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## FEATURES OF ORGANIZING THE WORK OF TOURISM INFLUENCERS IN UKRAINE

*The paper examines in detail the theoretical foundations of the influencer activities. It was found out that influencer activity is the leading form of education and advertising in the 21st century and can be described as an industry effort that tries to promote products to raise brand awareness through content disseminated by social media users who are considered influential. The process of digitalization as the main prerequisite for the development of influencer activities is analyzed. Approaches to the understanding and features of the work of tourism influencers are considered. The tourism industry is one of those niches that are heavily influenced by influencer activities. Tourism influencers of Ukraine in the 21st century are very important. They work mostly on such online platforms as Instagram and YouTube. The level and characteristics of digitalization, structure of the market of tourism influencers' activities and features of their work in Ukraine, are studied. The most popular Ukrainian tourism influencers travel a lot around the world, but some devote a lot of time to exploring their home country, looking for unique places and tourist attractions. Usually the main goal of their blogs is to popularize Ukrainian places that are still unknown to the average tourist. Problems and prospects of the organizing of the activities of tourism influencers in Ukraine are defined, and recommendations for improving their work are developed. All influencers in Ukraine are not protected or regulated by law. There is also the problem of the lack of correct terminology used in relation to the influencers. Already now, new social media are becoming popular among younger generation, so Ukrainian tourism influencers should use these platforms in their work.*

*Keywords: tourism, influencer, digitalization, Instagram, YouTube, Ukraine*

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## ОСОБЛИВОСТІ ОРГАНІЗАЦІЇ РОБОТИ ТУРИСТИЧНИХ ІНФЛЮЕНСЕРІВ В УКРАЇНІ

*У статті детально розглянуто теоретичні основи діяльності інфлюенсерів. З'ясувалося, що діяльність інфлюенсерів є провідною формою освіти та реклами в 21 столітті, і її можна охарактеризувати як діяльність галузі, яка намагається просувати продукти для підвищення впізнаваності бренду за допомогою контенту, який поширюють користувачі соціальних мереж, які вважаються впливовими. Проаналізовано процес цифровізації як головної передумови розвитку інфлюенсерської діяльності. Розглянуто підходи до розуміння та особливостей роботи інфлюенсерів туризму. Індустрія туризму є однією з тих ніш, на які сильно впливає діяльність впливових осіб. Туристські інфлюенсери України в 21 столітті дуже важливі. Вони працюють переважно на таких онлайн-платформах, як Instagram та YouTube. Досліджено рівень та особливості цифровізації, структуру ринку діяльності туристичних інфлюенсерів та особливості їх роботи в Україні. Найпопулярніші українські туристичні інфлюенсери багато подорожують по світу, але деякі присвячують багато часу дослідженню рідної країни, пошуку унікальних місць та туристичних об'єктів. Зазвичай головна мета їхніх блогів – популяризація українських місць, які ще невідомі пересічному туристу. Визначено проблеми та перспективи організації діяльності туристичних інфлюенсерів в Україні та розроблено рекомендації щодо вдосконалення їх роботи. Усі впливові особи в Україні не захищені та не регулюються законом. Існує також проблема відсутності правильної термінології, яка використовується стосовно інфлюенсерів. Вже зараз нові соціальні мережі стають популярними серед молодого покоління, тому українські туристичні інфлюенсери повинні використовувати ці платформи у своїй роботі.*

*Ключові слова: туризм, інфлюенсер, цифровізація, інстаграм, ютуб, Україна*

### General problem and its connection with important scientific or practical tasks

Digitalization is the most important transformation of our time. This is a topic of serious debate in society, academia and industry. Today in Ukraine and around the world there is an active growth in the digitalization of society. Every day the importance of the Internet as an advanced tool for working with people is becoming more and more significant. This is what influencers base their work on. Internet operators have an extremely high influence on our decisions, thoughts and preferences. Using this tool, you can broadcast different opinions. Someone uses it to draw attention to the first social problems; others have the goal of telling a great number of people about the traditions of their land, preserving folklore and history, or promoting philanthropic views. Each has its own goal, and as a result of fruitful work – an audience of fans and like-minded people.

