

Principles of Ecotourism:

Ecotourism involves uniting conservation, community and sustainable travel. Florida SEE encourages ecotour providers and participants to adhere to the following guidelines when ecotouring:

- Minimize impacts from ecotour activities
- Build environmental and cultural awareness and respect
- Provide positive experiences for both visitors and hosts
- Provide financial benefits for conservation practices
- Provide financial benefits and empowerment for local people
- Be sensitive to a region's political, environmental, and social climate



Florida Society for Ethical Ecotourism

P.O. Box 62203
Fort Myers, FL 33906
www.FloridaSEE.org

Like us, follow us, join us!



This brochure is printed on 100% recycled paper!



Florida Society for Ethical Ecotourism

*Encouraging stewardship for
Florida's natural and cultural
heritage by maintaining a
professional code of ecotourism
ethics for ecotour providers
and the public*



www.FloridaSEE.org

Membership in Florida SEE

Florida SEE is a non-profit educational organization whose members include individuals, ecotour providers, tourism planners, protected area managers, academics, tourism associations, students and travelers. Our members champion the concepts of sustainability and ethical ecotourism and are the foundation for the growth of our organization.

As the voice for ethical ecotourism, Florida SEE encourages the interest and support of Florida's ecotour providers and their clients and invites you to join us in sustainably exploring and enjoying Florida's unique natural and cultural heritage.

Florida SEE:

- Endorses compliance with federal, state, and local laws regarding the protection of natural resources and customer safety.
- Encourages ecotour providers to provide environmental education and awareness to their clients and promote practices and behaviors that contribute to sustainability of natural ecosystems and resources.
- Promotes professionalism and integrity within the ecotourism industry by maintaining a rigorous certification program for Florida's ecotour providers.

Membership Categories:

Associate Members (\$50.00)

Appropriate for ecotour providers, tourism-based and other businesses, agencies, organizations, non-profit groups, etc.

Membership includes:

- Program participation for two staff
- E-mail updates and newsletters
- Listing of your organization on the Florida SEE website with a link to your website
- Inclusion in Florida SEE publications and group marketing actions
- Eligibility to seek and maintain Florida SEE certification

Individual Members (\$25.00)

Appropriate for anyone with an interest in ethical ecotourism. Membership includes:

- Program participation
- E-mail updates and newsletters

Join online at www.FloridaSEE.org



Why become a Florida SEE certified ecotour provider?

Marketing Advantage: When tourists seek out true ecotourism experiences, SEE certified providers have a competitive edge. We promote certified providers through social media, press releases, quarterly newsletters and other publications distributed to businesses and tourism destination organizations. Certified providers also receive their own page on our website with links to their contact information and tour descriptions.

Validation: Florida SEE offers an objective, third-party assessment that evaluates tour providers' business practices against a strict industry standard. Our 4-tiered certification program is based on both core and bonus elements, with each of the four certification levels increasingly more difficult to achieve:



Bronze Level: providers meet all core criteria plus up to 49% of bonus criteria.



Silver Level: providers meet all core criteria plus 50% to 74% of bonus criteria.



Gold Level: providers meet all core criteria plus 75% to 89% of bonus criteria.



Platinum Level: providers meet all core criteria plus 90% to 100% of bonus criteria.