

COMMUNICATION ON ENGAGEMENT (COE)

[Center for Tourism Research and Studies]



Period covered by this Communication on Engagement [February 2024 - February 2026]

From: [February 2024]

To: [February 2026]

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]

[February 2024]

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.

Sincerely yours,

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 *eight* 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 2024, 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 14 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.

Also, in 2023, the Summit of Mountain Centers of Central Europe MoReSCE was held, which represents a business platform in the form of a conference and a business gathering with the aim of gathering the bearers of the development of mountain centers in the Central European region. MoReSCE is thematically focused on sustainable planning and design of mountain centers, investments, as well as finding innovative approaches and solutions in the areas of marketing and branding of mountain centers. The "Third Summit of Mountain Centers of Central Europe - MoReSCE 2023" was held at Kopanik, the largest ski center in the Republic of Serbia, in the period from 28-30. March 2023, at the Viceroy Kopaonik hotel. The main topic of the summit was: "Investments and innovations in mountain centers". The goal of the summit was to gather representatives of mountain centers for the third time through innovation research, development of investment platforms, marketing and branding of the destination. For the attendees present, we endeavored to provide plenty of networking opportunities, giving them the opportunity to meet and interact with key players and industry leaders, partners and exhibitors. There were over 100 participants, 11 countries, 20 mountain resorts, leading manufacturers of equipment, products and services. Through the held panel discussions and a special lecture, the emphasis was on sustainability, especially in snowmaking systems. The COVID-19 pandemic, together with climate changes, has severely affected the tourism industry, reducing the intensity of mountain tourism development and the development of ski resorts. Mountain resorts from Serbia, Bosnia and Herzegovina, North Macedonia, Montenegro, Romania, Bulgaria, Turkey and Slovenia were present together with key players and industry leaders, destination developers, as well as partners and exhibitors. MoReSCE 2023 was about: Different mountain resorts sharing the same vision; Inspiring innovations in mountain resorts; Working & networking; Meeting Experts and Professionals; Discovering Kopaonik and Serbia; Enjoying local Food, Wine and Music.

DESCRIPTION OF ACTIONS

In the last eight 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 eight 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 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.]