

MEDIA REPRESENTATION OF AN OLM AND ITS ROLE IN THE CREATION OF A DESTINATION

JASNA POTOČNIK TOPLER, PhD, Assist. Prof.
University of Maribor
Faculty of Tourism
Cesta prvih borcev 36, Brežice, Slovenia
00386 51 384 340
jasna.potocnik1@um.si

***Abstract:** Branding of countries and destinations is vital in today's highly competitive tourism industry. Consequently, languages, especially languages of the media, play a significant role in the tourism business and in the branding of the destinations, where especially English as the prevailing language in the tourism industry plays an essential role in the positioning of places. Thus, it is significant what kind of registers, linguistic patterns and techniques are used in destination's slogans, brochures, travelogues, guide books, and of course in the media. By using discourse analysis and content analysis, this article analyses media representation of Slovenia and other European destinations in the Lonely Planet guidebooks. The analysis has shown that in the Lonely Planet guides examples of positive branding are prevailing.*

***Key words:** language, tourism discourse, branding, destination*