

Diagnosis of Knowledge, Attitudes, and Practices (KAP) for the design and assessment of the strategies of the ADAPTUR project.

SECOND DELIVERABLE: DIAGNOSTIC METHODOLOGY

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About this document

This document presents the criteria, methodology, and instruments designed to carry out the Knowledge, Attitudes, and Practices diagnosis that will serve as a basis for planning and assessing the strategies and interventions of the ADAPTUR project in the pilot regions.

A KAP diagnosis allows to "collect information on what is known, believed and done in relation to a particular topic" (World Health Organization & Stop TB Partnership, 2008).

It usually starts with a survey that allows collecting qualitative or quantitative information, depending on the study's objectives.

According to USAID (2011), a study of knowledge, attitudes, and practices serves to:

- Measure the extent of a known situation; confirm or disprove a hypothesis.
- Identify what is known and done about a particular topic to strengthen knowledge, attitude, and practices about it.
- Establish a baseline for use in future assessments and help measure the effectiveness of educational activities to change behaviors related to the topic of interest.
- Suggest an intervention strategy; plan activities that are suited to the population involved.

This type of study makes it possible to identify elements of the subject in question that have been misunderstood or misinterpreted and represent an obstacle in behavior change.

A study of this nature "essentially records an 'opinion' and is based on the 'declarative' [...] reveals what was said, but there may be considerable gaps between what is said and what is done" (USAID, 2011).

In particular, the CAP diagnosis for ADAPTUR has been designed specifically for this project since there is no history of similar studies associated explicitly with topics such as Climate Change, Ecosystem-based Adaptation (EbA), and Public-Private Cooperation.



2. Objectives and scope

Diagnosis of Knowledge, Attitudes, and Practices (KAP) for the design and assessment of the strategies of the ADAPTUR project.

Objective: Become aware of the Tourism Sector (Private Initiative) current situation concerning Public-Private Cooperation for Adaptation to Climate Change in the pilot regions of the ADAPTUR project.

Target group: Representatives of the Tourism Sector of the pilot regions, considering the diversity of stakeholders in each region.

- **Size:** Small (10 - 50 employees), medium (50 - 100 employees), and large companies (more than 100 employees).
- **Coverage:** Local, National, International.
- **Line of business:** hotels, restaurants, tour operators, recreational centers, and parks.
- **Affiliations:** Companies affiliated and not affiliated to chambers/associations of the sector.
- **Certifications:** Companies with the following certifications Social and Environmental Responsibility (e.g., "Distinctive S" granted by SECTUR in collaboration with EarthCheck and Rainforest Alliance) and companies that do not have certifications or badges.

- **Positions:** Participants must have top management and managerial positions in different company areas, including general management, social responsibility, sustainability, financial or planning areas, and other areas responsible for the relationships with government entities (Tourism, Economic, Urban Development, Ecology and Civil Protection.)

Pilot regions:

- Riviera Maya (Solidaridad, Tulum, Puerto Morelos and Cozumel in Quintana Roo).
- San Miguel de Allende, Guanajuato.
- Riviera Nayarit - Jalisco (Bahía de Banderas, Nayarit and Puerto Vallarta in Jalisco).

Scope: At least 90 representatives of tourism sector companies in the pilot regions, 30 participants on average in each region, although this may vary according to the diversity and complexity of each one (data estimated from the databases of the ADAPTUR project as of August 2018).



3. Areas of Diagnosis

Based on the analysis of the activities and expected results of the ADAPTUR project (Outputs and Outcomes), the following diagnostic areas have been defined, which bring together various knowledge, attitudes, and practices that will be studied to determine their performance and current situation.

The knowledge, attitudes, and practices to be diagnosed have been defined considering that they can be intentionally developed and/or strengthened from implementing the communication and capacity-building strategy considered in the ADAPTUR project.

Therefore, knowing its current status will serve as a baseline, allowing to identify the opportunity gap to propose positive and pertinent strategies.

The variables that make up each area will serve as indicators to know the progress or improvement of the initial status detected vs. the final position at the end of the project (2021).

