

ISSUE 02



2023-2024

**NEW YORK COLLEGE**  
THE INTERNATIONAL COLLEGE OF GREECE

# SCHOOL OF HOSPITALITY & TOURISM

Studying International Hospitality & Tourism in Greece



**YOUR BEST CHOICE TOWARDS PERSONAL SUCCESS!**





## — Intro

# Welcome Note from Ioannis Stavroulakis, Head of School of Hospitality



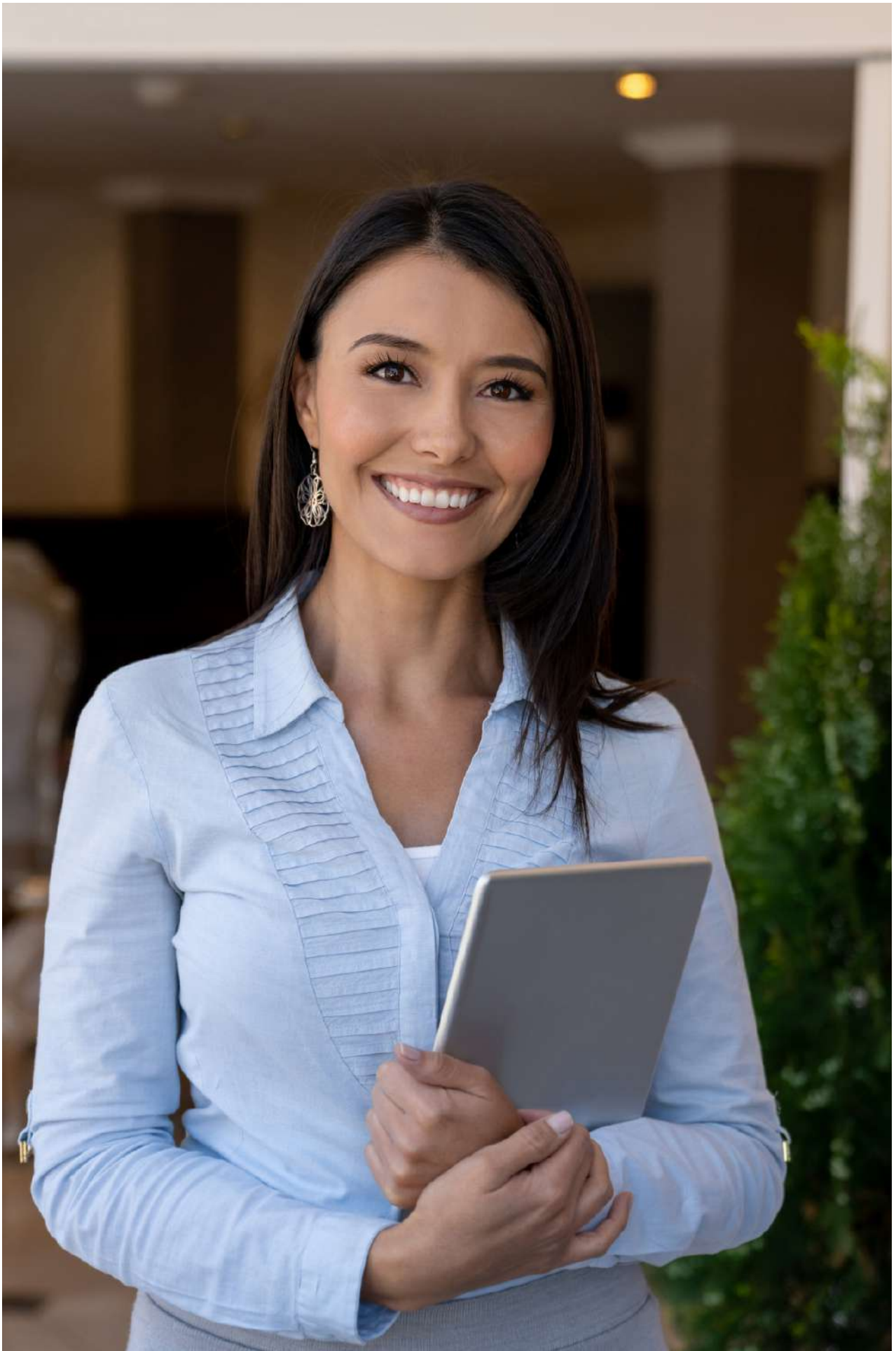
**Welcome to the BSc in International Hospitality Management program!  
I am thrilled to have you all join us on this exciting journey.**

This program has been designed to provide you with a comprehensive understanding of the hospitality industry, including its global nature and diverse range of operations. You will learn about the critical skills required to be successful in this field, such as leadership, customer service, communication, and problem-solving.

