context: they learn new knowledge and apply it to a specific design sample. Such educational work gives them an insight into the process and methodology of using a font.

References

1. Fundamentals of Graphic Design. California Institute of the Arts. URL: https://www.coursera.org/learn/fundamentals-of-graphic-design/home/info (date of application: 06.02.2023).

2. Tsidylo I. I. Preparation of future designers for the use of computer technologies in professional activities: dissertation.... candidate of ped. Sciences 13.00.04 ; Tern. national ped. University named after V. Hnatyuk. Ternopil, 2015. 244 p.

WEB BLOGGING AS A DIGITALIZATION OF THE TRAVEL COMPANIES

Silvena Yordanova
Assoc.prof. Ph.D.,
Varna university of management,
silvena.dencheva@vumk.eu

Introduction. Travel blogs are individual entries, which will be assigned to planned travels, real or final trips, they are the equivalent of personal online diaries... usually writings from tourists, for and reporting to friends and families for their activities and experiences time for exercise [1].

Web blogging is used primarily as a social form for interaction and self-expression, where tourists can publish positive and negative experiences [1]. Web blogs are online diaries of travels, taken from the history of specific trip plus pictures and videos. Besides this, the travel blogs represent goal-oriented actions through which the bloggers seek and help other tourists as they create and present stories for their travel that are very realistic.

Tourist blogs are a variety of advertisements from mouth to mouth lips, which somehow bleached in a mountain-like manner in the presentation, giving an excellent results. Typical form behind the basin on digital technology tourism, what type of interaction is consumer-consumer, i.e. information content is created from consumers, sharing their positive experience to other potential tourists [3].

Main body. In the conditions of the pandemic crisis, these blogs and blogs have gained more popularity due to their publicity related to travel and excursions. From business point of view, organizations in the sphere of tourism, blogging can provide a lot of useful information for creating long-term relationships and focusing on consumer loyalty in modern times [2]. On the other hand, a tourism blog is an extremely valuable tool for organizing business in the tourism sector, and therefore prefers to start collecting reliable information from a verified and trustworthy source, in the case of a consumer tourist who has visited the same tourist site, based on their social needs, claims and shares, and communication with similar interests to consumers.

The usefulness of the tourist community is in the forest for potential tourists, who trust in the goal of the degree to evaluate and comment on the quality of the service and separate the characteristics of the specific tourist object, which will help in a significant degree of selection. People tend to trust others when they search for

information regarding specific destination. That's why, travel blogs have become more effective as an advertising tools compared to traditional banner advertisement for example [3].

Web blogs offer dynamic content of their own with some attraction for consumers, the ability to read text content or see videos or pictures from a tourist destination, which differ in their format and content from traditional media. In these cases, tourists will be divided for their accommodation under a custom format, but everything is more readily available and divided into audio and video material [3]. A lot of blogging in the virtual space will provide the opportunity for readers and publish your comments, and add pictures of material like this. Tourist blogs are equally valuable in relation to the decision to give tourists, videos or sharing video and text, and they are also valuable as a tool for the organization itself, as well as a tourist site.

1. Traveling Buzz is a travel blog in English for travel and adventures in Europe. It shows 56 different types of tourism from extreme sports as parachute jumping, kayaking in the Black Sea to visiting interesting towns://www.travelsmart.bg.

2. When Woman Travels is a travel blog, targeted at women and discussed problems that women often meet during their trips.

3. «Travel without edge» is the author's blog on Veneta Nikolova – a journalist and traveler, from the source of writings, videos and photographs from the traveler from Bulgaria and foreign lands, which is why we know little about Ketchet – ethnographic villages, ancient monasteries and fortresses, from the walls of the church, from the nature of the area, as well as an interview with an interesting choir, which I met while traveling from Bulgaria. «Travel without edge» was nominated for an Annual award at the Ministry of Tourism in the category «Publication on the topic of tourism in Bulgaria for 2016 in an online blog.» www.pateshestvia.net

4. Samuil's fortress and ominous history, which was nominated for 2022 from the Patnicheskaya blog Moeto patuvashtoaz https://moetopatuvashtoaz.com.

5. Piralkova travels is a travel blog for traveling around the world, traveling from homeland. It has letters from the saints, stories from the differences in destination, inspiration from the obstacle to the travels in mountains www.piralkovatravels.com

Web blogs were mainly studied regarding the advantages they provide for consumers and organizations in the field of tourism. In this regard, researcher Banyai, 2016 shared the idea that the majority of bloggers wish to communicate with an audience by using terms such as «you» using personal characteristics in the narrative, which indicates that bloggers have a historical social relationship with readers. In their blogs, they use a narrative style, detailing all the steps of their journey from the moment they leave their home, the journey itself, and the end of it, thus seeking empathy and easier inclusion of readers in their experiences. Researcher Banyai, in her research suggests a way to use the potential of the travel blog by marketing agencies in researching major destinations that want to improve or evaluate the effectiveness of their marketing strategies. In this regard, the researcher Banyai, highlights include the possibility that, in addition to providing insights into visitors'

travel experiences, by analyzing the content of travel blogs, destination marketers can gain access to the demographics and demographic profile of the readers of the weblog itself.. Thus, knowing who is more likely to generate and share information on the Internet can provide destinations with a competitive advantage by responding and communicating with this market in a timely manner. In addition, a direct promotional offer or specific marketing offer can be made to the actual interested people.

