REVIEWS/COMPTES RENDUS


This book contains thirteen chapters, eight that were previously published and five (three by the editor, Donald Savoie) that were apparently written for this volume. The title is somewhat misleading, as there is really very little in this collection of papers about the Canadian economy as such, nor, for that matter, about the provincial or regional economies.

The books is organized into two parts: the first contains seven chapters that could be loosely classified as dealing with the framework within which regional policies have been developed, while the second deals with programs and the agencies that have attempted to implement them. The quality of the chapters is generally excellent; indeed, they include several Canadian mini-classics. Chapter Three, for example, is a reprint of Tom Courchene's 1978 paper that argues that the system of transfers from federal to provincial governments and from governments to individuals exacerbates rather than helps to alleviate regional disparities. Also, Chapter Four is a reprint of one of Ralph Matthews' later expositions on economic and sociological dependency theories. Another well-known argument, the Economic Council's proposal for regionally differentiated stabilization policies, reprinted from its much referenced 1977 study, Living Together, forms Chapter Six. Chapter Nine is Weaver and Gunton's review of the theory and practice in Canada from the depression to the 1980s, concisely summarized in the title, "From Drought Assistance to Megaprojects", which was previously published in 1982.

The books is fleshe out with reprints by Richard Bird on possible tax incentives to encourage industrial expansion in desired locations; by Donald Savoie, who compares the strengths and weaknesses of grants and tax incentives as possible means of stimulating regional development; and by Harvey Lithwick, who explains why Canadian regional development agencies have had such a tumultuous history.
unclear sense of direction, the conflict between new agencies with a spatially defined mandate and established departments with sectoral mandates, plus the “need to operate on the front lines of the rancorous federal-provincial power struggle.”

A previously unpublished and interesting paper by William Coffey and Mario Polèse presents a theoretical model of interurban head office location in Chapter Five. It is, however, in curious discord with this collection.

Donald Savoie attempts, unsuccessfully, to tie this eclectic selection together with an Introduction (Chapter One); a review of selected theories (Chapter Two); an assessment of the state of the art in regional development planning by Benjamin Higgins, himself one of the Deans of the art (Chapter Seven); and two additional chapters also by Savoie: one providing a definition of regional disparities (Chapter Eight), and one which recounts the demise of DREE (Chapter Thirteen).

Although this is a collection of quality articles, it is difficult to imagine what purpose the book will serve. Academics and practitioners will be familiar with most of this material, if, indeed, it is not already on their shelves in the original. The variety of topics covered by this collection and the specific nature of each of the arguments makes it awkward for classroom use as well.

In conclusion, the book is much like the Edsel: although quality parts were used, the package would not sell.

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A persistent problem on both sides of the Atlantic has been the virtual absence of communication between urban planners and urban economists. This failure transcends the normal problem of disciplinary boundaries, and reflects a fundamental difference in experience (practical vs. academic); in approach (goals-oriented vs. process-oriented); and in skills (design/legal vs. quantitative). In the absence of communication, planning has not seized on the important contributions made by urban economics over the past two decades in understanding such crucial phenomena as the impact of zoning on land use and the distribution of income; the non-regressivity of the property tax; alternative means to augment efficiency in the delivery of public services; and the allocative impact of grants from higher levels of government. Conversely, urban economics, without an audience actively involved in implementing urban policies, has become increasingly abstract and often sterile.

An implicit goal of this volume is to try to help bridge the gap. In large measure, this is attempted by providing an essentially non-technical review of some of the major thrusts of urban economics. The material covered is generally clearly presented, and the writing style is more lively than that in most urban economics works.

The work reflects to some extent the British background of the author. Not that American experiences and those in other countries are neglected, but the relatively greater unwillingness to rely on market outcomes and the more unquestioning attitude to government intervention appears to be somewhat out of line with current attitudes of urban economists on this continent. Indeed, at times the author appears to go so far as to condemn the apparently blanket acceptance by urban economists of the perfect working of markets. I have yet to meet one who does accept this premise.

A number of minor theoretical quibbles can be raised, particularly the incomplete discussion of how land markets work and the way in which site rents are directly related to transport costs; the author’s claim that cities arise necessarily because of agricultural surpluses (what about Pirenne’s work on fairs?); the treatment of external economies as a subset of economies of scale; the distributional effects of filtering; and the role and effects of speculation. On the other side, there are interesting discussions of the social costs of high density, the location of offices, and applications of the theory of the second best to justify subsidies to mass transit.

It is unlikely that the book will find a large market in standard urban economics courses, and certainly not in North America. The level of analysis is too slight, and the focus is too narrow to replace the excellent works now available. For example, the decision to omit discussion of housing policies (because much of it is non-spatial) and the superficial treatment of local finance and the transfer system omits much that concerns Canadian scholars and their students.

