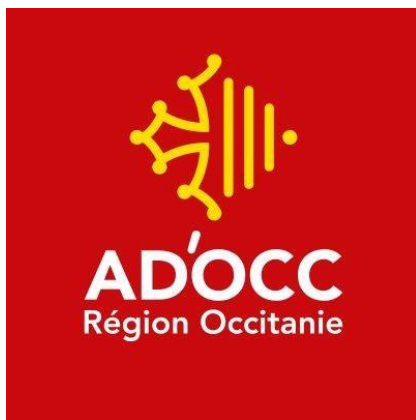

Deliverable

Analysis of the "Tourists" questionnaire Font-Romeu sample, February-March 2022

**Carried out within the framework of the European LIFE19 project GIE/FR/001013
Wat'SaveReuse**



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INTRODUCTION

Junior Conseil MBS, which is involved in monitoring the implementation of the Wat'SaveReuse Programme, was asked to collect quantitative and qualitative data from a survey of tourists in the Occitanie region and to identify the key results. This document has been produced with a view to presenting the results to all the partners involved in the process.

The survey was carried out in the ski resort of Font-Romeu from 25/02/2022 to 27/02/2022. The objective was to process 100 questionnaires in order to find out about holidaymakers' water consumption habits and attitudes, to learn about their perceptions of water stress in the Occitanie region and finally to raise their awareness of this alarming phenomenon.

Our main target was tourists, many of whom visit the region especially during this winter period: sunny weekends with an open ski area, coinciding with two school holiday periods (Zone A and Zone C) in France.

Overall, the task went well. 110 people responded to the survey, exceeding the original target.

Questionnaire in Office 365 format, interviewer's badge, initial explanations of the survey were provided by AD'OCC in Montpellier, who also reviewed this deliverable.

1. DATA ANALYSIS:

➤ Gender

You are?

| | |
|-----------------------|----|
| Male | 61 |
| Female | 49 |
| Do not wish to answer | 0 |



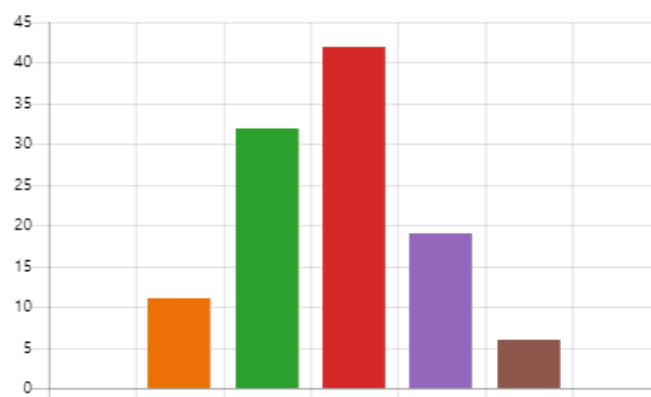
Are you alone or with your family?

| | |
|-----------------------|----|
| Alone | 73 |
| With family | 36 |
| Do not wish to answer | 1 |



What age group do you belong to?

| | |
|-----------------------|----|
| < 18 years old | 0 |
| 18-24 | 11 |
| 25-34 | 32 |
| 35-49 | 42 |
| 50-64 | 19 |
| 65+ | 6 |
| Do not wish to answer | 0 |



In this survey, we observe a balanced population of women and men, mostly between 25 and 50 years old.

The results show a large number of single people on winter holidays but these responses are skewed by people going out with friends. In fact, respondents answered "alone" when they were with friends.

➤ **Career status:**

What is your level of education?

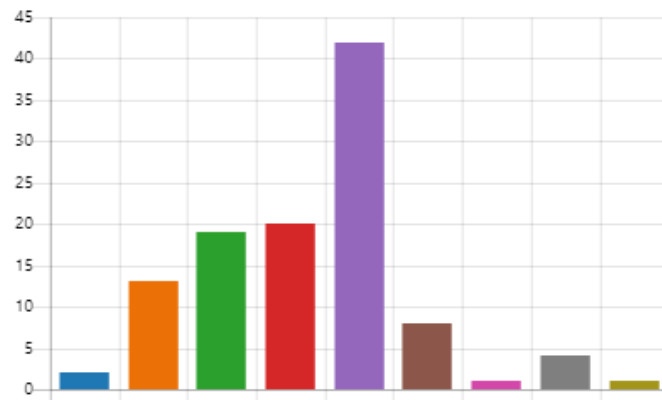
| | |
|--|----|
| ● Primary | 1 |
| ● Secondary | 9 |
| ● Higher education (BTS/engineer/doctorate) | 98 |
| ● Do not wish to answer | 2 |



Regarding career status, the population surveyed is largely urban, 89% having completed higher education, with 42 executives out of 110 surveyed.

