

CRYPTOCURRENCY AS A METHOD OF PAYMENT IN THE TOURISM SECTOR

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Abstract

The purpose of this study is to look into the capability of cryptocurrencies as a viable alternative to traditional payment methods in the travel and tourism industry. Given the increasing popularity of digital currencies, the tourism industry must consider alternative payment methods. The study's goal is to determine whether cryptocurrencies can be a safe and practical payment option for the travel and tourism industry. The benefits and drawbacks of cryptocurrency adoption in the travel and tourism industry were examined using a case study method. The study focused on customer preferences, security, and regulatory compliance. In-depth research was conducted on a select group of companies that have already implemented cryptocurrency as a payment option, as well as on interviews of business leaders. According to the study's findings, there is a high demand for the adoption of cryptocurrencies in the travel and tourism sector. Customers seeking secure and convenient payment methods may benefit from the use of cryptocurrencies. The study emphasizes the importance of addressing security concerns and regulatory compliance, as these are significant barriers to cryptocurrency adoption in the travel industry. The study provides a road map for cryptocurrency adoption in the travel industry, recommending that the industry focus on developing secure and user-friendly cryptocurrency payment methods, as well as actively collaborate with regulatory bodies to ensure compliance. This case study offers valuable insights to industry participants on how to effectively embrace and use cryptocurrencies in day-to-day business operations. Finally, this study offers a thorough examination of the potential of cryptocurrencies as a new form of payment in the travel and tourism industry. The findings of the study provide a clear understanding of the benefits and drawbacks of using cryptocurrencies, as well as valuable insights for industry participants on how to effectively adopt and use cryptocurrencies in their operations.

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INTRODUCTION

Recent technological developments have had an impact on the tourism industry, and one important component of this shift has been the adoption of new payment methods. Since the emergence of cryptocurrencies, it has been crucial for the travel and tourism sector to consider if they may be integrated into their payment systems. Over the past ten years, cryptocurrencies have been increasingly popular, with Bitcoin being the most well-known. Blockchain, the technology that underpins cryptocurrencies, has sped up this development. Blockchain technology offers a secure environment for carrying out financial transactions because of its decentralized nature. There has been an increase in the use of cryptocurrencies as a form of payment across a number of industries, including retail, finance, and healthcare. The tourism industry has been sluggish to adopt this new payment option, though.

The major goal of this study is to determine the features and drawbacks of using cryptocurrency as a form of payment in the tourism industry. This paper will look at how the tourism industry is doing right now, how it accepts payments, and how cryptocurrencies are affecting it. The study will investigate how industry participants and tourists view cryptocurrencies and the difficulties that come with using them in the travel and tourism business.

The results of this study will be important for the tourism sector since they will make clear the advantages and difficulties there may be in using cryptocurrencies as a form of payment, as well as propose advanced solutions. Policymakers and other stakeholders involved in determining the direction of the tourism industry will benefit greatly from the findings of this study.

LITERATURE REVIEW

The use of blockchain technology has the potential to transform many industries, including tourism. Blockchain's decentralization, transparency, and security can open up new opportunities and benefits for the tourism industry. As a result, numerous academic studies on the implications and potential of blockchain in tourism have been published. We hope to synthesize and analyze existing academic works on blockchain and tourism in this literature review. This review will cover the current state of blockchain adoption in tourism, the potential benefits and drawbacks of its implementation, and the implications for industry management and marketing. We hope to contribute to the ongoing discussion of this exciting and rapidly developing field by providing a comprehensive overview of the current academic discourse on blockchain and tourism.

