
Deliverable - Wat'SAVEREUSE - AD'OCC Analysis

Questionnaire analysis



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Wat'SaveReuse Analysis

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 received a high response rate (200 responses), despite the difficulty of convincing residents to agree to answer our questions. We have targeted the following geographical areas: La Grande Motte / Grau du Roi / Argeles, aiming to interview a wide variety of people with different profiles.

This mission aims to find out about the water consumption habits and attitudes of holidaymakers at their holiday destinations and residences, as well as their views on drought, water scarcity and the recovery and reuse of treated water.

The questionnaire preparation stage for this task went well, although the length of the questionnaire was an issue for some respondents. Indeed, we felt that a large part of the sample interviewed was weary and that there was a lack of understanding of some of the questions, particularly those requiring choices to be ranked from 1 to 7 on the quality and quantity of pollution that affects the tourist environment. Nevertheless, the facilitators felt that they were raising awareness of the issue of water sustainability.

1. Analysis of the data collected:

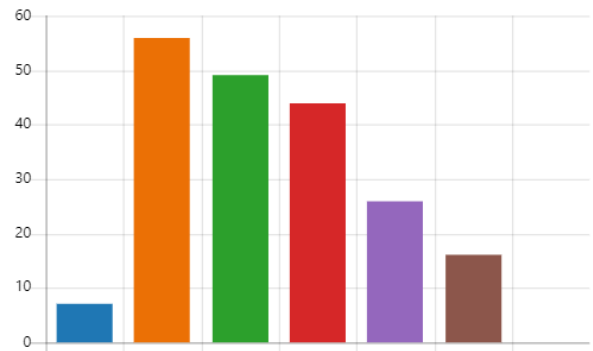
➤ Gender

● Male	93
● Female	102
● Do not wish to answer	1



● < 18 years old	7
● 18-24	56
● 25-34	49
● 35-49	44
● 50-64	26
● 65+	16
● Do not wish to answer	0

● Alone	95
● With family	100
● Do not wish to answer	2



Regarding the gender of the sample interviewed, we recorded 102 women (52%), 93 men (47%) and 1 person who did not wish to answer (1%). Gender parity is respected.

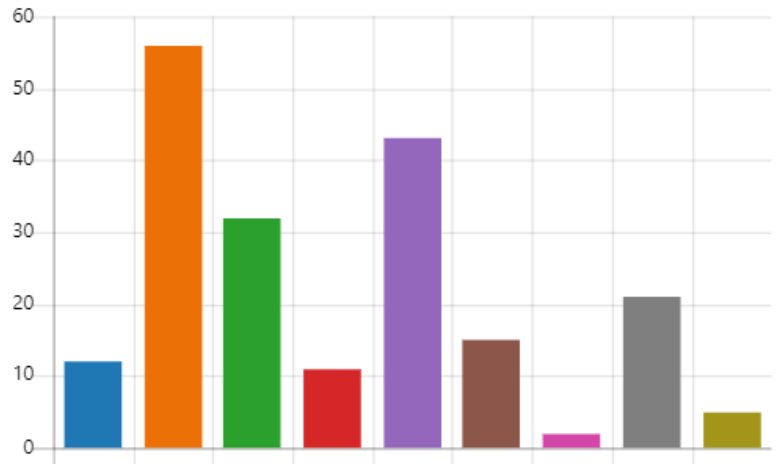
The average age of the sample was 36.4 years, with the majority of respondents in the 18-24 age group. Furthermore, the median age of the sample is 29.5, i.e. 50% of the respondents are over 29.5 years old or 29.5 years old and 50% are under 29.5 years old or 29.5 years old.

