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Welcome from the Head of School of Hospitality & Tourism

Dear Students,

It is with great joy and anticipation that I welcome you to the BSc in International Hospitality Management at New York College.

You are about to embark on a transformative academic journey in one of the most dynamic and international industries in the world. The hospitality sector is not simply about service — it is about **people**, **experiences and global connection**. Our programme has been carefully crafted to reflect the realities of today's market: fast-paced, multicultural, and driven by innovation and adaptability.

Throughout your studies, you will explore the full spectrum of the industry — from hotel operations and customer experience to sustainability, technology and strategic management. More than just theory, your time here will be filled with opportunities: interactive learning in real-world labs, industry networking, internships with leading companies, and exposure to diverse professional environments.

What truly sets our School apart is the people. Our **faculty**, with rich international and local experience, are here not just to teach — but to mentor and guide you. We are committed to creating a vibrant academic culture that encourages curiosity, creativity, and the confidence to lead.

Let this be the beginning of a meaningful journey — one where you not only gain knowledge but build the mindset of the future hospitality professional. I look forward to seeing you grow, thrive, and redefine what excellence means in this industry.

Warmest regards,

Ioannis Stavroulakis

Head, School of Hospitality Course Manager, School of Business





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Hospitality & Tourism: A Global Career Landscape

In today's interconnected world, Hospitality and Tourism are not just industries — they are dynamic ecosystems that move people, shape cultures, and drive economies. With over 1 in 10 jobs globally connected to tourism-related activities, pursuing a career in this sector means stepping into a world of opportunities that transcends borders, languages, and traditions.

At its core, Hospitality is the art of making people feel welcome — and Tourism is the journey that brings them to your door. Together, they create experiences that define memories and build bridges between cultures. For students who choose to study in this field, the rewards go far beyond academic achievement; they gain access to an international passport to careers filled with creativity, cultural immersion, and personal growth.

Modern Hospitality & Tourism studies equip students with more than just operational know-how. The programs dive into strategic business administration, sustainability, digital transformation, and service innovation — all essential for thriving in a competitive global market. Students learn how to manage diverse teams, implement smart technologies, understand guest psychology, and lead organizations with vision and responsibility.

The value of soft skills — such as communication, empathy, adaptability, and problem-solving — is just as crucial. In an industry that is inherently people-centric, the ability to connect and respond with agility is what distinguishes a great professional from a good one.

At New York College, the School of Hospitality & Tourism embraces this global mindset. Through practical labs, hands-on training, international partnerships, and curated career events, students receive not just an education, but a launchpad for an international career. From luxury resorts in the Mediterranean and boutique hotels in Paris to event companies in Dubai and cruise lines in the Caribbean, NYC graduates are prepared to make an impact anywhere.

What makes this industry so unique is its capacity for reinvention. In the post-pandemic era, tourism is being reimagined with sustainability, digital personalization, and wellness at its heart. For aspiring professionals, this means they don't just join an industry — they shape its future.

So, whether your dream is to manage a five-star hotel, design authentic travel experiences, or launch your own innovative hospitality brand, one thing is certain: the world is your workplace — and your journey starts here.







University of Greater Manchester

The public British **University of Greater Manchester** (known until 2024 as the University of Bolton) has a long history and strong commitment to the provision of high-quality education. It was founded in 1824 as Bolton Mechanics' Institute, one of the first educational institutions in Great Britain. The University of Greater Manchester has managed to stand out for the quality of its teaching. The Times and Sunday Times Good University

Guide 2023 ranks it first in North West England for teaching quality, the Complete University Guide 2024 ranks it first in student satisfaction, while the University held the 30th position according to the Guardian's 2024 ranking list of British Universities. Recently, the BBC highlighted the University of Greater Manchester as a model for the Universities of Britain regarding its operating standards for student safety during the Covid-19 pandemic, and the British Minister of Education Michelle Donelan, from the podium of the House of Commons, referred to the "amazing work the University is doing."

New York College has a franchise agreement in accordance with the legislation of the Greek Ministry of Education, and the degree you will receive at the end of your studies is awarded by the University itself.



BSc (Hons) International Hospitality Management

University of Greater Manchester

a career that blends international travel, creativity, leadership, and people-first values, then the BSc (Hons) in International Hospitality

Management at New York College is your ideal starting point.

