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THE SWISS BUSINESS SCHOOL

FOR INTERNATIONAL HOTEL & TOURISM MANAGEMENT EDUCATION

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PRESS RELEASES

1986-1990



ALPINE



CENTER

Welcome!

A MESSAGE FROM THE PRESIDENT



Sybil & Eric Hofmann

Dear prospective student

Through growth partnerships with industry and institutes of higher learning world wide, ALPINE provides its students with a quality education and the relevant work experience on which to build a successful future. At the same time, it presents ample opportunities for graduates to establish and further their career prospects through networking and our own Career and Placement facility.

The most significant challenges for graduates in the next century will be the need to take responsibility for their own careers, and the ability to manage the relationship between work and, on-going learning in a fast-changing market. At ALPINE we are committed to helping our students meet these challenges. By equipping them with transferable skills along with self-reliance skills we ensure that our graduates are ready for success in the 21st century.

As a graduate of ALPINE, you too would join the hundreds of alumni who are proud members of our Ambassador Club and successful professionals in the industry. Please review this prospectus and arrange to visit us to discuss your goals: The sooner the better - your future depends on it.



Sybil Hofmann
President

The Alpine-Center News

Produced by staff and students under the coordination of Ken Lord, Editor, and S. Hofmann.



No 1, June '88

A publication by The Alpine Center for Hotel and Tourism Management, 39, Pat. Ioakim, Kolonaki, Athens, 106 75 Greece

Message from Sybil Hofmann,
Managing Director of the Alpine Center



Dear Student

By the time you receive this, our first copy of the Alpine Newsletter, you will already be at work in the industry doing your first in-service training. It's a good time to reflect on the goals we had set when we established The Alpine Center.

The industry used to complain that students emerging from college hotel management courses had their heads full of theory, but empty of practical experience. The philosophy of the Swiss program of studies has taken this into account and has succeeded in closing the gap between industry and education.

It was, and is, our aim to prepare you for work in a very competitive industry. Consumers are becoming increasingly aware of the differences between 'good and bad' services and products. In order to remain competitive, hospitality operations must perform to the consumers expectations and satisfaction. This ability to perform is gained through effective and ongoing training such as we offer to you, and you are now experiencing firsthand.

Training can be defined as the process of acquiring and developing skills, knowledge, and attitudes through instructional activities. It is usually distinguished from education by defining education as learning that contributes to total life growth, while training is limited to acquiring or developing competences that meet a specific need.

Whether we have come close or not to reaching our goals this first year, will be measured by your performances.

Upon accepting a position in a hospitality operation, you assume a role. Everybody with whom you interact has certain expectations that define this role. Your employer expects you to fit in with the hotel staff and to contribute to the overall objectives of the operation.

Guests hold another set of expectations. Even your family members impose their expectations.

Training should be a process that helps you to clarify which of these expectations are reasonable to meet through your effective performance on the job.

Roles are learned. In life, people learn to perform many roles. When a trainee views job performance as acting out a role, then training can become very effective. There is excitement about the personal growth you will experience. We at The Alpine Center hope we have contributed to that growth, that excitement. We planned it that way.



Alpine's new premises located in the Palmyra Beach Hotel, Glyfada.



Preview

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EDITORIAL

'Firsts' are always very special: first job, first man on the moon, first roma hold a special place in our hearts and in our memories. The first year of tion for The Alpine Center will likewise take its place among those expe that are unique and never can be repeated. And just as the occasion special so are the people who were part of it - YOU.

You may not think so now, but years from now you will appreciate that w pioneers together. We each of us saw the need to DO something to help enter a modern more demanding era in tourism. On a more personal lev were determined to develop yourself into a truly professional person. The od may not have been clear to you at first, but the fact remains that the m was there and you set out to conquer it. Like all such firsts it was undou full of set-backs and disappointments. Getting to the top is never easi sten of the way will continue to involve further disappointments and ris

EDITORIAL Continued

Being our first year, we each gambled in a way. Your training could be no better than your school, and the school can only show its worth to the world by the quality of individual it passes in to it. All of us were working with "unknowns". Some of these, once discovered, brought a few surprise reactions. We can chuckle now at the 'shock' many of you had when handed dusters, mops and detergents and told to "get at it"; or when you discovered that vegetables don't prepare themselves. You probably asked yourself if you'd done the right thing in choosing a management career that required such practical training, and attending a school that was bent on giving you plenty of it.

From our point of view, we were faced with neophytes who had not only to receive training in "strange" subjects, but who had to be educated in the NEED to be educated in them (it's very difficult to convince a young man or woman that making a bed is done in the name of education). The faces had not yet become personalities, and it was impossible to know for sure just what lies beneath the surface of each of you. Would he or she develop into top management material? Would they be a credit to the school in all situations, present and future?

Well, the gamble is over for this year and we, the faculty and staff, are happily collecting our winning bets. Personalities have bloomed, responsibilities have been taken on and carried through, and a new, self-assured maturity is becoming evident in each student's development.

Many things will happen at The Alpine Center in the years ahead. Many changes will be made in the interest of growth and continued improvement. The Center is already gaining an enviable reputation in its field and we are confident that its graduates will be in demand in all sectors of the hospitality industry. In the future, when you have reached the pinnacle of your career, we hope you'll look back on your first year at the Center with affection and pride. We will.



At the Christmas Party, surrounding the guest of honour, Mr. Eddy Florijn, G.M. of Athens Hilton, from left to right: Mr. Voageley, Mr. Hofmann, Mrs. Dixon, Mrs. Diamandopoulou, and Mrs. Hofmann.

Hobby Corner

Diving is fascinating says Karim Daaboul



For Karim Daaboul, diving is both adventurous and fun; he continues - "... it is also challenging and healthy. One can see and experience something new on every dive. There are countless things to capture your interest and imagination as you explore one of the last great frontiers on earth.

"You don't have to live near the ocean to enjoy the underwater experience; it is available in rivers, lakes, ponds and quarries. I would encourage other people to take up diving as a hobby, because it is beautiful, fascinating, exhilarating, rewarding and fully gratifying".

Karim is a member of the Professional Association of Divers Instructors.

EVENTS OF THE YEAR

- 23rd October:** Reception.
Students, parents, teachers and other staff get to know each other at the start of our academic year. Among the guests were the Swiss ambassador Mr. Charles Steinhaeslin, the General Manager of the Intercontinental, and his Mr. and Mrs. Grimm, and Mrs. Olga Barbouni, Director Hellenic Chamber of Hotels.
- 21 November:** A Disco Party organized by the students. Their first experience at planning and servicing an event.
- 17th December:** Christmas Party
An even more ambitious project for our students. Lots of but worth it. Guests included Mr. E. Florijn, General Manager Hilton Athens and Mr. Y. Simos, Personnel Director Athtercontinental.
- 27th January:** Mr. E. Fotinopoulos, General Manager Corfu Hilton, visited lunch and interviewed students for in-service training in mer.
- 3rd February:** Rooms Division students were taken on a 4 hour tour of tercontinental Hotel and saw first-hand the 'behind scenes' operation of a large hotel.
Tea Party for parents.
An opportunity for parents to speak directly with the teachers about the results of the Progress Reports mailed to the girls.
- 5th February:** Students and faculty take a one day trip to Delphi. Lots of games mixed-in with the cultural aspect of an enjoyable excursion to a beautiful site.
- 10th February:** Food and Beverage Division students tour the Intercontinental Hotel. From 'larder to kitchen to table - they see how it's 'big time'.
- March:** Restaurant-style dining.
Students get to show-off their newly developed talents 'professional' atmosphere. Guests included visitors from various hotels and the parents of prospective students.
- 2nd April:** Open House
Everyone gets to see the further progress of our students. Food, drink and decoration were all the result of the students' labors, talents and imagination. Visitors included prospective students and their parents. Internship parties heard a presentation on the Hospitality Industry by our Lecturer in Tourism.
- 18-20th April:** NCR Seminar for Rooms Division students.
Introduction to, and practical training on, guest accommodation machines. Lectures given by representatives of NCR.
- 26th April:** Mr. G. Frick, Director of IHTTI, Switzerland, visited the Center to get a first-hand look at our progress, and during a Tea Party held at The Pendeliko, Kifissia, he talked to both students and parents about our 'Swiss Connection' and the future in Switzerland.
- 16th May:** THE BIG STEP
Students and staff joined-in to pack, load and unload their belongings in the move from our old premises in Mati to the new location in Glyfada at the Palmyra Beach Hotel.
Lots of work was followed by lots of fun on a trip to Sicily with a stop at Anavissos for a picnic lunch. A time 'goodbye' for summer to the many new friends we have made during the academic year.



Best wishes for the success of the Alpine Center were extended at the Opening Reception in October '87 to Mr. & Mrs. Hofmann by Mr. Wolfgang Grimm, G.M. of Intercontinental Hotel, Mr. Charles Steinhaeslin,

Our Students Report

DESIGNING "ALPINE TOWERS"

by Yannis Petrakis



Our course in Hotel Planning and Design was divided into two equal parts: theory and practice. For the practice sessions we were given the assignment to program, plan AND design a full, large-scale hotel facility. We were, of course, expected to follow and demonstrate all the steps we had covered in our theory study with our instructor, Mr. Yannopoulos; some of those items—such as "design criteria," "facilities program," and "contract bidding" were quite new to us, and caused us to take up the project with lots of enthusiasm but also a little trepidation.

For this assignment the class was divided into four teams of six or seven students each. Our team included Andreas Kasfikis, Themis Samartzis, Tassos Tselos, Agamemnon Sophocleous, Costas Giannadakis, Jimmy Baladakis and myself.

Members of the team were given "roles" to play, such as planner, scheduler, researcher, and designer—in other words, they would act out what the staff of a Planning and Design Consultancy do. We chose these "positions" ourselves, based on ability and talent. What actually happened was that roles were indeed played out according to our various, emerging hidden talents.

We also had a drawing to pick the student who would act the role of "owner", because, as our instructor clarified, "during the planning and design process, the consultant does not choose the owner—the owner's will is independent and paramount." The aim of the design process is to translate the "owner's will" into a set of drawings and documents, and then a real building.

As things turned out, Andreas, Costas, and Agamemnon were very good at designing. Themis and I were able to do the required writing and produce the contract documents, such as design criteria, facilities and activities programs, space requirements, etc. These documents describe the "owner's will" in written form. Tassos and Jimmy shared the researching—checking Alpine's library books, magazines, and trade journals for programs and formats similar to the type of hotel facility we had chosen: a large, international, downtown business hotel.

Because we were a harmonious group, the roles were frequently intermixed; but these "idea" sessions helped to stimulate and inform us. It was Andreas who came up with the basic idea for our building, and after weighing the pros and cons we agreed on his concept. We discussed, and then described, all spaces required by our program—in coded and hierarchic fashion. We chose a site based on marketing considerations, and developed a good idea about how the parts of our hotel should be arranged and oriented.

Some of the technical details were resolved thanks to our visiting lecturer, Mr. Paredjis; as our instructor had insisted, we accepted expert advice from wherever we could get it. Thus, we derived a realistic solution of individual rooms, groups of rooms, arrangement of functions, etc. We were pleased to find that our initial concept of three glass towers housing 250 rooms, and surrounding a multistorey

central lobby, withstood the acid test of Mr. Paredjis' tough and rigorous criticism. A week before our deadline, we had finished the essentials of our project. It was Andreas who suggested that we make an actual model of our hotel, and even though it was not required by the curriculum, Mr. Yannopoulos went along with the idea. But, as this period of time was just before our exams, it was difficult for all members of our team to undertake this additional task. So, four of us were left with the job of expressing the team's ideas in a physical reality. Andreas, Costas, Jimmy and myself met in Athens to buy the materials to make the model. It was quite an experience and it took several hours to find what we wanted.

In the evening, we met again at Jimmy's house in order to build our Alpine Towers Hotel. We started by cutting the cardboard into the shapes we needed and making the wooden supports for the buildings. There was a lot of detail work that no one had imagined—not even Andreas who had suggested it.

Fortunately, Andreas and Costas were very good at cutting and shaping the pieces, so that when it came time to put everything together the parts fitted perfectly, and we could see that all the work had been worthwhile. It was 05.00 a.m. by the time the three towers were ready (thanks to MTV for helping us stay awake), and we still had the lobby to complete. We expected it to be the most difficult part, but by now we were experts and it was soon finished.

By 07.00a.m. we were tired, but very pleased with the results. We could hardly wait to show off the finished product to our classmates and Mr. Yannopoulos. For the moment, however, there was something else we needed to concentrate on—sleep.



The "A" team with the model of their Alpine Towers Hotel:
Back row (1 to r) Costas Giannadakis, Yannis Petrakis, Jimmy Baladakis. Front row (1 to r) Agamemnon Sophocleous, Tassos Tselos, Andreas Kasfikis, Themis Samartzis.

SOUTH AFRICA: SO MUCH TO OFFER

by Steve Lambrianos



In most places throughout the world, tourism is a growing industry. Such is not the case in my country, South Africa. Despite the fact that it has a vast amount of "pull factors" which could undoubtedly draw anyone to it, there are obstacles that slow down the development of the tourism industry.

South Africa can offer everything a tourist looks for: natural scenic beauty; some of the finest hotels in the southern hemisphere; and favorable living standards. It is filled with greenery, fertility, and great mineral wealth. One can

visit the great Drakensburg mountain range and marvel at the grandeur of some of South Africa's highest peaks, and view the splendor of greenery that rivals the beautiful Scottish Highlands. A drive along the Garden Route is a never-to-be-forgotten experience; this is the "home" of one of the most beautiful flowers in the world—the Protea.

For those who enjoy a truly tropical lifestyle, just relaxing, enjoying tropical fruits and sipping exotic cocktails, they could visit the ever fertile South Coast—a stretch of land approximately 900 km long, with endless beauty. If it's adventure you crave, there are the traditional African Safaris. Or visit Gold-Reef City and capture a glimpse of the past. Here, there are "can can girls" kicking high and Zulu dancers kicking low.

The sad part of the tale, however, is that many people avoid visiting South Africa because of its system of apartheid.

The media all over the world paint pictures using truths and half truths that confuse the outsider and make him aware of only the negative aspects. There IS a positive side—housing and medical schemes where millions of rands are invested annually, and, increasingly, greater equality in all areas of life.

I understand that it is difficult to separate politics from our life, but for the sake of ALL my countrymen I hope that people will get to know today's South Africa as I know it, and that through tourism we can all come to know and understand each other more.



Flanking Mr. Basil Mannousakis Marketing Director of Boutari Wines Company, are (left) Dieter Lehmann, wearing his Federation of Germany wine medal, (right) Tim Vogeley, Sybil and Eric Hofmann.

PHOTO ALBUM



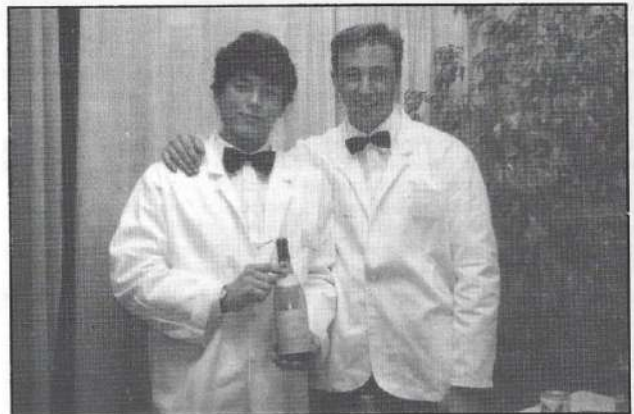
BAR. B. Q. at poolside



The "flipper"



Which one swallowed the canary?



The young professionals



Congratulations, Inge, on the birth of baby Manolis



Memories..... of XMAS '88

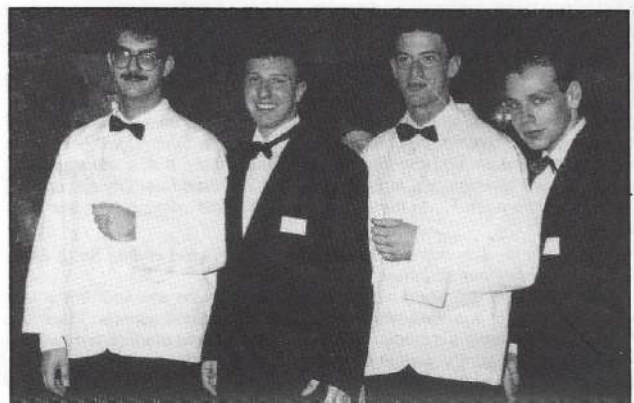


PHOTO ALBUM



Applying the finishing touch



"You don't say?" - "Yes I do."



Professionals already



Serious service



A rear moment away from the ovens, pots, and pans



Smart looking hosts for any occasion



ALP VIEWS

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FIRST GRADUATION CEREMONY

The Alpine Center had its first graduation ceremony on Tuesday, October thirty-first, nineteen eighty nine. Over 400 people gathered in the main ballroom of the Athens Inter-Continental hotel to watch the 26 students receive their certificates in either Rooms Division Management or Food and Beverage Management. Spectators included leading hotel and industry personnel, along with family and friends of the student body.

The ceremony opened with the traditional entrance march of the students in the graduating class, along with their faculty, the Managing Director and special guest speakers. Alpine's Managing Director, Sybil Hofmann, gave the opening address in which she stressed the importance of this very special occasion, "for the students, the industry, and the Center." Referring to the graduating students as "our first

ambassadors". Mrs Hofmann expressed the confidence that they would be successful in the hospitality industry, and that they would safeguard and honor the name of this institution (see page 5).

A lecturer and a student speaker represented each of the two divisions. Denise Akel, student, spoke about the many unknowns that faced each student when he/she entered the Alpine's Food and Beverage division two years before. She thanked the lecturers for "lighting the way", and providing the encouragement to persevere and progress. F&B Lecturer Dieter Lehmann followed this with a speech emphasizing the importance of the principle that the guest is always right. Andreas Kasfikis represented the students in the Rooms Division. He talked about the many, and varied, duties and responsibilities that they were now qualified to handle. The Rooms Division

Lecturer, Carole Dewhurst, focused on the discerning customer and the fact that a clean room and a hot shower are not enough to offer in today's competitive business world.

IHTTI (International Hotel and Tourism Training Institutes), Switzerland, of which The Alpine Center is an associate, was represented by Dr. Alfred Kreis, Deputy Chairman. In his speech, he offered encouragement and incentive to those embarking on a career in the hospitality industry. The highlight of the evening was the Commencement Address given by Professor Robert Beck, Scholar in Residence, Florida International University, and former Dean of the School of Hotel Administration at Cornell University. His speech is printed below (see page 5).

A musical interlude was provided by pianist Grace Sather, who is also a teacher in Alpine's languages department. This preceded the main event of the graduation exercises, the presentation of the certificates to the students. Each student was called to accept his or her certificate from Alpine's Managing Director, and was congratulated by Professor Beck and Dr. Kreis.

Awards were then given to those students who had been singled out by their lecturers for special recognition or accomplishments. Leaders in the field of travel and tourism-related industries were sponsors of these awards, and their representatives personally presented each recipient with his or her prize (see page 7).

To conclude the ceremony, Mrs Hofmann extended special thanks to Professor Beck and presented him with a sculptured owl—Alpine's symbol. Gifts were also given to Ken Lord and Tim Vogeley, Alpine lecturers, for their dedication, commitment to standards of excellence, and for their hard work since the Center's opening in Greece over two years ago.

After the conclusion of the recessional, guests were invited to a reception that featured a large selection of hors d'oeuvres and sweets—the sparkling wine being offered with the compliments of the Athenaeum Inter-Continental.



Professor Beck receives a "thank you" from Sybil Hofmann.

PROFILE: PROF. ROBERT A. BECK

Robert A. Beck was born in Boston, Massachusetts, USA. Married, he is the father of three children, with seven grandchildren.

Professor Beck's education culminated in a Doctor of Philosophy degree from Cornell University in 1954. He served as Dean and E.M. Statler Professor in the School of Hotel Administration at this prestigious institution (1961-1981), after spending eight years on its staff as Lecturer (1952-1954), Assistant Professor (1954-1957), and Associate Professor (1957-1960).

Between 1981 and 1984, Professor Beck was Director and Professor at the Institut de Management Hotelier International, established as a result of his initiative.

Professor Beck has held many directorship positions; current ones include:

- International Hotel and Tourism Training Institutes, Switzerland
- International Hotel and Tourism Industry Management School, Thailand
- Shannon College of Hotel Management, Ireland
- Fondo Mexicano Pro Educacion Turistica, Mexico
- World Association for Professional Training in Tourism, France

He holds a corporate membership in the Culinary Institute of America, and serves on the Advisory Board of Academie Accor, France.

Among the who's who in America, Professor Beck's name can be found in the National Register of Prominent Americans, and Who's Who in Education—attesting to his esteem as an educator and greatness as a man.

SYBIL HOFMANN, ALPINE'S MANAGING DIRECTOR, OPENS THE GRADUATION CEREMONY

"Professor Beck, Your Excellencies, distinguished guests, fellow faculty and students.

Welcome to this most important of occasions! Today we are honoring a very special group of young people, our pioneers and our first ambassadors ... the students of our Food and Beverage Management class, and Rooms Division Management class ... class of 1989.

They are pioneers because they not only represent The Alpine Center's first-ever students, but also because they ventured into a new area—for them—of advanced education in a business that, only recently, has come into its own as a highly professional and highly respected field of study.

They saw the need and had the desire to do their part in making the Hospitality Industry not just the number one industry in the world --- which it is --- but in making it the pivotal industry that brings the peoples of the world closer together in peace through understanding.

They determined, also, to bring to their own country the degree of professionalism they know is needed in order to survive and be enriched in the 21st century.

They are our first ambassadors. They were the first to bring the name of The Alpine Center into the general community -- both here and abroad. Most importantly, they were the first to show to the industry, through in-service training, just how valuable their Alpine education is, and how great is their ambition to succeed and be the very best in their chosen field.

And, whether after receiving their Certificates today they choose to continue their education, or enter directly into any one of the exciting career choices in the Hospitality Industry, they will carry with them the good name that they have helped to establish in such a short period of time ...

The Alpine Center for Hotel & Tourism Management.



Commencement Faculty. From left: Dr. Alfred Kreis of IHTTI, Professor Robert Beck, Mrs Sybil Hofmann, Mr. Dieter Lehmann, Mrs Carole Dewhurst, Mr. Ken Lord.

Yes, The Alpine Center has experienced a phenomenal growth in just two years! We have attained a fine reputation, due in part to the quality and professional backgrounds of our lecturers, the high calibre of our student body, and the unflagging support from industry leaders here in Greece.

As Greece increases its participation in the EEC "open frontiers" policy of 1992, it must compete effectively with its EEC counterparts --not just within this union, of course, but internationally as well. The Alpine Center recognizes this, and aims to prepare the future leaders of tomorrow for the responsibilities and duties that are needed to assure the constant growth and continued success of this exciting industry. The Alpine

Center feels confident that its presence in Greece can make an important contribution to the efforts being made to improve and upgrade the service industry, and also in the promotion of TOURISM in this beautiful country.

(To the students)

I know that you will help fulfill our ambition to make tomorrow's hospitality management personnel the very best that dedication, education, and training can produce. My personal best wishes to all of you, and from the faculty and staff GOOD LUCK AND PROSPERITY".

PROFESSOR BECK ADDRESSES ALPINE'S FIRST GRADUATING CLASS

Tonight, I would like to recognize four groups of people who are present here.

First, the parents and friends of the graduates --they have given their support both morally and financially to these aspiring hotel and tourism executives. They have agonized and celebrated with their sons or daughters or friends during their ups and downs of academic life, and so my congratulations to you, parents and friends, for your support, patience and understanding.

Second, I should like to recognize the men and women of the hospitality industry here in Athens who have also supported these young men and women by offering summer employment, and who have supported the program through their generous awards.

Third, I should like to recognize the teaching faculty and staff of The Alpine Center for Hotel and Tourism management who have given of their knowledge and wisdom, and who, I am sure, have managed to overlook some of the deficiencies which may possibly have occurred from time to time, and who were prepared to accept some excuses for lateness to class, or assignments missed, no matter how unbelievable the story presented.

My congratulations for a job well done.

Fourth, and most importantly--for tonight is their night to be honored--I recognize the graduates. These young people have

So, my congratulations to you young men and young women for your devotion to duty for you are achieving the goal of successfully completing the program.

The great poet and philosopher, Omar Khayyam once observed, "in the four corners of the world there are many who can write learned books, there are many who can rule great kingdoms, and there are

many who can lead great armies, but there are few who can manage a hotel".

I am therefore honored to have been invited to speak to such a highly select group as you, the graduating students--future managers of hotels--and of course the hoteliers present, the few in this world who can manage a hotel as Omar Khayyam states.



SPECIAL AWARDS

Special awards were presented to deserving students in Alpine's 1989 graduating class. Representatives of companies that took particular interest in specific areas of accomplishment and ability were present to personally offer the awards and accompanying prizes. Here are the categories, their sponsors and representatives, the winners and prizes:

OUTSTANDING LEADERSHIP QUALITIES. Hotel Athens Hilton. Maria Segá was presented with a voucher for dinner for ten in Ta Nissia restaurant, by Hilton's General Manager, Mr. Steve Georgiou.

OUTSTANDING INITIATIVE. J. Boutari and Soñ. Costas Giannadakis was awarded a large selection of wines, by Boutari's Marketing Director, Mr. I. Manoussakis.

OUTSTANDING PERSONALITY. Broese Kemink, booksellers. Natalie Samaropoulou received a set of recently published books

on hotel management from Mr. Hogervorst, representative.

EXCELLENCE IN DEPARTMENT AND SOCIAL SKILLS. Hellenic Tours. Agamemnon Sophocleous was given tickets for five persons on a three-islands day cruise. Mr. V. Peralta, Managing Director, offered the prize.

EXCELLENCE IN ROOMS DIVISION PRACTICAL TRAINING. Hotel Athenaeum Inter-Continental. Maria Kerassoviti will have dinner for two in any of the hotel's restaurants. John O'Carroll, General Manager, extended the invitation.

OUTSTANDING MOTIVATION. Hotel NJV Meridien, Athens. Yiannis Petrakis was the recipient of an invitation for two persons to dine at Brasserie des Arts restaurant, presented by General Manager, Mr. Stephen Pipes.

EXCELLENCE IN FOOD AND BEVERAGE

PRACTICAL TRAINING. Hotel Ledra Marriott. Adel Aramouni received an award cup and an invitation for two to dine in the hotel's restaurants. Mr. A. Meletiou presented the prize.

RECOGNITION IN COMPUTER SKILLS. Nixdorf Computer. Themis Samartzis was presented with a selection of useful computer accessories by company representative Mr. R. Kathoffer.

HIGHEST ACHIEVEMENT IN ROOMS DIVISION went to Hilda Youssef. **HIGHEST ACHIEVEMENT IN FOOD AND BEVERAGE DIVISION** was awarded to Iyad Kayyali. Both awards were sponsored by The Alpine Center. Managing Director Sybil Hofmann presented each student with a round trip ticket to Zurich, Switzerland, and a Lalaounis owl plate.



Mr. Steve Georgiou and Maria Segá.



Mr. Manoussakis and Costas Giannadakis.



Mr. M. Boon and Natalie Samaropoulou.



Mr. Victor Peralta and Agamemnon Sophocleous.



THE GRADUATION CEREMONY

Seventy one students of The Alpine Center for Hotel and Tourism Management, Glyfada, on November 1, 1990, were graduated in a ceremony held in the main ballroom of the Athens Hilton Hotel.

A number of students received the Diploma in Hotel Management, while others were presented with the Certificate in Hotel Operations.

Recognition of The Alpine Center and the quality education it offers was evidenced by the participation of Greek and international concerns in the hospitality industry, including representatives of Swissair, Nestlé Foodservice, Mövenpick, Hilton, Intercontinental, Meridien, Ledra Marriott, Boutari wines, Chandris Hotels, HellenicTours, Epirotiki Lines and Broese Kemink of Holland.

Gifts were presented along with the awards which singled-out individuals for highest grade averages in various subjects, as well as outstanding personality, outstanding leadership qualities, and excellence in the studies of food and beverage management, and rooms division management. Mrs Sybil Hofmann, Director of The Alpine Center, commenced the graduation ceremony with a speech in which she congratulated the students for having recognized the importance of the hospitality industry as a career choice. She gave a review of the achievements of The Alpine Center since its launch in 1987, and the brilliant results obtained.

A further speech was delivered by Mr Gotthard Frick, Chairman of IHTTI (International Hotel and Tourism Training Institutes) Switzerland, of which The Alpine Center is an Associate Institute.

Mr Frick expressed his admiration for the success of The Center, which was

realized in a relatively short period of time, and noted the high quality of the faculty and student body.

He focused on the true meaning of success, and emphasized that although

hospitality industry. He was educated in the first hotel school in Holland, over 48 years ago, and has been witness to the vast changes in hotel operations over the years. Specialization in the

many areas of hotel management was unheard of in those early years, but the one thing that successful managers have in common, according to Mr. Florijn, is that they look upon service and serving as a pleasure, and not as a chore.

The invited guests included members of the Greek Hotel Association, Chamber of Greek Hotels, Chaîne de Rôtisseur, general managers of the leading hotels in Greece, travel and tourism organizations, the foreign and local press, leading suppliers of food and beverage products, restaurant owners, and many

others working in the hospitality industry.

Also present were the family and friends of TAC students.

A reception followed the graduation ceremony, giving students, parents, The Alpine Center faculty, and industry personnel a chance to meet each other face to face.

The Alpine Center has just completed three successful years in Greece, and in entering its fourth year continues to show a growth pattern that reflects its excellent reputation as well as the increased interest of young men and women in choosing the hospitality industry for their career path. As an Associate Institute of IHTTI, The Alpine Center adheres to the Swiss approach to education in this field by blending classroom theory with hands-on

practical experience during the academic year.

