

TOURISM

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**STUDYING INTERNATIONAL
HOSPITALITY & TOURISM IN GREECE:**
YOUR BEST CHOICE TOWARDS
PERSONAL SUCCESS!

EDUCATIONAL VISIT TO THE
UNIVERSITY OF GREATER MANCHESTER



NEW YORK COLLEGE
THE INTERNATIONAL COLLEGE OF GREECE



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Hospitality & Tourism: A Global Career Landscape

In an era defined by global connectivity, experience-driven economies, and cultural exchange, Hospitality & Tourism stand among the world's most exciting and resilient industries. More than simply sectors of economic activity, they are powerful forces that connect people, inspire exploration, and shape the way we experience the world.

Today's traveler seeks far more than accommodation or transportation. Modern hospitality is about authenticity, personalization, sustainability, and meaningful human interaction. Tourism, meanwhile, continues to evolve into an industry that influences business, culture, technology, wellness, entertainment, and global development. For students entering this field, the opportunities are truly limitless.

A career in Hospitality & Tourism offers far more than professional advancement — it offers a global lifestyle.

Graduates have the ability to work across continents, engage with diverse cultures, and build careers in some of the world's most dynamic environments. From luxury hotels and international resorts to airlines, event management companies, destination organizations, cruise lines, travel technology firms, and entrepreneurial ventures, the industry opens doors to an international career landscape without borders.

At the same time, the sector is undergoing rapid transformation. Digital innovation, artificial intelligence, sustainable tourism practices, data-driven guest experiences, and evolving consumer expectations are redefining the future of hospitality. Today's professionals must combine operational expertise with strategic thinking, creativity, adaptability, and leadership. Success in this industry requires individuals who can anticipate trends, manage change, and create experiences that leave a lasting impact.

This is why modern Hospitality & Tourism education goes beyond traditional theory. Students develop practical industry knowledge alongside critical business competencies such as leadership, communication, marketing, customer psychology, innovation management, and sustainability. Equally important are the human skills that define exceptional professionals: emotional intelligence, cultural awareness, flexibility, collaboration, and problem-solving in fast-paced international environments.

At New York College, the School of Tourism & Hospitality is committed to preparing students for this new global reality. Through experiential learning, industry partnerships, practical training, guest lectures, internships, and exposure to real-world business environments, students gain the confidence and professional mindset needed to thrive internationally. Our programmes are designed not only to educate future professionals, but to inspire future leaders and innovators.

What makes Hospitality & Tourism truly unique is its constant evolution. As the industry embraces sustainable development, wellness travel, smart technologies, and personalized experiences, a new generation of professionals has the opportunity to shape its future in meaningful ways.

Whether your ambition is to lead a world-class hotel, manage international tourism destinations, create transformative travel experiences, or launch your own hospitality venture, the possibilities are endless.

The world is no longer simply waiting to be explored — it is waiting to be led. And your journey begins here.





University of Greater Manchester



**University of
Greater Manchester**

The British public university, University of Greater Manchester (known until 2024 as the University of Bolton), has a long history and a strong commitment to providing high-quality education.

It was founded in 1824 as the Bolton Mechanics' Institute, making it one of the first educational institutions in Great Britain. The University of Greater Manchester consistently stands out for its teaching excellence and the exceptional experience it offers to students. According to recent metrics, The Times & Sunday Times Good University Guide 2025 ranks the university 1st in North West England for Teaching Quality and student satisfaction. Furthermore, The Complete University Guide 2025 ranks it 1st in North West England for Student Satisfaction.

Recently, the BBC highlighted the UNIVERSITY OF GREATER MANCHESTER as a role model for British universities regarding its operational standards for student safety. New York College maintains a franchise agreement, in full compliance with the legislation of the Greek Ministry of Education, ensuring that the degree you receive upon the completion of your studies is awarded directly by the University itself.



BSc (Hons) International Hospitality Management

University of Greater Manchester

If you dream of 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.

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, and 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.





Institute of Hospitality

International Recognition — Member of the Institute of Hospitality (UK)

Our inclusion in the **Institute of Hospitality**, the UK's premier professional body for hospitality and tourism, is a testament to our commitment to **global best practices**. This membership ensures that our academic programs are aligned with **international standards of excellence**, and it gives our faculty and students access to: A global professional network, Industry reports, certifications, and resources, International events and learning opportunities and a seal of quality recognized in over 100 countries. Being a member of the **IoH** opens doors for our students who wish to **pursue** careers abroad or connect with international employers, reinforcing the global outlook of our programs.



