

century British economic history since the 2007 textbook of Francesca Carnevali with Julie-Marie Strange, referring in particular to recent work integrating economic and cultural history. Kenneth Lipartito critically discusses the use of concepts about social capital by historians and economists. His ideas about social capital in terms of processes of change are inspiring, but also inspired by the work of Francesca Carnevali. Chris Wickham contributes a chapter on the method of microhistory, which has been pioneered by Italian historians. Finally, Andrea Colli writes about comparative history and revisits the debate on the European corporation.

Overall, this book showcases the legacy of Francesca Carnevali as well as the potential of future business historical research, being both multidisciplinary and critical of conventional research.

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Richard Ivan Jobs, *Backpack Ambassadors. How Youth Travel Integrated Europe*. (Chicago/London: The University of Chicago Press, 2017). 360 p. ISBN 9780226462035.

DOI: 10.18352/tseg.1007

Backpacking is one of the most popular ways to travel, especially amongst young people for whom this practice has become an almost essential *rite de passage*. But how did backpacking develop? In *Backpack Ambassadors. How Youth Travel Integrated Europe*, Richard Ivan Jobs describes the history of youth travel and backpacking in (mostly Western) Europe. The main argument of the book is that youth travel fostered a European social and cultural integration during the period between the end of the Second World War and the end of the Cold War. Within this timespan a transnational travel culture was created, influenced by elements derived from youth culture, which became vital to the broader ideological trajectory of post-war Europe.

Jobs wrote a cultural history of youth travel from a 'bottom up' perspective by focusing on the personal experiences of the young, providing a new perspective on European integration, instead of a more top-down institutional approach. The author examined diaries, memoirs, journals, newspapers, magazines, reports and interviews in order to gather information about travel experiences of the youth and to research how youth travel influenced politics and society. The personal experiences are told alongside broader events and features in Western European history, for example the development of youth hostels, May 1968 and The Berlin Wall. The extensive archival research in an impressive number of countries (for example France, Germany, Belgium, The Netherlands, Italy) makes *Backpack Am-*

*bassadors* a work that is truly transnational in scope and thus a welcome contribution to the field of tourism history.

The research of Jobs starts in 1945, focusing on how hosteling became a forceful proponent of cultural internationalism. It was believed that bringing the young together would ultimately lead to bringing the countries of Western Europe closer. Hospitality networks emerged, driven by a desire for international contact with other young people, and by the 1950s hostels had become international spaces. Youth mobility was strongly promoted, for example by the European Youth Campaign, demanding the abolition of borders between European states in the name of building a united Europe. As a result special train passes were developed, later known as the famous Eurail and Interrail passes.

Jobs highlights different national policies towards youth travel, although all initiatives were striving for reconciliation, such as the Youth Rally at Loreley in 1951. This camp, in which young people from all over Western Europe participated, was organised by France and Germany, using the camp as a platform to promote Europeanism and the idea of a unifying western civilization. Jobs continues with describing different youth movements, with a focus on the events of 1968. In this period, travel became the foundation for a youth identity that emphasized mobility and built a shared political culture across national boundaries.

A wide range of topics is described in combination with youth travelling, such as counterculture, moral panic, hippies, hitchhiking and American backpackers in Europe. A striking part of *Backpack Ambassadors* is the last chapter, in which Jobs underscores the centrality of music to youth travel and especially how youth culture expanded the social space of transnational youth activity in the context of the Cold War. Jobs convincingly shows how music as cultural transfer contributed to a collective, transnational youth identity and how music festivals became a push for many young people to develop and utilise their travel practices.

Throughout the book an enormous amount of films, literature, songs and other cultural products are discussed, from *Philip and the Others* (1955) by Cees Nooteboom to Roger Waters's performance of *The Wall* in Potsdamer Platz (1990) and the Italian television miniseries *La meglio gioventù* (2003). All to illustrate the cultural integration of Europe and the formation of a community through youth travel. The vivid writing of the author, in which he mixes several personal anecdotes easily with well-chosen historical events to illustrate his argument, compensates for the sometimes overdone admiration for youth culture and backpack travelling.

A particularly interesting aspect of the book is the focus on gender within youth travel, a feature that has received scant attention within the historiography of tourism. For example in describing 'the ways in which youth travel had been sexualized and gendered with a patriarchal heteronormativity that sought to challenge and constrain the freedom and mobility of young women' (181). But also by

showing the privileged position of men in youth travel, for example with the practice of hitchhiking, which was sometimes unsafe for women. Jobs underscores how exclusion in backpack travelling took place along racial and ethnic lines as well, since independent travel was mostly a Western European phenomenon and travel outside the continent mostly followed colonial routes and destinations.

Although written as a cultural history, its political aims can be discerned in the background. *Backpack Ambassadors* gives insight in how youth travel influenced the historical development of European integration by promoting international cooperation and understanding. Backpack travelling was not only linked to youth culture but also enhanced notions of freedom, democracy, interconnectedness and feelings of European belonging. By placing the refusal of national identities and slogans as 'We are all foreigners' within youth culture from the 1960s and 1970s in contrast to the creation of 'fortress Europe' and the tightening of borders in the more recent decades, the author also hints more directly to the political importance of youth travel.

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Lizzie Collingham, *The Hungry Empire. How Britain's Quest for Food Shaped the Modern World*. (London: Bodley Head, 2017). 367 p. ISBN 9781847922700.

DOI: 10.18352/tseg.1005

How Britain's quest for food shaped the modern world. One often does not need to look much further than the subtitle to get an idea of where the author wants to go with his or her book. This rule of thumb is very much applicable to Lizzie Collingham's newest publication.

In *The Hungry Empire* she takes the reader on a journey through the most recent 500 years of British history while demonstrating how food, food demands and food availability to a large extent shaped the actions and evolution of both British individuals and governments (which themselves helped shape global evolutions during such decisive periods as those of the British Empire and the World Wars). At the heart of Collingham's reasoning lies the idea that during the last 500 years Britain evolved from a 'tiny island standing on the edge of Europe' to 'the centre (*sic*) of a powerful network', an evolution that supposedly 'shaped the modern world'.

So how did Britannia come to rule the waves? If one follows Collingham, the emergence of Britain as an influential world power for a large part came about because of Brits following their stomachs. Her story takes the reader both all around