It is this aspect of their training that creates such a high demand for graduates



Third year students proudly pose with Mr G. Frick, Mrs S. Hofmann and Mr E. Florijn, after receiving the Diploma.

personal reward was often seen in terms of income, real satisfaction came from doing one's job well, to the fullest extent of his/her own ability.

The commencement address was



During his Commencement Address, Mr Eddy Florijn chose to sit among the second year students about to receive the Certificate.

given by Mr Eddy Florijn, Vice President, Mediterranean and East Africa for Hilton International. Mr Florijn enchanted both students and audience alike by recalling his humble beginnings in the

of work in his life.

THE ALPINE CENTER GETS IATA/UFTAA APPROVAL

As of November 1990, The Alpine Center is recognized as an "Authorized IATA/UFTAA-Training Center".

The International Air Transport Association, and Universal Federation of Travel Agents' Association, gave the approval after full examination of TAC's qualifications and standards.

The Center conducts classes in IATA/UFTAA Standard and Advanced courses. They are a part of the curriculum in the Travel and Tourism Administration course, and are offered independently to interested students, and as special courses for those currently employed in the travel agency business.

The first of the IATA examinations for students of The Alpine Center took place in September.

Students from other institutions also sat for the exams, and we are proud to report that our success rate was three times higher.

ALPNEWSLINE

To give students firsthand experience in the hospitality industry a series of day release programs has been initiated. Second-year students of TAC's Chef's Course spend one day a week in the kitchens of leading hotels, while Travel and Tourism Administration students each Friday work in local travel agencies. Support for this initiative has come from Hilton, Meridien, Marriott and Intercontinental hotels, while American Express, Hellenic Tours, Horizon, Manos and Wagon-Lits, among others, have accepted students who plan careers in the travel and tourism sector of the industry.

TAC's Consultancy Service has been active of late. Alpine lecturers were sent on missions to help improve food and beverage operations as well as customer relations in establishments that are keen to upgrade services. The Mamidaki Group of hotels, which includes the de luxe Minos Beach and Minos Palace hotels in Ag. Nikolaos, Crete; Le N.J.V. Meridien, Athens, and Epirotiki Lines are among the concerns using the service.

Forty one students, accompanied by three members of staff, enjoyed a recent trip to Pilion/Volos. The long-weekend break, in early January, was organized by students of the first-year Travel and Tourism Administration Course.

Unseasonably warm and sunny weather coupled with the sight of snow-capped Mount Pilion added to the success of the mini-holiday.

Where to next year?

CRUISES INTEREST ON THE RISE

An old fisherman once wrote:

*"The oceans wide and blue,
with beauty and offerings
unappreciated by the human race."*



Until a few years ago, the romance and beauty of sea travel had taken a back seat to the marvels of modern air transport. A majority of travelers did not consider cruises as a vacation option because they were frequently looked upon as boring and monotonous.

In 1989, statistics revealed that out of 140 million vacationers worldwide, only 3.3 million chose the cruise alternative, therefore only scratching the surface of the potential market. As a result, cruise companies have spent millions of dollars investing in improving their image, and promoting and advertising it. For most American cruise line companies, at least, this investment has paid off. Their 1990 winter cruise bookings were over 30 percent ahead of projections.

Although this indicates the growing popularity of cruises in the American market, more recent statistics obtained from the Cruise Lines International Association revealed that there are still more than 30 to 45 million US households that are cruise eligible. Looking back over the last five years, this means that only 18 percent of the potential market has

Greece, being a seafaring nation, has luxury cruise liners in service and plans for more in the immediate future. Here too, the popularity of vacations at sea are on the rise, but still many people do not know just how much a cruise can offer in the way of luxury, comfort, and convenience.

International cruises offer superb cuisine, with a selection of wines befitting the finest of fine dining restaurants. From cinemas to health clubs, deck games to swimming pools, there are lots of goings-on to keep the passengers busy. Cabins and suites are designed to be worthy of the title, 'floating hotel'. Fantasy Cruise Lines in the US, and Epirotiki Cruises in Greece, have added such ships to their fleet in response to the increasing demand in the industry. These ships are

staffed with well-trained personnel who are attentive to serving the needs of today's discriminating traveler. Obviously, leaders in the industry are very serious about increasing their business and improving their rating.

With emphasis on first-class and deluxe cruises, one would expect to pay a small fortune for the experience of seeing new places, plying the oceans in comfortable accommodations, eating superb meals, and enjoying a variety of entertainment both on deck and at ports of call. In fact, \$140 to \$300 a day is about all one will have to pay to experience the romance and adventure of the sea, and taste la dolce vita.

Steve Lambrianos





PRESS RELEASES

1991-2000



ALPINE



CENTER



ALP VIEWS

A PUBLICATION BY THE ALPINE CENTER FOR HOTEL & TOURISM MANAGEMENT ● 39, PATRIARCHOU IOAKIM STR. KOLONAKI, 106 75 ATHENS, GREECE ● PRODUCED BY STAFF AND STUDENTS UNDER THE CO-ORDINATION OF S. HOFMANN AND K. LORD, EDITOR ● FREE DISTRIBUTION ● No 5 ● SPRING/SUMMER, 1991

FROM THE EDITOR



Although there seems to be a lot of bad news concerning the world's economies, a look at the facts support the belief that the business of travel and tourism is, and will continue to be, a 'number one' industry all over the world.

Even if we set aside for the moment the leisure aspect of our business, with the continual growth of multinational companies, increasing migratory activity of all nationalities, and worldwide interaction of governments and international bodies such as the United Nations, there would still be enough activity within the hospitality industry to ensure that a significant base is maintained.

To evaluate the probability of success in our chosen field we need to consider past actions and reactions to what at the time seemed earth-shattering events, and then look to the future using the certainty of current trends as a guide.

Economic instability has affected just about every country on earth at one time or another, but the down economy of one country is usually counter-balanced by an upward moving economy in others. Although poor economic factors may result in a slow down in the touristic activities of locals, the industry may not suffer thanks to an increase in travelers from outside the area. A slow moving economy in USA, for example, has not halted

the increasing numbers of Japanese and West Europeans visiting that country. Also, the industry has the ability to stimulate business by offering special prices and deals to make holiday travel very attractive. As for political unrest, mass media attention has served to hasten the opening of curtains ('iron') and knocking down of walls (Berlin).

The newly acquired freedom of movement for Czechs, Poles, Russians, East Germans et al is already having a positive effect on some sectors of West European economies—more consumers, more travelers, **more tourists**. Even Albania looks set to open its doors, not only to welcome outsiders, but to give its own people a chance to visit foreign lands.

FINAL EXAMINATIONS IN SWITZERLAND



On their way. Third year students departing for Switzerland.

April 22, 1990, the first students of The Alpine Center's third-year program gathered at Athens Ellinikon airport for their flight to Switzerland. There they would sit for examinations under the guidance of IHTTI - International Hotel and Tourism Training Institutes, of which TAC is an associate institute. The students were accompanied by Mr. Eric Hofmann and Mr. Iain Dewhurst, lecturer in charge of the third-year program.

On arrival at Zurich airport they were met by IHTTI lecturer Tom Maher, and University of Malta lecturer Carmel Fsadni, who took them to the Drei Könige Hotel, their home for the next month.

The following day commenced three weeks of revisory classes in preparation for the Swiss examinations. It wasn't all work and no play, however; there were day trips to places of interest, including the Zurich stock exchange, the town of Conzanz in Germany, and the Duchy of Liechtenstein.

Other interesting visits were made to Vitznau,

that has been converted into the Park Hotel, and side trips to places as far apart as Berne and Lugano.

During the third week, a panel of lecturers listened to presentations of the case studies that students had worked on throughout the year. This exercise was very important since it would be heavily weighted in the final gradings.

The last week was devoted to examinations in Economics, Advanced Accounting, Financial Management, Statistics, Personnel Management, and Management Principles. Then it was over. All the hard work and study, the excitement of meeting new friends and seeing new places had come to an end.

May 20, the students boarded their return flight to Athens, and the anxious waiting for the results of their exams.

POSTSCRIPT

Of the 22 students who took their examinations in Switzerland, all 22 passed. The exams were conducted by lecturers of IHTTI, with professors from Surrey University, UK, acting as the external examiners.

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HCIMA ACCREDITS THE ALPINE CENTER

A reception was held on Tuesday, 13 November, at The Alpine Center for Hotel and Tourism Management, Glyfada.

The guests of honor were representatives of HCIMA, Hotel Catering and Institutional Management Association, based in London, England.

Mary Cobb, Consultant to HCIMA, and Bridgett Thomas, Deputy Manager Educational Services, were visiting Athens in connection with several association activities.

At the reception, HCIMA officially granted The Alpine Center complete accreditation for its three-year Diploma in Hotel Management program, and presented Mrs Sybil Hofmann, TAC's Managing Director, with Affiliate Membership.

The occasion also served to bring together current members of the HCIMA, including local industry professionals and some TAC faculty. It also presented an opportunity for TAC students to learn more about this prestigious organization and how they, as well as

others present, could apply for membership. The guest speakers detailed the plans underway to expand HCIMA's activities, especially in view of the integrated European community. Germany and Switzerland already have local chapters, and the establishment of a Greek chapter is in the planning stage.

In a speech delivered to the invited guests, Mrs Sybil Hofmann cited the purpose and ideals shared by both organizations:

"Both are devoted to the development of management; both focus on the needs of industry as well as the needs of the young men and women we educate for entrance into this industry, and both are dedicated to excellence in all areas of hospitality management."

Mrs Hofmann concluded by stressing the need for unity in order to re-inforce the strengths of this professional body, and by requesting all present to work together for a bright and successful future.



HCIMA members in Greece, during the reception held at The Alpine Center. From left, first row: Ms. M. Nonika, Mr Y. Yannakopoulos, Ms. Mary Cobb (HCIMA), Mr. A. Marangos, Ms. Bridgett Thomas (HCIMA). From left, second row: Mr. F. Grady, Mr. A. Gabriel, Mr. G. M. Marangos, Ms. S. Hofmann (Alpine), Mr. J. Anglos, Mr. A. Vassalos.

HARD WORK... VALUABLE EXPERIENCE



Last summer I had the opportunity to work for a leading five-star hotel in Zurich, Switzerland, Hotel International.

There, I was assigned to the kitchen and soon came to understand the complexities of running such an important operation. I found the work hard, the demands many, and the responsibility great; but it was a valuable experience.

I encourage my fellow students to consider doing their inservice training in Switzerland. It is the "home" of hospitality management and thus exposes the beginner to the many facets of the business. Indeed, I soon came to realize that the industry offers far more opportunities and possibilities than I had imagined.

Go for it!

Themis Trakas

MAKING GREECE THE NUMBER ONE TOURIST DESTINATION By: Nancy Mata



Students of the Travel and Tourism course manning the information booth during

We, the students of TAC's Travel and Tourism Administration course, have chosen this discipline because we want to bring to the Greek tourism industry the caliber of service and degree of professionalism that will ensure its success in the difficult years ahead.

There is an awareness among T&T students — indeed all students of TAC's hospitality management courses — that Greek tourism must prepare itself for the influx of competition that will result from a Europe without labor and trade barriers.

Attracting the first-time visitor is not enough; like any successful business it must not only stimulate new business, but also keep bringing back the old. This can only be done by ensuring satisfied tourists in all sectors of our industry. From accommodation to transport, feeding to sightseeing, ALL areas so vital to a successful tourism market, students of The Alpine Center are dedicated to the cause of making Greece the world's number one

Cocktail Competition by Jean-Marc Roucos



The Martini Grand-Prix was created in 1968 and was first called "The Pensiero Paissa Prize". It was instituted by Martini and Rossi to memorialize Mr Pier Luigi Paissa, a member of the Martini and Rossi sales staff, who died at an early age.

Mr Paissa was keenly interested in the welfare and progress of young bartenders in his home country. In 1970, management decided to extend the award to young bartenders all over the world through international competitions. Since then, it has developed into an important annual event; The International Young Bartenders Competition.

The Martini Grand-Prix is in harmony with the IBA (International Bartenders Association) aim to provide "educational facilities for young bartenders, and to stimulate the IBA ideal and intention to be a worldwide family of colleagues and friends."

It was The Alpine Center's F&B Consultant, Mr Dieter Lehmann, who had the idea to create such an event in Athens, Greece. Mr Lehmann had previously participated in functions of this kind, and had even trained the 1978 winner of the competition held in Milan, Mr. Charlie Bonavia of the Grand Hotel Verdala, in Malta.

After establishing contact with Martini representatives in Greece, Metaxa S.E.A. Company, Mr Lehmann proposed organizing the event, and it was greeted with enthusiasm. The arrangements were made, and it was agreed that this first-for-Greece event would be held at The Alpine Center's facility in the Palmyra Beach Hotel, Glyfada, beginning on Wednesday Febru-

ary 27, 1990. There would be two evenings of competition and then the third and final evening when the winners would be chosen.

Each evening, management, sales and marketing personnel from many sectors of the hospitality industry gathered to oversee the competition. Also present were representatives of food and beverage operations, the press, and Alpine faculty and students. The excitement, however, centered on the young professional bartenders from leading establishments in the area, and the participating students of Alpine's Bartender Course.

The big winner of the competition was bartender George Granas of the Athenaeum InterContinental hotel. For Alpine's students, however, the highlight was the awarding of prizes to The Alpine Center entrants.

Third place - out of 16 contenders - went to student Steve Lambrianos. Fifth place was awarded to Leo Lambrinakis.

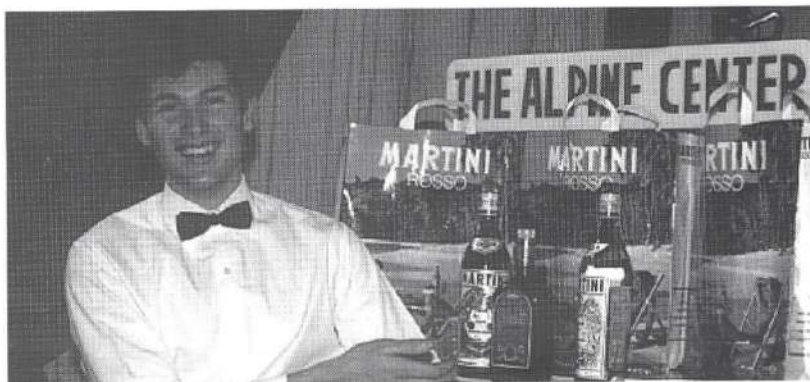
Credit must also go to the rest of The Alpine Center's participants: Stavros Pandelides, Tassos Nikolouzos, Jordan Iliades, Tony Pellezel, Tassos Mexas, Emmanuel Kaldis, and the writer.

Here is the prize-winning recipe of student Steve Lambrianos, placed third in the Martini Grand-Prix Cocktail Competition:

CAPE BREEZE COOLER

2 cl Brandy
2 cl Martini Bianco
1 cl Fresh lemon juice
1 dash Grenadine
Asti Spumante sparkling wine

Put all ingredients, except wine, into an ice-filled cocktail shaker. Shake well. Serve in a fluted Champagne glass. Top up with Asti Spumante. Garnish with a strawberry, kiwi slice, and lemon twist.



Tassos Nikolouzos, winner of TAC's semi-finals Cocktail Competition.

From TAC life...



Pleasure trip to Pilion...

...and business trip to Athens Hilton



EXCERPTS FROM PROFESSOR PAUL R. GAMBLE'S ADDRESS TO OUR GRADUATES

"Graduation— The Beginning of Lifelong Learning"

Graduation signals one of life's pleasant transitions, like a birth or a marriage. It is the moment when a person is transformed from a student into a graduate, a fine moment in anyone's life. This occasion marks the outcome of a great deal of commitment and hard work on the part of all the graduates at today's ceremony. It gives me great pleasure to share in their success, and an equal pleasure to be amongst the first to congratulate them on their achievements.

Whilst they have every right to enjoy the fruits of what they have achieved, it is important for them, as for everyone, to look not to what they have done but to what they are about to do. There is a great temptation to look upon the completion of a period of study as the finish of something. After much hard work, there is a tendency for there to be a feeling that now, at last, a person is equipped to completely shape their own lives and careers.

Of course, each person is responsible for the shaping of their own career. Nevertheless, it is important to recognize that the completion of an initial program of education and training does not mark the end of personal development but the beginning. In a sense, therefore, we are here this evening to mark the birth of what all of us hope will be successful careers. If they are to be successful, then each person graduating today must see themselves at the beginning of a road of lifelong learning and personal development.

Let no one doubt that lifelong learning pays. A recent UK study has shown that even by the age of sixteen, the earliest date at which someone can leave school in the UK, qualifications make a difference. Those who leave school without reasonable qualifications reach their salary peak by their early twenties and never go beyond it. Further up the scale, the earnings of graduates and those with professional qualifications usually far surpass the earnings of those who, for one reason or another, do not take the opportunity to develop their potential.

This need for future personal development must be recognized by everyone embarking on a career in the 1990s. Forty years ago an engineer, for example, needed at least a two-year college or polytechnic education in order to compete in his profession. Today, in order to meet the chartered standard of the European Community, he requires usually five years of university.

It may be argued that the hospitality industry does not operate within the same realms of technical complexity as the engineer. Nevertheless, it is possible to trace a similar path of change. My own university opened its doors as a technical college just over 100 years ago to offer craft and technical courses to working people. Cornell University in the USA began to offer the world's first degrees in hotel management in 1925, and gradually other, higher level courses were offered. In 1964 when Surrey offered its first degrees in hotel management we admitted some 48 students. This year the undergraduate admission to the management studies department was over three times that figure. An additional 120 students were also admitted for various masters degrees in hospitality and tourism.

It is easy to see why an engineer in 1992

clear for a hospitality manager? What if we compare 1995 with 1992. What changes will have made themselves felt in the hospitality industry by then? Is today's manager equipped to cope?

Once the graduate has left the classroom



Professor Paul Gamble.

there are no teachers to warn of growing change. At least within the school there is an opportunity to think and to reflect. Under the pressures of a busy hotel or catering opera-

high labor utilization is the route to profitable growth. The classical, low technology, low productivity model of this great service industry may not serve it well much longer.

A shift can be discerned in the skills required of hospitality managers. There is a growing need for more general business skills and an appreciation of how to build quality and service into a service industry with a generally poor record of productivity. Such quality and service as has been achieved elsewhere through the strategic deployment of information technology. If this seems too radical an argument let me remind you that the new Dean of the Cornell Hotel School has not taught or worked in the hospitality industry, nor has the present head of the Management Studies Department at the University of Surrey. These men are professional administrators.

It is important, even vital, that each new graduate retains his or her appetite for learning. This might mean taking time for a short course to learn about yield management, or it might mean a career break to gain an MBA. Holiday Inn Europe insist that every manager on their staff take at least one training program every year. They do not make rules about what kind of training or what kind of course, but they do want to be sure that their managers are taking time to reflect and develop.

The hospitality industry needs the brightest, most enthusiastic, most dedicated, and most professional managers it can get if it is to be able to deal with all of these issues. I congratulate today's graduates on the profession



Travel & Tourism Administration students about to receive the Certificate.

tion, such opportunities are few. As the outside temperature changes the manager who fails to become his or her own teacher, who is unaware of the creeping pace of change, stands a very good chance of being cooked. The hospitality industry of the 1990s is changing very noticeably, and the character of the managers that it will need is also changing. This is true in all four corners of the world. Even in countries where plentiful labor and

that they have chosen because it will bring them a stimulating and rewarding lifetime of opportunity. They are seeking to join an industry of major importance to most countries and to most people. To serve it well they must serve themselves, and for that they must look to a lifetime of learning.

I wish them all every success with their chosen careers. Today marks an important new beginning for each of them, and I am sure that

GRADUATION CEREMONY 1992/93

Alpine for Hotel and Tourism Management Studies, Glyfada, on Friday 13 November graduated 98 students at a ceremony held in the main ballroom of the Athens Hilton hotel. Depending on their course of study students received either the Swiss Diploma in Hotel Management, the Certificate in Hotel Operations, the Certificate in Travel and Tourism Administration, or the IATA Standard /Advanced Studies Diploma.

The main address of the graduation ceremony was delivered by Professor Paul Gamble, Dean of the Faculty of Human Studies at Surrey University, UK. Alpine has an academic link with this prestigious institution and qualified students are accepted into their higher degree-earning programs.

Professor Gamble's message to the graduates was that the graduation event should not be looked upon as the finish of something but rather the beginning of personal development and the birth of what is hoped will be successful careers. (See page 4)

Alpine's Managing Director, Sybil Hofmann, reported on the impressive growth of the institution and its participation and membership in many international organizations devoted to establishing a high quality of education and training in this specialized field. An increasing number of these bodies have approved and accredited the courses offered by Alpine.

Other guest speakers were Mr Spyros Kokotos, president of the Association of Greek Tourist Enterprises, and Mr Dino Vondjicis, Managing Director of Ciga Hotels, Hellas-Hotel Grande Bretagne.

Mr Kokotos expressed his pleasure at having the opportunity to speak to graduates of a higher education institution, recalling his own experience in a similar position. He stressed the need to constantly update oneself in all matters pertaining to their profession in order to know the trends, interpret them correctly, and work with all levels of employees to act quickly when necessary.

As a businessman with 25 years of experience, Mr Kokotos was able to give the students and guests an up-to-date picture of tourism's role in the Greek and international economies.

Mr Vondjicis observed that although all businesses were being affected by a slump in economic conditions, the travel and tourism industry still proved itself to be a "number one" industry in most parts of the world.

He talked about future prospects for the young graduates, and was confident that those who worked hard, despite the inherent difficulties in having a career in hotel management, would experience a lifestyle and job satisfaction that is second to none.

Adding additional support to the ambitions of the Alpine graduates, a number of companies in industry-related businesses sponsored awards in a variety of subject areas and presented them to outstanding students. This has become a regular feature of this annual event and is indicative of the importance these companies place on the need for professional and educated personnel joining their ranks.

Companies that sponsored awards this year include: Athenaeum Intercontinental, Athens Hilton, NJV Meridien, Chandris Hotels, Grecotel, Ledra Marriott, Ciga Hotels Hellas-Grande Bretagne, Epirotiki Lines, Olympic Catering, Manos Travel, Swissair, Nestlé Food service, Boutari, Broese Kemink, Knorr



Diploma Graduates.



Students receiving the Certificate in Hotel Operations.



... action of nomination for his

ALPINE TO OFFER NEBSM COURSES FOR SUPERVISORY PERSONNEL

ALPINE for Hotel and Tourism Management Studies, Glyfada, and the National Examining Board for Supervisory Management (NEBSM), London, England, announce a wide range of programs available to suit every supervisory need. The courses will be offered in Greece by ALPINE, who are authorized to provide the NEBSM Certificate in Supervisory Management. They are intended for current supervisory personnel, or others wishing advanced qualifications.

NEBSM was set up in 1964 by government with a remit to "Further the education and training of

plans, with the trained supervisor having the skills to make strategic decisions work in practice.

The effectiveness of NEBSM programs is evidenced by the fact that over 50% of all management training carried out within the UK and Northern Ireland is provided by them.

Sybil Hofmann, ALPINE's director, points out that NEBSM is one of the most client responsive awarding bodies. "The program can be tailored to the requirements of any individual or company, thus making it more cost effective since it focuses on specific needs," she says. The courses will address all the main areas of

OUR NEW CATERING MANAGEMENT COURSE

ALPINE offers yet another career-building opportunity with the introduction of its Catering Management course.

The course offers a variety of subjects covering the operation and economics of food production—including principles of nutrition and sanitation. The result will be the student's ability to produce tasty and wholesome food, maintain high standards, and assure cost effectiveness.

It will also prepare the student to effectively manage a catering department and operate and control food and beverage selling outlets in a variety of hospitality industry operations.

The position of Catering Manager is like that of a business executive, with all the responsibilities, rights, and privileges that come with it. His services are required in such diverse industries as hotels, restaurants, transport, conference centers, and the lucrative private catering business.

The Catering Management course is of one year's duration, with 6 months practical training and classroom theory at ALPINE followed by 4 months in-service training at establishments in Greece or abroad.

Subjects are taught in English, and include accounting, computers, tourism, and social skills in addition to the main food and beverage production and management studies.



Mr Ian Forster, Chairman Standards Committee of NEBS Management, visited Alpine with wife Shirley. Pictured here with Alpine faculty.

supervisors to enable them to discharge their responsibilities confidently and effectively." It has over six hundred recognized training centers in the UK and overseas, and offers awards at three levels—Introductory, Certificate and Diploma.

The programs center around the belief that the supervisor is the key person who can promote the successful implementation of management

first line management: Managing Human Resources, Managing Information, Managing Financial Resources, and Managing Products and Services. With the introduction of these courses, ALPINE aims to help local industry, not only hospitality related, to give their employees qualifications which bring them confidence, prestige and greater promotional prospects.

POINTS TO PONDER

"Let us be thankful for the fools. But for them the rest of us could not succeed"

MARK TWAIN

"There are three kinds of lies: lies, damned lies, and statistics."

"The closest to perfection a person ever comes is when he fills out a job application form."

STANLEY J. RANDALL

THE PROFESSIONAL GASTRONOMY CLUB PROMISES A NEW IMAGE OF THE SERVICE INDUSTRY IN GREECE

United Distillers Boutari has formed the Professional Gastronomy Club with the aim of improving the quality of service provided by the food and beverage industry in Greece as well as enhancing the art of gastronomy.

This will be done by offering members of the club, who represent the professional sector of the F & B industry, a series of educational, informative, and entertaining seminars and meetings covering such topics as: matching food and wine, fine-dining service, managing quality services, Greek traditional foods, nutrition and diet, and wine tasting.

ALPINE's Sybil Hofmann has been invited to serve on the club's Advisory Board.

During the launch of the club in Salonica and Athens, on January 25 and February 4 respectively, Hofmann addressed the prospective members of the Club on the importance of a continuing education in the development of a professional, and the part it plays in raising the standards of service in Greece. ALPINE is playing a role in conducting the series of seminars for the PGC members.

Antonis Prokos, Lecturer and Seminar Coordinator at ALPINE, is working with a team of professional instructors who are delivering the seminars which start



Antonis Prokos, lecturer at Alpine, delivering a seminar



ALP VIEWS

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FROM THE EDITOR



Government offices and tourism authorities know that a quality product is necessary if a destination is to attract the up-market tourist—the most valuable in terms of impact on the economy. As in any business, quality management must be evident throughout all stages of "production" to ensure a quality product. Today, this systematic pursuit of quality in business is commonly known as "Total Quality Management" or TQM. Lectures on this subject are incorporated into the curricula of many schools teaching business disciplines. Although the theory was first practiced on the assembly lines of Japanese automobile manufacturers, it has an equally valid application in the hospitality and tourism industry.

Long before TQM became a buzzword our students learned that the industry they have chosen for their career is primarily "the people business." It is the business of, for, and about quality service to the customer. This focus on the customer is the main consideration when assessing results of the application of TQM in this field.

In an editorial for an earlier issue of ALP VIEWS I recommended that in their quest for providing the highest level of service students should be guided by the dictum, "Do unto others as you would have them do unto you." As with most solutions that are seemingly quite simple, this approach is far easier to voice than it is to execute: too many variables and obstacles tend to get in the way. TQM, on the other hand, sounds simple, but the concept is the

(Continued on page 2)

DIRECTORial

We were pleased with response to the letter we sent out in January asking for updates on the activities and career moves of our graduates in order to prepare this issue of ALP VIEWS. The comments will be of interest to all graduates, and our current students will benefit from the experiences and advice passed on to them in these pages.

In my message to graduates at the 1993 graduation ceremony I closed with the following advice:

'Be supportive of the industry that will be your livelihood; join industry organizations; encourage other young men and women to follow in your footsteps and help the tourism industry to grow—here in Greece, and abroad. Remember to always support your school both in word and deed. Keep a small part of us with you forever, and help us to provide an education that satisfies the needs of your industry by keeping in touch and being an active member of ALPINE's Alumni Association.'

Keeping in touch through membership in the Alumni Association offers a great advantage in that it develops networking skills which can be of help in accelerating one's career.

Since the first day of school our students are taught the importance of networking. It begins with contacts between the lecturers as counselors and the third-year students who are assigned the responsibility of being



Sybil Hofmann

advisors to the newcomers. Networking really takes hold during in-service training when the contacts made in industry can help secure positions in the future. The premise of networking is that the more contacts made—in and out of a business environment—the more people are there to offer support when needed. The career chosen by our students is built around moves, transitions, and that all important 'first step.' Networking re-enforces the speed and stride of all the steps necessary for a successful career.

Students are encouraged to join one or more of our students' clubs, not only to socialize but to learn about organizing events, which adds to professional development and builds leadership

skills. By having students attend or participate in industry-related trade shows, and by inviting industry leaders to address classes or take part in events such as Open House, valuable networking activity takes place. Membership in outside organizations is very important in assuring the "right" contact. HCIMA is one such organization; it offers a membership discount for students and is an invaluable source for productive networking. Membership in the Alumni Association is a way to expand the circle of professional relationships. With this in mind, we plan to have our first grand meeting of alumni members in February of 1995—the preferred date according to the results of a questionnaire sent to all our graduates. Networking starts with the relationships and friendships built during the school years. Work at it...it is not only valuable for future moves, but a very pleasant experience as well.

S. Hofmann
Director

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The British Hellenic Chamber of Commerce extended an invitation to dinner to a group of our third year students. Here they are pictured with Minister of Industry, Mr Timothy Sainsbury (center) and Mr Iain Dewhurst (behind).

TRAVEL & TOURISM

TRAVEL AND TOURISM MANAGEMENT COURSE... NEW DEVELOPMENTS

The Travel and Tourism Administration Certificate Course was established in October of 1989.

The two-year course covers a wide range of subjects encompassing the diverse requirements of the travel and tourism industry, i.e. Office Organization and Administration, Principles of T&T, Communication, Geography, Financial Administration and Control, and Sales and Marketing.