Our faculty members bring a wealth of knowledge and expertise to the classroom, and we are committed to creating a supportive and collaborative learning environment that will enable you to achieve your full potential. We encourage you to take advantage of the many opportunities available to you, including internships, networking events, and extracurricular activities. These experiences will not only enhance your knowledge and skills but also help you build a professional network and gain exposure to different career paths in the industry.

I look forward to working with you all and wish you all the best for a successful and rewarding academic journey.

**Sincerely,**  
**Ioannis Stavroulakis,**  
Head of Tourism & Hospitality



# Hospitality and Tourism

Hospitality and Tourism studies provide the necessary knowledge, so that students can secure a place in the fast-growing sectors of hospitality and tourism.

The aim of the degrees in Hospitality and Tourism is to acquire a broad knowledge in the field of hospitality and tourism business administration, to get to know new technologies and practices in the industry, to become familiar with the organization and functions of the departments of modern hospitality enterprises, to develop an entrepreneurial and innovative spirit, to understand and take into account environmental, ethical and social issues concerning modern companies, and finally to increase the possibility of their immediate employment.

Graduates with studies in Hospitality and Tourism not only have the necessary academic background to work in a variety of positions, but also obtain all the necessary resources, for the development of innovative business activity. Opportunities include a wide range of possibilities, from hotel management and marketing to event and conference management, small business management in the catering and hospitality industries, as well as obtain the important soft skills to be competitive in any business environment.

New York College and the Department of Tourism and Hospitality places particular emphasis on the employment of its graduates, from the programs offered in Hospitality and Tourism using various tools, such as internships, career days, direct contact with employers and other activities. In a fast-developing industry the career opportunities are virtually endless, with a growing interest from small enterprises to large multinationals, to give a strong focus in the development of skilled and enthusiastic individuals that seek success through hospitality and tourism.





## UNIVERSITY OF BOLTON MANCHESTER, U.K.

The University of Bolton is a renowned educational institution located in Bolton, Greater Manchester, United Kingdom. Established in 1824 as Bolton Mechanics' Institute, it gained university status in 2005. The university offers a diverse range of undergraduate and postgraduate programs across various disciplines.

### **Top performance of the UNIVERSITY OF BOLTON in the British Universities ranking, according to the Guardian for 2023. In the 40 best universities in the UK!**

According to the Guardian (Best UK Universities 2023 - rankings), the UNIVERSITY OF BOLTON was ranked 38th among all UK Universities in terms of student satisfaction with teaching standards (satisfied with teachers) and, in addition, in terms of overall ranking (Guardian score), it was upgraded by 4 places to 46th among all UK Universities for 2021-2022.



# Undergraduate BSc (Hons) International Hospitality Management

- Incorporates both subject-specific and generic business modules and reflects international hospitality industry practices, including practical implementation in carefully designed labs (F&B, Gastronomy & Front Office reception).
- Presents various perspectives in the hospitality and tourism industries, including contemporary issues, such as sustainability, disintermediation, latest and cutting-edge technologies among other subjects. The basic themes of marketing and hospitality operations management are developed at each level and throughout the course, that provide the knowledge and skills to successfully gain employment, in this exciting and demanding profession.
- Explores other themes, such as International Human Resource Management, Basic Finance for the Service Industries, Employability in the Tourism and Hospitality sectors, Contemporary International Management Practices offered via mixed teaching delivery methods, with a focus to provide a wholistic experience to the students.
- Includes a period of work placement and a constant communication with tourism and hospitality businesses for further employment opportunities that follows graduation. Students get the unique chance to participate in site inspections, career days, presentations from external companies and other activities, that enhance their competitiveness in a challenging work environment.