However, the book is highly recommended in that it brings some of the analytical discipline that is featured in urban economics to the attention of those planning schools that still avoid the social sciences, and particularly economics. It is to be hoped that the author might attempt a companion work, making the world of urban planners more comprehensible to economists. The brief discussion in Chapter Twelve
of this volume suggests that this is both feasible and potentially highly rewarding.

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Regions in Question is an outstanding example of a textbook for use by senior undergraduates or graduate students. Simultaneously, it reviews a massive body of literature relating to regional development planning and presents a cogent critique of these strands of thought. The roots of this work reside in regional science, regional economics, and theoretical geography. The text concludes with a thoughtful reappraisal of the regional issue, indicating that such programs and policies are political in nature and thus much more complex than objective planning would suggest. Gore's book is part of an impressive interdisciplinary series on "Development and Underdevelopment" from Methuen under the series editorship of Bromley and Kitching. The book is designed to provide access to a body of literature and reasoning about such concepts to university students and to practitioners in Third World countries, international agencies, and non-governmental organizations.

Regional policy arises from three fundamental concerns: regional disparities in development, metropolitan overconcentration, and rural-urban inequality. It is to these issues that policy is addressed. A substantial body of literature, based upon both deductive theory and empirical analysis, addresses such matters. While this work is thoughtful and stimulating, it is severely marred in several quite significant ways that render it unsuitable to Third World countries. First, it is founded upon the false notion of a balanced spatial equilibrium: "There is no state of balance. And if there were, it would not be an optimum" (p. 49). Secondly, the emphasis of the theories is wrong: spatial patterns are the outcome of processes which reside in society; the concept of spatial engineering is foolish, in that such patterns and distributions reflect the workings of the political economy. Thirdly, the literature largely derives from the experience of the now-industrialized part of the world, and the transferral of this theory to a dependent Third World is false; the American experience is only of limited relevance to countries such as Liberia and Barbados.

The book moves from the works of Myrdal and Hirschman, through the several strands of Friedmann, to the issue of agripolitan development, in order to indicate the nature and interests of regional development thinking: Gore shows the progression from regional development concerns in the USA to matters of economic development and spatial planning in the Third World, based upon the belief that urban-industrial growth would spread and provide positive benefits to surrounding areas. This literature is presented with great care and precision; the marriage of location theory and development is impressive. However, Gore also explains that the shifting of such notions into the Third World is impossible; regional development in Anglo-America differs from spatial change in "developing" countries.

As well, Gore illustrates the naïve and romantic nature of neopopulist development strategies that attempt to revive worn-out growth pole strategies by wrapping them within a moralistic package of rhetoric. Further, he indicates the poverty of the spatial separatist theme, which has made space into the actor that it is not. His attack is devastating, because such works of spatial fetish are based upon the mistaken impression that the areal structure or the spatial system can be treated as a cause. He concludes by indicating that space cannot be disregarded in Third World regional development; the "where" of development is an integral part of state policy and the state in the Third World is poorly understood. As a result, such theorising remains on the agenda (thus Regions in Question); current policy is so obscure as to be a "chameleon to be decoded".

This book is first rate. The writing is thoughtful and thorough. It reviews the literature on regional development in its own terms of positivistic and instrumentalist endeavour in the social sciences, evidences how it has been employed to rationalize regional policy in the Third World, critically demolishes it in a convincing manner, shows that issues related to spatial allocation are not simple objective matters founded upon scientific principles, and leaves the reader with the notion that there is an important research frontier which awaits theoretical and empirical reconceptualization.

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For a variety of reasons, this book represents a valuable contribution to the tourism literature:

(1) it has a broad, international focus;
(2) it treats a variety of disciplines as important in dealing with tourism;
(3) it draws upon a broad range of literature to support the points being made;
(4) it uses good and relevant literature to support a view, but presents the subject in such a way that one need not read the literature to get the point;
(5) it presents ideas in a readable and logical way;
(6) the conceptual frameworks are well thought out and presented, so that the reader can use them later to recall salient relationships on a given matter.

As the points cited above make clear, this book is well organized. It presents concepts and conceptual frameworks well, and in doing so provides a broad range of references. The material chosen is well balanced, in that it covers traditional “recreation and tourism research”, as well as contributions from geography, sociology and, to a degree, planning and psychology. The book, by its very nature, fills a need that a more technical or more value-free book could not.

However, it is fair to say that more depth would be desirable. In the next edition, depth in two directions could be achieved by short sections in each chapter that pursue and give references regarding:

(1) additional technical material; and
(2) applied studies that could be read as a sample of what the author considers to be exemplary.

