

**Tourist Token (TOTO)****Blockchain rewards and loyalty platform for a tourism market**

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**Abstract**

Tourist Token (TOTO) is an ERC20 token based on the Ethereum blockchain. The TOTO token will be used to rewards in tourism market. Travelers receives TOTO token by make contents, take pictures, review and rating products, restaurants, food and post it on our website. Manufacturer, advertisers buy TOTO token and pay for travelers by their posts, reviews and comments.

TOTO is based on reviews because they are one of the most helpful and trustworthy information found on the internet. On top of that, reviews and star ratings are directly related with business revenue. This makes reviews a perfect example where information should be monetized by the creator, not only the business.

With TOTO, travelers will have a place to display and directly monetize their content. And through TOTO's platform, they will have the ability to spread awareness about their content and increase their social reach.

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## Reviews

### 1. Why Reviews: <sup>(1)</sup>

#### People trust peers as much (if not more) than professional critics

Gone are the days when people used to turn to Lonely Planet for a hotel review, or the lifestyle section of a newspaper for a restaurant review. Nowadays people turn to online reviews when doing research on a product. This is because the people reviewing are likeminded people. These reviews are more real than those by a professional critic.

#### Online reviews are good for SEO

If your website has the facility for online reviews it will be good for your SEO (Search Engine Optimisation) strategy. Search engine spiders (they crawl websites constantly) like unique content that's regularly updated. If your website has reviews and your competitor doesn't, search engines will prefer your website as it's dynamic as opposed to the competition's static website.

Also, more and more people search for reviews of a product before purchasing. By having reviews on your website, you have a better chance of ranking for these search terms.

#### They generate feedback

Be it good or bad feedback, everybody likes to hear what their customers think of their service. By having the facility to review your product online, you are encouraging your customers to tell you what they think about it. With this feedback you can improve your product, create advocates and more.

#### They open up a channel of communication

When a customer leaves a review, as well as offering their feedback, they're giving you an opportunity to respond, thus opening a new line of communication. Post-customer review you can get back, thanking them, quizzing them or whatever else you want to respond with.

#### User Generated Content (UGC) can be generated

Finding something to say on your website and social media channels can be difficult. Online reviews can create stories to tell across your various platforms. Whenever somebody says something complimentary, tells an interesting story or posts a cool photo from your tour it gives you an opportunity to share it onsite and across your channels.

### **Bad reviews are good too**

You might initially think that negative reviews are bad for your tour company, but they're not. Negative reviews make the good reviews more authentic. Once there aren't too many of them of course...

### **They help consumers with product selection**

When a consumer lands on your website they are going to be presented with multiple products. This means having to make a choice. Reviews will help them make that choice, subsequently increasing your conversion rate at the same time.

## **2. Benefits of online customer reviews for business <sup>(2)</sup>**

### **Free advertising**

Each review posted online by a customer is a form of advertising for your business. Your name and product are exposed to readers, increasing their awareness of who you are and what you do.

Online reviews cover many more businesses than other media sources ever would - including many small businesses. They can provide the kind of mass exposure that you might never be able to afford through traditional marketing channels.

### **Improved search engine results**

Reviews can also influence internet search engine results. Search engines such as Google take into account how many times your business name is mentioned in reviews. If you're mentioned a lot of times, you're likely to appear higher in the search results for a particular type of business than one that isn't reviewed very often.

### **Peer recommendations**

Research shows that consumers generally trust peer recommendations more than they trust advertising. Consumers are most likely to trust recommendations from people they know, but many also consider online sources to be credible.

For example, a 2015 Nielsen survey of 30,000 internet consumers from 58 countries found that 83% of respondents trusted recommendations from people they knew, while 70% trusted consumer opinions posted online. Every online review that recommends your business is a powerful form of marketing.

### **Constructive criticism and suggestions**

Some online reviews may raise concerns or suggest improvements related to your business. This can be a good opportunity to resolve a customer's problem and/or improve business practices. After all, many of the customers who raise

concerns in online reviews would still complain about your business to other people, even if they didn't post a review. At least if the complaint is published where you can see it, you have the opportunity to address your customer's concern and respond publicly, if you feel this is necessary. Many customers also have good suggestions about better ways to do things, or new products that you could offer, so review sites can be a free source of great business ideas.

#### **A closer relationship with customers**

Like many other forms of social media, online review sites give you the chance to develop a closer relationship with your customers. You're likely to get to read reviews from a range of customers, many of whom might not otherwise tell you their opinions of your business. You can also reply to both positive and negative reviews, demonstrating that you're interested in what customers have to say.

Through your replies, customers can get to know you as an individual, not just 'business x'. In fact, some review sites (e.g. Yelp) require business owners to post a clear personal photograph before they are allowed to respond to reviews. Many customers enjoy knowing the person behind the business, and may become more loyal to you as a result.