## Carefully designed Labs – Simulation games



In the pursuit of excellence in International Hospitality Management, carefully designed labs play a crucial role in preparing students for real-world challenges. These labs provide a dynamic and immersive learning environment, particularly in the domains of Food & Beverage and Rooms Division Property Management Systems (PMS). Simulation games form an integral part of these labs, allowing students to experience the intricacies of managing various aspects of the hospitality industry, in a controlled, yet realistic setting.

Through these simulated scenarios, students can hone their decision-making skills, develop effective communication strategies, and understand the complexities of operational management. By actively engaging in these labs, students gain practical knowledge and valuable insights that will empower them to thrive, in the ever-evolving world of international hospitality management.



# Career Opportunities

The Department of Tourism and Hospitality at New York College has developed a network with various hospitality organisations, as well as recruiters and other companies, so that our academic programs connect directly with the business markets. Moreover, New York College has a long history for its networking with various companies from many sectors, so that students can directly get the opportunities to be employed, during and after the completion of their studies. Every year, all New York College students have the chance to meet companies in the career days organized in its campuses. Especially for hospitality, ample and diverse career opportunities are presented to our students and various positions are offered for the internship programs that are included in their program of studies.

We focus on finding internship opportunities based on each student's needs, that will transform in career placements with immediate effect on the student's knowledge and skills.

**GRECOTEL**  
HOTELS & RESORTS

  
ATHENAEUM  
INTERCONTINENTAL  
ATHENS

COSTA  
NAVARINO

  
ATHENS  
INTERNATIONAL AIRPORT  
ELEFTHERIOS VENIZELOS

  
estiatorio  
Milos

  
CELESTYAL  
CRUISES

BLU COVE  
GREECE

**AIR CANTREEN**

**YES!**  
HOTELS

 **TUI**  
Hellas

  
ACCOR

**SANI | IKOS**  
GROUP

  
THE MARGI

# Industry interaction activities

The Hospitality and Tourism school has a broad range and variety of activities that happen inside and outside the college premises. Students have the chance to meet, bond and learn from the industry's best executives, employers, and employees.

## HORECA Visit (February 2023)

Student representatives of the School of Tourism and Hospitality of New York College, accompanied by the head of the school Yiannis Stavroulakis, were once again present at the "HORECA" exhibition at the Metropolitan Expo. The students had the opportunity to meet and exchange views with wineries and hotel owners, Tourism, supply chain professionals (foodservice, coffee and beverages, alcoholic and non-alcoholic beverages, food and snacks) and leading companies with hotel and restaurant equipment. In addition, they obtained information about their career development dynamics in various sub-categories of the large Hospitality and Tourism sector.



## New Hotel Visit (March 2023)

The School of Tourism of NYC, as part of the Reading week of the spring semester, organized a field trip to the New Hotel Athens (member of Yes Hotels), accompanied by Mr. Stavroulakis Ioannis (Head of Tourism and Hospitality) and Mr. Bilios Nikolaos (Marketing Tutor). The students had the opportunity to be guided through the rooms and suites, as well as the restaurant/bar areas and the conference center by the Hotel's experienced staff. After the tour, there was a great discussion between executives, students and professors on hotel management issues, as well as a presentation of the hotel's jobs.



## Airport "Air Canteen" Visit (May 2023)

Representatives of the School of Tourism and the School of Business Administration visited one of the largest and rapidly growing Airport catering companies "Air Canteen", at the Athens National Airport "Eleftherios Venizelos".

The students had the opportunity to visit all the facilities and learn from the company's executives all the specifics of Airport Management. At the end, interested students had the opportunity to go through quick interviews for jobs at airports all over Greece.



## Blu Cove Greece visit to NYC (February 2023)

New York College's School of Tourism and Hospitality welcomed 4 executives from the Destination Management company "Blu Cove Greece". In addition to the extremely interesting presentation of the company to our students, the executives answered all the students' questions regarding all aspects of the V.I.P. traveling (Private cruising – yachting, Helicopters & private jets, Hotels & Villas, High end services, suppliers etc.)! The students had the opportunity to do ten-minute 1-to-1 speed interviews with all the executives in the classroom. Another step closer to the job market!



## Wine Masterclass 2023 (May 2023)

The students of the NYC School of Tourism had the opportunity to attend a Wine Masterclass by Panagiotis Paschalidis (Director of Cava OAK and Master of Wine (MW) candidate) and Yiannis Stavroulakis (Head of Hospitality and Gastronomy and Management specialist). The students learned what wine is, how it is produced and the largest wine regions in the world. During the Masterclass, the students tasted wines from Greece and all over the world, in order to introduce them to the ritual of tasting and the world of Wine.