In regard to the scope of the book, I suggest that its title be qualified. Unless or until the author expands the book to deal with a greater variety of matters, “a community approach” does not adequately describe what the book does and does not cover. The book is basically about domestic tourism “in the industrial nations of North America and Western Europe” where domestic tourism is “outstripping international tourism by a four to one margin” (p. xvi). Even in the area of domestic tourism, “urban” types of tourism such as conventions, exhibitions, festivals, amusement parks, bus tours (for example, to Amish country), gambling, theatre, and safe urban visits (for example, Toronto) play no significant role in this book. Even if the book had a title that referred to “domestic non-urban tourism”, one could reasonably expect coverage of cultural festivals and possibly some other matters as well (for example, country fairs and special festivals such as for making maple syrup).

There are some very desirable modifications that could be made in order to enhance the scope of the book in terms of the subject areas that constitute major and minor sections. My views regarding the necessity of these enhancements are based both on directing the Canadian Outdoor Recreation Demand Study (1971-1976) and my involvement in a variety of major park, park facilities and/or tourism development projects since 1973. Inclusion of areas now covered in graduate studies would serve to enhance the interdisciplinary scope of the book. For this book to be useful to the practitioner working in the broad tourism area addressed by Murphy, some additional areas need coverage. Such additional areas would bring the reader up to date with respect to the specifics dealt with by qualified technical experts in special areas such as modelling; landscape design and engineering; business plan analysis (such as cash flow analysis for business viability); market analysis; and other surveys and analyses.

In the above listing, one can see the potential for a book in each of the areas. However, my concern in citing these topics for inclusion in Murphy’s book is with the exposure that can usefully serve a “practitioner” at a later time. Without exposure to these matters there is a limited disposition to raise issues, pursue analyses, and so forth. Raising the correct issues generally involves making a subtle logical link to, or an analogy with, other circumstances. Murphy’s presentation could in theory cause people to be less innovative and creative.

It is also significant to note that the author comes across as a conservationist and socially-concerned person. This is not incompatible with coverage of the topics cited above as desirable for inclusion. By addressing the matter of profit, government policies, and grants, and their relations to the problems that are presented, the author could be performing a real service. Capital grants that create competition and cause other businesses to fail, or that cause development where it will become a problem because of lack of development control, is an issue that this book should pursue. The development cited by Murphy as undesirable will not be effectively opposed until a book such as this deals with the politics and business analyses that give rise to what, in his view, is poor development. He must provide concepts and strategies for dealing with situations that can give good dollar returns to business and related jobs to a community. We need people who understand who wins and loses, why, and at what point after initial capital development this balance occurs, and who are able to understand typical political and legal process in relation to tourism development. These will be the people best able to foster sound development.

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Andrei D. Borodaevskii's most recent book presents a Soviet view of Canada's place in the changing world economy. It is yet another indication of the growing Soviet interest in the integrative forces among and between market-oriented economies. The author's previous study, SSHA—Kenada: regional'nyi khoziastvennyi kompleks (USA—Canada: Regional Economic Complex), published in 1983, examined primarily the issue of foreign ownership and its effect on domestic economic policy in Canada. Taking a similar approach in this new work, he has set out to describe how monopolistic forces within the North American market influence Canada's external economic policy.

The book consists of eleven chapters, of which the first five are devoted to an overview of Canada's progressive integration into the world economy. In Chapter One, the historical pattern of Canadian industrial development is presented. The next chapter focuses on the Crown corporations of Canada and the role of the federal government in stimulating economic growth. Then follows a chapter on the significance of Canada to reciprocal trade agreements, especially with the United States. Chapters Four and Five concentrate on various characteristics of Canadian export and import policies. Canada's trade balance in the 1970s and 1980s is briefly summarized in Chapter Six.

The dominant theme of the second half of the book is Canada's search for trade diversification and is more or less problem-oriented. The consequences of further economic integration with the United States is the subject of Chapter Seven. The dilemma of trade alternatives, specifically of the Canadian policies aimed at trade counterbalances, is detailed in Chapter Eight. A surprisingly realistic appraisal is made in Chapters Nine and Ten of the prospects of Canada increasing its trade with the Third World and Eastern Bloc countries. In his final chapter Borodaevskii returns to the issue of free trade within North America and assesses Canada's 1984 national election and the preference of the Mulroney government for closer ties with Washington.

Borodaevskii has searched widely to obtain material on Canada, drawing on Canadian and U.S. government documents, journalism, and scholarly research. More than 90 percent of the rather considerable number of sources cited are in the English language. Most of these sources represent a broad spectrum of political views in Canada. However, it should be noted that especially in the conclusions of chapters and chapter sections, the author's perspective often becomes extraordinarily narrow, even sharp-edged, as in these statements which conclude Chapter Two: "The workers are not taken in by such a line.

