GDPR**
- **Build trust**

But:

- **Who already has a SSID?**
- **Do you like to relinquish the customers data?**

