

immigrant populations and argues that the Valley transmits transnational environmental inequalities. Through a detailed and convincing historical account of the Valley from its early civilization period to today, it contends that natural resources have always been mindlessly destroyed, and that one segment of the people faces the environmental injustice. It deduces from existing official data that low-level workers in the Valley are predominantly women and immigrants, and are regularly exposed to toxic substances in their work. It contradicts the projected image that high technology firms are pollution-free and proves that Silicon Valley firms are heavier polluters than conventional manufacturing units. It reasons that the environmental injustice experienced by low-level workers is augmented by management's resistance to the formation of workers' unions and local collective initiatives. It also points out that Valley firms are exhibiting similar behaviour in other regions of the world as well, especially in developing countries. The book measures other possibilities where environmental justice is provided for communities and industries with enough space for local collective action.

The book consists of ten chapters with endnotes for each at the end of the book. The first chapter provides an introduction. The next three chapters offer an historical sociological understanding of the Valley. Chapter 5 discusses the political economy of work and health in the Valley. The sixth and seventh chapters take a sociological look at core and periphery workers, respectively. Chapter 8 delineates the broader impact of Silicon Valley firms at the global level. Chapters 9 and 10 explore the alternatives.

Relatively more data and a deeper analysis are required to convince a reader of an idea that so deviates from dominant scholarly writings. The book is satisfactorily successful and its methodology is commendable. The volume of data gathered through various methods (such as content analysis, ethnographic interviews, and participant observations) is huge and is presented in a lucid and convincing manner. The historical component of the book leans on content analysis and the discussion on core and periphery workers is based on illuminating interviews.

The book intends to contribute to environmental justice theoretical literature by addressing immigrant population, gender and high-technology industry issues. Though the main body of the book satisfies this intent, more theoretical discussion of environmental justice and social movements (which are strongly supported by the book) would have been valuable. The book cites a large number of organizations for which abbreviations are used. A listing of acronyms would have provided easy reference to readers. Given the fact that the entire book is dedicated to the Silicon Valley, a map would have been useful to the international audience.

Overall, the content of the book flows well and makes an interesting read. It should be compulsory

reading for anyone interested in understanding the Valley, and for policy-makers who want to replicate it in other parts of the world.

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Seductions of Place: Geographical Perspectives on Globalization and Touristed Landscapes. CAROLYN CARTIER and ALAN A. LEW (Eds), Routledge, Abingdon, UK (2005). xii + 340 pp. US\$43.95 (pbk). ISBN 0-415-19219-6.

Seductions of Place is a timely and extremely valuable contribution to a burgeoning literature that is attempting to theorize the impact of tourism and globalization on places. The contributors also critically explore the issues of human subject positions and subject formations in the context of forming and transforming 'touristed landscapes'. These landscapes are defined as 'places that are leisure-oriented, places that offer promise of escape from daily life – for a week, a day, or even an hour' (p. 302). In the words of Carolyn Cartier and Alan Lew, the editors, some of the intellectual challenges the contributors embrace are:

how to reread landscape as *touristed*; ways of retheorising the relationship between tourists and the toured, 'travelers' and 'locals,' and who is a 'tourist'; what constitutes place seduction (as opposed to sense of place) and landscape desire; and the contexts of these meanings, processes, and formations in an era of (dramatically uneven) globalization.

(p. 8)

In addition to these topics, the book also furthers the research on tourism geography in its cultural and economic aspects, with an analysis of recent trends in tourism in varied 'glocal' empirical contexts. An impressive list of scholars in geography and other disciplines from the USA, Asia and elsewhere have contributed to this effort. The book is structured into four parts: Interventions, The City, The Beach, and 'The Orient'.

In Part I, theory is developed that challenges common assumptions about the understanding of tourism and tourists and their linkages to culture and economy. All chapters in this section are valuable contributions to the reconceptualization of tourism. David Crouch's study of tourists' 'flirtations with space' is particularly evocative and offers a multidimensional approach to the analysis of the embodied experience of 'doing tourism'. Crouch broaches the issue through the analytical lenses of multi-sensuousness, intersubjectivity, expressive embodiment and subjectivity as process. Central to his analysis is that 'pre-figured meanings' of identities, tourists' desires, and places 'may be disrupted by the way people practise tourism

and its spaces' (p. 23). Crouch reserves for the tourist a sense of autonomy when he stresses the 'the agentive and dynamic role of the tourist' (p. 27). This is a 'self-reflective tourist', one who is 'less duped than aware, less desperately needing identity than using tourism in the negotiation of identity' (p. 25). The chapter by Tim Oakes makes for a rich and critical literature review of the relationship between tourism and the modern subject, insightfully reflecting on modernity, postmodernity, reflexivity, exile, diaspora and space. Ginger Smith's essay is more empirically grounded, contributing measures and analyses of the growth of the tourism trade as a 'microcosm and reflection of the global economy in the information age' (p. 73).