What is your current (professional) situation?

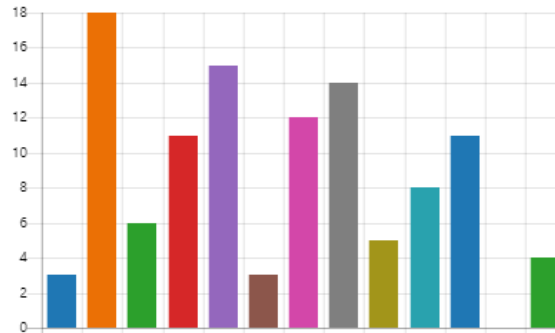
| | |
|-------------------------------------|----|
| ● Jobseeker | 2 |
| ● Student | 13 |
| ● Employee/worker | 19 |
| ● Civil servant | 20 |
| ● Executive/self-employed/freelance | 42 |
| ● Artisan/trader | 8 |
| ● Farmer | 1 |
| ● Retired | 4 |
| ● Do not wish to answer | 1 |



➤ Accommodation:

What type of accommodation are you staying in, or will you be staying in?

| | |
|----------------------------------|----|
| 5*/4* hotel | 3 |
| 3*/2* hotel | 18 |
| 1* hotel | 6 |
| Campsite and residential park... | 11 |
| Campsite and residential park... | 15 |
| Campsite and residential park... | 3 |
| 5*/4* holiday rental | 12 |
| 3*/2* holiday rental | 14 |
| 1* holiday rental | 5 |
| 5*/4* aparthotel | 8 |
| 3*/2* aparthotel | 11 |
| 1* aparthotel | 0 |
| Guest house | 4 |



Enjoyment was key when it came to the holidaymakers' accommodation. The majority of accommodation was 2 to 3 stars, going up to 5 stars for the most affluent individuals.

➤ Environmental sustainability:

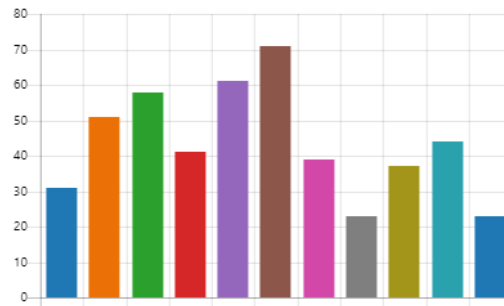
Are you aware of environmental sustainability at home?

| | |
|--|----|
| Yes, I am very concerned about the environment | 26 |
| Yes, I am concerned about the environment | 81 |
| No, I am not interested in the environment | 3 |



If yes, please select the environmental actions you usually practise at home

| | |
|---|----|
| ● Separating rubbish | 31 |
| ● Installing low-energy light bulbs | 51 |
| ● Installing programmed thermostats | 58 |
| ● Installing reducers... | 41 |
| ● Taking shorter showers | 61 |
| ● Turning off the tap while brushing your teeth | 71 |
| ● Using reclaimed, treated and reused water | 39 |
| ● Using resistant plants... | 23 |
| ● Eating seasonal products | 37 |
| ● Buying locally manufactured products | 44 |
| ● Using public transport | 23 |



What type of water do you usually drink at home?

| | |
|---|----|
| ● Tap water | 17 |
| ● Filtered tap water | 32 |
| ● Mineral or spring water | 21 |
| ● Both tap water and mineral/spring water | 38 |



The population seems to be aware of and concerned about environmental issues and actions to address them. Many responses were given to act on the desire to save the planet: turning off tap water when brushing teeth, separating rubbish, taking shorter showers, etc.