➤ Career status

Primary	2
Secondary	42
Higher education (BTS/engineer/doctorate)	148
Do not wish to answer	4



Jobseeker	12
Student	56
Employee/worker	32
Civil servant	11
Executive/self-employed/freelance	43
Artisan/trader	15
Farmer	2
Retired	21
Do not wish to answer	5

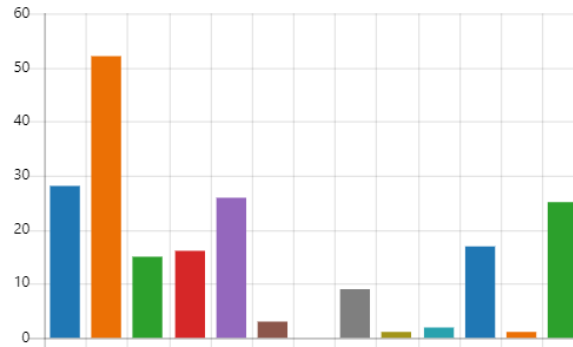


Regarding career status, students are the most represented at 28.4%, followed by executives/self-employed/freelance at 21.8%, blue-collar workers at 16.2% and finally retired people at 10.7%. Other categories are less represented, such as tradesmen/women at 7.6%, jobseekers at 6.1%, civil servants at 5.6% and farmers at 1%. It should be noted that the number of people who did not wish to answer was 2.5%. Career status distribution is quite heterogeneous and all categories are represented, although some are clearly more represented than others.

The fact that the majority of people who volunteered to answer our questionnaire are young people shows that they are more aware of the problem, perhaps due to the government strategy put in place in higher education to raise awareness among young people, but also because of the digital world of social networks and social marketing.

➤ Accommodation

5*/4* hotel	28
3*/2* hotel	52
1* hotel	15
Campsite and residential park ...	16
Campsite and residential park ...	26
Campsite and residential park ...	3
5*/4* holiday rental	0
3*/2* holiday rental	9
1* holiday rental	1
5*/4* aparthotel	2
3*/2* aparthotel	17
1* aparthotel	1
Guest house	25



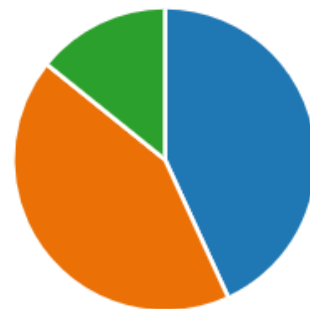
In these seaside resorts, there are different types of accommodation available to holidaymakers. These include hotels which are represented at 48.7%, campsites at 23%, holiday rentals at 5.1%, aparthotels at 10.3% and guest houses at 12.8%. It is also noticeable that the most popular accommodations are 2*/3* establishments.

Choice is usually made based on personal criteria or connection (quality, price, location, activities etc.). So we can see that environmental sustainability is not a criterion taken into account when choosing holiday accommodation.

➤ Awareness of environmental sustainability

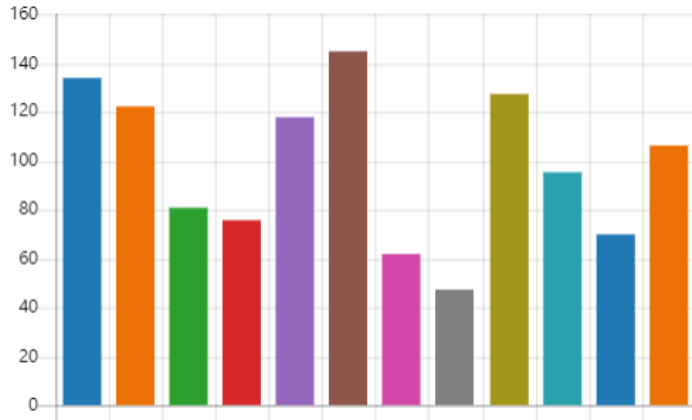
Are you aware of environmental sustainability at home?

Yes, I am very concerned about the environment	85
Yes, I am concerned about the environment	84
No, I am not interested in the environment	28



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

● Separating rubbish	134
● Installing low-energy light bulbs	122
● Installing programmed thermostats	81
● Installing reducers...	76
● Taking shorter showers	118
● Turning off the tap while brushing your teeth	145
● Using reclaimed, treated and reused water	62
● Using resistant plants...	47
● Eating seasonal products	127
● Buying products from ...	95
● Buying locally manufactured products	70
● Using public transport	106



Over 80% of the respondents are aware of environmental sustainability at home, but half of these people do not manage to put actions into practice. We can identify several reasons: time, low return on investment etc. Perhaps good strategies should be found to encourage this large part of the population that is already concerned about these problems to take action.