## Sete General assembly (May 2023)

The School of Tourism & Hospitality of New York College made a difference at the General Assembly of SETE (Association of Greek Tourism Enterprises)! Our students from the BSc in Hospitality Management program recently took part in an active volunteering activity, at the acclaimed SETE General Assembly. They made us proud! SETE (Association of Greek Tourism Enterprises), brings together industry leaders, educators and professionals who are dedicated to shaping the future of tourism and hospitality in Greece. Our students had a great opportunity to contribute to this impactful event! Fueled by their passion and dedication, our students actively participated in the SETE Board elections, debates, brainstorming sessions and collaborative initiatives with industry experts. They shared their opinions, innovative ideas and gained invaluable knowledge from experienced professionals. This experience deepened their understanding of Greek hospitality, but also gave them the opportunity to showcase their talents and experience on a big stage.



## The Clumsies Visit

Students had received a seminar from the bar manager, Mrs. Georgia Georgakopoulou, who has presented what it takes to become one of the top bars in the world. Some of the success secrets were revealed, as well as some techniques for using raw materials -from ice to vegetables and spices- to create a cocktail menu that follows a complete marketing concept that defines a successful bar's identity.





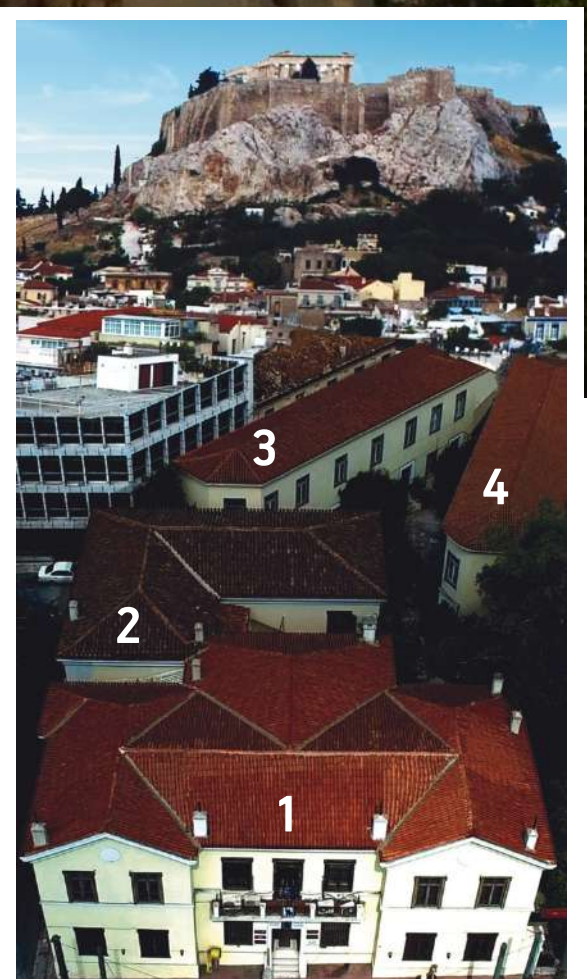


# NYC ATHENS CAMPUS

**The only multi-building campus in the heart of Athens!**

New York College students benefit from a unique privilege: They study at the NYC Athens Campus, the only multi-building educational complex in the heart of Athens, whose history spans three centuries (19th-21st). Historically, the site where NYC Athens Campus is now located, was inaugurated as an educational facility in 1879, and is an iconic landmark of the Old City of Athens, literally in the shadow of the Acropolis.

**RIGHT:**  
Panoramic floor plan of the 4 buildings (halls) of the NYC Athens Campus in the shadow of the Acropolis. Syngros Hall (building 1), Mumper Hall (building 2), Kapodistrias Hall (building 3), Paparrigopoulou Hall (building 4).





