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Nota di contenuto	1. Skiing Transnational - Cultures, Practices and Ideas On The Move; Aneta Podkalicka and Philipp Strobl -- 2. Going Downhill? The Industrialisation of Skiing From the 1930s to the 1970s; Andrew Denning -- 3. Slippery Slopes: Skiing, Fashion and Intrigue in 1960s Film; Marilyn Cohen and Nancy Deihl -- 4. Mount Uluda: The Making of Turkey's St. Moritz; Onur Inal -- 5. Skiing Through Time: Articulating a Landscape Heritage of Swedish Cross-country Skiing; Daniel Svensson -- 6. Arlberg: The Creation of a Resort and the Transfer of Knowledge; Christof Thöny -- 7. American Bucks and Austrian Buccaneers: Sun Valley - The Making of America's First Winter Resort; Günter Bischof -- 8. "We Want to Be More Like The West": Skiing for All in the 1950s–1970s Poland; Stanisaw Jdrzejewski -- 9. From Niche Sport to Mass Tourism – Transnational Lives in Australia's Thredbo Resort; Philipp Strobl.

Sommario/riassunto

This edited volume offers an historical perspective on the creation of a global mass industry around skiing. By focusing on the ski resort as loci par excellence for global exchange, the contributors consider the development of skiing around the world during the crucial post-war years. With its global lens, *Leisure Cultures and the Making of Modern Ski Resorts* highlights both commonalities and differences between countries. Experts across various fields of research cover developments across the ski-able world, from Europe, Asia and America to Australia. Attention to media and material cultures reveals an insight into global fashions, consumption and ski cultures, and the impact of mainstream media in the 1960s and 1970s. This global and interdisciplinary approach will appeal to history, sociology, cultural and media research scholars interested in a cultural history of skiing, as well as those with more broad interests in globalization, consumption research, and knowledge transfer. .
