



Partnering Organizations:



VISITFLORIDA®

www.VISITFLORIDA.com



**The International
Ecotourism
Society**

***Ecotourism is
“responsible travel
to natural areas
that conserves
the environment
and improves
the well-being of
local people.”***

**SOCIETY FOR
ETHICAL ECOTOURISM
IN
SOUTHWEST FLORIDA**

A non-profit educational organization, incorporated to establish and maintain a professional code of ecotourism ethics in order to encourage an awareness and stewardship of Southwest Florida's natural heritage.

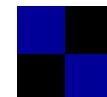
P.O. Box 62203
Fort Myers, Florida 33906

www.seeswfla.org

**Society for
Ethical Ecotourism**
Southwest Florida



YOUR NON-PROFIT
EDUCATIONAL ORGANIZATION
THAT MEANS BUSINESS!



Society for Ethical Ecotourism in Southwest Florida

Membership:

Members are the “working core” of the organization, providing valuable input and assistance on all matters of the corporation.

Individuals, businesses, agencies and organizations are welcome to apply as a **Supporting Member** of SEE SW FLA, if they champion the concept of sustainable and ethical ecotourism.

Associate & Certified Members are dedicated to establishing and maintaining a professional code of ecotourism ethics in order to encourage an awareness and stewardship of SW Florida's natural heritage by:

1. Endorsing compliance with Federal, State, and local laws regarding the protection of natural resources and customer safety.

2. Providing environmental education and awareness which encourage behaviors that contribute to the sustainability of SW Florida's natural ecosystems and resources.

3. Promoting professionalism and integrity within the ecotourism industry by maintaining their certification designation for ecotour providers.

Annual Membership:

Supporting:	\$25.00
Associate:	\$50.00
Certified:	\$50.00+

Certification/Recognition:

Ecotour service providers with membership in good standing with SEE SW FLA can be recognized for their “best practice” for ecological sustainability, natural area management, and the provision of quality ecotourism experiences.

The SEE SW FLA Certification/Recognition Program provides agencies, organizations, preserve managers, local communities, and travelers with an assurance that a certified service is backed by a “nature friendly” business that implements and participates in ecotourism activities that follow these principles:

- Provide quality opportunities to experience nature in ways that lead to greater understanding, appreciation and enjoyment.
- Employ knowledgeable staff/guides that provide accurate information.
- Sensitive to and involve indigenous cultures.
- Contribute to the conservation of natural areas and local resources.
- Provide constructive and ongoing contributions to their local community.
- Evaluate their programs and procedures to incorporate up-to-date knowledge and practices.
- Marketing is accurate and leads to realistic expectations.
- Consistently meets client and community expectations.

Certification Program:

For details/forms visit: www.seeswfla.org

I/we would like to apply for membership with SEE SW FLA

Enclosed is the annual membership fee due in the amount of: _____

Your Name: _____

Business/Agency: _____

Address: _____

City: _____ State/Zip: _____

Phone: _____ Fax: _____

E-mail: _____ Web Site: _____