

Top Ten Advertising Principals

1. Use honest advertising and do not make promises you can not keep
2. Include educational message that are simple and authentic
3. Use positive and empowering images
4. Give realistic expectations
5. Consider local languages and cultures
6. Avoid negative stereotypes
7. Avoid dubious labels or pseudo certified
8. Do not use altered or unrealistic photos
9. Depict realistic marine encounters
10. Use eco-friendly advertising methods (i.e.) use recycled paper, electronic media

Ecotourism Principals

- Maintain contact with the local community and respect their needs
- Build strong relationships with marine experts – stay up-to-date on new and relevant research
- Fund and support partnerships
- Encourage positive environmentally sensitive behavior
- Provide fun and interesting information to engage visitors
- Give staff an opportunity to give input into interpretation
- Provide staff training and encourage continued education
- Offer interpretation in multiple languages and styles
- Be enthusiastic about any encounters with marine life
- Inform visitors of the laws and why they are established
- Have participants agree to appropriate behavior prior to tour outing
- Provide or explain ways participants can make a difference, encourage simple behaviors to initiate change
- Educate rather than punish participants that break the rule
- Have adequate supervision/staff for trip participants
- Provide funds for stewardship, education or environmental restoration