The objective of Önder et al. (2018) is to initiate an academic discourse on the intersection of blockchain and tourism. With the potential for blockchain to disrupt traditional intermediaries, the future structure of the tourism sector has been a popular topic of discussion in recent years. Thees et al. (2020) and Erceg et al. (2020) aims to conceptually examine the implications of blockchain on the value system in the tourism industry, with the goal of identifying its potential benefits. Erceg et al. (2020) focuses on analyzing the potential of blockchain implementation within the tourism industry. Antoniadis et al. (2020) will review the main propositions and findings in the literature regarding the use of blockchain technology in tourism and tourism marketing. (Marco et al., 2020) endeavors to investigate whether the adoption of blockchain technology can improve governance and management of tourism businesses, exploring the opportunities, risks, and benefits of its adoption. Coita et al. (2019) seeks to identify the impact of blockchain technology on marketing in the tourism industry. Drawing from published works and existing implementations in the domain, Valeri & Baggio (2021) offers a critical reflection on the ability to capture benefits and enhance the effectiveness of blockchain technology in tourism. Valeri & Baggio (2021) begins with a description of the basic architecture and mechanisms of a blockchain system, then delves into the potential drivers and drawbacks of its adoption in the tourism sector, highlighting the managerial implications of its use. Other noteworthy works include Treiblmaier et al. (2020).

Finally, the literature review revealed that blockchain technology has enormous potential in the tourism industry. Several studies have been conducted to investigate the various benefits and challenges associated with its adoption and implementation. Although blockchain adoption in tourism is still in its early stages, the industry is already seeing some promising early results and potential benefits, such as increased security, transparency, and more efficient processes.

However, some issues must be addressed, such as security concerns, regulatory barriers, and scalability issues. Despite these obstacles, the literature suggests that blockchain technology has the potential to significantly benefit the tourism industry and transform the way it operates. This review of the literature on blockchain and tourism provided a comprehensive overview of the academic discourse and helped to lay the groundwork for future research in this exciting and rapidly developing field.

DATA AND METHODS

The adoption of cryptocurrency in the travel and tourism industry was investigated using a case study method. Case study research is an effective method for investigating a contemporary phenomenon in its natural setting, and it provides a rich and detailed understanding of a specific event, situation, or phenomenon. This methodology was chosen because it enabled a thorough examination of the subject matter, taking into account a variety of factors such as customer preferences, security, and regulatory compliance.

This study's data was gathered through a thorough review of secondary sources such as academic journals, books, and online articles. The sources were carefully chosen for their topical relevance and credibility. The number of hotels, airlines, and tourist agencies was determined by the availability of open access information. The information was then analyzed to provide a comprehensive picture of cryptocurrency adoption in the travel and tourism industry. In addition to reviewing secondary sources, an in-depth analysis of a select group of companies that have already implemented cryptocurrency as a payment option was carried out. This entailed investigating their adoption of cryptocurrency experiences, challenges, and successes, as well as the factors that influenced their decision. The study also included customer and business leader open interviews to gain their perspectives on cryptocurrency adoption in the travel and tourism industry.

The collected data were qualitatively analyzed to identify trends, challenges, and opportunities related to cryptocurrency adoption in the travel and tourism industry. The information was organized into themes and patterns before being synthesized to draw conclusions and make recommendations. The qualitative approach was chosen because it allowed for a thorough examination of the topic as well as a nuanced understanding of stakeholders in the travel and tourism industry's experiences, attitudes, and perceptions.

A thorough literature review and critical evaluation of the sources used in the study ensured the study's validity. The study's reliability was ensured by employing a systematic and rigorous approach to data collection and analysis, resulting in robust and credible findings.

The use of cryptocurrency in the travel and tourism industry is a growing topic of interest, and this study sought to investigate the issue using a case study methodology. To gain a comprehensive understanding of the current state of cryptocurrency adoption in the travel and tourism industry, the study used a comprehensive review of secondary sources and an in-depth analysis of selected companies. The study also included custom-

ers' and business leaders' open interviews to gain their perspectives on the subject. A thorough literature review and a systematic approach to data collection and analysis ensured the study's validity and reliability.