If you dream of This dynamic program is designed to equip you with both specialized and versatile business knowledge, combining academic excellence with hands-on learning that mirrors real-world hospitality environments. From day one, you'll engage with the full spectrum of hospitality operations, including Food & Beverage, Gastronomy, and Front Office Reception, through carefully designed simulation labs that replicate actual hotel functions.

What You'll Learn

Our curriculum is built on internationally recognized hospitality practices and modern business principles. You will explore key topics such as:

- Hospitality Operations & Marketing
- Sustainability & Innovation in Tourism
- International Human Resource Management
- Finance for Service Industries
- Contemporary Global Hospitality Trends

What sets this course apart is its holistic approach combining theory, case studies, practical simulations, real-life exposure through hybrid teaching methods. You won't just learn how the industry works you'll experience it.

Turn your passion for people

into a global career

New York College: Proud Member of SETE & the Institute of Hospitality

Connecting Education with the Heart of the Hospitality Industry

At New York College, we firmly believe that **true hospitality education** goes beyond books and
classrooms — it thrives through **active engagement**with the industry itself.

That's why we are proud to be an official member of both SETE (the Association of Greek Tourism Enterprises) and the globally recognized Institute of Hospitality (IoH).

These affiliations are not just symbolic; they are a reflection of our deep commitment to quality, relevance, and international standards.

Membership in such prestigious organizations provides **tangible value** for our students:

- Enhanced employability through recognized affiliations
- Opportunities to participate in real industry forums and assemblies
- Access to professional networks that go far beyond graduation
- A curriculum that reflects the real-world needs of both local and global employers

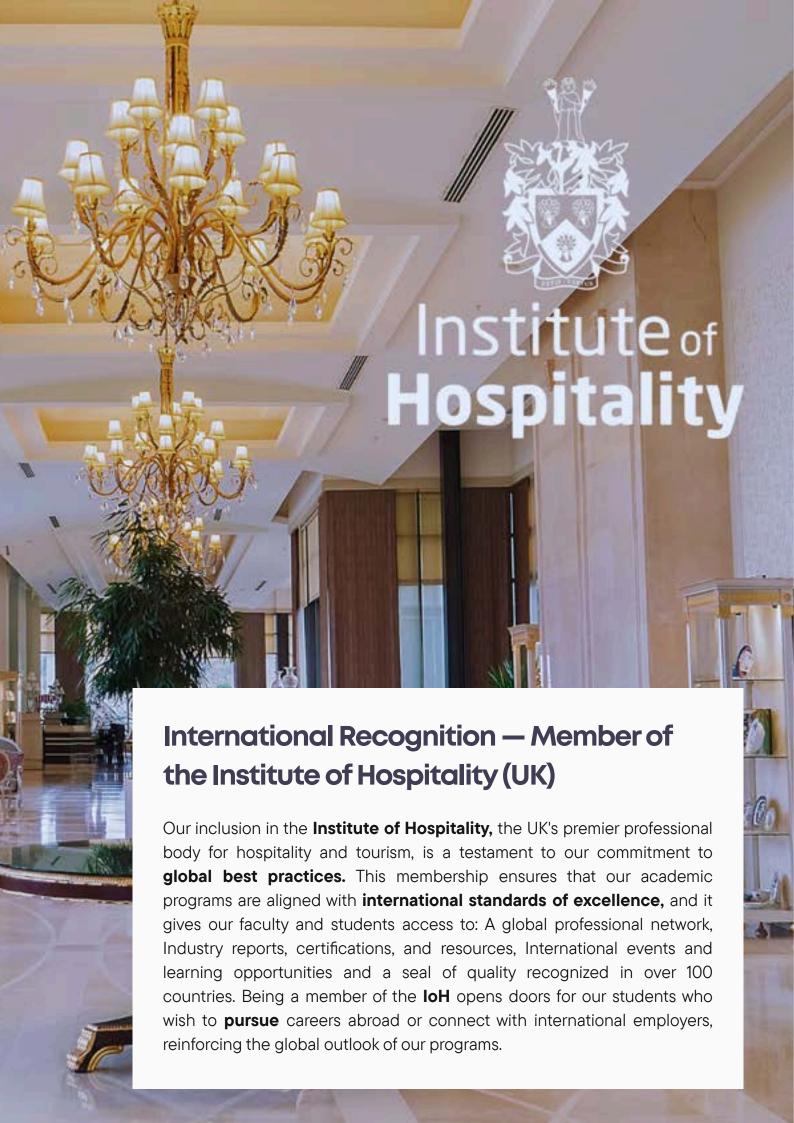
At New York College, we don't just educate future professionals — we place them in the center of the industry they aspire to lead.