These people generally implement several different actions at home to protect the environment, but they choose the ones that are easier and with fewer constraints, for example turning off the tap when brushing their teeth, separating rubbish, eating seasonal products and using public transport. Other actions remain important even if they are mentioned less by the respondents.

However, 14.2% are not interested in the environment at all and consequently do not behave in a way that helps to counteract various environmental hazards such as water shortages or increasing pollution.

What type of water do you usually drink at home?

● Tap water	44
● Filtered tap water	14
● Mineral or spring water	12
● Both tap water and mineral/spring water	6

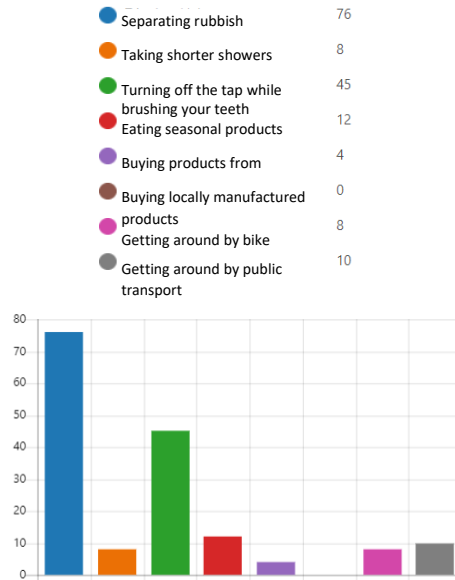


When you go on holiday, how aware are you of environmental sustainability?

● I remain very committed to sustainability	63
● I am less bothered about the...	89
● I do not contribute at all	43



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



Regarding the water consumption of the sample 42.9% drink only tap water, 12.2% also drink only tap water but filter it before use, 21.4% prefer bottled mineral or spring water and 23.5% drink tap or mineral/spring water equally.

During the holiday period we notice a change in people's behaviour, they are on average more lax and relaxed about environmental sustainability and the practices they usually put in place to limit the harmful effects of pollution and their ecological footprints. The total who change their behaviour is 77.9%. Only 22.1% behave consistently when they go on holiday.

➤ **The impact of different activities on water conditions**

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



0% (0 out of 196) of respondents gave the right answer to this question.

In terms of quality (pollution caused)

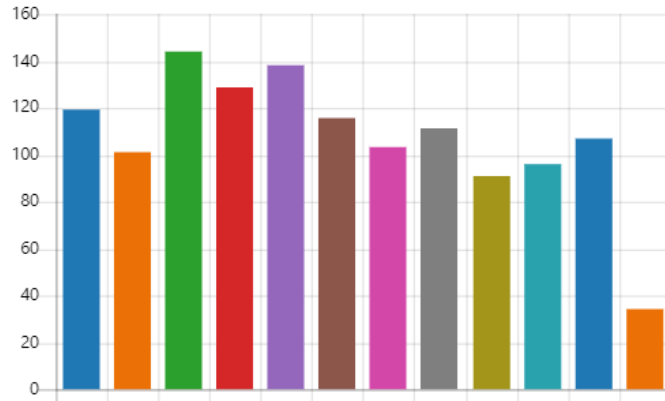
0% (0 out of 192) of respondents gave the correct answer to this question



Regarding the understanding of the quality and quantity of pollution generated by activities, we note that the nuance between the two terms was not well understood by the sample. Furthermore, no one was able to correctly rank the most polluting activities.

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

● Personal hygiene, refreshment...	119
● Cleaning of rooms/...	101
● Supply of swimming pools, play...	144
● Irrigation and garden maintenance...	129
● Conventional irrigation of...	138
● Irrigation of green areas in...	116
● Irrigation and garden maintenance...	103
● Water consumption in the...	111
● Production of vegetable crops...	91
● Use of fossil fuels (...)	96
● Water consumption for...	107
● Don't know / No answer	34



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 %	41
● Between 30 and 40 %	76
● Don't know / No answer	78



In summer

● Between 10 and 30 %	7
● Between 30 and 40 %	57
● Between 40 and 60 %	57
● Don't know / No answer	75