In 1990, IATA—the International Air Transport Association, Geneva, Switzerland, recognized ALPINE as an authorized training center for its standard and advanced diploma courses. This is offered independently of the T&T course, but it is also incorporated in the normal program so that our T&T graduates can also earn these diplomas.

In 1992, the Introductory Award in Supervisory Management program, awarded by the National Examining Board for Supervisory Management, NEBSM, was added to the course. Second year students also benefit from instruction in computer software developed for the travel industry, such as ITP—Integrated Tourism Package.

The Travel and Tourism Management Certificate Course came into being in 1993 with an extended curriculum that prepares students for direct entry into the two-year program at Birmingham College for Food, Tourism and Creative Studies (UK) where they can earn a BA (Hons) in Tourism Management. Additional course subjects designed for this purpose include Business Calculations and Economics of Tourism. The result is a unique offering in Greece for those who wish to acquire a degree of

professionalism necessary to meet the demands and expectations of today's discriminating traveler.

Industry skills are practiced in the school environment with students assigned duties at the school's Travel Desk. Also, the annual school trip, which is researched, organized, promoted and accompanied by the students under careful supervision of tutors, is a valuable learning experience. Students have contact with the industry through participation in exhibitions, such as Philoxenia in Salonika, and visits to important archaeological sites and museums, as well as major hotels in Athens and the International Airport.

Throughout the academic year, guest speakers from the industry visit the school to talk to T&T students about developments and trends in the marketplace. Recent guest speakers were: Mr Zacharias Kaplanides, GM for Zita Tourist Club, who spoke of services and facilities in tourism; Mr George Papakonstantinou, Product Manager, Airtour Greece, talked about incentives and special groups; and Mr Iraklis Simitidellis, Sales Manager, along with Ms Vratoli and Mr Bolias of the Sales Department, KLM—Royal Dutch Airlines, on the subject of customer loyalty programs. Graduates are already established in key companies: British Airways, Griffin Travel/Woodside, Hellenic Tours/Kuoni, Manos Travel System, Minoan Lines, Olympic Airways, Pyramid International and Zita Tourist Club. In addition, many are owners and managers of their own travel agency and tour operations businesses.

E. Binga, TT Lecturer



Plato Baganis and Eleni Binga



Students from BIRMINGHAM COLLEGE, UK, visit ALPINE.

A BRIGHT FUTURE FOR THE HOSPITALITY AND TOURISM INDUSTRY

If you're wondering if a career in hospitality is the right choice for you, here are some facts that might help to convince you:

Tourism will soar by the year 2000. The Mediterranean, including Greece, will double the number of tourists over the next decade.

Tourism receipts world-wide reached just over \$324 billion last year—up nine percent over the year before; Greece is Europe's fastest growing economy.

The industry employs 35 million people, or 8.5 percent of the total European workforce—in Greece the figure is 13 percent of the population.

Tourism earns 5.7 percent of the Gross National Product and accounts for 13% of overall spending in Europe, earning more than ECU 580 million a year in sales; it accounts for nearly 8 percent

of the industry's total revenue. These encouraging facts come at a time when the world's economies are just emerging from a slump, and unrest in some areas of the globe has had effect on travel to surrounding areas as well. It is not wishful thinking but is based on facts determined by the World Tourism Organization (WTO), and the World Travel and Tourism Council, among other authorities.

This growth, and the economic benefits of tourism development, will mean increased competition. Consumer demand for quality, and the consumers' awareness of value for money, will mean that only those countries with the proper infrastructure, marketing techniques, and qualified personnel to provide the services will survive.

It is to meet the challenges facing the industry now, and into the next century

The emphasis is on quality service...requiring quality management. Mr. Antonio Enriques Savignac, secretary-general of WTO, Madrid, Spain, had the following to say in his 1994 New Year's speech:

"Tourism in the year 2000 will undergo profound changes in both nature and significance. Policy-makers and the tourism trades will have to adjust to intensified competition; consumers are becoming more knowledgeable of the increasing global market. Success in the 1990s will, therefore, require a professional approach on the part of tourism operators. Overall, striving for quality in tourism will be one of the most important areas of attention in the coming years."

K. Lord

ST VALENTINE'S DAY LOTTERY AT TRAVEL DESK

First-year TT students initiated and organized the sale of lottery tickets and Valentine cards at the travel desk with all monies going to the charity 'SOS Children's Village.'

The prize, a one-day cruise to Aegina, Hydra and Poros for two persons, was sponsored by Epirotiki Lines and won by Dimitris Ziakas, a second year

GRADUATION: AN IMPORTANT MILESTONE

Highlights of the speech given by Mr. Nikos V. Skoulas, former Minister of Tourism, on the occasion of the graduation of our students

This, the day of your graduation, is an important milestone in your lives, as it is for all of us, family and friends, as we share in your pride in this splendid accomplishment.

Your certificate or diploma carries the logo of one of the finest centers in hotel and tourism management stud-

ies in Europe, and represents an outstanding achievement in both scholastic standard and practical experience. Tomorrow, you are embarking on a promising career in tourism, the world's most exciting industry at the turn of the century, and you are obviously very well prepared for it.



Mrs Sybil Hofmann Director of ALPINE presents Mr Nikos Skoulas Management Consultant and Former Minister of Tourism with a special token of appreciation for his support. Mr Skoulas was a guest speaker at the graduation ceremony.

You are entering the workforce at a time when people with a higher level of education and more leisure time are demanding a variety of services of a higher standard than in the past.

Whether you work in—or run—a business, a resort hotel, or a travel agency you will be faced with an ever increasing demand for diversified and sophisticated products, ranging from state-of-the-art seminar and incentive meeting facilities and support services, to leisure time activities including tours, sports and entertainment services. You will also be faced with competition from other outstanding destinations run by top professionals, managers, chefs and travel executives who will be competing for every potential customer.

We have to make substantial improvements in the level of services we offer if we are to survive this competition. And here lies your challenge: You, and other young professionals like you, are asked to lead the tourism industry of this country away from mediocrity of its formative years and develop it to its full potential. This industry, which represents close to 15

percent of the gross domestic product and provides employment for more than 13 percent of the Greek population, is indeed the most important industry for all of us.

You will have to become the apostles for quality tourism, educating others through word and fine example. You must spread the message that in order for tourism to survive as an economic activity we must protect the resources upon which it feeds: our environment and our culture. Hospitality is a part of our cultural heritage; in ancient times it was worshiped as a deity and is still ingrained in the Greek character. With this tradition, and with this education and training, you have no limitations beyond those you place upon yourselves.

Total commitment, love for the hospitality industry, professional discipline and attention to detail are the ingredients for success in this business which, with people like you, has a great future not only within the boundaries of Greece but also within the greater community to which we now belong, the European Union.

PROFESSOR PETER A. JONES OF BOURNEMOUTH UNIVERSITY (UK) SPEAKS AT GRADUATION CEREMONY



Professor Peter A. Jones, Head of Department of Service Industries, Bournemouth University, during the commencement address.

Professor Peter A. Jones is Head of the Department of Service Industries at Bournemouth University. Prior to entering education in 1990 he was a senior officer in the British Army gaining wide experience in a variety of positions. He was responsible for a major catering planning computer project in the public sector and has published widely on management develop-

Below are excerpts from the speech delivered at ALPINE's '93 graduation ceremony:

Much has been written on the inability of the hospitality industry to recruit and retain management staff of the caliber it says it needs now and will need in the future. The importance of well educated and competent professionals is vital to the needs of industry and the

industry needs managers with confidence, integrity, an understanding of people as both customers and staff, and professional skills in food and accommodation.

I would like to give you my views as to the role both education and the hotel and catering industry must play in ensuring the effectiveness of tomorrow's managers. It is essential to achieve realism and enterprise in the courses whilst developing an enquiring mind in the student. Such an approach also requires that the student learns from the experience and can apply the theoretical understanding to the global business of hospitality.

Diplomats such as these graduates here have experienced a quality of hospitality education that will form the basis for their career. Quality has to be experienced to be understood; such experiences are formed as part of the courses followed by these students. You are the future managers of the industry and will have excellent opportunities, with high quality skills developed from the Swiss hotel tradition. You have now embarked on the road to a lifetime of learning. You do not

symbols of achievements gained, but more importantly they are indicators for the potential in the future. Exercise your mind, challenge ideas, learn everything you can about your business, and always recognize that you can learn from others.

We, as teachers, are also a part of the hospitality industry. We are an important part in that we educate the managers of tomorrow, and to do that we must work closely with industry to understand the challenges for the future and design our courses to meet those challenges.

I will finish with a word to the industry. The students of today are your future but like any living being having been successfully planted they now require to be nurtured and cared for. If you feel in this they will uproot and grow elsewhere.

The quality of your care and the attention you give to these still young managers will determine how they grow in the future. They are scarce and pr-

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THEME BANQUETS

AN ANNUAL ATTRACTION

Students on the Catering Management course participated in the third banqueting competition which was held in March. Devised by John Antonakis, Head of Catering Management, the purpose of the exercise is to allow students to practice their leadership, management and organizational skills by organizing and executing a theme dinner for 50 guests. This year, three groups were competing and had to follow strict rules that were laid out for food cost, set-up, service and food production.

Last year saw two groups competing and trying to outdo each other with the realism of their theme. Group one's theme, 'Dining in the Future,' had the dining room decor reminiscent of a Star Trek set, and the service personnel dressed in futuristic space uniforms as they served food plated in a design of the milky way. Group two featured a 'Roman Night' theme and centered around a dinner at the palace of Caesar with the dining room's atmosphere—complete with background



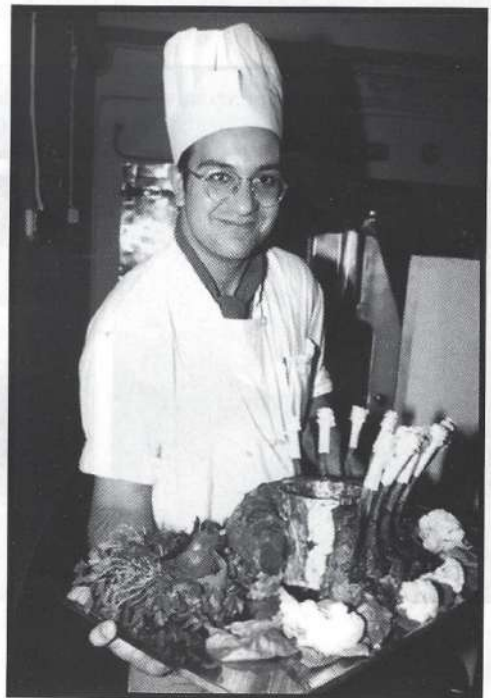
Roman Nights: Ann Charlotte Biederman and Costas Dimitriades, CM1 '95.

music from soundtrack albums of Biblical epics—re-creating a banquet scene in ancient Rome as Centurion guards welcomed the guests and toga-clad servants pampered them.

The panel of judges, consisting of lecturers and instructors, voted group one the winner of the '95 competition by a narrow margin.



Argiris Anayiotos, Banquet Manager Athens Hilton (one of the competition judges), and ALPINE's finance director Eric Hofmann congratulate student Eric Kranidiotis, CMIB, on the great job he and his fellow classmates did in organizing and presenting the Hawaiian Nights banquet theme.



Angelos Hadjistyllis, CA1 '95, displays food for the feast.

ALPINE



HOTEL & TOURISM MANAGEMENT STUDIES

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Chef Rudi Luetolf with his brigade of CA2 students posing with the Wedding Cake.



Hawaiian Night: Another Banquet Competition theme superbly executed by the imaginative student organizers.

A fashion show was the theme of one of the three Banquet Competitions. Students of CMIA organized the event and prepared and presented the food which proved to be equally 'fashionable'.



No question about the theme of this entry in the Banquet Competition: Dracula(s) and... er... the Draculettes? The 1996 overall winners.



Some of our successful graduates currently employed in the industry



Nicola Jeftic, Operations Manager at Griffin Travel / Woodside.



Panayotis Pilichos, Banquet Executive at Athens Hilton.

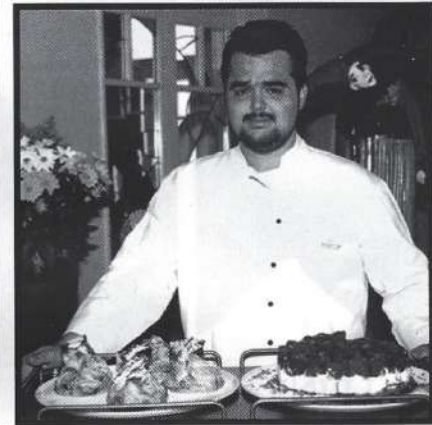


Maria Vamvakerou, Sales Department at Manos Travel System.

Yiannis Petrakis, Sales Executive at Athens Hilton.

Madeleine Madianou, Manager at Chandris Mykonos Hotel.

Elias Starogiannis, Sous Chef at Bajazzo Restaurant.



EDUCATOR / INDUSTRY FORUM

EDUCATOR AND INDUSTRY FORUM ATTRACTS KEY PROFESSIONALS

Professionals representing all sectors of Greece's tourism industry were present at an educator and industry forum which was organized and hosted by ALPINE. Held in the new Educational Center of the Mortgage Bank of Greece on 6 December, it was an



*From left
to right:*

*Tassos Potamianos,
Diana Panagiotopoulou,
Peter Starks,
Lena Kasfikes,
Yianni Simos*

Standing:

*Andonis Prokos,
Eric Hofmann
and
Mark Komninakis*

ideal venue to underscore the importance of education and training in the development of personnel who are able to provide the high quality of service that today's tourism industry in Greece must do if it is to succeed in a very competitive market.

The guest speaker at the forum was Peter Starks, vice-president for Europe, Middle East and North Africa of the Educational Institute of American Hotel and Motel Association.

Mr Starks' presentation focused on the benefits of training staff and encouraging them to earn additional credentials. A panel of industry representatives joined members of the audience in a discussion and debate on the benefits and costs of industry training programs.

The forum was the first in a series of events planned by ALPINE to bring the interests of industry and education together.

“GRADUATES' FORUM” *A unique presentation*

Three ALPINE graduates on 25 January were the guest speakers at a forum designed to help current third year students learn about the education, facilities and accommodation available at schools with which we have academic links and where many of our graduates plan to earn their degrees.

Addressing the students were: Madeleine Madianou, a graduate of Bournemouth University, UK.; Panos Almyrantis, Johnson and Wales University, USA; and John Baxevanis, IHTTI, Switzerland. Each person spoke of his or her reasons for the choice of institution and gave details on the studies which are included in the relevant programs. They presented the audience with interesting facts about the different policies, rules and regulations in effect at each school, and supplied information on the availability and standard of accommodation available to them.

In conclusion, each speaker summarized his or her present career status: Madeleine is manager at Chandris Mykonos Hotel; Panayotis is doing research for a project contracted to ALPINE as he waits to fulfill his military obligation; and John is in a management position at the casino located in Loutraki.

A question and answer session followed the presentations.



*Graduates Forum:
Madeleine Madianou, John Baxevanis,
Panos Almyrantis*

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1997.

**SWISS
AMBASSADOR
TOURS ALPINE**



Swiss Ambassador and Mrs Bernard de Riedmatten were guests of TAC on 3 February. The ambassador and his charming wife toured the premises and commented on the great impressions our students made with their attentiveness and social skills. Members of faculty and staff joined the distinguished visitors for an exquisite lunch in the school's Bel Voir Park dining room. The conversation over lunch focused on the interest the ambassador has in tourism development as a means of bringing the people of the world closer through understanding. He thanked ALPINE's directors for enhancing the Swiss image by offering first class hotel management studies in Greece.

**INDUSTRY PROFESSIONALS
VISIT ALPINE**



From left: Mr Tim Vogeley, Mrs Sybil Hofmann, Mr Jean-Paul Nel, GM Ledra Marriott, and Mr Eric Hofmann



Mr Stefan Angst, Sales Manager Swissair

**STUDY TOUR GROUP
FROM USA COLLEGE
VISITS ALPINE**

Thirty-six participants from Grand Rapids Community College, Michigan, USA, were in Greece on 16 May 1996, as part of an international study tour where they learn firsthand about the food specialties of the countries they visit. Accompanied by Robert Garlough, chairperson of the hospitality education division, and Angus Campbell, chef instructor, the group attended demonstrations and lectures arranged by Alpine for Hotel and Tourism Management Studies, Glyfada. John Antonakis, head of catering management at ALPINE, organized the event which featured guest instructor Linda Makris demonstrating a wide variety of mezedes and other Greek specialties. Also included was a lecture by Saskia Faulk on the social, historical, cultural and religious influences on food in the southeast Mediterranean. From Greece the group will travel to Israel, Turkey and Egypt.

ALPINE GRADUATES ARE SUCCESSFULLY EMPLOYED ALL OVER THE WORLD



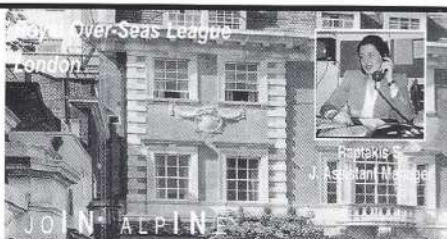
ALPINE
CENTER

Hotels, Travel and Tourism organisations, Restaurants and Food-related industries, are experiencing an unprecedented growth of their activities at an international level.

Tourism has become a national priority for many countries.

Choose a Management career in the Hotel and Tourism industry. The industry with unlimited opportunities for the qualified professional of 2000.

BE INTERNATIONAL



The Swiss Leader in Hotel and Tourism Management Studies in Greece

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ALPINE'S SEVENTH ANNUAL GRADUATION AN IMPRESSIVE EVENT

The seventh annual graduation of our students was held in the main auditorium of the Athens Hilton hotel on 8 November.

Among the over 600 guests were the families

GRADUATING of the graduates, leading figures from the hotel and

those employed in the tourism industry had a special responsibility since their actions affected the quality of life for both residents and visitors.

A highlight of the evening was the presentation of special awards to students who have excelled in their studies or

exhibited worthy personal characteristics. ALPINE is grateful to the following sponsors of the awards; their support provides additional incentive for our students to excel in school and career: Association of Greek Tourist Enterprises (S.E.T.E.), Athenaeum InterContinental, Athens Hilton, Athens Ledra Marriott, H. Benrubi & Fils SA, J. Boutari & Son Wineries SA, Chaine des Rotisseurs, Chandris Hotels (Hellas) SA, CPC (Hellas) ABEE, Epirotiki Cruise Line, Hotel Grande Bretagne (ITT/Sheraton), Grecotel SA, Hellenic Tours SA, IHTTI Switzerland, Manos Travel System SA, Hotel NJV Meridien Athens, Miele Hellas Professional, Nestlé-Loumidis SA, Palmariva Eretria Hotel, Swissair, and Triaena Incoming Services.



CLASS '95

travel sectors of the hospitality industry, and officials from the Swiss and German embassies. The guest speaker was the noted bio-environmentalist, Dr. Agni Vlavianos-Arvanitis, the recipient of many awards and commendations for her global efforts in promoting concern for the environment. She emphasized that



Dr. Agni Vlavianos - Arvanitis receiving a token of appreciation for her very effective graduation speech from Sybil and Eric Hofmann.

Last year ALPINE launched a distance learning program of studies utilizing the programs of Educational Institute of the American Hotel & Motel Association.

Designed for people working in the industry who are unable to attend classes due to time and distance restrictions, the courses offer flexibility with study time tailored to the needs of each student.

The courses are easy to follow, and study is facilitated by ALPINE tutors who meet with each student, devise a plan of study, schedule progress tests, and set a date for the final examination; students are then free to study on their own and at their own pace. If and when they wish, they can arrange to visit their tutor from time to time, or telephone/fax if they need immediate assistance. Progress tests are also arranged by fax, and with the advent of INTERNET students are encouraged to use it as a resource to supplement their materials. They can also send e-mail to tutors who will give them directions, clarifications, etc.

DISTANCE LEARNING PROGRAM SURGES AHEAD

Ms Elisabeth Christidou and
Ms Effie Tsopanian



The number of DL students has doubled in the last year, and they come from all over Greece. Current practitioners are working in hotels on the islands of Corfu, Crete, Hydra, Kos, Mykonos, Paros, Rhodes, Samos, Santorini, Sifnos, Skiathos, Tinos; also in Argos, Athens, Larissa, Nafplion, Patras and Thessaloniki.

Certificates of Specialization in Food & Beverage Management, Rooms Division Management, and Marketing and Sales Management are very much in demand by current students. Each five-course specialization features four courses specific to the functional area, plus an invaluable course on employee supervision which offers an ideal preparation for anyone who currently serves—or is planning to serve—in a supervisory or department head position.

Other courses which have met with success are Human Resources Management, Resort Management, Convention Management, Bar and Beverage Management, and Marketing of Hospitality Services. A number of ambitious students plan to earn the Diploma in Hospitality Management which comprises 12 courses that can be taken in 48 months—an ideal time frame for people combining work with study and wishing to acquire the knowledge and further qualifications that will accelerate their promotions and career advancement.

FOOD AND BEVERAGE TRENDS: THE CHALLENGES OF THE YEAR 2000

We are pleased to announce that the *Club des Maitres* in cooperation with Alpine Center will be offering a series of seminars in November 1997.

For more details contact George Pissas, President of Club des Maitres, tel.: 602 9439;
or call Effie Tsopanian at Alpine Center, tel.: 8945 195/808.



MAYOR'S REPRESENTATIVE WELCOMES PARTICIPANTS TO EuroCHRIE SPRING CONFERENCE '96 AND JOINS IN THE CELEBRATION OF CHRIE's 50th BIRTHDAY



Sybil Hofmann, ALPINE's managing director and current president of EuroCHRIE (the European arm of

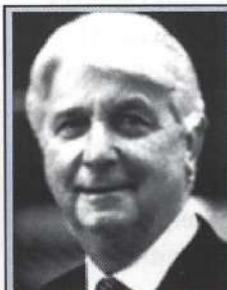
CHRIE--Council on Hotel, Restaurant and Institutional Education) was the organizer of the spring conference '96 which was held in Athens on May 16 and 17th. ALPINE hosted the conference at the Hotel Grande Bretagne, and guests were welcomed at the opening reception in an address given by Emilia Geroulanou on behalf of the mayor of Athens, Mr Dimitrios Avramopoulos, who was away on business. The occasion also highlighted the celebration of CHRIE's milestone half century of serving hospitality management and educators.

The conference theme was 'The Travel and Tourism Industry Beyond the Year 2000.' Decision makers from leading organizations headed the debate on trends analysis and the future at this world-class conference. They presented vital issues, envisioning how these will affect management, training and education in the new millennium, and how top organizations plan to face the challenges of tomorrow. Among those who shared the podium were:
 Robert Collier, joint managing director of InterContinental Hotels and Resorts;
 Geoffrey Lipman, president of the World Travel and Tourism Council;
 Michael Olsen, Ph.D., Professor of Strategic Management and Chairman of IHA's Economic Committee;
 Nikos Skoulas, president and chief executive officer of Royal Olympic Cruises;
 Wendy Tuxworth-Twist, director of the International Hotel Environment Initiative.

Issues that were discussed included: the future hotel manager and the environment, cruise industry over capacity, 21st century managerial trends, the changing structure of employment and strategic management

for the hotel industry. The findings of the International Hotel Association's (IHA) White Paper were discussed by its principal investigator professor Michael D. Olsen, including five key issues driving change in the hotel industry.

These world-renowned speakers provided inspiration and insights to the administrator, the manager and the educator in our dynamic industry.



Robert Collier,

joint managing director of InterContinental Hotels and Resorts.

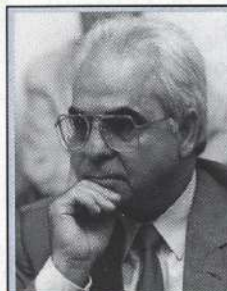
Geoffrey Lipman,

president of the World Travel and Tourism Council.



Michael Olsen,

Ph.D., Professor of Strategic Management and Chairman of IHA's Economic Committee.



Nikos Skoulas,

Wendy Tuxworth-Twist,

director of the International Hotel Environment Initiative.



The Greek Times
May 24-30, 1996

Alpine stages Spring Conference

By Harry J. Stathos
Staff Writer to The Greek Times

Alpine for Hotel and Tourist Management studies hosted a two-day international conference on May 16-17, with the theme "The Travel and Tourism Industry Beyond the Year 2000."

Sybil Hofmann, managing director of Alpine and president of EuroCHRIE, organized this conference, bringing in CHRIE members from all over the globe.

Since CHRIE's celebration of 50 years coincided with the centenary of the modern Olympic Games, Hofmann decided to hold the conference in Athens at the Grande Bretagne Hotel, the official hotel of the Hellenic Olympic Committee.

CHRIE, the Council on Hotel, Restaurant and Institutional Education, has been helping hotel and tourism professionals and organizations to reach their objectives. The conference brought together educators and industry

professionals from all over the world to discuss the impact of industry issues, trends and changes in education training and management.

During the opening reception celebrating CHRIE's 50th birthday, Athens Mayor Dimitris Avramopoulos delivered the welcome address to the participants.

Hofmann opened the first plenary session last Friday morning. The moderator was Michael D. Olsen, Ph.D., professor, in the department of hospitality and tourism management at Virginia Polytechnic University. Olsen's trip to Athens was sponsored by Nestle Pro Gastronomica Foundation.

Geoffrey Lipman, president of the World Travel and Tourism Council (WTTC) spoke on "jobs for the millennium in the travel and tourism industry," which is the biggest creator of jobs in the world. He discussed the impact of regional travel and tourism employment.

Nikos Skoulas, president and chief executive officer of Royal Olympic Cruises, spoke on the topic: "Is the world cruise industry sailing into troubled waters? The problem of over-capacity."

Skoulas discussed the changes in the past decade and the massive potential for the future. At the same time, he touched on strategic planning, evolving markets and evolving travel and destination options.

Wendy Tuxworth-Twist, director of International Hotels Environment Initiative, spoke on: "Hotel managers of the future — the environmental dimension."

As director at the Prince of Wales Business Leaders Forum International Hotels Environment Initiative, Tuxworth-Twist discussed the key role hotels have to play — not only in raising awareness of the need for effective resource management, but also in finding ways of working towards a more sustainable relationship between business and the environment, stressing partnership as a powerful force in protecting the environment, while maintaining a successful business.

Robert Collier, joint managing director, Inter-Continental Hotels and Resorts, spoke on "The challenge of change — looking beyond the year 2000."

Apart from discussing his visions on changes the industry should be considering, he touched on issues such as personalizing service, human resources, the environment and financial restructuring.

The CHRIE members broke up into working groups and held discussions. The facilitator was Michael Olsen and a presentation was made by Stephen Hall, executive director of the International Institute for Quality and Ethics in Service and Tourism (IIQEST) Center. He informed the group about the launch of the first-ever such center. Hall teaches a course in developing trends and what these will mean to managers of hotels in the year 2010.

The activities ended with a EuroCHRIE meeting, on Friday. There was a gala dinner, an Olympia gastronomic feast, at the Royal Room of the Grand Bretagne Hotel.



Geoffrey Lipman.

1996

THE ADVISORY BOARD

A strategic communication link between industry leaders and ALPINE's management.

- The Advisory Board meets at least twice a year to discuss the present and future indicators of the tourism business in Greece and identify the strategic issues and trends facing the international hotel and tourism industry in general.
- The board's suggestions are integrated into the school's product and are used to develop innovative curricula to keep ALPINE at the cutting edge in this ever-changing environment of hospitality education.



ALPINE's Advisory Board: (left to right) Renato Sandmeier, GM Ledra Marriott; Thomas Crowley, Managing Director Chandris Hotels SA; Nassos Felonis, lawyer and lecturer; Dino Vondjidis, Managing Director CIGA Hotels, Grande Bretagne; Claudio Torti, Managing Director Hellenic Tours; Diana Panagiotopoulou, Managing Director La Greca Travel Service; Sybil Hofmann, Managing Director Alpine; Eric Hofmann, Finance Director; Nick Spiridakis, General Manager IATA, Greece; and Margaret Wynnberry-Tomsche, Managing Director of Tomsche-Pro-Team, advertising.

NEW ADVISORY BOARD MEMBERS

ALPINE welcomes four new members to its advisory board: Campbell Black, general manager of the Athenaeum InterContinental; Margaret Wynnberry-Tomsche, managing director of Tomsche-Pro-Team; Stefan Angst, marketing and sales manager of Swissair, Greece; and Diana Panagiotopoulou, managing director of La Grecia Tours. They join the other members in providing a strategic communication forum between industry leaders and ALPINE's management.

6. *the* ALPINE reVIEW**GRADUATES' PAGE**

*Mr Michalis Papazoglou, Hotel & Product Operations Director
Northern Greece, Grecotel*



*From left: Mrs Irini Babali, Mr Nick Chrisakopoulos,
Mr Yannis Petrakis, Mr Themis Samartzis, Ms Lia Samona
and Mrs Sybil Hofmann*



*From left: Mr Nick Constantinides, Mr Philip Economou,
Mr Stavros Angelou, Mr Dimitris Georgoulis
and Mr Eric Hofmann*



*From left: Mr Eric Hofmann, Mrs Sybil Hofmann,
Mr Tim Vogeley, Chef Rudi Luetolf, Mr John Antonakis
and Mr Ken Lord*



*From left: Mr Eric Hofmann, Mr Tim Vogeley, Mrs Maria Kerasoviti, Mrs Sybil Hofmann, Mr Nick Chrisakopoulos, Mr Ken Lord,
Mr Jimmy Baladakis, Mr Themis Samartzis and Mr Yannis Petrakis*

ALPINE'S "AMBASSADORS" HOLD FIRST REUNION AND HELP CELEBRATE TENTH ANNIVERSARY

Over two-hundred "Ambassadors of Alpine" had their first reunion party in January at the school's Palmyra Beach hotel facility in Glyfada. The event served a dual purpose since it was not only the first official gathering of Alpine graduates as members of the newly-formed Ambassador Club but also a celebration of the institution's tenth anniversary. Since opening its doors in Greece in 1987, Alpine has graduated 500 students in various disciplines relating to the hospitality and tourism industry: Hotel Management, Catering Management, Culinary Arts, and Tourism Management. The graduates came from destinations such as USA, UK, Greece and other European states. They were welcomed to the festivities by Ken Lord, Master of Ceremonies, who along with Tim Vogeley has been a lecturer at Alpine since its inception. In his remarks, Mr Lord pointed out that Alpine's success is truly phenomenal in that the school has gained world-wide recognition for providing a quality education in this specialized field in a relatively short time. He attributed the school's

success to the determination and devotion of its founders, Sybil and Eric Hofmann. Letters, faxes, and telephone calls of congratulations and best regards from graduates around the world were read to the members. The managing director, Sybil Hofmann, then addressed the former students and brought them up to date on the school's progress. She acknowledged the contributions of all the faculty and staff and presented engraved plaques to Tim Vogeley and Ken Lord for their 10 years of service to ALPINE. Other speakers included Mr Michalis Papazoglou, operations manager for Grecotels, who talked about the policies and successes of that company, and a number of graduates who told their success stories and recalled events and people that made a marked impression on them during their days at Alpine.

