

CHANGING WATER CONSUMPTION PATTERNS AND BEHAVIORS AS MEANS OF WATER DEMAND MANAGEMENT IN THE KINGDOM OF SAUDI ARABIA

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ABSTRACT

Scarcity of fresh water resources represents one of the major challenges facing the world generally and the Kingdom of Saudi Arabia(KSA), specially. KSA, which suffers from absolute water scarcity, is witnessing ever-decreasing water per capita in addition to continuously increasing water consumption due to population growth, house consumption patterns and the ever-increasing consumption of production sectors. This, in turn, has led to growing increases in fresh water demands for different purposes. The world is currently shifting its interest from just emphasis on water provision, or supply, to a more balance between supply and demand through considering the management of water demand. Water demand management is a managerial approach, which aims to meet the demand for water through the application of necessary and efficient measures and incentives to achieve fair and effective utilization of water. This approach also involves the application of some procedures of water preservation, which aim to stimulate and increase consumer's interest and knowledge concerning the scarcity and limited nature of water resources.

Since the Foundation of the Ministry of Water and Electricity, the Government of Saudi Arabia started a new strategy to better utilization of water resources by encouraging Saudi citizens and residents to save water, carrying out a tremendous water national campaign to create awareness among water consumers to rationalize use of water. It is distributed freely millions of water saving devices to all house holders and help them to install them at their homes.

King Abdullah said that all citizens and residents must play their parts in water conservation in the Kingdom in statement marking the launch of the national campaign to promote awareness about water rationalization and conservation. The King advises to all water users to cooperate with the Ministry of Water and Electricity to reduce water consumptions and to change their patterns and behaviors while dealing with water and asked everybody to install water saving devices at their homes.

This research paper presents the reality of water resources in KSA and different measures that had been followed in order to save and conserve water in Saudi Arabia.