However, the results may be biased by social pressure and the views of others. Only 3 out of 110 individuals answered honestly that they are not interested in the environment.

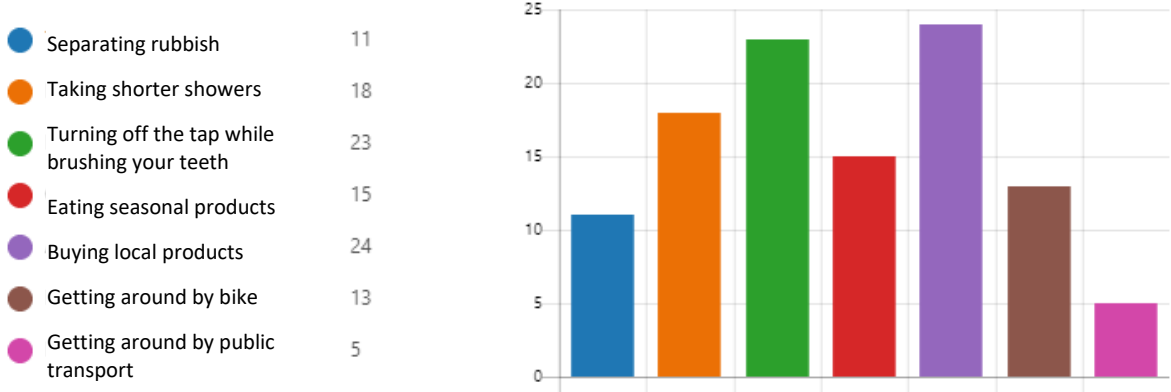
Finally, there is a disparate consumption of water in households. Some people's distrust of water quality means that they drink mineral water from plastic bottles.

When you go on holiday, how aware are you of environmental sustainability?

| | |
|---|----|
| ● I remain very committed to sustainability | 45 |
| ● I am less bothered about the environment... | 60 |
| ● I do not contribute at all | 5 |



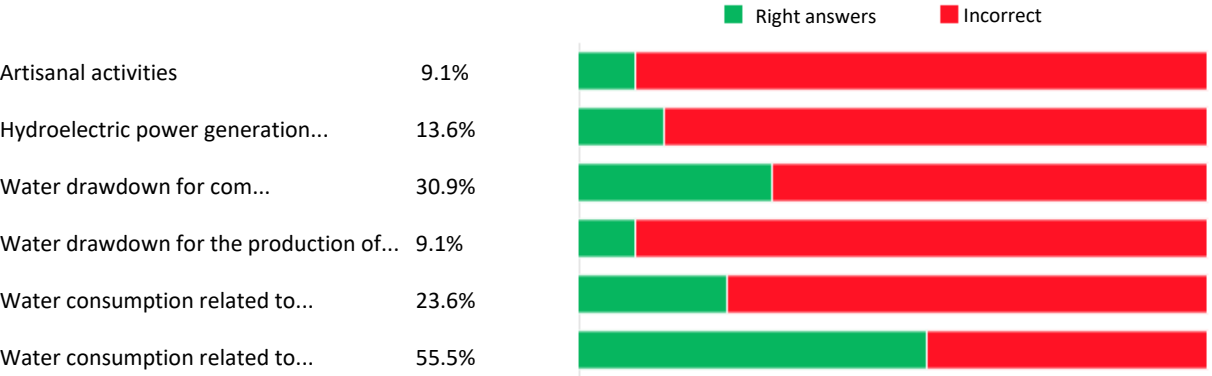
If yes, please select the environmental actions you practise during your holidays



Despite an almost unanimous commitment at home, the surveyed population admits that they do not make as much effort on holiday, with 60% of the respondents not paying as much attention on holiday.

For the most rigorous, we see the same actions as at home (separating rubbish, taking shorter showers, turning off the tap) but we also see more local consumption on holiday. This is due to the desire to try local products in order to experience the region to the full.