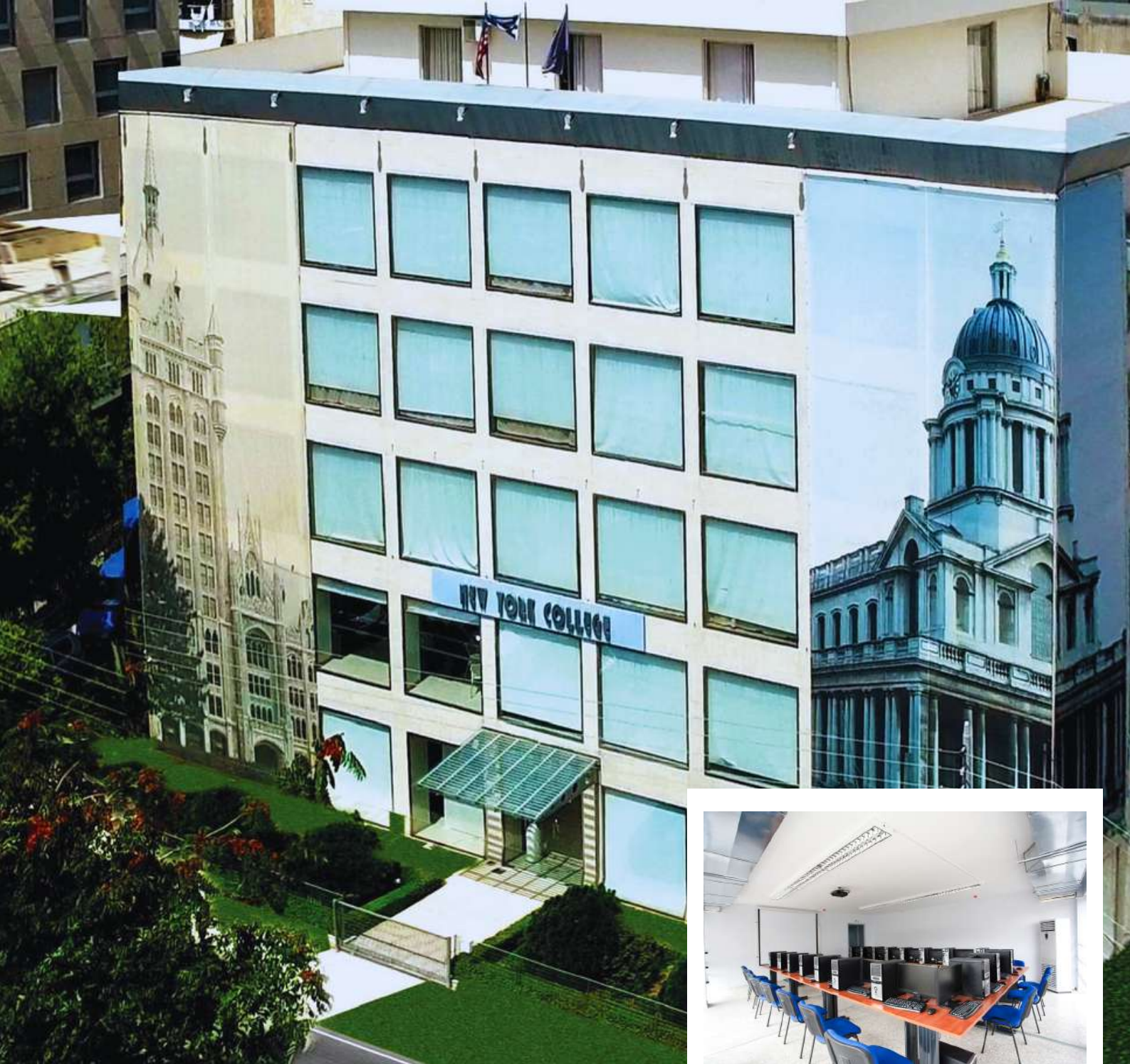
State University of New York ESU

**BACHELOR'S  
MASTER'S  
MBAs - Ph. D**

**NYC**

**NEW YORK COLLEGE**  
EURO-AMERICAN EDUCATION

UNIVERSITY OF GREEN



# NYC PYTHAGORAS HALL

The technological arm of NYC Athens Campus at a short distance from Kallithea train & metro station.

The state-of-the-art five-storey building of New York College in Kallithea is named "NYC Pythagoras Hall" and is the laboratory and technological arm of the NYC Athens Campus: the NYC Pythagoras Hall is home to the Biomedical Laboratory of the School of Health Sciences of the educational group, as well as to the School of Maritime Studies and the School of Engineering & Informatics of the College.