From tips in the form of shares to socialism is just as far as from Montreal to Vancouver. Only the Communist Party of Canada offers the true democratic and socialist alternative to SMC [State Monopoly Capitalism]..." (p. 75). Notwithstanding these annoying Soviet conventions, this up-to-date and carefully documented book is a welcome addition to the foreign-language literature on Canadian trade and investment issues.

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This book, comprised of six chapters, each independently authored, is the outcome of a "regional" seminar sponsored by the Fourth National Bank of Tulsa, Oklahoma, the editor being at the University of Tulsa College of Business Administration. At the outset this work is marred by the absence of an index, the construction of which might have obviated the degree of repetition in the text of the chapters, especially in the definitions of key words scattered throughout the book as each author takes over. More important, the six chapters are not fashioned into an integrated work, which is surprising given the small number of contributors. The fact that there is no concluding chapter is symptomatic of this problem, but the lack of integration reflects the failure of the book to manifest a central argument developed in a cumulative fashion. Nevertheless, the process of new business formation, whereby small firms (especially technology-based enterprises) may be created and nurtured, is the most persistent theme. David Birch's book [1] is thus a point of departure for half the papers, because it was Birch who established in the U.S. the importance of small firms as generators of new jobs.

Despite this basic interest in new business, none of the chapters effectively situates the birth of enterprises within a fully-defined model of the evolution of the population of firms; there is, for example, no discussion of failures or the longevity of new enterprises. The subtitle of the book introduces the notion of "economic renaissance", but paradoxically this concept is not applied at the microscale, as it might be, to describe or to model the process whereby after firms come into existence, most fail, but a proportion re-emerge, phoenix-like, from this experience.
It is particularly frustrating to finish reading the book and still not have a clear empirically-grounded account of the processes that are important in explaining the origin of firms, even technology-intensive firms. On one page we are told that Fairchild Semiconductor spawned 37 spin-off firms from 1957 to 1970 but that “spin-offs from smaller firms occurred at a much higher rate than from larger ones” in the San Francisco area 1960-1969 (p. 35). Is the propensity to spin-off new firms greater among larger, technology-intensive enterprises, and if so by how much compared with smaller firms? With an answer to this, and information on the size distribution of existing enterprises, the influence of large versus small firms as sources of a region’s spin-offs would be clearer. This instance illustrates a general fault with the book: It is quite casual in its way of dealing with the world as it can be observed; thus it establishes a poor basis for policies to increase the birth of enterprises. There is a considerable literature on incubation schemes in the U.S. (not to mention other countries), but nowhere is the mixed record of these schemes discussed, even though such an approach would seem to be justified. In addition, the book does not assess the probable future benefits or costs of schemes for incubation that are advocated at several places throughout the work.

The three sections of the book are concerned with the importance of Entrepreneurship, New Company Creation, and Venture Capital in Economic Development, and this would seem to be an appropriate structure. Nevertheless, it is claimed that this work is motivated by the question, “What causes growth and economic development of an area?” and it is in addressing the locational and regional components of this mandate that the book demonstrates most clearly its fundamental weakness. It does not build an intellectual bridge from its management interests and expertise to regional economic development theory. Rather, it is content to assume that the occasional dropping of a regional name and the summarizing of a few regional research reports are sufficient to obscure the lack of conceptual input from geography, regional planning, or regional science.

Despite these criticisms, there is material of value for those who would venture into this subject area without training in the field of management. In the first section of the book a definition of entrepreneurship is given by Stevenson and Sahlman (Impact of Entrepreneurship on Economic Development), who assemble evidence to show that increasing attention is being devoted to this concept of business behaviour inside firms as well as in the media. Part of the argument developed in this chapter contrasts large firms (in a broad spectrum of activities) that are not innovative, and that are economically weak, with smaller firms that have “the capability and the necessity to inno-
In the final section of the book the functions of venture capital, and the importance of its availability to start-up and growth companies, are reviewed from "inside" that industry. Davis (Role of Venture Capital in the Economic Renaissance of an Area) provides a clear and well-balanced statement that will be of immediate use to any reader seeking a short review of the industry.

