



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE

SCHOOL OF HOSPITALITY & TOURISM

Studying International Hospitality & Tourism in Greece
Your best choice towards personal success!



Featured in this edition:

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Welcome from the Course Manager

"An innovative school offering a wholistic approach in educating students towards acquiring a broad knowledge in the fields of hospitality and tourism!"



Nikos Oikonomou
Course Manager Hospitality
and Tourism Department

The Department of Tourism and Hospitality at New York College is an innovative school which offers a wholistic approach in educating our students towards acquiring a broad knowledge in the fields of hospitality and tourism. Through our collaboration with the British and awarded University of Bolton, our students are given the opportunity to receive high-level international education in the fields of managing hospitality and tourism enterprises.

Our teachers have a wide range of backgrounds from academic fields with a strong focus on industry practices from various disciplines. New York College offers an innovative Bachelor degree in International

Hospitality Management with a focus on Hotel Management. We provide to our students a multitude of personal and professional skills that will help them adapt and prosper in the demanding and changing world of today. Our teaching methods include a wide range of tools such as traditional teaching, discussions and case studies, internships, site inspection visits, visits in international exhibitions and practical skills assessments. We welcome students from various cultural and personal backgrounds offering the latest and most innovative environment to enhance the teaching experience though theory and practice. In this newsletter you will find news and interesting facts about our department and for this fast-evolving industry.



Hospitality and Tourism Degrees offered in New York College



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The School of Hospitality and Tourism at New York College, in academic cooperation with the UK's state University of Bolton, offers the necessary skills so that after their studies, graduates can secure a position in the rapidly growing sector of tourism and hospitality professions.

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** has its roots in one of the first engineering training institutions in Britain in 1824. The University's long-standing, centuries-old and multi-dimensional links with Industry, enable it to offer a large number of professionally recognized programs accredited by the relevant professional bodies.

TOP PERFORMANCE OF THE UNIVERSITY OF BOLTON

in the British Universities ranking, according to the Guardian for 2022.

► IN THE 50 BEST UNIVERSITIES IN THE UK!

Following last year's spectacular upgrade of the **UNIVERSITY OF BOLTON** as one of Britain's **50 best universities** in the last academic year (2020-2021), the Guardian has further upgraded its ranking in Britain: According to the **Guardian** (Best UK Universities 2022 - rankings), the UNIVERSITY OF BOLTON was **ranked 12th among all UK Universities** in terms of student satisfaction with teaching standards (satisfied with teachers) and, in addition, in terms of the overall ranking (Guardian score), it was upgraded by 4 places to **46th among all UK Universities** for 2021-2022.

THE UNIVERSITY'S TEACHING QUALITY IS HIGHLY RATED BY THE BRITISH GOVERNMENT'S QUALITY CONTROL COMMISSION.



Modern Campus

in the town of Bolton,
a city close to Manchester
and Liverpool.

BSc Hons international Hospitality Management

The BSc Hons International Hospitality Management:

- Incorporates both subject-specific and generic business modules and reflects international hospitality industry practices in a vocationally orientated course as well as providing an international focus to the study of hospitality management and placing emphasis on a critical analysis of international hospitality as an activity.
- 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.



Internships and 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 organised in its campuses.

Especially for hospitality, the 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.



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Hospitality students are offered to work at least once during their program of studies as interns in various reputable hospitality organisations in Greece. New York College arranges presentations from employers that explain to our students the benefits of working in the industry and specifically in their companies and display various positions available that students can be employed for their internship period.

Internships mostly last for four months on full time basis where students get the first experience in working in a dynamic hospitality environment. With these internships our students create their first working skills and increase their employability by having a valuable work experience to be added in their CVs before they graduate.

A good number of them have started their hospitality careers in the same hospitality organisations that they have done their internship after they graduate. With these programs New York College students have the competitive edge when applying for hospitality jobs and a good chance for fast advancement in their career paths.



A selection of companies working with New York College

With 90% of our graduates being employed in the first semester after completing their studies, thanks to New York College's extended professional network in the labor market, professional rehabilitation is not a theory, but an objective fact!





