

RHINE-WAAL UNIVERSITY OF APPLIED SCIENCES, DE
FACULTY OF SOCIETY AND ECONOMICS
SUSTAINABLE TOURISM, B.A.

BACHELOR'S THESIS RESEARCH:
DISTRIBUTED SUSTAINABLE TOURISM INFORMATION

Dennis Schönke is inviting you to a scheduled Zoom meeting.

Topic: DLT & Tourism

Time: Write me via 14680@hsrw.org

Join Zoom Meeting: <https://beitsarshalom-org.zoom.us/j/84192265692>

Meeting ID: 841 9226 5692

Passcode: 852349


PROF. DR. THOMAS PITZ (Game Theory, AI, Traffic Psychology)
PROF. DR. REISER (Hospitality & Sustainable Management / Development)

Dennis Schönke (14680)

August 4th, 2021

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Declaration on data protection and the absolute confidentiality of your information in oral or written interviews

<p>Dennis Schönke, student at Rhine-Waal University (HSRW, Germany), works according to the provisions of the German Federal Data Protection Act (DSGVO) and all other data protection regulations.</p> <p>There is no disclosure of data that reveals your person.</p> <p>The results of this interview are presented exclusively in anonymised form, except permission is granted to disclose further details. This means: Nobody can tell from the results by which person the information was provided.</p>	<p>The following person is responsible for compliance with data protection regulations:</p> 
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2.4. Item Formulation and Example Interview Guide

To formulate goal-oriented detailed questions (items) for each of our three relevant research categories, we use public communications by our frame population's specific corporations. From corporate presentations and report statements we can see how a certain corporation sees itself, what kind of strategies it follows to reach its goals, and what sources of revenue are maintained as of right now. In this way we can develop items for our research questions that are inclusive to the corporation's predefined goals. Again, every item must have this ultimate goal: To retrieve "the perception of the actors' definition of the situation", an orientation towards qualitative social science (Häder, 2015, p. 63).

2.4.1. Interview guide towards GDS: Amadeus IT Group

General Bachelor's Thesis:

"The relevance of Distributed Ledger Technology (DLT) for Travel Suppliers in the context of IATA's current Retailing Programs, such as New Distribution Capability (NDC) and ONE Order."

Research question specifically for GDS:

"Do GDS providers study DLT capabilities?"

Start:

Greetings and thanks for the time investment; Brief outline of the topic; Description of the flexible, individual interview process and the approximate duration (ca. 30 Min); Data protection agreement

Introductory questions:

- *How long have you been with Amadeus and what is your exact job title?*
- *What are your tasks for Amadeus?*
- *What do you associate with Distributed Ledger Technology (DLT)?*

Call back question: *How/when did this evolve?*

Question 1:

Amadeus helps the travel industry to sell and market content, manage traveler data, operate business processes, manage financial flows and to deliver analytics and insights. Amadeus received the Level 4 NDC certifications from IATA as an aggregator and IT provider (Amadeus IT Group, 2021 b).

- *What do you think, what would be the best response for Amadeus if IATA, a leader for Suppliers, considers further steps towards NDC-self-sufficiency?*
 - O Amadeus would try to improve its NDC IT services*
 - O Amadeus would increase research towards NDC solutions*
 - O Amadeus would increase general research towards data usage*

Question 2:

- *One single database to which IT providers, suppliers in travel and intermediaries in travel connect, would that not make sense for travel distribution?*

Question 3:

Background info

Amadeus Hospitality, Delivering the Future of Hospitality¹: “.. *equips hospitality organizations of all sizes with the technology needed to drive profitable ..*” Amadeus on-going research: Cloud-based architecture and Security, Massive data, Real-time analytics, Scalable technology: Built on open systems and a service-oriented architecture (Amadeus IT Group, 2021 a)

- “*Did you run DLT (Blockchain etc.) pilot projects? How could DLT be utilised at Amadeus?*”

Review and Outlook:

Brief summary of what has been said, Thank you again for the time, Information about the Bachelor’s thesis / results, Farewell

Vicálvaro, Madrid, ES, August 4th, 2021

Dennis Schönke



¹ <https://www.amadeus-hospitality.com>