# Blockchain Technology Possibilities in Tourism

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**key words**

blockchain platform, tourism industry, advantages, problems and prospects

We revealed the possibilities of blockchain technology in the tourism industry as an innovative driver for optimizing and promoting tourism services in Industry 4.0 and substantiated the advantages of blockchain technology in the tourism sector, identifying its shortcomings in modern conditions. Particular attention is paid to startups using blockchain in tourism. Also we have described the prospects for using the blockchain platform in the tourism industry as an innovative service resource. Blockchain technologies attract developers and consumers with their reliability, trust, security, and transaction speed. Blockchain in the tourism industry is focused on ensuring the introduction of another innovative component of the modern digital world — cryptocurrencies, making calculations more ergonomic. In the blockchain system, the role of the state as a guarantor of the performance of the function of money becomes superfluous. Many countries are already actively working on the legal status of cryptocurrency. In the future, cryptocurrency may take a dominant place among the units of payment for services in the tourism industry (accommodation facilities, air transportation, etc.). Blockchain belongs to innovative technologies, and has recently become a significant tool in the struggle for a share with the traditional business in the entertainment and leisure industry.

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