Digital learning and information is as important as formal education, however, digital learning makes much more information available. Using a variety of technical means, you can display more information, and the presented material is more interesting. So, digitalization has brought extremely powerful tools to inform and educate the population. Their efficiency increases every year, also in tourism, as well as the role of people using these tools to influence existing and prospective tourists.

The main goal of the successful development of tourism as an interesting and important part of life is its successful promotion. It is necessary to convey a specific message to society in the most effective and aesthetically pleasing way. The use of social networks and Internet resources is an excellent tool to achieve this goal. And in order to work with them to be of the greatest benefit, it is necessary to study the mechanisms of their work and the features of their functioning, as well as the principles of work of tourism influencers. The market of influencers' activities in Ukraine is only developing and has many niches for new, unique creative units. Every year more and more unexpected and interesting projects appear that inspire and satisfy the need for information demand.

### **Analysis of recent research and publications**

#### *Digitalization as the main prerequisite for the development of influencer activities*

In the Gartner IT Glossary [1], digitalization is defined as “the use of digital technologies to change a business model and provide new revenue and value-producing opportunities; it is the process of moving to a digital business”. The digital business is the result of a multitude of digitalization processes (i.e., moving from supply chains to digital supply chains) and an important step towards digital transformation. This phenomenon is intended to simplify our lives and make our business more efficient. It allows translating a huge amount of information into a structured data system and facilitating the work of all enterprises.

The dictionary of modern Ukrainian language and slang “Myslovo” chose the word 2019 “digitalization” [2]. And, in general, given how many times this neologism was found in official press materials and speeches of various officials, it is difficult to disagree with such a choice of an online dictionary. In the 21st century technology has no boundaries. This is a stage in the development of the information sphere. Smartphones, laptops and tablets have become integral parts of everyday life.

In recent years – since about 2000 – various digital technologies (mobile Internet, artificial intelligence, Internet of things, etc.) have undergone a radical development and made the transition from expert application to everyday life. In the future, digitalization will create new challenges for training and further education, so the approach to training should be “flexible” and follow the latest technologies.

Digital innovation is driven by new digital technologies: innovative use cases, driven on the one hand by established companies and, on the other, by startups and venture capital. This results in different digitizing speeds. If, for example, government still often accepts only paper documents and works with files, markets change much faster. The music and media industries were the first to experience the effects of digitalization, also the tourism industry. Now almost all industries affect various areas of digitalization and digital transformation.

In the process of digitalization, the challenge for companies is to identify new consumer needs as a result of the increasing adoption of digital services and applications. Digital transformation is more about people than digital technologies. After all, it requires customer-centric organizational change, backed by leadership, driven by radical culture challenges, and the use of technology that empowers workers. Consumers are much better informed today than they were when the Internet was just gaining ground. Emerging technologies such as artificial intelligence and blockchain will continue to revolutionize business models and companies.

In the report “Digital 2020”, experts from the international companies “We Are Social” and “Hootsuite” made certain predictions [3]. The study said more than half of the world’s population will sign up for social media this year. Now more than 4.5 billion people use the Internet, while the number of social media users has crossed the 3.8 billion mark. Almost 60% of the world’s population already uses the Internet, and recent trends indicate that by the end of this year, more than half of the world’s population use social networks. The average Internet user spends 6:43 hours online every day.

In Ukraine, according to a study conducted by the “Factum Group” on the order of the Internet Association of Ukraine, in 2020 the share of regular Internet users increased by 7% – reached 27.46 million. And this is exactly 54.7% of the country’s population [4].

The ratio of women and men is almost the same, 52% and 47% respectively. The largest number of regular users is between the ages of 25 and 34 (25%). 9 out of 10 Ukrainians aged 12 to 35 use the Internet. At the same time, the largest increase is shown by the audience of 45+. It has grown by 80% over the past 6 years. Mostly these are people with an average income level and below average with a complete higher and secondary specialized education.