Faculty members



Nikos Oikonomou, Head of School of Tourism and Hospitality

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 leads the tourism and hospitality degrees for New York College by managing the student experience from multiple perspectives. 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.



John Stavroulakis

John holds a Bachelor's degree from the Advanced School of Tourism Management in Greece and he has a diverse experience in Food and Beverage Management and a variety of gastronomic background along his career. He has worked as a consultant for Greek and abroad venues, he is a wine & spirits connoisseur, event planner & trainer. John has also been an entrepreneur for an innovative beverage venture and has worked in various positions such as food and beverage management, restaurant and bar management, event management and he has also trained and educated various levels of students and professionals. Always with a smile and ready to share his experiences with our students, Ioannis is directing his teaching experience with creativity, open communication and openness to new experiences by both applying theory and using his connections for multiple visit experiences in Food and Beverage outlets as well as inviting professionals to speak in his classes.



Jenny Pavlakou

Jenny, a PhD in Marketing and Communication, holds a variety of postgraduate degrees and certificates with a focus on Marketing and has multiple skills such as Business Planning, Coaching, Entrepreneurship, Educational Technology, and Team Building. Jenny is an experienced marketing director and holds the position of the brand and marketing manager for New York College. Her long and diverse background is applied into teaching and mentoring our students for the tourism and hospitality industry with a focus on Special Event Management. Jenny brings her vast experience to showcase this large, diverse and creative tourism sector by using theory and a variety of real-life case studies from small events like a wedding to the planning and marketing of huge events such as Olympic Games or large global conferences. She has a true love for academia, learning and teaching, marketing and tourism and uses this love to make students flourish. Jenny constantly stays up-to-date with future trends in all sectors so that students can enjoy the latest news in the field.



Dr. Kostas Kalachanis

Kostas graduated from the Department of Philosophy-Pedagogics & Psychology of the National and Kapodistrian University of Athens. In 2011 he was awarded a Phd in Philosophy with the thesis "On the paradigm and the icon in the work of John Philoponus". He also holds a Master's degree in "Environment and Health, Management of Environmental Issues with Health Implications" from the Medical School of the University of Athens. Kostas has taught various subjects from different disciplines and he was a research associate at the section of Astrophysics-Astronomy & Mechanics Department of the Faculty of Physics of the University of Athens. His research interests include various subjects including History and Philosophy of Science and Astronomy, Ancient Greek and Byzantine Philosophy, the evolution of Cosmology, as well as the environmental impact on human health. He has published more than 100 scientific articles in peer-reviewed Greek and international scientific journals, as well as in conference proceedings. He is the Secretary General of the International Scientific Society of Ancient Greek Philosophy and is also a member of the Union of Greek Physicists. Kostas presents to the hospitality students his love for research and the academic aspects in researching tourism and hospitality in today's world.



Penny Vlagos

Penny has been teaching at NYC since 1999 specializing in Human Resource Management and Organizational Behaviour. Through her professional experience in a multinational organisation in the Human Resource Department, she is able to pass on to students actual examples from working in both the US and Greece. With a Bachelor's degree in International Business and an MBA from Loyola University Chicago, she has a wealth of knowledge related to business subjects. Penny also frequently invites professionals from HRM and NYC Alumni to speak in her classes. Students greatly enjoy her lively teaching style, enthusiasm for course material and approachable manner. Penny is presenting to hospitality students various perspectives about the global tourism industry, various cultural challenges for working in a global environment and tourism and hospitality multinationals always with an eye into the future of managing people in a global context.



Vicky Grigoriadou

Vicky brings a vast background in marketing with more than two decades of consumer and market research focused experience in Big Data, Analytics, AI and Cloud Technologies which transform data into strategic insights. Vicky has used her transformational leadership abilities maintaining a strategic focus towards team development, client and partner development, marketing and technical innovation. She has been the managing director of leading and global marketing firm, and she has also been a strategic business intelligence consultant for a Greek large firm. Vicky applies her field experience in class to show to students the strategic aspects of marketing in the hospitality and tourism industries both by using theory and by bringing examples from real life case studies. Vicky holds Bachelor's and Masters degrees in psychology which has assisted her to understand people and consumer behaviour and then apply it into people leadership and marketing.



