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Sommario/riassunto   Learn blockchain in a simple, non-tech way and explore the different emerging technologies that open a world of opportunities in the space of tourism and hospitality. This book showcases examples of blockchain-based solutions implemented in different industries and connects them to use cases in hospitality and tourism (disintermediation, payments, loyalty programs, supply chain management, identity management etc.). Blockchain is one of the disruptive technologies that lays foundations for Web3.0, NFTs, Metaverse and other innovations. Despite many benefits, its adoption in the hospitality industry is very slow. Lack of awareness and connection to clear return-on-investment, coupled with many misconceptions and general perception of complexity is one of the main reasons why hospitality managers are reluctant to embark on the blockchain train. Blockchain for Hospitality and Tourism serves as a practical guide to the world of innovations, from the basics of blockchain to "how to start a project" with brief explanations of different technologies and capabilities. You'll review NFTs and Metaverse, along with current developments, tools, and platforms. After reading this book, you'll be equipped with enough knowledge to make strategic business decisions and able to discuss these topics within your organization and with vendors and suppliers in a comfortable way. As blockchain enters the next phase of its evolution, with more user-friendly interfaces and interoperability, see how it opens a world of opportunities in the space of tourism and hospitality. .