

## METAPHOR PECULIARITIES IN TOURIST DISCOURSE

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This study aims to reveal correlations between the type of metaphor and texts describing different phases of the destination lifecycle in the tourist discourse. The tourist discourse is regarded as a verbal mediated professional branch (tourism industry) in which specific knowledge is produced, processed and verbalized. The central category of tourism seems to be the concept of destination, which is determined as 'a place worthy to travel' [Collins English Dictionary 2003] or 'places where travelers choose to stay awhile for leisure experiences, related to one or more features or characteristics of the place – a perceived attraction of some sort' [Kotler 1976]. The studies of destination evolution are based on the Tourism Area Life Cycle (TALC) model, averaging 20-25 years and consisting of the following phases: exploration, involvement, development, consolidation, stagnation, and then rejuvenation and decline [Butler 1980]. Each phase of the destination lifecycle is described in definite texts published in particular issues. So the earliest phase of destination is represented more often in scientific-popular tourist journals such as *Geo*, *National Geographics*, *Вокруг света*. The developing destination is described in popular tourist journals, i.e. *Geo Traveler*, *National Geographic Traveler*, *Афиша-МИР*, *Вояж*. The developed destination is shown in the issues edited by tour-operators (*Азия*, *Пляж*).

Our study revealed that each text group was characterized by its own metaphoric strategy. So it is the nominative metaphor which predominates in the first text group (49 per cent), whereas the predicative and attributive metaphors compose 27 and 23 per cent, respectively. In the second text group the predicative metaphor is the most common (43 per cent), the nominative metaphor is less representative (30 per cent), the attributive metaphor is the least one (27 per cent). The third text group contains the greatest number of predicative metaphor (50 per cent), the lowest level of attributive metaphor (23 per cent) and the moderate number of nominative metaphor (27 per cent) as well.

Thus the nominative metaphor predominates in the first text group, the attributive metaphor occurs more frequently in the second text group and the predicative metaphor is widespread in the third text group.