

Metaphorical Models of Marketing: Changing Türkiye's Tourist Experience

Djurayeva Zilola Djamolidinovna

Doctoral Researcher, Tashkent State University of Oriental Studies, Tashkent, Uzbekistan

ABSTRACT: In this study, the role of metaphorical models is examined in the language of tourism marketing and cultural representation in Türkiye. Drawing on cognitive linguistics and discourse analysis, it also argues that the metaphors are more than simply poetic turns of phrase but have cognate status as frames, shaping visitors' expectations, sense of cultural belonging, and emotional investment. In a country with such a deep history and wide-ranging traditions, metaphors should be powerful for bringing ideas down to earth for travelers. The article demonstrates how destination marketing uses figurative expression to communicate complex ideas about culture, like Cappadocia, which is known as a "natural gallery," Türkiye as a "bridge between East and West," and the Aegean coast as a "peaceful haven." It's all the ways that physical landscapes might map onto symbolic narratives. These metaphors grant brands the complicated identities that make travelers feel more real, prouder to be from their country, and emotionally involved. Multimodal metaphors in Turkish Airlines' promo: images, music, and stories are conveying hospitality and nation. The paper also studies visitor complaints and evaluations, showing the operationalization of metaphorical framing in ordinary language and the way it affects perceived quality, culture, and service. Comparative perspectives show how Turkish tourist metaphors differ from those in Thailand and New Zealand, which emphasize spiritual warmth and adventure, and how much Türkiye relies on cultural wealth and history as symbolic capital. Translation is sometimes criticized because cultures mingle and metaphors may be lost or misinterpreted. The research argues that metaphorical models are crucial to Türkiye's tourist identity, destination brand, and response to intercultural communication, marketing, and cultural representation discourses.

KEYWORDS: Destination branding, Metaphorical models, Tourism marketing, Turkish culture, Visitor perception.

INTRODUCTION

By tying abstract ideas to more known experiences, metaphorical models work as cognitive frames that help one learn and interpret difficult material. In the framework of tourism marketing, especially in a culturally rich and varied nation like Türkiye, metaphorical models are very important in the development of the impression of tourist attractions. These models not only present the narrative surrounding a location but also significantly affect the way possible guests see and interact with them. By use of relevant metaphors, tourism marketing experts may enhance emotional and cognitive linkages with possible visitors by abstraction of the specific qualities of a location.

In Türkiye, the employment of metaphors in marketing tactics illustrates the integration of its historical, cultural, and natural elements in worldwide themes that appeal to a diverse audience. For instance, the location of Cappadocia is often described as a "natural gallery", suggesting pictures of its remarkable rock formations and ancient cave homes as art. These allegories create a multidimensional identity that enables possible visitors to participate in an adventure, wonder, and aesthetic enjoyment narrative, therefore transcending the mere physical characteristics of a place. This enhances the appeal of the place and draws tourists seeking unusual and transforming encounters.

Furthermore, interacting with cultural tales, the symbolic models of tourist marketing help to shape the brand identity of a location. Regarding Türkiye, the metaphor of East Meets West captures the geopolitical and cultural significance of the nation as a link between Europe and Asia very well. This strong metaphor guides many marketing campaigns stressing the depth of the cultural legacy, gastronomic variety, and historical relevance of Türkiye. These brand initiatives not only express the several character of the place but also influence the perceived authenticity and the experience worth of the offerings. These models have a major influence on visitors' dedication as they provide a structure for them to understand their travel experiences, therefore enhancing their want to visit the place.

Relaxing and peace are common metaphors used in marketing of places like the Aegean coast to appeal to potential guests looking for a break from their everyday lives. Sentence like the quiet blue of the quench appeal to sensory sensations that promote

emotional resonance, therefore enabling mental images suited with trip. Such analogies provide an emotional draw that motivates an exploration and a more in-depth research, therefore increasing the visitor involvement.

Therefore, the deliberate employment of metaphorical models in advertising content may significantly affect visitor impressions, therefore influencing the appeal of the place and commitment level. Effective use of metaphorical frameworks may distinguish places in a worldwide competitive tourism scene, where a variety of options attract the attention of possible guests, thus increasing not only interest but also loyalty among tourists. These models' success in tourist marketing shows a sophisticated awareness of how emotional attachment and cultural storytelling interact to define Türkiye's general attraction as a vacation destination. These concepts underline the need of metaphorical thinking in the formulation of marketing strategies which resonate profoundly with the aspirations and behaviors of modern travelers. Tourist marketing strategies in Türkiye include a diversified range of approaches that reflect the rich cultural tapestry and the historical meaning of the region, with a concerted effort to seduce national and international visitors. Understanding that good communication is crucial to form impressions, change attitudes, and at last cause visits helps this strategy framework be supported (1). In the framework of Türkiye, which holds a special place straddling Europe and Asia, the challenge resides not only in highlighting physical attractions like natural landscapes and cultural legacy but also in eliciting emotional responses by means of symbolic models that appeal to possible visitors.