Being part of **SETE** and the Institute of Hospitality means that we are part of the dialogue, part of the progress, and part of the future of global hospitality.











Hands-On Experience: F&B Lab, Hotel Software & Simulations

At the heart of your training are our Carefully Designed Simulation Labs — your launchpad into the real world of hospitality. In our fully equipped **F&B Lab**, students take part in **Restaurant Simulation Exercises**, assuming real roles (from service to management) and running a virtual hospitality business under real conditions. You'll also gain **hands-on experience** with **industry-standard Hotel Software** (Property Management Systems - PMS), learning how to manage front office operations, reservations, guest profiles, billing, and analytics — exactly as it's done in 4* and 5* hotels worldwide. Through **simulation games**, you'll face realistic challenges in hospitality decision-making, refining your communication, leadership and customer experience strategies.



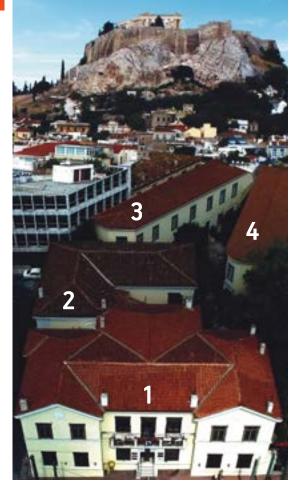


New York College students benefit from a unique privilege: They study at the NYC Athens Campus, the only multibuilding educational complex in the heart of Athens, whose history spans three centuries (19th-21st).

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).





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.









Career Launchpad Where education meets opportunity

At New York College, we believe that academic excellence should be directly connected to the real world. That's why our **BSc in International Hospitality Management** doesn't stop at the classroom — it opens doors to leading hotels, resorts, and hospitality brands across Greece and abroad. Through our vast professional network, we ensure that every student is offered **tailored internship opportunities** aligned with their unique career aspirations. These internships are not only a chance to apply what you've learned — they're often the beginning of your professional journey.

Strong Industry Connections

Our students benefit from exclusive access to some of the most prestigious and dynamic organizations in the hospitality sector, including:

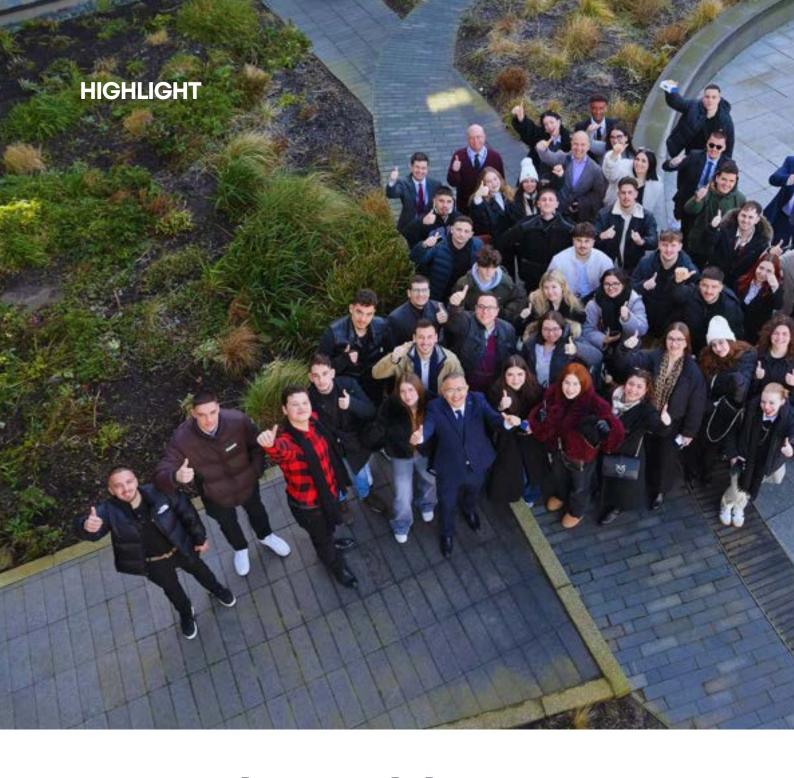
- The Margi Hotel (Boutique Luxury, Athens Riviera)
- Grecotel Hotels & Resorts (One of Greece's most iconic hospitality brands)
- Elivi Hotel, Skiathos (Luxury beachfront resort in the Sporades)
- IKOS/SANI Resorts (All-inclusive luxury resorts with a global footprint)
- Celestyal Cruises (Leading cruise line in the Eastern Mediterranean)
- TUI Hellas (Part of Europe's largest tourism group)
- **Costa Navarino** (Sustainable luxury resort in the Peloponnese)
- Athenaeum InterContinental Athens (5-star global hospitality brand)
- Cava OAK (Premium retail & yacht catering services)
- Milos Restaurants (Fine dining brand with locations in Athens, London, New York, Las Vegas, Miami, Dubai & more)
- **SWOT Hospitality Group** (Management company behind top Greek hotel brands)