Usually, the number of users in different regions of the country is different. According to the research, 33% of all users are concentrated in Central and Northern Ukraine; in the East – 29%, and in the West – 27%. The South of Ukraine has the smallest percentage – 11%. This is due to the fact that in Ukraine there is a fairly strong internal migration to the capital and to the economic centers of million-plus cities (Kyiv, Kharkiv), Lviv, Odesa and Dnipro. 42% of users are concentrated in cities with a population of over 100,000. 29% live in cities with a smaller population and the same percentage in villages.

Unlike traditional media (television, radio, press), the Internet is the only media that is growing in popularity among the population. Citizens between the ages of 18 and 40 spend on average 16 hours more online per month than watching TV. And even while watching TV, half of Internet users are simultaneously distracted by their digital gadgets.

Ukraine is considered one of the leaders in Eastern Europe in terms of the number of IT workers with about 90,000 such specialists. This sector of the economy is developing surprisingly fast.

The digital economy is a new development model for Ukraine. On January 17, 2018, the government adopted the Concept for the Development of the Digital Economy and Society of Ukraine for 2018-2020 [5]. The key areas are the development of digital infrastructure as well as digitalization of educational processes, will give an impetus to digital transformations in the education system, medicine, ecology, cashless economy, infrastructure, transport.

So, the socio-demographic profile of the user sets the demand for special services and info-products. Although now the differentiation of platforms for people of all ages, employment is significant. In the future people should find one platform that will very much meet all the needs of consumers. This will be the heyday of digitalization and the formation of a single promotion market.

#### *Approaches to the understanding and features of the influencer activities*

Influencer activity is a type of social media marketing that uses endorsements and mentions of products or services from influencers – people who have special social support and are seen as experts in their niche. Influencer marketing works through the high trust that social influencers have built up by their followers, and their referrals serve as a form of social validation to potential brand customers.

Collins Dictionary noted that an influencer is someone who is able to convince many other people, such as their social media followers, to do, buy, or use the same things as they do. They are often paid or given free goods in exchange for this. Merriam-Webster dictionary has defined influencer as a personality that inspires or directs others to act. The Lexico online dictionary has a large number of definitions, including “an influencer is a person who is able to influence potential buyers of a product or service by promoting or recommending products on social networks”.

An influencer can be a well-known person in a specific field, subject area, or niche. The main key to influencing is that it is only possible with a well-tuned relationship with audience, either through experience or through qualifications or competence. From a marketing perspective, brands have the opportunity to partner with influencers to provide a mutually beneficial experience for their audience.

There are six categories of influencers – mega, macro, micro, advocates, referrals, and loyalists [6].

Mega-influencer is defined as better known than influential. They are not necessarily subject matter experts, but they certainly provide great one-click reach. An example of this is Kylie Jenner. With 138 million Instagram followers, Jenner charges up to \$ 1 million for a sponsored post or ad when working with brands.

Macro-influencers usually gain popularity over the Internet, unlike real celebrities who make up the mega-influencers. Influential macro-teams can be podcasters, vloggers, social media stars, and influential bloggers. Their audience size usually ranges from one hundred thousand to one million subscribers. Social media blogger Chris Brogan is a good example of macro-impact. Brogan has established himself as a social media performer and talked about how this new tool can be used to connect consumers and businesses.

The micro-influencer type of audience ranges from 1,000 to 100,000 subscribers. Micro-influencers are respected for their knowledge of a topic – they use their knowledge to build their leadership mindset. This makes micro-influencers much more effective in directing the actions that the business seeks to achieve the goals of the exposure campaign. Sensei marketing client ECHO USA is a good example of this approach, thanks to the ECHO-sponsored platform ECHO Means Business and its User Advisory Group.

Advocates are a special category of influencers. These are people who speak positively about a brand using a product or service and engage in conversations around the brand to either promote or defend it. Planned Parenthood is a great example of this. Although they may have a very divergent audience on the Internet, they have legions of fans that will defend them in conversations and promote important facts about their services to do so.

