



Communication on Engagement
Center for Tourism Research and Studies

February 2019

A summary of Center for Tourism Research and Studies engagement
with the United Nations Global Compact (2016-2019)

FOREWORD

Statement of support by Center for Tourism Research and Studies President of Managing Board, Milan Čulić PhD.

I would like to take this opportunity to renew Center for Tourism Research and Studies commitment to the United Nations Global Compact and its Ten Principles in the areas of human rights, labour, environment and anti-corruption.

It is my pleasure to submit our Communication on Engagement with the UN Global Compact for the period of February 2016 – February 2019. In this Communication on Engagement, we outline how we have championed the Sustainable Development Goals, social inclusion, business models and advanced the UN Global Compact business principles during this time of period. This report focuses on our engagement and programming within Serbia and South East Europe.

Center for Tourism Research and Studies recognises that, for the Sustainable Development Goals to be achieved, all sectors have a role to play. Governments, the private sector, civil society organizations like Center for Tourism Research and Studies as well as local communities and individuals all need to take action, not only alone but also in partnership. Given the scope and complexity of the challenges and opportunities facing the world today, it is critical to build partnerships at all levels in order to leverage the skills, expertise and resources of different sectors and organizations. To this end Center for Tourism Research and Studies welcomes the UN Global Compact as a mechanism to catalyse cross-sectors actions and revitalise the global partnership for the Sustainable Development Goals among its business and non-business members.

We look forward to continuing to be a committed member of the United Nations Global Compact and to helping make the world better place for all.

Yours Sincerely,



PhD Milan Čulić
President of Managing Board



ABOUT CENTER FOR TOURISM RESEARCH AND STUDIES

The Center for Tourism Research and Studies (CTRS) is an association of experts in the field of tourism and hotel management. Since 2008, the team of experts have established close cooperation with other regional organizations, government institutions, international organizations and independent research centers throughout Europe and the Middle East to adopt guidelines for sustainable tourism and high end hotel management. Initially positioned as a national initiative, CTRS is soon becoming a regionally recognized organization being involved in large number of projects focused on the management of tourist destinations, marketing of tourist products, sustainable management of the protected areas and the development of entrepreneurship in tourism industry. The common vision of CTRS is to make the region of Western Balkans more competitive.

EIAT platform. Created in 2008, the EIAT stands for Education and Industry Advancing Together and it represents platform to create conditions for a better cooperation of the public and private sector with academia across the region of Western Balkans. Over 2000 delegates from 13 countries of South-East Europe and the Middle East, 900 students from 25 tourism faculties, followed with 120 panelists from over 30 countries worldwide took part in EIAT during past decade. EIAT is a cutting edge educational event with horizontal and vertical partnerships that enabled organizers to influence competitiveness of the Western Balkans region by identifying best from the best students who become future leaders for tourism and hospitality industry.



CENTER FOR TOURISM RESEARCH AND STUDIES AND THE UN GLOBAL COMPACT

Center for Tourism Research and Studies is a non-government organization member of the UN Global Compact. We have been a committed member of the UN Global Compact for last three years, ever since we joined initiative in February 2016.

In addition to participating in Global Compact events, Center for Tourism Research and Studies has also promoted goals of UN Global Compact at all of our events that we have organized, and through speaking with our partner from private and public sector.

CENTER FOR TOURISM RESEARCH AND STUDIES AND THE SUSTAINABLE DEVELOPMENT GOALS

As a tourism development and local economic development organization, Center for Tourism Research and Studies believes that the Sustainable Development Goals are an unprecedented opportunity to make these aspirations a universal reality.

Three of SDGs directly relate to tourism impact on the World and young people. However all the SDGs whether directly or indirectly, are linked to local economic development and tourism industry. The fundamental principle of SDGs is to “leave no one behind” and to reach those who are furthest behind.

In 2018 Center for Tourism Research and Studies organized conference “Future leaders Forum: Role of young people in conducting Sustainable Development Goals and UN Agenda 2030”. The goal of this forum was networking key stakeholders, promotion of SDGs and components that are based on increasing role of young people and local communities of identifying models of sustainable development.

DESCRIPTION OF ACTIONS

In the last three years Center for Tourism Research and Studies has taken numerous actions in order to support the Global Compact. Some of those actions can be classified as academia, while others can be seen as civil society organizations activities. Those activities are:

- Promotion of the GC and its principles through applied research and thought leadership in relation to the Global Compact and also by delivering education on topics related to the Global Compact
- Participation in Global Compact global and local events
- Joining special initiatives and work streams
- Engage with Global Compact Local Networks
- Organizing numerous events based on Sustainable Development Goals and Ten Principles of Global Compact



MEASUREMENT OF OUTCOMES

Through its work Center for Tourism Research and Studies encourages other NGOs and companies to join UN Global Compact and the local network in Serbia. We regularly inform our stakeholders about CSR policies and activities related to this topic.

Each Center for Tourism Research and Studies project has a social responsibility component. In the past three years we have implemented more than twenty projects or activities that had special focus on one or more UNGC's principles. Through numerous projects, we have been promoting networking and partnerships between the private, non-governmental and public sectors in order to develop rural tourism with the sustainable use of protected areas.

Our projects gather around tens of NGOs, private sector representatives, academic institutions, government representatives and other stakeholders.

CONCLUSIONS

In summary, Center for Tourism Research and Studies has an unwavering commitment to upholding human rights, advancing inclusive employment and economic growth, protecting the environment and combatting corruption, as evidenced by Center for Tourism Research and Studies actions on the UN Global Compact's Ten Principles. Center for Tourism Research and Studies looks forward to continuing to be an active non-government member of the UN Global Compact and collaborating with other business and non-organizations members, as our organisation continues striving to build a more safe and sustainable world for all of us.