Career Development in Action

As part of their academic journey, our students actively participate in:

- Career Days featuring direct interviews and job-matching with top employers
- On-site inspections and guided tours at hotels and tourism businesses
- Exclusive company presentations that offer real insight into the industry
- Networking events and alumni panels, helping students make valuable career connections

Many of these experiences evolve into immediate employment offers upon graduation, making your studies a seamless gateway into the professional world.



Educational Visit to the University of Greater Manchester

February 2025 | A Journey of Academic Synergy

SCHOOL OF HOSPITALITY & TOURISM

In February 2025, a select group of students and academic staff from New York College had the opportunity to visit the prestigious **University of Greater Manchester** (formerly known as the University of Bolton), located in the heart of Northern England. This visit marked a significant milestone in strengthening the **academic and cultural collaboration** between the two institutions.

The University of Greater Manchester, ranked among the **Top 30 universities in the UK** according to The Guardian University Guide, welcomed the NYC delegation with warmth, professionalism, and a shared vision of excellence in higher education.





A Day of Learning, Exchange & Inspiration

The visit included:

- A **guided campus tour** of the university's state-of-the-art facilities, including its renowned Hospitality Management Simulation Suites
- A roundtable discussion with senior faculty members on the future of international hospitality education
- Participation in an interactive guest lecture on Sustainable Tourism and Global Hospitality Leadership
- **Networking** with undergraduate and postgraduate students from across the UK and abroad

Students from NYC had the chance to ask questions, share their academic experiences, and explore the opportunities for further studies and exchange programs in Greater Manchester.



Strengthening International Academic Ties

As part of the long-standing partnership between the two institutions, the visit reaffirmed NYC's commitment to **global education pathways.** With aligned curricula, quality assurance systems, and shared values, students from New York College benefit from access to an internationally recognized degree awarded by a university that combines **British academic tradition with real-world orientation.**

Industry Interaction Activities

At the School of Hospitality & Tourism at New York College, learning goes far beyond the classroom. Our students are constantly exposed to the vibrant heart of the hospitality industry through a wide range of curated **field visits**, **networking opportunities**, **and experiential activities**. These real-world interactions empower students to engage with top professionals, explore different career paths, and build a competitive professional profile before graduation.



HORECA Exhibition Visit

Every year, our students attend HORECA, Greece's leading hospitality exhibition, at the Metropolitan Expo. Guided by Head of School Mr. loannis Stavroulakis, they meet hoteliers, wine producers, F&B suppliers, and key players in hospitality equipment and supply chain management. The event is an ideal platform for learning, networking, and discovering the latest trends and technologies in the industry.



Field Trip to New Hotel Athens (YES! Hotels)

During the Reading Week of the spring semester, students visited the New Hotel in Athens, a design-forward member of YES! Hotels Group. Led by Mr. Stavroulakis students explored the hotel's rooms, F&B outlets, and event spaces, engaging in in-depth discussions with management on real hotel operations and career opportunities within boutique hospitality.



Airport Catering Tour at "Air Canteen"

During the Reading Week of the spring semester, students visited the New Hotel in Athens, a design-forward member of YES! Hotels Group. Led by Mr. Stavroulakis students explored the hotel's rooms, F&B outlets, and event spaces, engaging in in-depth discussions with management on real hotel operations and career opportunities within boutique hospitality.



SETE General Assembly – A Stage for Young Leaders

Students took an active role at the General Assembly of SETE (Greek Tourism Confederation), supporting operations and participating in panel discussions, debates, and brainstorming sessions with national tourism leaders. Their presence reflected the school's strong ties to industry governance and the students' passion for shaping the future of Greek tourism. It was a standout moment for them to share their ideas and demonstrate their leadership on a national stage.