Another major reunion of Ambassadors is scheduled for 1 - 2 November, 1997, and will be hosted by Antonis Hatzimihail, HM'92, in his hotel on the island of KOS. More information will be given at a later date.

10. Alp Views

GRADUATION '97 Highlights

Alpine Center held its eighth graduation ceremony on Wednesday, 19 November, at the Athens Hilton hotel. Families of the graduates, educators and industry professionals were among the 600 attendees who came to see 83 graduates receive their certificate or diploma in one of the disciplines taught at the school: Hotel Management, Hotel Operations, Culinary Arts, Travel and Tourism Management and IATA/UFTAA Standard Diploma. Successful students of the Distance Learning Hospitality Management Program, which is designed for those already working in the industry, also received their awards.

This graduation ceremony coincided with the tenth anniversary of Alpine Center, and a special address was delivered by the Ambassador of Switzerland to Greece, Bernard de Riedmatten, who congratulated the students on their choice of career and commented on the similarities between a career as a diplomat and that of a hospitality professional. In particular, the Ambassador noted that both careers have clear international dimensions, and that hospitality, like diplomacy, is based on human contact and relies on 'people skills' to succeed. He concluded by saying that a solid professional knowledge, mastering of languages, an ability to adapt to new situations, and a portion of modesty allowing one to listen to others while profiting from their experience will produce positive results throughout their personal and professional life.



Graduates of the Diploma in Hotel Management posing happily with Mr and Mrs Hofmann, (centre, first row), Mr John Antonakis (right, first row) and Mr Ken Lord, Head of Communications (right, second row)



Mrs Sybil Hofmann presents a token of appreciation to guest speaker, the Ambassador of Switzerland to Greece, Mr Bernard de Riedmatten, for his invaluable support of ALPINE



Ms Zeta Konstantinidou, Senior Brand Manager of Nestlé Food Services - Loumidis presents Hotel Management graduate Andrea Tobar with the Nestlé - Loumidis Award for Academic and Professional Excellence



(L-R) Mr Bart van de Winkel, Manager, Athens Hilton; Mr Andrew Jacobs, Food and Beverage Manager, Athens Hilton; Mr Gotthard Frick, Managing Director IHTTI, Switzerland; and Mr Eric Hofmann.

Also present to speak to the graduates were Mr Gotthard Frick, Chairman and Managing Director of IHTTI—International Hotel and Tourism Training Institutes, Switzerland, of which Alpine is an associate institute, and Jordan Eliades who graduated from the school in 1991 and carved out a successful career in both hospitality and education. Mr Eliades announced the new alliance between City University, Washington state, USA, and Alpine Center.

Mr and Mrs Hofmann, Alpine Center's directors, thanked the faculty and staff for their dedication and enthusiasm in helping the school to become the leader in hospitality management studies in Greece. A brass plaque and an air ticket to Switzerland on Swissair was presented to Ken Lord, Head of Communications, for his ten years of service; a holiday at IHTTI's operational hotel in Neuchatel

was also included. Mrs Hofmann praised the companies who each year sponsor the special awards which are given to students who have attained high personal and academic success during their years at the school.

The sponsors for the 1997 graduation special awards were: Alpine Center; Association of Greek Tourist Enterprises (SETE); Astra Hotels, Ltd.; Athenaeum Inter-Continental; Athens Hilton; Athens Ledra Marriott; H. Benrubi & Fils, SA; Boutari Group; Chaîne des Rotisseurs; Chandris Hotels (Hellas) SA; CPC Hellas, ABEE; Grecotel SA; Hellenic Tours SA; IHTTI, Switzerland; ITT-Sheraton Luxury Collection, Grand Bretagne; K L M Royal Dutch Airlines; Manos Travel System SA; Hotel NJV Meridien Athènes; Miele Hellas EPE; Nestlé Food Services—Loumidis SA; Royal Olympic Cruises; Swissair; Triaena Incoming Services.

8. Alp *Views*

ADVISORY BOARD WELCOMES NEW MEMBERS

*A*t a meeting of Alpine Center's Advisory Board held at the ITT—Sheraton Grande Bretagne hotel on 16 March, the school's directors, Sybil and Eric Hofmann, welcomed new members to the ranks of leading hotel and tourism representatives who have served on the board since its inception in 1992, the year of Alpine Center's fifth anniversary. The purpose of the board is to advise on matters pertaining to industry and education, including evaluation of the curriculum. It offers recommendations as to how the course content might be improved and shares with the school's management the latest trends in the industry which could have an impact on education.

The board also serves to strengthen the school's partnership with industry, carries out research, and undertakes projects such as analysing present and future business environments. Staff development opportunities are encouraged, with ALPINE staff serving faculty internships in industry and industry staff enrolling on Distance Learning programs offered by Alpine Center and supervised by a faculty member.

At the meeting, a summary of Alpine's programs and activities over the 1997-98 academic year was given to the Board, and feedback was solicited to develop new and innovative programs for the future. A major item for discussion was a proposal for a joint campaign which would focus on the theme 'Carrying the torch of professionalism towards the 2004 Olympics'. This was the theme of Alpine Center's Open House on 27 March and will serve as the inspiration to faculty and students alike over the next six years.

The Board also discussed ways to increase student enrollments through joint activities which would promote the profession itself. The aim is to let young people know about the variety of opportunities available and the excellent chances for rapid career progression in

this field. Members were advised of new activities at the school, including marketing strategies and the establishment of a Center for professional development. The creation of a scholarship fund is supported by the Board and details will be worked out for future meetings.

Alpine Center's Advisory Board is made up of the following industry representatives:

Campbell Black, GM Athenaeum Inter-Continental and Regional Vice President Operations Eastern Mediterranean; Petros Deligiannis, Chef's Club; George Drakopoulos, GM SETE; Pierre Grand,

Managing Director, Nestlé; George Kanonis, GM Athens Chandris; Tassos Kioulpapas, Director XENEX SA; Edith Krummenacher, former flight Attendant-Swissair; Christos Plessas Leonidis, GM Poseidon Club Resort Hotel; Madeleine Madianou (Alpine Center graduate), Guest Relations Manager, Athens Chandris; Marco P. Nijhof, GM Hyatt Regency, Thessaloniki; Victor Peralta, GM Triaena Tours; Nick Spyridakis, Agency Services & BSP Manager, IATA, Greece; Dino Vondjdis, Managing Director, Hotel Grande Bretagne (ITT Sheraton Luxury Collection); and Penny Zaglaridou, Front Office Manager, Athens Hilton hotel.

BOARD EXPANDS AS MORE PROGRAMS ARE RECOGNIZED



George Kanonis, GM Athens Chandris; Eric Hofmann, ALPINE; Penny Zaglaridou, Front Office Manager Athens Hilton Hotel; John Antonakis, ALPINE; Madeleine Madianou, (ALPINE graduate) Guest Relations Manager, Athens Chandris; Werner Krummenacher, GM SWISSAIR; Edith Krummenacher, former SWISSAIR Flight Attendant; George Drakopoulos, GM SETE; Nick Spyridakis, Agency Services & BSP Manager IATA Greece; Victor Peralta, GM Triaena Tours; Sybil Hofmann, ALPINE; Marco P Nijhof, GM Hyatt Regency, Thessaloniki; Christos Leonidis, GM Poseidon Club Resort Hotel; Petros Deligiannis, Executive Chef; Dino Vondjdis, Managing Director, Hotel Grande Bretagne (ITT Sheraton Luxury Collection)

Alp Views

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ISSUED BY THE ALPINE CENTER FOR HOTEL AND TOURISM MANAGEMENT STUDIES



ALPINE'S ANNUAL ALUMNI REUNION See page 6.

FROM THE EDITOR: KEN LORD



The surprising increase in enrollment figures at Alpine Center for the 1997-98 academic year, and the interest already being shown by prospective students for 1998-99, could not have come at a better time for

the country's tourism industry. With Greece having been chosen to host the Olympic Games in 2004, it will be necessary to have a new breed of hospitality professionals to provide quality products and services to the thousands of visitors who will put the country's tourism facilities to the test.

There are already signs that Greece is benefiting from a renewed interest in the country as a tourist destination, and the Olympics will be a chance to display a new and better image to the world. The great mass of visitors expected to attend the Games will serve as a catalyst for the country's rebirth as a favored destination for tourists.

The real benefits for Greece in having landed the Games can only come over the long term: Hosting the Olympics costs money, and most of the money that will flow in at that time is already spoken for in terms of expenditures. The aim is to show the world that Greece has lots to offer—including quality service and value for money—so that the visitors will want to come back for more.

Alpine Center has graduated 580 students since its inception in 1987 and many of them have

established their careers in Greece and will be playing major roles in providing these high quality services. This invites a question as to just what it is that our graduates can offer: The answer, in a word, is professionalism. A key element in the education of Alpine students is the development of a professional attitude.

A professional attitude is the sum of many different disciplines. A person can be professional in dress, in manner, in knowledge, and in the way he or she interacts with subordinates, peers and superiors. Alpine teaches its students how to achieve a professional image, and since students are empowered to 'take charge' in a number of situations, there are ample opportunities for lecturers to see how successful they are.

The hospitality industry is a service industry, and good service—professional service—is the only way to assure customer satisfaction. A very simplistic definition of professionalism—but one carrying a loaded message—is this: 'Professionalism is smiling when your feet hurt—especially when your feet hurt.' It's knowing why and how one should apply this homily in the daily operation of a business that is the first step towards being a professional. For any industry to achieve this requires a professional attitude on the part of each employee—entry or management level—and at every step along the way. At Alpine Center this fact guides every lesson we teach, every instruction we give, and every policy and regulation we make. We believe it is this approach that makes the big difference—now, in 2004 and for years to come.



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ALPINE'S OPEN HOUSE Page 12



ALPINE'S BAI STUDENTS FOOTBALL TEAM Page 22

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A 'FEAST' IN EVERY WAY...

CM/CA Banquets

By David Coy MHCIMA
Food & Beverage Service
Lecturer / Manager

Every year around March there's an air of expectancy at Alpine Center. Groups of first year students are involved in sometimes heated discussions as ideas are thrown into the melting pot and stirred around to see what will come out. What's behind all this activity? It's banquet time! Each year the students of Catering Management and Culinary Arts 1 are divided into two groups with each group involved in the tasks of planning, preparing and executing a theme banquet evening for 50 people. It is an event that can load responsibility and a lot of hard work onto the students involved since there's an element of competition between the two groups—although, in fact, there are no losers since each group displays its own uniqueness and talent. The results can mean tremendous enjoyment, too, for those lucky enough to be guests. It also means that the F&B teaching staff get to relax for a change, as for one evening the students take charge.

So, why a Banquet? What does it do?

The Banquet is the culmination of one academic year of study in the fields of food and beverage production and service. It is designed to test students and challenge them in many areas. Most obviously it is a test of the knowledge that we hope they have gained in class and in their practical training sessions.



(L-R) Giannoulis Kousathanas, Lazaros Mallis, Kokaraki Effie, Katerina Zerva, John Karabilas, Dimitris Kalamaras and Christos Christodoulides



(Standing) Dimitris Kontopoulos, Irene Kourounali, Katerina Sarmonika, Maria Peleki, Nikoleta Afhoniadou, Maria Apostolidi, Elizabeth Tsioulpa, Irene Mylona, Michael Hatzimichalis, Amalia Epifaniadou, George Zachiotis and Loyal Buheiry (Seated L-R) Myria Dimopoulou, Jason Kiriakopoulos, Konstantina Georgia and Antigone Hobiti

It is also a test of attributes and character. You might say that this is the forge in which potential management skills are formed for the first time. The range of skills and talents needed to create a successful banquet includes: leadership, delegation, time management, teamwork, product knowledge, communication, purchasing, food production and service, menu planning, nutrition, budgeting and costing. Add to these group and individual creativity, imagination and flair, and is it any wonder that the students and their lecturers take this event so seriously. This year was no exception: Two groups formed by CM1a, CM1b & CA1 chose to present a Caribbean Evening and an African Night respectively. Each banquet demonstrated that our students are tremendously talented. The work that was put into room design, table layout and decoration really paid off to create the desired atmosphere. The students showed poise, confidence and skill in their service and

attention to their guests. The food was delicious, imaginative and satisfying. There had obviously been a lot of attention to details: the costumes, plants and flowers, candles and lighting, music—all fitting together to create what some guests described as the best banquets they had ever attended. A promising start, indeed, for our Alpine students.



(L-R) Irimi Milona, Dina Mastrokiriakaki, Vassilis Mikroudakis, Anthony Theodoropoulos, Effie Kalogeropoulou, Nikos Karikas, Stella Spanou, Elna Koutsouradi and Fani Andreadaki



(L-R) Mr Tolis and guest as representatives of the Chef's Club and Mr Rudi Leutolf, Head of Food Production at Alpine Center



Representatives of hotels

ADVISORY BOARD WELCOMES NEW MEMBERS



(L-R) Mr Campbell Black, General Manager & Regional Vice President Operations Eastern Mediterranean Athenaeum InterContinental; Mr George Kanonis, General Manager of Metropolitan Hotel (ex Athens Chandris); Mr Nick Gazelides, Group Coordinator Amphitriton Group of Companies; Mr Ron Bamford, Director of Administration of Alpine Center; Mrs Margaret Wynnbery-Tomsche, Managing Director Tomsche-Pro-Team; Dr David Green, Director of Studies of Alpine Center; Mrs Louise Skoulas, President of NSA (Management Consultants); Mr Nastos Felonis, Member of the Board of Directors/Lawyer; Mr Nikos Skoulas, General Manager & Managing Director of NSA (Management Consultants); Ms Katy Palamouta, Executive Secretary of Alpine Center; Mr Eric Hofmann, Vice President of Alpine Center; Mr Werner Krummenacher, General Manager Swissair; and Dr Michael Lejeve, visiting professor and member of the Board of Directors

(Center) Mr J.Vella, Control & System Administrator/Acting Training Manager, Crown Plaza Malta; Mr Y. Simos, Director of Human Resources of Athenaeum InterContinental; Ms S. Hofmann, President of Alpine Center; Ms O. Lambrianidou, Career & Placement Officer of Alpine Center and Ms R.Christopoulou, graduate of Alpine Center and Front Office Agent/Assistant Front Office Training of Athenaeum InterContinental pictured at Career Day



(L-R) Mr R.Bamford, Director of Administration, Ms O.Lambrianidou, Career & Placement Officer, Ms E.Tsopanian, Administrative Assistant, Ms D.Baroudy, Personal Assistant to the President and G.Mahoney, Assistant to the Director of Administration



(R-L) Members of Alpine Center's Senior Management Team: Mr T.Voagey, Director of Operations; Mr R.Bamford, Director of Administration; Ms G.Mahoney, Assistant Director of Administration; and Dr. D.Green, Director of Studies during the annual Career Day event of Alpine Center



FROM THE EDITOR: KEN LORD

From page 1

More aircraft for airlines are being built or are on order—more than at any time in history; more newly-built ships are leaving the dock yards for cruise liner service in all areas of the globe; hotels to suit every need and pocketbook are springing up everywhere; billions of dollars are being spent in Europe alone on speedier, more comfortable train transport. The message is clear: The world's biggest industry is getting bigger and healthier. What great opportunities lie ahead for those choosing tourism and hospitality for their career! Even now, in Greece 16.3 percent of employable people work in tourism (in Spain it's 24.3 percent). The number of persons either directly or indirectly connected with tourism activity around the world will reach phenomenal figures in the not-too-distant future.

The ever-increasing enrolment figures at Alpine Center reflect the industry's need for *qualified* personnel. As more and more people seek employment in all sectors of tourism and hospitality, there is a heightened demand for people to fill supervisory and management positions. With this field increasingly looked upon as a sensible career choice, even entry-level positions are requiring qualifications, experience, or both from those seeking jobs. In a few short years, the number of young people earning higher degrees in areas of hospitality and tourism management has shot up. From certificates to diplomas, to bachelors to masters—they're all on the rise. This is definitely the time to get on the bandwagon.

Congratulations to those of you already prepared, or preparing, for the demands and successes that your chosen career will present. And the rest of you...?

Champagne celebration of Alpine's BA success

by Dr David Green



Champagne corks popped well into the warm Greek evening as staff from Alpine Center and Bournemouth University (UK) celebrated Alpine's success in being given permission to run the university's BA Degree in International Hospitality and Tourism Management (Final Year Top-Up). The champagne celebration was led by Alpine's president, Sybil Hofmann, who thanked Dr Mike Lefever, the senior management team, and all the staff at Alpine for their preparatory work over the previous six months. Mrs Hofmann also thanked the chair of the Bournemouth evaluation team, Geoff Willcocks, for the painstaking and sensitive way in which his team carried out their evaluation.

Our students will now have the opportunity to stay at Alpine and complete their studies in Glyfada, Greece. Since the BA degree can be taken as a full-time course over one year, or as a part-time course over two years, former students who have completed the IHTTI Diploma will also be eligible to join the course when it is launched at Alpine's Glyfada campus on 9 October of this year (2000).

Alpine Center now has a unique portfolio of courses to offer students, particularly Greek students, in hospitality and tourism management. In their first three years at Alpine, students take the IHTTI (Swiss) Diploma in Hotel Management that prepares

them for, and trains them in, the practical and managerial side of the hospitality business. Upon the successful completion of the Swiss Diploma, students may then progress to the BA (Top-Up) degree in International Hospitality and Tourism Management, which in turn provides them with the theoretical underpinning of modern management practice in the hospitality industry here and the world at large.

These developments are all the more significant as planning for the 2004 Olympic Games in Athens proceeds apace. The Alpine team believes it can play an important role in preparing and training young Greeks for this hallmark event. The eyes of the world will be on all the sectors of the Greek hospitality industry—transportation, accommodation, food and beverage services—leading up to, and during, the games; hopefully, this new and unique portfolio of courses which Alpine now offers will contribute to a significant increase in the quality of services that the Greek hospitality industry now seeks.

If readers of ALPviews would like to receive more information about these exciting developments at Alpine, they may contact Dr David Green, Alpine's Director of Studies (dgreen@alpine.edu.gr), or Ron Bamford, Director of Administration (rbamford@alpine.edu.gr).

MEET OUR NEW DIRECTOR OF ADMINISTRATION: RON BAMFORD

Ron Bamford was educated at the University of London (LLB) and the University of Middlesex (MBA) and was called to the Bar by Lincoln's Inn and is a member of the Chartered Institute of Marketing, the Institute of Management and a Fellow of the Hotel Catering International Management Association. After National Service in the Royal Navy and an initial career in retail management, Ron joined Manchester Metropolitan University as a Lecturer in Marketing. After 4 years he moved to the University of Surrey, practiced part-time at the Bar and ran his family restaurant business. He spent over 25 years at the Department of Management Studies at the University of Surrey, joining as a Lecturer, and was promoted to Senior Lecturer and Industrial Tutor within five years. At Surrey, he introduced and managed, as Director of Retail Studies, the first British university undergraduate degree in Retail Management in 1989. He was one of the three founding Directors of the Surrey postgraduate business school established in 1990, offering full-time and tutor-supported Distance Learning MBA and MSc courses at Surrey and over a dozen countries abroad, including Greece, where staff from Surrey deliver seminars and invigilate examinations on a regular basis at the British Council in Athens.

Ron joined Alpine in the autumn of 1999 as Director of Administration: "I am looking forward to living and working in Greece and to continuing my involvement in the development of the future managers of the hospitality and tourism industries," he says.



6. *ALP Views*

ALUMNI DINNER and DANCE REUNITES OVER 200 GRADUATES

Unsealing of Time Capsule a big hit

The first reunion in the new millennium of Alpine Center graduates took place on Friday, 17 March, at the Athenaeum InterContinental Hotel. Over 200 Alpine Ambassadors, as the alumni are called, gathered for an evening of reminiscing, dining and dancing. Some Ambassadors traveled all the way from California, Montreal, New York and London to attend, as well as from every corner of Greece. In addition to sharing their personal success stories, the school's President, Sybil Hofmann, brought graduates up to date on the successes of their alma mater.

To hear about the exciting developments on the horizon, the alumni were introduced to Dr. David Green, the new Director of Studies. He spoke of the impending validation of Bournemouth University, UK, to offer their Bachelor's Degree in International Hospitality and Tourism Management at Alpine Center, starting in October this year. Dr. Michael Lefever, visiting lecturer from Georgia State University, USA, spoke to the guests on the importance of being loyal and supportive alumni members. Kenneth Lord, lecturer and Ambassadors Club administrator from the start, and Tim Vogeley, lecturer and Director of Operations, were the longest serving faculty present. They were treated to viewing a video of themselves and students that was taped in 1990 and sealed in a Time Capsule, along with other memorabilia, for opening ten years later. Two graduates of that time were also present at the



Graduates of the Class of 1997 photographed during the Alpine graduates' reunion at the Athenaeum InterContinental Hotel

reunion: Iyad Kayali now living in Canada, and Denise Akel, USA, had helped seal the capsule a decade ago. A new Time Capsule will be sealed for opening in 2010. Alpine Vice President, Eric Hofmann, new Director of Administration, Ron Bamford, IATA course instructor Plato Baganis, and past and present faculty and staff were on hand to welcome and cheer the many graduates. Outstanding Ambassadors, and alumni who had helped form chapters of the Ambassadors Club in their respective areas, received recognition from the president, and others were encouraged to open chapters in their locations. The evening ended with dancing until well after midnight.



Graduates of the Class of 1996



Graduates of the Class of 1995

THEME BANQUETS – ALWAYS AFFAIRS TO REMEMBER



The Judges: marking the ballots



Back to the Thirties and Twenties

The annual banquets are not meant to be a competition between the two divisions of the Food and Beverage Operations class; however, the students enjoy the competitive atmosphere that surrounds them.

Every year the FBO class is given the following assignment: Come up with a theme on which to base a banquet, organize the event, prepare the menu, and service the multi-course meal. The class is split into two groups, and imaginations run wild as students suggest themes and theme-connected menus that will provide a truly unique dining experience. Since the results are the culmination of their theoretical and practical lessons throughout the year, industry professionals are invited to join their lecturers in assessing the total performance of each group. It is this critique of their work that encourages the competitive spirit. The two themes for this year were Spanish "Sevilla" and "America in The Twenties and Thirties".

FBO1 students turned Alpine's cafeteria and dining room areas into a 'Spanish Fiesta' environment. Red, yellow and black were the predominant colors throughout the décor, with dozens of balloons adding to the festive mood. A Tappas bar served these traditional tasty dishes, and Sangria, along with other wines, welcomed the guests. The meal itself began with Asparagus Flan, followed by Ajo Bianco (a soup with vegetables and chestnuts). The main course was Breast of Turkey with olives, and for desert Meringue Trifle was served along with Café Espanol and a Spanish liqueur.

Students of FBO2 turned back the clock to the early part of the twentieth century in America. Girls dressed as 'flappers' welcomed the guests with drinks and cigars to put them in the mood while they gambled at the Roulette and Blackjack tables. The décor of the dining room had a touch of decadent elegance reminiscent of the speakeasies of the time, and a band of professional musicians

were hired to play music of the period. Excellent wines accompanied the four-course meal that included Crab Salad with Thousand Island dressing, Oxtail soup with Red Wine and Root Vegetables, Salmon with Sauterne wine (aptly named Bonnie and Clyde), and American Apple Pie with walnuts and ice cream.

As is the case every year, the talents of our students – in many areas of hospitality operations and management – never cease to amaze those fortunate enough to attend these thoroughly enjoyable banquets.



(L-R) Sophia Patriarchea, Vassiliki Pikoulou, Katerina Orfanidi and Maria Koumeli "Flappers" at FBO2 Banquet evening.



The 'Theme Banquet' assignment is an eagerly awaited event. These photos tell us why.



PRESS RELEASES

2001-2010



ALPINE



CENTER

Alp Views

No. 14 SUMMER FALL 2001

ISSUED BY THE ALPINE CENTER FOR HOTEL AND TOURISM MANAGEMENT STUDIES



INSIDE THIS ISSUE



The British Ambassador to Greece, His Excellency Mr. David Madden CMB, congratulates Kostantinos Dardanos on his graduation.



Inauguration of the Bournemouth University Bachelor (Top-Up) Degree in International Hospitality and Tourism Management. (left to right) Sybil Hofmann, President; Dr. David Green, Director of Studies; Ron Bandford, Director of Administration; and Marilyn Russell, International Coordination and Development Officer, Bournemouth University.



CAREER DAY '01 see page 6



GRADUATION 2000 see page 10



OPEN HOUSE 2001 see pages 8-9

FROM THE EDITOR: KEN LORD



This is my last year as a full-time lecturer at Alpine. I plan to ease myself into retirement and am happy to have the opportunity to continue lecturing on a part-time basis and to edit future issues of ALPviews.

My fourteen years at Alpine have been a fantastic roller coaster ride of change, challenge, excitement and constant learning. Every day brought – and still brings – new insights into people and ways of doing things. Every day is a day of discovery, with the greatest one being about myself: I do things I thought I couldn't do, ended up liking people I thought I wouldn't like, and accept to do things I once would have fought against doing.

Almost every year has seen Alpine get additional accreditations, new courses, better facilities and increased enrolment. Offering a bachelor's degree is now a reality – and I have no doubt that a master's will follow – such is the enthusiasm and commitment of Alpine's management and staff. I recall the earlier years when we worked hard to instill in our students a sense of pride for their institution. We drove home the fact that the "paper" they receive is only as good as the reputation of the school that gives it. And although it might not have meant as much then, we all knew that one day that piece of paper would carry weight not only in Greece but all over the globe: That day is here!

Continued page 5

4. ALP Views



Dr. David Green, Alpine; Dr. Nigel Hemmington, Head of School of Service Industries, Bournemouth University; Mrs. Madden; Mr. Kevin Lemasney, Director of International Hotel and Tourism Training Institutes, Switzerland; His Excellency, Mr. David Madden, British Ambassador to Greece; Ms. Sybil Hofmann; Mr. Fritz Gubler, Director of the Blue Mountain International Hotel Management School, Australia; Mr. Bill McCallum, Principal of the Pacific International Hotel Management School, New Zealand; Mr. Gotthard Frick, Chairman of International Hotel and Tourism Training Institutes, Switzerland.

BRITISH AMBASSADOR HONORS ALPINE CENTER GRADUATES WITH HIS PRESENCE AT CEREMONY

The British Ambassador to Greece, His Excellency Mr David Madden, CMG, and Mrs Madden honored the graduating students of Alpine Center with their presence at the Graduation 2000 ceremony held at the Athenaeum InterContinental hotel on 20 November. Over six hundred guests were on hand to see the 130 graduands receive their certificates and diplomas after successfully completing their course in Culinary Arts, Hotel Operations, Travel and Tourism Management, or Hotel Management. In attendance were parents, family and friends, and representatives from all sectors of the hospitality and tourism industries.

This year's event coincided with the news that Alpine is now accredited by Bournemouth University, UK, to offer the BA in International Hospitality and Tourism Management, Final Year Top-Up Degree. Many students of the third year diploma programme in Hotel Management are now enrolled on the new degree course. Dr Nigel Hemmington represented the University at the ceremony.

Another first for the school was the hosting of the annual meeting of directors of the associate institutes of IHTTI—International Hotel and Tourism Training Institutes,

Switzerland, of which Alpine Center is a member. It is the first time that key officials from the schools in Australia, New Zealand and Switzerland have met in Athens. Mr Gotthard Frick, Chairman of IHTTI, attended the meeting and addressed the students during the ceremony.

Each of the associate institute directors also spoke to the graduands and congratulated them on their successes. The key speaker of the evening was Dr Christoforos Christoforou, Senior Director, Hotel Operations of Royal Olympic Cruises Company. His speech focused on the growth of the industry and the many career opportunities that are available to qualified men and women.

As always, a highlight of the evening was the presentation of awards to deserving students. Over twenty companies that work within the hospitality and tourism environment showed their personal interest in the young men and women who will be tomorrow's industry leaders by recognizing special academic accomplishments and skills.

Also addressing the graduands were the school's president, Sybil Hofmann, and vice president Eric Hofmann, who together founded the school in Greece in 1987.

10. ALP Views

GRADUAT



Graduates of the Diploma in Hotel Management with (from left to right) Eric Hofmann; Dr. David Green; Fritz Gubler, Director of the Blue Mountains International Hotel Management School, Australia; Gotthard Frick, Chairman of International Hotel and Tourism Training Institutes, Switzerland; Sybil Hofmann; Bill McCallum, Principal of the Pacific International Hotel Management School, New Zealand; Kevin Lemasney, Director of International Hotel and Tourism Training Institutes, Switzerland; Dr. Nigel Hemmington, Head of School of Service Industries Bournemouth University; Ron Bamford, Alpine.



