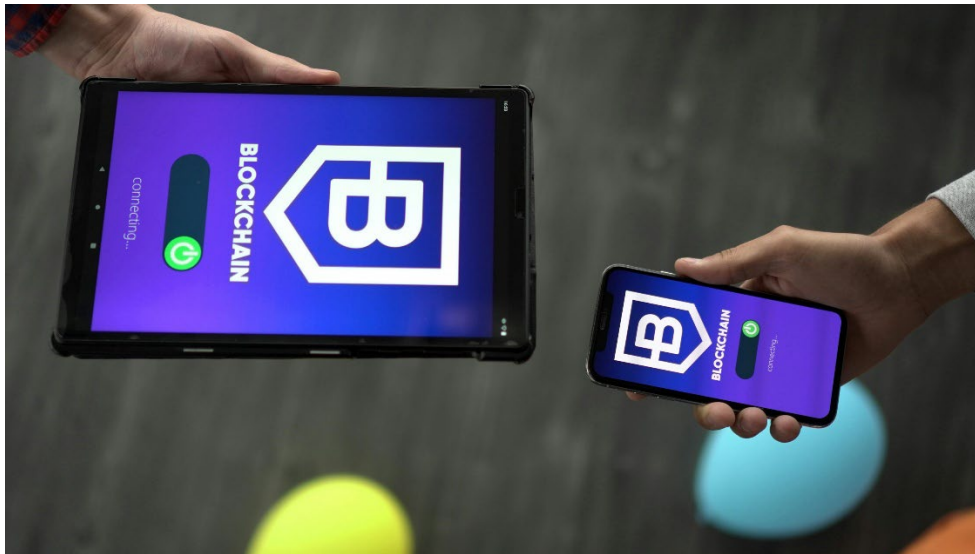


Blockchain Technology in Hotel Industry: A Case of Shangri-La Hotels & Resorts



Source: Unsplash (2021)

Background

A blockchain is a highly secure and reliable decentralized network where data and values are simultaneously shared and maintained by computers around the world (Synopsis, n.d.). This technology was originally used in cryptocurrency trading to guarantee a safe transfer of encrypted information between users (Travala.com, 2023). In today's world, blockchain technology has gradually been implemented in the hotel industry.

In recent years, Shangri-La Group developed a blockchain-based loyalty program named Shangri-La Circle to monitor customer rewards and deliver a more effective loyalty experience (Apps Run The World, 2023; Shangri-La, n.d.). Through tokenization, loyalty points and rewards are generated and distributed directly to end-users. Additionally, the app promotes a safe and secure booking channel for guests, where all transactions and information are exchanged through encrypted ledgers exclusively between the hotel and the customer. By excluding third-party sites such as online travel agents (OTAs) from the booking process, the risk of personal information leakage is minimized. Furthermore, once a transaction is created, both the hotel and the customer can transparently view the transaction details. This enhances the customer experience and fosters greater trust between the customers and the hotel.

Challenges

Several challenges must still be addressed for Shangri-La Hotels & Resorts to maximize the effectiveness of blockchain technology. The hotel industry often relies on outdated systems that do not easily integrate with modern blockchain solutions. Transitioning from these legacy systems to new blockchain-based platforms can be both time-consuming and costly for Shangri-La Hotels & Resorts (Duziak, 2023). Additionally, despite the robust security features

offered by blockchain, privacy concerns persist, particularly regarding the handling of personal guest information. Ensuring compliance with data protection laws is crucial (Löcher, 2023).

Discussion Questions

1. How does blockchain technology enhance security and reliability in data sharing and transactions?
2. What are the key differences between traditional data management systems and blockchain-based systems?
3. How does the transparency provided by blockchain technology affect the trust relationship between hotels and their customers?
4. What privacy concerns might still exist despite the robust security features of blockchain, and how can they be addressed?
5. What strategies can be implemented to improve the efficiency of locating and retrieving information stored across a decentralized blockchain network?
6. How do you foresee the role of blockchain technology evolving in the hotel industry over the next decade?