Wetzel (Entrepreneurs, Angels, and Economic Renaissance), by contrast with the other authors, writes more explicitly in the social science rather than management style. His task is to explain the differences between the three components of risk capital markets—public equity, professional venture capital, and informal risk capital—and at the outset he is careful to explain that "despite the evidence supporting an entrepreneurial approach to economic development, the implications for policy initiatives designed to implement such a strategy are far from clear" (p. 120). After summarizing some of the research on informal risk capital, Wetzel evaluates the perception that gaps exist in the supply of risk funds for smaller firms, start-up firms, and product development projects that fail to meet the criteria of the more formal sources of venture funds. He concludes that these gaps are probably overstated, given that the largest pool of risk capital in the U.S. derives from informal investors (business angels) who service these parts of the capital market. Wetzel, however, does explore the issue of the efficiency with which networks operate to link individual investors with each other and with investment opportunities, and he draws an interesting parallel with the "discouragement effect" in labour markets that reduce the number of enumerated job-seekers. He thus introduces into his analysis the ideas usually associated with transaction costs. He emphasizes that external economies—public benefits not captured by private investors—are created by the innovation process and that these lead to inadequate resources being allocated both to the generation of investment opportunities and to investment in small technology-based enterprises. The rationale for public policy initiatives is thus clearly established in the concluding chapter of the book.

Wetzel concludes his paper by outlining an experimental program in New Hampshire that attempts "to enhance the information networks that link entrepreneurs with investors and that link investors with each"; this program "is designed to minimize the cost of an entrepreneur's search for capital and to provide informal investors with a convenient system for examining investment opportunities that meet their screening criteria" (p. 134).

Despite its clear faults, this book has its value: it provides a successful account of the venture capital industry, and eventually it provides some solid basis for policy intervention in capital markets associated with innovative firms. If the venture capital papers had been placed earlier in the volume, and circulated to other authors, the rigor of the contributions on incubation schemes might well have been increased. As it stands, the reader has to wade through a mire of buzz-words to grasp the rewarding parts of the book.

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References


Reaction. The New Combines Investigation Act est un ouvrage collectif dont la parution a précédé de quelques mois l'entrée en vigueur de la nouvelle loi sur la concurrence. On y retrouve la contribution de douze auteurs, juristes et économistes. Les six premiers chapitres sont consacrés à l'analyse juridique; le contexte économique et les théories de marché sous-jacentes à la loi constituent le principal sujet de la deuxième partie du volume.

On ne peut, dans un bref compte rendu, aborder chacune des contributions. Cette façon de faire serait d'ailleurs peu intéressante, car les analyses de l'ancienne et de la nouvelle loi sur la concurrence que nous présentent les divers auteurs sont en général très similaires. Une analyse chapitre par chapitre nous donnerait un compte rendu plein de redites, chose dont l'ouvrage se rend d'ailleurs coupable.

Toute étude d'une législation sur la concurrence est, presque par définition, fondée sur trois éléments d'évaluation. Premièrement, elle doit aborder la question de savoir dans quelle mesure le marché, livré à lui-même, possède les vertus disciplinaires qui lui donneront une performance acceptable. Ensuite, elle vérifie les divers articles qui composent la loi et qui sont susceptibles d'améliorer la performance du marché. Finalement, elle analyse les conséquences du manque d'information complète sur la qualité des jugements que les tribunaux seront portés à faire. Étant donné la nature des causes qui constituent l'objet de l'antitrust, la capacité des tribunaux d'analyser les causes ainsi que les conséquences économiques en matière de concurrence de diverses stratégies commerciales, est un élément important d'appréciation d'une loi sur la concurrence.
À peu près tous les auteurs abordent ces trois points. La question de la performance du marché, plus précisément celle de savoir si les fusions sont de prime abord une restructuration qui a de quoi inquiéter, est traitée de façon détaillée par S. Globerman. La question de savoir si l’actuelle loi peut augmenter la concurrence dans l’économie canadienne passe évidemment par la question de savoir à quel type de concurrence on se réfère. Brenner et Brenner, ainsi que Ahiakpor, reprochent à la loi de refléter la vision étroite de la concurrence que l’on retrouve dans les manuels de microéconomie. L’accent y est mis sur la concurrence en matière de prix alors qu’en pratique la rivalité s’exerce sur une multitude de variables, en particulier l’innovation. De plus, ils soulignent que l’objectif de favoriser la concurrence, exprimé dans l’article 1.1, peut entrer en conflit avec la volonté, exprimée dans le même article, de favoriser la petite et moyenne entreprise.

Il paraît y avoir consensus entre les auteurs pour approuver le fait que la loi actuelle abandonne en grande partie l’approche structuraliste des marchés en faveur d’une approche comportementale. Celle-ci est plus conforme aux théories économiques des années soixante-dix et quatre-vingt, en particulier celles qui nous viennent de l’École de Chicago. Dans son article sur l’affaire des compagnies sucrières, Armstrong fait clairement ressortir les dangers de conclure à partir de modèles structurels simplistes.