Graduates of the Certificate in Hotel Operations posing with (from left to right) Dr. David Green, Fritz Gubler, Gotthard Frick, Sybil Hofmann, Bill McCallum, Kevin Lemasney, Dr. Nigel Hemmington, Eric Hofmann.

8. ALP Views

OPEN HOUSE 2001



Open House 2001 in full swing, with guests enjoying the excellent culinary talents and hospitality services of the Alpine Center students.

ALPINE CENTER'S OPEN HOUSE DRAWS A CROWD

Over 1,000 guests were made welcome at Alpine Center's Open House event held in the school's premises on 30 March. Each year the number of visitors to the school increases as word-of-mouth brings attention to the excellence of its studies in hospitality and tourism management.

Visitors to Open House were able to see and sample firsthand the many talents of the multi-national student body enrolled on courses as varied as Culinary Arts, Travel and Tourism Management and Hotel Business Management. Since this is 2001, the guests had their choice of food and drink representing nations within a radius of 2001 kilometers from Greece. Delicacies from Egypt, France, Sweden, Russia, and of course Greece were prepared and served by the students while a live band entertained the guests as they ate and drank into the late evening hours.



Olga Lambrianidou (center), Career Development and Placement Officer, is pictured with students enrolled on the Travel & Tourism Management course.



Alpine students, staff and faculty eagerly anticipating welcoming guests to Open House 2001.



Dr. Lefever (left) and Sybil Hofmann (second from right), welcome Roswita Arnet and Michael Kokkinis of Celebrity Cruises. Visitors were informed about the glamour and excitement of a first-class cruise experience.



Faculty, staff and students confident that everything is in place to provide an enjoyable evening to their guests at Open House 2001.



On the occasion of Open House 2001, Sybil Hofmann, presented an award to Dr. Michael Lefever for his generous contribution to the school's library.



Justifiably proud of their accomplishments, faculty and students of Culinary Arts are ready to welcome guests and invite them to taste the delicious dishes they prepared.



Alpine students with their Lecturer, Georgia Kofinas, author of *Lenten Cuisine in the Eastern Orthodox Tradition*, demonstrating their talents in the Greek cuisine during Open House 2001.



Students of all Alpine courses help to greet the guests and serve the delicious food items.



Richard Holmu (left) and Mike Galites, students on the HBA course, proudly show off a display prepared by students and faculty of the Culinary Arts course.



The art of French cuisine professionally demonstrated by Alpine students.



More tempting dishes on display—soon to be consumed by the many visitors to Open House 2001.



These wonderful displays representing the cuisine of our theme countries are ready to please the eyes and the palates of the hundreds of visitors to Alpine Center's Open House 2001.



EXCITING TIMES:

New staff

New programs

New challenges

A message from the President, Sybil Hofmann

There is no standing still at Alpine. Each year brings new products, new developments and sustainable growth. This year was no exception: It saw the launch of the Bournemouth University Bachelor's (Top-Up) Degree in International Hospitality and Tourism Management at our Glyfada campus. Sixteen students signed up—some of them fresh holders of the IHTTI Swiss Diploma, while others are Alpine alumni who graduated in earlier years. Ms Marilyn Russell, Bournemouth University's International Co-ordination and Development Officer, was present at the inauguration, and Dr Nigel Hemmington, Head of BU's School of Service Industries, visited Alpine on the occasion of its graduation ceremony in November. We are grateful for their invaluable advice and assistance in bringing about a very smooth start. Special thanks go to Dr David Green for his excellent preparation, and to the IHTTI team in Neuchâtel.

New programs of study require additional resources, especially in the Library. Alpine's library has been upgraded with a substantial increase in the number of books and journals, thanks partly to the very timely and kind gesture of Dr Michael Lefever who has donated his personal collection of 400 books and 300 journals. In his honor, the library now bears the name "Lefever Library". This year saw the addition of very qualified members of staff who have contributed to the excellent preparation of our students: Constantine Verginis joined us from the University of Strathclyde as Head of Accommodation Services/Lecturer and Course Tutor for the Hotel Business Administration class; Christos Tsemberas, a qualified hotelier took over from Tim Vogely as Director of Operations and Business Development; Roger

Luethold is our new Food & Beverage Service instructor; Sigi Kugi and David Browett have joined our Food Production department; Vivi Papadopoulou is our new Acting Registrar, Luke Chow our Lecturer in Marketing and Management, and my new assistant is Marcia Verdoorn. Caring, fair, positive, committed, respectful, and with a sense of integrity—together with the longstanding staff at Alpine, they are the people who share our vision and purpose to remain the premier hotel and tourism management school in the region and to offer world-class studies in these disciplines. Alpine's Consulting Department saw a major expansion and joined forces with GoldAxia, a company specialized in human resource development and training, and together were awarded many projects mainly dealing with the training of hotel staff in large properties in Crete, Rhodes, Olympia, Halkidiki, Kavala, Thassos and Loutraki.

The demand for our students and graduates continues to grow—a reason why our Career Day this year was organized over two days to accommodate all the companies who wished to present career opportunities to our students. Alpine Center's leadership role in Greece and the world continues to strengthen with its commitment to continuous curricular improvement. In the fall, Alpine will implement Curriculum 2000, as devised by the deans of IHTTI's Associate Institutes (of which Alpine is a member).

Also, in compliance with Alpine's vision, Alpine Center is determined to make a significant contribution towards making Greece a leading tourist destination. With the approach of the 2004 Olympic Games, Alpine has offered the Olympic Committee its full support and assistance in training volunteers and all those who will be involved in providing

customer service to the thousands of visitors. All this in our effort to offer our students and almost 900 graduates the best opportunities the tourism industry has to offer.

And what's next? Alpine is currently exploring the possibility of offering an MBA with an emphasis on either Hospitality and Tourism or Entrepreneurial Studies. A number of our graduates are transferring to universities abroad to complete the requirements of this degree, but why not bring it to them? They, and all professionals in Greece who want to take their career, industry and country to new heights will greatly benefit from being able to remain on their home turf to complete these studies.

This is Alpine's vision, and we are so happy to have a team that shares in it. We are also happy that one long-standing member of our team, Ken Lord, lecturer and editor of ALPviews, will continue to offer his services on a part-time basis in the next academic year. Mr Lord was one of our first lecturers when Alpine opened its doors in 1987, and his continued service serves as a bridge that connects the solid foundation of our past with the present and future building blocks that help us meet the challenges that inevitably accompany success. As he notes in his editorial, these are indeed exciting times for Alpine.



14. ALP Views

STUDENT SPEAKER AT GRADUATION

Excerpts from Yiannis Raptis' message on behalf of graduates



BA Graduate Yiannis Raptis addresses fellow graduates and guests at Alpine's 13th Graduation ceremony on Wednesday, 21 November at the Athenaeum Inter-Continental Hotel.

Thanks to the excellent infrastructure and organization of our school, we—all Alpine graduates—were able to acquire a comprehensive theoretical and practical education. It proved to be quite important that our education took place in an environment suited to our future careers in hospitality and tourism. And I am happy to note that along with higher academic programs, the basic concept of theory and practice are still a part of Alpine's approach to an education in this exciting field.

When a graduate thinks of Alpine, s/he will think of the friendly and most helpful faculty and administrative staff; they will also think of the opportunity they had to live, study and work with people of different cultures and nationalities—a valuable asset in the preparation of leaders for the most international of businesses. Highlighting the importance of today's event is the fact that in October 2000 Alpine welcomed the new 'educational millennium' with the evolution of the school and birth of a new academic program (in cooperation with Bournemouth University, UK); that is, the fourth year of the course in Hospitality Management which leads to the awarding of a Bachelor's Degree in International Hospitality and Tourism Management.

We, the pioneer graduates of this course, feel gratitude in our hearts towards our teachers and everyone at Alpine. We thank them for their support, patience and understanding as we worked for our goal: the successful completion of the course and the receiving of our degree today. For the above reasons, and many more, we wish to express to you our deep appreciation for the opportunities you have opened up for us.

Let us make this day a promise to you, our teachers, that we will use the tools you provided us with not only for the benefit of our own personal gain but also for the benefit of global tourism and especially for the hospitality and tourism industry in Greece.

To the current and future students of Alpine, we can tell you with certainty that you have chosen the right career and the right school at which to prepare for it. There are exciting times ahead. Good luck!

DR LEFEVER EYES 'VISION 2002'



Dr Michael Lefever, Visiting Distinguished Professor, (3rd from left) with the faculty and staff of Alpine, after his presentation to them of Vision 2002.

One of the first things that Dr Mike Lefever accomplished as a member of our Board of Directors in 1999 was to develop Vision 2000, Alpine Center's Strategic Business Plan. He, along with Alpine's constituents, including faculty and staff, has been revising this 'vision' on an annual basis. In his document for Vision 2002, Dr Lefever comments that Alpine has reasserted its strategic position for the future. He notes that we are, and will continue to be, one of the premier hotel tourism and management schools in Europe and a leader in developing and offering cutting-edge programmes of study, which are widely recognized by industry worldwide and designed to equip students with the necessary skills to compete in a global marketplace.

Dr Lefever presented Vision 2002: Managing Change, to Alpine's faculty and staff in March. He emphasized that Vision 2002 collectively reflects the inner values, goals and dreams of Alpine's Constituents and is captured in Alpine's Mission Statement: As the premier hotel and tourism school in Greece, the Alpine Center will achieve its vision by the following actions: maintaining an affordable, high quality education; providing relevant programmes of study; continuing emphasis of its Swiss management philosophy—with a greater focus on higher education and professional studies; expanding on its advantage of being the leader in linking hospitality programmes and industry around the globe through education, collaboration and partnerships. The Alpine Center's leadership role in Europe and the world will continue to strengthen with its commitment to the development of the full potential of all its students in a stimulating and rigorous learning environment. It will offer continuous curricular improvement, new programmes of study (including lifelong learning opportunities for professionals), new and expanded facilities, and a total commitment to excellence in education.

DIVERSIONS

POINTS FOR EDUCATORS TO PONDER:

(From 'Apple Seeds, Thoughts for Teachers,' published by Thoughtful Books, Marshalltown, IA 50158, USA)

- *A teacher affects eternity; no one can tell where his influence stops.*
Henry Adams
- *If you always do what you always did, you'll always get what you always got.*
Verne Hill
- *"I touch the future. I teach."*
Christa McAuliffe
- *Letting your students think you are perfect gives you too much to live up to.*
- *"They won't care how much you know until they know how much you care."*
Educator Evelyn Blose Holman
- *Every student is gifted in some area. We just have to find out what.*

INDUSTRY PROFESSIONALS SPONSOR AWARDS AT GRADUATION



Kostas Zarikos, General Manager of the NIV Athens Plaza, presents the Grecotel Award for Quality Performance in Food and Beverage Management to Vassilis Karagianopoulos.



Constantine Stengos, President, Porto Carras S.A. presents the Porto Carras Award for Highest Average in the Integrated Project to Michael Kousathanas.



Rogier Hurkmans, Director of Operations, Athens Hilton Hotel presents Athens Hilton Award for Leadership Qualities to Ron Bamford who accepts on behalf of Ioanna Demopoulou.



Kevin Lemasney, Director of IHTTI Hotel Management School, Switzerland presents the IHTTI award for Excellence in Professional Attitude to Evangelia Kousathana.



The British Ambassador to Greece, His Excellency Mr. David Madden CMG, congratulates Kostantinos Dardanos on his graduation.



Tatiani Cambioli, Group Brand Manager, Nestlé Food Services, presents the Award for Academic and Professional Excellence to Antonia Koutiza, who accepts on behalf of herself and Alexander Giolmas.



Lida Malikentzou, Human Resources Supervisor, Athens Ledra Marriott, presents the Award for the Quality Champion to Angeliki Tsaila.



Bill McCollum, Principal of the Pacific International Hotel Management School, New Zealand presents the Award for Personal Initiative to Anthony Panagakos.



Christos Economou, Business Development Director, Chandris Hotels and Resorts, presents the Award for Excellence in Revenue Division Management to Nadia Dobson.



Hans W. Olbertz, Regional General Manager, Greece and Israel, presents the Athenaeum Inter-Continental Hotel Award for Leadership Qualities to Vasiliki Derventza.



Fritz Gubler, Chairman of the Blue Mountains International Hotel Management School, Australia presents the Award for Outstanding Performance during In-service Training to Lefteris Kazazis.



Miranda Pachnou of Starwood Hotels & Resorts Worldwide, Sheraton Hotel Grande Bretagne, presents the Award for Outstanding Interpersonal Skills to Vasiliki Derventza.



Panagis Vassiliatos, Country Manager Greece, KLM Royal Dutch Airlines, presents the Award for Outstanding Social Skills to George Konstantinidis.



Demi Kirgeorgi, Assistant Human Resources Manager, Manos Travel System, presents the Award for Highest Average in Travel and Tourism Management to Plato Bagantis who accepts on behalf of Constantinos Vratis.



Victor Peralta, Managing Director of Triaena Incoming Services presents the Award for Personal Achievement to Sybil Hofmann who accepts on behalf of Louella Cooper.



Frixos Polenakis, Director of Sales for Hellenic Tours SA, presents the Award for Outstanding Performance During In-service Training to Nikolaos Pontikos.



Thomas Tassios, Senior Brand Manager, Nestlé Hellas SA presents the Nestlé Food Services Award for Academic and Professional Excellence in Culinary Arts to Zoe Nikitas.



Alexander Tsemberas, Executive Key Accounts Dept, H. Benrubi & Fils presents the Award for Outstanding Performance in Culinary Skills to Gerasimos Chandrinis



George Drakopoulos, General Manager, SETE - Association of Greek Tourist Enterprises presents the Award for Outstanding Performance During In-service Training to Andreas Skarpani.



Kostas Kanaras, Congress-Incentive Development Manager, Aldemar Hotels, presents the Award for Highest Average in Culinary Arts to Siegfried Kugi, who accepts on behalf of Dimítris Toliás.



Sybil Hofmann, with Zoe Nikitas winner of the Nestlé Food Services Award for Academic and Professional Excellence in Culinary Arts, and Dimítris Nicolaides, Director of Sales and Marketing, Atlantica Hotels - Greece and Cyprus.



Ms. Miranda Pachnou, Director of Human Resources, presents the Starwood Hotels and Resorts Worldwide Hotel Grande Bretagne Award for Outstanding Interpersonal Skills to Alexandra-Christina Kardasilari.



Mr. Karim Frick, Director of IHITI, Switzerland, on behalf of our Associate Institute, Pacific International Hotel Management School, New Zealand, presents the award for Personal Initiative to Leonidas Kalantidis.



Mr. Karim Frick, Director of IHITI, Switzerland on behalf of our Associate Institute, The Blue Mountains International Hotel Management School, Australia, presents the award for Outstanding Performance During Industry Placement to Lazaros Mallis.



Ms. Basiliki Kopidou, Administrative Assistant, Aldemar Hotels Headquarters, presents The Aldemar Award for Academic and Professional Excellence to Claudiu Richard Holmu.



Ms. Linda Griffin, Director of Operations, Hilton Greece, presents the Hilton Greece Award for Leadership Qualities to George Vournazos.



Mr. Karim Frick, Director of IHITI, Switzerland, presents the IHITI Award for Excellence in Professional Attitude to Vasiliki Derventza



Mr. Kostas Zarikos, General Manager J.V. Athens Plaza, presents the Grecotel Award for quality Performance in Food and Beverage Management to Anthony Alexandros Panagakos.



Mr. Costas Tzannetos, Director of Food and Beverage, Athens Ledra Marriott, presents the Ledra Marriott Award for Quality Champion to Malamatenia Palaitsidi



Ms. Marianna Stengou, Member of the Board of Porto Carras SA, with the recipients of The Porto Carras Award for Highest Average in the Integrated Project, (l to r) John Votzis, Anastassios Naum, Konstantina Sakouti, Mike Galites, George Vournazos, Claudiu-Richard Holmu



Mr. Christos Tsemberas, on behalf of St. George Lycabettus Hotel, presents the award for Best Entrepreneurial Project to Yiannis Raptis



Ms. Kiki Zarotiadou, Senior Brand Manager Foodservice, Nestlé Hellas SA, presents the Nestlé Food Services Award for Academic and Professional Excellence to Zafiris Angelakopoulos.



Alp Views

No. 15 SUMMER / FALL 2002

ISSUED BY THE ALPINE CENTER FOR HOTEL AND TOURISM MANAGEMENT STUDIES



INSIDE THIS ISSUE



Vice-Chancellor Gillian Slater presenting graduate Eleni Kanouta with her Bachelors' Degree.



Bournemouth University's Pro-Vice-Chancellor Professor Paul Luker, and Alpine Center's President, Sybil Hofmann, strengthening the partnership between their respective institutions.

FROM THE EDITOR: KEN LORD



Resilient—there is no adjective more appropriate to describe the tourism industry. The September eleventh tragedy in New York brought shock waves of disbelief and terror to

people around the world. As is often the case after such world-shattering events, many businesses slow down or grind to a halt, and the return to 'business as usual' takes a long time. The hospitality and tourism industry is never immune to the indiscriminate and frightening actions of terrorists—no matter where they strike. Because it's hard to predict when or where these actions will take place, the traveling public—be they tourists or businessmen—plays it safe and stays put on familiar territory. This, of course is disastrous for the airlines, hotels, travel agents and others directly and indirectly connected with travel and tourism activities.

The nature of the attack on the World Trade Center in New York, and the Pentagon Building in Washington, DC, and the fact that the unthinkable had happened—an attack on the United States of America itself—caused a reaction that had far more impact than, say, the Gulf War, which as bad as it was seemed too 'distant' to most people to actually worry about it. But if they could do it in the USA, they could do it *anywhere*.

Continued page 5



CAREER DAYS '02 see page 6



GRADUATION 2001 see page 10



INTEGRATED PROJECT see page 20

BA STUDENTS SHOW OFF THEIR ENTREPRENEURIAL SKILLS



The second cohort of the bachelor's degree programme proudly posing in their BU T-shirts, with Dr. Green, Ms. Russell and Dr. Lefever.

Small businesses dominate the international hospitality and tourism industry. It has become increasingly evident that a number of our graduates will eventually work for a small firm or will start their own small business. The study of small business management in the 'Entrepreneurial Studies' module of the fourth-year BA course highlights this important element of the industry and reviews management methods as it focuses on the rewards and difficulties which are characteristic of the small firm in the hospitality industry.

The Strategic Business Plan assignment of this module, which is an individual effort rather than a group, is designed to give students the ability to assess the complexities and technicalities of setting up and operating a small business in the hospitality and tourism industry. They must identify the potential problems and critical success factors in the operation of such a business and compile a realistic and persuasive strategic business plan for its operation in Greece or the UK. In the formulation and completion of this plan, they must identify and utilize ideas, concepts and theories from other level 3 modules.

A summary of assignment titles from this year's BA students is an indicator of the scope of their thinking and the energy behind their entrepreneurial spirit: 'Sun Air,' a tour operating business; 'Life Path,' an agency specializing in planning weddings; 'Lust,' a live strip-show club; 'Chocolat,' a chocolaterie; 'The Jazz Mahal,' a live jazz club; 'Action Park,' extreme games park; 'Terra Mare,' a bar and restaurant with specialties in drinks from all over the world. Franchise operations of famous ice cream companies were very popular business plans, a fast-food crepe operation, a rent-a-car company called 'Auto Action', and even a Human Resources Management Agency, 'Muses Inspiration'.

Dr Green, who heads the program, was very impressed with the quality of the assignment submissions. He was particularly encouraged by the fact that students amply covered the requirements of this particular assignment thus demonstrating their grasp of the overall concept of small business management in hospitality-related areas.



*Professor Nigel Hemmington FHCIMA
Head of School of Service Industries*

PROUD PARTNERS

In case anyone wonders why we are so proud to be offering the Bournemouth University Bachelor's (Top-Up) Degree in International Hospitality and Tourism Management, the following news provides just one of the reasons: Last year, in the Guardian newspaper assessment of UK universities with service industries departments, Bournemouth University ranked number one out of twenty. The assessment considered such things as quality of teaching, reputation, and job prospects for its graduates.

In an interview given to the highly respected U.K. newspaper, Dr Nigel Hemmington, head of the school of service industries at BU, who has visited Alpine on a number of occasions, commented on the 'multi-skilling' approach he believes makes for a successful education in hospitality studies: "(It) places emphasis on the practical business and entrepreneurial skills, and is based on an ongoing dialogue with the industry." He noted that the School's success lies in the fact that the work is course-based, with modules within each course leading to specific industry sectors such as business development and food production and retailing. Dr

Hemmington continued: "We feel this gives our training greater coherence and provides the students with the opportunity to develop all the skills necessary to succeed in the industry. It's really a matter of developing the management skills that are recognized in other industries and applying them to various aspects of our own. You need those skills if you're going to fulfill your potential in any sector of the hospitality industry these days."

Alpine has long promoted the advantage of an education that offers 'transferable skills,' or skills that can be applied to multiple businesses in a global environment. The school's president, Sybil Hofmann, attributes this approach to the success of its graduates and the school itself

16. ALP Views



A FIRST-HAND EXPERIENCE IN SUSTAINABLE TOURISM PRACTICES



On 14 March, ten students accompanied by Argyro Ranti, Assistant to Senior Management Team, and Desirée Baroudy, Librarian and ALPviews photographer, visited ARCHELON – The Sea Turtle Protection Society of Greece. This group was instrumental in the creation of the first national marine park for turtles in the Mediterranean (on the island of Zakynthos).

The rescue center is located 100 meters from the school, on the beach of Glyfada. When the Alpiners arrived at the Center, they found eleven sea turtles that are now under vet supervision; four of them are under intensive care. The oldest one, Yanna, is missing her front right floater and back left one, thus she cannot be released back to the sea. Marianna, a *Caretta caretta*, was found with two holes in her head. She keeps trying to escape from her tank but cannot be released because of loss of sight in her right eye, limited sight from her left, plus she shows signs of senility. Dimitris Panagopoulos, who during the academic year is on hand to give information to schools and individuals, told the group that turtles are hit by speed boats, become tangled in nets, ingest fishing hooks (and other foreign material), and are also deliberately injured by humans. Nesting beaches are being reduced mainly due to increasing tourist development.

The Rescue Center relies heavily on donations, the 'Sponsor a Sea Turtle' scheme, and help provided by volunteers. For information on becoming a supporter or sponsor, visit them in Glyfada at the third marina, or telephone/fax 010 898 2600. Their e-mail address is stps@archelon.gr

NEWS FROM ASSOCIATE INSTITUTES: IHTTI INCREASES FOCUS ON INFORMATION TECHNOLOGY



Mr. Eric Hofmann takes a quick preview of IHTTI's new equipment and software.

The specialized Hotel Information Technology Services (HITS) semester, which focuses on advanced IT combined with hotel management theories, will begin as scheduled on Monday, 15 July 2002. Because of this important innovation, IHTTI is currently adding a third computer room to their facilities. Also, experienced specialists will be added to the IT team. In its first phase, the new IT laboratory will have 10 high performance computers and other equipment and software required for this sophisticated course. As in the past, the IT research center will remain open 24 hours to students—every day of the week. Any student who has successfully completed IHTTI's F&B, Post-graduate, IBS or HA course may join the HITS semester. The general manager of an international hotel software company recently visited the school. He has tentatively booked a trainee from this course, since according to him it exactly fits his demands. Also giving testament to the quality of their IT programs, MICROSOFT has renewed the school's status of an AATP (Authorized Academic Training Provider). IHTTI are still the only hotel management school enjoying this recognition of their powerful and advanced IT system.

GRADUA

Mr. Spyros Pappas, Keynote Speaker,
stresses the spirit of volunteerism for the success
of the 2004 Olympics.



Professor Luker, Pro-Vice Chancellor of Bournemouth University, UK, presents Katerina Demou with the Bournemouth University Cup in recognition of the student achieving the Highest Overall Mark.



Mr. Karim Frick, Director of IHTTI, Switzerland, presents Konstadina Georgila with the Swiss Diploma in Hotel Management. On his left is Sybil Hofmann.

One hundred and twenty five students received their degree, diploma or certificate in hospitality-related disciplines during Alpine's fourteenth graduation ceremony. Held in the main ballroom of the Athenaeum InterContinental hotel on 18 November, a capacity crowd of industry representatives, academics, and relatives of the graduates were in attendance to view the colourful proceedings.

Professor Paul Luker, Pro-Vice-Chancellor of Bournemouth University, was present to confer the degree along with S. Hofmann and Dr. D. Green. Also presenting was Karim Frick, Director of International Hotel and Tourism Training Institutes, Switzerland, of which Alpine is an associate institute.

The keynote address was given by *Spyros Pappas*, Accommodation Manager Organising Committee for the Olympic Games, ATHENS 2004.

In his speech, *Mr Frick* compared the graduates' years at Alpine to a cruise that for some, had come to an end. Others, he noted, were about to re-embark for their final excursion with the destination being the BA Honours Degree: "The seas were not always calm, and the sun was not shining everyday. But with time you became quite skilled at handling the ship, and slowly you were introduced to navigation, learning along the way that one depends on help from others as much as others depend on you."

Professor Luker expressed his pleasure and honour at being present on this most important occasion in the academic year for the partnership between Alpine and Bournemouth University. He recollected his inspection visit to the school earlier this year – a visit aimed at approving the delivery of an honours programme at Alpine: "The team was so impressed by the resources available to students (and by) the dedicated, enthusiastic staff (that it was) a pleasure to be able to approve this significant new stage in the development of our partnership." Professor Luker congratulated the graduates, and praised the efforts of those who have taught them.

CON 2002



The keynote speaker at Alpine's 14th Graduation Ceremony. Mr. Spyros Pappas, Accommodation Manager of the Organising Committee for the Olympic Games, ATHENS 2004, stresses the spirit of volunteerism for the success of the 2004 Olympics



Dr. David Green, Academic Director of Alpine Center, presents Kalliopi Mavromati with BTEC HND in Travel & Tourism Management.

The keynote speaker, Mr Pappas, spoke about 'The Vision of 2004'. He commented that athletes from all over the world will be coming to Athens and will compete in peace: "Greece's Games combine history, culture and peace with sports and the Olympic Spirit!"

He emphasised that through the Games, Greece will have the opportunity to promote its historical and cultural heritage with modern means and ways. Contemporary achievements and future possibilities will be highlighted. Further, the protection and promotion of the physical environment through an increase in the rates of environmental consciousness will also be achieved.

Mr. Pappas then spoke of the goals of the Accommodation Department – mainly to ensure availability of accommodation for all the members of the Olympic family, which includes VIPs, referees, press, sponsors, and guests. During the Games, he noted, Greece was expecting approximately 100,000 to 150,000 overnights of guests every day for the 17 day duration of the event. This amounts to more than 2,000,000 overnights, and the figures do not include the Olympic family named above.

He then pointed out the important role of volunteers and called them the 'motion power, the very soul of the Games,' and added that the success of the Games belongs to them: 'The direct contact that the volunteers of the Accommodation Department will have with the members of the Olympic family makes a prerequisite the knowledge of hotel and tourism subjects such as the students of Alpine Center have.'

To end his speech, Mr. Pappas pointed out that the Olympic Games 2004 are in reality a 'big bet' for Greek tourism: 'Greece has to take advantage of the increase in tourism demand and respond successfully to the challenge of making Greece the center of the world during the Games, and Greek hospitality the talk of the world.'



As at every Alpine graduation, leading companies from all sectors of the industry sponsor awards that are presented to deserving graduates upon completion of their studies. Twenty companies gave generously in support of the young men and women who will be the leaders in tomorrow's hospitality and tourism industry.



GUEST SPEAKERS BRING THE INDUSTRY INTO THE CLASSROOM

Each academic year, a number of guest speakers are invited to address our students on matters relating to the hospitality and tourism industry. This year the following speakers shared their knowledge and expertise in the Professional Development classes of students enrolled on the Hotel Business Administration course:

Sarah Robinson, Account Executive for Hay Management Consultants, Greece; Hans W. Olbertz, Regional General Manager Greece and Israel, and General Manager Athenaeum Inter-Continental, Athens; Yiannis Simos, General Manager, Park Hotel, Athens; Angelos Marinis, owner, Asklipiou Gonia Restaurant, Athens; Andrew J. Economon, Area Director Greece and Cyprus, Sol Meli, Greece.

In addition to his contributions to HBAs professional development classes, where he talked about the industry and the current trends that will shape its future, Mr Economon also acted as a judge at both Banquet Assignments. He was a panelist for the Business Plan Presentations and also serves on our Board of Advisors.



Graduate Angelos Marinis, owner of Asklipiou Gonia Restaurant, sharing his experiences with the HBA class



Sarah Robinson, Hay Management Consultants, is guest lecturer in the classroom



Hans W. Olbertz, (right) GM of Athenaeum InterContinental Hotel, with faculty and students



Andrew J. Economon addressing the HBA class on latest trends in the industry



Yanni Simos, GM of Park Hotel, sharing his knowledge and wealth of experience

A GENEROUS and LASTING GIFT



one to be shared by all Alpiners – past, present and future

When Dr Michael Lefever chose to leave the academic world and return to industry, he didn't think twice about what he would do with his personal library of hospitality and tourism textbooks and research journals: he donated them to Alpine Center.

As a visiting lecturer from the United States, and a member of Alpine's Board of Directors and Board of Industry Advisors, he has a fondness for the school and great affection for its student body. When he decided to accept a position with Au Bon Pain Corporation in Boston (a subsidiary of Compass Group, the world's biggest hospitality and media company based in London) he thought of how best he could help enrich the curriculum of our school and expand the programs so that it will always remain a leader in global hospitality education. The answer was to donate his entire collection of books and journals that had been growing for over fifteen years and kept extremely current.

The collection has been used as a primary source of research for many M.S., M.B.A. and Ph.D candidates in hospitality management at the University of Houston, University of Massachusetts, and Georgia State University – places where Dr Lefever has held key positions throughout his distinguished career. There are approximately 400 book titles on topics relating to all areas of the industry; in addition, there are more than 350 research journals.

