

## Factors Affecting Sustainable Water Management in Water-Challenged Societies: Case Study of Doha Qatar

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**Abstract :** Qatar is a desert country with scarce fresh water resources, low rainfall and very high evaporation rate. It meets the majority of its water requirement through desalination process which is very expensive. Pressures are expected to mount on account of high population growth rate and demands posed by being the venue for 2022 FIFA World cup. This study contributes towards advancing the knowledge of the factors affecting sustainable water consumption in water-challenged societies by examining the case of Doha, Qatar. Survey research methods have been predominantly used for this research. Surveys were conducted using self-administered questionnaires. Focused group interviews and personal interviews with Qatar's residents were also used to obtain deeper insights. Salient socio-cultural factors that drive the water consumption behavior of the public and which in turn affect sustainable water management practices are determined. Suggestions for reducing water consumption as well as fiscal and punitive measures to curb overuse and misuse of water are also identified.

**Keywords :** Middle East, Qatar, water consumption, water management, sustainability

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