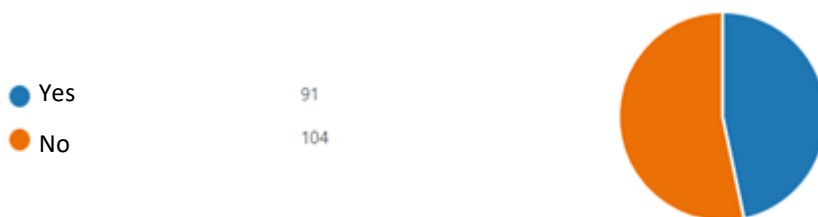


The graphic shows that the respondents feel that all the activities listed related to tourism can contribute to water stress. In addition, most believe that conventional irrigation of golf courses, sports fields, and garden maintenance, hotel/campground green spaces, and the supply of swimming pools, water games, water parks, are the activities that have the most impact on water stress. The responses are relatively homogeneous, even though tourism-related activities dominate, which shows that tourism plays a major role in the water shortage phenomenon in these towns.

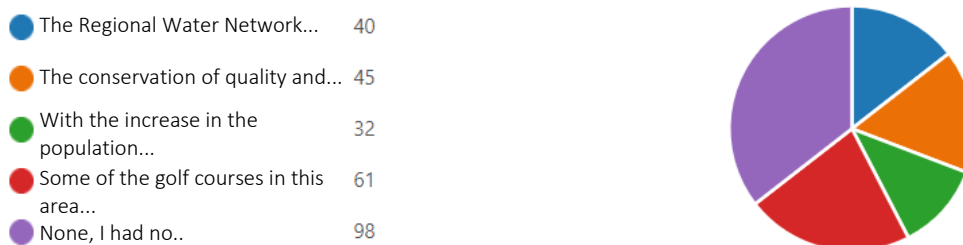
The concept of 'water stress' was new to many of the sample.

We see that only 20% of the respondents know the percentage of the population in the western Mediterranean exposed to water stress. Note that the correct answers are between 10 and 30% for the whole year, and 30 to 40% in summer.

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?

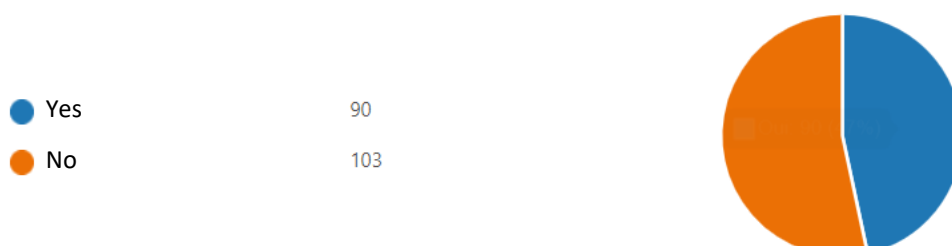


You are in a region exposed to droughts, water stress, and water shortages. During your stay, you will benefit from quality water resources that may have several origins. This is the result of the conservation policies and significant investments outlined above. Please indicate which of the following you are aware of:



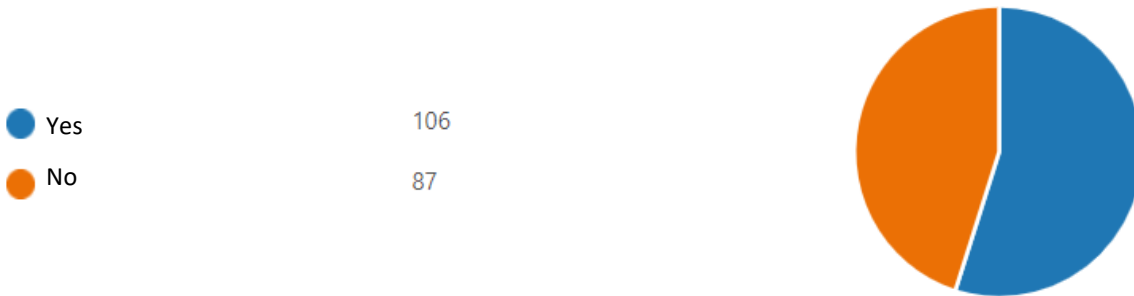
More than half of the respondents did not know that in order to sustain the use of water (particularly in relation to tourism), there are conservation policies, major investments and analyses being implemented by the European Union, the French government, the region, the department and the community in which they are located.