The study's findings offer valuable insights into the trends, challenges, and opportunities surrounding cryptocurrency adoption in the travel and tourism industry, as well as recommendations for industry participants on how to effectively embrace and use cryptocurrencies in their day-to-day business operations.

TOURISM INDUSTRY NOWADAYS

International tourist arrivals fell globally by 73% in 2020, according to the United Nations World Tourism Organization (UNWTO). This equates to a loss of 1.1 billion international arrivals and an estimated \$1.3 trillion in tourism export earnings.

According to the U.S. Travel Association, the travel and tourism industry in the United States accounted for 9.5% of total employment and \$1.6 trillion in economic output in 2019. Nonetheless, the sector is expected to lose \$500 billion owing to the pandemic in 2020.

The pandemic's impact on the tourism industry has been especially severe in developing countries, where tourism is a vital source of income and jobs. According to the UNWTO, the pandemic might push 100 million people into extreme poverty in 2020 and 2021, many of whom work in the tourism business.

Nonetheless, certain sections of the world are showing signs of revival. Domestic tourism, for example, has recovered in several nations, with some regions experiencing larger levels of domestic tourists than before the epidemic. According to the China Tourism Academy, domestic tourist earnings in China topped pre-pandemic levels during the recent Labor Day holiday.

The epidemic has also pushed the drive toward environmentally friendly and responsible tourism. According to a Booking.com survey, 53% of worldwide visitors said the pandemic has made them more likely to select sustainable travel alternatives in the future. Similarly, according to an ATTA analysis, adventure travel bookings in 2021 will be higher than they were before the epidemic in several regions.

METHODS OF PAYMENT IN THE TOURISM INDUSTRY

According to a survey conducted by the World Tourist Organization and the Spanish online travel operator Destinia, about 80% of respondents stated they would be prepared to pay for their travel expenses using digital currencies. In addition, Allied Market Research reported, the global mobile payment market,

which includes digital currencies, will reach \$11.3 trillion by 2027, increasing at a CAGR of 30.1% from 2020 to 2027.

The COVID-19 epidemic has pushed digital currency use in the tourism industry. According to a Chainalysis analysis, the use of bitcoin in travel-related transactions climbed by 13% from January to July 2020 compared to the same period in 2019.

Other digital currencies, such as Ethereum, Litecoin, and Ripple, are being used in the travel industry in addition to bitcoin. For example, the travel booking platform CheapAir.com supports Bitcoin, Bitcoin Cash, Litecoin, and Dash payments, whereas the Australian travel business TravelbyBit takes Bitcoin, Ethereum, and Litecoin payments.

Credit cards are widely accepted in the tourism industry, providing consumers with a convenient and secure method of paying for goods and services. They provide benefits such as the ability to make online purchases, earn rewards and discounts, and the added security of fraud protection (Floh & Treiblmaier, 2006).

Bank transfers are a popular method of payment in the tourism industry, especially for larger purchases such as tours or packages. Bank transfers have the advantage of being secure and simple to set up, but they can also be slow and complicated (Nikolaou & Antoniadis, 2002). Although cryptocurrency is a newer payment method in the tourism industry, it has the potential to provide a number of advantages over traditional payment methods. Cryptocurrencies are safe, fast, and provide an excellent level of privacy and anonymity. They also allow the tourism industry to reach out to a growing consumer market that is looking for innovative payment solutions (Thees et al., 2020).

The tourist business is a complicated and dynamic sector that relies on a diverse set of payment methods to fuel its expansion. The rise of digital currencies in the business creates new chances for the tourism industry to suit changing consumer wants and preferences. As the tourism business evolves, new payment methods are expected to arise, and the sector will need to adapt to stay up with changing consumer expectations and preferences.

CONCEPTION OF CRYPTOCURRENCY AND IMPACT ON INDUSTRIES

Cryptocurrency is a type of digital or virtual currency that use cryptography to safeguard transactions and control the generation of new units. Cryptocurrencies are decentralized and function independently of a central bank, which means they are not controlled by any government or financial organization.

