



POLITECNICO
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Honors thesis

COURSE OF DEGREE IN MASTER OF SCIENCE IN
ARCHITECTURE (REHABILITATION AND
REVALUATION)

Abstract

Forno di Coazze: “An occasion of mountain recovery”

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by

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The relaunch of the Piedmont mountain passes through the recovery of the huts and villages of "ghost". The escape of the residents in the cities in search of less harsh working and living conditions, resulted in the degradation of the properties of which there are stone walls and roofs lost damaged by time, fire and now empty and unusable stables. It 'was a wealth of real estate (at the foot of the Alps) that you are trying to recover with the cooperation between owners, construction companies, professionals, public administrations and also through tourism.



Tourism, despite the context of general crisis, can be a part of positive change and new formulas of hospitality, more and more attentive to issues of sustainability, the recovery of the local dimension and authenticity of the experience.

The new generation tourist must or should always be more aware and respectful of the environment in which it moves. The tourism future is, therefore, in sustainability and in its various forms (eg. Ecotourism), for which respect the environment and local communities are the priority.

widespread forms of hospitality, like the Albergo Diffuso (AD), prove to be successful within this dynamic scenario precisely because they are based on sustainability, authenticity and the prospect of a possible resolution of the structural problems of abandoned reality, factors that they forced them to look into. The AD is an innovative and original formula



of hospitality, characterized by strong ties with the local context, important selling point. The widespread and "horizontal proposal" dell 'AD allows you to recover the historical and architectural heritage of the small villages and historical centers of our country. Italy, in fact, does not have to offer only a city of art and sea, but has a rich historical heritage,

cultural and artistic heritage of inestimable value, too often ignored. This formula is designed to meet the needs of present tourists, because it combines the spontaneity and authenticity, given by direct contact with the population and local culture, the guest and. The diffused hotel becomes a sustainable tourism development model of the territory, as it plays an abandonment transformation function in the resource with the recovery of long buildings and traditions forgotten, becoming animator of locations, increasing competitiveness and, above all, the attractiveness thanks to its positive impact on the entire territory involved. Despite all the positive elements that characterize this model (original and authentic style, the alternative life, respect for the environment ...), although recently implemented at the national level, both the absence of a clear and common rules, both for the limited cooperation between public and private. The aim of this thesis is, therefore, to study the Albergo Diffuso as innovative and sustainable hospitality model to improve the tourist offer of the place through the use of local resources, the creation of integration and involvement processes active communities, despite currently lacking the required ecological requirements to define the 'Albergo Diffuso as a form of totally sustainable hospitality. The thesis has the ultimate goal of devising a recovery solution feasible for some villages of Coazze, in the province of Turin, through:

- theoretical information on sustainability in general, on sustainable tourism and on the role Diffuso in this area;
- studies on sustainable accommodation (Albergo Diffuso);
- presentation of the model "Albergo Diffuso" designed by Giancarlo Dall'Ara and the Associazione Nazionale Albergo Diffuso (ADI);
- Verification of the ecological initiatives of the current popular hotels recognized;
- proposal of a draft Albergo spread to the mountain community of Coazze.