A referrer is someone who directs people to a website, place of business, or online profiles with reliable recommendations for a product or service. This type of influencers is the equivalent of “lead magnets” or marketing qualified leads (MQL), as their recommendation is immediately trusted and acted upon.

Loyalists are formed through the continued support and engagement of your brand. These are people who grew up with you, supported you, and completely acquired your message. A great example of this is The Friendship Bench and its associated #YellowIsForHello campaign.

Instagram is an effective platform for influencing. Even though Instagram influencer marketing is a well-known strategy, there are many other networks that are growing for influencers. According to Adweek, the industry should reach \$ 10 billion by 2020. Other networks such as Snapchat, YouTube, and TikTok have their own groups of influencers with varying demographics.

#### **Unresolved parts of the general problem**

Despite the relevance and importance of the work of influencers, the principles and features of their work still remain unexplored, including in Ukraine. So, the object of the research is tourism influencers in Ukraine, and the subject is the basic principles and features of modern development of tourism influencers in Ukraine.

The following methods are used in the work: systematization and classification, analysis of scientific and methodological literature, statistical, sociological, analysis of social media. The last one is gradually becoming the

main method of research in modern sociology, anthropology, social geography, social psychology, informatics and the study of organizations. Research results indicate that influencers impact many levels, from families to entire nations. Therefore, the issue of confidentiality and reliability of information in social media is becoming more and more relevant.

### The objectives of the paper

The purpose of the paper is a detailed analysis of the functioning of tourism influencers as a full-fledged subject of tourism activities in the 21st century; to understand the possibilities of developing influencing as an important component of education.

The purpose of the paper involved the following tasks: to analyze the concept and features of influencing as an activity; to characterize the specifics of the work of a tourism influencer; to describe features of the activities of tourism influencers in Ukraine; to study the structure of the tourism influencers' market in Ukraine; to define the problems and prospects for the development of tourism influencer services in Ukraine; to develop ways to improve the work of tourism influencers in Ukraine.

### The main results

#### *Features of the work of famous world and Ukrainian tourism influencers*

According to research by HypeAuditor [7], National Geographic Travel (@natgeotravel) is the world's largest tourism Instagram influencer with over 38.66 million followers (May 2020). National Geographic's strong online presence can be attributed to the visually appealing nature of photographs and documentaries, as well as its successful digital and social media strategy. National Geographic has a wide range of photographers who are also active on social media.

Blogger Julia Paes (@julianapaes) is next in popularity. More than 25.6 million users of this application have subscribed to her page. She talks about her life in various countries, shows interesting places and gives useful tips for future travels.

The countries with the largest number of tourism influencers are the United States of America and Brazil (Fig. 1). They have a very well-developed tourism infrastructure. Also, countries are rich in natural, historical and cultural resources, which give a great "raw material" for the influencer's work.

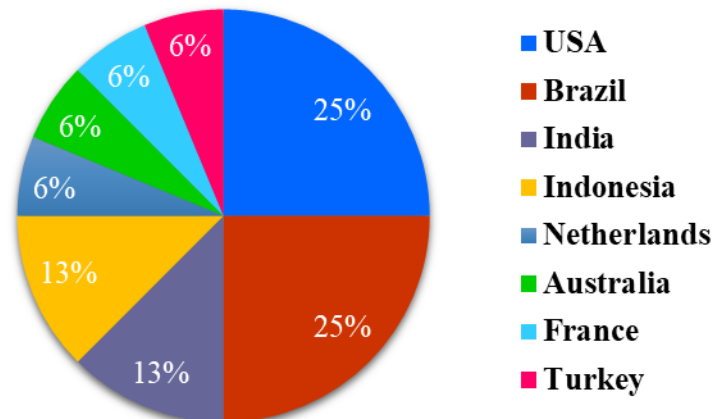


Fig. 1. Countries of origin of tourism influencers

Most are engaged in this work as an additional, or related. Most of them are actresses and actors, and youtubers (Fig. 2). For example, the previously mentioned Julia Paes first found herself in acting, and then joined the world of information education.