# NYC THESSALONIKI CAMPUS

In the heart of Thessaloniki,  
in the historical area of Kamara!

NYC Thessaloniki Campus is the academic arm of New York College in Northern Greece and the wider region of the Balkans.

The Campus, located in the city centre, has conference rooms, a computer lab, a library, a writing centre and special classrooms with advanced audiovisual equipment and study areas.

NYC Thessaloniki Campus combines a student, technological and entrepreneurial character and is known for the vibrancy and diversity of its students.



— By John Stavroulakis, Head of Hospitality & Tourism

# What it takes to be an All-Star Hotel Manager

Hotel industry is an ever-evolving and growing sector which demands the best of skills and knowledge from its managers. To be a successful hotel manager, one needs to have a blend of technical skills and personal qualities that enable them to effectively take control of the day-to-day operations of a hotel. In this journal, we will discuss some key skills that a successful hotel manager should possess.

First and foremost among these skills is communication; effective communication is essential to maintain harmony in the hotel. A good hotel manager must be an excellent communicator, both orally and in writing. They must have strong listening skills and be able to articulate their ideas clearly and succinctly. Additionally, they must keep the lines of communication open between the staff and the management team, guests and stakeholders alike. Communication also encompasses the ability to speak multiple languages. This is especially important in a multicultural environment where guests from different countries speak different languages.

Secondly, organizational skills are very important for any hotel manager. They must possess the ability to manage time and prioritize tasks. Hotel managers must be able to delegate tasks to their employees and balance workload across the team. They must be able to foresee any upcoming issues that might arise and take appropriate steps to mitigate them. Strong organizational skills help managers to ensure that everything runs smoothly and efficiently.

Thirdly, hotel managers must have good leadership qualities. They must be able to lead by example and manage their team in a way that fosters cooperation and mutual respect. Effective leadership also means being able to motivate staff and promote a positive work culture. Good leadership can provide direction and guidance to the team, helping them to achieve the goals set forth by the organization.

Fourthly, financial acumen is a key skill that a hotel manager must possess. They should have a clear understanding of budgeting and financial management principles relevant to the industry. They must be able to make informed decisions on expenditure, understand how to read financial statements, and be able to manage cash flow effectively. This is important because hotels are businesses, and like any other business, they have to remain financially viable to be successful.

Fifthly, customer service skills are essential for anyone who wants to be a successful hotel manager. It doesn't matter whether the guest is a business traveler or a family on vacation, the hotel's reputation will depend on how well it treats its customers. Managers should ensure that their staff is trained to handle all types of customers, including those with special needs, and they should be able to resolve any complaints or grievances that may arise. Ensuring customer satisfaction is critical since it builds customer loyalty, which ultimately translates into repeat business. Sixth on the list is the knowledge of the industry. Hotel managers should have an in-depth knowledge of the hospitality industry including current trends, regulations, and emerging technologies. This can be achieved through attending conferences, participating in associations, and subscribing to industry publications. Having knowledge about the industry can help the manager to understand the changing trends and adapt quickly to new situations. Lastly, creativity is a vital skill for hotel managers. They must be able to think outside the box and come up with innovative solutions to solve problems. For instance, if the hotel is located in a remote area and cutting-edge technology is not readily available, the manager might come up with creative ways to utilize the resources they have to provide the best quality services to their customers. Creativity can help in developing unique marketing strategies, designing exceptional menus, and creating memorable experiences for guests. In conclusion, hotel managers play a crucial role in ensuring the success of any hotel. Possessing a combination of technical and personal skills such as communication, leadership, financial acumen, customer service, industry knowledge, organizational and creative abilities is critical for success in this line of work. Aspiring hotel managers should aim to develop these skills to better equip themselves for managing hotels in today's highly competitive and rapidly-changing industry.



