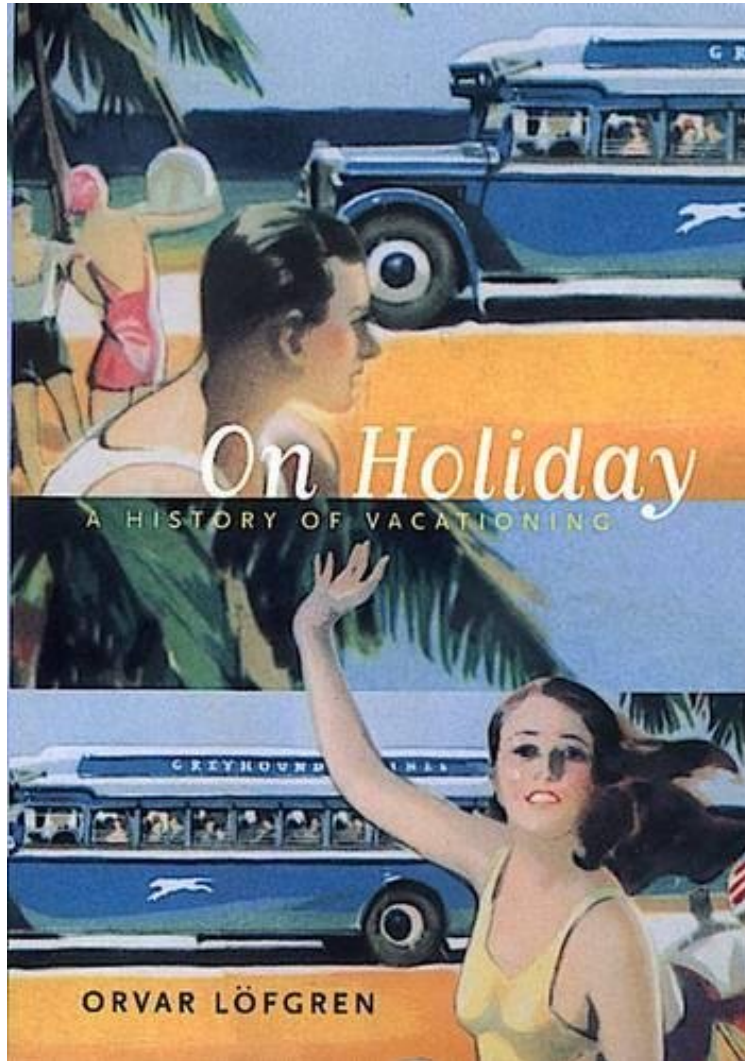


[Free] On Holiday: A History of Vacationing (California Studies in Critical Human Geography)

On Holiday: A History of Vacationing (California Studies in Critical Human Geography)

Orvar Lfgren

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before purchasing it in order to gage whether or not it would be worth my time, and all praised On Holiday: A History of Vacationing (California Studies in Critical Human Geography):

0 of 0 people found the following review helpful. A very good treatise on history of holidayingBy Branislav RaboticThe Lfgren's book is not a history in strict terms. It is more an author's commentary of the history of vacationing, an anthropological study based on facts and documents, personal observations and experience. The text, sometimes witty and sometimes pungent, is great: very informative and rather critical.12 of 12 people found the