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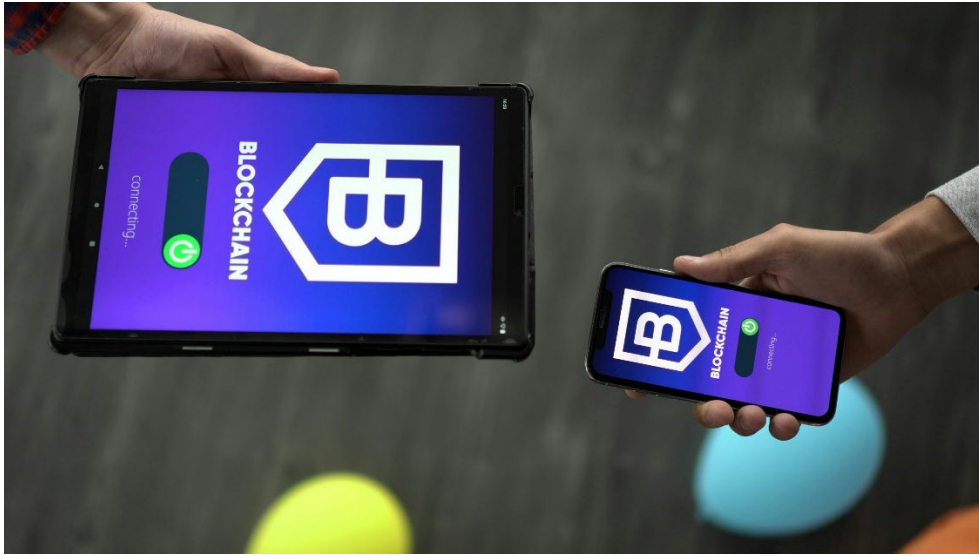
Keywords

- Blockchain
- Data security
- Loyalty program
- Hotel
- Trust
- Data privacy

Acknowledgement

This case study is based on and adapted from the work of Master's student Hsin-i HUANG from the School of Hotel and Tourism Management at The Hong Kong Polytechnic University

区块链技术在酒店业的应用：以香格里拉酒店及度假村为例



Source: Unsplash (2021)

背景

区块链是一种高度安全可靠的去中心化网络，数据和价值由世界各地的计算机同时共享和维护 (Synopsis, n.d.)。该技术最初应用于加密货币交易，以保证用户之间加密信息的安全传输 (Travala.com, 2023)。在当今世界，区块链技术已逐渐在酒店业得到应用。

近年来，香格里拉集团开发了一个名为“香格里拉会”的基于区块链的忠诚度计划，用以追踪客户奖励并提供更有效的忠诚度体验 (Apps Run The World, 2023; Shangri-La, n.d.)。通过代币化，忠诚度积分和奖励被生成并直接分发给最终用户。此外，该应用程序为客人提供了一个安全可靠的预订渠道，所有交易和信息都通过加密账本在酒店和客户之间独家交换。通过将在线旅行社等第三方排除在预订流程之外，个人信息泄露的风险得以最小化。更重要的是，一旦交易创建，酒店和客户都可以透明地查看交易详情。这提升了客户体验，并培养了客户与酒店之间更大的信任。

挑战

对于香格里拉酒店及度假村而言，要最大化区块链技术的效益，仍需解决若干挑战。酒店业通常依赖过时的系统，这些系统不易与现代区块链解决方案集成。对这些老系统进行改造或升级，向新的基于区块链的平台过渡，对香格里拉酒店及度假村来说可能既耗时又昂贵。此外，尽管区块链提供了强大的安全功能，但隐私问题依然存在，特别是在处理客人个人信息方面。确保遵守数据保护法规至关重要。

讨论问题

1. 区块链技术如何增强数据共享和交易的安全性与可靠性？
2. 传统数据管理系统与基于区块链的系统之间的主要区别是什么？
3. 区块链技术提供的透明度如何影响酒店与客户之间的信任关系？
4. 尽管区块链具有强大的安全功能，但可能仍然存在哪些隐私问题？应如何解决？
5. 可以采取哪些策略来提高在去中心化区块链网络中定位和检索存储信息的效率？
6. 您如何看待区块链技术在酒店业未来十年中的演变角色？