METHODOLOGY

The way the locations are seen may be much changed by the choice of the tourist marketing metaphor. Türkiye, for instance, is often promoted as a bridge between continents, a powerful metaphor that suggests a connection and discovery beyond geographical borders. This conception not only encourages the notion of overcoming physical distances but also implies an invitation in the rich tapestry of cultural interactions and experiences Türkiye presents. Such analogies help to guide the visitor's experience as they provide a chance for cultural enrichment and personal development as well as a holiday.

Furthermore, symbolic models help to enhance the quality of the marketing campaign storytelling by enabling more interesting narratives that enthrall possible visitors. The ads using analogies such as the cradle of civilization really emphasize the historical significance of Türkiye while also inspiring pride and interest among possible guests. These metaphors enhance not only the appeal of the country but also emotional bonds with possible visitors by guiding it in a larger narrative of historical continuity and cultural legacy.

For instance, the picture of Türkiye as a treasure inspires images of hidden gems – whether they are culinary pleasures, ancient ruins, or magnificent scenery – therefore enhancing all the pairs of the location and motivating travel. Many marketing initiatives conducted by the Turkish Ministry of Culture and Tourism clearly strategically use these metaphorical frameworks, stressing the visual and linguistic narrative. The thematic connections between metaphorical depictions and the sensations accessible in the location are confirmed by means of emotive imagery connected with a descriptive language.

Significantly, the knowledge of the target audience determines how successful these approaches are. Like Kien Pointner (2018), Lucid's message in tourist marketing has to be precisely tailored to appeal to the values and tastes of possible guests. For instance, while elderly guests search for stories based on historical relevance and cultural richness, younger demographics might be more affected by experiential marketing that stresses adventure and authenticity. Understanding these many reasons helps marketing experts to improve their communications by means of metaphorical constructs that not only grab attention but also fit the emotional ambitions of their audience.

Türkiye's marketing approaches underline the need of creativity in communicating in the very competitive worldwide travel scene. Using the metaphor not only enhances the destination brand but also serves as a great tool for delivering complicated stories in a compelling and relevant manner. These techniques are necessary to encourage the dedication of guests, let possible visitors see their experiences before arrival, and finally foster a strong sense of destination call, thereby fostering the expansion of tourism in Türkiye. Examining the use of multimodal metaphors in the ads of the Turkish airlines reveals the great influence that these constructions have to configure the perceptions of the audience with respect to travel and cultural commitment. As the market develops with changing consumer preferences, the ability to communicate effectively through metaphorical models will remain an essential element of successful tourist marketing. In marketing stories offered by Turkish airlines, multimodal metaphors – which combine many communication channels – such as visual pictures, language and music to convey meaning – become rather important. As a significant ambassador of Turkish culture and legacy, this airline employs these symbols not only to notify flight operations but also to build a unique impression of Türkiye as a lively and hospital destination.

One of Turkish Airline's advertising campaigns' most well-known figurative device is that of a bridge. Since it speaks of Türkiye's historical and cultural place at the junction of Europe and Asia, this metaphor is not merely geographical. Its expression is multifarious, including the concept of the link among people, civilizations, and customs as well as among the continents. Using this metaphor, the commercials sometimes show pictures of the Bosphorus, a physical bridge between the continents, along with stories stressing unity and the many experiences in Türkiye. Presenting Türkiye as a bridge allows the airline to leverage an emotional resonance with possible passengers, therefore transforming the country from a simply vacation destination into a transforming experience fostering closer relationships beyond simple tourism.

Furthermore, by using a rich visual style that depicts friendly encounters, cultural celebrations and gastronomic pleasures, the advertising of Turkish airlines often evoke the notion of hospitality. This strategy captures the long-term cultural worth of *Misafirperlik* (hospitality), derived from Turkish culture. This metaphor helps the airline to present itself as a facilitator of immersive cultural encounters that draw the aspirations of potential authenticity and connection among tourists. By use of striking visuals of regional traditions and personal encounters, these commercials convey a warm environment that presents Türkiye as a comfortable destination, therefore supporting the airline's dedication to enhance travel experiences.

Since Türkiye's national identity is so much based on its cultural legacy, these multimodal analogues help even more to capture the largest problem of it. Often using famous reference places like Hagias Sophia or Cappadocia fairies, Turkish Airlines adverts set them into narratives that highlight historical riches and cultural diversity. The airline creates an emotional appeal that strengthens the viewer's dedication while creating a visual and narrative environment that corresponds these reference points with cultural tales. These analogies together inspire cultural pride and curiosity that drives tourists to investigate not only the materiality of fate but also their cultural myths.

Beyond simple dedication, multimodal metaphors are very important for the arrangement of Türkiye's aviation services and travel infrastructure. These visual and verbal devices also help to emphasize how opulent, pleasant, and dependable Turkish airlines are for foreign passengers. Ads often create impressions of a better travel experience by using symbols related with comfort and luxury, like raising their trip or heaven like your home. In a very competitive aviation business, where difference depending on service quality may directly influence customer choice and destination attraction, this strategic adjustment in the brand is very crucial.