The management, faculty, staff and students were so overwhelmed with this generous gift that they were unanimous in their desire to have the school's library named after Dr Lefever. At a ceremony that coincided with Dr Lefever's visit to Alpine's Open House event on 30 March 2001, the president, Sybil Hofmann, thanked him for the gift and reminded him that if he wanted to keep in touch with his books he'd have to return to Alpine more frequently.



Lefever Library: students enjoying the benefits of the generous donation by Dr Michael Lefever

FROM THE EDITOR: KEN LORD

From page 1

Most people are wedded to their job, and not always by choice. Just as some marriages are held together by longevity and dependence, so some unfortunate people end up in jobs that offer security of sorts but little else. I've been fortunate in having had two seemingly disparate careers merge later in life to give me the best of both worlds: tourism and teaching. They came in the right order, too. Experience *is* the best teacher.

I'm convinced that being able to recall and apply those things I experienced and learned in my 20-plus years in the travel and tourism field contributes to the value and enjoyment of my classes. Although one can't win them all! It's been my pleasure over the years to meet and interview most prospective students at the time they take the placement test for admission. I am always surprised to discover that some of them really don't know what the hospitality industry is all about – more surprised when some don't even know for which course they're applying. It troubled me at first until I checked the alumni records and began to edit and publish our Alumni Directory and SuccessStories pamphlet: The feedback from our graduates provided evidence that very few of them had reason to regret their decision (whether it was well-planned or spontaneous) to enter the hospitality and tourism industry for their career. Indeed, those few who did step outside this rather wide-ranging field (in terms of the sheer scope of opportunities available) nevertheless had acquired valuable 'transferable' skills in such areas as marketing, communication, information technology, operations and management. In other words, although the modules focus on tourism and hospitality, what is learned can be applied in many others businesses.

Real satisfaction, however, comes with the news that most of our graduates not only don't regret their choice of career but also couldn't imagine themselves in any other field. And some of our graduates, after gaining experience in the industry, have become – or are planning to become – lecturers or instructors. Which brings me back to me. Not many people can say they don't regret a single move in their working life. The people I've met, the experiences I've had, and above all the young men and women – our students and graduates – that have kept me 'young at heart,' and with a feeling of accomplishment through *their* accomplishments, have made it all worthwhile.

I'm about to have a new start in my semi-retirement – or semi-work schedule, as I like to call it. There'll be more time for traveling, socializing, and relaxing. I'll make sure, however, that there's always time for the activities I enjoy the most: teaching and writing.

To all Alpiners everywhere – present and former management, faculty, staff, students and graduates, as well as President Sybil Hofmann and Vice President Eric Hofmann: "Thanks for the wonderful memories." And I look forward to many more years of adding to them.

6. *ALP Views***ALPINE CENTER'S CAREER DAY****PROVIDES MANY OPPORTUNITIES FOR ITS STUDENTS**

Over 40 companies were represented at this year's Career Day event. So many companies signed on to take part this year that the school had to turn the normally one-day event into two days: 21 and 22 February. The companies represented hospitality and tourism businesses such as hotels, tourism offices, transportation companies and industry suppliers. Students attended presentations and were interviewed by representatives of the companies they might like to work for—either permanently or during their mandatory in-service training period in summer.

Attendance by the students was voluntary, but the fact that the interviews took place from ten a.m. until after six p.m. is testament to the drive and professionalism of these future leaders of this important industry. This year's participants in Career Day included:



Yanni Simos, GM of Park Hotel and Sophia Kalantidou, F&B Manager with Alpine faculty and staff at Career Day

Hotels, catering companies and cruise companies

Accor (Sofitel Athens Airport); Aeneas Hotel (Cyprus); Aldemar Hotels (hotel chain Athens and the islands); Aria Yevseon Catering (Athens); Athenaeum InterContinental (Athens); Atlantica Hotels (Cyprus); Belvedere Hotel (Mykonos); Capsis Conference Centers & Hotels (Rhodes & Crete); Dameia Palace (Santorini); Elounda Mare Hotels (Crete); Grande Bretagne ITT Sheraton Hotels (Athens); Gregoris Mikroyevmata (Athens); Hilton Athens/Rhodes; Hotel Poseidon of Paros (Paros); Le Meridien Limassol Spa & Resort (Cyprus); Louis Hotels (Greece and Cyprus); Margi Hotel (Athens); Mark Warner Resorts (Lemnos and mainland); Metropolitan Hotel (Athens); Mitsis Hotels (Kos); Mykonos Palace (Mykonos); Park Hotel (Athens); Platis Gastronomie (Athens); Porto Carras (Chalkidiki); San Georgios (Mykonos); Sani SA (Chalkidiki); Santa Marina Hotel (Mykonos); St Nicolas Bay (St Nicholas Crete); TGF Consulting (Kivotos Mykonos); On the Rocks (Santorini); Katikies (Santorini); Melathron (Santorini); Villa Vedema (Santorini)

Travel agencies included

Arete Tours (Athens)
Gats S.A (Tour Operators Athens and Aegean Islands)
Hellenic Tours (Athens)
Manos Travel System SA (Athens, Crete)
Meridian LTD (Tour Operators Athens and Aegean Islands)
Norstar Enterprises Tourism & Trade SA (Athens)
Pacific Travel (Athens Airport)
Siva Travel (Athens)
Tui Hellas SA (Athens and most of the Greek Islands)



Pavlos Zorbas, GM of Santa Marina Hotel, Mykonos, discussing career possibilities with Virginia Xidea



Very attentive at career day presentation

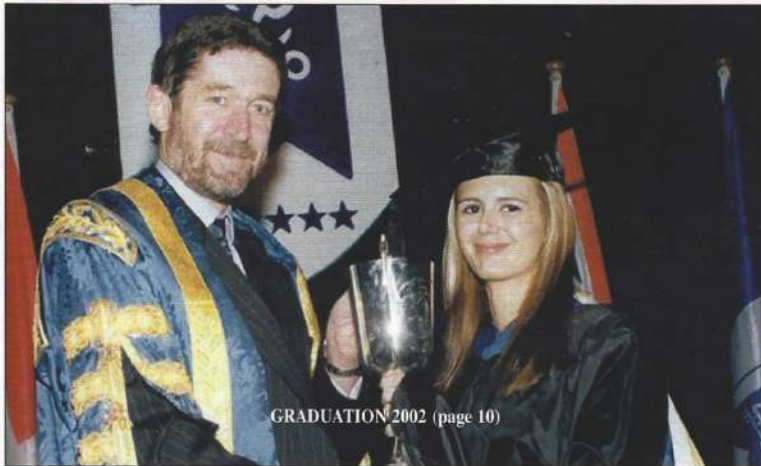
Alp Views

No. 16 SUMMER / FALL 2003

ISSUED BY THE ALPINE CENTER FOR HOTEL AND TOURISM MANAGEMENT STUDIES



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FROM THE EDITOR: KEN LORD



What do the following have in common: a director of procurement for a Middle East television network, a financial director, a lecturer at a university in

Britain, sales director of a software company, a mobile company corporate accountant, a 'Technical Helpdesk Analyst' for the BBC, and a sales executive for Nestlé? They are all positions held by graduates of Alpine Center for Hotel and Tourism Management Studies! The list of seemingly non-hospitality/tourism occupations held by our graduates is growing all the time: human resource managers, research analysts, account managers, sales executives and recruitment managers, to name a few more. They are the very positive examples of the benefits gained from an education at Alpine that teaches 'transferable skills'.

Simply put, transferable skills are those that can be applied to, and are in demand by, businesses not necessarily under the umbrella of hospitality and tourism services. In general, they are technical skills such as communications technology (computers, PowerPoint presentations, etc.), people skills (professional attitude and behavior, customer contact skills, etc.), sales and marketing skills, finance and accountancy skills, and the very latest in top-management practices and theories.

Continued page 5

10. ALP VIEWS

GRADUATION 2003

Alpine Center's 15th Graduation Ceremony Highlights the Fulfilment of its Strategic Vision

A capacity crowd attended the fifteenth graduation of students of Alpine Center for Hotel and Tourism Management Studies, Glyfada, which was held at the Divani Apollon Palace, Kavouri, on 24 November. As an Associate Institute of IHTTI—International Hotel and Tourism Training Institutes, based in Switzerland, Alpine Center has operated in Greece since 1987.

Sybil Hofmann, President of Alpine, welcomed the guests and spoke of the school's strategic vision from the beginning that focused on the loftiest of goals: making Alpine Center an international leader in education for those planning careers in hospitality and tourism management.



Professor Gillian Slater, Vice Chancellor of Bournemouth University, UK, presents Lazaros Mallis with the Bournemouth University Cup in recognition of the student achieving the Highest Overall Mark.

Featured guest speaker Professor Gillian Slater, Vice Chancellor of Bournemouth University, spoke of the university's proud connections with Alpine Center. Prof. Slater conferred the Bournemouth University Awards and singled out five students who achieved first-class honours on their dissertations and three who graduated with first-class honours.



Sybil Hofmann, President, presents Mr Gotthard Frick, Founder of IHTTI, with a token of Alpine's deepest appreciation on the occasion of his retirement.

It was also a special occasion for Gotthard Frick, founder of IHTTI, Switzerland. Mr Frick announced that he was stepping down from his many years of service dedicated to the betterment of the worldwide tourism industry, and to the education of those who will lead it in the years ahead. He gave thanks to Sybil and Eric Hofmann, Alpine's founders, for the long years of mutually beneficial cooperation and their endeavour to maintain an educational institution of the highest quality.



Dr David Green, Academic Director, Alpine Center, presents the Cup in Teaching Excellence to Nikolaos Tsorakidis

A highlight of every Alpine Center graduation ceremony is the recognition by sponsors from industry and the school's management, of outstanding students, staff and faculty. Nineteen companies representing all sectors of the industry bestowed awards to students who excelled in such diverse areas as the culinary arts, professional excellence, leadership, personal achievement, and those receiving top marks in a particular discipline. Mr Christos Tsemberas, Alpine's Director of Operations and Business Development and the Master of Ceremonies, thanked the sponsors for their continued support that is a powerful source of encouragement and inspiration, not only for the students but for all of us at Alpine. Dr David Green, Alpine's Academic Director, presented his personal award for teaching excellence to Nikolaos Tsorakidis, Lecturer in Accounting and Finance. Mr Eric Hofmann, Vice President, recognised the efforts and dedication of Ms Vivi Papadopoulou, Alpine's Registrar and offered a token of appreciation to IHTTI's Gotthard Frick for his wisdom, friendship and dedication to quality education.



Mr Otmar Sorgenfrei



Mr Yiannis Evangelou

Industry was represented by Mr Otmar Sorgenfrei, Executive Director of Fondation Nestlé Pro Gastronomie, Switzerland. Mr Sorgenfrei emphasised the role of good leaders and stressed the need for lifelong learning and keeping up to date as hallmarks of the most successful men and women. Mr Yiannis Evangelou, President of the Hellenic Association of Travel and Tourist Agencies also addressed the guests and the 78 graduands about to receive their certificate, diploma or degree.

He told the young and eager men and women they must rapidly adapt to international developments and continually re-set their goals. "The need to identify trends and new forms of tourism is especially important in an ever-changing world," he stressed. He pointed out that it is necessary to keep in mind the ultra-competitive nature of the tourism business and always offer value for money. "This is a 'must' if Greece is to succeed in its efforts to be a prime tourist destination," he concluded.

6. *ALP Views*

CAREER DAYS 2003



Starbucks' representatives (from left to right) Sean Jones, Greg Pattakos, Sophia Raptakis, Chrysi Maliali, Thanassis Rizopoulos and Vicki Sarhanis.

This year's Career Days programme took place at the school's premises on 20 and 21 February.

Each year, the best and biggest companies of the hospitality industry in Greece, and abroad, request to participate in this annual event. The demand for Alpine students and graduates is four times greater than the number of potential summer trainees or permanent employees available for the positions. The School's Director of Operations, Christos Tsemberas, says that this demonstrates the superior quality of education offered at Alpine and the high regard the industry has for the Swiss approach to education in this field, which blends classroom theory and a professional attitude with hands-on practical experience. Attending the sessions were owners and representatives of hotel and tourism enterprises, travel agencies, restaurants and catering businesses. They gave presentations on their companies and interviewed the School's students interested in summer practice

employment, and graduates looking for permanent positions. The hotel companies represented were AKS, Aldemar, Athenaeum InterContinental, Atlantica, Blue Palace Elounda, Chandris Metropolitan, Chromata, Cretan Star SA, Elounda Mare, Grecotel, Grand Resort Lagonissi, Hilton Rhodes, Katikies, Kempinski Hotel Nikopolis, Le Meridien Spa & Resorts, Cyprus, Louis Hotels, (The) Margi, Mark Warner Resorts, Myconian Collection Hotels, Park, St. George Lycabettus, St. John-Mykonos, St. Nicolas Bay-Crete, Santa Marina-Mykonos, Sani SA, Sofitel Capis Rhodes, Sunsail Hotels, Zannos Melathron, Zante Park. Others tourism-related businesses were Adecco/Horecca, Carrefour Travel, GATS SA, Ghiolman Yachts, Global Management & Services, Meridien Ltd, Nordstar, Starbucks Coffee, Superfast Ferries, Zeus Diplomatic Inc., Zita Congress & Travel,



Mr. George Lintis of Atlantica Hotels



Jordan Eliades of Global Management Services Addressing Alpine students at Career Day



Vasileios Gorgotsis, ASO student, being interviewed by Ms. Kalliope Karantemiri of Aldemar Hotels.



Mr. Dimitris Zibopoulos and Ms. Christina Vamakidou of Athenaeum Inter-Continental interviewing Alpine students.



Mr. Chris Tzianos of Elouda Mare giving a presentation to Alpine Students at Career Day.



Kostas Boulos, FBO, with Mr. Tim Buckley of First Choice Marine.



Helen Backman, TT2, and Mr. Michael Ghiolman of Ghiolman Yachts Travel Aviation.



Ms. Angela Kalafati, HBA, with Mr. Dimitris Hondros of Grecotel.



Mr. Constantinos Anglopoulos of Hilton Rhodes interviewing Alpine students.



Jason Tinios, FBO, and Mrs Ioanna Fragou of Kempinski Hotel Nikopolis.



Nikos Hadjiconstantinou, FBO, with Mrs. Eleni Gika of Grand Resort Lagonissi.



Nikolaos Charis, ASO, and Ms. Mirka Rousioti of St. Geroge Lycabettus.



Ms. Maria Fousteri, Mr. Kostas Arvelakis and Mr. Pavlos Georgio of The Margi addressing students at Career Day.



Elena Sergeeva, ASO, and Messrs Kaparoudakis and Kalymnios of Metropolitan Hotel - Chandris.



Mr. Stelios Petsas and Ms. Evangelia Samoili of Norstar Enterprises - Tourism Ltd.



Ioannis Christopoulos, ASO, and Mr. Fikaris Nektarios of Park Hotel.



Tasos Perdakis, CAI, with Ms. Klelia Grammatikopoulou of Sani.



Vanessa Keen, FBO, and Mr. Pavlos Zorbas of Santa Marina - Mykonos.



Vassiliki Pikoulou, ASO, with Mr. Louis Telemachou and Mr. Stavros Michailides of Sofitel.



Sivi Pahi, TT1, and Ms. Effie Papaspyrou of Superfast Ferries.



Maria Adamidou, CA2, with Ms. Maria Sarafoglou of Zante Park.



Dana Mihai, TT2, with Mr. Miltiades Stourouitis and Ms. Lyra of Zeus Diplomatic, Inc.



Panagiotis Tzamalidis, TT2, with Ms. Kyriazi Xanthipi of Zita Congress & Travel.

16. **ALP VIEWS****ALPINE CENTER EXPANDS ITS NATIONAL AND INTERNATIONAL MARKETS**

Michael Orontis with Mr Kuah Ann Soon, Alpine's agent in Singapore

Alpine Center is reaching out to introduce its programmes of study to young people throughout Greece, as well as throughout the world, informing them of the numerous career opportunities that this industry holds for graduates of this premier hospitality and tourism management college.

Since January 2004, Alpine Center has been actively participating in numerous events both on a national and international scale. Alpine's staff joined in representing the Swiss Business School at the Xenia and Touristiko Panorama exhibitions in Piraeus. Our Director of Operations, Mr Christos Tsemberas, is currently organising road shows and making presentations in various destinations in Greece with the assistance of local hotel managers associations and alumni. The itinerary includes Rhodes, Crete, Zakynthos, Kefalonia, Syros and Patras.

On the international front, Alpine Center has participated in numerous educational fairs. President Sybil Hofmann represented Alpine Center at the educational fairs in Dubai, Lebanon, Bulgaria and Jordan while Vice-President Eric Hofmann attended a student fair in Kiev, Ukraine. Our Admissions Officer, Mr Orontis, travelled to his home country, Cyprus, to participate in Cyprus' Annual Educational Fair, and to Singapore where he met with Alpine's agent and made presentations to a large number of students interested in coming to Greece to study. Finally, Mr Tsemberas will be visiting Rostov and Stavropol in Russia where he is also scheduled to make several presentations and work closely with Alpine's agent there.

It's apparent that Alpine Center is "everywhere", not only by its presence at fairs, but also by its appointment of new agents in countries such as China, India, Nepal, Bulgaria, Germany, Lebanon, Dubai and Ukraine to name just a few. Alpine Center prides itself on its international identity, and on the unique cultural experience that it offers to its student body. After all, they have chosen a career in hospitality and tourism that are fundamentally international in scope. Our mission is to equip our students with the skills necessary to compete effectively in the global marketplace. What better opportunity to do so than in the entirely international environment at Alpine Center.

CULINARY ARTS STUDENTS RECEIVE MEDALS

(L to R) Stamatis Marmarinos, Nikos Nakos, Sous-Chef Stavros Gogousis, Anastasios Perdikis, Chef John Kotas, Dimitris Georgiou

Alpine students enrolled on the Culinary Arts programme made their presence felt once again during the 2nd Pan-Hellenic Culinary Contest. Dimitris Georgiou, Nikos Nakos, Stamatis Marmarinos and Tassos Perdikis won medals in all three categories that they participated in. Nikos Nakos won the silver medal in the "Salad-Appetizer" category. He prepared and presented a creative appetizer of sautéed calamari in a raspberry pesto sauce, accompanied by a salad of fresh greens scented with mountain herbs.

The team of Nikos Nakos, Stamatis Marmarinos and Tassos Perdikis won the silver medal in the "Full Greek Menu" category. The team presented original recipes for an appetizer of seared red mullets with pumpkin and Naxos gruyère, scented with mint; a main course of spring lamb chops baked in a crust of Egina pistachios, scented with rosemary and served with 'goges' pasta from Nafplio and 'katiki' cheese from Domokos; and a dessert of lightly caramelised 'kataifi' phyllo topped with a cream of cottage cheese and stewed pergamottes from Chios.

Dimitris Georgiou won the bronze medal in the "Vegetable and Fruit Carving" category by presenting a piece of culinary artwork comprised of carved pumpkin and vegetables.

Besides the medals, Alpine's Culinary Arts students impressed the judges with their exemplary professionalism. Our Culinary Arts instructors, Executive Chef John Kotas, Sous-chef Stavros Gogousis, Georgia Kofinas and Petros Iliades, served as judges. Georgia Kofinas was the winner in the "Spice Recognition by Smell" contest, winning over participating chefs.

Worthy of mention is the excellent work done by Effi Georgiou and Eleni Kefalogianni (first-year students) who were invited by the Chef's Club of Greece to assist in administrative tasks related to the tabulation and issuance of contest results. The President of the Chef's Club, Anastasios Tolis, commended the students on their efficiency and thanked Alpine for its continued support of the Chef's Club and its continuing contribution to the contest's success.

10. ALP Views

TOURISM INDUSTRY WELL REPRESENTED AT GRADUATION CEREMONY



On Wednesday, 21 November, at the Athens Inter-Continental hotel, over 600 guests attended the graduation ceremony of students from Alpine Center for Hotel and Tourism Management Studies. Alpine, which is celebrating its fifteenth year in Greece, is an associate institute of IHTTI—International Hotel and Tourism Training Institutes, Switzerland, and has its campus in the premises of the Palmyra Beach Hotel, Glyfada. A highlight of this year's ceremony was the first presentation of the Bournemouth University BA Degree (Final Year, Top-Up) in International Hospitality and Tourism Management, which was launched in the last academic year. Other graduates received their Certificate, Diploma, or Swiss Diploma in a specialized area of hospitality and tourism. In her opening address, the school's president welcomed the distinguished guests, families of the graduates, and the graduates themselves. She gave a special welcome to the Vice Chancellor of Bournemouth University, Gillian Slater, who conferred the BA degree, as well as the principal guest speakers on this occasion. Reviewing the many successes of Alpine, which culminated in offering the Bournemouth top-up degree, the president thanked the members of the Senior Management Team and the highly qualified academic staff for helping to ensure that the school met, and will continue to meet, the quality assurance stipulations of this new degree. In 2002 Alpine will undergo another validation process by Bournemouth University in its bid to offer the BA (Hons) degree, thus paving the way for a master's degree in due time. Hofmann expressed gratitude to the industry for the support it gives to the school and its students. She noted that over the years they have stood by Alpine and encouraged students to strive for perfection in their studies and during their industrial placements. At each graduation event, the sponsors give awards to deserving students who excel academically as well as in their professional attitude. To conclude, the president advised the graduates to have passion for whatever they undertake; in addition they should have courage, which is the foundation of hope when mankind is threatened by adversity and injustice.



In her address, Gillian Slater said that Bournemouth University was justly proud of its connection with the Alpine Center. She went on to comment that despite some current difficulties in the wake of the September 11 atrocities, the hotel and tourism industry is still set to continue to grow as the world's biggest industry. Central to this, she noted, is the education and training that the aspiring managers—the graduates—have received at Alpine, Bournemouth, and other associate centers. Although she was at the ceremony to present the awards to Bournemouth University graduates, the Vice Chancellor hoped she would be allowed to share the happy occasion with all successful students of Alpine.

Professor Gillian Slater, Vice Chancellor of Bournemouth University (U.K.) addresses guests and Alpine graduates.



The positive message about the survival of the global hospitality and tourism industry in general, and Greece in particular, was also the theme of the speech delivered by Dr. Andreas Andreadis, Vice President of Sani Beach Holiday Resorts, and Senior Vice President of the Greek Hotel Association. He cited statistical data provided by a number of sources that indicate the picture is not as bleak as one might think. Although the loss of much of the American and Japanese markets will affect the global tourism industry, the outlook for the European market is especially bright, he noted. He focused on the positive areas of tourism development in Greece and said that the domestic market should not be overlooked as a viable market for tourism growth here. Despite predictions that areas of tourism will undoubtedly face a temporary slump, he said that for the next tourist season in Greece the signs are 'conservatively positive.' He believes that the basic European markets are expected to note an increase, some even substantial. Ending his speech on a positive note, Dr. Andreadis said: 'In spite of the frightening nature of the wounds, (we) find ourselves in the final analysis in an upward trend that does not place (Greece) in a negative position against other comparative destinations—on the contrary, it appears favourable for us. In other words, we can handle this crisis as we have successfully handled the previous crisis in our neighboring Kosovo.'

Dr. Andreas Andreadis, Vice President of Sani Beach Holiday Resorts, and Senior Vice President of the Greek Hotel Association, giving a positive message about the hospitality and tourism industry.



Mr. George Drakopoulos, General Manager of the Association of Greek Tourist Enterprises (S.E.T.E.) shared this optimism. He cited figures indicating a drastic increase in tourism growth by the year 2011 and observed that one in every eleven jobs will be connected with tourism activity. Mr. Drakopoulos encouraged cooperation between the private and public sectors as a way of ensuring tourism growth and prosperity. Addressing the students, he lauded Alpine Center, whose progress he has noted over the years, and gave them the recipe for success in hospitality: "It is a business for people with wide horizons; those who have an energetic hunger for life and enjoy meeting people of different cultures."

Mr. George Drakopoulos, General Manager of the Association of Greek Tourist Enterprises (S.E.T.E.), is also optimistic about the future of the hospitality industry



The address delivered by Karim Frick, Director of IHTTI, Switzerland, contrasted the graduates' education and future career to the Davis Cup Final and a career in tennis: Graduation is like the warm-up before the match, he said; then begins the match itself when they will feel fit after all the training and exercises of the last years. His message was that the match will have its winning and losing moments, but the aim is to get on with the game. Hopefully, he added, they will surmount the difficult times, and over the years—after many matches have been played—they will slowly climb the ladder and get closer to the top 100 in the world. He continued: 'At the end of your professional league, you will remember a few matches that you lost and the many that you won. In your memory the good times outweigh the bad; the moments of joy outshine those when you were depressed and discouraged.' To conclude he acknowledged that it was a very competitive world, as is the game of tennis: '...but play it well and you will succeed.'

Mr. Karim Frick, Director of IHTTI, Switzerland, contrasted the graduates' education and future career to a career in tennis: play well and succeed.

As is the custom each year, deserving students were presented with special awards given by hospitality-related companies to deserving students for their personal and academic success. This year, leading hotels, tourism offices, airlines, and industry suppliers were out in full force to support the cause of professional attitude and academic excellence for those planning a career in this field. Over 28 graduates were the grateful recipients of outstanding prizes given by enthusiastic and supportive representatives of industry. The evening concluded with a reception where guests mingled with speakers, graduates, staff, faculty and management of Alpine.

"YOU DON'T NEED TO CLIMB THE ALPS TO REACH THE TOP"



Evangelia Drossou proudly accepting the prize for her winning entry in the New Motto contest.

This is the winning motto in our recent 'Find A New Motto' contest: It was submitted by Evangelia Drossou (TT2). By using the obvious Swiss Alps theme, with its connotation of climbing and reaching the peak (in one's career), and the subtle implication that the hard climb can be easier if one has a good and relevant education in the field, the Senior Management Team selected Evangelia's entry as the winner. It best met the criteria of getting Alpine's message across in an imaginative and succinct way.

The caliber of all the entries was exceptionally good, and it was difficult for the SMT to decide which one was the best. Sybil Hofmann and Dr David Green presented all entrants with an official Olympic 2004 pin; Evangelia is now the proud owner of a Swiss Swatch watch.

OUR CONSULTANCY UNIT AT WORK

Sani Beach Resort Hotel Training Project

Alpine undertook a project to train managers and staff of the Sani Beach Resort Hotel in Chalkidiki. Christos Tsemberas spent the week of 8 to 13 April giving seminars on Train the Trainer and inducting the staff in the importance of Standard Operating Procedures. Vania Kamtsiou, Head of Housekeeping at Alpine, participated in the delivery of the training, and received a standing ovation from the Housekeeping staff of Sani.

New ventures in Russia

Mr Tsemberas, together with an international team of consultants, was recently invited to visit a new country club being built on the outskirts of Moscow in order to assist with the setting up and training of staff. At the same time, possibilities for the starting up of an Alpine training center in Moscow were explored. Enquiries from this part of the world for Distance Learning programs have increased. This interest in upgrading Russia's tourism-related products and services opens the door for Alpine to expand its international horizons.

COMPETITION ENTRIES

For a successful tomorrow in hospitality and tourism.

Dimitris Adamakos, FBO1

Preparing you for a successful career and the experience of a lifetime.

Elena Sergeeva, FBO1

The future of the hospitality industry is in your hands. Alpine Center makes sure it is in good hands.

Spyros Arvanitis, FBO1

Give us your time and we'll give you a successful career. We unlock doors to a successful future...Enter Here!

Dimitris Potamianakis, FBO2

A world of opportunities to get into the world of hospitality and tourism.

Agisilaos Agathagelou, ASO1

Bonds the art of Swiss hospitality with the management expertise of the British.

Lazaros Mallis, HBA1

Creating leaders in the expanding global industry of hospitality and tourism.

George Vournazos, IHT

Come to the best to be the best.

Pavlos Tamvakis, TT2

We lead the future of the hospitality and tourism industry.

Evangelia Koutsouradi, Angeliki Michala, HBA2

The best way for a successful career in the hospitality industry.

Alexander Papanicolaou, IHT

Reaching new heights.

Dr. David Green, staff

15 years of leadership in the world of hospitality studies.

Dimitris Perrakis, staff

Innovations in education to prepare for today's hospitality and tourism industry.

Nikolaos Siderakis, staff

Providing a solid foundation for your climb to the top.

Marcia Verdoorn, staff

Education and Industry: A partnership in excellence.

Ino Xirotyri, staff

MANAGERS NOW OFFICIALLY PROFESSIONALS

But it took over 20 years

Dr. David Green, Alpine's Director of Studies, passed the following news to Alpine students:

'I am very pleased to announce that the Institute of Management has been granted a Royal Charter; this means that finally management/managers have been officially recognized as a profession/professionals like engineers, accountants, marketers, etc. Those of us who have been managers and/or taught management have waited for over twenty years for this recognition. It is indeed an historic breakthrough. Those of you who have management qualifications, or are about to obtain them (e.g. a BA or BA [Hons] degree in International Hospitality and Tourism Management), should ponder the implications of this event for your future careers as you are likely to be given automatic entry into the Chartered Management Institute. I have no doubt that Frederick Taylor—the father of management—will be celebrating 'up yonder' today.'