Nikos Oikonomakis

Nikos holds Bachelors' degrees in Aviation Science & Technology and in International and European Studies from Panteion University and an MBA from University of Maastricht. He has also obtained various certifications in the Project Management field from reputable institutions. Nikos has been an Operations Officer for NATO AWACS, a responsibility position in a Flying Squadron, like the Deputy Commander, and he has a great experience in international negotiations between governments (G2G) and large multinationals for contracts and agreements with high monetary value. He has an over 10 years' experience in global and multicultural environments. He has a love for teaching and he is delivering a variety of lectures in International Business Management, Project Management, Marketing and Finance. Nikos delivers his knowledge to the tourism and hospitality students by introducing the main concepts of contemporary marketing and how these are applied to the hospitality and tourism industries of today.

Extracurricular Activities

A photograph of three young adults sitting on a modern staircase with glass railings. A woman on the left is holding a red smartphone, and a man in the middle is looking at it. A woman on the right is smiling and looking towards the other two. They are all dressed in casual, contemporary clothing.

The Hospitality and Tourism school has a broad range and variety of activities that happen inside and outside the college premises. Sadly, the constraints due to covid-19 has restricted some of the activities that were planned between 2020 and 2022, nevertheless, in the circumstances that the measures against the pandemic were relaxed, students got the chance to enjoy various experiences.

Visit in 100% Hotel Show – November 2021



Our Hospitality and Tourism students had the interesting experience to visit with their course manager the exhibition **100% Hotel Show** in a Major Exhibition center (MEC Paianias). Students got the chance to visit various stands from a diverse selection of companies and speak with the professionals about their products and how they work with hotel companies. They collected material and content as well as they had short meetings with construction companies, hotel software solutions, tourism and hospitality media, hotel multisensory marketing agencies, internal and external decoration businesses including landscaping and many more. Students' comments included that they experienced a completely different world of hospitality, mainly connected to building and marketing of hospitality companies, which made them to greatly appreciate the broader world of tourism and hospitality.

Visit in Athens International Tourism Exhibition – November 2021



Our students from the school of Hospitality and Tourism enjoyed this special occasion of an international exhibition visiting the neighborhood of our Athens campus in the beautiful premises of Zappeion Megaron. Students had the unique experience to witness B2B meetings between tourism, transport, cruising and hospitality providers and international buyers from various travel agent and tour operator sectors and from a diverse selection of countries and geographical regions of the world. They had the opportunity to visit stands, collect material and discuss with a variety of providers such as airline companies, cruise companies, transport and transfer providers, travel agents, event organisers, destination management companies, hotel chains as well as national and regional tourism offices.

Webinars and meetings with hotel chains

A number of hotel chains presented their companies and their hotels to our students through online presentations to discuss about their products, the services offered, their destinations and the experience that the guests receive in their hotels.