All things considered, the investigation of multimodal metaphors in Turkish Airlines' advertising exposes a deft manipulation of story and pictures that offers the audience impressions major shape. Turkish airlines not only highlight their offerings but also enhance the appeal and perceived worth of Türkiye as a multifarious tourism destination by leveraging connecting metaphors, hospitality and cultural riches. Analysis of the complaint speech law in travel changes helps to clarify the strong relevance of metaphorical models in the tourist marketing panorama. This complex interaction of metaphor in communication helps to increase visitor's participation and foster a deeper affinity toward destiny. Demir (2) claims that these complaints expose not just discontent but also a complex combination of expectations, cultural perceptions, and metaphorical frameworks that mold the whole narrative of visitor encounters. Usually functioning as a mirror for more general emotions for guests, complaints also help to gauge the strengths and shortcomings of the promoted tourist sites.

In revisions, metaphorical frameworks might rely on different language strategies that mold the expression and interpretation of events. To explain their experiences, visitors can, for instance, use analogies taken from cultural items or nature imagery. Reviews can allude to a calm beach as a hidden jewel, implying a curiosity that encourages discovery while also indicating either major exclusivity or rarity, while they might compare a packed market to a busy hive, suggesting an energy and discomfort. Such analogies are more than just decorations; they reflect the fundamental cognitive processes that shape how visitors understand and share their experiences.

The 2021 Demir's test (2) emphasizes the variety of metaphorical language and its connotations for understanding discontent. A complaint about poor restaurant service may be presented as a stormy sea, implying turbulence and emotional pain. This metaphor of choice not only catches the core of bad experience but also links it to more general emotions related with unanticipated obstacles. Complaints' metaphorical language therefore helps to highlight the complexity of these events by presenting them as multidimensional and non-flat narratives.

Moreover, the act of complaining frequently uses the metaphor to place the experiences of the visitor in a greater narrative or cultural setting. Visitors often compare their experiences to culturally anchored expectations; when these expectations are not

satisfied, their complaints expose notable cultural differences. A visitor may, for instance, express his unhappiness with time management in Turkish hospitality as a ripening that unfolds, suggesting that his experience has deflected in contrast to the vivid and linked criteria they expected. This metaphor highlights the discrepancy between reality and anticipation, therefore raising the emotional impact of the complaint.

In the marketing field, the use of metaphorical models in complaints may also have strategic goals. Through analyzing these stories, tourism marketers may learn about the expectations and emotional triggers of guests, therefore enabling them to better match their marketing plans with the actual reality of the visitor experience. For instance, if a recurrent metaphor for complaints is around missed opportunities about local cultural events, this offers clear comments on possible areas for development in visitor engagement or services. Therefore, metaphorical language not only expresses discontent but also suggests pragmatic ideas to raise the attraction of destiny.

In essence, the complaint discourse legislation in travel changes shows itself as a complicated discourse including expectations of visitors, cultural interpretations and symbolic representations. Demir (2) argues that knowledge of these symbolic structures not only clarifies the nuances of personal experiences but also has great consequences for marketing plans of Turkish travel agents. The rich complaint tapestry, loaded with metaphor, offers priceless data to stakeholders who wish to increase the involvement of visitors and, at last, the perceived appeal of these places. The use of metaphorical models in marketing and the perception of tourist destinations has taken on various forms in different countries, each implementing different strategies that greatly affect visitors' involvement and destination appeal. Comparative examination of travel websites supporting Türkiye and those representing other nations helps one to better grasp how metaphorical approaches influence tourist opinions and customer behavior.

A common metaphorical model in Türkiye is the idea of oriental gateway, which presents the nation as a crossroads of civilizations and cultures therefore fusing historical richness with contemporary events. Travel websites promote this convergence theme, where photographs from Istanbul's horizon against ancient ruins capture a story of duality - a personification of the past entwined with the present. Sites like Türkiye Home highlight Türkiye as a multifarious destination by use of visual and textual analogies. By use of metaphors like Melting Pot and cultural tapestry, the usage of which successfully includes possible guests, thereby inspiring curiosity and discovery that helps to increase the attraction of the place (3).

Conversely, while analyzing tourist marketing plans from nations like Thailand, metaphorical frameworks frequently rely on nature and spirituality, presenting sites as temples of peace and well-being. Sites like Amazing Thailand use Paradise and Serenity analogies that appeal to foreign visitors looking for not just travel possibilities but also profound experiences in comfort and refreshment. Reflecting larger cultural narratives about what each place provides, this focus on tranquilly sharply contrasts with the active escapism encouraged by Türkiye's metaphorical models. Unlike those drawn to Türkiye's rich and cultural tale, the metaphor of the dominating sacred retreat in Thailand entails tourists seeking introspection and undivided focus, therefore constructing a different sort of traveler.

Visitor participation statistics on travel websites help to clarify the differences between these symbolic strategies. Türkiye's travel sites, for instance, often include narratives and personal testimonies of visitors that center on cultural immersion and adventure, therefore reflecting the metaphor of the journey that welcomes active involvement. Conversely, platforms that highlight locations in nations like Bali or Bhutan often criticize visitors who stress the feelings of serenity, tranquility and restoration, thereby coordinating themselves with their symbolic themes of well-being and escapism.