NEW YORK COLLEGE



F&B Lab



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.





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).



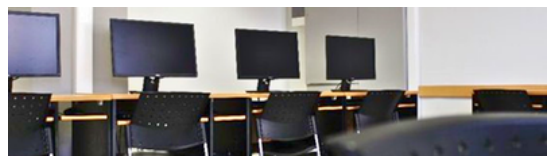
NYC Thessaloniki Campus

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.





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)
- **Santikos Collection** (Family-owned hospitality group with boutique and luxury hotels in Skiathos, Alonissos & Skopelos)
- **Athens International Airport Eleftherios Venizelos** (Greece's largest international airport and primary aviation hub)
- **Myconian Collection** (Award-winning family-owned luxury hospitality group with premier properties across Mykonos)
- **Magma Resort Santorini** (Luxury wellness-focused resort under Hyatt's The Unbound Collection in Santorini)
- **TOURGREECE** (Travel and tourism company specializing in tailor-made experiences and destination services in Greece)
- **Magma Resort, Santorini** ((Luxury wellness-focused resort in Santorini, part of Hyatt's The Unbound Collection)

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.



Visit to the University of Greater Manchester Strengthening Global Academic Ties

→ SCHOOL OF HOSPITALITY & TOURISM

In alignment with New York College's mission to provide internationally accredited, high-impact education, NYC Athens students recently undertook an official visit to the University of Greater Manchester—a long-standing academic partner and one of the UK's most forward-thinking public universities.

This strategic visit aimed to deepen the academic collaboration between the two institutions, with a focus on enhancing the academic quality, global relevance, and student experience of the joint programs delivered in Greece. During a series of productive meetings with faculty, program directors, and senior university staff, the teams explored ways to:

- Align and enrich academic curricula with emerging business trends
- Strengthen student mobility and faculty exchange programs
- Explore new postgraduate specializations tailored to market needs



The visit also provided a unique opportunity to showcase NYC's commitment to educational excellence and its growing reputation as a multinational academic hub in Southeastern Europe. Discussions emphasized the importance of cross-cultural academic ecosystems and the value of preparing students for careers in increasingly globalized and interconnected economies.

This partnership reflects New York College's unwavering dedication to bridging British academic standards with Greek educational innovation, while opening new pathways for students to experience the best of both worlds.



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. The students met 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.



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.



Educational Visit to Celestyal Discovery Cruise Ship

As part of New York College's commitment to experiential learning, students 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 the Heads of BSc International Shipping & Business Management programmes Ms. Kelley Galloway and Dr. Anna Stefani Sietto, students enjoyed a day filled with insight, inspiration, and real-world exploration.



Educational visit at Michelin starred Varoulko Seaside Restaurant by Lefteris Lazarou

First-year students of the BSc (Hons) in International Hospitality Management program at New York College Athens had the opportunity to visit the iconic Varoulko Seaside, one of Greece's top restaurants and a Michelin-starred establishment. During the visit, the students gained firsthand insight into the philosophy of fine dining and hospitality through the experience and work of renowned chef Lefteris Lazarou, who elevated seafood cuisine to a fine dining level in Greece. This unique experience provided valuable knowledge about the operation of an award-winning restaurant and highlighted the importance of quality, creativity, and exceptional service in the hospitality industry.



CNN GREECE: Tourism Insights

Students representing the BSc (Hons) in International Hospitality program attended the CNN Greece Conference: Tourism – The New Map, which took place at Aigli Zappeiou, near the NYC Athens Campus. The insights shared during the conference were particularly important, as discussions focused on the critical question surrounding the future of Greek tourism: "How will it continue to grow?" Market representatives, tourism industry executives & institutional stakeholders addressed issues related to sustainability, infrastructure upgrades, human resources, and the development of a more competitive and resilient tourism model for the country. Students' participation in high-level initiatives such as this constitutes an important part of their educational experience, strengthening their connection with the contemporary realities of the international hospitality and tourism industry.



Shaping the Future of Tourism & Hospitality: People, Purpose & Progress in a Transforming Industry

By Emmanouil Tsigkakos

The global tourism and hospitality industry is entering a new era defined by transformation, complexity, and opportunity. Far beyond traditional notions of service, today's hospitality landscape is shaped by technological disruption, evolving workforce dynamics, and an increasing demand for meaningful, sustainable, and personalized experiences.