With the launch of Bitcoin, the first decentralized cryptocurrency, the notion of cryptocurrency was established in 2008. Since then, other more cryptocurrencies, such as Ethereum, Ripple, and Litecoin, have arisen.

Blockchain technology, which is a distributed ledger that records transactions on several computers in a safe and transparent manner, is used by cryptocurrencies. Blockchain technology enables the secure transfer of digital assets in the absence of a central authority. A network of computers verifies and records the transactions on the blockchain, making it extremely difficult for any one entity to falsify or tamper with the records.

Cryptocurrency has had a big impact on a variety of businesses. Cryptocurrencies have challenged existing payment systems in the financial sector and have the potential to disrupt the way money is exchanged. Cryptocurrencies have enabled secure and rapid transactions in the retail business, removing the need for intermediaries and lowering transaction fees. Cryptocurrencies have the potential to transform the way payments are made in the travel and tourism business. Cryptocurrency transactions are more secure and faster than traditional payment methods, and they do not incur currency conversion fees. Customers who travel regularly or who want a safe and fast way to make payments while overseas will find these very appealing.

The gaming sector has also benefited from cryptocurrency technology, which allows for secure and quick transactions between players. In addition, technology is being employed in the healthcare business, where it has the opportunity to enhance the safety and confidentiality of medical data and patient information.

To summarize, blockchain is a rapidly evolving technology with the potential to change a wide range of sectors. While the technology is still in its infancy, it has already demonstrated enormous potential in regard to security, speed, and efficiency. The broad use of cryptocurrency is likely to have far-reaching repercussions for businesses such as finance, retail, travel and tourism, gaming, and healthcare, among others.

BENEFITS AND CHALLENGES

In recent years, the use of cryptocurrencies as a payment mechanism in the travel industry has grown in popularity (see: Figure 1), with both potential advantages and disadvantages. Despite this, the potential of cryptocurrency to improve the security, efficiency, and ease of transactions is widely discussed (Önder et al., 2018).

Figure 1: The 2022 Global Crypto Adoption Index



Source: *chainanalysis.com*.

Increased security is one of the primary advantages of employing cryptocurrencies in the tourism business. The usage of blockchain technology, the underlying technology for several cryptocurrencies, enables a secure and tamper-proof transaction ledger (Treiblmaier et al., 2018). This can lower the risk of fraud and other security risks associated with traditional payment methods. Furthermore, cryptocurrencies enable decentralized transactions, which means they do not rely on intermediaries such as banks (Treiblmaier, 2020). This can lead to speedier and cheaper transactions, which is especially advantageous in the tourism business, as transactions frequently entail foreign currency conversions and cross-border payments.

Increased efficiency is another advantage of employing cryptocurrency in the tourism business. Many of the tedious operations associated in traditional payment methods, such as invoicing and reconciliation, can be automated by the usage of cryptocurrency (Önder & Treiblmaier, 2018). This can lead to more efficient and speedier transactions, as well as cheaper operational expenses. The adoption of cryptocurrencies in the tourism industry can also benefit both tourists and tourism firms. Cryptocurrencies provide travelers a safe and efficient alternative in the ability to make payments without the use of currency or traditional banking services (Thees et al., 2020). Cryptocurrencies provide a flexible and convenient option for tourism enterprises to receive payments from travelers without the requirement for traditional payment processing services (Erceg et al., 2020).

Despite the potential benefits of employing cryptocurrency in the tourism business, there are a number of issues that must be solved. The lack of widespread

adoption and understanding of cryptocurrencies is one of the most significant obstacles (Treiblmaier, 2020). Many travelers and tourism firms may be hesitant to accept cryptocurrencies due to a lack of knowledge and comprehension, as well as concerns about the stability and security of the currency. Furthermore, the use of cryptocurrencies may raise legal and regulatory issues. Many nations do not currently regulate cryptocurrencies, making it difficult for tourism enterprises to use them legally (Antoniadis et al., 2020). Furthermore, there may be complications with bitcoin conversion into fiat currency, as well as cryptocurrency transaction taxation (Önder & Treiblmaier, 2018; Treiblmaier & Önder, 2019).