Turkish tour marketing looks at the social side of the trip, so it promotes hashtags and topics that support sharing experiences connected to exciting events or gastronomic excursions the nation offers. This mobilization of metaphors generates a network of involved users who see their trips as experiences full of community tales - thereby transforming every trip into a story that transcends mere travel. Analyzing the material produced by the user and social media participation reveals how metaphorical images could influence travelers' way of building the community.

Conversely, marketing of places like New Zealand emphasizes adventure and emotional analogies, especially appealing to ecotourists seeking adrenaline-powered encounters among unspoiled beauty. The extensive use of metaphors like "*adventure capital of the world*" or "*indomitable beauty*" guides story to individuals seeking emotional resonance, therefore adjusting the engagement methods that draw a certain audience base interested in outdoor recreation rather than cultural depth.

By means of these comparative insights, it is clear that the metaphorical models used in Türkiye travel marketing and other nations not only affect visitors' destination impressions but also significantly impact their whole interaction with marketing

materials. Knowing these different approaches helps tourism officials and marketing experts to improve their plans to properly guide and involve possible visitors, so enhancing the attractiveness of their respective locations to a competitive global market. Metaphorical language is especially important in the field of tourist advertising, especially in relation to Türkiye where rich historical settings are entwined with vivid cultural narratives. Bochari (4) claims that speech features are not just artistic embellishments; rather, they are vital instruments to enhance the appeal of locations triggering emotional and creative reactions of future visitors. This part looks at the ways in which symbolic models enhance tourist advertising narratives, therefore changing impressions and encouraging loyalty to Turkish locations.

Moreover, metaphors really engage with customers' feelings, therefore enabling a special link between visitor and destiny. Phrases like "*Turquoise Costa*" to describe the Aegean and Mediterranean areas of Türkiye conjures strong pictures of blue seas, unspoiled beaches and peaceful havens. These similes capture the sensory sensations waiting for visitors in addition to offering an aesthetic picture. This is consistent with the idea of experimental marketing, in which customer engagement depends much on emotional appeal. Advertisers use metaphorical language to tell a story that talks not only of Türkiye's physical features but also of the psychological and emotional gratifications travels might provide.

Furthermore, in tourism advertising, language functions as similes and strong imagery that help to create persuasive parallels fostering a greater respect of destiny. Phrases like "*a Kaleidoscope de Cultures*" or "*A Tapestry of History*" let potential tourists see Türkiye's rich cultural fabric. Türkiye is positioned as a dynamic and multifarious destination by this metaphorical language, which deftly connects the many cultural influences, customs, and historical dates bound within the country. Türkiye's view as a dynamically rich location naturally enhances its appeal and charm, which draws possible guests to commit to its many offerings.

Basically, the deliberate use of metaphorical language in tourism advertising goes beyond simple communication; it actively shapes impressions and stimulates attention. Rich metaphors in advertising tales help marketing experts arouse intuitive emotions that connect with potential guests right away. According to Bochari (4), this interplay between the metaphor and tourism marketing is essential to define the attractiveness of Turkish locations, which subsequently affected visitor involvement. When metaphorical ideas are completely included into advertising materials, they help to set Türkiye's offerings apart from other locations, therefore enhancing the country's global tourist competitiveness.

All things considered, the analysis of speech figures in the framework of tourist marketing demonstrates its great influence on the arrangement of the impressions of probable guests. Tourist commercials not only show the beauty of Türkiye locations but also offer a deeper and more personal connection to the experiences they anticipate, thereby generating a guest invitation for exploration by using the emotional aspects of metaphorical language. The conceptualization of roles in the field of English as the teaching of the foreign language (EFL) highlights the underlying attitudes which prevail in educational and hotel environments. These figurative elements play a fundamental role in the construction of a narrative rich in charm, cultural importance and experience, so shaping the travel intentions of possible tourists. As backed by Asmalı and Çelik (5), the metaphors used by teachers show not only their teaching impressions but also appeal to more general society characteristics often connected with the services industry, especially in tourism. Especially in a country like Türkiye, which is rich in tourism, this junction offers a unique prism through which to view the symbolic value of EFL teachers in comparison to the hotel sector.

Furthermore, the metaphor of the "facilitator" reflects the attitudes of necessary customer service in tourism by indicating an environment of support and help. EFL instructors actively aim to create immersive experiences comparable to those seen in hospitality – where the attention of individual requirements enhances the pleasure of tourists and the good impressions of the service and the place by modeling the archetype of facilitator. These attitudes may motivate the cognitive and emotional linkages of visitors with the locations they go to, therefore enhancing their worldwide travel experience in Türkiye. Reflecting the link between visitors and their destinations, the manner in which teachers see their educational techniques to foster commitment, cooperation, and a sense of belonging highlights the success of these metaphorical roles.