In this environment, hospitality is no longer simply about welcoming guests—it is about designing value, building trust, and creating impact across cultures and communities.

Today's traveler has fundamentally changed. They are no longer passive consumers of destinations but active seekers of authenticity, identity, and purpose. They expect experiences that are personalized, culturally rich, and ethically grounded. This shift places new responsibility on hospitality professionals, who must combine emotional intelligence with operational excellence and cultural awareness. At the same time, the industry faces significant human resource challenges. Labour shortages, high staff turnover, changing employee expectations, and the growing demand for work-life balance are redefining hospitality employment models worldwide. Generational shifts—particularly the expectations of Gen Z—are reshaping leadership approaches, workplace culture, and career development strategies. Today's professionals must not only manage operations but also inspire, retain, and empower talent in highly competitive environments.

Equally important is the rapid integration of technology. Artificial intelligence, data analytics, automation systems, and advanced Property Management Systems (PMS) are transforming how hospitality businesses operate and make decisions. However, while technology enhances efficiency, it cannot replace the human essence of hospitality. The challenge lies in achieving the right balance between digital innovation and authentic human connection.

Sustainability remains another defining pillar of the industry's future. From reducing food waste and energy consumption to implementing circular economy practices and supporting local supply chains, hospitality organizations are being called to act responsibly and transparently. Environmental and social governance is no longer optional—it is a core business requirement.

Within this evolving global context, education plays a decisive role. At the School of Hospitality & Tourism of New York College, our mission is to prepare students not only to enter the industry but to actively shape its future. Our academic approach combines theoretical excellence with experiential learning, simulation-based training, internships, and continuous exposure to real-world industry practices.

Our students engage directly with leading hospitality organizations, participate in case studies reflecting current industry challenges, and develop both technical and soft skills essential for leadership. Communication, adaptability, critical thinking, and intercultural competence are embedded throughout our curriculum.

A key highlight of my recent professional engagement was my participation in the 34th SETE General Assembly, where critical issues shaping the future of Greek tourism were discussed at a strategic level. Topics such as workforce development, competitiveness, sustainability, and the alignment between education and industry needs reinforced the urgency of preparing highly skilled professionals who can respond effectively to a rapidly changing environment. This experience further confirmed the essential role that academic institutions must play in bridging industry realities with educational innovation. Through our strategic collaborations with organizations such as SETE and the Institute of Hospitality (UK), we continuously strengthen the connection between academic knowledge and professional practice. These partnerships ensure that our students are exposed to the most current industry insights and expectations.

Ultimately, hospitality is not only an industry—it is a human ecosystem built on service, culture, and connection. As we move forward into an increasingly complex global environment, our responsibility as educators is clear: to develop professionals who are not only technically competent, but ethically grounded, socially aware, and future-oriented.

The future of tourism and hospitality will belong to those who understand that excellence is no longer defined solely by efficiency or profit, but by purpose, responsibility, and the ability to create meaningful human experiences. At New York College, we are not only responding to this future—we are actively shaping it.

A scenic view of a deep blue sea with distant islands and a white building in the foreground. The sky is a clear, pale blue. In the bottom right corner, a portion of a white building with a red cross is visible.

*Hospitality is not just about
offering a place to stay —*
**it's about creating moments
that stay with people forever.**

*Great service touches the heart,
inspires loyalty, and* **builds
bridges across cultures.**



Student Testimonials

"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

"My study journey at New York College has been one of the most unforgettable and life-changing experiences of my life. It helped turn my dreams into reality and guided me toward achieving my academic and personal goals. From this incredible journey, I had the privilege of learning from the best tutors who always were supported, inspired, and motivated me to become the best version of myself. Their dedication, and belief in my potential gave me the confidence to overcome challenges and grow professionally and also personally. In addition, I appreciate that they make a lot of activities and excursions that inside of this we learn and see how businesses, hotels are working in real life and prepare us to be more ready for what's is next. New York College has not only provided me with knowledge and education, but also unforgettable memories, friendships, and experiences that I will remember forever".