In your opinion, what impact can the following activities have on water conditions (rivers, lakes, aquatic environments, etc.) in the region where you are staying? (Rank from 1 to 7 from the least to the most impact) In terms of quantities (volumes drawn down to carry out these activities)



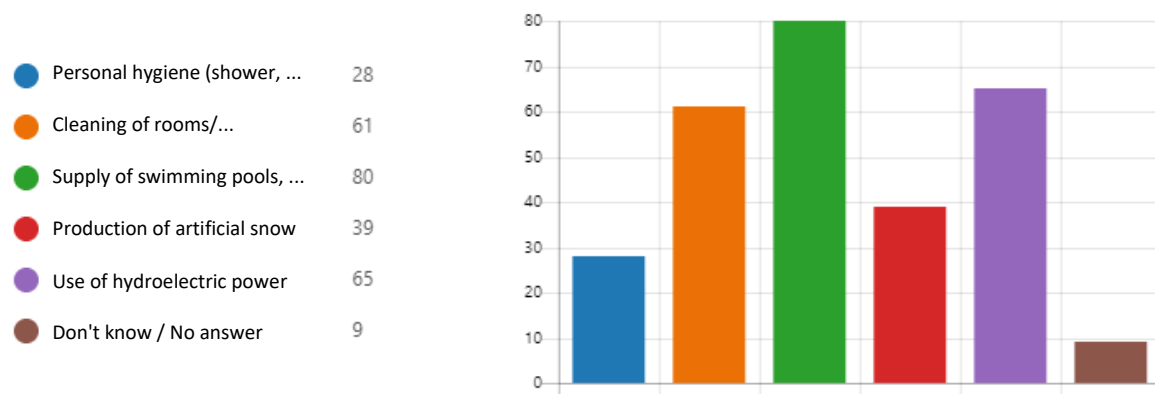
In terms of quality (pollution caused)



The result is clear: the sample of tourists interviewed had a poor understanding of the impact of tourism on local bodies of water and their quality.

Based on the results obtained, the rate of correct answers varies between 25% and 30%.

Which of the following tourism-related activities do you think may contribute to water stress in the area you are visiting?



Regarding activities that can contribute to water stress, the answers that emerge from this questionnaire are the "visible" actions. That is to say, the supply of swimming pools, water park, spas.

A significant amount of water used, which has an impact on the responses.

➤ **Knowledge of the respondents interviewed:**

What percentage of the population in the western Mediterranean (France, Spain) do you think is exposed to water stress? All year round

| | |
|--------------------------|----|
| ● Between 10 and 30 % | 70 |
| ● Between 30 and 40 % | 28 |
| ● Don't know / No answer | 12 |



In winter

| | |
|--------------------------|----|
| ● Between 10 and 30 % | 76 |
| ● Between 30 and 40 % | 16 |
| ● Between 40 and 60 % | 9 |
| ● Don't know / No answer | 9 |

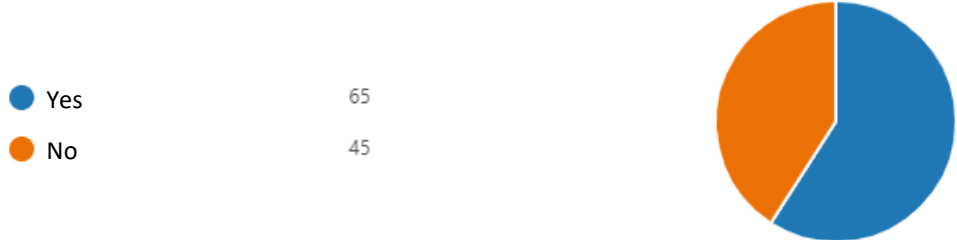


You are in a region that is remarkable for its coastal waters, groundwater, rivers/lakes and wetlands. However, it is exposed to droughts, water stress, and water shortages. In order to sustain the use of water (particularly in relation to tourism), there are conservation policies, major investments and analyses being implemented by the European Union, the French government, the region, the department and the community in which you are located. Were you aware of this?