The others are aware of the various actions implemented to sustain the use of water, the most remarkable being the information that some golf courses in the territory are irrigated with urban water that is recovered, treated and reused, or with water coming from the Regional Hydraulic Network, with significant efforts (network management, monitoring of water quality) devoted to it.

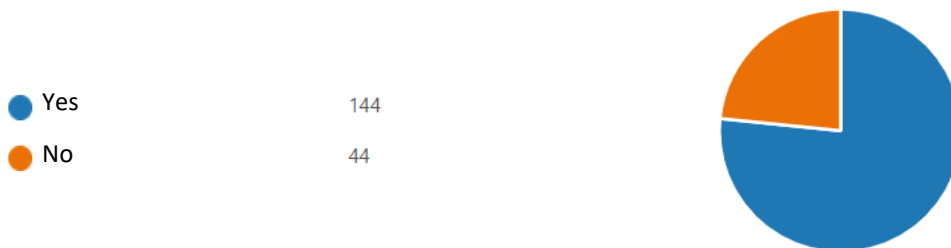


➤ **Desalination solution**

Do you think that this is in line with sustainable tourism?



More than half of the respondents were not aware that in some Mediterranean islands, the available freshwater resources are insufficient during drought periods to meet the water demand of the resident populations, making water supply management more difficult with risks of pollution. For this reason, many resorts are using desalination plants, which increases the costs of water management. They also believe that this is in line with sustainable tourism.

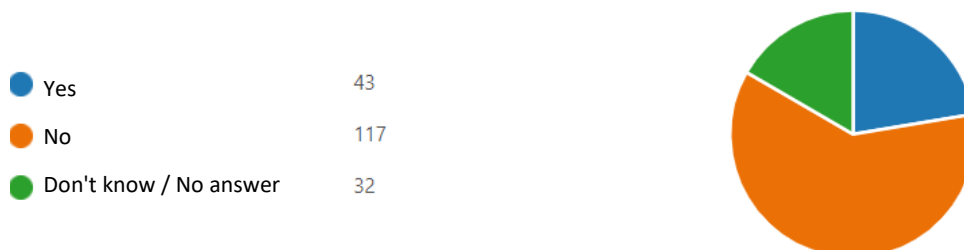


More than 75% of the respondents know that several factors can contribute to the increase in water consumption linked to tourism: larger water parks, increased shower times/frequency, more frequent cleaning/disinfection operations linked to health prevention, etc.

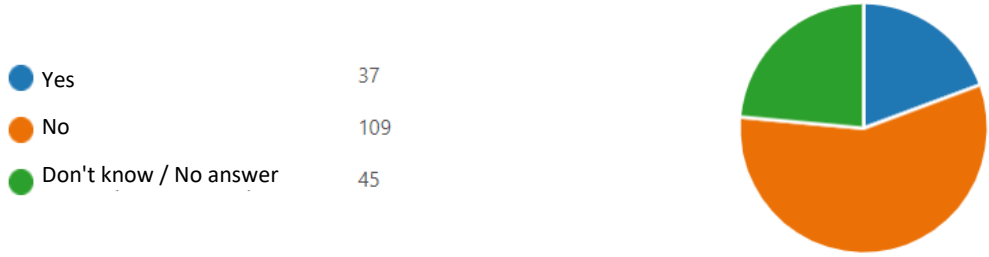
➤ **Information about environmental issues**

During your holiday, have you been told about:

a) Any environmental issues related to water consumption in your destination?



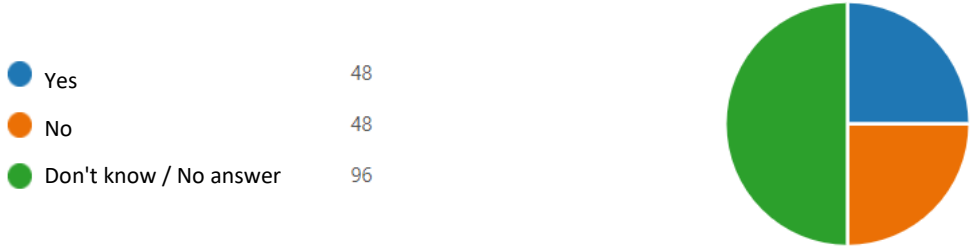
b) Any means/solutions to reduce/optimize water consumption in place in the accommodation you are staying in?