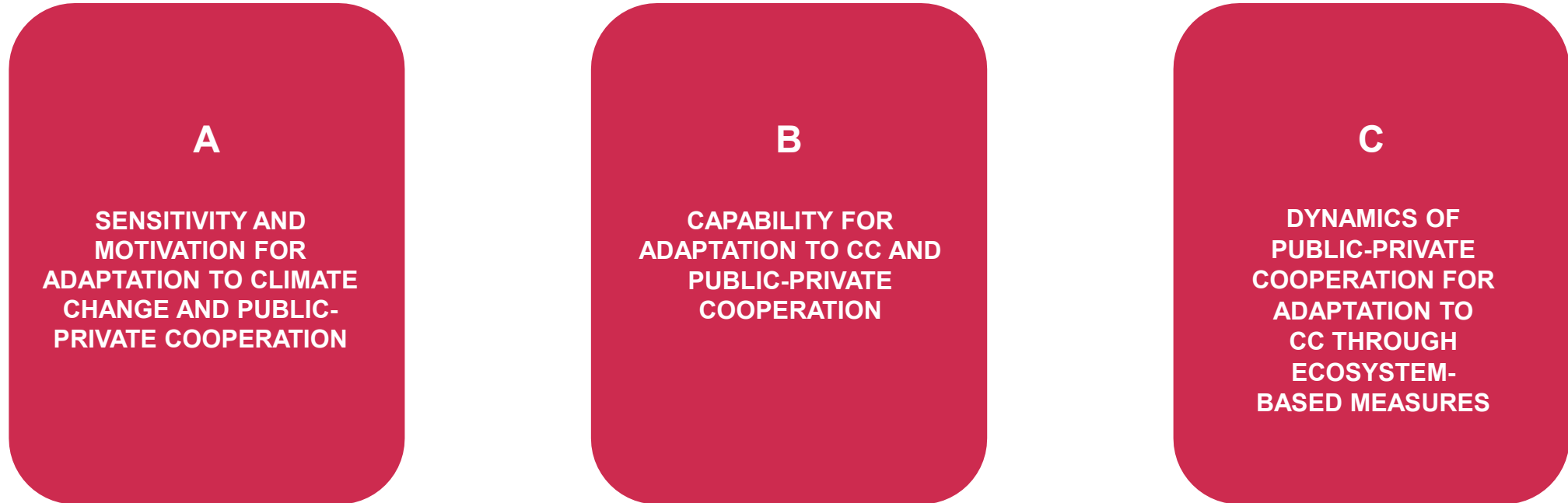


Figure 1. Areas of Diagnosis of Knowledge, Attitudes, and Practices.

A. SENSITIVITY AND MOTIVATION FOR ADAPTATION TO CLIMATE CHANGE AND PUBLIC-PRIVATE COOPERATION

It integrates variables associated with the background and perceptions of the Private Sector about identifying risks and effects related to Climate Change and their impact on the region, the sector, and its businesses.

What variables to diagnose are considered in this area?

Variables	Item			Association to ADAPTUR Indicators
	K	A	P	
Recognition of the vulnerability of the region and its business to Climate Change		*		N/A
Acknowledgment of its attribution and co-responsibility		*		N/A

See details of the variables' evaluation criteria in Annex 1. Table of Diagnosis of Knowledge, Attitudes, and Practices.

B. CAPABILITY FOR ADAPTATION TO CC AND PUBLIC-PRIVATE COOPERATION

It considers the specific knowledge associated with Climate Change and the EbA approach and the resources and practices that facilitate incorporating adaptation measures in business dynamics and collaboration between the public and private sectors.

What variables to diagnose are considered in this area?

