

UKRAINIAN TRAVEL MEDIA: ANALYSIS OF THEMATIC CATEGORIES

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ABSTRACT *This article analyzes the content of Ukrainian travel media to determine their thematic orientation by utilizing content analysis and statistical methods. To verify the representation of different thematic categories in the travel media a two-stage research design was adopted. First, we conducted a survey, applying a random sampling method regarding the most important themes covered by different travel media. Respondents' answers were analyzed and grouped into several categories: learning about the country, art, lifestyle, famous historical figures, nature and ecology, tips, tourism infrastructure, tourism development, marketing and trends. Second, a content analysis was conducted by using the method of distributive averages of the mode and median to calculate the share of each thematic category. The dominant travel media thematic categories demonstrated the following rating: 1) learning about the country, 2) tips, 3) lifestyle, 4) art, 5) nature and ecology, 6) famous historical figures, 7) tourism infrastructure, 8) marketing and trends, 9) tourism development.*

KEYWORDS

THEMATIC ORIENTATION, THEMATIC CATEGORIES, TRAVEL MEDIA, SOCIAL MEDIA, TRAVEL JOURNALISM, CONTENT ANALYSIS

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INTRODUCTION

The article was written and submitted before the beginning of the war in Ukraine. Since the beginning of the full-scale war waged by Russia against Ukraine on February 24, 2022, the tourism industry has been brought to a halt, with flights cancelled. Ukrainian cities are being heavily bombed. Landmarks, theaters, and central squares are being destroyed. Almost all the travel media analyzed in the article have suspended their activity except for The Ukrainer and a few travel blogs. The Ukrainer has added a section called "War", with all the articles being aimed at supporting the Ukrainian army and refugees. Travel blogs such as Wind Is Blowing (Veter Duet) and Lowcostavia have shifted their focus to assisting with/in evacuation: safe routes, evacuation trains and buses, free flights, free roaming, job offers, restoring lost passports, registering in different countries, getting vaccination, preparing documents to travel with pets, filing for free or discounted accommodation.

Travel journalism as a field in journalism, and a practical activity that produces travel information is exceedingly popular all over the world. Travel journalism aims to encourage people to travel, explore new countries, learn more about the peculiarities of life and famous historical figures, study ethnography, history, literature, architecture, etc. It also tries to encourage people to trace the relationship of times and generations, political systems, and their impact on evolution. It is a multidisciplinary field based on a special subject, description, analysis, that is, information related to travel and tourism, and, consequently, the audience interested in this topic.

Travel journalism has made a long way in its evolution. For several centuries, society has realized the need not only for communication within its social environment and the state, but also for the discovery of new countries, peoples, and establishing new relations. This is evidenced by the era of the Great Geographical Discoveries, a period in world history that lasted from the 15th to the 17th centuries, during which Europeans discovered new lands and sea routes. Therefore, the audience's need for such information is obvious.

At the present stage of development of society, this need is conditioned by two factors: the rapid development of the tourism business and, therefore, the need to obtain the necessary information about a country. Unlike travel books and tour guides, journalistic materials do more than just acquaint the interested audience with the exhibited way of life of a country, they show the insider's view.

The purpose of this article is to determine thematic categories and their share in tourist media, their compliance with the needs of the readership of these media using Ukrainian media as an example.

Specialized media are becoming increasingly popular around the world, because communication via the media provides an opportunity to attract a larger audience, expand opportunities, attract more money, and, consequently, generate revenue. Travel media, as a type of specialized media, have a special place in the system of communication

between businesses and consumers. Like in other specialized media, the main types of such media are professional and popular, with communication channels being traditional and online.

LITERATURE REVIEW

Research into travel media focuses primarily on the study of the tourist attractiveness of regions and the classification of consumers in the tourism industry. This body of research is important for our study because the themes in travel media are causally related to the needs of people who are both travelers and consumers of tourism-related media products.

Journalism is an effective marketing tool in tourism (Loda et al. 2007). Travel journalism is at a crossroads between information and entertainment, journalism and advertising. However, its role in the study of foreign cultures is becoming increasingly apparent (Hanusch, 2010). Communication between businesses and consumers through the media encourages researchers to explore the classification of media and network users, and the content of social media (Carr & Hayes, 2015; Kietzmann et al., 2011). Moreover, researchers try to determine marketing strategies (Gretzel et al., 2013; Királová & Pavlíceka, 2015; Li et al., 2011), study the challenges and opportunities of media in social networks (Kaplan & Haenlein, 2010) and involve network users in dialogue (Hanna et al., 2011).

Kumar (2014) notes that “over the years, media have contributed towards shaping tourism into a responsible industry by promoting the following good practices: it protects the environment and minimizes the negative social impact of tourism; it generates greater economic benefits to local people and enhances the well-being of host communities; it makes positive contributions to the conservation of natural and cultural heritage and promotes the world’s diversity; it provides more enjoyable experiences for tourists through more meaningful connections with local people; it helps to understand the local cultural, social and environmental issues” (Praveen Kumar, 2014, p.191). The speed of recovery of the tourist destination after crisis depends on marketing and anti-crisis plans. The media shape the image for tourists and have a huge impact on the image of the destination (Hall et al., 2003). It is argued that social media have both positive and negative sides; firms use different approaches to social media marketing (Sigala & Gretzel, 2018). Researchers emphasize that social networks can also harm a product or brand with their feedback and reasoning, as consumers may have different views on a particular product offered by the company (Bechmann & Lomborg, 2013; Lange-Faria & Elliot, 2012; Scott & Orlikowski, 2010).

Of special interest is the study of the goals and needs of the travel media audience. Researchers from the United Kingdom and New Zealand have explored key concepts and models of people’s decision-making regarding travel, motivation, expectations, satisfaction, and other motives for tourism behavior. The authors analyzed more than 500

articles that focused on the behavior of consumers of tourism services and their motivation in decision-making (Cohen et al., 2013). Santos et al. (2014) analyzed the behavior of consumers of tourism services based on emotions and emphasized that leisure marketing was becoming a new driving force of tourism development. The image of the destination is painted by potential tourists on social networks and in blogs. It is well recognized in the tourism literature that the image of the destination is a decisive factor in determining the decision-making process of travelers. Modern consumers are more demanding and ready to actively interact with brands. Also, social media users are more likely to pay attention to personalized advertising on social media (Nielsen, 2012).