The most popular Ukrainian travel bloggers travel a lot around the world, but some devote a lot of time to exploring their home country, looking for unique places and tourist attractions. Usually the main goal of their blogs is to popularize Ukrainian places that are still unknown to the average tourist.

In fact, you can find some interesting places for tourism in every region of Ukraine. Quite a number of nano-influencers talk about their area. This means that it is enough to simply ask a request for popular platforms with the area, and content about tourist places, tips for traveling in this region and a lot of other information will instantly appear.

Ukraine has such a list for every corner of Ukraine. Due to the economic crisis and closed borders, domestic tourism is starting to develop more and more. The team has collected 100 places that will definitely interest you and provide the final impetus to start the journey. These places Ukraine previously published in the video "Ukraine from the sky", which entered 1 656 459 views on YouTube. The work is segmented into parts: Polissia, Poltava Region, Tavria, Dnipro Region and Zaporizhzhia, Carpathians, Sivershchyna, Podillia, Azov Region, Slobozhanshchyna, Transcarpathia, Black Sea Region, Volyn, Bukovyna, Naddniproshchyna, Halychyna

and Bessarabia. For travel purposes, geography or just personal preference, everyone can choose a specific region and consider the places that the team of this project has recommended.

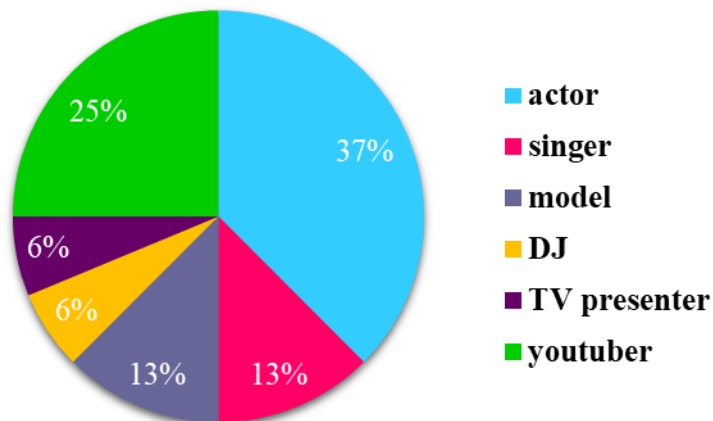


Fig. 2. Professional activity of tourism influencers

In the recommendations of influencers, the green routes for tourists can be found [8]. They are gaining in popularity every day. It is actively developed in such regions of Ukraine as Kyiv, Rivne, Ivano-Frankivsk and Ternopil.

Influencers, whose audience is foreign tourists, often promote gastronomic tours. Tours that will help you understand the culture of our country for its amazing food. Ukrainian cuisine is hearty and varied. It is based on meat, in particular pork, lard, various vegetables. Pastries and dough products also occupy an important place in the culinary list. The history of Ukraine is very rich, which is reflected in cooking.

Tourism influencers of Ukraine in the 21st century work mostly on Instagram and YouTube. Each platform has its own advantages and disadvantages. For example, the longevity of a YouTube video, almost forever available compared to the transience of an Instagram story can be seen as a major factor in assessing impact and making investment decisions.

Due to quarantine and closed borders in 2020, Ukrainian spending on travel abroad has also dropped significantly. Therefore, tourism influencers have a slightly different form of work than usual. Most still continue to travel, but through the territory of Ukraine. As a result, the state of national tourism has improved. Mostly domestic tourist flows are directed westward to the Carpathians and Lviv, as well as southward to Odesa. The rest took out material about past trips from the archive and are doing quite educational work. It shares information about countries, cities, villages, their features and interesting facts. Ukrainian influencers cooperate not only with thousands of Ukrainian companies, but also international ones. Some travel influencers get free tickets to get on a route or tour they are interested in, promising to write blogs, vlogs, and a certain amount of social media posts in return. Others demand payment. This can include a variety of brands, including travel companies, travel sites, technology companies, and airlines.