In Part II, diverse urban touristed landscapes in the USA, Italy, Australia and China are explored with special attention to their 'cultural economy, capital accumulation and investment, and consumption' (p. 11). Claudio Minca quite successfully explores matters of authenticity and the dialectics of place formation and representation in his comparative on Bellagio, Italy, and the Bellagio hotel-casino in Las Vegas, Nevada, USA. Distinctive is Minca's claim that Las Vegas's Bellagio disrupts 'the typically modern contradictions of tourism' since the place in this case does not have inhabitants. Cartier's chapter on San Francisco, California, offers new insights into the ideational and material 'place seductions' of this much beloved and studied touristed city. For her, San Francisco's attraction lies in the tensions between the opportunities for the realization of normative desires of an economic nature and non-normative or even anti-normative desires of cultural and political nature. The exploration of cities, 'arguably the most reliable place[s] of touristed landscapes' (p. 10) do not end with the section 'The City', since some chapters in other parts of the book also deal with urban places.

Part III explores the sensuous beach and island landscapes in Hawai'i, Tahiti and the Caribbean. The studies reveal how the tourist industry participates in the construction of myths about these places through commercial narratives and theming, all making for exoticism and paradisiacal appeal. These thematic reconstructions often are at odds with prevailing ecological and economic conditions and with local cultural lifestyles. Janet Monsen's essay exposes the environmental limits of Caribbean environments in a delineation of the 'carrying capacities' of tourism. She critically exposes how the traditional '3S' Caribbean brand image – sun, sand and sea – has incorporated two more S's – sex tourism, and service and servility. More focused in its choice of geography, Jeff Baldwin's essay on Antigua offers a political dimension to the discussion by narrating how state alliances with transnational capital are confronted by locals whose dissent and resistance to unchecked resort development is reconfiguring the rules of engagement for tourism promotion.

Lastly, 'the Orient', the theme for Part IV, is defined as 'likely the outstanding Western construction of a regional cultural alterity in the modern period' (p. 16). Three chapters on different aspects of 'Chineseness' and one on Singapore discuss 'Orientalist' constructions of Asian landscapes – including 'internal orientalism' – and their ensuing political and spatial contestations. The essay by Alan Lew and Alan Wong analyse the overseas Chinese's experiences of 'existential tourism' in the 'homeland' in an essay that reveals the intriguing interplays of (post)modernity and migration. Overseas Chinese, they identify, 'are often more bound to the *idea* of China than those who never left' (p. 288). Inspired in Salman Rushdie's *Imaginary Homelands* (1991), they offer the sobering conclusion that:

we can never go 'home' again, no matter how many visits we make, because the homeland and the home village are as much imaginary places as real ones. . . . [A]ll identities are impermanent and the only real home is the entire world.

(p. 300)

The following minor criticisms should not detract from an otherwise fascinating and provocative book. For one, the chapters are rather unbalanced in their inclusion of illustrations. I think that in a work that deals with landscapes and place narratives, illustrations carry a different weight and can be particularly illustrative of the notions of place seductions underlying a number of the analyses. A longer index would have also made for a useful tool in a book rich in theoretical explorations. Also, longer biographical notes on contributors would have been appreciated.

Overall, I think Cartier and Lew have succeeded in editing a collection that engages profound questions about tourism, which, in their own words, are at:

the intersection of the local and the global, the cultural and the economic, the psychological and the physical, dialog between residents/visitors, the worlds of work and play, and the 'real' and the make-believe.

(p. 306)

Spanning several disciplines and ambitious in its geographical scope, *Seductions of Place* should entice students of tourism, place, subjectivity, cultural economy and globalization to subject their received wisdom to some serious challenge.

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Reference

RUSHDIE S. (1991) *Imaginary Homelands*. Granta, London.