



Certified  
Destination



## THOMPSON OKANAGAN

The Thompson Okanagan Tourism Association (TOTA) is one of six Regional Destination Management Organizations working under the Super, Natural British Columbia Brand. An industry led organization, TOTA represents and supports all tourism business and community interests throughout the Thompson Okanagan with a mandate that includes destination development, management and marketing.

Guided by the 10-year Regional Strategy "Embracing Our Potential," the association is committed to responsible and sustainable tourism practices. This provides the foundation for ensuring all aspects of destination development are guided by the pillars of sustainability. It is TOTA's fundamental belief that sustainability encompasses all aspects of social, cultural, environmental, and economic health. These Principles are represented throughout the Global Sustainable Tourism Council's (GSTC) Sustainability Criteria, the United Nations 17 Sustainable Development Goals, and the Responsible Tourism Institute's Biosphere Program.

## BIOSPHERE CERTIFICATION

In 2016, TOTA began the process to determine an international accreditation system that would help guide the regions sustainable development practices. Through an exhaustive approach, TOTA aligned with the Responsible Tourism Institute to obtain the Biosphere Sustainable Destination Certification.

Biosphere is a Sustainable Tourism System certified by the Responsible Tourism Institute, an international accreditation body that maintains an MOU with UNESCO, is affiliated to the World Tourism Organization, and is a member of the Global Sustainable Tourism Council.

The system is aligned with the United Nations 17 Sustainable Development Goals (SDG) and the Paris COP21 Accord to Fight Climate Change. It is also aligned with requisites and recommendations for certification of the World Charter on Sustainable Tourism + 20.

After Completing a detailed action plan, The Thompson Okanagan Region was officially certified as a Biosphere Destination in November 2017, meeting the fundamental requirements within the United Nations 17 SDG's. With this certification, TOTA, in accordance with an interdepartmental committee, partner organizations, and industry stakeholders, will continue to undertake annual action plans and reviews to verify the region's sustainable goals are upheld.

Contact us for more information about the Biosphere Business Adhesion  
at [industrysupport@totabc.com](mailto:industrysupport@totabc.com)

## THOMPSON OKANAGAN REGIONAL TOURISM PLEDGE

A fundamental aspect of the Biosphere Initiative is the regional Pledge. While tourism is a great contributor to our economy and can bring with it many positive outcomes, the implications of impact on our environment and social systems can be significant, as witnessed by popular tourism destinations globally.

By investing in the education, management, and development of our destination, by consciously doing our best to protect our natural and cultural resources, we look to increase the long-term viability of our industry and promote responsible and respectful travel as we share with the world this beautiful place we call home.

TOTA is in the process of undergoing consultations to determine a regional pledge. The pledge will be industry and consumer facing and will encourage responsible and ethical traveler choices. Determining a pledge will require cross industry input and support, including the voices of our youth.