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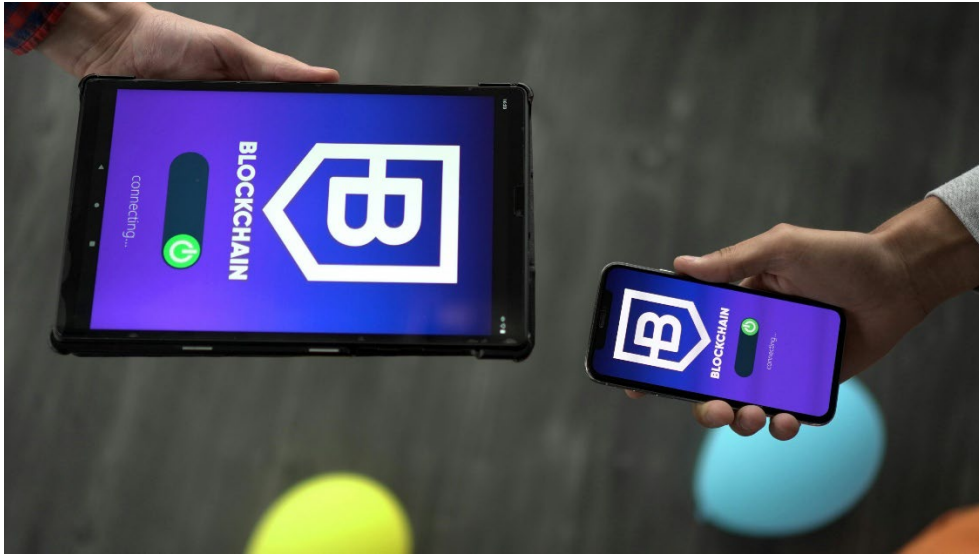
关键词

- 区块链
- 数据安全
- 忠诚度计划
- 酒店
- 信任
- 数据隐私

致谢

本案例研究基于并改编自香港理工大学酒店及旅游业管理学院硕士研究生 Hsin-i HUANG 的作品。

區塊鏈技術在酒店業的應用：以香格里拉酒店及度假村為例



Source: Unsplash (2021)

背景

區塊鏈是一種高度安全可靠的去中心化網絡，數據和價值由世界各地的計算機同時共享和維護 (Synopsys, n.d.)。該技術最初應用於加密貨幣交易，以保證用戶之間加密信息的安全傳輸 (Travala.com, 2023)。在當今世界，區塊鏈技術已逐漸在酒店業得到應用。

近年來，香格里拉集團開發了一個名為「香格里拉會」的基於區塊鏈的忠誠度計劃，用以追蹤客戶獎勵並提供更有效的忠誠度體驗 (Apps Run The World, 2023; Shangri-La, n.d.)。通過代幣化，忠誠度積分和獎勵被生成並直接分發給最終用戶。此外，該應用程式為客人提供了一個安全可靠的預訂渠道，所有交易和信息都通過加密賬本在酒店和客戶之間獨家交換。通過將在線旅行社等第三方排除在預訂流程之外，個人信息泄露的風險得以最小化。更重要的是，一旦交易創建，酒店和客戶都可以透明地查看交易詳情。這提升了客戶體驗，並培養了客戶與酒店之間更大的信任。

挑戰

對於香格里拉酒店及度假村而言，要最大化區塊鏈技術的效益，仍需解決若干挑戰。酒店業通常依賴過時的系統，這些系統不易與現代區塊鏈解決方案集成。對這些老系統進行改造或升級，向新的基於區塊鏈的平台過渡，對香格里拉酒店及度假村來說可能既耗時又昂貴。此外，儘管區塊鏈提供了強大的安全功能，但隱私問題依然存在，特別是在處理客人個人信息方面。確保遵守數據保護法規至關重要。

討論問題

1. 區塊鏈技術如何增強數據共享和交易的安全性與可靠性？
2. 傳統數據管理系統與基於區塊鏈的系統之間的主要區別是什麼？
3. 區塊鏈技術提供的透明度如何影響酒店與客戶之間的信任關係？
4. 儘管區塊鏈具有強大的安全功能，但可能仍然存在哪些隱私問題？應如何解決？
5. 可以採取哪些策略來提高在去中心化區塊鏈網絡中定位和檢索存儲信息的效率？
6. 您如何看待區塊鏈技術在酒店業未來十年中的演變角色？

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關鍵詞

- 區塊鏈
- 數據安全
- 忠誠度計劃
- 酒店
- 信任
- 數據隱私

致謝

本案例研究基於並改編自香港理工大學酒店及旅遊業管理學院碩士研究生 Hsin-i HUANG 的作品。