Les auteurs se félicitent également du fait que la loi reconnaisse dorénavant l’importance des marchés étrangers pour le Canada. Le re-crow, en particulier, nous cite des études qui montrent l’importance pour les firmes canadiennes de fonctionner à une échelle de plus grande taille. Il trouve que l’importance des éléments de structure qui demeurent dans la loi devrait être réduite. Tout en soulignant l’importance du commerce international dans l’évaluation de la performance du marché, il regrette, à juste titre, l’amalgame que la loi semble faire entre efficience économique et performance en matière d’exportation.

Les divers auteurs, surtout les économistes, s’accordent pour laisser entendre que la loi sur la concurrence est un instrument trop dangereux pour être laissé entre les mains des juristes qui siègent dans les tribunaux. Certains, dont Flavell et Ahiakpor, trouvent que la loi laisse trop à l’interprétation alors que d’autres aimeraient des régles moins strictes.

Le tribunal de la concurrence qu’instaure la nouvelle loi est nouveau au Canada. Rowley y consacre une partie de son article. Il est regrettable que l’ouvrage ne consacre que quelques pages au fonctionnement de ce tribunal spécialisé, dont les membres seront des juges et des représentants du monde économique.

Les modifications les plus importantes qu’apporte la nouvelle loi sont dans le domaine des fusions et des abus de positions dominantes.
révèle de son importance comme élément à la fois moteur et intégrateur de toute communauté économique isolée. La thèse est claire : privée de sa dimension culturelle, le développement local d’une région isolée est condamné et celle-ci se voit maintenue, dans les termes d’Alain Reynaud, « à la périphérie d’une périphérie », ou bien, selon son histoire et sa situation géographique, dans une situation d’isolat ou d’angle mort.

L’objectif d’internationaliser le débat est louable et particulièrement réussi. La seule façon de dégager des tendances vis-à-vis d’un phénomène régional consiste certainement à l’observer à l’échelle de différentes nations, étant bien entendu qu’un choix judicieux en termes de cohérence au niveau des grandes variables socio-économiques doit être respecté. C’est dans ce sens que les représentations de la Louisiane, du Jura suisse, des Pays-Bas, du Québec, de l’Acadie et du Tessin suisse peuvent et réussissent à être efficaces.


Mario Polése, en s’interrogeant sur les tendances récentes et les voies d’avenir du développement économique des petites régions, révèle un premier contenu clair de cette interconnexion culture-économique. Il s’agit naturellement et au tout premier chef de l’entrepreneurship local qui, à un second niveau, conduit à l’essor des PME, avec leur pouvoir reconnu de création d’emplois. L’auteur montre comment cet entrepreneurship, doublé d’un renouveau des facteurs affectifs au niveau de la qualité de vie et de la perception du bien-être, peut s’imposer comme un élément chef du développement économique des petites régions. Cela s’affirme d’autant plus que l’on assiste à une tertiarisation des structures économiques, plus précisément de cette base économique (exportatrice) généralement reconnue comme une condition nécessaire au développement, que celui-ci se fasse « par le haut » ou « par le bas ». La tertiarisation assouplit considérablement les conditions classiques du développement économique et affranchit les petites régions de ces fameux avantages comparés exprimés depuis toujours et de façon impitoyable en dotations naturelles.

Antoine Bailly situe le débat à un niveau encore plus fondamental en se référant à la dimension régionale que peuvent revêtir les différents besoins humains : « Parler du pouvoir local, d’entrepreneurship, c’est non seulement étudier les institutions et les mécanismes de financement des économies locales, c’est aussi comprendre pourquoi des individus éprouvent le désir de se gérer eux-mêmes et lancent leurs propres entreprise ». L’auteur observe ainsi que le niveau de vie régional, grandeur purement objective et quantitative, fait progressivement place à la qualité de vie, concept plus subjectif et plus complexe, et surtout au bien-être, qui selon Bailly représente chez l’individu l’évaluation des possibilités régionales de réalisation de soi par le travail, la vie sociale ou la culture. Voilà donc d’autres éléments de contenu pour cette relation culture-économique censée commander en grande partie le développement économique des petites régions.

Le texte de William Arceneaux, en retraçant l’histoire politique et économique des Acadiens de la Louisiane, montre comment cette « ethnicité » acadienne a pu survivre à l’Histoire et à ses multiples agressions au cours des deux derniers siècles. Malheureusement, les liens effectifs de cette communauté avec le développement économique de cette partie des États-Unis n’est pas établi et l’on serait tenté de retourner contre l’auteur certains faits qu’il signale comme autant d’éléments démontrant que l’abandon involontaire, tantôt subtil, tantôt forcé, de l’économie et du social par les Acadiens a fait que la langue française a quasiment disparu de cette région.