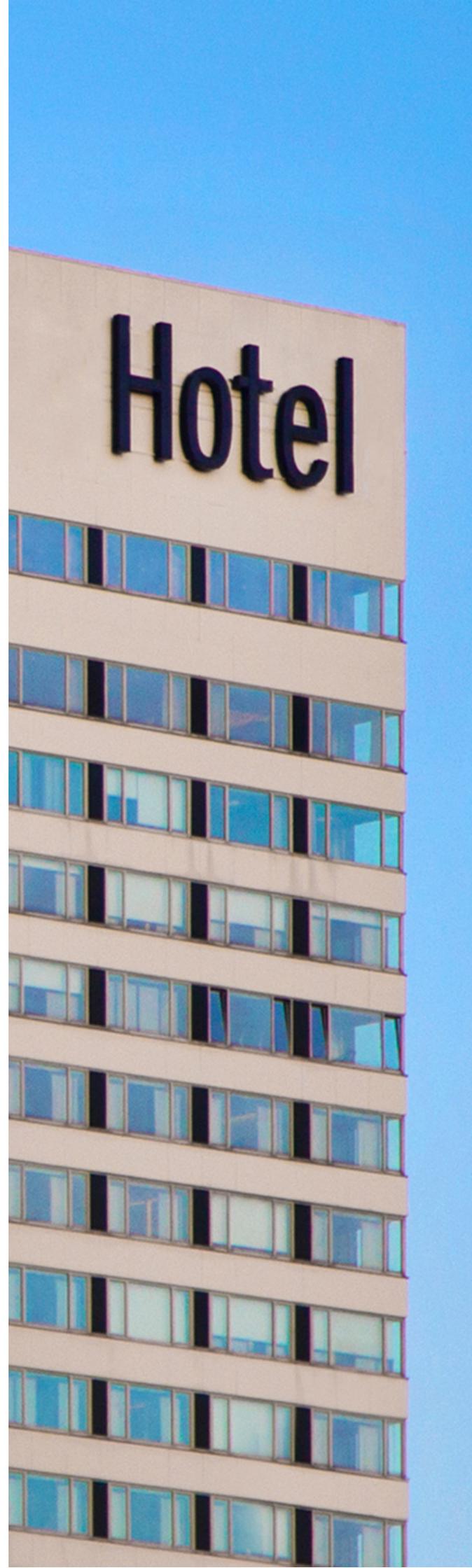
They provided our students with valuable information about the diverse career opportunities that hospitality students have after their graduation as well as internship opportunities as part of their programme of studies.

Students had the opportunity to meet the human resource managers of the hotel chains and get to know the procedure of being selected as an intern for a summer internship program, the training and development programs and other important features of these programs and they have enhanced their employability skills for future engagements with employers.

Some of these chains kept contact with our students and they agreed for summer placements in various hotels around Greece resulting in strengthening students' work experience and their employability advantages for management positions in the future.



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Reading week and other seminars

University of Bolton students take part in seminars in various time periods as well as during their reading weeks which happen twice per year, almost halfway of each term where normal classes do not run. Apart from various general seminars directed towards enhancing student academic skills and informative presentations about the various systems and programs that are offered for all our students, the school of hospitality and tourism students got the chance to get special seminars from internal and external visitors. These seminars were done in an interactive way where students could engage and speak about their concerns, express their opinions in different matters and participate in different discussions.

Topics included the general condition of the hospitality and tourism industry, covid-19 challenges, employability and career paths in the sectors of tourism and hospitality, acting ethically in the tourism world of today, thinking positively towards a successful life and career and more.

Moreover, special interest seminars are conducted for their field of studies such as food and beverage, international gastronomy and others. Students enjoy the interaction and the benefits that these seminars offer towards strengthening their soft skills, their way of thinking and the broadening of their horizons both educationally and practically.

Special visit from Mr. Panagiotis Paschalidis, Wine Expert. Students got the chance to experience the world of wines and learn various aspects on this interesting and “tasty” sector: History, making of, wine varieties, what a label can tell us and much more. They also got the chance to take part in the science of wines tasting.



Visit of our students in one of "World's 50 Best Bars" The Clumsies.

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.







Travel, tourism and hospitality are words that define some great global industries offering unique experiences and unforgettable memories to their customers. The people working for these industries strive to create these “products” for their customers in the form of an experience that stays as a positive force for improving the wellbeing of the travelers, tourists and guests as well as helping them develop and cultivate their inner self by exploring our world. Tourism has the capability to be a force for good and one of its main attributes is to make people happy. Above all tourism is a happy industry!

WORKING IN HOSPITALITY.

Employment gaps, the pandemic and a great opportunity for new career paths.

By Nikos Oikonomou,
Course Manager,
Hospitality and
Tourism Department

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Hospitality and Tourism Department

What it needs to stay in the minds of the owners, managers, employees, educators and other stakeholders of the tourism and hospitality industries is that people working in tourism and hospitality are actually a major and crucial part of the actual product: the very experiences lived in the explored destinations, and the unforgettable memories staying in our guests' minds after they return home. You may have beautiful hotel buildings and fixtures, but it is the personal service and the customer experiences delivered by humans that make a hospitality and tourism service to stand out. As Kotler (2014) puts it, "employees are the heart and soul of any hospitality organization".