Much of the latest research is focused on the study of travel media, which have chosen a website or social network as their channels of communication. The media use social networks to promote their publications because the information reaches readers faster and consumer opinions can influence the formation of media content. An important feature of tourism has been the creation of compelling content created by users on social networks (Kaosiri et al., 2017). The choice of direction and subject of travel through feedback on social networks is a strong argument for making a decision about travel (Bechmann & Lomborg, 2013; Wang and Fesenmaier, 2004; Webb, 2004). Mangold and Faulds (2009) argue that social media is a new hybrid element of advertising because tourists perceive social media sites as reliable, informative, useful, and valuable.

Travel blogs are widely popular and trustworthy as they allow communicating directly with the author of the blog. Compared to social media, travel blogs have the advantage of publishing longreads. The method of sorting the content of travel blogs can be used to improve and control the integrity of destination images (Pan et al., 2007). Tourism organizations are increasingly using social media data, such as online travelers' blogs, to gain knowledge about the need for innovation, which helps reduce the cost of tourism market research, development, and communication (Li et al, 2018b). Researchers note that content is often presented with an emotional description and allows for more publicity about the tourist image of the destination than the content of some official travel websites. Woodside et al. (2007) noted that blog articles were a story that described a person's experience.

The effect of social media in tourism by the example of Cambodia (Ly B. & Ly R., 2020) was determined by a survey of 500 respondents. The authors proposed a model of creating the value of tourism and the influence of social media in the decision of the traveler when planning a trip. The proposed model reflects the perception of preferences by travelers when planning certain trips. Wang and Fesenmaier (2004) argue that the tendency of travelers to use social networks for planning and travel refers to the feeling of benefit. The findings show that there is a link between advice and decision-making when planning a trip. It is emphasized that tourists consider the functionality of social media as significant.

Few tourists will agree to travel on broken roads or stay at poorly accommodated hotels. Hence, information search is an important part of the travel planning process to reduce risks and avoid uncertainties during travel (Money & Crotts, 2003). Therefore, social

media should become a vital information channel for travelers as well as an important component of tourist decision-making and travel information search (Lange-Faria & Elliot, 2012; Noone et al., 2011; Pan et al., 2007; Xiang & Gretzel, 2010).

A thorough description of social media in tourism was made by Aurelio G. Mauri (2015). He noted that travel companies needed to fully understand the impact of social media and use their strategies to develop appropriate approaches through an integrated marketing strategy. The author examines the classification of social networks, the concept and capabilities of eWOM (The Digitization of Word-of-Mouth), the analysis of the impact that social media can have on the behavior of tourists at each step of the travel planning process (before, during, and after the trip). It is useful to analyze the opportunities and threats of social media influence and tourist behavior for the organization.

Media play an important role of a mediator in the study of foreign cultures and image formation of tourist destinations (Hanusch, 2010; Lindström, 2005; Santos, 2004). However, according to researchers, newspapers reporting on tourist destinations lack traditional journalistic norms (Cocking, 2009), so the study raises questions about the interaction between tourism journalists and their sources in the selection and production of tourist reports.

The connection between media, cultural heritage and tourism is highlighted in the works of Santos (2004) by the example of Portugal, Lindström (2005) – Sweden, Buchmann (2006) – New Zealand, White (2009), and Young (2009) – Australia, Praven Kumar (2014) – India, Mekonen (2016) – Ethiopia, Wang, and Ting (2020) – China. The data obtained indicate that journalists and tourism industry players are involved in the production of information content due to the belief that these images will increase consumer interest in their respective products and, consequently, profits. Journalists believe that popular travel destinations have an advantage for both travel and journalistic news (Lindström, 2005, 2010). Cocking (2009) examines travel journalism by looking at the Middle East travels in three British newsletters *The Sunday Times*, *The Independent on Sunday* and *the Sunday Telegraph*, as well as a pan-European travel program and a tourism channel. The rich cultural and political legacy of Europe's relations with the Middle East provides an ideal context for studying how travel journalism contributes to the study of foreign cultures (Cocking, 2009).

The expectations of tourism media readers can be determined by analyzing large data of historical social media with cross-comparison of cultural environment and construction of emotional analysis (Wang & Ting, 2020). Researchers have used the CKIP (Chinese Knowledge and Information Processing) text-based text analysis tool to reveal tourists' perceptions of Beijing. Text data were extracted from major travel blogs on the internet and studied to compare the similarities and differences between the images perceived by tourists from mainland China and Taiwan. The results showed that both groups had a strong interest in sightseeing and gastronomy, but, surprisingly, the Taiwanese showed a stronger positive response to cultural landmarks.

Information technology has transformed the travel and tourism industries and has become a source of innovation for tourism industry players and scholars (Gretzel, 2006, 2011; Sigala et al., 2018). Even though social media are traditionally seen as a marketing tool, the future lies in the development of smart tourism. The smart tourism system is expected to support tourism managers and tourists using large data available from a variety of sources (Huang et al., 2017; Li et al., 2018; Xiang et al., 2015, 2017).