From the marketing techniques used in the Türkiye tourist industry, the interweaving of metaphors in educational settings and their reflections in service attitudes spans. By illuminating marketing tales, educational analogues help to convey a more complex picture of locations. For instance, depicting Türkiye's tourism sites as "*learning sanctuaries*" or "*cultural intersections*" makes one feel enriched and personally developed by exploiting the possible needs of guests for meaningful events. Just as EFL students are positioned as co-creators in their language path, the inclusion of a deeper metaphorical language in these marketing campaigns



enhances not only the appeal of the destination but also visitors to realize their role as active participants in a dynamic cultural exchange.

Growing attention on intercultural competence and experiential learning indicates a predisposition to participation and experiential tourism – an echo approach by teachers who see their classrooms as dynamic venues for cultural interactions. This congruence between symbolic ideas and tourism marketing plans suggests a possibility for harmonic development in the two sectors: education and tourism, therefore enhancing richer and more fascinating experiences for EFL students and visitors. The evolutionary character of the usage of metaphors among EFL instructors exposes modifications in educational paradigms that fit evolving tourist trends.

Therefore, the investigation of metaphorical constructions used by EFL teachers provides important knowledge on more general societal attitudes of the hospital and the dynamics of the services available in the travel industry in Türkiye. The empirical research on the effects of figurative language on consumer commitment within the Turkish airlines industry acts as a case of study relevant in understanding metaphorical models in the marketing communication. By knowing how these conceptions influence the commitment of visitors and the attraction of destination, we can glean precious lessons on the interaction between education, experience and memory to shape the perceptions of the place.). As discussed in Koçak and Atalık (6), the use of metaphorical language – that which is comparable and metaphorical – plays a major part in producing an emotionally resonant narrative surrounding travel experiences, therefore enhancing the seeming appeal of the airline and the related locations.

Targeting passengers of different Turkish airlines during the pre and post-ovil periods, Koçak and Atalık (6) undertook a mixed method research using both qualitative and quantitative metric measures to investigate the effect of metaphorical language in this setting. A basic component of the research was the metaphorical analysis of marketing materials like trip brochures, social media campaigns, and advertising. Consumers exposed to metaphorical language reported significantly more emotional commitment than those who received direct and literal communication, according the research. For instance, marketing terms like “*climbing over the clouds*” or “*experimenting with the path of a life*” have produced vivid mental pictures that inspired prospective travellers to see their experiences, thereby raising their interest in travel offer.

Furthermore, included in the quantitative component of the research was a poll of more than 1,000 subjects who had interacted with Turkish airline announcements. The findings revealed a favorable link between the intention of customers to book flights and the existence of metaphorical language. Particularly, statistical analyses have shown that figurative language-based advertising has raised the likelihood of buy intention by around 30%, thereby highlighting its important position in the marketing channel. The photo helps to explain this rise in dedication; metaphorical models Imbano travel not only with practical qualities but also with aspirational connotations, thus appealing for the emotions and wishes of customers for travel and adventure.

The participants stressed the beauty of non-literal language that let them investigate visually rich and culturally diverse locations in Türkiye, therefore increasing the value of contextualizing the metaphor in tourist marketing. Furthermore, qualitative interviews showed that customers thought airlines using metaphorical language to be more creative and customer-oriented. Passengers said that this language has created a feeling of connection and relatedness, therefore portraying airlines as more than just means of transportation but as a portal for special experiences.

RESULTS

Furthermore, the research clarifies the consequences of language metaphors in simulating customer sentiments against pricing policies. Consumers have seen the pricing or promotional offers as more valuable and appealing when they were metaphorically framed, like “*Unlock the exclusive adventures to a fraction of the cost.*” This subtle positioning implies that the use of figurative language not only increases the engagement of customers but also enhances the perceived value of the promoted services, therefore enabling a more positive appraisal of the firm brand.

All things considered, Koçak and Atalık (6) place the importance of metaphorical language within the Turkish Airlines sector as a major component of the customer engagement tactics. Their findings reveal that the use of figurative language may in particular impact not only the view of customers and emotional engagement but also their buying behavior, at the conclusion of a tourism experience enhanced inside Türkiye. Therefore, a more complete knowledge of these dynamics can provide marketing experts with strategic insights to improve the charm of destination and maximize the commitment with possible visitors. The analysis of metadiscours offers an important prism through which to examine the digital interactions that shape the perceptions of tourist



destinations in Türkiye. Hatipoğlu (7) emphasizes especially the manner in which this functions helps to create meaning as the metadiscours contain the linguistic traits that lead readers and listeners over a text. This study is relevant in the framework of the dedication of foreign visitors in many ways, therefore stressing the success of the communication techniques used in digital marketing initiatives.

Digital platforms are crucial contacts for foreign guests in the Turkish tourism industry, therefore stressing the part metadiscours play in creating the story and the general appeal of a location. Development of communications that appeal to a different audience depends on the usage of metadiscursive markers - such as engagement devices, hedges, boosters and attitude indicators. Including inclusive pronouns (*we, you*) for instance may help to foster a sense of community and connection, which has been shown to significantly raise visitors' commitment (7). This phenomenon emphasizes the need of language choices to build a relational framework which allows possible visitors to see themselves submerged in the Turkish cultural and historical scene.

