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## **TRAVEL BLOGGING AS A MODERN METHOD OF DEVELOPING TOURISM POTENTIAL**

Travel blogging, as an innovative communication and marketing tool, is becoming increasingly significant in the tourism industry. It involves the creation and publication of travel-related content on digital platforms, becoming an integral part of the tourism sector [1]. This format promotes active interaction between travel agencies and travelers, allowing them to highlight various aspects of travel experiences and services offered. However, despite the widespread use of travel blogs to promote tourism products, their role in the development of tourist destinations remains insufficiently explored. It is crucial to conduct a deeper analysis of the impact of travel blogging on consumers and identify mechanisms for attracting tourists' attention [2]. This is particularly relevant when a full-scale military invasion has altered tourism activity and perceptions of travel safety.

The purpose of this study is to examine the role of travel blogging in developing the tourism potential of regions and to analyze its impact on tourists' decision-making. The research object is travel blogging as a digital marketing tool in the tourism industry, while the subject of the study is the interaction between travel bloggers, tourism companies, and service consumers.

By sharing their experiences and recommendations, travel bloggers act as intermediaries, helping potential tourists gain insights into various destinations [3]. In times of global challenges, bloggers serve as valuable informants, providing data on safe routes, the current state of infrastructure, and recommending reliable vacation spots. This underscores the need for a detailed analysis of travel blogging's impact on consumers in the context of the tourism industry.

Blogging, as a phenomenon of the information business, reflects modern trends in electronic communication and the use of web platforms to create and disseminate content. This innovative tool attracts attention due to its ability to generate revenue through various monetization strategies and commercialization approaches. Travel bloggers transform their journeys and experiences into valuable content that engages audiences, providing them with information and inspiration.

Travel blogging has become a significant player in the modern tourism industry, performing various roles and playing an essential function in promoting different destinations and tourism services [5]. Firstly, this type of blogging serves as an effective tool for promoting tourism products and services, attracting new clients to hotels, travel agencies, restaurants, and local attractions. Secondly, travel blogging is an independent business that requires significant effort and investment from bloggers.

Dmytro Komarov, host of the show "The World Inside Out," is a striking example of a domestic travel blogger. With the outbreak of war in Ukraine, he reformatted his show, focusing on the promotion of domestic tourism. This became an essential step in supporting national identity and regional development. Komarov offers his followers unique routes and vacation opportunities in Ukraine, emphasizing the country's beauty and wealth. According

to data, the number of tourists visiting Ukrainian regions increased by 30% compared to previous years.

One of Ukraine's most striking examples of successful tourism destination promotion is the Druzhbivskyi Quarry. The beginning of this story lies in the activity of local residents who started sharing their photos and videos of the quarry on social media in 2021. These publications not only showcased breathtaking natural landscapes but also shared stories about this unique site, attracting a broader audience.

Subsequently, travel bloggers recognized the potential of the Druzhbivskyi Quarry as a tourist destination. They began visiting the site, documenting and sharing their experiences on platforms such as Instagram, YouTube, and TikTok. This content significantly increased the quarry's popularity and helped attract tourists from various parts of Ukraine. For example, bloggers Max Uzola and Olya Manko, who run the YouTube channel "Uzol and Manko," released a video titled "Zhytomyr Region - Discovery 2024: The Most Beautiful Quarries, Canyon, Fisherman's House, Stone Village | EXPERIENCE," which, at the time of writing, has garnered over one million views.

As a result, the number of visitors to the Druzhbivskyi Quarry has significantly increased, leading to infrastructure development in the region, with new cafes, hotels, and information centers emerging. This example underscores the importance of social media as a tool for promoting tourist destinations, as local residents, being pioneers, laid the foundation for large-scale promotion through influential travel bloggers.

On an international level, there are successful travel bloggers such as "Nomadic Matt," who promotes budget travel, and "The Blonde Abroad," who focuses on women's travel. These bloggers use various platforms to share their stories, contributing to the growth of destination popularity. For instance, "Nomadic Matt" recorded a 20% increase in tourist flows to Southeast Asia after publishing a series of articles on affordable travel options.

The analysis of travel blogging's role in promoting tourist destinations demonstrates its significant influence on shaping perceptions of various regions, both in Ukraine and abroad [6]. Travel bloggers, acting as intermediaries between consumers and tourism offers, provide unique information about safe routes, interesting locations, and current events, thereby attracting tourists.

International examples show how bloggers can change attitudes towards specific destinations, enhancing their appeal through personal stories and visual content. The domestic experience, particularly Dmytro Komarov's show "The World Inside Out," illustrates the adaptation of travel blogging to new conditions, emphasizing domestic tourism during wartime. This highlights the crucial role of bloggers in supporting and developing the tourism potential of national destinations.

Travel blogging is becoming not only a source of information but also a powerful marketing tool capable of shaping a positive image of destinations and stimulating tourism activity[7]. As a result, it opens new opportunities for the development of tourist destinations, which is especially relevant in the face of contemporary challenges.

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