

on the local emergence of specialized agriculture. Michael Kopsidis also follows Boserup in assuming a third way for agricultural growth besides pure increases of yield per acre or increases in the amount of arable land: the intensity of farming systems. Due to rotation systems, including many years of fallow ground, in the 1830s Westphalia had a very low average farming intensity. In the following decades agricultural output increased tremendously, driven by the growing demand of the urbanizing Ruhr area and probably by the use of more intensive rotations.

Probably the most elaborate essay of the book is by Mats Olsson and Patrick Svensson on agricultural production in eighteenth- and nineteenth-century Scania, the 'Swedish granary'. In a persuasive econometric analysis, conducted at the micro level of individual farms, they show that the amount of marketable surplus was not only determined by farm size, soil quality, and other obvious variables, but also by prices that were both high and stable. In particular, and here the 'radical' Swedish enclosures of the early nineteenth century seem to have had a very important effect, they show that farmers of enclosed properties had significantly higher marketable output than others. Thus both demand and agrarian reforms created incentives for increasing production. Pinilla and María Isabel Ayuda discuss the role of markets in the growth of Spanish horticulture, especially oranges and other citrus fruit. Until the second half of the nineteenth century the main products of Spanish agriculture were wheat, olives, and wine. Driven by English demand, farmers specialized in citrus fruits, tomatoes, dried fruit, nuts, and peppers. Pinilla and Ayuda pay special attention to the competition with the horticulture production and distribution of California. The prices for Spanish products in England were much lower, due to comparatively cheap family labour and lower transportation costs.

Mikkelsen Tretvik deals with agricultural development in Norway. From c.1600 Norwegian agriculture was characterized by the complementary existence of settling Norwegian farmers and wandering Sami. The Sami reindeer economy developed from labour-intensive breeding with dairy production on smaller fields towards labour-extensive reindeer 'ranching' in large herds for the purpose of specialized meat production. This reaction to market demand for meat led to conflicts between groups of Sami following different strategies, to a decrease in dairy production, and to a considerable increase in grassland monoculture connected with enclosures. Finally, Ann-Catrin Östman highlights more cultural and social aspects of commercialization, dealing with gender aspects of the growth of dairy farming in a Finnish community between 1880 and 1930. Although the cooperative movement created a new public sphere exclusively for men, Östman concludes that there was no clear de-feminization of dairy work, because of their relevance to the production process and their social status within the family.

This volume is undoubtedly valuable for research on agricultural change. Its inspiring chapters raise new questions: why did Swedish enclosures foster agricultural growth, whereas English and north-western German ones did not; what size of market demand can be considered responsible for farms changing production strategies; how strong is the nexus between markets and agricultural change; and did farmers inevitably change agriculture when the market demanded it? Markets and agricultural change continue to constitute a promising field of research.

University of Münster

JOHANNES BRACHT

Eric G. E. Zuelow, *Touring beyond the nation: a transnational approach to European tourism history* (Farnham: Ashgate, 2011. Pp. xiii + 250. 4 figs. ISBN 9780754666561 Hbk. £65/\$119.95)

How important is conflict of interest for a reviewer? Living in a country where the prime minister cannot find the time to legislate on his own multiple conflicts of interests, I want

to confess my own immediately. Despite recent poor performance, according to the United Nations *World Tourism Barometer*, Italy remains in the top five tourism destinations in the world, and third in Europe after France and Spain. It has been a shock to see that, despite the abundance of scholars considering the economic, social, and cultural history of tourism in Italy, this country is not mentioned at all in this book (apart from a handful of quotations). This reviewer is therefore biased by his own nationality, and yet he can understand that there are probably sound reasons for this omission. Nonetheless, it is a pity (I would never say a mistake: the conflict of interest would otherwise prevail).

The book offers many original points of view on the relatively young historiography of tourism. Zuelow has found the people and case studies that support his ideas, and he is adamant in his introduction: 'historians are always concerned with context, but for tourism scholars that context must be truly transnational in scope' (p. 16). In the first part of the book, the reader is confronted with a survey of seaside resorts (by John K. Walton), mainly dealing with Spain and France, but also some other 'capitals of seaside mass tourism' that have probably a lot to do with the (mostly British?) collective imagination of these places (here again is the conflict of interest. *Vade retro*, Satan!). A fresh and original study of nudism and tourism in Cap d'Agde (Languedoc-Roussillon) is eye-opening, thanks to the balance of archival and oral sources, and considers elements from philosophy to the crudest of business practices. Laurent Tissot explores the 'Alpinisation' of tourism, reconsidering the classical image of British tourist culture in Switzerland, and showing the importance of a 'pure' Swiss contribution to the foundation of the new myth. Angela Schwarz investigates the international Great Exhibitions between the first at Crystal Palace in 1851 and the last one in Paris in 1937. These are considered an imaginative world tour, a sort of virtual visit to the reality (but also the stereotypes) of the different countries. She mentions that 200 million people visited these exhibitions. The latest, which took place in Shanghai in 2010, received 83 million visitors in six months. This figure confirms the main conclusions of the author, but it should also cause us to reconsider the over-optimistic expectations of the importance of Chinese tourists in the near future, especially for Europe and the US.