The majority of holidaymakers have not been sufficiently informed about the environmental issues related to water consumption in the region where they are staying. Only 25% of people have been informed about the environmental issues related to water consumption in their destinations, and the means/solutions to reduce/optimize water consumption put in place in the accommodation where they are staying.

These establishments need to be made aware of the risks, so that they can raise awareness among their customers in order to combat water shortages.

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

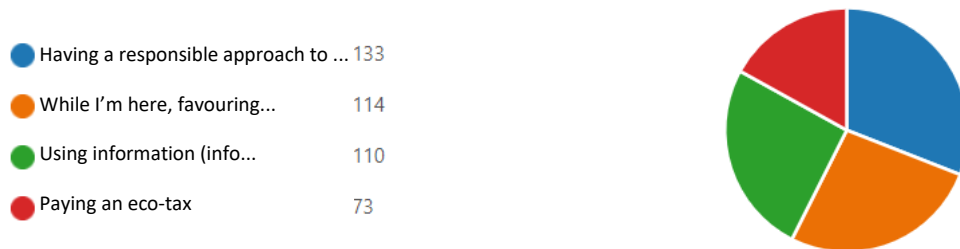


Regarding the respondents' awareness of their region's exposure to water stress and shortages, 50% did not know or did not give an answer, while 25% answered "yes" and 25% "no". We can see that the majority of people do not know the situation in their own region, which may indicate a lack of information and communication from the relevant authorities on these issues.

➤ Prevention and reduction of water shortages

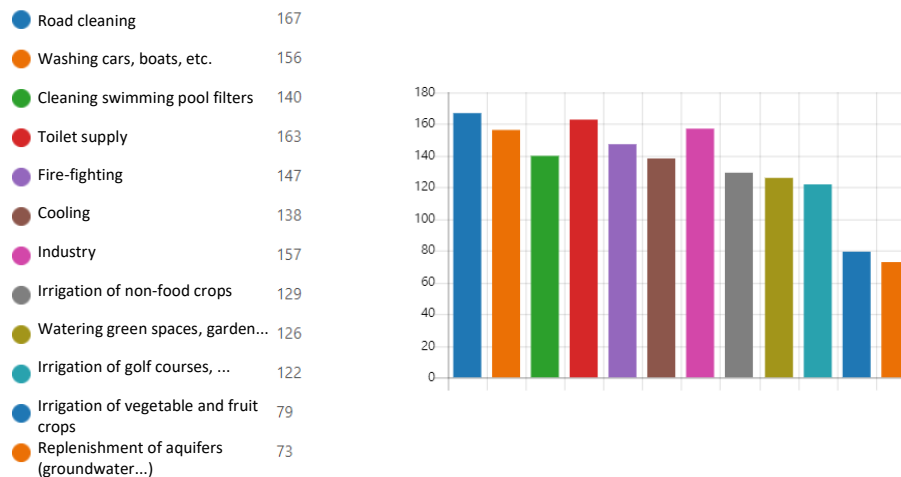
There are different ways to prevent/reduce problems with water shortages, and to become more economical/efficient in water use and conservation (fighting waste). What do you think you can do to help?

Please select up to three choices from the following suggestions.



We note that the respondents are willing to help reduce water shortages by becoming more economical in their use and conservation of water, by contributing to a responsible approach, by limiting showers/baths during their stay, by favouring tourist establishments with a sustainable tourism label and/or by implementing ways of reducing/optimising water consumption (including recycling), and finally, by using the information (weather information, drought, etc.) provided, and by putting into practice the advice given.

In your opinion, how could recovered, treated and reused water be used (as a substitute for drinking water)?



Respondents are well aware that reclaimed, treated and reused water could be used for many other purposes, although most do not. These are the uses chosen by most:

Road cleaning; Car and boat washing; WC supply; Industry.

