
The impact of water protection measures in the Vittel impluvium on recreational values: A choice experiment with local residents

Tristan Amiri^{*1}, Jens Abildtrup², Serge Garcia², and Claire Montagné-Huck²

¹Institut National de la Necherche Agronomique et de l'Environnement (INRAE) – Ministère de l'Enseignement Supérieur et de la Recherche Scientifique, Ministère de l'alimentation de l'agriculture et de la pêche – 14 rue Girardet, France

²Institut National de Recherche pour l'Agriculture, l'Alimentation et l'Environnement (INRAE) – Ministère de l'Enseignement Supérieur et de la Recherche Scientifique, Ministère de l'alimentation de l'agriculture et de la pêche – 14 rue Girardet, France

Résumé

Actions undertaken for the protection of source water catchment areas by mineral water companies also produce positive externalities. Mineral waters create value for the water companies and its consumers, but for the territory and the local population also, in particular through the environmental and social services (e.g., habitats, landscape, and recreation) jointly produced with the protection of water quality. This paper aims at assessing the environmental and social preferences of the local population of Vittel (France) and surroundings, the area where Nestlé Waters produces the natural mineral waters of VITTEL®, CONTREX® and HEPAR®. From a choice experiment (CE) method, we test different scenarios of recreation activities considering two types of recreational areas: the countryside and the forest. While most of attributes are common to both scenarios, some are also specific to the forest and others to the countryside.

Mots-Clés: Mineral Water Company, Vittel, Water quality protection, Environmental and recreational services, Choice Experiment

*Intervenant