The second part presents a selection of contributions dealing with modern ideas about tourism promotion. Tourists are not just visiting a country or a town, but an idea or a place that may have been invented, deconstructed, and restructured, to respond to the evolving collective imagination. Budapest, 'the Paris of the East' (the author could have investigated how often 'the Paris of . . .' has been attributed to other cities before 1938), is described by Alexander Vari as a perfect cocktail of business and tourism organization, with some specific attractions (the spas circuit), and a balance between past and present, tradition and modernity. Patrick Young then details the new strategies conceived by local and national authorities together with the business community to find a rational path for both mass and elite tourism in the Hexagon in the last century. Ireland is the third case study and Eric G. E. Zuelow shows postwar changes, starting with specific projects arising from the Marshall Plan, that permitted Ireland to construct and market a new image of the Emerald Isle, thereby making Ireland a place where nature and heritage combine under the flag of a new (non-violent) patriotism.

The third section offers fresh ideas about mass tourism under authoritarian regimes. Soviet Russia, Nazi Germany, and the GDR shared the controversial project to create a 'new man' and tourism contributed in several ways. Christian Noack's chapter on the Soviet Union explores the different phases of the organization of mass tourism between 1917 and 1941. In a country where the word 'holiday' almost did not exist before the October Revolution, tourism—inevitably mass or, even better, proletarian tourism—meant organized excursions to see the country and its beauty, rather than privately arranged trips. Kristin Semmens offers a convincing analysis of the ways in which Hitler's regime considered tourism activities within the framework of nazification. Finally, Michelle Standley

outlines how the GDR authorities conceived the centre of East Berlin as a sort of shop window that could contribute to the diffusion of East Germany as a 'new' country, where culture and technology merged together, and where the TV tower in Alexanderplatz became a concrete symbol of a socialist modernity, and a challenge to the corruptive consumerism of West Berlin.

Different approaches co-exist in the book without compromising the coherence of the final result. In fact, the novelties of each contribution are conspicuous and relevant, and will certainly contribute to further research along the same or parallel lines. The mix of socio-cultural and institutional approaches leaves the evaluation of the economic effects of the strategies conceived to foster tourism to one side. To some extent, considering that all places, resorts, and countries mentioned in the book are still very popular for today's mass tourism, that question has been implicitly answered by the history. However, there are still questions of the balance between direct and indirect costs to promote tourism, and direct and indirect benefits of tourism activities that require urgent answers (and this time the little devil of the conflict of interest has nothing to do with my question).

*University of Florence*

LUCIANO SEGRETO

Theo Engelen, John R. Shepherd, and Yang Wen-shan, eds., *Death at the opposite ends of the Eurasian continent: mortality trends in Taiwan and the Netherlands, 1850–1945* (Amsterdam: Aksant Academic Publishers, 2011. Pp. 400. 65 figs. 2 illus. 5 maps. 132 tabs. ISBN 9789052603797 Pbk. €29.90/\$40)

This is the latest volume in the series 'Life at the Extremes', in which Taiwanese, Dutch, and US scholars use data from the Netherlands and Taiwan to compare European and Chinese demographic regimes in the late nineteenth and early twentieth centuries. Earlier volumes covered marriage and fertility, but this set of essays on mortality history can be read independently. Of the 13 essays, the first four survey mortality data from both countries, with quality of data issues for Taiwan in chapter 4. In chapters 5–8 the authors provide a context for the statistical data, specifically the history of public health policy as well as individual access to medical care. Chapters 9–11 give special attention to the relationship between maternal mortality and infant mortality in the two countries, while chapter 12 is an unusual demonstration of how ambiguous quantitative data can be combined with misleading qualitative data (provided by local informants whose memories are not always accurate) to resolve seemingly conflicting information about demographic choices related to excess female mortality in one Taiwanese community.

Although the essays are part of project that compares two countries, it devotes more space consistently to sub-national differences than to national level differences. In the first essay, Frans van Poppel presents a wide range of mortality statistics in graphic form, but he concludes by asking to what extent the national life expectancy data can be explained meaningfully so long as sub-national heterogeneity was so great that one value does not capture 'the experience of the majority of the population' until fairly high levels of life expectancy are reached (p. 42). Subsequently, Theo Engelen and Marloes Schoonheim review the regional mortality history of the Netherlands, particularly with respect to geographic leads and lags. John R. Shepherd contributes two separate essays on Taiwan, one reviewing national level mortality data and another regional and ethnic variation in Japanese colonial period Taiwan. Regional differences in Taiwanese life expectancy at birth were both more marked and more geographically persistent than in the Netherlands; in addition, they persisted in Taiwan as late as 1940, despite a 20-year rise in life expectancy at birth.

The two essays by Willibrord Rutten and Liu Shi-yung deal with public health and medical care in ways that fill out and complement the quantitative essays. Ku Ya-wen's