DISCUSSION

Moreover, the construction of multiple tourist stories aiming to cater to distinct demographic groups might depend much on the deliberate use of hedges, a linguistic technique that softens or conveys ambiguity. For instance, the strategy for tourist marketing might change based on whether family vacationers, adventure seekers, or cultural vultures constitute the target demographic. Hedges and other metaniscourse techniques let marketers present the offerings of a place as open to interpretation, therefore increasing their attractiveness and addressing the different expectations of foreign tourists.

Furthermore, knowing the variations of metadiscours in digital interactions helps one to grasp the cultural background, thereby enhancing the relevancy of marketing plans for foreign visitors. Analyzing how metadiscursive aspects mirror local cultural values and priorities helps marketing professionals to properly modify their message to fit the expectations and tastes of different cultural background. When one interacts with a worldwide audience, this cultural awareness becomes even more important because it enables a more focused approach which honors other points of view.

In essence, the application of the study of metadiscours to digital marketing of tourist attractions to Türkiye asserts the complicated interactions between language, perception and commitment. Examining the language structures employed in these exchanges helps one to find the nuances of the way foreign visitors are drawn in and see the various tourism offerings of Türkiye. Knowing these dynamics not only increases marketing efficiency but also helps tourists to have a deeper and more real experience. Turkish cuisine culture has been more important in recent years as a basic element of the national advertising plan meant to boost tourism. Its strategic importance goes beyond mere gastronomic appeal; it serves as a symbolic guide for the communication of authenticity and hospitality, therefore profoundly changing the impression and marketing of Türkiye as a travel destination (8). This cultural aspect not only involves guests at a sensory level but also models their whole experience and emotional relationship with the site.

In Turkish culture, the metaphor of food captures a complex tapestry of history and customs. It stands for familial connections, shared values, and the kind hospitality ingrained in the fabric of Turkish life. Sharing a meal, for instance, is a classic sign of Turkish hospitality and a means for foreign guests to interact with local traditions and social events. While visitors enjoy the traditional gastronomic experiences-vivaci market of Istanbul to the meals made at home in the remote villages truly grafted in a story of authenticity which implies what it means to be Turkish.

The marketing techniques that take use of the metaphor of Turkish food usually stress certain gastronomic creations that convey a unique geographical and cultural character, therefore enhancing the whole travel experience. Not only do dishes like *Kebab, Mezes* and *Baklava* highlight the diversity inherent in Turkish cuisine, but they also arouse location and identification. Through presenting these food items as emblems of cultural legacy rather than just consumer goods, marketing campaigns may highlight their symbolic importance, therefore naturally tying the gastronomic experience to the larger story of the Turkish identity. This link is purposefully utilized to show Türkiye as a place where authenticity is tested and relished.

Food experiences are like a microcosm of more significant cultural interactions. Since guests show the need to participate in local customs, learn various cooking techniques, and grasp the historical background of specific food practices, culinary tourism has become more and more important. Thus, presenting Turkish food as a behavior for cultural immersion enhances not only the dedication of guests but also the appeal of the place itself by means of tourism marketing. These symbolic models have consequences for tourist marketing that go beyond guest commitment.

Furthermore, the metaphor of food is rather important in creating an emotional link between the guest and the place of stay. Taste of local cuisine creates a multimodal experience that enhances memories entwined with the whole vacation trip. In tourism, this emotional resonance is essential as the recollections of food often span a long period after the end of the trip, therefore impacting the choices and advice for next travel. Therefore, the link formed by food goes beyond the chronological aspect of the trip and leaves enduring feelings that enhance the attractiveness of the place.

Furthermore, the symbolic view of Turkish cuisine as a sign of hospitality and kindness underscores a fundamental component of Türkiye branding strategy in travel. Stories of cultural interaction that respect local communities and the many backgrounds of visitors cimbinate this portrayal. Translation of tourist brochures is a crucial component of the marketing strategy for destinations in Türkiye, especially considering the rich cultural legacy of the country and various attractions. Turkish cuisine thus becomes not only a promotional tool but also a comparison stone for intercultural dialogue, so enhancing the tourist experience and adding to the general appeal of Türkiye as a culturally active destination. But translating metaphorical language creates special lexical and semantic difficulties that can compromise the comprehension and appeal of possible guests. As Doğan (9) points out, metaphors are means of expression for difficult concepts and emotions; yet, their impact may be adjusted by the translation technique and underlying cultural awareness of the target audience.

Metaphors direct the impressions of the area and create the emotional terrain of the destinations; they are not just decorations. For instance, the metaphor of the magical slopes of Cappadocia as “*fairies of fairies*” paints a beautiful picture that inspires interest and dedication. Translating this sentence for a worldwide audience, however, presents the conundrum of either stressing understandability or maintaining the intrinsic artistic integrity of the metaphor. For languages acquainted with literary traditions, a straightforward translation like “*fairies of fairies*” could appeal; yet, it might offend people without such a background. Consequently, the semantic richness included in the metaphor might be lost or misinterpreted, thereby diminishing the appeal of destiny and maybe resulting in biased visitor expectations.