#### *Structure of tourism influencers' market in Ukraine*

Influencers in Ukraine have a large number of both women and men. 68% are women and 31% are men. Most of them are concentrated in the capital – 21%; the next cities with 8% are Odesa and Kharkiv, Lviv (4%), Dnipro (4%), Chernivtsi (2%), Vinnytsia (2%), Zaporizhzhia (2%) and other cities (49%). The most of the influencers that have crossed a certain bar in subscribers, mostly 300,000, are moving to Kyiv. Here they create groups, coalitions to promote and popularize their product. In Kyiv there is more market for influencer activities and more employers. Branches of large international companies are also concentrated in the capital. They collaborate with Ukrainian influencers.

There are influencers by size: nano-influencers – 1-10 thousand subscribers; micro-influencers – 10-100 thousand subscribers; macro influencers – 100,000 – 1 million subscribers; millionaires – 1 million subscribers or more.

The HypeAuditor has conducted research on the activities of tourism influencers on Instagram and YouTube (Fig. 3).

The most popular of them was Sasha Chistova with over 2 million subscribers. On average, between 100,000 and 550,000 people see her post. Having worked on her influencer activity for quite a long time, she has a high profit. The more active and rapidly growing your audience, the more income you will have per unit of work.

YouTube is another extremely handy educational tool. Many people, when planning their vacation, turn to YouTube channels for interesting places, they will be inspired to travel. Browse a lot of content and great travel bloggers with their tips.

Anton Ptushkin is a popular tourism influencer in Ukraine. He is a former host of the TV show “Heads and Tails”, which is the second most popular channel in the HypeAuditor rating. After completing projects, he continues

to travel and shoot a video blog for his YouTube channel. Today his channel has 1.8 million subscribers. Among the videos, you can find mini-films about different countries, as well as short sketches under the heading “Country in 5 minutes”. In addition, on his channel, Anton maintains a rubric “Priceless experience”, in which he shares various travel life hacks.

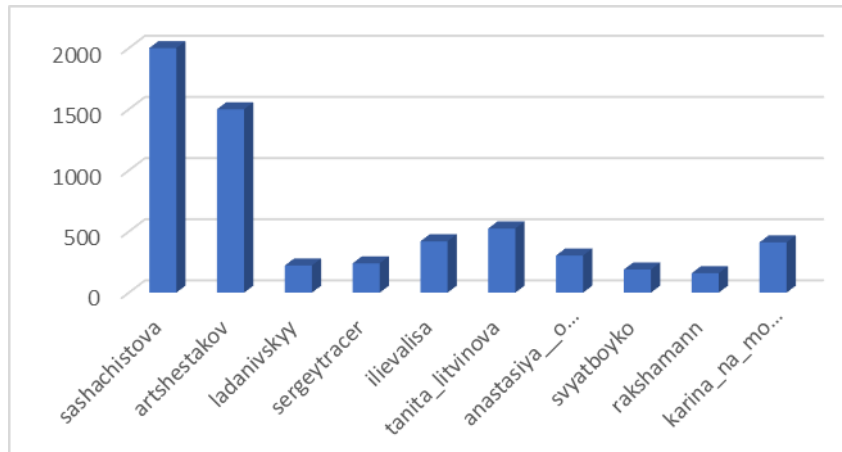


Fig. 3. 10 most popular Instagram influencers in Ukraine (2020)

In the part of the Ukrainian-language YouTube, the most popular channels are “Two-wheeled Chronicles”, “Orest Zub”, “AboutHiking”, and “Ukrainier”.

#### *Strengths and weaknesses of tourism influencers' activities in Ukraine*

Influencer activity opens up new opportunities for expressing your position on important things. As environmental issues have become vital aspects for a growing number of consumers in recent years, concepts such as green advertising and environmental advertising have become important educational and promotional tools.

An important element in the market is the growing presence of the the Homelanders (born after 1997). 55% of the Homelanders use their phones five or more hours a day and more than 26% use more than 10:00 a day [9]. This is a generation that does not know reality without the Internet. For them, the world consists of technologies, and there are no geographic restrictions [10].

