



Barcelona School  
of Tourism, Hospitality  
and Gastronomy

# QUALITY AND SUSTAINABILITY INTEGRATED POLICY

**October 2024**

CETT, reference university center for tourism, hospitality and gastronomy attached to the University of Barcelona, is a comprehensive training center and University Hotel that has technical spaces and that includes its own application companies: **Àgora BCN - Residencia Universitaria Internacional, Hotel Alimara Barcelona , Aula Restaurant, Summum, CETT Corporate and Barcelona Academic Services.**

Backed by more than 50 years track record and governed by a clear international vocation, the center is integrated by a team of specialized professionals who offer students a model of creation and transmission of knowledge that is based on rigor, innovation and experience. In this sense, training, research and the transfer of knowledge become the main raison d'être of the center.

CETT's commitment to bring value to the sector and to develop a responsible and sustainable activity has been part of the center's DNA since its inception. It is precisely with this aim of ensuring environmental and social sustainability that the **CETT Foundation** was created, an entity that brings together, supervises and promotes social responsibility actions through its different companies.

This integrated policy of quality and sustainability it is the backbone of CETT's strategic planning itself and for the development of responsible tourism to which it aims to contribute.

With the will to integrate sustainability criteria in all our processes, to bet on continuous improvement and to provide the necessary resources to obtain the best results, the CETT has a Comprehensive Management System for Quality and Environment based on compliance with the standards **ISO 9001 (School), ISO 14001 and EMAS (Hotel Alimara Barcelona), Biosphere, Distinctive guarantee of Environmental Quality in restoration** and legal and regulatory requirements applicable to the organization, as well as other commitments to which the company voluntarily adheres.

It is not, therefore, just about complying with the existing rules and regulations, but about going further, maintaining a critical spirit and guaranteeing continuous improvement in order to give back to the community all that it brings us.

**Elisabet Ferrer**  
CETT's General Manager



**CETT** is committed to:

- **Human rights** guaranteeing the respect, defense and protection of the principles recognized in the Universal Declaration of Human Rights.
- **Compliance with the national and international laws and regulations** in force in the countries in which the CETT operates, as well as with the organization's internal regulations.
- **Effective gender equality** within the CETT. Inclusion of the gender perspective in all training actions.
- **The maintenance of good corporate governance practices** based on ethics, transparency and respect for diversity.
- **The commitment of the Center's Quality Control**, which the **Quality Service** undertakes to supervise the correct application of the Quality System, reporting on quality matters to the General Management.
- **Transparency** through the dissemination of relevant and truthful information about CETT activities.
- **Communication and dialogue** with stakeholders based on transparency and truthfulness as fundamental axes to generate trust.
- **Creation of value** guaranteeing environmental and economic sustainability.
- Proactive and efficient **social responsibility**.
- **Respect for the environment**, with practices that respect biodiversity and make rational use of natural and energy resources.
- **The commitment to continuous improvement and innovation.**
- **CETT ensures the suitability of all personnel** by providing training, qualification and updating in the areas of their competence.
- **Encourage tourism** that guarantees **the conservation, revitalization and respectful use of natural and cultural heritage**, both tangible and intangible.
- **Promote sustainable tourism** that emphasizes **the responsible use of the territory's resources, environmental protection, sustainable mobility and the fight against climate change.**

- **Promote the feeling of esteem of the local population towards their environment, culture and traditions.**
- **Enable enriching cultural exchange** between locals and visitors and access to the diversity of cultural expressions of the destination.
- **Develop tourism activity with an inclusive, accessible and universal perspective**, which contributes to equality from a gender and intersectional perspective.
- **Understand the tourism sector as a relevant actor for the economic and social development** of the destination.
- **Conceive training in tourism as the necessary lever for the development of tourism activity** in accordance with all previous commitments.
- **Encourage the purchase of sustainable, local products** and promote good environmental practices with their suppliers

CETT Management undertakes to base its actions on this policy and to extend it to all interested parties that collaborate with the organization through internal and external communication mechanisms, for the benefit of tourism training and a more sustainable tourism and competitive locally and globally, engine of economic and social development