

“ACTIVITY 3.2 SUSTAINABLE TOURISM WATER MANAGEMENT NEEDS ASSESSMENT IN THE PARTNERSHIP TOURISTIC AREAS”

Water Board of Lemesos

Water Demand Management (WDM) definition, measures and constraints?

WDM is defined as the **implementation of policies and strategies** for **maximizing** the correct **utilization of the water** resource while **minimizing** at the same time the **water used**.

Which are the need analysis key findings?

- Tourism industry water consumption: **2-8%** with respect to the to the total water consumption
- Water consumption per tourist: **2x** the domestic water consumption
 - Domestic consumption: ~130-250 L/day
 - Touristic consumption: ~300-500 L/day
- Use of **water tariffs** to support WDM.
- Public Authorities run **awareness campaigns** to inform people about water saving and efficiency.
 - Students the most common target
 - Employees in tourism sector: Not trained to optimize water consumption
- Some authorities offer limited **benefits** to motivate water sustainability
 - Region of Murcia: Tax deduction for domestic users if they invest in water saving devices
 - France: Labeling constructions with environmental messages (e.g., water management) for financial aid to the structure or tax reduction
- Support water management through **European projects**
 - Region of Murcia: Loan to support tourism sector in saving water and energy
- **Lack of strong local regulations** to support the water efficiency especially in the tourism sector
 - Region of Murcia: Exception as they establish obligatory rules for all establishments
- The **green image** the main motivator for water savings

- **Public co-financed support** major factor/parameter to influence participants' decision to use tools for water management
- **Limited investments** in new water sources, like on-site water recycling and rainwater harvesting facilities
- **Food and drinks sector less motivated** for the implementation of water management measures.

Which are the Water Demand Management and Awareness Needs Recommendations?

- **New pricing scheme:** The economic cost of the water for the majority of the touristic enterprises is not important. Therefore, a different type of pricing/tariffs (ex. Rewarding plans) is required to strength the need for touristic enterprises to achieve water efficiency.
- **Financial support for new technologies adoption:** The cost of installation and maintenance of water demand management devices (smart metering, leakage detection systems, intelligent monitoring and controlling systems) is high and not financially viable (due to the low cost of water). There is a need for co-funding by the water providers or the government.
- **Policies and regulations:** Except from region of Murcia there is not any other region that implemented specific policies and regulations to help water efficiency in the touristic sector. It is critical the governments to develop such policies that will boost the water efficiency of the touristic sector.
- **Sustainability certificates:** The majority of the enterprises express their high interest to invest in achieving a sustainability certificate. There is a need for specific sustainability certificates available for each type of touristic enterprise.
- **Awareness/training:** Employee training programs and rewards are limited. There is a need for advanced training courses and workshops by the tourism sector in order to train the employees to save water.
- **Alternative water sources:** The existence of in-house alternative water sources is rare in the tourism establishments. There is a need to support the enterprises to implement such alternative water sources. This could be achieved by co-financing or tax releases or any other financial incentive by the governments.