The use of metaphors in brochures always reflects the larger cultural narratives and Türkiye tourism marketing policies. Some metaphors have strong roots in the Turkish cultural vocabulary and appeal especially to the local people. Translators must therefore negotiate the complex terrain of meanings accompanying certain metaphors, which could change greatly depending on the language and culture. For instance, the metaphor of “*crucible*,” which characterizes Istanbul’s historical complexity and cultural variety, could not convey the same meaning in societies whose social or gastronomic settings contradict one other. Not properly bridging these lexical and semantic gaps might result in a diluted portrayal of the place, therefore influencing visitor engagement.

Another linguistic difficulty is the frequent use of usually prevalent exaggeration in tourism marketing. Words like “*Turkish Riviera Turquiera Paradise*” try to arouse strong emotions and clear vivid imagery. But the hyperbolic character of metaphor might clash with cultural traditions that give humility and reality first priority while translating. In certain societies, such too strong claims might be seen as fake, thereby shaping a doubtful view on the beauty of fate. Translators have to strike a mix between keeping the persuasive power of metaphors and making sure they fit the standards of authenticity and dependability of the recipient society.

Semantic problems can surface about implicit metaphors depending on cultural symbols. For native visitors, the way historical landmarks or natural beauties are portrayed using local folklore-based metaphors will be very meaningful; for international visitors, this will stay invisible. For instance, a metaphor likening the Bosphorus Strait to a “*silver tape*” conveys cultural value and aesthetic admiration that would not be instantly grasped without further background. If these subtleties are unaddressed, the brochure’s capacity to fully include the global audience runs the danger of being compromised.

In the end, the way tourist brochures are translated into Türkiye has to gently negotiate the maze of linguistic and semantic difficulties presented by metaphorical language. Although metaphors may enhance the descriptions of locations, their successful translation depends on a sophisticated knowledge of cultural consequences that define comprehension and general attractiveness. Ignoring these problems compromises not just good communication but also more general marketing campaigns meant to attract a diverse range of guests. The representation of culture in Turkish tourist advertisements plays a significant role in modeling the possible perceptions of visitors, mostly through the use of metaphorical models that transcend simple representations of tourist destinations. As tourism continues to evolve inside a globalized framework, the complex relationship between metaphor, cultural context and translation will continue to be a crucial area for greater exploration. As Ouedraogo (10) emphasizes, metaphors are cognitive tools that let possible visitors negotiate difficult emotional terrain, therefore situating locations not only as geographical

points but also as source of memories, emotions, and experiences. The hidden connotations included in these analogies are crucial for developing an emotional resonance required for effective marketing of tourism.

Many times, Turkish commercials include symbolic images that match cultural motives with desired experiences. Türkiye, for instance, is shown as a figuratively melting pot of history, culture, and variety, a crossroads of civilizations. This metaphor not only reveals the rich historical fabric of the area but also allows guests to picture an enlightening experience enveloping them in the fable of the past. These depictions foster a closer relationship and help to enable the sensation of belonging that possible guests may discover, thereby enhancing emotional dedication. This deeper cultural story revolves on public senses and emotions, therefore inspiring the need to investigate and engage in local culture.

Furthermore, another metaphor often utilized in marketing communications is the idea of “*hospitality*,” usually connected with Turkish culture. Advertisements depicting Türkiye as a place of “*open arms*” arouse friendly, safe, and pleasant emotions. This symbolic photo transcends the purchase of basic travel; place the experience in a sociopolitical setting stressing relational and shared contact. Potential visitors’ desire to engage with the location rises when they are seen as guests welcomed rather than just shoppers. The metaphor is successful in linking the cultural ideals with experience promises thus building a convincing story that appeals to the public aim of real connections.

CONCLUSION

More specifically, some commercials use the metaphor of the “*journey*” to create connections between actual travel with personal or discovery change. These commercials appeal to a global self-scope by presenting the travels to Türkiye as chances for reflection and personal development. The analogies about the navigation or the company in holy missions not only emphasize the variety of the experiences Türkiye offers but also change the vacation experience from a basic holiday to a transforming trip. For individuals who want education and self-discovery, this deeper story component adds degrees of significance that could increase the attraction of destination.

Ouedraogo (10) lays such strong metaphorical usage on curiosity, thus activating the imagination of possible guests. When the cultural components are figuratively portrayed, they appeal to the public’s cognitive and emotional senses, therefore motivating people to establish relationships with the culture portrayed. Advertising may generate curiosity and appeal by presenting Turkish culture via romantic or idealized prism, therefore fostering cultural pride and identity as well. Promoting tourists’ commitment depends on this as many of them are drawn to the places they sense a shared respect or knowledge for local customs and traditions.