following review helpful. Making it Last...By Jonathan Schroeder
There is an old advertisement promoting a California vacation that informs us that 'Life is Better in California!' Orvar Lofgren has written a book that both celebrates and critically assesses such statements, in a compelling blend of scholarly insight, historical research, and personal narrative. *On Holiday: A History of Vacationing* is a rare work that makes for enjoyable reading in the office-or on the beach. Lofgren, who teaches at the University of Lund in Sweden, combines his personal expertise and interests with a rigorous eye for detail to build a fascinating account of tourism as an industry as well as the personal experience of vacationing. He adroitly balances insights from his native land of Sweden, the United States, and the rest of Europe with his research on tourism as a global industry. His book covers tourism as well as travel, images, brand names, destination marketing and relates them to social movements, such as labor, leisure, and lifestyle. A well-researched collection of illustrations and photographs add to the book's appeal.*On Holiday's* themes revolve around issues of work vs. leisure, labor vs. rest, home vs. away; tourist vs. host-yet its strength lies in focusing on the everyday life of vacations rather than attempting to build a grand theory of leisure. Lofgren builds from his own history of vacationing-without being esoteric or idiosyncratic-in developing a way of thinking about tourism that is useful for marketing scholars. He shows how the industry influenced and was affected by broad cultural patterns. His work suggests that tourism-and how consumers experience vacations-is central to understanding the global economy. Readers will find this book much like a good vacation-a chance to reflect, meet new people, getaway from the usual, and wind up refreshed with new interests and directions. For much like a well developed research program, "a strange and often insatiable longing for transcendence gives tourism an element of secular religion, a quest for fulfillment waiting out there somewhere-in the elsewhere-lands" (p. 282).

Lofgren takes us on a tour of the Western holiday world and shows how two centuries of "learning to be a tourist" have shaped our own ways of vacationing. We see how fashions in destinations have changed through the years, with popular images (written, drawn, painted, and later photographed) teaching the tourist what to look for and how to experience it. Travelers present and future will never see their cruises, treks, ecotours, round-the-world journeys, or trips to the vacation cottage or condo in quite the same way again. All our land-, sea-, and mindscapes will be the richer for Lofgren's insights.

From Library Journal
Lofgren, a professor of European ethnology in Sweden, has written several books (i.e., *Culture Builders: A Historical Anthropology of Middle-Class Life*). Here he uses concepts and ideas from various social science disciplines, as well as frequent literary examples, to explore the history of tourism in the United States and Europe. He notes the inherent tensions in tourism: the desire to see everything v. the desire to get away from it all, the local v. the global, and the quest for novelty despite the commodification of tourism. He uses examples like vacation cottages, bus tours, the idea of "the beach," and souvenirs to make his arguments. The most interesting parts, however, are those that touch upon issues such as gender, morality, and class. Although the text occasionally wanders, overall it is interesting and well researched. Recommended for social science and social history collections.
AKathleen A. Shanahan, Kensington, MD Copyright 1999 Reed Business Information, Inc. "...a treatment of our collective annual fortnight away as a strange and fascinating parallel reality that runs year-round." -- National Post (Canadian daily)
"Excellent . . . not just a valuable addition to the shelves of students of tourism but also an enjoyable and accessible read." -- John Ghazvinian, *The Nation*
"Lofgren's decision to take our daydreams seriously, and to note how we try to translate them into reality . . . is fruitful." -- Times Literary Supplement
"Offers . . . histories of sight-seeing, walking, driving, cottage life, landscapes, postcards, getaways, nostalgias, and . . . the sun-starved northern Europeans for the South." -- James Clifford in *Lingua Franca* Book
"On Holiday is one of the most enjoyable books on travel published in recent years." -- O. Pi-Sunyer, *Choice*
"Some of the information he presents is amazing." -- Charlotte Observer
"Students of culture, emotions, industry, modernity, and transnationalism will profit and take pleasure from embarking 'On Holiday' with Orvar Lofgren." -- Christine Skwiot, *Enterprise and Society*
"[A] treatment of our collective annual fortnight away as a strange and fascinating parallel reality that runs year-round." -- National Post
From the Inside Flap
"A fun book to read, witty and emotionally evocative without ever being sentimental or superficial. It focuses on the common experiences of tourism familiar to readers from any class or culture, and really enters the tourist imagination in stark contrast to most other books I've read about tourism, which act like the tourists are some sort of exotic livestock."
Richard Wilk, author of *Economies and Cultures*
"A pleasure to read. The author has accomplished the very difficult task of moving almost seamlessly from general observations to the specific, and from the observations of others through time to his personal experience."
Erve Chambers, editor of *Tourism and Culture*
"Lofgren takes us down countless paths that we didn't know were there. . . His interests seem wonderfully idiosyncratic. The issues that he deals with are thoroughly familiar, but the angle of his light is very new."
Stephen M. Fjellman, author of *Vinyl Leaves*