People have quite mixed views about using water that is reclaimed, treated and then reused in irrigation of fruit and vegetable crops, as well as in aquifer replenishment.

Do you know if the accommodation you have selected for your holiday uses reclaimed, treated and reused water for any of the above purposes?

● Yes	21
● No	68
● Don't know / No answer	103

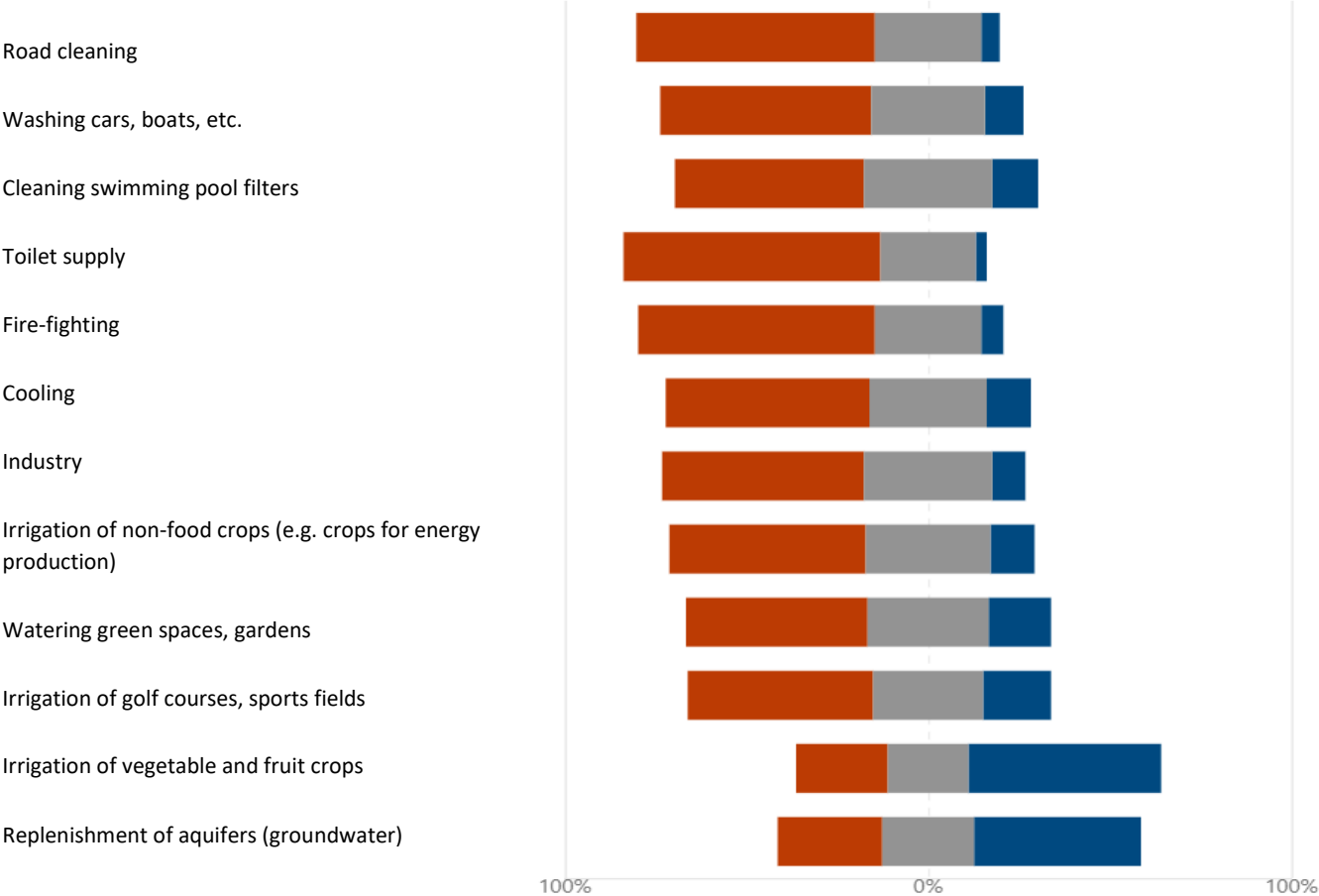


Once again, we see a lack of knowledge on the part of the respondents about the ecological practices of the establishment visited and especially about water conservation and recycling. Indeed, 53.6% did not answer or did not know if their holiday accommodation used recycled water for the purposes mentioned above. In addition, 35.4% said that their establishment did not use recycled water compared to only 11% who responded that the establishment they stayed at or had stayed at used this method.