Variables	Item			Association to ADAPTUR Indicators
	K	A	P	
Knowledge and information associated with the processes and measures of Adaptation to Climate Change based on Ecosystems focusing on the Tourism Sector.	*			Indicator III.1: Three hundred experts from critical stakeholders at the local, federal, and national levels are trained in EbA, focusing on the tourism sector.
Credibility in EbA measures to reduce CC risks and vulnerability in the region and its business.		*		
Knowledge and information associated with Public-Private Cooperation.	*			
Knowledge and information on tools for integrating the EbA approach into your strategic development and financial plans.	*			Indicator I.3: One document with recommendations for integrating EbA in planning, policy, and investment decisions of the public and private sector is available to key stakeholders at the local, federal and national levels in digital and printed form. Indicator II.1: Ten tourism companies use the <i>EbA Climate Proofing Tool</i> in their strategic development and financial plans.
Actions from Social Responsibility and Sustainability programs related to reducing the effects of CC.			*	N/A

See details of the variables' evaluation criteria in Annex 1. Table of Knowledge, Attitudes and Practices criteria evaluation

C. DYNAMICS OF PUBLIC - PRIVATE COOPERATION FOR ADAPTATION TO CC THROUGH ECOSYSTEM-BASED MEASURES

It focuses on the dynamics of Public-Private cooperation that specifically aim to implement EbA measures.

What variables to diagnose are considered in this area?

Variables	Item			Association to ADAPTUR Milestones and Indicators
	K	A	P	
Trust in local, regional, and national stakeholders who plan and implement EbA measures.		*		Indicator III.2: One network of key stakeholders from the public and private sectors and civil society works cross-sectorally in the planning and implementation of EbA approaches at the local, federal, and national levels.
Intersectoral practices and experiences of diagnosis and planning of EbA measures.			*	Indicator II.2: Six EbA measures have been implemented in the three pilot regions, at least three of them with joint financial participation from the private sector and public funds, assessing the first experiences and impacts on the adaptation of the vulnerable population in the tourism sector, the protection of biodiversity and contribution to climate protection.

See details of the variables' evaluation criteria in Annex 1. Table of Knowledge, Attitudes and Practices criteria evaluation



4. Methodology

Diagnostic Methodology

The Diagnosis of Knowledge, Attitudes, and Practices has two approaches, qualitative and quantitative. The qualitative approach is exploratory and allows a deep description of the actors, perceptions, attitudes, and practices framed in specific relationships and contexts.

This type of information is precious for constructing strategies, both communication and strengthening since the need is identified and the motivations and barriers behind it.

On the other hand, the quantitative approach seeks to describe the current status of a given situation. In this case, it allows to validate and measure the level of knowledge of the Tourism Sector (private) representatives regarding critical elements of the EbA approach and the Public-Private Cooperation promoted by ADAPTUR.

Research techniques and instruments

Focused on meeting the objectives and scope of the diagnosis, the proposed methodology integrates different techniques that allow collecting information to learn the status of the proposed areas, aimed at attaining a comprehensive diagnosis of the perspective of the target group in pilot regions.

The techniques and instruments that will be implemented as part of the KAP Diagnosis are described below.



Figure 2. Pilot regions of the ADAPTUR project where the research and data collection instruments will be implemented.

Diagnostic Methodology

a. In-depth interviews

The interview consists of a talk (informal) with representatives of the Tourism Sector to delve into current and future dynamics of the sector and its business, understand the influence of the environment (environmental, social, and economic) on business' performance and the integration of these criteria in the strategies.

Perceptions and postures related to collaboration and cooperation with the public sector and other sectors will be identified and the drivers that will encourage collaboration for the Adaptation to Climate Change.

Duration: 2 hours

Participants: 12 to 18 representatives of companies in the tourism sector for each region. Interviews are conducted individually.

Requirements: The interviews will occur in the company premises, the participant's office, meeting room, or any other space where they are comfortable and not interrupted. Permission will be requested to record the audio interview, and the participant will decide whether to grant it or not.

See instrument in Annex 2. In-depth interview guide.

Base fee by region

Line of business	Coverage		
	Local	National	International
Hospitality	1 – 2	1 – 2	1 – 2
Restaurants	1	1 – 2	1 – 2
Tourist services operators	1 – 2	1 – 2	1 – 2
Recreation centers and parks	1	1 – 2	1 – 2
	12 – 18		

At least one representative per line of business is required. In addition, the global sample by region shall consider the following: diversity of sizes, possible certifications, and their affiliation to chambers or associations.

