

Covidless Approach&Trust

From the University of Turin, the practical tool to relaunch the tourism economy of Italian municipalities.



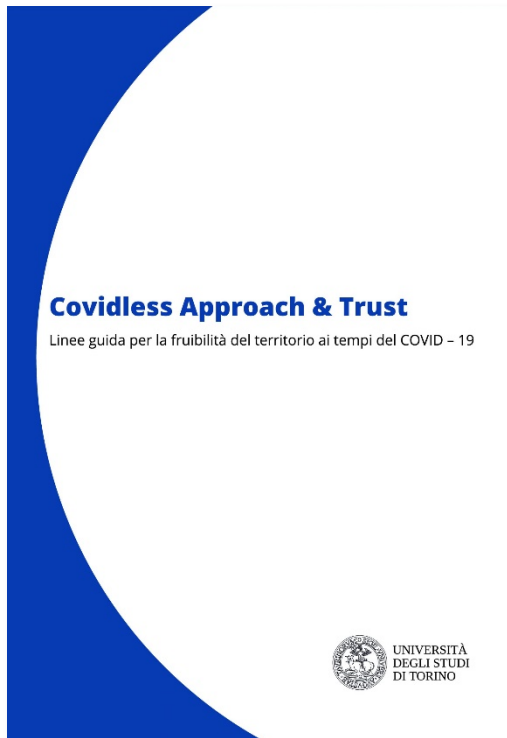
Overturning the point of view and using the Covid emergency to rethink and overcome the crisis: this is the objective of **Covidless Approach & Trust**, the analysis and development tool designed for Italian municipalities and born from a research project of the **University of Turin**, with the support of the **Chamber of Commerce of Turin**.

The great challenge is to promote **local tourism**, safeguarding the **sustainability** of the territory both from an environmental and health security point of view. The opportunity and the changes that will be required to the system are considerable as they represent changes to already established processes and practices resulting from years of experience, but the **paradigm shift is necessary** to face an exceptional event such as the current pandemic.

The study offers a **standard of analysis** to create a **rating** that attests to the level of resilience of municipalities with respect to the tourism restart.

The standard and its mode of application are developed for the benefit of local authorities and local stakeholders (institutions, businesses, tourists, citizens, etc.). The rating, which safeguards the peculiarities of the territories, is able to **stimulate and map the tourist resorts that manage resources in an intelligent way**, are attentive to the quality of life and the needs of their citizens and tourists.

In this way it will be possible to offer tourists, especially foreigners, the security of a homogeneous and coherent system of offer, and therefore the guarantee that the quality level of the structures is always equal to their expectations.



Results and publications

Covidless Approach & Trust

Linee guida per la fruibilità del territorio ai tempi del Covid - 19

Authors: Biancone Paolo, Secinaro Silvana, Andrea Martra, Piercarlo Rossi, Alberto Sasso (2020)

<https://iris.unito.it/handle/2318/1739311>