Visit to TUI Hellas - Europe's Leading Tour Operator

A visit to TUI Hellas, Europe's largest tourism group, allowed students to connect directly with top executives such as Mr. Dimitris Bekou, an NYC alumnus now leading operations across multiple countries. The session included career talks, Q&As, and networking, offering real insight into global career mobility and the inner workings of a multinational tour operator.



Moxy Athens City (Marriott International)

Students of the BSc (Hons) program had the opportunity to explore the operations of the stylish Moxy Athens City, managed by SWOT Hospitality, a key partner of the School. The visit highlighted how design, entertainment, and lifestyle branding converge in modern urban hospitality. It was a hands-on experience with the Marriott culture and operational model.



Educational Visit to Celestyal Discovery Cruise Ship

As part of New York College's commitment to experiential learning, students from the BSc International Shipping and BSc International Hospitality Management programs had the unique opportunity to visit the Celestyal Discovery cruise ship — a truly immersive experience into the exciting world of cruise tourism and maritime operations.

Accompanied by Ms. Kelley Galloway, Head of Business Programs, and Ms. Anna Stefani Siettou, Academic Coordinator, students enjoyed a day filled with insight, inspiration, and real-world exploration.



Conference Presentation – Sport Tourism Conference 2024

Organized by sporttourism.gr

At the highly acclaimed Sport Tourism Conference 2024, organized by <u>sporttourism.gr</u>, loannis Stavroulakis, Head of the School of Hospitality & Tourism at New York College, participated as an invited key note speaker, contributing valuable insight to one of the most rapidly developing sectors of modern tourism.

The conference, which serves as a national hub for dialogue on sport tourism, brings together industry leaders, hoteliers, academics, and institutional stakeholders, aiming to highlight the intersection between sports, tourism, and destination development.

Mr. Stavroulakis delivered a presentation entitled:

"The Role of Staff Training in Hotels with Sports Facilities: Creating Value through Expertise"

His session focused on the strategic importance of specialized training for hospitality personnel working in properties with sports and wellness infrastructure. Through case studies, academic research, and international best practices, he outlined how the development of human capital enhances guest satisfaction, brand loyalty, and operational competitiveness, particularly within the growing segment of sport tourism. Drawing from the Greek and international hospitality context, Mr. Stavroulakis emphasized that people are the true differentiating factor in delivering high-quality, personalized sport tourism experiences — making investment in staff training not just beneficial, but essential.



Tourism & Hospitality Today: A New Era of Experience, Innovation & Responsibility

By John Stavroulakis, Head of School of Hospitality & Tourism- New York College

The global tourism and hospitality industry is undergoing a remarkable transformation - one that redefines not only how we travel and stay, but how we connect, create, and care. What was once seen as a sector rooted in tradition is now at the forefront of innovation, personalization, and sustainability. As educators, professionals, and future leaders, we must understand that hospitality today is not simply about service — it is about meaningful experiences and responsible impact.

Today's traveler is no longer just a consumer of destinations; they are seekers of authenticity. They crave more than amenities — they seek storytelling, culture, and connection. This fundamental shift demands hospitality professionals who are empathetic, culturally aware, and technologically fluent. Our graduates must be equipped to deliver curated experiences that honor local identity while exceeding global expectations.

In this evolving landscape, the future of hospitality requires far more than operational knowledge. It calls for strategic thinking in rapidly changing environments, digital fluency across platforms including PMS systems and data interpretation, and a deep awareness of sustainability — from minimizing food waste to optimizing energy use. Equally essential are the soft skills: leadership, adaptability, and cross-cultural communication. At New York College, our curriculum responds to these demands with dynamic updates, simulation labs, immersive internships, and direct industry exposure through visits, networking, and case-based learning.

More than ever, hospitality professionals are called to be change-makers. Beyond offering exceptional service, they have the power - and the responsibility - to shape sustainable futures. From prioritizing local supply chains to embracing eco-technologies, our impact is measured not only by the quality of our service, but by our ethics, inclusivity, and environmental footprint.

As Head of the School of Hospitality & Tourism, I believe that education must reflect the industry it supports. This is why we provide our students with direct engagement with global hospitality brands, exposure to real hotel operations, interactive and scenario-based learning, and faculty who bring both academic rigor and professional insight. Our strategic collaborations with organizations such as **EETE** and the Institute of Hospitality (UK) further enrich the learning journey. We don't just prepare students to enter the industry — we prepare them to lead it.

Hospitality is more than business — it is culture, it is people, it is experience. In an era where the world yearns for meaningful connection, our role becomes not only more complex, but more vital. Let us teach not only how to serve, but why we serve. Because when hospitality is driven by intention, integrity, and innovation, it doesn't just welcome the guest — it transforms the world.