# Tourist Token (TOTO) :

## 1. What's TOTO:

TOTO is the review platform that rewards its users for creating and curating content. TOTO is built on top of the Ethereum blockchain. It's a place where tourists take pictures, review and rating of products, restaurants, food and post them on our website. Manufacturers, advertisers, managers will buy TOTO tokens and give the rewards tokens for tourists by their posts, reviews and comments.

## 2. Technology's advantages:

- Reduce overall costs by eliminating third-party involvement, which provides integrated payment gateway modules. Secure transaction environment, real-time data processing: By applying blockchain in payment, transactions are recorded publicly, easily audited, preventing the tampering of transaction documents.
- High liquidity: The TOTO Token is easily transferred to other popular digital currencies such as Ethereum, Bitcoin, which can then be converted into usable cash.
- Not dependent on the currency of any country: TOTO Token can be used to exchange in all countries in the world through TOTO Wallet.

## 3. Token Structure:

The total number of TOTO Token created is 20,000,000,000 tokens at an initial price of 0.00000005 ETH/1 TOTO. After burnt, now total supply are 9,099,000,000 tokens.

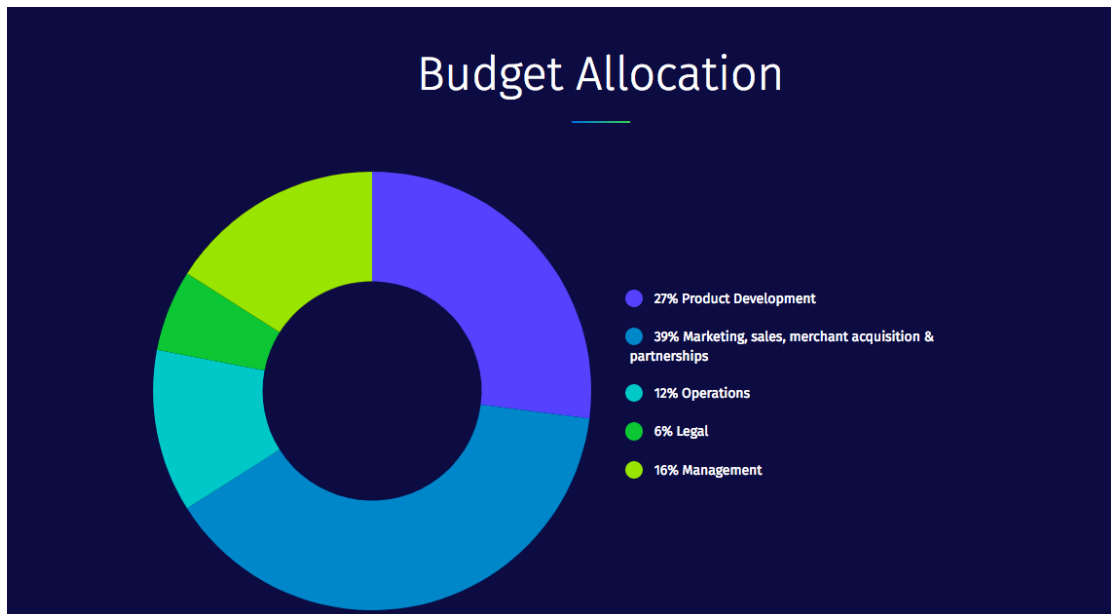
Name	: <b>TouristToken</b>
Symbol	: <b>TOTO</b>
Decimal	: <b>8</b>
Total supply	: <b>9,099,000,000</b>
Funds raised	: <b>110 ETH</b>
Smart contract	: <b>0xe3278DF3eB2085bA9B6899812A99a10f9CA5E0Df</b>

#### 4. Roadmap:



- May 2018: Run Airdrop campaign
- June 2018: Release Whitepaper
- July 2018: List TOTO on some exchanges
- Sep 2018: Release demo product (MVP)
- Feb 2019: Integrated 2FA into web, app
- Apr 2019: Integrated ERC20 wallet
- June 2019: Release iOS app, Android app, Web application

## 5. Budget Allocation:



- 27% Product Development
- 39% Marketing, sales, merchant acquisition & partnerships
- 12% Operations
- 6% Legal
- 16% Management



## Disclaimer

*The information contained in this document are not purported to represent advice that can be relied upon.*

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*The information contained in the whitepaper shall not in any way constitute a recommendation as to whether you should invest in any product discussed in the document.*

## Reference documents:

(1): <https://www.trekksoft.com/en/blog/why-customer-reviews-are-important>

(2): <https://www.business.qld.gov.au/running-business/consumer-laws/customer-service/managing-customer-reviews/benefits>