

POLITECNICO DI TORINO  
Master of Science in Sustainable Architecture  
**Honors Theses**

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***Coastal Landscape and Sustainable Tourism. A low-impact project for the Coast of the Gods (Italy)***

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In the last years, the users of the trip started to dictate new rules of sustainability. The new interest of the traveler for the aspects concerning the environment, led to the registration of the first signs of change in the way of leisure living, and therefore the way to practice the tourism in contemporary society. Beach tourism while continuing to gravitate on the coast, begins to become more exploratory, addressing to the close hinterland to discover forgotten places that arouse interest. The result is a series of profound changes in the organizational logics of tourism activities, except for the seaside tourism. In Italy, this type of tourism, is the result of “mass” tourism in recent decades, which marked the proliferation of structures built quickly and abusively throughout the national seashore. The result is a plundering of the natural coastal asset - cemented, eroded, polluted and waterproofed - caused by the overcrowding of hotels, houses, infrastructure in the short and linear coastal space, and also by the unchecked affluence of people in areas of high natural value. All this leads to the need to review the reference models of space for coastal tourism and also the interpretation of the relationship between tourism and territory/landscape. The landscape protection for the conservation of biodiversity, natural ecosystems and of primary resources in general is extremely important. The biodiversity and variety of landscapes combine together in changing the perception of places, making them unique. The research, therefore, addresses the issues related to the renewal of the current settlement practices in beach destinations and puts the tourism as a social-relational phenomenon with very high capacity to revise spatial and economic organization of the territory. The main target of this thesis is to create and suggest a design approach that acts as a viable model in the coastal place of South Italy and not, that can represent, also, a strategy of revival and renewal of the economies related to tourism in the South Italy. The thesis project test the application of a system of new buildings that are reversible, flexible and temporary for a sustainable tourism both from the social point of view and from that environment. The intent is to create the opportunity for a revival of seaside tourism in an area rich with points of interest, but not properly equipped (called “Costa degli Dei”, South Italy), and at the same time trying to create a tool to raise awareness for a conscious and responsible use of tourism territory.

This new concept of architectural receptive graft uses temporary constraints (area subjected to S.I.C, Site of Community Importance) and opportunities (high landscape value) set from the natural context in which the project is located, and its shape is derived both from the functional requirements both from the characteristics of the territory, against which adopts a non-invasive approach (being reversible and *off-grid*). To improve the environmental balance of the project, the contribution comes not only from the construction techniques used, but also from the materials selected, derived in large majority from natural and renewable material for excellence: the wood. The materials, besides, are all characterized by prestigious ecological certifications and by a reduced primary energy incorporated content (verified by calculation “Embodied Energy”), a date - the latter - which results in a reduction in the consumption of non-renewable resources in favor of renewables energy.

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