* There may be slight variations depending on the particularity of the regions, which shall be discussed with the consulting team.

Diagnostic Methodology

b. Online questionnaire

The online questionnaire is mainly focused on detecting levels of knowledge on the specific issues that ADAPTUR involves and identifying current practices related to Public-Private Cooperation and the integration of EbA measures in the business.

Application: the questionnaire will be sent to the databases of private sector stakeholders that ADAPTUR's Regional Advisors manage. Anyone can answer it, even those who participated in the interview. It can also be applied in person (analogous), taking advantage of meetings, visits, and other activities of the ADAPTUR project.

Duration: 15 minutes on average.

Participants: At least 30 representatives of companies in the tourism sector for each region. Diversity of line of business and sizes. The number of questionnaires applied depends on the databases of key stakeholders in each region.

Requirements: follow-up of the Regional Advisors to promote the participation/response of at least 30 people in each region. This process requires constant communication with the consulting team to provide adequate follow-up to the applied questionnaires.

See instrument in Annex 3. Online questionnaire

Diagnostic Methodology

Summary of techniques and fees

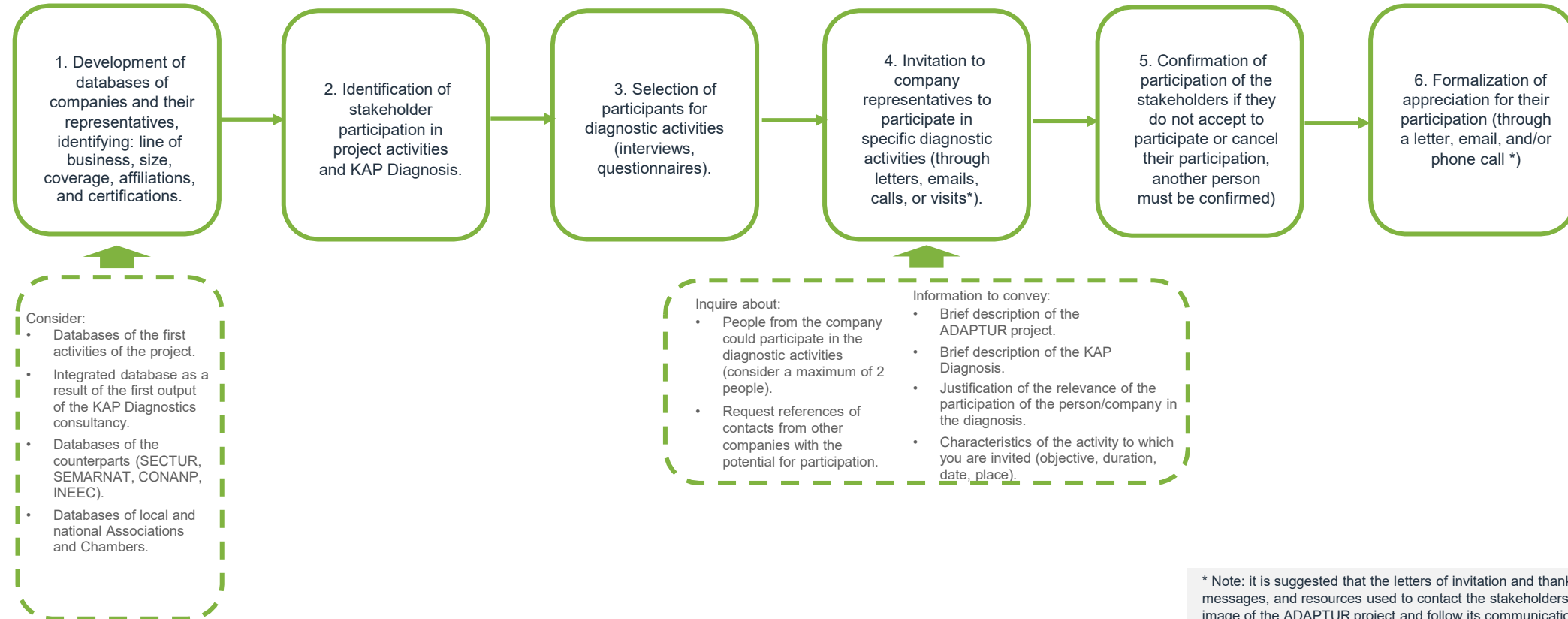
Techniques and Instruments	Participants	Fee by region	Total in the 3 regions
In-depth interviews	Representatives of companies in the tourism sector in each region (Decision makers).	12 to 18 interviews with people from different companies (diversity of line of business and coverage)	36 to 54 interviews
Online questionnaire	Representatives of the companies that will participate in the project's activities, mainly strengthening activities.	At least 30 questionnaires applied (It is recommended to send it to a base of at least 60 contacts)	At least 90 effective questionnaires