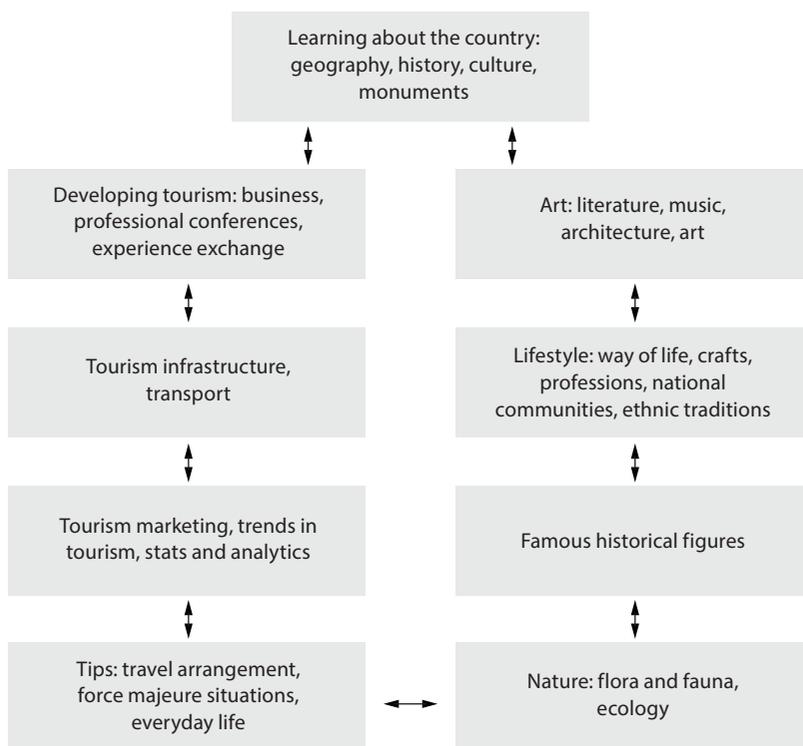
In Ukraine, there are all the prerequisites for the development of both the tourism industry and the promotion of travel through social media. Convenient geographical location, favorable climate, diverse terrain, a unique combination of natural and recreational resources, cultural and historical heritage, numerous sanatoriums, and resorts – all these factors contribute to Ukraine's competitive advantage in the world media environment. However, the tourism potential of Ukraine remains underdeveloped, as evidenced by the 1.5–2.5% share of the tourism industry in the country's GDP.

METHODS

Quantitative and qualitative methods were used in the research, in particular, the content analysis method – the study of quantitative and qualitative elements of content to determine the trends of media development; statistical methods – aggregation and grouping of travel media by topics: ethnic traditions, art, lifestyle, famous historical figures, nature and ecology, tips, marketing and trends, tourism infrastructure, tourism development; search for aggregate measures – modes and medians to determine the generic structure.

To find out the most relevant themes that interest Ukrainians when they are planning to travel or want to learn about new places and countries, we conducted an online survey using a questionnaire. The total number of respondents included 248 people: 120 women and 128 men in the age range 18-55 years (85 respondents or 34.4% aged 18-25, 87 respondents or 35% aged 26-40, and 76 respondents or 30.6% aged 41-55). We asked: "What themes are you interested in when you read travel media or watch travel and tourism shows?" From the array of answers, the following thematic categories were elaborated and ranked: learning about the country, tips, marketing and trends, lifestyle, art, nature and ecology, famous historical figures, tourist infrastructure, tourism development. The next step in our research was to explore the content of Ukrainian media that highlight these themes using the content analysis method – a sociological way of studying quantitative and qualitative elements of content, comprehensively examining various documents.

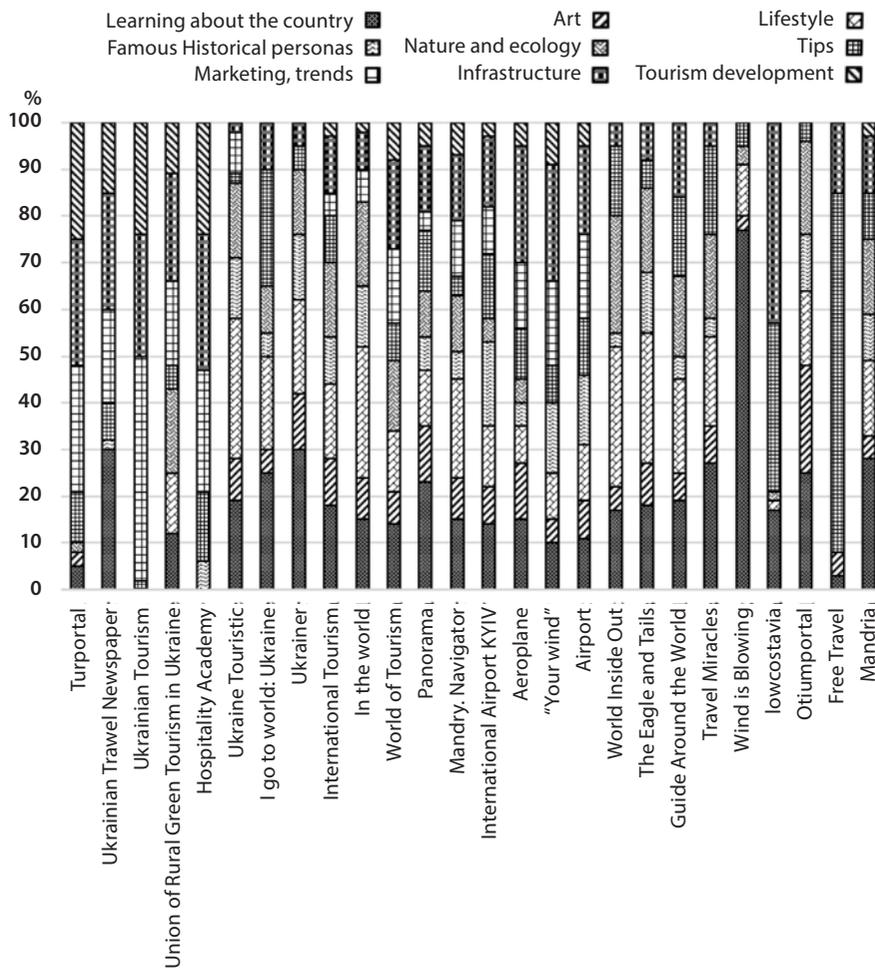
We conducted a content analysis of 50 popular Ukrainian media, systematizing content according to the thematic categories mentioned above (see Figure 1).



▲ Figure 1.