Student Testimonials

"Choosing to study International Hospitality Management at New York College was the right decision — it truly met and exceeded my expectations. The program was comprehensive, helping me grow both as a student and as a future industry professional. It laid the foundation for my career path and opened the door to further academic and professional opportunities. Beyond the classroom, I had the chance to attend seminars, tourism events, and even help organize career days — experiences that gave me real insight into the industry. What stood out most was the open, supportive interaction between students and lecturers, which helped me understand the realities of the hospitality world and gave me the confidence to face it head-on."

Winnie Kabue

Graduate, BSc (Hons) International Hospitality Management

"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."

Estefani Carolina Estrada Viera

Graduate, BSc (Hons) International Hospitality Management

"My time at New York College was truly transformative. The program struck the perfect balance between academic depth and hands-on industry experience. From immersive simulation labs to exclusive visits at leading hotels, every moment felt relevant, real, and inspiring. The faculty were not only knowledgeable and supportive, but genuinely invested in our growth — both as students and as future professionals. I graduated not just with a degree, but with confidence, clarity of purpose, and a network that continues to support me."

Evi Morogianni

Graduate, BSc (Hons) International Hospitality Management

"Studying at New York College has been a journey of growth, challenge, and constant inspiration. Through insightful guest lectures and eye-opening field visits, I gained a real understanding of the hospitality industry. But what truly sets this program apart is its people — professors who genuinely care and motivate you to reach your potential, and classmates who turn into a supportive team. I leave this experience feeling confident, capable, and ready for what's next."

Stamatia Lazarou

Graduate, BSc (Hons) International Hospitality Management

"What I valued most at New York College was the strong practical foundation it provided. From hands-on experience in the F&B Lab to training on industry-standard hospitality software and an internship at a luxury property — every element was meaningful and career-focused. Today, as I manage operations at a 5-star resort, I still apply what I learned at NYC every single day. This program doesn't just prepare you for the industry — it connects you directly to it."

Alexandros Gennadios

Graduate, BSc (Hons) International Hospitality Management



Faculty

At the heart of the BSc in International Hospitality Management lies a team of distinguished faculty members — **professionals with decades of experience in both academia and the global hospitality industry.** Their diverse backgrounds, practical expertise, and teaching philosophies are what bring the program to life and bridge theory with real-world application.



John Stavroulakis - Head of School of Tourism & Hospitality

A seasoned professional in Entrepreneurship, Creativity & Revenue Management, John brings a rich gastronomic and entrepreneurial background. From consulting top venues in Greece and abroad to training professionals and managing restaurant operations, he is known for blending theory with practice. His strong industry network fuels the program's field visits, guest lectures, and professional simulations, giving students hands-on exposure to the world of hospitality.



Michail G. Bakiris - Lecturer in Marketing & Hospitality Perspectives

Owner of a prestigious 5-star hotel in Rhodes and former Marketing Director of HEBA, Michail delivers a powerful blend of theory and hospitality leadership. With an MBA from Northeastern University and university-level teaching across Europe, he is renowned for his enthusiastic teaching style and strategic thinking.



Nikos Oikonomou - Lecturer in Tourism Operations & Sustainability

With 20+ years in travel, hospitality and academia, Nikos combines his MBA from the University of Bolton with experience in IT, distribution channels, and sustainability. Through practical sessions, real-life projects, and dissertation supervision, he prepares students for the realities of a changing industry.



Penny Vlagos - Lecturer in Human Resource Management

An NYC faculty member since 1999, Penny brings international HR experience from both the United States and Greece. With an MBA from Loyola University Chicago, she offers deep insights into multinational people management. Her classes are vibrant, engaging, and aligned with current trends — often enhanced by guest sessions with top HR professionals and alumni.



Angelos Sofronis - Lecturer in Sustainability & Business Management

Founder of Fitness in Greece and holder of a Master's degree in Tourism Economics & Management, Angelos specializes in business sustainability, combining his teaching role with experience in wellness tourism and seminar training across Europe.



Manos Tsigkakos - Lecturer in Hotel Operations & Leadership

With academic credentials from Bournemouth University and frontline experience in foodservice and hotel operations, Manos leads by example. Currently HR & Business Unit Manager at Lamway Hotel Management Group, he brings students face-to-face with the modern challenges and leadership demands of hospitality businesses.





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