# Faculty



## John Stavroulakis, Head of School of Tourism & Hospitality

John holds a Bachelor's degree from the Advanced School of Tourism Management in Greece and possesses extensive expertise in Food and Beverage Management, accompanied by a diverse gastronomic background cultivated throughout his career. He has garnered valuable experience as a consultant, providing his services to both Greek and international venues. Additionally, John's profound knowledge of wine and spirits, coupled with his proficiency as an event planner and trainer, further enhance his comprehensive skill set. Moreover, John has successfully ventured into entrepreneurship within the beverage industry, demonstrating his innovative mindset. Throughout his professional journey, he has held various positions, encompassing food and beverage management, restaurant and bar management, and event management. Furthermore, he has been actively involved in training and educating individuals at different proficiency levels, including students and professionals. Renowned for his warm demeanor and eagerness to share his wealth of experiences, Ioannis directs his teaching endeavors with a blend of creativity, effective communication, and a willingness to embrace novel opportunities. By seamlessly integrating theoretical concepts into practical applications, he empowers his students to comprehend and navigate the intricacies of the industry. Ioannis leverages his vast network to organize immersive visits to diverse Food and Beverage establishments, enabling students to gain firsthand exposure. Furthermore, he frequently invites industry professionals to deliver guest lectures, enriching the classroom experience.



## Nikos Bilios

Nikos holds of a Bachelor of Arts (Hons) in Social Sciences from the University of London, (Royal Holloway & Kings College), two Masters of Science in Marketing Strategy & Political Sociology, and an MPhil in Governance from the London School of Economics and Political Science (LSE). Nikos also is Marshall Memorial Fellow of the German Marshall Fund of the United States ([www.gmfus.org](http://www.gmfus.org)). He has extensive experience in digital marketing, storytelling, advertising, communications, public administration, blockchain technology, innovations in governance and European affairs. He has worked for private and public organizations, including communications and consulting agencies, political parties, the Hellenic Parliament, the European Parliament, and the central administration of his country. During his tenure in Greece's public administration, he focused on issues related to open government reform, communications, transparency, urban regeneration, and youth entrepreneurship. As the Director General at the Greek National Tourism Organization (GNTO), Nikos was responsible for the tourism policy and marketing strategy of the GNTO, planning, organizing, and implementing global campaigns with Google, Yahoo, Twitter, Facebook, also worked with media corporations like BBC, New York Times, Al Jazeera. Nikos also worked as lecturer in undergraduate and postgraduate courses teaching destination-marketing planning, tourism development and tourism and heritage management at Greek, British Universities and Technical Education Institutes. He also participated in the teams formulating strategic development and management plans for tourism for several destinations (Magnesia, Venice, Lebanon etc.). He specializes in hospitality management, digital marketing & business strategy.



## Michail G. Bakiris

Michail is an accomplished professional who holds a Bachelor of Art in Public Administration from Panteion University and an MBA in Marketing from Northeastern University in Boston, MA, U.S.A. With a rich and diverse background, he has served as the former Marketing Director of HEBA (Hellenic Basketball Clubs Association) and has garnered extensive teaching experience in esteemed universities and colleges across Europe. Currently, Michail holds the esteemed position of Owner of a prestigious 5-star hotel in Rhodes, Greece. With his expertise, Michail imparts his knowledge in various disciplines, notably specializing in Marketing, Strategic Marketing Management, and Hospitality Perspectives. His teaching approach is characterized by a distinctive enthusiasm and a unique pedagogical style, capturing the attention and engagement of his students. Michail's educational qualifications, combined with his professional experiences, lend credibility and depth to his instruction. His role as the Owner of a prominent 5-star hotel showcases his comprehensive understanding of the hospitality industry and further enriches his teaching by incorporating real-world insights. Michail's teaching philosophy emphasizes a strategic approach to marketing, empowering students to grasp the intricacies of formulating effective marketing strategies and nurturing their analytical thinking skills. His eagerness to instill a deep understanding of the hospitality sector equips students with a holistic perspective on the industry.



### **Nikos Oikonomou**

Nikos holds a Bachelor's degree in Tourism Management from the University of Greenwich and an MBA from the University of Bolton. With over 20 years of experience in various fields of tourism, travel, hospitality, information technologies and academia. Nikos has been embarking to various projects along his career and uses his experience and translate it into valuable information to our students by both applying academic and practical theory as well as by increasing the employability through practical sessions, visits and case studies. He teaches various courses in the tourism and hospitality programmes, mostly directed to the tourism and travel sector, distribution channels, tourism sustainability, basic financials for hospitality and tourism, developing student employability and skills as well as supervises final dissertations. With a constant eye into the rapid changing world of tourism and hospitality, Nikos is designing student experiences that prepare the students for the wonderful world of tourism and hospitality.