You don't have to climb the Alps To Reach the Top



ALMYRANTIS, PANOS
Sales Manager
Adeonor Hotels,
Athens, Greece



SERAFINI, GIOVANNI
Training Manager
Hyatt Regency Hotel,
Thessaloniki, Greece



OPPI, NATASCHA
Sales & Marketing Manager Greece
Swiss Air Lines,
Athens, Greece



ROUCOS, JEAN-MARC
Director of Sales & Marketing Greece
Hilton Hotels,
Athens, Greece



YERMASOYITIS, DEMETRIS
Hotel Manager
Demera Beach Hotel Apartments,
Limassol, Cyprus



ECONOMOU, JOHN-PHILIPP
Deputy F&B Manager
Athenasum Inter-Continental
Athens, Greece



KANAAN, WALID
Executive Assistant Manager
Phoenixia Inter-Continental
Beirut, Lebanon



VASSILIOU, TIA
Marketing Director
Romantik Hotels & Restaurants,
Frankfurt, Germany



KERASSOVITI, MARIA
Project Manager
DHS (Delta Hospitality Systems),
Athens, Greece



GRIVA VICKY
PA to the
General Manager
KLM Airlines, Greece



LOULOUMARIS, NIKOS
Sous Chef
"17" Restaurant, Kolonaki
Athens, Greece



PETRAKIS, YANNIS
Sales Manager
Sofitel Athens Airport,
Athens, Greece

Select one of our Programmes of Study

- BA (Hons) International Hospitality & Tourism Management, (Bournemouth University, UK)
- IHTTI/Swiss Diploma in Hotel Management
- BTEC HND in Travel & Tourism Management
- BA (Hons) Bridging Course for HND Graduates
- Swiss Diploma in Culinary Arts
- Distance Learning in Hotel Management

We are so proud of our graduates who are in leading positions throughout the world proving themselves to be knowledgeable, committed professionals.

Sybil Hofmann FHCIMA
President

www.alpine.edu.gr

ALPINE  CENTER

FOR HOTEL & TOURISM MANAGEMENT STUDIES
ΕΠΙΣΤΗΜΟ ΕΛΕΥΘΕΡΩΝ ΣΠΟΥΔΩΝ - ASSOCIATE INSTITUTE OF IHTTI SWITZERLAND

Ask for more information about our current programmes of study and our proposed MA/MBA programmes
Please contact: Alpine Center, 70 Possidonos Ave., 166 75 Glyfada, Athens - Greece, Tel: +30210-898 3022,
Fax: +30210-898 1189, E-mail: services@alpine.edu.gr <http://www.alpine.edu.gr>



INTERVIEWING THE INTERVIEWER

Or: Turning The Tables on Elena Sergeeva (ASO)

Elena Sergeeva is not only the ALPviews in-house reporter; she also prepares the School's monthly newsletter, *Alpine Focus*. One of the reporting activities she enjoys the most is interviewing faculty, staff and students on anything and everything from dress to dissertations. It was time for the editor of ALPviews to do a little interviewing of his own, and the results were quite revealing:

Elena was born in Russia and moved to Greece when she was 8 years old. After a few months at the Russian embassy school, she moved to St. Lawrence College. It was difficult at first, she admits, because everything was in English and she had not yet mastered that language. In addition, she had to struggle with mandatory Greek and French lessons. Learning three languages at one time was certainly a challenge. As it turned out, English became her favourite subject, and she enjoyed her English and English Literature essay assignments that were assigned on a weekly basis.

It was during her first year at Alpine that she thought of interviewing the teachers and staff: 'It is important to know the real character of those who lecture us in class,' she believes. The interviews make up the best part of the monthly newsheet according to the opinion of a majority of students, probably because it creates a different approach to understanding others, as well as yourself.

Elena believes that every person we meet in life can teach us something new, something which at the time might seem meaningless, but will one day add value to our life. One person in particular who made a deep impression on Elena is our librarian, Désirée Baroudy: 'I thank her for all the help she has offered me,' says Elena, 'and for the support and encouragement she has given me in preparing items for both publications. She is definitely a great team member of *Alpine Focus*.' She looks forward to next year when she promises lots of new interviews as 'new stars' are born at Alpine. We look forward to reading about them!



Elena with Désirée Baroudy

...AND HERE'S ELENA AT WORK

Elena is the major contributor to *Alpine Focus*, an in-house monthly newsletter that was the brainchild of Pavlos Tamvakis, former TT2 student: in the beginning it was known as the *Alpine Gazette*, but Elena suggested the name change. For the December issue, Elena asked our Head of Housekeeping/lecturer, Vania Kamtsiou, to share her own SWOT analysis (Strengths, Weaknesses, Opportunities, Threats) with the readers. For the record, Vania attended University of Wales, College of Cardiff, UK (BSc), and Strathclyde University, UK (MSc). She was a lecturer in the University of Wales' BA in Hotel Management programme at the British-Hellenic College, Athens, and has had hands-on experience in housekeeping as Assistant Executive Housekeeper at Athens Hilton. Here is the interview:

"My main strength is that I am a blond," jokes Vania. "However, beyond that I am an enthusiastic person and enjoy making the best of my qualities. I am caring and understanding and this is why I do not leave matters unattended. I am organised and can easily adapt to situations. Above all, I am very patient."

As for her weaknesses, Vania admits to being somewhat introverted: 'I can be easily hurt and at times find it difficult to hide my emotions. My mood swings are unpredictable—so students watch out!' When it comes to opportunities, she says she believes in making the best of whatever comes her way: 'We never know what will be useful in the future.'

Discussing the things that affect her in a threatening way, she says that the real threat concerns the students who do not care to learn, 'because it discourages (her) as a lecturer as well as a person.'

How do the students respond to her 'style'? Joseph Malliakas (ASO1) sums it up when he says: 'She is an extremely clever woman who knows how to have the upper hand with the male students.'

SAVE OUR SEAS: ALPINERS ACT ON ENVIRONMENTAL MATTERS



ALPINERS all: students and staff, with a little help from Zorro, doing their bit to rid beaches of waste.

Earth is 71 percent water, and oceans play a critical role in supporting life on the planet. As a result of destructive human activity, however, the health of the oceans and the life they support is in jeopardy.

Thankfully, more and more people are becoming sensitive about environmental issues, but there are still times when we ignore them. Especially in a country like Greece that is surrounded by sea—one of its major tourist attractions—the citizens, and particularly those that work in the tourism industry, should be more concerned about preserving the cleanliness of the seas and the coasts.

The idea of Alpiners cleaning Glyfada beach, just a few meters from the school, came to students as they watched TV broadcasts of the last big natural sea disaster, which happened last fall on the coast of Galicia in Spain; then, tons of oil polluted the coast and the sea. It reminded them of the important role the sea and beaches play in attracting tourists to an area.

The concerned students admonished the rest of us to take a closer look at the cans, bottles, empty cigarette packets and plastics that litter our coastline and help to clean it up. Harm to sea life, sewage runoff and contamination problems can be the result of not caring, which in turn causes the closure of some beaches. Doing our bit to rid the coastal seas and beaches of waste, which if nothing else is an eyesore, will ensure the full enjoyment of nature's beautiful seascapes by visitors and locals alike.

ECOLOGY CONCERNS + TECHNOLOGY = CONVENIENCE

An ingenious means for Alpine Center to keep in touch with their alma mater



Alpine has introduced an innovative way to communicate with its alumni: "Click in touch" was designed especially for our graduates. It is the modern way to communicate with Alpine and with each other. Keeping 'connected' is mutually beneficial since it's a way to network for professional purposes, and a way to socialize for personal reasons. From early 2003 it is the main way of learning all the latest news about Alpine Center.

In keeping with an ecologically correct environment, Alpine endeavors to become a paperless organization and will be sending fewer items via post. From now on, clicking on the site for notices of meetings, events, latest developments, etc. is the fastest and most effective way for Alpiners to communicate with each other and their school. By clicking the 'Forum' button on the 'Click in touch' website, alumni can communicate directly with each other via means of a newsgroup. Soon, only our publications ALPviews and succesStories will be sent via regular mail, all other notices will be on the internet.

The president summed it up when she added this message to the site: "You are our pride and joy and the very backbone of Alpine's strength. We are valuable to each other in many ways, so please make it a habit to "Click in touch".

16. ALP Views

Alpine students of the Culinary Arts programme, (left to right) Christos Karakatsanis, Emily Vamvakopoulou and Julian El-Khal proudly wear their gold medals for their victory in "Full Menu International Cuisine" category. Behind them (right to left), Chefs Athanassios Skouras, Ioannis Siouzios of Alpine Center, Anastassios Tolis and Mr. Christos Tsemberas, Alpine's Director of Operations.



**MORE
VICTORIES
FOR ALPINE
CENTER
CULINARY ARTS
STUDENTS**

Students enrolled on the Culinary Arts programme at Alpine participated in "Festival Gastronomy Athens 2003," a culinary competition. The contest was organised by the Chefs' Club in Greece and took place in Paiania MEK Exhibition Center during the 16th International Food & Beverage Exhibition, 30 January through 3 February 2003.

The students competed in several categories and impressed all who attended with the savory and aesthetic dishes they prepared. They won the gold medal for the most difficult category, "Full Menu International Cuisine," as well as medals and commendations for the majority of categories in which they participated. Students, as well as Alpine course tutors, Executive Chef Ioannis Siouzios and Sous-Chef Markus Fisler, were praised for their technical skills and exemplary professionalism.

The judges who awarded their efforts are renowned Greek and foreign Chefs. As the School's president said: "We are delighted not only because our students' indisputable talents are rewarded, but also because their professionalism does credit to our School and its instructors and makes us all so very proud of them. Today's awards support our guarantee that Alpine will continue manning the hospitality industry with mature professionals."



The chef team was then recognised at the school by the president and vice-president.

Twenty-five Alpine Center students form HCIMA Student Club Association's president-elect honoured at reception.

A reception in honour of Theo Charalambous, president-elect of the HCIMA - Hotel Catering and International Management Association, a professional body for the international hospitality industry based in the UK, was held on Friday, 31 January, at Alpine Center. The association has a membership of 20,000 in more than 100 countries.



Mr. Theo Charalambous (center), president-elect of the HCIMA - Hotel and Catering International Management Association - with Alpine Center's first HCIMA Student Club and their lecturer, Ms. Vania Kamtsiou, MHCIMA.

In attendance were members of the school's advisory board, industry professionals, HCIMA members, Alpine Alumni, the school's Senior Management Team and faculty, and the 25 students who have applied for membership of the HCIMA.

Alpine's president, welcomed the guests and praised Mr. Charalambous' achievements and contributions to the growth of the HCIMA internationally. The president-elect was instrumental in the launch of the first HCIMA international group, so it is not surprising that he now assumes this most important role where his dedication and commitment to the association and its members will benefit all.

Mr. Theo Charalambous (center), president-elect of the HCIMA - Hotel and Catering International Management Association - with Alpine Center's first HCIMA Student Club and their lecturer, Ms. Vania Kamtsiou, MHCIMA.

Mr. Charalambous addressed the audience on the latest developments at the HCIMA, and detailed the many benefits to be had in becoming a member. He commended Alpine's Vania Kamtsiou, MHCIMA, and the school on this initiative to form a Student Club and promised to take this initiative much further so that clubs might be formed at other hospitality schools. Mr. Charalambous also introduced the industry professionals in the audience to the benefits of 'Hospitality Assured', a programme designed to ensure that hospitality establishments deliver a high standard of service, satisfy more customers, and achieve greater profits. He encouraged them to apply for this accreditation, which can only enhance their businesses.



Mr. Theo Charalambous, FHCIMA presents Mrs. Sybil Hofmann, FHCIMA with token of appreciation.

4. *ALP Views*

ALUMNI AMBASSADORS ASSOCIATION REUNITES ALPINE CENTER GRADUATES FROM AROUND THE GLOBE



Alumni of Alpine Center reunite at InterContinental Hotel, Athens, Greece, on 14 February 2003.

On Friday, 14 February, the alumni of Alpine Center for Hotel and Tourism Management Studies, Glyfada, gathered for a dinner and dance at the Athenaeum InterContinental hotel. The guests came from near and far, including graduates from Cyprus, Middle East, Bulgaria, USA, UK, and all over Greece.

Most of the evening was spent reminiscing and catching up on the latest news about each other: But before the excellent buffet and dance got underway, Mrs Hofmann, Alpine's president, and Dr. David Green, Academic Director, updated the Ambassadors on Alpine's developments in recent years, and especially the new higher-degree programmes of study that includes an MBA and a BA (Hons) from UK universities. Ken Lord, chairman of the Alumni Association, emphasised the importance of graduates keeping in touch with their alma mater since it would be beneficial for career development and networking.

4. ALP VIEWS

WALES AT ALPINE

by Dr David Green FCMI, Academic Director



Thursday 13 May 2004 is an historic date in the history of Alpine Center as that was the day on which a validation panel from the University of Wales (UK), led by Dr Peter Noyes of Newport, came to validate three new programmes: BA(Hons) International Hospitality & Tourism Management, BA(Hons) Culinary Arts Management and the MA

International Hospitality & Tourism Leadership. All three programmes are scheduled to begin in October 2004. Alpine faculty had been designing and preparing these new programmes, along with three new Edexcel/BTEC HND's in Business and an Alpine version of the new Swiss Higher Diploma in Hotel Management, for the past four months. When I heard that the Prince of Wales was also in Greece on or around Thursday 13 May, I had the fleeting, one-second thought that he may be joining in on our grand validation event in his capacity as the Chancellor of the University of Wales. As it happened, he went to Mount Athos and we remained in Athens! As our relationship with the University flourishes, however, we would hope that at some time in the future he could join us on one of his now frequent trips to Greece. President Sybil Hofmann welcomed Dr Noyes (Panel Chair) and his expert panel on that historic day as part of the second of three stages in the validation of Alpine's programmes by the University of Wales. Members of the panel included Ms Antoinette Hughes from the University of Bangor, which holds one of the second highest position in the UK university league table for hospitality, sports and leisure, and Dr Phil Coleman from the University of Wales Institute, Cardiff (UWIC), which was chosen as the best new university in the UK by the Sunday Times. Dr Coleman is Director of Learning and Teaching at the Welsh School of Hospitality, Tourism and Leisure Management in Cardiff and we look forward very much to working with him in the years ahead in strengthening the newly established bond between Alpine and the University of Wales. Once the initial formalities were over on 13 May, Dr Noyes and the panel began to interview Alpine's senior management team, its academic and vocational faculty and, most importantly, a representative group of our current students. After the series of interviews had been completed, Dr Noyes complimented Alpine on the quality and professionalism of its students and then proceeded to pay one of the greatest compliments one academic can pay to another by stating that the documentation prepared by Alpine's management and faculty for the validation event was the best he had ever seen. On hearing Dr Noyes' compliment, you could see the champagne corks pop in the minds of all the Alpiners seated around the validation table. This was indeed a day for all staff and students at Alpine to remember – past, present and those to come in October for the new programmes.

ALPINE CENTER'S ADVISORY BOARD MEETS AND GIVES FEEDBACK ON ALPINE'S NEW PORTFOLIO OF COURSES



Leading figures representing local and international hotels; cruise lines; industry suppliers; tour operators; tourism consultants; industry-related associations and organisations; educators; foodservice companies and catering companies comprise Alpine Center's Advisory Board. The Board has been in existence for more than 12 years and its purpose is to promote and enhance the image and advocacy of Alpine Center, as well as provide feedback on the school's contributions to the development of future leaders for the hospitality industry. Over the years, Board members have participated in many activities that enhance the school's image and offerings such as the sponsorship of awards during graduation ceremonies, participation in Career Days, offering Alpine's students career opportunities, expanding the school's library, and enriching Alpine students' education through lectures and presentations, and through the donation of property management software. The Advisory Board's annual meeting took place on 1 April 2004 and preceded the Forum that was organised with the Academy of Tourism Research & Studies and JBR Hellas. Sybil Hofmann, Alpine's president, welcomed the members and thanked them for their contributions in many ways, citing that their presence is a testimonial to Alpine's untiring effort toward maintaining the highest quality in education and being responsive to ever-changing industry needs and priorities. President Hofmann updated the Board on the latest developments at Alpine Center including the redesign and addition of new programmes of study to meet newly emerging customer and market needs. A survey was distributed requesting the Board members' feedback on such issues as the relevance of Alpine's curricula to industry needs, top issues facing the industry in the next few years and the areas Alpine should be concentrating on. Board members were also invited to contribute their knowledge and expertise by giving guest lectures in the Applied Leadership module of the new Master's degree in International Hospitality & Tourism Leadership.

TRIBUTE TO KEN LORD

All of us at Alpine would like to pay tribute to Ken Lord, one of Alpine's first staff members and editor of ALPviews the past 16 years. Ken finally decided to retire and we take this opportunity to thank him for his outstanding contributions to Alpine's success and growth. He was missed greatly this year and will be missed every year, but we hope he is enjoying his very well deserved time away from work.

14. **ALP VIEWS****INTEGRATED PROJECT**

Students in their third year of studies at Alpine culminate their years of classroom theory and practical lessons—together with their industrial placement experience—with the Integrated Project (IP) which is a group exercise designed around the preparation of a strategic business plan. Each year the class is divided into groups with each group preparing its own strategic business plan for a hotel. In addition to learning how to research, access and evaluate relevant information, the students must formulate strategic goals to achieve a competitive advantage in the marketplace and demonstrate an ability to improve the profitability and viability of the proposed organisation. In their presentations they must show how they plan to recruit, select and manage human resources, as well as show how well they are able to function as a management team.



Group 1: Argiro Fouraki, Angeliki Anagnostou, Katerina Piertzovani



Group 2: Center: Maria Konstadinacou, L to R: Nikolaos Charis, Spyros Arvanitis, Ioannis Christopoulos



Group 3: Elton Nito, Serafim Papanicolaou, George Mavrikakis



Group 4: Joseph Malliakas, Nikos Nikolaidis, Efthimios Moschotas



Group 5: Stamatis Katehis, Antonia Komi, Kleonthis Skoulikaris



Group 6: George Kalamatas, Dimitris Adamakos, Firman Marbut



Group 7: Astero Anomerianaki, Pagona Iliá, Aurelia Argyriades



Group 8: Elaine Sarantakos, Alexander Patouras, Eleni Sergeeva



Group 9: George Tsiopoulos, Maria Zade, Anastasios Ghikas



Group 10: Manolis Pillaris, Nikos Kiskos, Thanasis Tsakarelidis



Group 11: Katerina Kefala, Katerina Vassilopoulou, Katerina Malamou



Group 12: Panagiotis Roussos, Gabriel Karathomas, Achilles Hatzikostas



Group 13: Anastasia Valliakas, Vasileios Gorgotsis, Christina Economopoulou



Group 14: Kostas Katraouras, Agisilaos Agathaggelou, Panagiotis Katsivas



Group 15: Savvas Vrouhos, Dimitris Lymberis



Group 16: Panos Vassilopoulos, Sophia Patriarchea, Konstantinos Timinis

Alpine Center, the Swiss Business School for

Career and Placement Office

Over 100% Employability Rate* for Alpine Graduates

Alpine Center's Career Day was once again a great success for all involved! This year, we were approached by over 100 organizations in the hospitality and tourism industry locally and internationally, searching for high quality candidates to undertake their industry placements with them.

Representatives from dozens of companies attended the Career Day held on the 16th of February 2007, all of whom had the opportunity to make a presentation about the merits of working for their organization and to interview all interested students to ascertain their suitability.

An impressive number of representatives were Alpine graduates themselves, in management positions now recruiting student trainees.

Feedback from the industry representatives was overwhelmingly positive and Alpine students were praised for their professionalism. Through years of industry placements, Alpine has earned the reputation of providing its students with the highest standard of education and for this reason demand for students is almost four times greater than the supply! Students can now look forward to undertaking their industry placements at some of the most prestigious hospitality and tourism organizations in the industry including:

Andronis Suites, Athenaeum InterContinental, Aldemar Hotels, Astir Palace Vouliagmeni, Capsis Conventions & Resort Hotels, Creta Holiday Resorts, Chandris Metropolitan Hotel, Ecorama Holidays, Elounda Beach Bay Palace, Elounda Resort, Elounda Peninsula, Elounda Mare, Elias Beach Hotel Cyprus, GATS Travel, Grecotel, Grand Resort Lagonissi, Hotel Grande Bretagne, Heliotopos, Helios S.A., Hilton Hotel, Icon Hotel, InterContinental Aphrodite Hills Cyprus, Kempinski Nikopolis, Kivotos Clubhotel, Life Gallery, Lindian Village, Louis Hotels, Marriot Hotel, The Margi Hotel, Meridian S.A., Le Meridien Spa & Resort Cyprus, Residence Georgio, Sani Resort, Starwood Hotels & Resorts, St George Lycabettus Boutique Hotel, St Nicolas Bay Hotel Bungalows and TUI Hellas.

*Almost all Alpine graduates receive multiple job offers.



Alpine students all ready and excited to welcome industry executives on Career Day



Career Day organizers: From top left to right: Mr Michael Ororitis, Admissions, Career & Placement Manager; Mr Dimitri Perrakis, Hotel Operations Manager.
Bottom left to right: Alpine students Anna Levkiska, Effi Georgiou, Emil Goetsch and Socrates Gikakis



Annual Distinguished Leadership Award

The highest individual recognition offered by Alpine Center comes in the form of the Distinguished Leadership Award, which acknowledges and celebrates leadership within the hospitality and tourism industry. This program recognizes prominent professionals whose work has had significant positive impact on the contributions to high purpose in quality, service and innovation.

Alpine's first Distinguished Leadership Award was presented to Mr Spyros Kokotos, President & Managing Director of Elounda Hotels & Resorts. Pictured here is President Hofmann presenting the Award to Mr Kokotos.



Student Addresses



Michalis Orontis,
MA International
Hospitality & Tourism
Leadership, University of
Wales, valedictorian



Joseph El Chalfoon,
BA(Hons) International
Hospitality & Tourism
Management, University
of Wales, valedictorian



Ms Olga Vellis,
Swiss Higher Diploma
in Hotel Management,
DCT Switzerland,
valedictorian



Ms Natalia Plekhanova,
Swiss Diploma in Hotel
Management,
DCT Switzerland,
valedictorian

Academics



Dr Michael Lefevor, Alpine's Academic Dean, Mr Harry Coccossis, Special Secretary of Tourism and Ms Sybil Hofmann, Alpine's President



Dr Birgit Black, Academic Dean, DCT Switzerland, presenting the Swiss Diploma in Hotel Management



Dr Lynn Williams, Secretary General, University of Wales, presenting the BA(Hons) International Hospitality & Tourism Management Degree

Alpine Center, the Swiss Business School for A

"What our Advisory Board members have to say about our new course in Events & Conventions Management"



*Irini Varda-Capsis, Advisory Board Chair and Commercial Director
Capsis Convention Centers and Resorts*

"The shortage of professionals in the industry makes it imperative for a special course in Events and Conventions Management to be offered and I commend Alpine for launching it. The advice and participation of Board members will be of tremendous value to the students, the school and the industry."



Gerald R. Kischek, Area Director of Sales & Marketing, Greece, Turkey and Cyprus, Starwood Hotels & Resorts

"This new Events & Conventions Management course deployed by Alpine is a perfect response to an ever and fast changing industry. The hospitality sector needs associates educated in this field more than ever before. I feel that the Advisory Board can be instrumental in ensuring that the course lives up to the industry's and the students needs and expectations."



*Kostas Kostantiniadis
Managing Director, Helikoptos*

In this age of overspecialization one thing becomes gradually apparent: A solid, broad education covering a wide range of subjects will be a prerequisite for professional success. In areas like Events and Conventions Management, where the human factor is both the road and the goal, this factor will lead towards differentiation between the Good and the Best. Alpine offers exactly this."



Dr. Sotiris Hji-Avgoustis, PhD Professor and Chair Indiana University School of Physical Education and Tourism Management Indianapolis, IN 46202, USA

"As employment of meeting and convention planners increases due to business growth and the increasing globalization of the economy and increasing use of electronic forms of communication that bring people together, formal education for planners becomes increasingly important. Alpine's new Events & Conventions Management course, with guidance from members of its Advisory Board, has the potential of becoming a leader in events education both in Greece and surrounding countries."



*Mr Victor Peralta,
Managing Director,
Thriena Destination Management*

"A course specializing in Events and Conventions Management is integral in this rapidly growing area within the industry. Applying aca-

ademic theory behind Events and Conventions along with vocational practice will provide proper preparation, opportunities and will enhance professionalism for those students who aspire to small and large scale Event and Convention Management.

Events and Conventions are not only a diversion for participants but the power of communication that manages to unify a great number of participants focusing on a specific happening. The strength of a good event is the ability to satisfy the participants on many levels; stimulating interest by enabling participants to feel part of a greater whole, unifying all around a specific happening.

Alpine once again remains the hallmark in having the vision to anticipate the needs of the industry and their students by shaping curricula around important knowledge domains and core competencies and maintains the appropriate balance of academic and vocational skills in order to educate and train students for the professional world starting them on a path of lifelong career success."



*Panagiotis Podimatas
Managing Director,
P.C. Podimatas Audiovisuals SA*

"A new Events and Conventions Management course launched by Alpine Center, one of the first such courses of its kind in Greece, enables students to face a fast-growing and challenging industry and become its future leaders. Through practical training and theoretical learning students are prepared for the demanding field of Conventions and Events in the most efficient, effective and modern ways. On behalf of the Advisory Board, we will ensure that students receive the necessary support to guarantee their future success."



Alpine's Education Partners

University of Wales Attends Alpine Center Examination Boards

At least twice a year representatives of the University of Wales attend Alpine Center's Examination and Awards Board. The purpose of the Examination Board is to provide guidance on the academic progress and standards of the programmes, its staff and students. All examination scripts that contribute to a student's award are approved at this level.

The Federal University of Wales validates and monitors three programmes at Alpine Center: the Master's degree in International Hospitality & Tourism Leadership; the Bachelor's degree in Hospitality & Tourism Management; and the Bachelor's degree in Culinary Arts Management.

The University of Wales is the second largest degree awarding university in the United Kingdom comprising 10 institutions and 80 validated centers worldwide with Alpine Center being one of them. The university is recognised as a world-leader in modern programmes designed for the international community.

The role of these regular visits is to ensure the highest academic standards and to assist in developing new and better mechanisms for quality assurance. Thus, Alpine Center continually learns and improves by being part of the vast and rich network of the university's 10 institutions and 80 centers worldwide.

"Alpine Center has one of the most motivated, positive and responsive staff and student body that I have experienced in all my years of education. Alpine's culture is truly professional and caring and I always look forward to my visits here," said Dr Phil Coleman, the team's Moderator.

Sybil Hofmann, President of Alpine Center, added that the university team is always very impressed with the highly capable teaching staff, the leadership of the Academic Dean, Dr Michael Lefever, and the finely-tuned efficiency of the Registrar.

Alpine Center is proud of its association with the esteemed University of Wales and the highest standards of education it provides.



From left to right: front row: Vvi Papadopoulou, Sybil Hofmann, Sandie Randall; second row: Dr Mike Lefever, Dr Phil Coleman; third row: Eric Hofmann, Mike Reed, Maria Reed.

DCT's Chef Urs Frey Visits as External Examiner

Final examinations commenced on 13 March at Alpine Center with the Culinary Arts students taking their practical exams.

Teams of students were asked to prepare a gourmet 3-course meal. DCT's Chef Urs Frey Visits as External Examiner, was on hand to monitor and assess the students who, if successful, will be awarded the Swiss Diploma in Culinary Arts. Alpine's Executive Swiss Chef, Rudi Luetolf commented, "The students are under intense pressure to develop and execute complicated dishes while three training chefs assess their knowledge, skills and professionalism."

This real-life and real-time exercise was designed to simulate all the variables and demands of today's best and most sophisticated food production systems.



From left to right: Alpine Chefs Pavlos Simotopoulos and Rudi Luetolf, and DCT Chef Urs Frey

Alpine Center, the Swiss Business School for H

Graduation 2006

Alpine Center's 18th Annual Graduation Ceremony

Alpine Center's 18th Graduation Ceremony took place at the Aegli Zappiou on 27 November 2006. A capacity crowd of industry leaders, academics, government officials, diplomats, members of the media, and family and friends of the graduates were in attendance to enjoy the colourful proceedings.

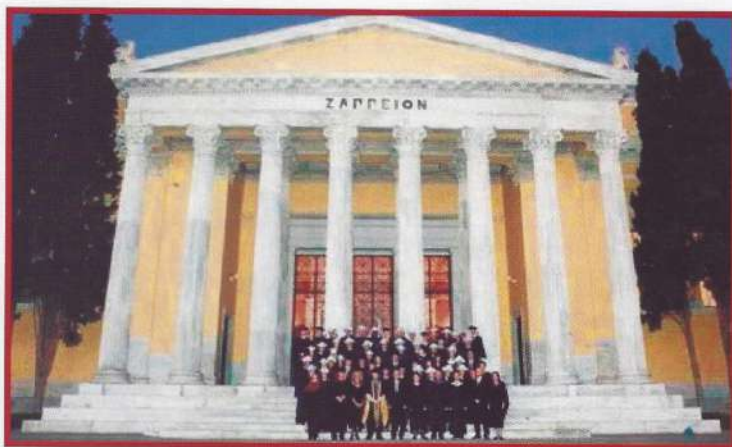
Over 20 special awards were presented to deserving students. Sponsors included: Aegean Airlines, Elounda Hotels & Resorts, Louis Hotels, Athenaeum Intercontinental, Starwood Hotels & Resorts, Bravo Travel, KLM, Triaena Destination Management, JBR Hellas, Aldemar Hotels, Grecotel, Heliotopos, Capsis Convention Centres & Resort Hotels, Nestlé Food Services, Swiss International Airlines, INTERAMERICAN, Ionia S.A., and Emmantina Hotel.

The keynote speaker was Professor Harry Coccoassis, Executive Secretary for Strategic Planning, Ministry of Tourism and Development, who congratulated the graduates and stressed that a leader's success relies on a combination of knowledge, abilities and values.

Dr Birgit Black, Academic Dean of Alpine's education partner, DCT International Hotel & Business Management School in Switzerland, advised graduates that skills and ethical values will help them gain respect as a colleague, supervisor or manager. She also reminded students that while their family and faculty had faith in them to learn, they must now have faith in the people who will be under their direction. Dr. Black presented the Swiss diplomas.

Dr Lynn Williams, Secretary General, University of Wales, UK, addressed the graduates by emphasizing that they have unlimited career opportunities ahead of them because of the quality education they received at Alpine Center, as well as the plentiful resources granted to them by the University of Wales. Dr Lynn Williams presented the Bachelor's and Master's degrees.