The pandemic has created a massive shock to these great industries and to the multiple sectors of economy that connect directly and indirectly with tourism and hospitality. A great number of businesses and people have been left out of work and there are signs that a considerably large portion of hospitality workers do not wish to return for employment in their sector. In a study in America 60% of job seekers do not consider working in a restaurant, bar, hotel or other hospitality job and 38% of former hospitality workers do not wish to return to hospitality (Joblist.com, 2021). This has created a large employment gap for hospitality businesses around the world and it is also evident in Europe and in high developed countries such as Germany (Sullivan, DW.com, 2021). Despite these facts, Europe is by far the largest tourism region in the world accounting for over 50% of international arrivals in 2019 (UNWTO, 2020) and one of the major employers, especially for the young population that suffers the largest unemployment rates in the continent (Hoterec, 2020).

While we can look into these facts as some gloomy news for the industry, there is strong evidence that this crisis and turbulence creates some great new opportunities for the people that their heart is in hospitality and especially for the young and newcomers. Just by speaking to Greek hoteliers for internship and career opportunities, it is felt that this gap has opened the road for some new job openings and career paths that can lead to faster advancement into mid and higher management positions in hospitality. On the other hand, global chains are emphasizing in their strategies the need for developing their employees: Thrive with Hilton, IHG Academy Programme, Talent Empowerment (Accor), Putting People First (Marriott). Despite the negative forces that surround the world, the hotel industry players plan for many new hotel openings in Greece and around the world. These global players are massively entering not only our local market but also regional and global ones and continuously adding new positions and employment opportunities for some great career paths.

This is a global recognition that people are the epicenter, the heart and the soul of hospitality and tourism and they are the crucial element of the hospitality product. These facts converge in creating a driving force for some great new opportunities for the students that will graduate from tourism and hospitality degrees nowadays. There is clearly a sign for a great recovery for the tourism and hospitality industries. For the newcomers, who have a passion to make other people happy and contribute to this global exploration and self-improvement through travel, the future is bright.

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SUCCESS STORIES OF OUR GRADUATES

Most of our graduates find jobs straight away after the end of the classes of their final years, even before their actual graduation!

All positions are in reputable and high-class properties and in hospitality and tourism organizations around Greece and beyond. Employers are recognizing the high value earned from a university degree studied at New York College and the work experience our students obtain from their internship programs. Below are some of our students that have secured positions this year. They are just some of our -New York College's School of Hospitality and Tourism- Success Stories:





Kristaldo Gjegjaj

Kristaldo has secured an upgraded position to one of the properties of New York College's cooperating companies "Kanava SA" following the internship he completed the previous year in the same company. With the skills he acquired he is now able to handle more complex tasks for the best attention of the guests to the high-profile properties of the hospitality group!

Konstantinos Navrozidis

Konstantinos is working in the top luxury resort in the Athens Riviera in the F&B department after completing one of the hardest interviews and impressing the HR department as well as his immediate managers!



Magdalini Periali

Magdalini is working in a tour operator that was introduced to her through the college's networking with various tourism and hospitality businesses. Magdalini is a high performer and has managed to be involved in a negotiations position that connects her company with various hospitality products!



Sofia Zeimpekidou

Sofia has also managed to beat one of the hardest interviews and get a position in the top luxury resort in the Athens Riviera in the F&B department. Sofia has improved massively her performance over the last years and got the skills needed to secure a great career progression!



Thodoris Kordits

Thodoris is working in the customer service field by attending high profile guests in luxury villas in Mykonos and other locations in Greece. With his great communication skills and his problem-solving abilities he is now managing to take care of complex guest requests and problems!





Angeliki Spiliotis
Alumna 2009



Pangea

Founder and Owner
Pangea Luxury Villas



Michelle Angelie
Alumna 2014



Sales Manager
Basil & Elise Goulandris Foundation

SUCCESS STORIES



Stefania - Maria Tsiftsi
Alumna 2015



Reservations Manager
Athens Coast Hotel



Christopher Gyftopoulos
Alumnus 2017



Duty Manager
The Athens Gate Hotel





Athens, Syntagma



Athens, Kallithea



Thessaloniki



Prague



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