All things considered, the way that Turkish tourist commercials depict culture through metaphorical ideas greatly reflects the emotional ties of possible guests with the destination, so enhancing the appeal factors and the main involvement for the marketing of successful tourism. The investigation of metaphorical models in the framework of Türkiye tourism reveals a significant influence on the way the destinations are perceived and promoted by means of a multidimensional knowledge of cultural nuances, so favoring curiosity and desire and inviting possible visitors to go beyond the geographical boundaries of Türkiye and immerse themselves in the cultural narratives defining the region. These models are basic artworks that affect the cognitive and emotional reactions of possible guests as well as language tools. The metaphorical models help to establish closer relationships between tourists and locations, therefore enhancing the general engagement of visitors by conveying difficult concepts and cultural identities in understandable words.

Furthermore, the impact metaphorical models have on branding and promotional activities emphasizes their efficiency in marketing plans. The way Türkiye is portrayed as the “*land of hospitality*” speaks to the traditional values ingrained in its society, thereby fostering familiarity and friendliness among next visitors. Marketing campaigns may effectively highlight the appeal of the locations by using emotionally charged metaphors, therefore fostering a greater dedication and frequent visits.

The effect of the symbolic models crosses digital marketing, in particular via social media platforms in which visuals and story play significant roles. The audience will be captivated and curiosity in visiting Türkiye sparked by the commercials that mix striking metaphors with aesthetically pleasing material. Using metaphors like “*discarding Türkiye’s magic*” or “*journey into the heart of history*”, for instance, helps to frame travel experiences as stories just waiting to be found, therefore enhancing the emotional resonance of the marketing message.

To better grasp the metaphorical preferences and cultural narratives of the target consumers, the interested parties of Türkiye tourism are urged to make careful study investments. Marketing techniques may be ideal to create greater emotional connections by



changing the metaphors to meet the ideals, goals, and imagination of different audiences. This will enable even more visitor interaction.

Initiatives supporting the narrative – through local artisan experiences, gastronomic tours reflecting the rich culinary legacy of the country or the cultural events honoring the historical tapestry of Türkiye – could efficiently use the metaphorical brand to provide real and unforgettable experiences of visitors. Furthermore, cooperation efforts among local governments, cultural institutions, and the business sector in developing stories guided by the metaphor might significantly increase the attraction of the location.

At last, when the dynamics of tourism change, it will be always adjusting to the symbolic models to appeal to the shifting consumer views. The dynamic character of cultural metaphors should be given more importance as it enables flexibility in the marketing campaigns catching modern problems or new travel patterns. Türkiye can ensure that its symbolic images stay current and interesting by combining the conventional cultural references with the principles of contemporary society, therefore enhancing its whole tourism policy. These strategies will not only support Türkiye's reputation as a sought-after tourist destination but also inspire environmentally friendly travel habits appealing to next generations of visitors.

REFERENCES

1. Kienpointner, M. (2018). Argumentative Strategies in Tourism Advertisements Promoting Türkiye: How to Adapt. *Strategies of Adaptation in Tourist Communication: Linguistic Insights*, 31, 17.
2. Demir, N. Y. (2021). An Analysis of the Speech Act of Complaint in English as a Lingua Franca (Elf): A Discourse-Pragmatic Study of a Corpus from Tripadvisor (Master's thesis, Middle East Technical University (Türkiye)).
3. Kongpolphrom, W. (2023). A comparative analysis of the UK travel websites: Italy, Türkiye, and Thailand (Doctoral dissertation, Birkbeck, University of London).
4. Bochari, S. I. S. K. A. (2011). Meanings of figures of speech used in tourism advertising slogan texts in the internet. Yogyakarta: Sanata Dharma University.
5. Asmalı, M., & Çelik, H. (2017). EFL teachers' conceptualizations of their roles through metaphor analysis. *Journal of Language and Linguistic Studies*, 13(2), 1-13.
6. Koçak, C. B., & Atalık, Ö. (2024). Figurative language effect on consumer engagement: an empirical investigation for Turkish airline industry. *Aviation*, 28(2), 128-140.
7. Hatipoğlu, Ç. (2019). Metadiscourse analysis of digital interpersonal interactions in academic settings in Turkey. MAG 2019 :Metadiscourse in Digital Communication What has changed? An International Conference hosted by CEREIS. University of Bergamo, Italy
8. Sargin Süngü, E. (2017). Turkish food culture as a strategic means in Türkiye's national publicity: An analysis of Turkish Airlines' skylife magazine. Doctoral Dissertation. Istanbul: Yeditepe University.
9. Doğan, R. Lexical and semantic difficulties in the translation of tourism brochures. Master's thesis. Atılım University: Institute of Social Sciences.
10. Ouedraogo, Noufou. (2020). The Portrayal of 'Culture' in Advertising: Case of 'Go Beyond-Turkish Airline' Advertising. *SSRN Electronic Journal*. 10.2139/ssrn.3529950.

Cite this Article: Djamolidinovna, D.Z. (2025). Metaphorical Models of Marketing: Changing Türkiye's Tourist Experience. International Journal of Current Science Research and Review, 8(9), pp. 4728-4737. DOI: <https://doi.org/10.47191/ijcsrr/V8-i9-37>