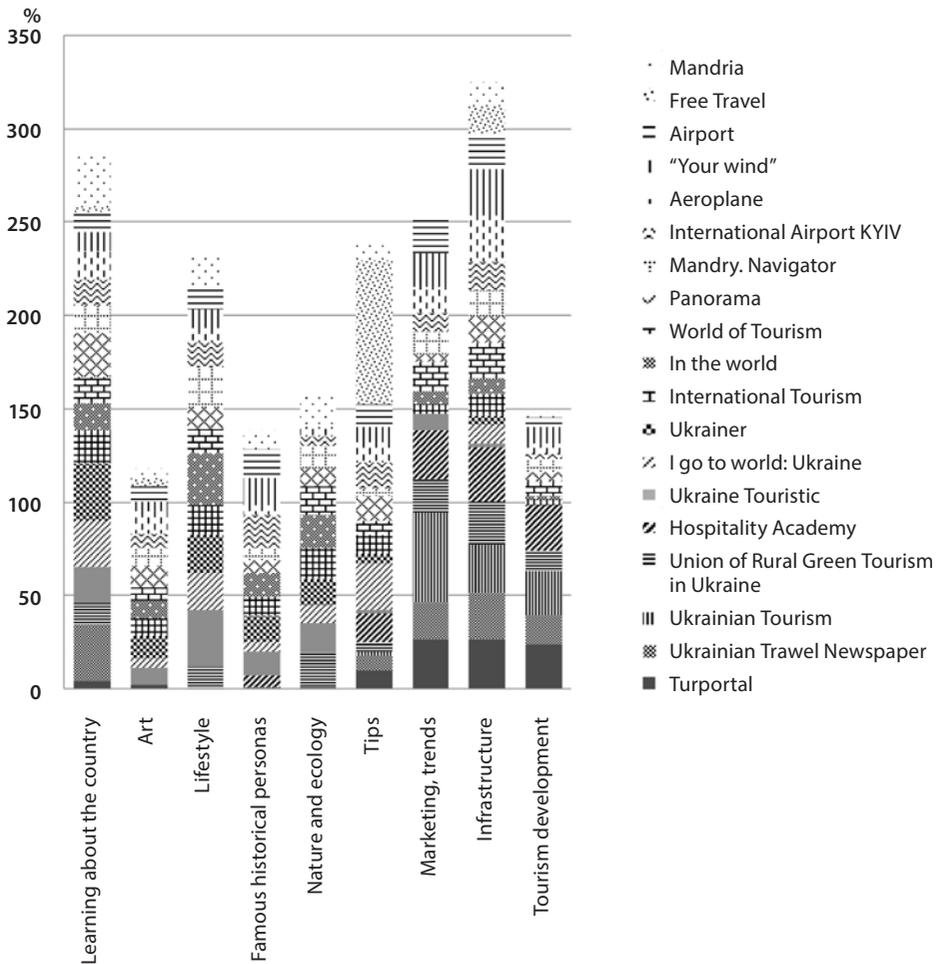
Main thematic categories in Ukrainian travel media

A detailed analysis of the content of professional, popular, on-board media and blogs has enabled to distribute figures on various themes in each media (Figure 2). Figure 3 illustrates different popularity levels of different thematic categories in Ukrainian travel media. In both professional and popular media, tourism infrastructure is important: hotels, restaurants, transport, communications, ticket search, and route planning. Such themes as tourism marketing, trends in tourism, professional events, and experience sharing between travel companies are covered only in professional media. In popular and onboard magazines, tourism themes are presented only as short ads or promotional articles. In the media focused on those who travel or are interested in tourism, all themes are evenly distributed among the sections. Author blogs and specialized media present 3-4 themes in detail, such as learning about the country, art, lifestyles, or infrastructure, tips, and trends in the media industry.



▲ Figure 2. Distribution of thematic categories in general travel media context

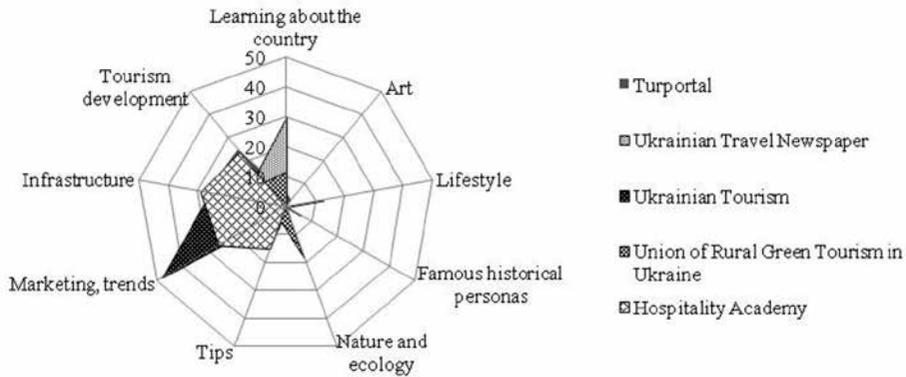
The popularity of thematic categories in Ukrainian travel media can be derived from the analysis of the following visualization (see Figure 3).



▲ Figure 3.
Popularity of thematic categories in Ukrainian travel media

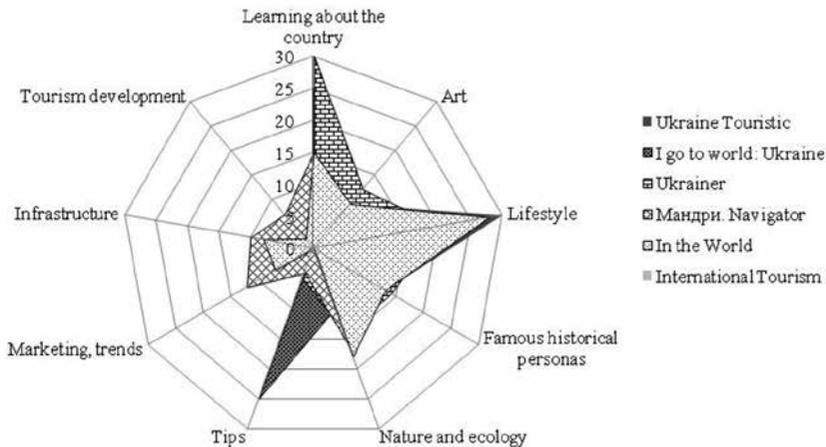
This figure clearly shows that the most popular thematic category that is covered in all media is tourism infrastructure: hotels, transport, restaurants, roads, and hospitals. The second most important is the category that contains information on the history and geography of the country, cultural landmarks, architecture, other attractions, photographs, and videos of stunning landscapes and amazing buildings. Themes relating to people’s lives, their social priorities, crafts and professions, national communities, ethnic traditions, and ethnography, as well as tips on travel arrangements, emergencies, tourism trends, and various statistics, are also ranked high.