### **Penny Vlagos**

Penny is an esteemed faculty member at NYC, specializing in Human Resource Management and Organizational Behavior since 1999. Drawing upon her extensive professional background within the Human Resource Department of a multinational organization, she enriches her teaching with firsthand examples from her experiences working in both the United States and Greece. With a Bachelor's degree in International Business and an MBA from Loyola University Chicago, Penny possesses a profound understanding of various business disciplines. Recognizing the importance of industry relevance, Penny regularly extends invitations to distinguished professionals from the field of Human Resource Management and esteemed NYC Alumni to share their expertise with her students. This collaborative approach ensures that students receive practical insights and stay abreast of current trends and practices. Penny's teaching style is characterized by liveliness, as she fosters an environment of active engagement and enthusiasm for the course material. Her approachability encourages students to actively participate, ask questions, and embark on meaningful discussions. Penny's presentations to hospitality students encompass a comprehensive exploration of the global tourism industry, highlighting diverse perspectives. She delves into the intricacies of working in a global environment, addressing the cultural challenges that arise and examining the implications for managing people within the tourism and hospitality multinationals. Moreover, Penny maintains a forward-thinking approach, consistently considering the future of managing individuals in a global context.



### **Andrianos Arvanitakis**

Andrianos holds a Bachelor's degree from the Advanced School of Tourism Management in Greece, specializing in Front Office and Reservations within the realm of luxury hotels in Athens. With his extensive background in the hospitality industry, he has acquired invaluable experience as a Head Reservation Manager in a prominent hotel management company. In his role as an educator, Andrianos imparts his knowledge and expertise by teaching a range of courses in the field of tourism and hospitality. His instructional focus primarily centers around topics relevant to the tourism and hospitality sector, encompassing areas such as OTA (Online Travel Agency) channels, economics for hospitality and tourism, as well as fostering the development of employability skills among students. Adhering to the ever-evolving nature of the tourism and hospitality landscape, Andrianos maintains a keen awareness of the rapid changes occurring within the industry. As part of his commitment to student growth and preparedness for the competitive field of tourism and hospitality, he has diligently trained and mentored students across various proficiency levels.



### **Christoforos Torounidis**

Christoforos Torounidis worked as a professor assistant (Dr.Panagiotis Kassianidis Tourism and Hospitality Management ATEI Thessaloniki) after has finished his Bachelor in Tourism and Hospitality Management (ATEI Thessaloniki). During his practice semester in ATEI Thessaloniki he occupied in Food and Beverage Sector ,specifically in catering enterprises. After his practice experience, he worked as a hotel employee and travel agent . Since 2014 ,he is professor in Tourism Management and Hospitality Sector at Colleges and IEK in Thessaloniki and holds an Msc, experting in Tourism Management .Today he is professor at New York College and IEK in Thessaloniki.



## Student Testimonials



### **Winnie Kabue (2023 Alumni)**

I chose to study International Hospitality Management and definitely my choice of school matched the expectations that I had. The program was so extensive that it helped me grow as an industry professional and put me on the path of my further education and career ambitions. Other than what was taught in class, I also got an opportunity to attend various seminars, tourism events, organising career days that definitely helped shape a proper foundation in my career path. Also the free interaction between students and lecturers helped me have a better understanding of what the outside world looks like, which has definitely contributed to my being ready to face the world of hospitality courageously.

### **Estefani Carolina Estrada Viera**

I had the most incredible and thrilling experience at the New York College of Athens, and I am truly grateful. I want to extend my heartfelt thanks to our Tutors Nikos Oikonomou and Giannis Stavroulakis for their invaluable time and for creating an unforgettable learning experience. Their expertise and dedication have been instrumental in shaping my professional and personal growth. I would also like to express my gratitude to the New York College for providing me, as well as other students like myself, with an exceptional opportunity to develop in the field of International Hospitality Management from the University of Bolton. The college has given us countless lovely experiences that have transformed us into well-rounded individuals.





**NEW YORK COLLEGE**  
THE INTERNATIONAL COLLEGE OF GREECE

**The LEADING College of University Studies in Greece:**  
**The ONLY Greek College with expertise in founding**  
**and operating Private Universities in Europe!**



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