What is claimed is:

1. An asset transaction system for enabling transparent transaction history management, the system comprising:

a user interface configured to serve as an interface with a user terminal;

a member management unit configured to perform a member registration procedure with a user terminal that requests member registration;

a user authentication unit configured to authenticate a user, who conducts an asset transaction, in conjunction with an external authentication server which performs authentication;

a block chain account creating unit configured to create blockchain accounts for a seller having registered an asset and a purchaser having conducted a transaction of the asset;

an ownership transaction processing unit configured to

perform sales registration for a high-priced asset of the seller,

process a transaction of fractional ownerships of the registered high-priced asset split into N,

create a blockchain account for a new trader through the blockchain account creating unit when the new trader is created while the sales registration or the transaction of the ownership is being processed,

create and manage a transaction history in which the created blockchain account and member ID of the corresponding trader are matched, and

save the transaction history in its own memory; and

a blockchain link unit configured to transmit the transaction history received from the ownership transaction processing unit to a blockchain network so that the transaction history is shared by nodes participating in the transaction of the asset,

wherein when a first seller requests sales registration of a first asset, the ownership transaction processing unit is further configured to split the first asset into N fractional assets by a number requested by the first seller, create N fractional ownership tokens for the N fractional assets, and reflect information on the N fractional ownership tokens in a first ledger for the first asset, and

wherein the ownership transaction processing unit provides a first purchaser who wants to purchase a fractional ownership token with an asset registration list managed in the system, confirms a sales information item selected by the first purchaser from sales information items included in the asset registration list, and conducts a transaction so that the first purchaser purchases the fractional ownership token of the selected sales information item when user authentication of the first purchaser is completed through the user authentication unit.

2. The asset transaction system of claim 1, further comprising:

an electronic wallet management unit configured to create electronic wallets for the seller and the purchaser each registered as a member, so that the seller and the purchaser are able to check a transaction history and a number of held fractional ownership tokens through the electronic wallets.

3. The asset transaction system of claim 1, wherein the ownership transaction processing unit is further configured to reflect, in the first ledger, a transaction history in which a first blockchain account created in response to sales registration of the first asset and member ID of the first seller are matched and recorded.

4. The asset transaction system of claim 1, wherein the ownership transaction processing unit is further configured to:

when a sales condition comprising a number and price of fractional ownership tokens to be sold as requested by the seller and a purchase condition comprising a number and price of fractional ownership tokens to be purchased as requested by the purchaser coincide with each other, perform a transaction of a corresponding fractional ownership token; and

when a transaction between the purchaser and the seller is completed, create a transaction history in which a blockchain account created in correspondence with the corresponding transaction and member ID of the purchaser are matched and add or reflect the transaction history in a ledger of the corresponding asset.

5. The asset transaction system of claim 2, wherein the ownership transaction processing unit is further configured to:

when a sales condition comprising a number and price of fractional ownership tokens to be sold as requested by the seller and a purchase condition comprising a number and price of fractional ownership tokens to be purchased as requested by the purchaser coincide with each other, perform a transaction of a corresponding fractional ownership token; and

when a transaction between the purchaser and the seller is completed, create a transaction history in which a blockchain account created in correspondence with the corresponding transaction and member ID of the purchaser are matched and add or reflect the transaction history in a ledger of the corresponding asset.

6. The asset transaction system of claim 1, wherein the external authentication server is an authentication server operated by a government agency, a mobile carrier, or a credit card company.