Further analysis of Ukrainian travel media by types has enabled us to conclude that professional travel magazines prioritize the themes of marketing, infrastructure, and development of the tourism industry, exchange of experience (see Figure 4).

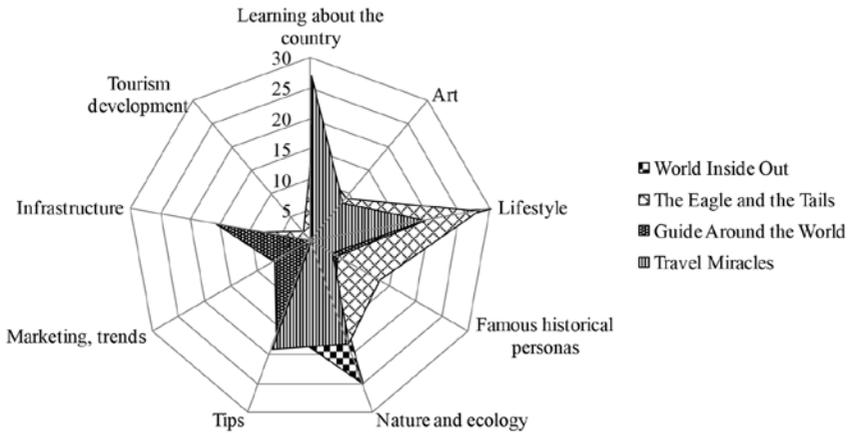


▲ Figure 4. Thematic orientation of Ukrainian tourism media by type: professional media

Popular magazines, websites, and TV shows pay the most attention to the country's profile, tips, lifestyles, nature, and ecology (see Figures 5-6).

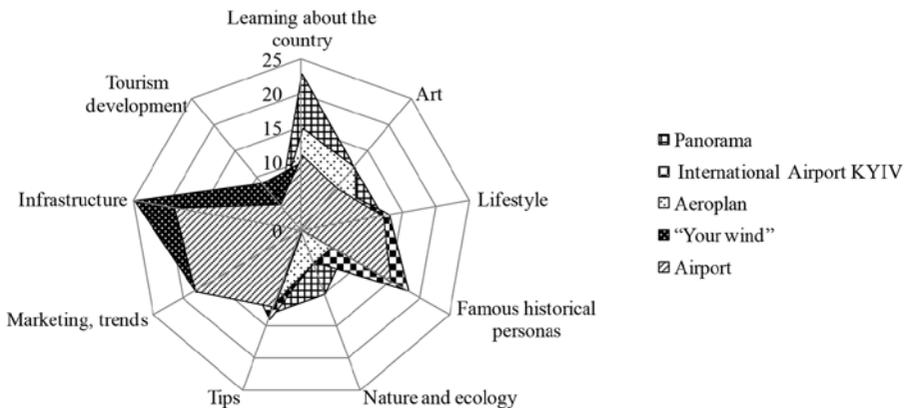


▲ Figure 5. Thematic orientation of Ukrainian tourism media by type: popular media



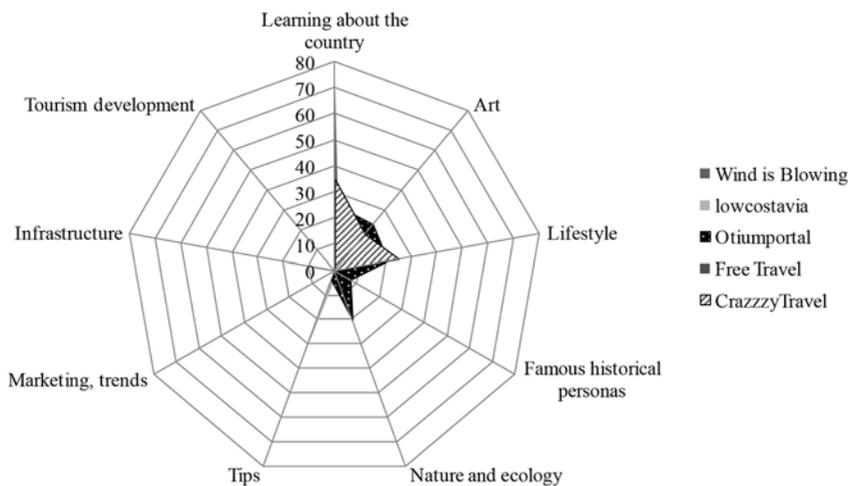
▲ Figure 6. Thematic orientation of Ukrainian tourism media by type: television programs

The findings of on-board media demonstrate roughly equal coverage of all themes (see Figure 7).



▲ Figure 7. Thematic orientation of Ukrainian tourism media by type: on-board magazines

Given the specialized character of blogs, they either talk about the tour itinerary or advise on accommodations or flights (see Figure 8).



▲ Figure 8. Thematic orientation of Ukrainian tourism media by type: blogs

To define the most popular thematic orientation in Ukrainian travel media, we conducted a quantitative analysis. The results of aggregation and grouping are formalized in Table 1. We analyzed the aggregate structure utilizing distributive averages: mode and median.