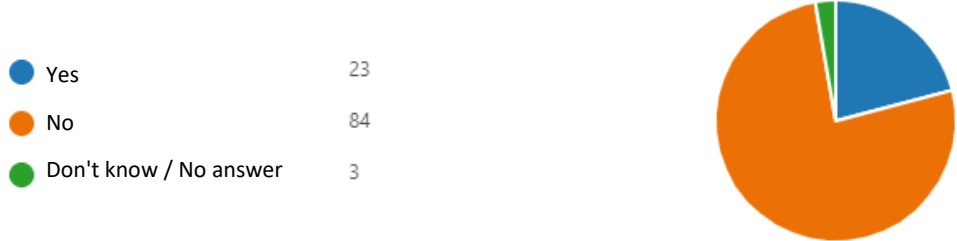
| | |
|-------|----|
| ● Yes | 56 |
| ● No | 54 |



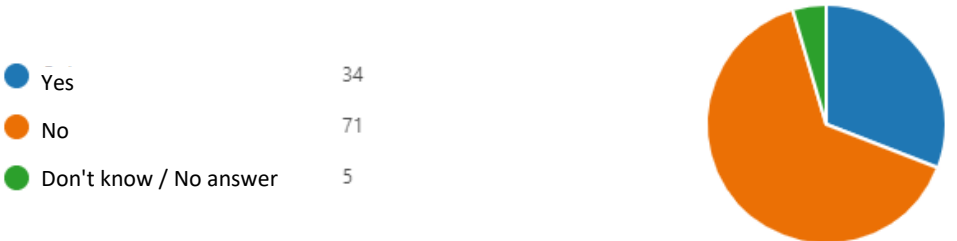
Several factors can contribute to the increase in water consumption linked to tourism: production of artificial snow, increase in the number of people using swimming pools, spas and water parks, time/frequency of showers, more frequent cleaning/disinfection operations in connection with health protection measures, etc. Were you aware of this?



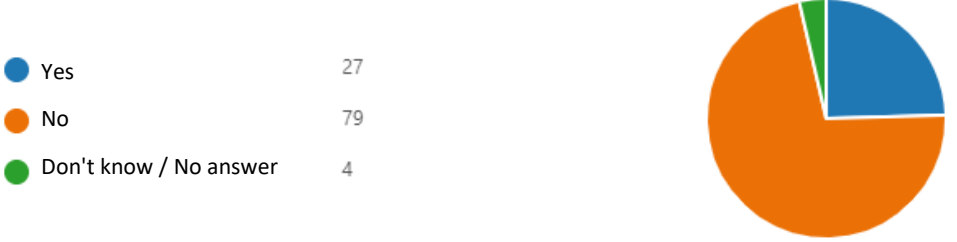
During your holiday, have you been told about:
 a) Any environmental issues related to water consumption in your destination?



b) Any means/solutions to reduce/optimize water consumption in place in the accommodation you are staying in?



Is your home region/country also exposed to water stress and shortages?



In questions 18 to 24, the respondents were asked about their knowledge of the Occitanie region, its issues and a question about their region of origin.

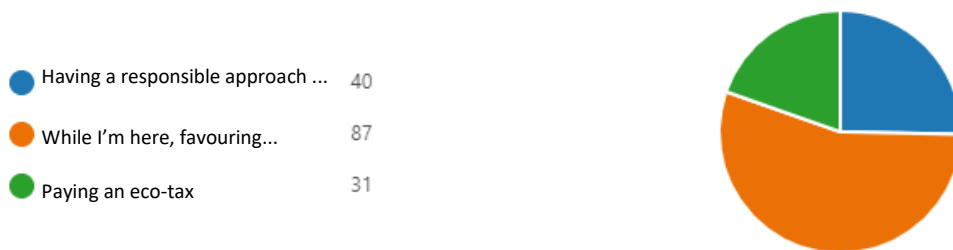
This clearly shows a lack of knowledge of the region and its issues, with values ranging from 45% to 84% of "no" to the question: Were you aware of this?

The responses clearly illustrate a lack of knowledge among winter tourists about water issues in the region.

➤ **Actions to reduce water shortages:**

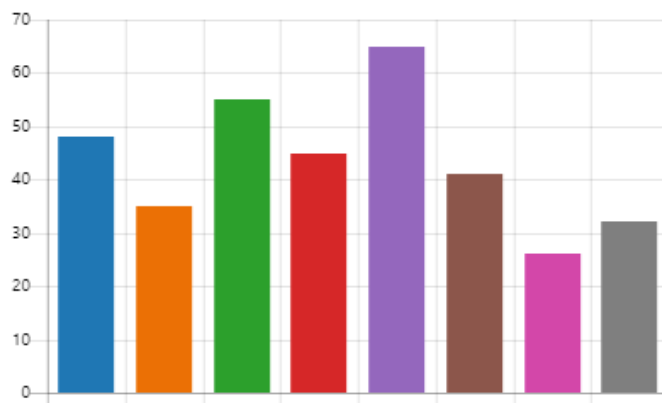
There are different ways to prevent/reduce problems with water shortages, and to become more economical/efficient in water use and conservation (fighting waste). What do you think you can do to help?