Paul Comeau, de l’Université Sainte-Anne, va dans le même sens et avec force exemples il montre l’indissociabilité du développement économique et de la survivance culturelle, qui doit se maintenir avec une dignité allant bien au-delà du simple folklore résiduel. Dans le cas des micro-régions francophones de l’est du Canada l’auteur montre que c’est souvent cette volonté de survie culturelle qui a favorisé leur développement.

L’entrepreneurship local ne paraît cependant pas être pour tous la panacée au problème du développement micro-régional. Fernand Martin souligne certaines spécificités locales qui rendent l’entrepreneurship non opérationnel pour l’économiste. L’entrepreneurship est une notion intimement liée au risque, or les risques du marché sont d’autant plus grands qu’il est difficile de diversifier des projets dans un contexte de petite dimension. Quant au risque systématique, lié à une insuffisance d’information, rien ne permet de penser que les gens des petites
L'article de Denis Maillat se tient davantage dans la ligne traditionnelle des bienfaits des initiatives locales. L’expérience de l’Arc jurassien et de son industrie horlogère que l’auteur connaît bien démontre l’importance de l’appui aux PME et leur facilité d’adaptation au changement peuvent apporter à la survie puis au redéveloppement d’une petite région. L’auteur nuance cependant cette position en faisant de cette participation des entrepreneurs locaux une condition nécessaire mais non suffisante du développement micro-régional.

Angelo Rossi nous entretient d’une étude sur l’impact du développement des institutions financières sur l’économie locale de Lugano et du canton suisse du Tessin. Sans chercher à dégager une quelconque généralisation de cette recherche, l’auteur conclut que de prime abord c’est le développement du secteur tertiaire qui bénéficie le plus de l’effort de celui qu’aurait tout autre citoyen.

Un second article tessinois nous entretient du rôle de la politique culturelle dans le développement d’une petite région. Pour Carlo Spéziali le lien développement-culture est clair et s’impose comme une contrainte historique avec laquelle il faut composer : « Les Tessinois n’ont pas d’alternative. Ils sont obligés de trouver un compromis entre deux exigences, à savoir atteindre un degré de développement approprié - en ayant recours aux apports de l’extérieur - et défendre leurs caractéristiques culturelles et leur identité ». Un projet de loi destiné à protéger la culture sous toutes ses facettes et la création d’un Centre universitaire de la Suisse italienne où les études de troisième cycle ainsi que la recherche seraient privilégiées constituent les deux fers de lance devant permettre de rompre l’isolement intellectuel, scientifique et culturel du Tessin. Ce projet n’est pas sans rappeler certaines initiatives prises au Québec durant les années soixante-dix ainsi qu’au sein de quelques minorités culturelles du Canada.

Ce protectionnisme culturel par le biais du pouvoir financier et surtout par celui des institutions constitue le leitmotiv que Roseann Runte, recteur de l’Université Sainte-Anne, développe dans le dernier article de cet ouvrage. L’auteur distingue deux cultures ; celle qui s’entend, se vend et profite au développement économique, et celle qui constitue les valeurs et les traditions qui ont cours dans une petite communauté. Dans le premier cas il s’agirait d’une culture-plaisir, reflet à court terme du théâtre, de la musique, de la peinture, de la danse, de la littérature, etc. Dans le second cas il s’agit davantage des racines d’un peuple, des valeurs acquises sur un long terme, et ce sont celles-là qu’il convient de protéger au premier chef. L’Université est un agent de Culture « immédiate » et, partant, contribue à développer la culture fondamentale.

Selon R. Runte le développement économique peut avoir trois types d’effets sur la culture d’une communauté. Il peut y avoir absorption positive, auquel cas on assiste à un heureux mélange de deux cultures donnant à terme naissance à une nouvelle culture. Il y a aussi l’absorption négative, qu’illustre l’exemple des Acadiens de la Louisiane, qui ne parlent presque plus français. Enfin, il y a l’échange culturel, dans lequel la culture présente doit faire face et s’adapter aux exigences de la vie économique moderne; c’est l’acceptation de la dynamique d’une culture, le lien entre le court et le long terme : « Il ne peut pas y avoir une petite société qui ne change pas au sein d’une grande société changeante ».

C’est un livre intéressant où les différentes contributions se côtoient de façon égale en présentant une solide cohérence. L’articulation culture-développement économique y est présentée sous tous ses aspects et l’ouvrage, très accessible de par sa petite taille, constitue un apport évident et important dans ce domaine.

