



# Erasmus Policy Statement (EPS)

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## Our goals and strategy

CETT is a private institution of higher education in Tourism, Hospitality and Gastronomy, affiliated to the University of Barcelona. It offers all available educational levels: intermediate and advanced vocational training, degrees, master's degrees, continuous and long-life learning, and custom-made training for companies.

As a part of the CETT Campus, the CETT Hospitality and Tourism school is the vocational training centre specialized in tourism and hospitality education, offering Standard vocational and Higher vocational studies (Short Cycle).

Our mission is to transfer education and knowledge in Tourism, Hospitality and Gastronomy, through our own pedagogical model, which is based on learning and experience acquired through Grup CETT's applied training companies, together with the work of a team of a rigorous and experienced teachers and professionals. CETT has a strong relationship with companies, a clear international vocation and the goal of achieving a tourism sector more committed to society and individuals. We encourage initiative, integrity and self-development, and we work as a team in an international context, while maintaining our commitment to our country.

Our vision is to be an international benchmark of academic excellence and services in the Hospitality, Tourism and Gastronomy sectors, remaining strongly engaged to the responsible development of the sector and society; we contribute with training, research, innovation and expert knowledge together with a firm commitment to the personal and professional growth of our whole educational community.

This identity and ambitions are reflected in the definition of some strategic objectives, and our participation in the Erasmus programme can contribute to achieving them in these different ways:

1. Achieving academic excellence, innovation and talent development.
2. Developing training leadership at national and international level in the field of Tourism, Hospitality and gastronomy.
3. To develop internationalisation by increasing incoming and outgoing learning mobility and international collaborative projects
4. National and international recognition as a reference.
5. Growth and economic sustainability of the institution.
6. Strengthening of the Corporate Social Responsibility Policy
7. Developing digital transformation.

The international vocation is therefore part of the centre's DNA. That is why participation in the Erasmus programme is fundamental for CETT because it provides us with a framework and a key tool for achieving our strategic objectives.

We aim to give our students international training from the outset, promoting language learning and facilitating academic mobility and internships in international companies. Likewise, Erasmus will allow our staff to improve their linguistic and training skills, and to discover other educational systems. They will improve their professional competence and participate in collaborative projects, developing networks at an international level. In the framework of the Erasmus programme, this objective will contribute in the short and medium term to the creation of an integrated educational space in Europe, which will facilitate the full recognition of training activities carried out in another country and will improve employability.

Likewise, receiving students and teachers from other countries into our classrooms will stimulate us to improve the welcoming systems, allow us to make our training systems known, incorporate the experience and talent of teachers and professionals from other countries, and in short, go deeper into the creation of an international school culture.

Establishing networks and collaboration links with educational institutions in other countries, as well as with companies in the sector at an international level, will contribute to innovation and constantly improving our educational processes. Likewise, participating in collaborative Erasmus projects will allow us to develop research projects in partnership with partner institutions in the areas of Tourism, Hospitality and Gastronomy at an international level. These projects will

have positive effects at a global level, especially in aspects such as tourism sustainability, environmental responsibility of tourism companies, and transfer of knowledge about common European cultural and gastronomic heritage.

In the Erasmus context, our digital transformation possibilities will be strengthened by the stimulus that the programme offers to international activities with a plus of digital competences, the added value of blended mobility activities, online training, and the virtualization of academic processes, especially thanks to the Erasmus Student Card implementation.

The Erasmus+ programme can contribute in a decisive way to the growth of our school, since we want to innovate and expand the catalogue of our training courses, creating double degrees in collaboration with educational institutions in other countries, especially in the field of Higher Level Vocational Training. Erasmus provides the framework to strengthen and institutionalize the alliances that we have already created, and to establish new ones, in order to achieve this objective.

All of this will contribute to bringing us closer to the target of academic excellence, educational innovation and knowledge transfer to the professional sector and to whole society. And it will allow us to consolidate our image and become internationally known as a reference brand in training and research in Tourism, Hospitality and Gastronomy.

As a private institution involved in training and knowledge transfer, we are aware that applying policies of educational quality and growth at an international level ensures our continuity and business sustainability. Our resources are always reinvested in the continuous improvement of our activity, and ensure the implementation of social inclusion policies. So we can offer economic aid to students coming from disadvantaged environments, so that they can access quality higher education, and thus, in turn, they can develop their training in an international context.