To summarize, using cryptocurrencies in the tourism business has the potential to improve the security, efficiency, and convenience of tourism transactions. To reap these benefits, however, it will be necessary to solve the problems of low adoption, legal and regulatory issues, and the need for education and awareness.

KEY FINDINGS AND STAKEHOLDERS' ATTITUDE

According to recent studies, the use of cryptocurrencies in the tourism industry is increasing. The availability of software allowing businesses to accept cryptocurrency payments is a problem, as they must use user-friendly software to make the payment process as simple as possible. According to user ratings, CoinsPaid and Paytomat wallet are the most popular payment processing software platforms. In Table 1, the author reported the safest and easiest application to start accepting digital currency, as well as the users' feedback (Treiblmaier & Önder, 2019).

Table 1: Payment processing software system popularity

| Name of the application | Country of origin | Users' assessment from 1 (bad) to 5 (good) |
|-------------------------|-------------------|--|
| (1) Coinbase Commerce | United States | 3.9 |
| (2) Electroneum | United Kingdom | 3.3 |
| (3) BitPay | United States | 4.1 |
| (4) Circle | United States | 4.1 |
| (5) Coinomi | Cyprus | 4.3 |
| (6) CoinGate | Lithuania | 2.7 |
| (7) Cryptopay | United Kingdom | 3.8 |
| (8) Blockonomics | India | 4.6 |
| (9) CoinsPaid | Estonia | 4.8 |
| (10) Paytomat wallet | Ukraine | 5.0 |

Source: G2, 2022, Own elaboration.

Table 2: Active or proposed blockchain-oriented software systems for the tourism industry

| Name and URL | Country | Active Status | Kind of Application | Blockchain |
|--|----------------------|---------------|--|--------------------|
| (1) WindingTree https://windingtree.com | Switzerland | Operating | Booking hotels and flights | Ethereum |
| (2) LockTrip https://locktrip.com/ | Bulgaria | Operating | Booking hotels, holiday homes, and flights | Ethereum |
| (3) FoodChain https://food-chain.it/ | Italy | Operating | Traceability of food products | Quadrans |
| (4) Bagtrax https://bagtrax.eu/ | United Kingdom | Operating | Baggage tracking | ND |
| (5) Yookye https://yookye.com/it | Italy | Operating | Organization of the holiday (holiday, home, services, experiences) | Ethereum |
| (6) DTCM Tourism 2.0 https://dubai10x.ae/ | United Arab Emirates | Announcement | Check the occupancy status of the hotel in Dubai | ND |
| (7) WICKET https://wicketevents.com/ | Italy | Operating | Ticketing | Ethereum |
| (8) Trippki https://trippki.com/ | United Kingdom | Operating | Hotel booking | Ethereum |
| (9) Travelchain https://travelchain.io/ | Russia | Prototype | Travel ecosystem | ND |
| (10) TripEcoSys https://www.tripecosys.com/ | United Kingdom | Prototype | Travel ecosystem | Ethereum |
| (11) Sardcoin https://www.sardcoin.eu/ | Italy | Prototype | Smart coupon ecosystem | Hyperledger Fabric |

Source: Caddeo & Pinna (2021).

In Table 2, Caddeo and Pinna (2021) reported 11 blockchain-oriented software systems for the tourism sector that were developed in Europe. These deal with not only payment processing, but also booking, tracking of goods, and check-in systems. These software systems use blockchain technology for storing and organizing customers' data. In the tourism sector, the high number of intermediaries can cause information lags, and delays that may result in financial losses.

