

*Commercial Nationalism and Tourism – Selling the National Story*, edited by Leanne White, is an interesting follow up to the author's previous co-edited books on national and place identity. Part of the Aspects of Tourism series, this is a welcome addition filling a void in tourism knowledge.

Built on academic analysis and critical reflection this book examines how narratives are woven to tell (and sell) a national story. White draws on a wide range of international contributors to explore nationalism, tourism and events. Case studies in the book range from National Parks in Canada, branding New Zealand to the National Gallop in Hungary. This interesting range of examples reflects the global nature and importance of this particular topic.

The book is divided into three parts, each exploring different aspects of the topic area:

Part 1 of the book explores *National Narratives, Heritage and Tourism*. The six chapters in the first part of the book provide an insight into how national narratives can be linked to the past, with reference to heritage, diaspora and revisiting the past by relaunching an ancient trade route. Clarke examines the challenges of the relaunch of the Silk Road. This project is of interest as the stakeholders are responsible for assembling a unique network of destinations linked by common cultural heritage. By deconstructing the national discourses, it becomes possible to see the Silk Road as a bridge from past to present while promoting a coherent brand. These attempts to bring together established identities of said destinations raises a range of issues with regards to peace, tolerance and understanding. Clarke argues that by deconstructing nationalist discourses, it is possible to see the Silk Road as a bridge from past to present. The Silk Road is capable of delivering tourist experiences but also expected to represent strong messages of nationalism and transnationalism along the route.

Part 2 follows on to explore *Tourism Branding and Promotion*. Each of the six chapters in the second part of the book focuses on the importance of branding and its use for tourism promotion. The chapters focus on particular countries and their experiences with branding as a mechanism to attract more visitors. Here in particular, Hall's chapter discussing the 100% Pure New Zealand brand resonated with me. Well known since its launch in the late 1990s, the 100% Pure New Zealand campaign has been widely discussed in tourism literature as the example of a successful campaign. Hall, however, argues the opposing opinion that while it is a very successful tourism brand, it was never intended to be a national brand even though

the success of the campaign has led to this assumption. He examines the differences of the perceptions of New Zealand in the international arena versus how New Zealanders view their country and how this could affect other industries within New Zealand.

The third part of the book focuses on *Festivals, Events and National Identity*. The six chapters in Part 3 shine a light on commercial nationalism in the realm of festivals and events. National festivals or events are often used to promote a sense of nationalism to their visitors. A variety of celebrations has been used to illustrate the issues associated with national identity. Basil's chapter on the traditional Cherry Blossom celebrations in Japan explores the issue of how ancient festivities often undergo commercialisation and globalisation. His analysis focused on the traditional celebrations in Japan and how they differ from cherry blossom activities in other parts of the world e.g. Washington, DC and other cities in the USA with a number of Japanese immigrants, Australia, Brazil and the UK. These international festivals are often seen as Japanese cultural events, putting the entire Japanese culture into focus rather than focusing on the traditional aspects of the ancient Cherry Blossom festivals. The results show communalities in both domestic and international locations, a related but different story highlighting commercialisation and globalisation.

This book fills a gap in the sense of the intersection of commercial nationalism and tourism, creating an awareness of the importance of commercial nationalism in a range of settings and regions in the world. This dynamic and complex relationship provides an interesting premise for understanding the often complicated connections across the globe between people, places, products and services.

Overall, I would recommend this book in particular to scholars who are interested in furthering their understanding of commercial nationalism, national identity and how or when it intersects with tourism and events.