

## TRAVEL BLOGGING AS AN ELEMENT OF DIGITAL TRANSFORMATION IN THE TOURISM BUSINESS

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**Abstract.** The article examines the essence of the concept of “travel blogging” and its role in the development of tourism. It describes its characteristic features and reasons for popularity. The main stages of covering travel in travel blogs are identified. The classification features and types of travel blogs are summarized, which makes it possible to better understand the reasons for their popularity and promotion. The main statistical data on the use of the YouTube digital platform, which remains the second most popular platform for promoting video content, including tourism content, are provided. The most popular foreign travel blogs are described, and the most popular Ukrainian blogs about tourism are identified according to two key criteria: the number of subscribers and the number of views. The role of travel blogs as influencers in promoting tourism products and services, popularizing Ukraine and its regions as interesting tourist destinations, and providing information about safe routes is studied.

**Keywords:** travel blogging, tourism, travel, YouTube, classification, types, influencers.

The article examines the essence of the concept of “travel blogging” and its role in the development of tourism, describes its characteristic features and reasons for popularity. Travel blogs are distinguished by their spectacular nature and immersive effect: the combination of text, photos, video, and audio creates a complete picture of the journey. Thanks to vivid descriptions, authors can convey the atmosphere of a place in such detail that the audience imaginatively “experiences” it along with them. The content of a travel blog is presented in three stages: the first is preparatory, when the author shares their expectations and plans; the second is the actual trip with the publication of materials in real time or after returning; the third is reflective, containing a summary of impressions, assessments, and conclusions based on the results of the trip.

To understand the reasons for the popularity of a particular blogger, the ways to promote them, study the essence of their content, and decide whether to subscribe to them

or collaborate with them, it is useful to have a generalized classification of travel blogs according to key characteristics and types.

The analysis confirmed the growing role of digital platforms, particularly YouTube, in promoting tourism content and building audience trust in it. The article analyzes key statistics on the use of the YouTube digital platform, which remains the second most popular platform for promoting video content, including tourism content. It describes the most popular foreign travel blogs and identifies the most popular Ukrainian blogs about tourism based on two key criteria: number of subscribers and number of views. The study showed that foreign and Ukrainian travel blogs have a big impact on promoting tourist destinations, getting people more interested in traveling, and boosting demand for tourism services.

As a result, it was found that travel blogs are effective influencers that contribute to the promotion of tourism products, the formation of a positive image of Ukraine and its regions, and the provision of information about safe travel routes. This confirms the feasibility of further use and development of travel blogging as a tool to support and restore the tourism industry in the context of digitalization.

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