HOTELS ACCEPTING CRYPTOCURRENCY AS A MEANS OF PAYMENT

Hotels are an integral part of the tourism sector; acceptance of cryptocurrency here will only strengthen the tendency and speed up the process of adoption in other parts of the tourism sector. Numerous hotels around the world currently accept cryptocurrency as payment.

Table 3: Hotels that are using cryptocurrency as a payment method

| Hotel Name | Country | Year of Adoption | Payment Technology |
|--------------------------------|-------------|------------------|--------------------|
| Bobby Hotel | USA | 2021 | BitPay |
| The Kessler Collection | USA | 2021 | BitPay |
| Dolder Grand | Switzerland | 2019 | Inapay App |
| Sri Panwa Phuket | Thailand | 2021 | BitcoinWide |
| The Pavilions Hotels & Resorts | Hong-Kong | 2021 | Coindirect |
| The Chedi Andermatt | Switzerland | 2021 | Worldline |

Source: Own elaboration based on the article of Yaël Bizouati-Kennedy for GOBankingRates.

TRAVEL AGENCIES AND AIRLINES ADOPTING CRYPTOCURRENCY AS A MEANS OF PAYMENT

In the tourism sector, not only do hotels accept cryptocurrency as a method of payment but also airline companies picked up the trend behind hotels. By collaborating with crypto exchange companies such as Bitpay and Coinbase, airlines now can accept cryptocur-

rency for booking. Customers can book any flight with Bitcoin using different services. One of the most famous is Alternative Airlines, which allows users to browse flights from over 600 airlines and pay for them using Bitcoin as well as many altcoins (types of cryptocurrency other than Bitcoin).

Table 4: Airlines that are using cryptocurrency as a payment method

| Name and URL | Country | Year of adoption | Cryptocurrency | Software to pay |
|--|---------------|------------------|-----------------------------|-----------------|
| (1) Airbaltic https://airbaltic.com/ | Latvia | 2014 | Bitcoin | BitPay |
| (2) CheapAir.com https://cheapair.com/ | United States | 2013 | Bitcoin | Coinbase |
| (3) Virgin Galactic https://virgingalactic.com/ | United States | 2014 | Bitcoin, Ethereum, Litecoin | Coinbase |
| (4) Peach Aviation https://flypeach.com/ | Japan | 2017 | Bitcoin | N/A |
| (5) Surf Air https://surfair.com/ | United States | 2017 | Bitcoin, Ethereum | Coinbase |

Source: Own elaboration.

Table 5: Travel agencies that are using cryptocurrency as a payment method

| Name and URL | Country | Year of adoption | Currency | Software to pay |
|---|---------|------------------|-------------------|-----------------|
| (1) BTCtrip.com https://btctrip.com/ | Poland | 2015 | Bitcoin, Litecoin | N/A |
| (2) Destinia.com https://destinia.com/ | Spain | 2014 | Bitcoin | GoCoin |

| Name and URL | Country | Year of adoption | Currency | Software to pay |
|---|----------------|------------------|----------------------------------|--------------------|
| (3) XcelTrip https://xceltrip.com/ | United States | N/A | Bitcoin, Litecoin, BNB, Ethereum | Coinbase |
| (4) Expedia https://expedia.com/ | United States | 2014 | Bitcoin, Ethereum, DASH, DGB | Coinbase |
| (5) Alternative Airlines https://alternativeairlines.com/ | United Kingdom | N/A | Bitcoin | Utrust, crypto.com |

Source: Own elaboration.

Finally, the study discovers a growing trend in the acceptance of cryptocurrencies in the tourist sector, with businesses, hotels, travel agencies, and airlines all embracing this new payment method. The usage of blockchain technology in the sector is assisting in the reduction of intermediaries and the improvement of information flow.

SOLUTIONS FOR CURRENT CHALLENGES

Cryptocurrencies are digital or virtual tokens that utilize cryptography to safeguard transactions and manage unit creation. Despite their potential benefits, one of the key obstacles in the tourism business is the lack of widespread adoption and understanding of cryptocurrencies. Several causes contribute to this problem, including concerns about the currency's stability and security, legal and regulatory hurdles, and conversion difficulties into fiat currency. Smart and innovative solutions must be implemented to address these issues.