Table 1. Intervals, frequencies of grouped thematic categories

| | Interval 1 | Freq. | Interval 2 | Freq. | Interval 3 | Freq. | Interval 4 | Freq. |
|----------------------------|------------|-------|------------|-------|------------|-------|------------|-------|
| <i>Thematic categories</i> | | | | | | | | |
| Learning about the country | 0-19.25 | 56 | 19.25-38.5 | 20 | 38.5-57.75 | 0 | 57.75-77.0 | 4 |
| Art | 0-5.75 | 40 | 5.75-11.5 | 32 | 11.5-17.25 | 4 | 17.25-23.0 | 4 |
| Lifestyle | 0-7.5 | 20 | 7.5-15.0 | 12 | 15.0-22.5 | 32 | 22.5-30.0 | 16 |
| Famous historical figures | 0-3.5 | 36 | 3.5-7.0 | 16 | 7-10.5 | 8 | 10.5-14.0 | 20 |
| Nature and ecology | 0-6.24 | 24 | 6.25-12.5 | 12 | 12.5-18.75 | 64 | 18.75-25 | 12 |
| Tips | 0-19.25 | 68 | 19.25-38.5 | 8 | 38.5-57.75 | 0 | 57.75-77.0 | 4 |
| Marketing and trends | 0-12 | 64 | 12-24 | 12 | 24-36 | 0 | 36-48 | 4 |



| | | | | | | | | |
|------------------------|---------|----|------------|----|------------|----|------------|---|
| Tourism infrastructure | | | | | | | | |
| | 0-10.75 | 36 | 10.75-21.5 | 28 | 21.5-32.25 | 12 | 32.25-43.0 | 4 |
| Developing tourism | | | | | | | | |
| | 0-6.25 | 56 | 6.25-12.25 | 16 | 12.5-18.75 | 0 | 18.75-25.0 | 8 |

In the thematic category "Learning about the country", the mode is 11.7%, and the median is 13.75%. Thus, the share of this category in the researched media is about 12%. Half of the media report on this theme with a share of up to 13.75%, the other half – over 13.75%.

In the "Art" category, the mode is 4.8%, and the median is 5.75%. Thus, the content related to the category "Art" in the studied media is mostly about 5%. Half of the media view this theme with a share of up to 5.75%, the other half – over 5.75%.

The content under the category "Lifestyle" demonstrates the mode of 4.2% and the median of 15.9%. Accordingly, the share of the thematic category "Lifestyle" in the analyzed media is mostly 4%. Half of the media consider this theme at 4.2%, the other half – at over 4.2% of its content.

In the category "Famous historical figures", the mode is 2.4%, and the median is 3.77%. The share of this theme in the studied media is mainly 2.4%. In half of the media, this theme has a share of up to 3.77%, the other half – over 3.77%.

In the thematic category "Nature and ecology", the mode is 3.1%, and the median is 12.87%. Thus, the share of "Nature and Ecology" in the media under study is approximately 3%. Half of the media cover this theme with a share of up to almost 13%, the other half – over 13%.

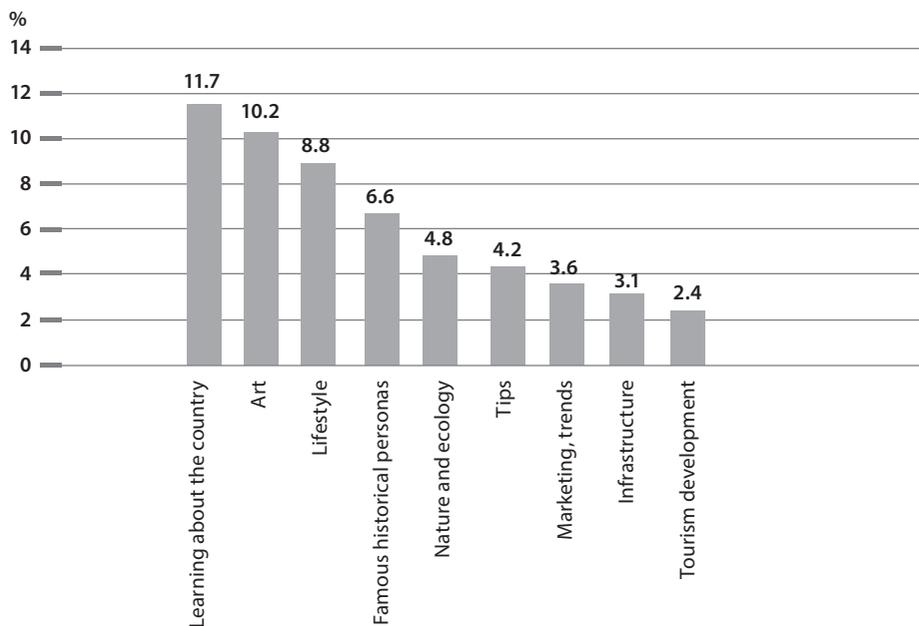
For the "Tips" category, the mode is 10.2%, and the median is 11.3%. The share of the "Tips" in the researched media is mostly just over 10%. Half of the media cover this theme with a share of up to 11.3%, the other half – over 11.3%.

For the category "Marketing and Trends", the mode is 6.6%, and the median is 7.5%. Therefore, its share in the media under study is 6.6%. Half of the media cover this theme with a share of up to 7.5%, the other half – over 7.5%.

For the "Tourism infrastructure" category, the mode is 8.8%, and the median is 11.2%. The share of the theme "Tourism Infrastructure" in the researched media is mostly about 9%. Half of the media cover this issue with a share of up to 11.2%, the other half – over 11.2%.

For the theme "Tourism Development", the mode is 3.6%, and the median is 4.5%. Therefore, the share of the theme "Tourism Development" in the analyzed media is mostly 3.6%. Half of the media view this theme with a share of up to 4.5%, the other half – over 4.5%.

In the following figure, we ranked the thematic categories in descending order by mode (see Figure 9).



▲ Figure 9.
Rating of thematic categories in travel media, mode, %

Therefore, most often, the travel media in Ukraine publish country profiles, provide users with travel tips and availability of tourism infrastructure. The smallest share of content in the Ukrainian travel media relates to famous historical figures, nature and ecology, and development of tourism in the country.

OVERVIEW OF TRAVEL MEDIA IN UKRAINE

In modern life, traveling holds a special place. The person not only wants to relax, but also to learn something new about the history, culture, nature, lifestyle, and traditions of people in different regions. The tourism industry in Ukraine, as in the whole world, is an important indicator of socio-economic development. Travel and tourism create jobs, stimulate exports and development across the world. Tourism, as a conglomerate of different industries, aims to serve and maintain domestic, international, business contacts. In this light, travel media serve as a link between the industry and consumers.

A distinctive feature of travel media is the synthesis of serious journalistic material, combined with the emotions and personal impressions of the journalist. This is done through communication methods in travel media: study, description, analysis, and various forms of information submission.