The Homelanders are environmentally conscious. They care about reasonable consumption [11]. Therefore, an active influencer's position on these issues always finds an active response from the audience. For tourism influencer, the issue of environmental preservation is very important, because their work is based precisely on natural resources, climatic characteristics and the state of the environment in general. One of the most effective ways to reduce your environmental impact is to travel responsibly.

Ukrainian influencers recommend national tourism. Getting close to home can have a big impact on your carbon footprint. One short round trip can account for 10% of annual carbon emissions, and long haul flights can fully determine the annual rate [12]. The popular test from the international non-governmental organization World Wildlife Fund, or WWF for short, called “How big is your ecological footprint?” determines human impact on the environment. The travel segment is quite large. Airplanes and airports emit about 2% of the world's greenhouse gases. Noise pollution is more harmful to the environment. Over the past 30 years, the noise level of passenger aircraft has decreased by 75%, but people travel more often.

Many tourism influencers find themselves in social activism. One of the people who are inspired to do this is one of the most talked about personalities in the world – seventeen-year-old eco-activist Greta Thunberg. One of the messages from her recent performances was to get creative and try to find alternative ways to travel to replace planes.

Also, a significant number of Ukrainian influencers travel to African countries, where one of the most famous entertainments is safari. They point out a very important thing, which is that if you want to see local wildlife, do it ethically. It must be remembered that it is better to refrain from stroking, holding or feeding animals for money. Observe animals from afar in their natural habitat and try to support local conservation projects [13].

Today, most influencers run on multiple platforms rather than one. Both content and audience may differ. This can cause certain problems. For example, a company chooses an influencer directly through their style on a specific site. For example, they may be interested in a specific YouTube channel, and the content will be released in stories on Instagram, a vlogger account in which the company was not interested. Although such actions are not in good faith, but formally it cannot be called a violation. Therefore, you need to discuss this issue and express your wishes in an advertising contract with a blogger in order to get the maximum effect.

#### *Recommendations for improving the work of tourism influencers in Ukraine*

It is important to understand how cooperation with tourism influencers is built and how a person's content should be sponsored. Collaborating with tourism influencers requires more or less the same process as any other campaign, namely:

- ✓ Set the goals of the campaign, what do you want to achieve, what key performance indicators you will use to analyze the campaign.

- ✓ Pick your ideal influencer: brands should consider their audience demographics and engagement rates, not subscribers.
- ✓ Define campaign actions and create content: this must be agreed between the two parties.
- ✓ Build relationships with travel influencers: These reps are looking for the absolute best content to share with their audience, and helping them achieve that is the best way to ensure good returns and better results.
- ✓ Implementation and definition of results: using the indicators mentioned earlier.

Despite the fact that starting with a rather unusual concept then, tourism influencers have successfully helped many brands to achieve remarkable results and have managed to turn this kind of marketing relationship actions into the norm.

It's needed to achieve the introduction of the concept of "influencer" and "blogger" into Ukrainian legislation. All influencers are not protected or regulated by law. They don't even equate to the media. The problem of sincere relations with the audience arises vividly. Influencers don't have to tell their audience; they are sponsoring a product. That is, according to the opinion leader, the decision to indicate the advertiser remains. There are brands (as a rule, international ones, with global domestic policies) that, as part of the brief, ask, at least, to put the #ad or #sponsored mark. That is, to indicate that this is advertising.

At least somehow it is possible to regulate influencer activities in Ukraine only by the Law on Advertising. At the same time, it was noted that it is impossible to place direct advertising of alcoholic beverages and tobacco products, signs for goods and services, other objects of intellectual property rights under which alcoholic beverages and tobacco products are produced, as well as during advertising of certain goods, for example, medical purposes, there is requirements that need to be taken into account – disclaimer on self-medication, recommendations for consulting a doctor and other nuances [14].