Please select up to three choices from the following suggestions.

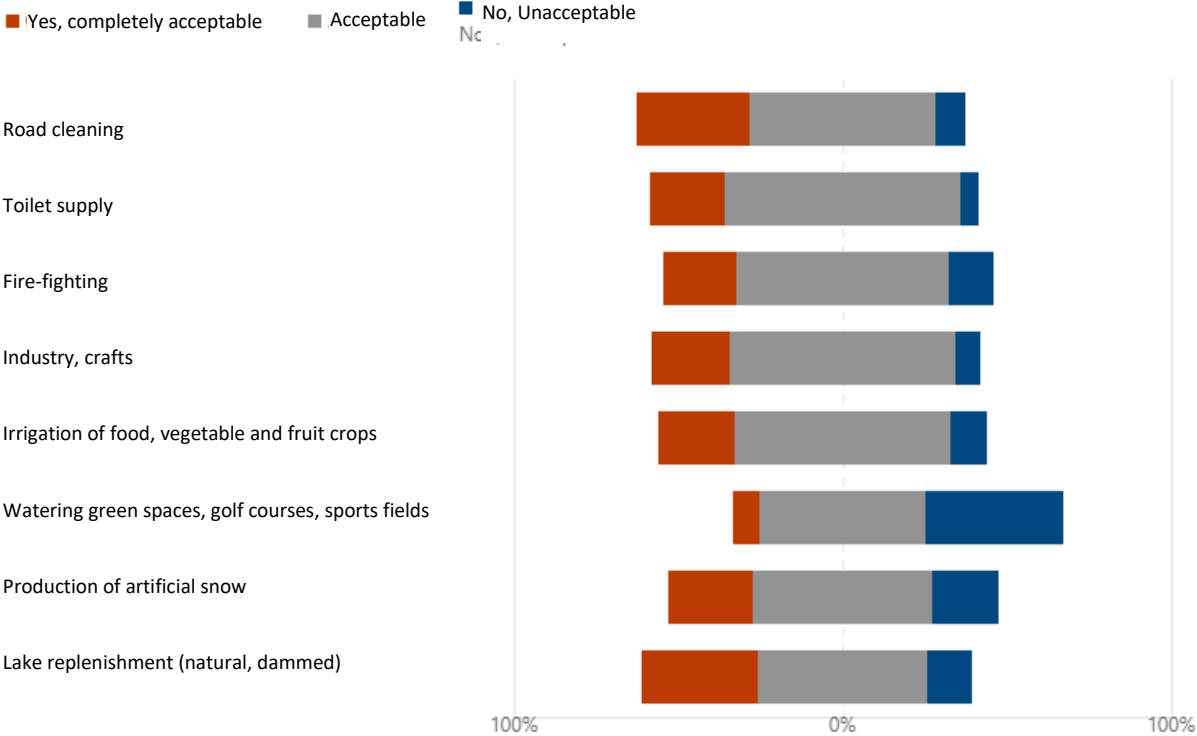


In your opinion, how could recovered, treated water be used?

| | |
|---|----|
| ● Road cleaning | 48 |
| ● Toilet supply | 35 |
| ● Fire-fighting | 55 |
| ● Industry, crafts | 45 |
| ● Watering of green spaces, terraces... | 65 |
| ● Irrigation of food crops... | 41 |
| ● Production of artificial snow | 26 |
| ● Lake replenishment (natural, dammed) | 32 |



32. Do you think it's acceptable for reclaimed, treated, reused water to be used for the following purposes?



In terms of actions to be taken to reduce water shortages in the region, the respondents were initially ready to take a more responsible approach to their travels, by choosing more ecological places and modes of travel. However, the eco-tax solution and a more responsible approach to everyday life are not totally ruled out, with the remaining 50% being evenly divided.