Nowadays, the market of travel media is complex and diverse. On the one hand, these are professional travel publications, either Ukrainian or with representative offices in Ukraine. They belong to the fields of both journalism and tourism business; they have permanent partnerships with airlines, hotel chains, restaurants. Such media are high-budget magazines with correspondents around the globe. Another type is consumer-oriented travel media. Such media can be general (interesting places in the country or city, restaurants, and hotels, hiking routes, historical data, etc.), and specialized (mountaineering, fishing, yachting, national cuisine, ancient sights, great historical figures). In Ukraine, travel media are represented by magazines, newspapers, television and radio shows, websites, and blogs. Print media have an electronic version or a website, and TV shows are supplemented by a YouTube channel.

All media on travel fall into the following groups:

- >popular (for a wide range of people with a variety of issues);
- >specialized: fishing, extreme sports, exotic islands, ticket or hotel search;
- >professional (for tourism industry players);
- >on-board media (in-flight magazines of airlines, railways, and road transportation).

Among Ukrainian magazines, the leaders of the travel media market are *International Tourism* and *Mandry. Navigator*. Since 1992 *International Tourism* has published reports on Ukrainian and international sights, natural and man-made wonders of the planet, stories about famous travelers and artists, introduced leading brands, leisure, and comfort products, talked about travel, sports, health and offered hundreds of leisure options. *Mandry. Navigator* magazine has been available since March 2004 in two languages – Ukrainian and English. The printed version is distributed free of charge on board the magazine's partner UM Air. It was recognized as the best-specialized travel magazine of Ukraine in 2005 and 2006. *I go to the world: Ukraine* is one of the first tourist internet portals of Ukraine. The resource contains about 80,000 attractions, more than 30,000 places, and landmarks in Ukraine that can be found in several ways. Useful for users is the "Guides" section with detailed information about people who can accompany them on a fascinating trip. The portal also has a versatile tool that allows quick marking and sharing a map of travel across the world with friends: create a map of visited countries, as well as countries which you want to explore, mark visited cities on a map, and create a map of visited places and attractions that are automatically counted. *The Ukraïner* is one of the most prominent travel projects; it is available in 10 languages. *The Ukraïner* team travels to an unseen corner of Ukraine every month to share stories of its amazing people and the destination itself. A separate section is devoted to the regions of Ukraine. The content covers different aspects of Ukrainian life: jobs, sports, arts, education, sights, inclusion, music, national communities, nature protection and more. *In the World* website brings together amazing natural phenomena, unusual places, and extraordinary events

from all corners of the Earth. Everybody can become its author. Here are lots of beautiful and bizarre, majestic, and mysterious, fascinating, and mystical stories about culture, art, science, and everyday life.

There are a few professional travel media in Ukraine among which several stand out: *Turportal*, *Ukrainian Travel Newspaper*, *Ukrainian Tourism*, *Union of Rural Green Tourism in Ukraine*, and *Hospitality Academy*.

The analytical periodical *Ukrainian Tourism* is targeted at tourism market professionals. Each issue publishes the content that provides comprehensive information on the markets for passenger air travel, hotel services, travel insurance, maritime and river cruises, provides an overview of new technologies in the tourism and allied industries, as well as recent legislative changes with comments from experts. The community of tourism professionals at *Turportal.com.ua* informs about the news in the tourist market of Ukraine and the schedules of exhibitions and seminars. It also sets out up-to-date analytical reviews and information from leading travel companies. This portal has a useful feature for employees of the tourism industry and that is the possibility for interactive communication and exchange of experience among tourism professionals. For tourists, the sections "Legislation" and "Assistance for tourists from Ukraine abroad" are useful.

Specialized travel magazines are aimed at reflecting events in a particular area, such as: travelling by various modes of transport (yachts, cars, and bicycles); hunting, fishing; a combination of sports and tourism, etc. For example, *The Yachts Review* magazine, founded in 2004, provides unique information about yachting world news and events, accessories, travel, places of interest, entertainment, interesting articles, and backgrounds about the mysterious world of the sea. *The World of Fishing (Svit Rybalky)* talks about traditional fishing and modern technologies and adaptations. *The Forest and Hunting Magazine* publishes exclusive information from forestry, woodworking, and hunting professionals and shares hunting methods and fishing techniques.

Travel blogs may not be considered full-fledged media, but they are widespread both in the world and in Ukraine. Bloggers publish their content in the columns of specialized and popular media. Readers tend to trust the opinion of a particular person more than the websites of travel companies; they are interested in the easy casual style of content presentation, the opportunity to ask questions and try to repeat the travel route of the blog author, go to the same restaurants, and stay in the same hotels. In Ukraine, both text and Instagram blogs are widespread. Some of these blogs are maintained by the author for several years. *The Site Directory Resource* allows you to learn about the websites that are currently functioning and registered in this resource.

Among the most popular 2018–2019 blogs according to MOMONDO (search engine comparing millions of cheap flights, hotels, and car rental services) were: *Wind Is Blowing (Veter Duet)*, *Lowcostavia*, *Columbus himself*, *CrazzyTravel*, *Explorer.life*, *Lowcost UA*, *Mandria*, author blogs by Maxim Zaselyan, Anna Burlak, Orest Zub, Yulia Savitskaya, Oleg Slobodeniuk, and *Wanderers* whose purpose is to motivate people to discover the

world and themselves through travel (Best Travel Blogs of Ukraine, 2018). The thematic orientation of all blogs is similar: the country profile, nature, landmarks, wildlife, cuisine, hotels, the life of locals, tips on saving money, finding cheap flights, and the best route.

However, some of the blogs stand out. For example, *Wind Is Blowing (Veter Duet)* is a Ukrainian telegram channel of Alyona Denga, who shares her knowledge about unknown parts of Ukraine and the world and gives first-hand advice about tourist routes, cheap tickets, hotels. *Lowcostavia*, the blog by Stanislav Ilkiv, publishes daily new airline offers, travel route ideas with fixed prices and provides up-to-date information on flights and last-minute travel deals. *Explorer.life* is an author blog with stories from Ukrainians about unique places in the country.