Ukrainian influencers should pay attention to TikTok. According to HypeAuditor, Ukraine is ranked 25th in the world TikTok ranking in terms of the total number of influencers. 3.34% of Ukrainian influencers have over 100,000 readers. Also an important reason for using this platform for work is audience segmentation. The majority of the audience is occupied by the Homelanders. Due to the high percentage of their presence in the media space and highly developed empathy for information, advertising marketing works with a good effect. It should be noted that TikTok has the most censorship. It does not skip a significant amount of content. The British newspaper Guardian conducted a journalistic investigation in which it studied the reasons for the blocking. Videos critical of the Chinese government, discussions on Tibetan independence, as well as videos filmed by people with disabilities and LGBT representatives are subject to removal [15].

Despite some problems such as pandemic lockdown, that has clipped the wings of traveling content makers; also the public appetite for glossy influencers posting jet-setting content from around the world seems to be waning, still, some creators have found novel ways to explore places that appeal to the TikTok audience and highlight off-the-beaten-path locations. Now, as people armed with vaccines delve into trip planning, the social media platform may end up changing how people approach travel [16]. TikTok is one of the leading platforms that can provide information, that make a journey easier.

It's possible to check the fulfill of travel segment in TikTok by using some tools. The platform provides a hashtag search. The easiest way to start travel planning with TikTok is to follow a travel relating hashtag. Not all of what comes up will be about travel, but even locals doing dances or fawning over a movie star can give travelers a sense of the place they are interested in visiting. For now, there are 63.9B views include hashtag «#travel», and over 760.3M views showing «#traveltips». A whole genre of travel tips can be found under #traveltips, such as Salt Lake City-based flight attendant Kat Kamalani's series of hotel and airplane hacks. She offers advice on how to check into a hotel safely or what drinks to avoid on planes [16].

Still, some mid-market travel brands in Europe, in particular, have been ahead of the world in experimenting to see what works on TikTok. Some well-timed campaigns hit a chord with app users. Baleària, which offers a ferry service in Spain connecting popular destinations such as Mallorca and Eivissa with ports such as Barcelona and Valencia launched this summer a hashtag challenge to encourage potential passengers to share their ideas for the dream vacation.

To make things easier for brands to market to users, TikTok has been coming up with additional tools. In July 2021, it launched a "spark ads" product with a native ad display format. The ads let brands boost the number of views of organically created posts or share relevant content posted by creators in the feeds TikTok can actively push users [17].

### Conclusions

Digitalization affects various spheres of life: the economy, business, government, civil society and science. It develops the modern world, changes today's life and the life of future generations. Almost 60% of the world's population already uses the Internet, and more than half of the world's population is using social networks. In Ukraine, in 2020 the share of regular Internet users reached 27.46 million and this is exactly 55% of the country's population.

In the modern era of digital technologies, tourism development trends are largely shaped by marketing companies influenced by the tourism space. Population demand is flexible, so the influencers must be prepared for

this. Their goal is to share a passion for travel, inspire others to embark on their own adventures, or discover premeditated travel experiences. Ukraine has a large enough market for tourism influencer's activities. A huge number of tourism resources, companies, organizations and the openness of the Ukrainian market for foreign companies contribute. Most Ukrainian influencers actively highlight problems of the environment.

Influencers are engaged in enlightenment, spiritual and intellectual development of the population. They carry knowledge from various fields: geography, science, anatomy, economics, etc. Not all influencers are the same. They charge different amounts to work with brands and run their business in different ways. In general, there are four key types of influencers that you can work with – nano-, micro, macro- influencers and millionaires. They all work with different types of audiences and have different marketing technologies.

The United States of America and Brazil have the largest number of tourism influencers. Most are engaged in this work as an additional, or related. Most of them are actresses and actors, and youtubers. The influencer market in Ukraine has just begun to develop, so there are less than a hundred millionaires, and there are not so many macro-influencers. The main segment of work is micro-influencers.

Although Ukrainian influencers face the problem of lack of legislative regulation, their work is very important. They make a significant contribution to the development of tourism – both national and international. A large number of domestic influencers perform an important information function for Ukraine on the world market of tourist services. Drawing attention to the country's resources contributes to the development of inbound tourism, and this, in turn, increases revenues to the state budget. Ukrainian tourism influencers should pay attention to the new online platforms that are popular among the Homelanderers.

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