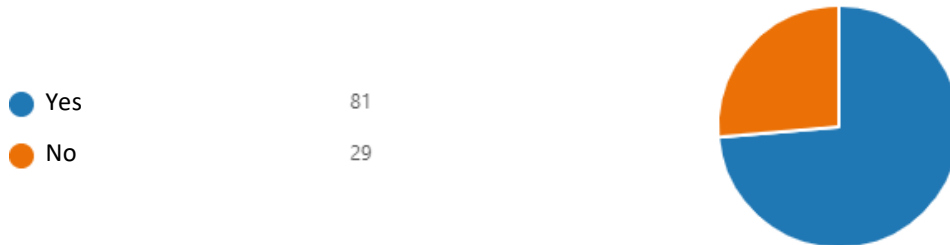
The use of wastewater and its acceptance in people's mindsets is well balanced, although there are some hesitant responses regarding artificial snow, perhaps due to the poor perception of artificial snow at the Beijing 2022 Winter Olympics. Watering green areas, fire fighting and road cleaning were the solutions most frequently proposed by the sample of tourists interviewed.

However, the results are quite different for the next question on the acceptability of wastewater use. Watering green spaces is at the top of the list when asked how to use the spaces, but this same solution is no longer acceptable in the next question.

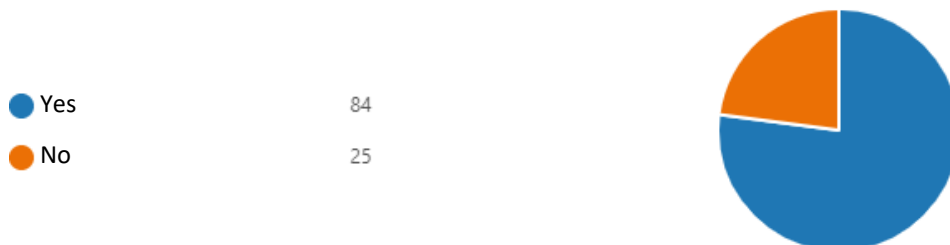
Despite this ambivalence between the two questions, the use of reclaimed water remains overall accepted by the respondents questioned.

➤ **After the questionnaire:**

Having read this questionnaire and the information it contains, are you now more aware?



Would you be willing to take some action to better use/conserve water, whether on holiday or in your everyday life?



Finally, the sample of tourists interviewed appears to be engaged by the questions asked. This awareness is reflected in an immediate reaction in the responses at the end of the questionnaire.

More than 75% of the responses were positive about awareness and actions to improve water conservation on a daily basis.

2.RECOMMENDATION AND KEY SUCCESS FACTORS:

In order to add value to this questionnaire, we provide an additional analysis of all responses.

Firstly, with regard to the format of the questionnaire, we received a lot of feedback on the length of the questionnaire. Respondents made it clear that it was long and there were too many questions: some people did not answer all the questions, we dismissed these answers.

Closed questions do not allow for the full range of options to be answered. For example, people who came with friends and without their children answered "alone".

In addition, winter sports are particularly expensive: renting accommodation, hiring equipment, and ski passes all add up to a considerable sum. These elements do not allow all social categories to afford this type of holiday or sport. This observation is reflected in the responses to the questionnaire, with a majority of managers and higher education graduates. This is a population that is more educated, in the traditional sense of the word, than average and therefore more aware of environmental issues.

In conclusion, environmental issues are at the heart of current concerns. More and more people are made aware from an early age and throughout their studies of access to water (a common good), of the richness and vulnerability of aquatic environments, of the problems of pollution, degradation of natural habitats, drought/flooding, and the impacts of climate change, which are reported in the media and also the subject of electoral campaigns. However, the sample of tourists interviewed did not seem to know the regional issues, the causes of the deficits and potential degradation of the quality of the bodies of water as well as the actions undertaken by the Department, the Occitanie Region and the Water Agency to mitigate and resolve them. We therefore recommend that communication efforts be stepped up in the Occitanie region in order to inform and raise awareness among the population about the proper use of water, and to publicise the projects that have been funded to preserve resources and natural environments and to manage risk.