

COMMUNICATION ON ENGAGEMENT (COE)

[Center for Tourism Research and Studies]



Period covered by this Communication on Engagement [February 2022.- February 2025.]

From: [February 2019]

To: [February 2022]

Part I. Statement of Continued Support by the Chief Executive or Equivalent

Please use the box below to include the statement of continued support signed by your organization's Chief Executive or equivalent.

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

Date: February 2022

To our stakeholders:

I am pleased to confirm that [Center for Tourism Research and Studies] reaffirms its support to the United Nations Global Compact and its Ten Principles in the areas of Human Rights, Labour, Environment and Anti-Corruption. This is our Communication on Engagement with the United Nations Global Compact. We welcome feedback on its contents.

It is my pleasure to submit our Communication on Engagement with the UN Global Compact for the period of February 2022 – February 2025. 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.

We describe the actions that our organization has taken to support the UN Global Compact and its Principles as suggested for an organization like ours. We also commit to sharing this information with our stakeholders using our primary channels of communication. 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.

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 Culic
President of Managing Board]



Part II. Description of Actions

Please use the box below to describe the actions your organization has taken in support of the Global Compact. It is strongly recommended that the actions taken are related to one or more of the specific activities suggested. *Please refer to the complete list of suggested activities for your type of organization found [here](#).*

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 six 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 TOURSIM RESEARCH AND STUDIES AND THE SUSTAINABLE DEVELOPMET 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 the period from 2008 to 2020, the Center for Tourism Research and Studies, together with partners from the private, public and academic sectors and civil society organizations, created the EIAT (Education and Industry Advancing) platform for exchanging knowledge, skills and experiences of relevant tourism industry actors. Over the past 12 years, over 2,300 delegates from 13 countries in the region, 1,000 students from 25 vocational faculties have participated in the EIAT through cooperation with about 150 panelists from over 30 countries.

In 2020, the Balkan Competitiveness Forum (BCF) conference was realized, which is part of the EIAT platform and was held at the end of September. The aim was to emphasize the need for cooperation and joint work of key actors of different professional profiles in the tourism industry in post-crisis situations, which are aimed at creating tourism products, tourism brand management and content creation in destinations, etc.

DESCRIPTION OF ACTIONS

In the last six 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 and business association. 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 numerus events bast on Sustainable Developmet Golas and Ten Principles of Global Compact]

Part III. Measurement of Outcomes

Please use the box below to include the most relevant qualitative and/or quantitative indicators to measure the outcome of the activities described in Part II above.

[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 six years we have implemented more than forty 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.

CONCLUSION: 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.]