Le secteur tertiaire est aujourd'hui à la mode. Ce petit livre d'à peine 130 pages tombe donc à point, d'autant plus qu'il existe peu de livres sur le sujet en langue française. Son principal mérite réside dans la capacité des auteurs de présenter le sujet dans un langage simple, dans le style « Que sais-je ? », en quelques pages et sans trop de détours. Il ne s'agit pas d'un manuel ou d'un ouvrage savant. C'est un livre de synthèse et d'introduction. Il s'adresse manifestement à un auditoire diversifié. Fait à signaler, les deux auteurs, Antoine Bailly et Denis Maillat, sont respectivement géographe et économiste. Cette cohabitation de la géographie et de l'économie fait du Secteur tertiaire en question un livre particulièrement bien adapté aux étudiants de sciences régionales.

Dans un premier chapitre d'introduction, les auteurs font état, comme il se doit, de l'essor du secteur tertiaire dans toutes les économies modernes. C'est une donnée universelle qu'il faut néanmoins rappeler. Le concept même de « tertiaire » pose cependant des problèmes de définition et de quantification. Ainsi, on trouvera également, dans ce chapitre d'introduction, un examen détaillé des problèmes de typologie et de classement propres au secteur tertiaire. Le débat traditionnel qui oppose un tertiaire induit (ou banal) à un tertiaire plus moderne et dynamique est abordé à travers l'analyse du concept de motricité appliqué au secteur des services. Finalement l'essor du tertiaire moderne, très intensif en information (génie-conseil, services informatiques, etc.), amène les auteurs à consacrer une section particulière à ce nouveau secteur que l'on qualifie parfois de « quaternaire ». Ce premier chapitre d'introduction est accompagné de plusieurs tableaux et figures; on y trouvera également une bibliographie sélective.

Le deuxième chapitre aborde un sujet particulier : l'osmose entre le secteur manufacturier et les services. C'est un choix heureux, car l'essor récent du secteur tertiaire tient en bonne partie à ce que l'on peut appeler l'industrialisation du secteur tertiaire, ou encore la tertiarisation du secteur manufacturier. De fait, depuis le ralentissement du secteur manufacturier (éducation, administration publique, etc.), amène les auteurs à consacrer une section particulière à ce nouveau secteur que l'on qualifie parfois de « quaternaire ». Ce deuxième chapitre d'introduction est accompagné de plusieurs tableaux et figures; on y trouvera également une bibliographie sélective.

Ce deuxième élément est en quelque sorte le reflet de l'existence d'un nouveau modèle de développement à choisir : « Parler de développement, ce n'est plus accepter une croissance quantitative en provenance des grands centres » (p. 68); « il faut [sic] passer d'un modèle de développement fondé sur la diffusion d'un processus d'origine extérieure, à un modèle internalisé » (p. 69). Nous sommes donc loin d'une analyse, en tant que telle, du secteur tertiaire. Ce défaut mineur n'enlève rien, finalement, à l'intérêt central de ce chapitre, qui consiste à situer la question tertiaire dans un contexte plus global de développement régional et d'aménagement du territoire. Il aurait été utile, toutefois, de consacrer plus d'attention aux questions de localisation à proprement parler, aux théories de localisation des activités tertiaires, ne serait-ce que sous forme d'une synthèse des théories existantes.

Le dernier chapitre (p. 83-90) laisse le lecteur sur sa faim car il se limite à la proposition d'une nouvelle typologie des activités de services. Étrange conclusion pour un livre qui « se veut une introduction et une synthèse des travaux consacrés à l’impact économique et spatial des activités de services » (p. 2). C'est comme si la question du classement des activités constituait la première et la seule préoccupation de recherche dans le domaine tertiaire. Or, sans nier l'importance de cette question, qui continue effectivement à préoccuper les chercheurs, on doit admettre qu'il en existe bien d'autres d'une importance équivalente, voire supérieure. Les chapitres qui précèdent ont justement bien réussi à mettre en relief plusieurs questions intéressantes (l'imbrication tertiaire-secondaire; le rôle moteur du tertiaire; le tertiaire et le développement régional; etc.), de sorte que le lecteur se serait attendu,
dans la conclusion, à trouver une synthèse de la problématique globale du secteur tertiaire. Étant donné ses nombreuses qualités, ce livre mérite une conclusion plus étoffée. Nous espérons la retrouver dans une deuxième édition revue de cet ouvrage; car malgré nos quelques critiques, il s'agit d'un petit livre fort utile qui mérite une large diffusion.

Signalons finalement la qualité et la diversité de la bibliographie ainsi que la présence, en annexe, de certains textes choisis. Bref, voilà un petit livre à conseiller aux étudiants qui s'intéressent au secteur tertiaire.

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