Banyia, in their research concluded that the communication channels as well as the consumption and promotion of tourist destinations are influenced by the emerging trend of online diaries or blogs. Furthermore, the travel blog as a significant source of destination marketing information is an area of research that has been undervalued and neglected [1]. However, the gap identified in this study is limited to the travel blog itself. As researcher Banyia, 2016 argued, blogging is not an individual endeavor and that although there is a growing number of blog readers, this field is still undiscovered. The studies of a number of researchers prove the existence of interdependence between the publications and the growth of sales, proving indisputably that the blog posts influence the decision-making of tourists, therefore the researchers have focused on analyzing the publications in the travel online communities using modern technologies [3].

According to a study, the generation known as Gen Z are the main users, with 76 % of people who scroll through social media for travel saying it made them want to travel more [3].

86 % became interested in traveling to a specific destination after seeing images of it in travel blogs. According to the statistics, nearly half of Americans (45 %) say that friends' social image is the most influential factor when choosing a restaurant at a travel destination.

Over 57 % of people have made plans to dine at a restaurant based on images/videos on their feed, with approximately ¼ of Gen Z taking 50+ photos per day while on vacation, compared to 40 % who share them on social media (https://passport-photo.online).

That is why multimedia technologies can not only improve the experience of the tourist aimed at exploring the culture of the destination he is visiting, but through the digitization of cultural heritage, cultural institutions have an excellent opportunity to attract more visitors [2]. Thanks to digital technologies, on the one hand, services for users are accessible, and on the other hand, many users can be attracted, not only physically present, but also target the elderly or people who for health reasons cannot visit the place.

Web blogs are important at the different stages of customer online behaviour. They are very helpful for the planning of the destination, also during the selection process between different alternatives. Most of all they support the traveler to share experience of the travel during it or after it. They replace the traditional advertisement especially for generation Millenials who do not trust tv ads but tend to trust people with same motivation to travel.

References

1. Banyai M. «Travel Blogs in Marketing Research: Stories of Stratford, Canada». Travel and Tourism Research Association: Advancing Tourism Research Globally. 2016. P. 65.

2. Parusheva T. Digital future of sustainable cultural tourism, Annual book of Varna university of management, vol.XVI. 2023.

3. Yordanova S. How to apply digitization in the tourism and hospitality? Journal Economic studies, BAS, forthcoming. 2023.

ВИКОРИСТАННЯ ІНФОРМАЦІЙНО-КОМУНІКАЦІЙНИХ ТЕХНОЛОГІЙ ПРИ РОЗВ'ЯЗУВАННІ КОМПЕТЕНТНІСНО-ОРІЄНТОВАНИХ ЗАДАЧ НА УРОКАХ МАТЕМАТИКИ НОВОЇ УКРАЇНСЬКОЇ ШКОЛИ

Білянська Вікторія Андріївна
здобувач спеціальності 014.04 Середня освіта (Математика),
Тернопільський національний педагогічний університет імені Володимира Гнатюка,
bilyanska_va@fizmat.tnpu.edu.ua
Гоменюк Ганна Володимирівна
кандидат педагогічних наук, викладач кафедри математики та методики її навчання,
Тернопільський національний педагогічний університет імені Володимира Гнатюка,
homenyuk_hanna@tnpu.edu.ua

Оптимально і ефективно впровадити інформаційно-комунікаційні технології у навчальний процес з математики в рамках Нової української школи для покращення розвитку компетентностей учнів у вирішенні завдань, спрямованих на розвиток їхньої критичної думки, проблемного мислення і практичних навичок.

Впровадження інформаційно-комунікаційних технологій (ІКТ) у навчальний процес має суттєвий вплив на розвиток навичок і вмінь учнів, зокрема в галузі математики. У 2017 році Міністерство освіти і науки України провело ключову реформу освіти, яка отримала назву – Нова українська школа (НУШ), головною метою якої є створення школи, яка даватиме учням уміння застосовувати отриманні знання, під час навчання, у повсякденному житті. Для цього учні навчаючись набувають компетентності – динамічні поєднання знань, умінь, навичок, стилів мислення, переконань, цінностей та інших особистих характеристик, які визначають здатність здобувача освіти до успішної соціалізації та здійснення професійної чи подальшої навчальної діяльності. Згідно нового державного стандарту базової освіти [1, с. 5], а також «Рекомендаціями Європейського Парламенту та Ради Європи щодо формування ключових компетентностей освіти впродовж життя» виділено 10 ключових компетентностей:

- спілкування державною (і рідною у разі відмінності) мовами;
- спілкування іноземними мовами;
- математична компетентність;
- основні компетентності у природничих науках і технологіях;
- інформаційно-цифрова компетентність;
- уміння вчитися впродовж життя;
- ініціативність і підприємливість;
- соціальна та громадянська компетентності;
- обізнаність та самовираження у сфері культури;