5. Implementation plan

Process

The following describes the process for coordinating the diagnostic activities, which will be carried out by the Regional Advisors of the ADAPTUR Project.



* Note: it is suggested that the letters of invitation and thanks, the messages, and resources used to contact the stakeholders include the image of the ADAPTUR project and follow its communication guidelines.

Participation of key stakeholders

The implementation of the KAP Diagnosis activities should be coordinated in the pilot regions by the Regional Advisors since detailed prospecting and management of stakeholders are required to promote their participation in the diagnosis.

The selection of stakeholders who will participate in the activities will be determined by their interest in participating and their availability on the planned dates.

Status of stakeholders according to participation	In-depth interviews	Online Questionnaire
Representatives of companies participating in the first visits of the project in the regions (Decision Makers).		
Representatives of companies NOT participating in the first visits of the project in the regions (Decision Makers).		●
Representatives of companies NOT participating in the first visits of the project (Decision Makers).	●	●
Representatives of the companies participating in the strengthening activities (responsible for social responsibility, sustainability, and government relations programs).		●

Note: No more than two people from the same company may participate.

Work schedule

The implementation of the KAP Diagnosis activities in the regions is planned in a phased manner; the definition of the work schedule in each region will be defined in detail with the Project Advisors.

Activity	Detail by region	SEPTEMBER				OCTOBER					NOVEMBER			
		3 – 7	10 – 14	17 – 21	24 – 28	1 – 5	8 – 12	15 – 19	22 – 26	29 – 2	5 – 9	12 – 16	19 – 23	26 – 30
In-depth interviews	Riviera Maya													
	San Miguel de Allende													
	Riviera Nayarit- Jalisco													
Online questionnaire	Sending of questionnaires and follow-up in the three pilot regions													
Systematization and analysis	Responsibility of the consulting team													
Intermediate meeting	Results of this phase will be shared to make decisions regarding the next phase													

Fieldwork agenda

The following is a typical field schedule for the workweek in which the in-depth interviews will be conducted in the pilot regions.

The dates and times of the specific activities in each region will be defined and coordinated with the Regional Advisors of the ADAPTUR project.

Schedule	WORK WEEK				
	M	T	W	Th	F
9:00 AM – 10:00 AM	Departure of CDMX Consultants to the Regions				
10:00 AM – 11:00 AM		EP 2 / 3	EP 7 / 8	EP 12 / 13	EP 17 / 18
11:00 AM – 12:00 PM		(On the road)	(On the road)	(On the road)	Return of Consultants from the regions to CDMX
12:00 PM – 1:00 PM		EP 4 / 5	EP 9 / 10	EP 14 / 15	
1:00 PM – 2:00 PM		(On the road)	(On the road)	(On the road)	
2:00 PM – 3:00 PM		EP 1 (In-depth interview)	EP 6	EP 11	
3:00 PM – 4:00 PM					
4:00 PM – 5:00 PM					
5:00 PM – 6:00 PM					
6:00 PM – 7:00 PM					

Notes:

- The order, times, and dates of the activities may vary according to the availability of the participants and at the suggestion of the Regional Advisors.
- A maximum of two simultaneous interviews can be scheduled (same day and time).
- Between each activity, there must be at least one free hour, considering transfers from one place to another and the extension of any of the activities.



6. Bibliography

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