Among Ukrainian travel shows, one can name Dmytro Komarov's TV show *The World Inside Out* broadcast on the 1+1 TV channel, which first aired on December 11, 2010. The surprisingly small crew of two people, the host and the cameraman, travel to the countries off the tourist radar and show the "inside-out life" of local people. What makes this TV show special is that the crew always tries to meet Ukrainians and share their stories of life and success in a foreign country. *The Eagles and The Tails* is a Ukrainian travel show, first aired in 2011 on the "Inter" TV channel. It is broadcast in Kazakhstan, Belarus, Russia, Poland, and Israel. In each episode, two co-hosts travel to another location in the world for one weekend. By tossing a coin, one of the hosts receives a credit card, while the other has US\$ 100 to cover all the expenses. In each episode, viewers may see jaw-dropping hotels, deluxe gastronomic experiences, unique customs, and architecture. *Guide to the countries of the world* on the "Inter" TV channel offers to travel to one of the countries. Each episode is dedicated to one country, talks about the geography, history, culture of the peoples of the country, the main tourist attractions, and gives practical advice: where to stay for the night, what souvenirs to buy, what topics to avoid. Also, travel journalists often go to towns and villages that are off the beaten track to immerse themselves into an authentic environment: climb a local mountain peak, become a part of a traditional wedding, hear folk songs or try fancy dishes.

CONCLUSIONS

Travel journalism is gaining in popularity, it is a field of activity that produces travel information, encourages people to travel, explore new countries, history, literature, architecture, political order, and more. Trends in the development of the travel industry are positive. Society's interest in travel journalism is growing every year. Travel and tourism create jobs, stimulate exports of services, and support domestic and international business relationships.

The travel media in Ukraine cover various aspects of the industry and can be classified as follows: popular, specialized, professional, on-board media, and blogs. Travel magazines, websites, and TV shows having the widest coverage of a variety of themes and targeting at a wide audience, are grouped as popular media. Specialized media focus

on specific themes such as fishing, extreme sports, exotic islands, ticket and hotel search, etc. They are intended for tourism industry players. On-board media (in-flight magazines of airlines, rail, and bus carriers) cover almost all themes but focus on interesting places and routes.

The most prominent themes for travel media in Ukraine are history, culture, geography, historical monuments, and the topics related to the lifestyle of a person: life, professions, and crafts, national holidays and communities, and ethnic traditions. The most common themes are those related to tourism infrastructure: hotels, restaurants, transport, communications, and travel tips, ticket search, hotels, route planning. The second most important is the thematic category that contains information on the history and geography of the country, cultural monuments, architecture, places of interest, photographs, and videos of stunning landscapes and amazing buildings. Next in importance are themes about people's lives, their social priorities, crafts and professions, national communities, ethnic traditions, as well as tips on travel arrangements, emergencies, tourism trends, and various statistics with infographics. The smallest amount of information in the travel media concerns famous historical figures, nature, and ecology, as well as the development of tourism in the country. Professional magazines prioritize the issues of marketing, infrastructure, tourism industry development, and exchange of experience. Popular magazines, websites, and TV shows pay the most attention to the country profile, advice, lifestyle, nature, and ecology. On-board media report on all issues in roughly equal percentages. Blogs are always highly specialized, they either inform about the tour itinerary or advise on the selection of hotels or plane tickets. In general, most often the travel media in Ukraine in their programs, periodicals, blogs, and on websites report about countries, travel tips, as well as the availability of tourism infrastructure.

Travel media thematic categories by the method of distributive averages of mode and median demonstrated the following rating order: 1) learning about the country (the country's profile), 2) tips, 3) lifestyle, 4) art, 5) nature and ecology, 6) famous historical personas, 7) tourism infrastructure, 8) marketing and trends, 9) tourism development.

The study into quantitative and qualitative elements of content through content analysis made it possible to identify trends in the development of travel media in Ukraine. Our study, though, has several limitations. Due to its solely Ukrainian context, we do not see a broader picture that sheds light on international relations and the role played by tourism media in boosting international exchange and public diplomacy. In further studies, we plan to systematically resolve this limitation by including several other countries with different GDP per capita levels in the analysis. The second limitation is the lack of a broader outlook on how travel media shape the preferences of tourists. In further research, it is worthwhile to analyze the feedback to see what effects travel media elicit on their audiences.

The authors are hoping that the war will end soon. Ukraine will rebuild its cities and Ukrainian travel media will find new themes to present to their international and home readers. Ukraine has already come into the spotlight which guarantees that after its victory both the domestic and international tourism will revitalize. However, this requires reconstruction of the destroyed infrastructure, otherwise, the return rate of a foreign tourist will remain low.

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UKRAJINSKI PUTOPISNI MEDIJI: ANALIZA TEMATSKIH KATEGORIJA

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SAŽETAK Koristeći analizu sadržaja i statističke metode, ovaj članak analizira ukrajinske putopisne medije kako bi utvrdio njihovo tematsko usmjerenje. Kako bismo utvrdili zastupljenost različitih tematskih kategorija, proveli smo istraživanje na dvije razine. Kao prvo, proveli smo anketu temeljenu na slučajnom uzorku o najvažnijim temama koje pokrivaju različiti mediji koji se bave putovanjima. Odgovore ispitanika analizirali smo i grupirali u nekoliko kategorija: učenje o zemlji, umjetnost, lifestyle, poznate povijesne osobe, priroda i ekologija, savjeti, turistička infrastruktura, turistički razvoj, marketing i trendovi. Kao drugo, proveli smo analizu sadržaja koristeći distributivne prosjeka moda i medijana kako bismo izračunali udio svake tematske kategorije. Dominantne tematske kategorije bile su rangirane na sljedeći način: 1) učenje o zemlji, 2) savjeti, 3) lifestyle, 4) umjetnost, 5) priroda i ekologija, 6) slavne povijesne osobe, 7) turistička infrastruktura, 8) marketing i trendovi, 9) turistički razvoj.

KLJUČNE RIJEČI

TEMATSKA ORIJENTACIJA, TEMATSKÉ KATEGORIJE, PUTPISNI MEDIJI,
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