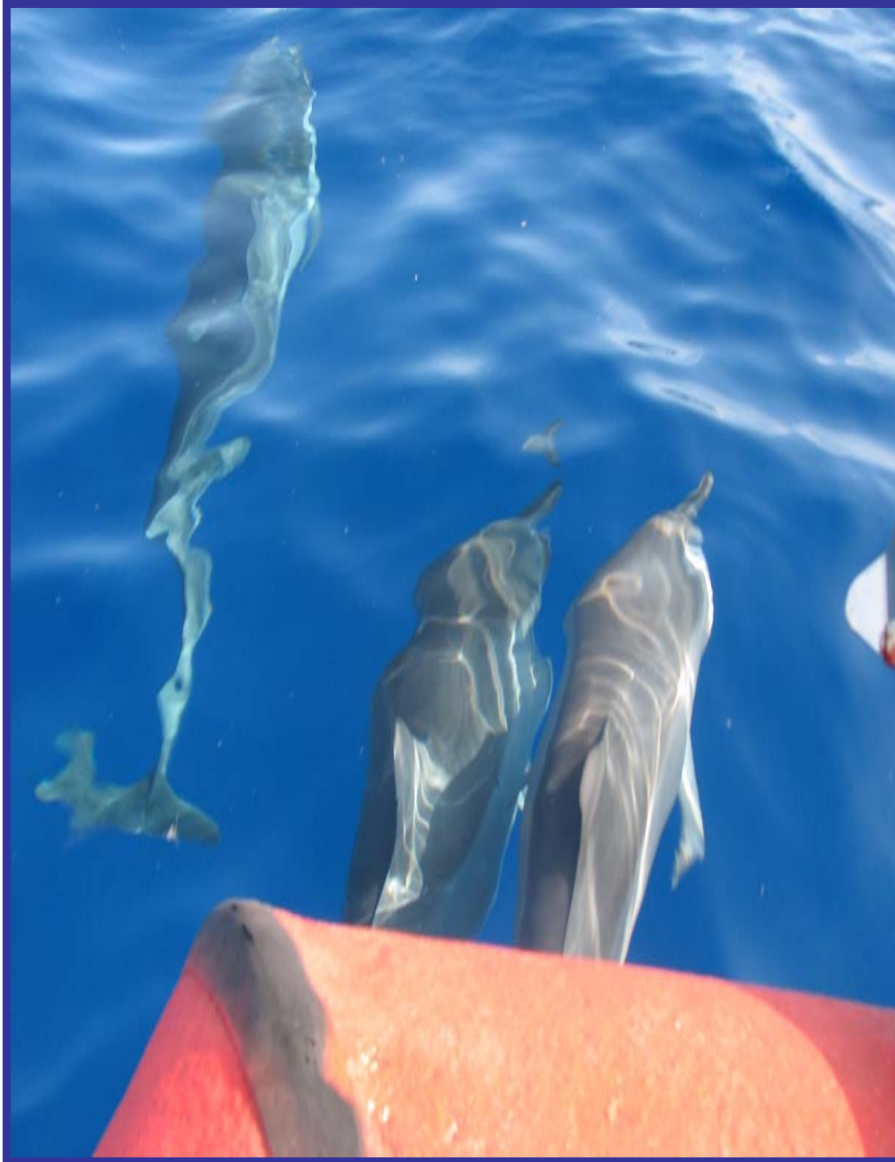


# MARINE RECREATION STEWARDSHIP WORKSHOP: MARKETING & MARINE TOURISM IN HAWAI'I

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# WORKSHOP OBJECTIVES



1. Appreciate the diversity and needs of recreation activities that are present in Hawai'i and understand the potential impacts of these various activities on each other and on local ecosystems;
2. Gain greater knowledge about informal education. Develop innovative ways to reach audiences with new information and interpretation techniques;
3. Familiarize participants with green marketing techniques. Help them to understand the related issues in which the recreation industry faces.



# HAWAI'I TOURISM OVERVIEW

- Of the 7.56 million visitors to Hawai'i, more than half snorkel or dive
- 400,000 people visit Kahalu'u Bay, a 4.3 acre area, each year



# MARINE TOURISM

**Rick MacPherson, The Coral Reef Alliance - Sustainable Tourism**

**Athline Clark, Division of Aquatic Resources - Hawai'i marine tourism**

**Cindi Punihaole, Kohala Center - Kahalu'u case study**

**Carlie Wiener, Hawai'i Institute of Marine Biology - Green marketing overview**



# GREEN WASHING/ ECO-LABELING

disinformation disseminated by an organization as to present an environmentally responsible public image



Save the Environment  
and Have Fun Too!





# ADVERTISING DECONSTRUCTION



# GUIDING ADVERTISING PRINCIPALS

1. Use honest advertising and do not make promises you cannot keep
2. Include educational message that are simple and authentic
3. Use positive and empowering images that give realistic expectations of marine encounters and experiences
4. Consider local languages and cultures and respect historical resource uses
5. Avoid negative stereotypes
6. Avoid dubious labels or pseudo-certifications
7. Use eco-friendly advertising methods (i.e.) use recycled paper, electronic media

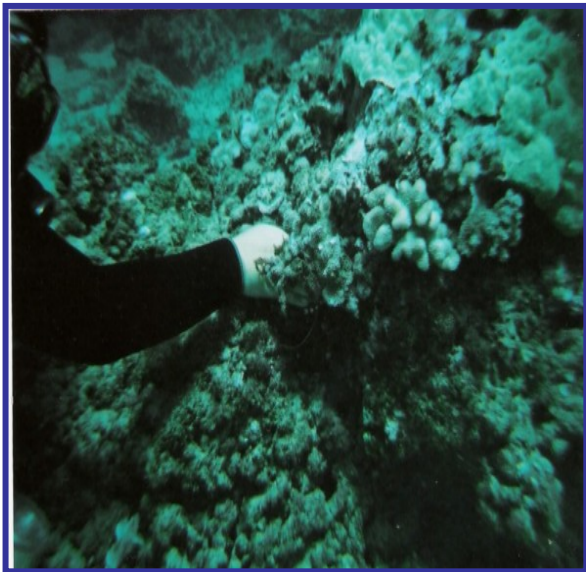


# PICTORAL EXAMPLES OF INAPPROPRIATE MARINE TOUR BOAT BEHAVIOURS





# PICTORAL EXAMPLES OF INAPPROPRIATE MARINE TOUR BOAT BEHAVIOURS





# ENVIRONMENTAL EDUCATION





# 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 that highlight stewardship, education and environmental restoration
- 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
- 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 only punish participants that break the rules
- Have adequate supervision/staff for trip participants

# Next Steps

- Targeted action-oriented outreach – airport hubs with specific messaging/ reach tourists prior to travel destination
- Recognized resource trustee to develop verified certification for marine tourism operations on a jurisdictional level
- Institute effective management measures to control recreational and marine tourism related fish feeding activities with appropriate accommodations for traditional cultural use





**MAHALO!**

