

Andaman Token: A Feasibility Study of Blockchain Adoption in the Tourism Industry

Warodom Werapun, Nattawat Songsom, Tanakan Khongfai, Ayuth Intrapradit, Jakapan Suaboot

College of Computing, Prince of Songkla University, Kathu, Phuket 83120, Thailand

{warodom.w, s6430621005, s6330613005, ayuth.i, jakapan.su}@phuket.psu.ac.th

Abstract— This paper investigates investment costs and challenges of implementing digital money in the tourism industry. Electronic cash offers financial transparency and transaction efficiency by eliminating the reliance on physical cash via a voucher system. Also, it enables travelers to make instant payments for bookings, accommodations, and services through digital platforms, thus simplifying cross-border transactions. However, recent difficulties encountered by Russian tourists in Thailand highlight the negative impact of restricted financial transactions on tourism revenue, underscoring the need for further examination and solutions. Embracing digital money enhances customer experiences, streamlines financial operations, and paves the way for a connected and cashless future of travel.

Russia was blocked. Some visitors expressed a desire to return home but could not do so due to the absence of cash. The issue has been confirmed by the Tourism Authority of Thailand (TAT) Deputy Governor. The ban on financial transactions with major Russian banks has affected the ability of tourists to pay for hotel rooms and services, make international money transfers, and so on. As a result, the number of Russian travelers in Thailand has significantly declined, impacting the industry's revenue.

Cryptocurrencies offer a compelling solution when cash or credit cards cannot be used, providing seamless and secure transactions. By utilizing cryptocurrencies such as Bitcoin or