Viktoria Kozdine

Graduate, BSc (Hons) International Hospitality Management

"During my time in NYC i met wonderful people, including a great number of tutors (both in and out the hospitality department) staff members and my academic advisor, including Mr. Tsigkakos (current head of the hospitality department) who has helped me find my path in Hospitality. I also learned a lot, visited lots of hospitality establishments and events as well as met with professionals in our field. Last but not least i met my colleagues who i am very proud of and can't wait to see them grow and learn more in our field. NYC thank you so much for helping me achieving my dreams, but this is certainly not the end. Eventually we'll meet again, since i am interested in completing a master's degree".

Antrianna Bouchli,

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.



Emmanouil Tsigkakos

With a career spanning hotel operations, tourism management, human resources, and higher education, Emmanouil brings extensive industry expertise to hospitality education. He is committed to bridging academic knowledge with real-world industry practice through experiential learning and professional engagement. Through strong industry connections and active participation in sector initiatives, he helps prepare students to meet the evolving challenges of the global tourism industry, developing the next generation of hospitality professionals and future industry leaders.



Ioannis Stavroulakis

Lecturer in Entrepreneurship, Leadership & Revenue Management

A seasoned professional in Entrepreneurship, Creativity & Revenue Management, John brings a rich gastronomic and entrepreneurial background, supported by 18+ years of leadership experience across hospitality, higher education, training, and business development. He has led teams, managed performance, developed commercial initiatives, and collaborated with industry stakeholders in Greece and abroad, combining theory with hands-on practice in real operational environments. His strong industry network supports field visits, guest lectures, and professional simulations, giving students direct exposure to the hospitality industry. He focuses on turning operational needs into practical solutions that create measurable value. For him, business development is about building trust, solving real problems, and creating lasting relationships.



Nikolaos Oikonomou

Lecturer in Tourism, Research and Career Development

With 25+ years in travel, hospitality and academia, Nikos combines his MBA from the University of Greater Manchester with experience in travel, tourism, IT, distribution channels, and sustainability. Through practical sessions, real-life projects, and dissertation supervision, he prepares students for the realities of a changing industry.



Dr. George Oikonomou

Lecturer in Human Resources, Business, Gastronomy

With extensive academic expertise in tourism planning, sustainable development, and regional economics, George brings a research-informed perspective to the study of tourism and hospitality. His multidisciplinary background enables students to explore tourism not only as an industry but also as a driver of economic, social, and environmental change. By combining academic rigor with real-world applications, he helps students develop critical thinking, analytical skills, and a deeper understanding of sustainable tourism practices. His teaching encourages future professionals to approach tourism development with innovation, responsibility, and strategic vision. Through his guidance, students gain valuable insights into the complex relationship between destinations, communities, and sustainable growth.



Dr. Kyriaki Maria Saiti

Lecturer in Interdisciplinary Research & Innovation, Academic Leadership & Curriculum Development

Head of the Informatics Department Ph.D. in Artificial Intelligence and Machine Learning Dr. Kyriaki-Maria Saiti holds a Ph.D. in Artificial Intelligence and Machine Learning from the Czech Technical University in Prague, an MBA in Finance from the University of New York in Prague (UNYP), and both a B.Sc. and M.Sc. in Physics and Technological Applications from NTUA and the Demokritos Research Center. Since 2015, she has served as a Data Scientist across various sectors, specializing in data-driven decision support. Her work demonstrates a strong commitment to continuous learning and interdisciplinary collaboration. As Head of the Informatics Department at New York College and lecturer in Tourism and Hospitality School, she cultivates an inclusive, forward-looking academic environment that fosters innovation for both students and faculty.



Antonios Spyridakis

Lecturer in Strategic Marketing Management

With an MBA in Tourism Management, Antonis is the CEO & Co-Founder of Loomee, a travel-tech platform that enables families to rent baby gear at their destination. He has held leading marketing roles, including Marketing Manager at NUMO Hotels & Resorts and Digital Marketing Manager at One&Only Kéa Island, while also gaining international travel-tech experience abroad in Prague, Czech Republic, with leading companies such as Daytrip. Through his teaching, he bridges hands-on marketing experience and academic knowledge, helping students connect theory with real-world practice in the hospitality and travel industries.



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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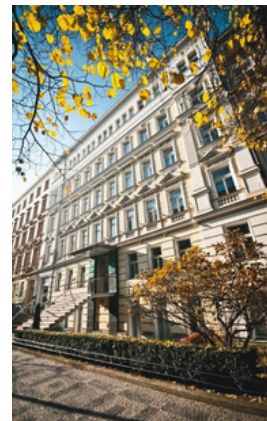
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