As a cornerstone of the institution's performance, the Corporate Social Responsibility Policy also covers aspects such as inclusiveness, openness to diversity, cultural enrichment, ecological sustainability, collaborative work with our socio-economic environment, and policies of non-discrimination on ethnic, social, religious, or economic criteria.

## Planned actions and implementation

CETT's international trajectory, and especially our participation in the Erasmus+ 2014-2020 program, has given us the opportunity to broaden the educational horizons and personal growth of our students and staff on a European scale.

Throughout this period, we have been able to systematically introduce the international training activities in the curriculum, and we have fulfilled the objective of continuously increasing the number of mobilities. Thanks to this experience, we have succeeded in making the school's international vocation and the spirit of European citizenship not just an ambition or a theoretical statement, but a reality. This has contributed to make the school more attractive, modern and innovative.

By continuing to participate in the Erasmus programme, we will be able to further develop the school innovation process and to achieve the internationalisation objectives, as described above, in a continuous and sustainable way.

Actions in which we intend to participate:

### **Key Action 1: Learning Mobility.**

Our basic axis of action will be the learning mobility activities for students and staff.

We aim to enable students, throughout their training and also as graduate students, to carry out professional internships in European or third-country hotel and tourism companies. The objectives are to improve their language skills, to contribute to their personal development and their spirit of European citizenship, to broaden their professional competences and to improve their employability, in the tourism and hospitality sectors where international experience has utmost relevance.

Thanks to the agreements already established with peer educational institutions in other countries, and to those to be created in the future, we aim to enable our students to carry out part of their training in schools in other countries, obtaining full academic recognition of these activities. This objective is especially focused on students in Higher Level Vocational Training, as we firmly believe that this will improve their training, and so contribute to our goal of internationalization, and to the reputation of vocational training courses in a wider perspective.

Likewise, we aim to enable CETT professionals to carry out training and teaching activities in companies and educational centres in other countries, so that they can improve their professional and teaching skills, enhance their language abilities and help to develop new teaching methodologies.

### **Key Action 2: Cooperation among organisations and institutions**

The setting of agreements with institutions in other countries has led us to participate since 2016 in projects of cooperation and exchange of practices in the field of Vocational Training (with schools and companies in Finland, Italy, Latvia and the Netherlands).

We intend to continue participating in these projects, and to extend our involvement to cooperation activities among organisations and institutions in the field of Higher Education.

We believe that these activities have the advantage of involving a larger number of participants, both students and staff. They include virtual activities and integrate the use of ICT, so they will contribute to our objective of promoting digital transformation. They are also essential for the improvement of language skills and collaboration capacities of students and teachers in a multicultural environment. And the outcome will be the development of good practices as well as the better understanding among open-minded people of social, cultural, ethnic and linguistic diversity, in the European and international context.

### **Key Action 2: Cooperation for Innovation**

One of CETT's missions is knowledge development and transfer in the fields of Tourism, Hospitality and Gastronomy. The recipient must be the society as a whole, and especially the academic community and the tourism industry. Therefore, international collaboration in teaching and research is an important strategic objective; consequently, we are seeking to broaden our relationships with international Tourism and Hotel companies, as well as our present and future alliances with institutions of higher education, to develop cooperation for innovation projects. The objectives are:

- To develop innovative ways to stimulate entrepreneurship
- To create new business formulas in the hotel and tourism sector
- To generate research outputs and expert knowledge
- To develop innovative learning/training methodologies
- To design and implement new curricula or professional qualifications

## Envisaged impact in our institution

We expect that the impact of CETT's participation in the Erasmus+ Programme will have a major impact in terms of our modernisation strategy in the following aspects:

- A significant improvement in the language skills of our students and staff.
- A constant and sustainable growth of mobility activities for the education and practical training of our students and staff.
- An enhancement of the international employability and professional mobility of our students and staff.
- The strengthening of existing relationships with other European and international high education institutions and the establishment of new links, allowing participation in collaborative partnerships and innovation projects, as well as the design of new training projects and joint-degrees.
- The ability to develop educational and research projects with schools and companies in other countries, to create and transfer expertise in the fields of Tourism, Hospitality and Gastronomy.
- The international acknowledgement of the personal and professional values of our students and staff, and the recognition of our centre as a reference of academic excellence in training and research in Tourism, Hotel Management and Gastronomy.
- A strong intensification of the international culture and the feeling of belonging to the European space in our institution.
- The continuity and sustainability of the CETT training model and of the company business. Innovation and training excellence recognised at an international level, which will be translated into competitiveness, an essential requirement to guarantee the continuity of our organization.