We reiterate the fact that establishments do not communicate and raise awareness enough, as most holidaymakers did not know if their accommodation used reclaimed, treated and reused water for other purposes.

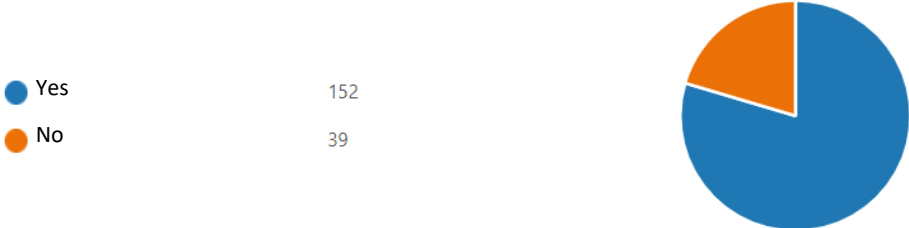
32. Do you think it's acceptable for reclaimed, treated, reused water to be used for the following purposes?

■ Yes, completely acceptable	■ Acceptable	■ No, Unacceptable
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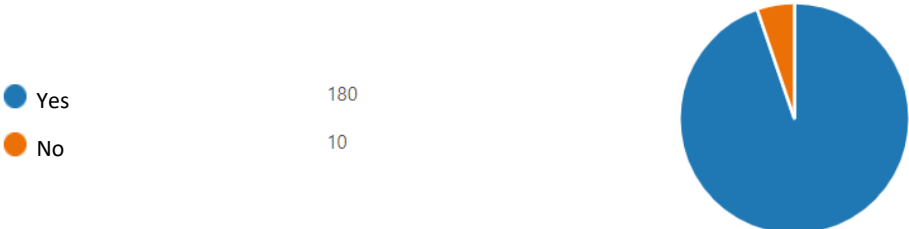


In terms of the sample's attitude towards the use of reclaimed, treated and reused water in these activities, we note that they are very positive about the reuse of recycled water in these activities, with more than 81.2% of responses in favour, except for the use of this water in aquifer replenishment and the use of this water in irrigating vegetable and fruit crops, which received a majority of "unacceptable" responses, at 45.8% and 52.8% respectively.

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



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



Overall, a very large proportion became more aware after this survey (79.6%) and were ready to take some action to make better use of water. It should be added that 95% of the sample are willing to increase their efforts and do more to conserve water, whether on holiday or in their daily lives. However, we believe that an awareness-raising strategy is needed to convince people to make better use of their natural resources.

2. Recommendations and advice

We have seen that the majority of the sample was environmentally aware. However, the practice of reducing our pollution is still not widespread, especially when people are on holiday. People relax and become more lax than usual.

It is then necessary to encourage people to continue to do the right thing and even to teach them new habits that will be of use in the future. The number of negative changes in behaviour is too great, and it is necessary to keep visitors to these holiday resorts informed of the consequences of their visits, as well as to guide them while on holiday in the right way to act and behave, and this of course starts with the youngest holidaymakers, who represent the future.

The relevant organisations must show that they are committed to the region and increase visibility so that the population feels that the effort is shared first and individual second. Accommodation owners must also make holidaymakers aware of the need to protect the area and set an example for them.

Even if holidaymakers are aware of the risks of tourism to the environment, most of them do not act on this. Based on the answers to this questionnaire, we notice that the vast majority of respondents are ready to step up their actions, which may be due to the fact that answering these questions triggered an awareness among the respondents.

Thus, there is a need to increase communication on these different topics in order to raise awareness among the general population. Finally, water reuse is a model that seems to have appealed to a large part of the sample and it is therefore necessary to increase efforts on this subject.