One option is to raise cryptocurrency knowledge and comprehension among visitors and tourism businesses. This can be accomplished through education and training programs in which the benefits and hazards of adopting cryptocurrencies are thoroughly outlined. This will serve to debunk myths and misconceptions about cryptocurrencies and assist tourism businesses in making educated decisions about their use. Furthermore, governments can promote the usage of cryptocurrencies by building a favorable regulatory framework and giving support and resources to assist tourist enterprises in understanding the technology.

Another option is to improve cryptocurrency security and stability. Strong security methods, like as multi-sig wallets, safe storage systems, and insurance choices, can help achieve this. These steps can help to limit the danger of theft or loss of funds while also increasing tourism companies' trust in employing cryptocurrency. Furthermore, the development of stable coins such as USDT and BUSD, which are cryptocurrencies tied to a stable asset such as the US dollar, can assist in decreasing price volatility and provide a more stable alternative to other cryptocurrencies.

Additionally, by developing clear and simple standards and laws for the usage of cryptocurrencies in the tourism industry, the issue of legal and regulatory compliance may be addressed. This would aid tourism businesses by providing clarity and stability, lowering the risk of legal and regulatory issues. Furthermore, governments can collaborate with the cryptocurrency business to guarantee that all necessary tax laws and regulations are followed, reducing the possibility of taxation concerns.

Finally, a big difficulty in the tourism business is the lack of general use and understanding of cryptocurrencies. To overcome these problems and promote the usage of cryptocurrencies in the tourism industry, clever and innovative solutions can be applied. These answers include raising knowledge and understanding, improving cryptocurrency security and stability, and addressing legal and regulatory issues. By using these solutions, the tourism industry may reap the benefits of cryptocurrencies, such as enhanced efficiency and security, and assist in fueling the digital economy's growth and development.

CONCLUSION

Cryptocurrencies are still a relatively new and rapidly evolving technology, and their integration within the tourism industry requires a proactive and collaborative approach between governments, businesses, and travelers. In order to unlock the full potential of cryptocurrencies and enhance the efficiency, security, and convenience of tourism transactions, policymakers and stakeholders need to address the following issues:

- 1) Policymakers should invest in education and awareness initiatives to educate tourist businesses, travelers, and the general public on the benefits and risks of cryptocurrencies. This will help them learn and get more familiar with the technology, lessening their reluctance to utilize it.
- 2) To ensure the currency's stability and security, governments should establish a clear and comprehensive legal and regulatory framework for cryptocurrencies. This would give tourism businesses more confidence in accepting cryptocurrencies as payment and will help to alleviate the legal and regulatory difficulties associated with their use.

- 3) Governments should offer clear instructions on the conversion of cryptocurrencies into fiat currency, as well as the taxation of cryptocurrency transactions. This will lessen the obstacles and uncertainties in measures to protect the bitcoin market from fraud and other destructive actions. This will help to safeguard the currency's stability and security, as well as provide tourism businesses and travelers more confidence in adopting cryptocurrencies.
- 4) Policymakers should collaborate with industry players to design and execute comprehensive security measures to protect the bitcoin market from fraud and other destructive actions. This will help to safe-

guard the currency's stability and security, as well as provide tourism businesses and travelers more confidence in adopting cryptocurrencies.

The use of cryptocurrencies in the tourism industry has the potential to deliver considerable benefits such as lower transaction costs, higher efficiency, and improved security. To overcome the hurdles given by a lack of awareness, legal and regulatory issues, and security concerns, policymakers and stakeholders will need to work together. They can support the widespread use of cryptocurrencies in the tourism sector by addressing these fundamental challenges, enabling a more efficient and secure payment mechanism for the industry.

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