Alpine Center's Academic Dean, Dr Michael Lefever, asked graduates to commit themselves to the betterment of humankind and not only strive towards wealth, power and stature, but encour-



Class of 2006

aged them to educate all their parts, not confuse success with excellence, and to always maintain their enthusiasm.

Alpine Center's President, Sybil Hofmann, welcomed graduates from 20 different nations and noted that since its inception 20 years ago Alpine's mission has been to develop leaders for the global and dynamic hospitality and tourism industry. She congratulated the graduates on their achievements and thanked the faculty and staff for instilling in them the

strengths of responsibility, fairness, tolerance and determination—attributes vital for their success in the "people business".

President Hofmann then presented the first Annual Distinguished Leadership Award which acknowledges and celebrates leadership within the hospitality and tourism industry to Mr Spyros Kokotos, President of Elounda Hotels & Resorts, for his significant contributions to high purpose in quality, service and innovation.



Graduation Ceremony, November 2006

Alpine Center, the Swiss Business School for H

Campus Life



Hotel & Tourism Management Education



Campus Life

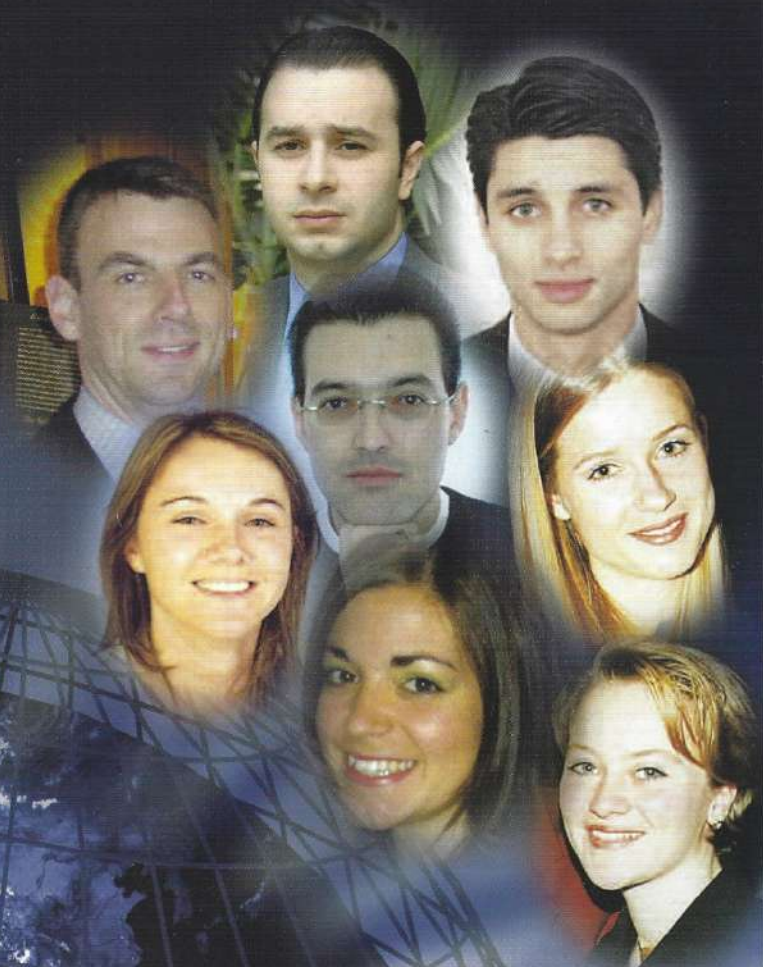


SUCCESS STORIES

A Newsletter for and about ALPINE'S Graduates

*“And when
you have reached
the mountain top,
then you shall
begin to climb”*

Khalil Gibran



ALPINE  CENTER

THE SWISS BUSINESS SCHOOL
FOR HOTEL & TOURISM MANAGEMENT EDUCATION IN GREECE



ΣΥΝΕΝΤΕΥΞΗ SYBIL HOFMANN

Οι προοπτικές των νέων και το πρόγραμμα του **Alpine Center**

Η κα Sybil Hofmann FHCIMA, πρόεδρος του Alpine Center (the Swiss Business School for Hotel & Tourism Management Education in Greece), περιγράφει στη συνέντευξη που ακολουθεί τις προοπτικές των νέων που επιθυμούν να ενταχθούν στον Τουρισμό καθώς και τις δυνατότητες που τους παρέχει το εκπαιδευτικό πρόγραμμα της συγκεκριμένης σχολής.

Ερ. Κυρία Hofmann, πώς κρίνετε την υπάρχουσα κατάσταση στον κλάδο του Τουρισμού; Πώς βλέπετε να εξελίσσονται τα πράγματα και τι πιστεύετε ότι κερδίζει ένας νέος αν ακολουθήσει καριέρα σε αυτόν το χώρο;

Η βιομηχανία του Τουρισμού είναι η μεγαλύτερη και ταχύτερα αναπτυσσόμενη βιομηχανία στον κόσμο, η οποία σύμφωνα με το παγκόσμιο συμβούλιο τουρισμού, απασχολεί το 10% του παγκόσμιου εργατικού δυναμικού. Στο Alpine δεχόμαστε πάρα πολλές προτάσεις από την αγορά που ψάχνουν για καλά εκπαιδευμένα στελέχη που θα καλύψουν τα μεσαίες και τις υψηλές επιπέδου θέσεις καθώς και σπουδαστές για πρακτική. Η ζήτηση για επαγγελματίες με προσόντα αυξάνεται κάθε χρόνο. Αυτό βέβαια δεν μας ξαφνιάζει καθώς βλέπουμε ότι ο χώρος μας μεγαλώνει περισσότερο από ποτέ. Το 2010 προβλέπεται ότι θα ταξιδέψουν περισσότερο από 1 δισεκατομμύριο άνθρωποι και θα ξοδέψουν περισσότερο από 1,5 τρισ. δολάρια. Παγκοσμίως η συγκεκριμένη βιομηχανία δίνει τις περισσότερες επιλογές για επαγγελματική σταδιοδρομία στους νέους που έχουν αποκτήσει ποιοτική εκπαίδευση σ' αυτό τον τομέα.

Ερ. Μιλήστε μας για τα εκπαιδευτικά προγράμματα που παρέχονται από τη συγκεκριμένη σχολή, αλλά και τα οφέλη για τους σπουδαστές...

Το Alpine Center προσφέρει προγράμματα σπουδών όλων των επιπέδων: ταχύρρυθμα προγράμματα σχεδιασμένα για να προετοιμάσουν τους φοιτητές στα πρώτα τους επαγγελματικά βήματα, αλλά και προγράμματα που οδηγούν στην απόκτηση Swiss Diploma που εφοδιάζουν τους σπουδαστές με διοικητικές ικανότητες για να ξεκινήσουν την επαγγελματική τους πορεία σε μεσαίο επίπεδο διοίκησης.

Προσφέρει επίσης πρόγραμμα Bachelor BA (Hons) σε International Hospitality & Tourism Management και MA σε International Hospitality & Tourism Leadership, τα οποία προετοιμάζουν τους φοιτητές για υψηλόβαθμες θέσεις στην αγορά εργασίας.

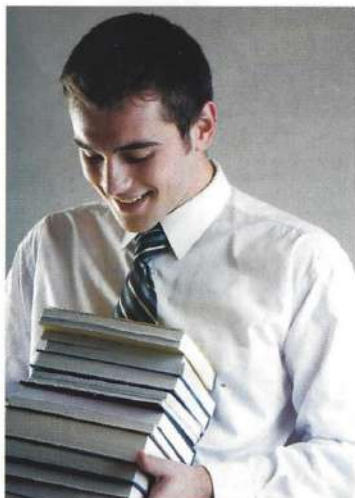
Το Alpine Center είναι ένα από τα λίγα ινστιτούτα στην ευρωπαϊκή ένωση που προσφέρουν BA στη μαγειρική τέχνη, ένα πρόγραμμα που έχει σχεδιαστεί για τους μελλοντικούς ηγέτες στο επάγγελμα της μαγειρικής. Το πρόγραμμα δίνει στους φοιτητές ένα μεγάλο φάσμα διοικητικών ικανοτήτων καθώς και ένα υψηλό επίπεδο πρακτικών δεξιοτήτων. Επίσης, προσφέρει τα προγράμματα Higher National Diploma σε travel & tourism

και προγράμματα εξ αποστάσεως σε συνεργασία με το American Hotel & Lodging Association Distance Learning Certificates & Diplomas που απευθύνονται σε επαγγελματίες που θέλουν να διευρύνουν τους επαγγελματικούς τους ορίζοντες, να εμπλουτίσουν τις γνώσεις τους έτσι ώστε να αυξήσουν την πείρα τους και να ενδυναμώσουν την επαγγελματική τους εξέλιξη.

ΕΡ. Πώς δημιουργήθηκε το ALPINE CENTER;
To Alpine Center, the Swiss Business School for Hotel & Tourism Management Education, ιδρύθηκε το 1987 για να καλύψει τις εκπαιδευτικές ανάγκες που υπάρχουν στην τουριστική βιομηχανία της Ελλάδας, μιας χώρας που η φιλοξενία αποτελεί τρόπο ζωής. Από την έναρξη του Alpine έχουν αποφοιτήσει περισσότεροι από 1.200 φοιτητές που τώρα εργάζονται σε πολλές χώρες σε όλα τα επίπεδα της διοίκησης φιλοξενίας. Βασίζει τα προγράμματά του στην παραδοσιακή ελβετική φιλοσοφία που συνδυάζει τη θεωρία με πρακτική εξάσκηση και την ανάπτυξη διοικητικών ικανοτήτων.

ΕΡ. Οι τίτλοι σπουδών που απονέμει από ποιους φορείς αναγνωρίζονται και κατά πόσο θεωρούνται ανταγωνιστικοί στην αγορά εργασίας;

Τα Swiss Diplomas απονέμονται από το DCT International Hotel & Business Management School, Lucerne, Switzerland, ενώ οι προπτυχιακοί και μεταπτυχιακοί τίτλοι σπουδών απονέμονται από το Ομοσπονδιακό Πανεπιστήμιο της Ουαλίας, Μεγάλη Βρετανία. Τα δύο εκπαιδευτικά ιδρύματα είναι διαπιστευμένα και αναγνωρισμένα παγκόσμια. Η Ελβετία έχει μεγάλη παράδοση στην ιδιωτική εκπαίδευση και τα προγράμματα σπουδών της είναι μεταξύ των πιο ανταγωνιστικών στην αγορά. Πόσοι από Ελβετικά σχολεία ξενοδοχειακής διοίκησης έχουν ένα πρόνομο έναντι



του ανταγωνισμού ότι το Ελβετικό Σύστημα Εκπαίδευσης επικεντρώνεται σε τέσσερα βασικά στοιχεία: Πρακτικές Δεξιότητες, Διοικητικές Ικανότητες, Επαγγελματική Συμπεριφορά, Διά βίου Μάθηση.

Τα πτυχία BA(Hons) & Master's απονέμονται από το Πανεπιστήμιο της Ουαλίας και το πρόγραμμα των μαθημάτων τους είναι σχεδιασμένο έτσι ώστε να δίνεται έμφαση στην κριτική σκέψη και στη στρατηγική διάσταση μιας επιχείρησης. Το μεταπτυχιακό πρόγραμμα περιλαμβάνει μαθήματα που είναι παρόμοια σε αυτά που προσφέρονται στα παραδοσιακά σχολεία διοίκησης επιχειρήσεων. Γι' αυτή την έννοια θα μπορούσε να θεωρηθεί ότι είναι συγγενικό πρόγραμμα ενός μεταπτυχιακού στη Διοίκηση Επιχειρήσεων MBA, με έμφαση στην ανάπτυξη ικανοτήτων marketing, τεχνολογίας, στρατηγικής ηγεσίας που θα επιτρέψουν στους σπουδαστές να γίνουν αποτελεσματικοί ηγέτες σε όλους τους τομείς διοίκησης υπηρεσιών στην αγορά.

ΕΡ. Εκτός από τη θεωρητική εκπαίδευση, παρέχετε στους σπουδαστές σας και πρακτική εξάσκηση. Με ποιες μεθόδους;

Η σημερινή ανταγωνιστική αγορά προτιμά νέους επαγγελματίες που συνδυάζουν τη θεωρία με την πράξη. Το Alpine Center δίνει αυτήν τη δυνατότητα στους σπουδαστές, να χειρίζονται δηλαδή παράλληλα με τη θεωρητι-

κή τους εκπαίδευση, πραγματικές καταστάσεις και να περνούν από όλα τα στάδια και τις βαθμίδες μιας ξενοδοχειακής μονάδας. Οι φοιτητές επίσης, αποκτούν πείρα σε πραγματικές καταστάσεις κατά την περίοδο της καλοκαιρινής πρακτικής τους εξάσκησης διάρκειας 20 εβδομάδων, η οποία αποτελεί υποχρεωτικό μέρος των μαθημάτων.

Ένα δυναμικό γραφείο διασύνδεσης και αποκατάστασης βοηθά όλους τους φοιτητές να επιλέξουν πού θα κάνουν πρακτική, οργανώνοντας Ημέρες Καριέρας στις εγκαταστάσεις μας όπου εκπρόσωποι των μεγαλύτερων ελληνικών και πολυεθνικών τουριστικών επιχειρήσεων παρουσιάζουν τις εταιρίες τους και επιλέγουν σπουδαστές.

ΕΡ. Μετά την αποφοίτηση των σπουδαστών, ποιες είναι οι προοπτικές επαγγελματικής σταδιοδρομίας και ποια η στήριξη που εσείς του παρέχετε στα πρώτα τους βήματα;

Το Alpine προσφέρει στους φοιτητές του υποστήριξη και καθοδήγηση σε όποιο στάδιο της εκπαίδευσης ή πρακτικής τους κι αν βρίσκονται. Το γραφείο διασύνδεσης και σταδιοδρομίας είναι σε στενή σχέση με ξενοδοχεία, γραφεία ταξιδίων, εστιατόρια και άλλες εταιρίες του χώρου που επιθυμούν να προσλάβουν φοιτητές για πρακτική ή για μόνιμη απασχόληση. Η ζήτηση για απόφοιτους ξεπερνά τον αριθμό των φοιτητών που ψάχνουν για δουλειά. Το 50% περίπου των σπουδαστών μας προέρχονται από οικογένειες που έχουν τη δική τους επιχείρηση και μετά την αποφοίτησή τους εντάσσονται στην οικογενειακή διοικητική μονάδα.

Το δίκτυο αποφοίτων του Alpine που αποτελείται από 1.200 σπουδαστές δίνει εξαιρετικές ευκαιρίες για επαγγελματικές και προσωπικές επαφές και είναι ανεκτίμητη πηγή πληροφοριών για πιθανά ανοίγματα, επαγγελματική εξέλιξη και απόκτηση γνώσεων για τις τάσεις στον επιχειρηματικό κόσμο.

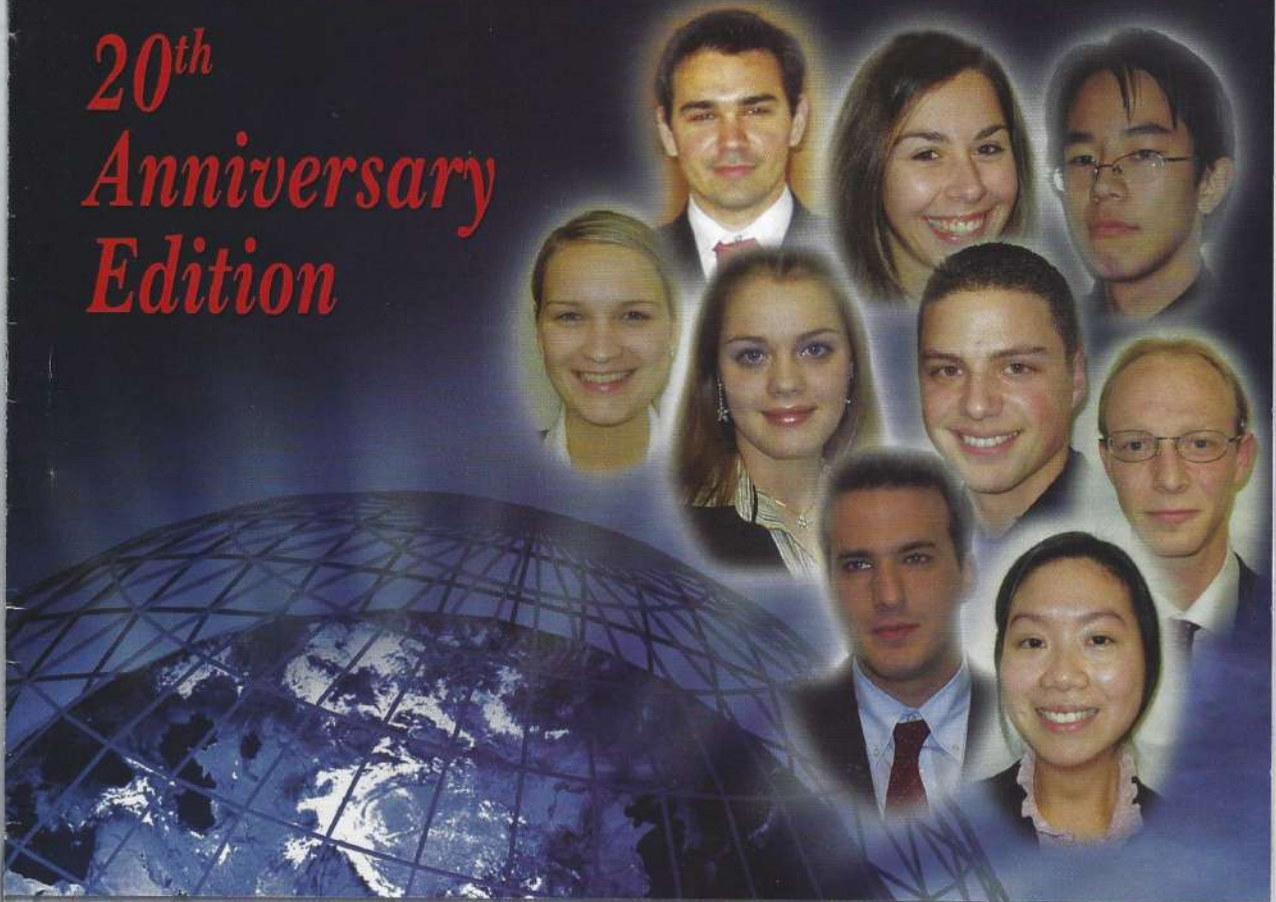
ALP VIEWS

2007

20

Alpine Center, the Swiss Business School for Hospitality & Tourism Education in Greece

*20th
Anniversary
Edition*



 **ALPINE CENTER**

THE SWISS BUSINESS SCHOOL
FOR HOTEL & TOURISM MANAGEMENT EDUCATION IN GREECE



ALPINE CENTER S.A.: Palmyra Beach Hotel, 70 Possidonos Avenue, 166 75 Glyfada. Tel: 210 89.83.022, E-mail: services@alpine.edu.gr, Website: www.alpine.edu.gr

Alpine Center, the Swiss Business School for H

*Welcome to the 20th Anniversary Edition
of AlpViews (1987-2007)*

*Alpine celebrates two decades of success,
growing from a small facility with 39 students to a modern
campus with 250 students from 30 countries pursuing Swiss
Diplomas and British Bachelor's and Master's degrees.*



Student Council 2006-2007

ALPIEWS

A Publication of Alpine Center

The Swiss Business School for Hotel & Tourism Management Education in Greece

70 Possidonos Avenue, 16675 Glyfada, Tel: +30210 8983022

Produced by the Newsletter Committee & Student Council, Dr Michael Lefever, Editor
www.alpine.edu.gr

*Alpine Center's students, staff and management express their deep gratitude
to the following sponsors of this special 20th edition of Alpviews:
Kiourtoglou, Nestle, Door to Door, MRV, Credin*



Message from the President

Sybil Hofmann, FHCIMA, President

20th Anniversary Celebration Edition

It gives me great pleasure to introduce the 20th Anniversary Edition of *AlpViews*. Although we published only an online edition of *AlpViews* last year, we're back to both the printed and online versions this year as we feel what you can hold in your hands and read at your leisure will have a much more lasting impact.

Alpine is now entering its 20th year of operation in Greece and has proudly provided fresh, high quality education and training in the field of hospitality and tourism management resulting in the overwhelming success stories of our graduates. Our success is ultimately their success and a great motivator for our current and prospective students. The hospitality and tourism industry is experiencing exponential growth globally and we at Alpine take pride in preparing young adults to contribute to the leadership of the tourism industry in their home and host countries. This year Alpine welcomed students from 30 different countries including: Belgium, China, Canada, Greece, Jordan,

Kazakhstan, Lebanon, Latvia, Palestine, Moldova, Mexico, Norway, Philippines, Russia, South Africa, Sweden, Switzerland, Ukraine, USA, Zambia and Zimbabwe! As we prepare global leaders for global tourism, what better way than Alpine's culturally rich learning environment.

Alpine's qualified and committed faculty and staff led by a dynamic Senior Management Team comprise a Dream Team that sets the highest example for future leaders. This coupled with Alpine's leading education partners-- DCT Switzerland, the University of Wales and Edexcel in the UK, and the American Hotel & Lodging Association in the USA--guarantees that our students are amongst the best prepared and qualified individuals to assume leading positions in our dynamic industry.

To all our graduates and current students, you are our pride, the reason for our success and the impetus of our continued growth. You are the rock foundation of our past and our inspiration for the future. Alpiners forever, you are lifetime members of the endearing Alpine family and our reason for being! Good luck and continued prosperity.



Message from the Academic Dean

Dr Michael M. Lefever, PhD, FHCIMA, Academic Dean

Original Research at Alpine Center

Alpine Center offers an accelerated (12-month) and prestigious master's degree (validated by the University of Wales) in International Hospitality and Tourism Leadership. This programme is the only one of its kind in Greece and one of only a few such programmes in the European Union. It represents a fusion of the highest academic standards in British higher education with the practical professionalism of the world-renowned Swiss business culture. Another unique feature is its research emphasis on hospitality industry leadership behaviours culminating in the design, development and completion of a 20,000-word (apx 150-page) dissertation. Students may also study part-time over two years.

A dissertation or thesis is a rigorous, critical and complex piece of work that advances an original point of view as a result of research, and is presented in a highly formal, academic writing style. Dissertations are lengthy, challenging and often frustrating projects. Yet almost all students find them to be the most creative and meaningful aspect of their academic careers (after-the-fact!).

Dissertation topics range from customer and employee satisfaction to brand awareness and sustainable tourism. In the process, students gain proficiency in developing research questions or hypotheses; critically evaluating the literature; developing theoretical frame-

works; selecting research paradigms, approaches and strategies; sampling and data collection; data analysis using statistical, quantitative and qualitative techniques; designing survey instruments; and presenting findings and valid conclusions and recommendations. The dissertation must also be formatted and packaged in accordance to highly-detailed specifications.

A dissertation not only tests a student's ability to master the research concepts and protocols listed above, it also challenges a student's capacity of disciplined independent study and the writing of an extended piece of academic prose. Most important it develops a student's skill in manipulating a complex set of variables where a slight change in one variable can have a dramatic and unsuspecting impact on the other variables and the overall logic and cohesion of the research project itself.

Finally, many universities require that students defend their dissertations in a private or public forum. While obviously a test of "thinking on your feet," it also is an opportunity to explain and expand upon the dissertation in a constructive way.

Applicants for admission must usually have an honours degree in a related field and/or management experience in the hospitality and tourism industry. Since all teaching and assessments are in UK English, applicants will be expected to demonstrate their proficiency. Students may enroll in classes beginning in October, January or April.



Alpine Center, the Swiss Business School for Hotel and Tourism Management

Alpine Supports the Youth Future

"Tourism is Our Future"

"Tourism is Our Future" was the title of the conference that Alpine Center and Kariera S.A. organised on Wednesday 15 March 2006. Key speakers at the conference were distinguished representatives of the tourism industry such as Mr Andreas Antoniou, General Manager, Louis Hotels; Ms Irini Varda Capsis, Commercial Director, Capsis Convention Centres and Resort Hotels/SOFITEL (Accor Group); Mr George Dracopoulos, General Manager of the Greek Association of Tourist Enterprises SETE; Dr Roni Ganiari, Press & Public Relations Director & Ms Kalliopi Karantemiri, Development & Quality Department Manager, Aldemar Hotels; all of whom focused on the support tourism provides for the growth of the economy locally and globally so much as on a local level as on an international level. The conference moderator was Mr George Vernicos, President of Vernicos Yachts.

The organisers' main objective was, through a series of conferences, to make young men and women more aware of the numerous career opportunities that exist in the tourism industry in Greece, as well as abroad, and on the important role that continuous education plays in view of the quality of services rendered within the hospitality industry.

Sybil Hofmann, President of Alpine Center, the Swiss Business School for Hotel and Tourism Management Education in Greece, who has been keeping a tight watch on tourism development since 1987, mentioned the new and improved image of Greece that has emerged in the post-Olympic Games era, and stressed the fact that Greece has so much to offer to become a more prominent tourist destination. "In order to achieve such a goal we must improve the quality of our services, and the only way to do so is through education," noted President Hofmann.

The Alpine Center assists in the realization of this goal by offering its students a high quality education and work experience through excellent programmes of study that are designed to meet the contemporary and future needs of the hospitality industry.

The Conference was supported by the following communication sponsors: Pathfinder.gr, Express, TGI, Kefalaio, Top Hotels, Hrima & Tourismos and Travel Daily News.



Key speakers at the conference were distinguished representatives of the tourism industry.

From left to right: Ms Irini Vardas-Capsis, Commercial Director of Capsis Conventions & Resort Hotels/SOFITEL (Accor Group); Mr Andreas Antoniou, General Manager, Louis Hotels; Mr George Vernicos, President of Vernicos Yachts; Dr Roni Ganiari, Press & Public Relations Director; Ms Kalliopi Karantemiri, Development & Quality Department Manager, Aldemar Hotels; Mr George Dracopoulos, General Manager of the Greek Association of Tourist Enterprises SETE; and President Sybil Hofmann.

Neo Consulting Group in collaboration with Alpine Center organized its first seminar on Food & Beverage & Restaurant Management in Yekaterinburg, Russia, in February 2007.



Pictured here is NCG's President, Daniil Neofitidi, Alpine's VP, Eric Hofmann, the seminar instructor, Marc Wozniak and the participants.



Alpine Center Announces New Programme in Events and Conventions Management



From left to right: Eric Hofmann, VP Alpine Center; Dr Mike Lefever, Academic Dean; Professor Harry Coccossis, Executive Secretary of the Hellenic Ministry of Tourism; and Sybil Hofmann, President, Alpine Center.



From left to right: Mr Panayotis Podimatas, Managing Director of P.C. Podimatas Audiovisuals SA; Mr Kostas Konstantinidis, Managing Director of Heliotopos Conferences; Ms Irini Varda-Capsis, Commercial Director of Capsis Conventions and Resort Hotels, President Sybil Hofmann, Alpine Center, and Vivi Papadopoulou, Alpine's Registrar.



Advisory Board members at the Annual General Meeting held at the Grande Bretagne Hotel Athens.

Alpine Center's Advisory Board takes the lead in events and conventions management education

Professor Harry Coccossis, Executive Secretary of Greece's Ministry of Tourism and Development delivered the opening remarks at a press conference hosted by Alpine Center, the Swiss Business School for Hotel & Tourism Management Education in Greece on 19 July at the Athens Hilton. The purpose of the press conference was to announce the importance of a rapidly growing segment of the Greek tourism industry and the urgent need for a specialized, quality educational course to ensure its success and sustainability. Prof. Coccossis emphasised that the Ministry of Tourism fully supports Alpine's educational initiative to help fill the need for trained professionals in the conference-based tourism industry in Greece.

The Events & Conventions industry is rapidly emerging in Greece, while the demand for specialized professionals and managers is already at a critically high point. The aim of the Events & Conventions Management course is to educate and train specialized professionals by providing students with theoretical and practical simulations as well as giving them the opportunity to participate firsthand in the development and management of actual industry events and conventions through internships before they formally enter the job market.

The 2-year course of study leading to the award of a Swiss Diploma incorporates theory with 20 weeks of paid practical training each year from a wide variety of event and convention environments.

The new course will receive advice and guidance from a special Advisory Board consisting of approximately 40 distinguished industry leaders representing the conference, tourism and mass media sectors. The Advisory Board is chaired by Ms Irini Varda-

Capsis, Commercial Director of Capsis Conventions & Resort Hotels/Sofitel, and overseen by the Executive Committee consisting of Mr Panagiotis Podimatas, Managing Director of P.C. Podimatas Audiovisual S.A.; Mr Konstantinos Konstantinides, Managing Director of Heliotopos Conferences; and Ms Sybil Hofmann, President of Alpine Center. The purpose of the Executive Committee is to foster close links between Alpine Center and the industry, which in turn will assist in the recognition of the course, guarantee a relevant industry-driven curriculum, as well as ensuring meaningful internships and challenging career placement opportunities for the students.

Following a presentation by Ms Vivi Papadopoulou, Alpine Center's Registrar, Ms Irini Varda-Capsis referred to tourism as the Future of Greece. She spoke about the professional opportunities that congress tourism holds as well as the need for executives with specialized knowledge. Mr Kostas Konstantinidis analyzed the professional profile of a Meeting Planner focusing on the knowledge, skills and abilities required to succeed in the Events and Conventions Industry while Mr Panagiotis Podimatas's presentation focused on the important role of technology in congress tourism.

Ms Sybil Hofmann, Alpine's President, thanked the Ministry of Tourism, the media, and the members of the new Advisory Board. She concluded by saying "Having a dynamic Chair and well-recognised industry leaders and key media representatives on the Advisory Board greatly enhances the course's prestige and visibility. A course with a well-chosen Advisory Board is a clear indication that the institution's administration wants a relevant and industry-driven learning experience which can contribute to the future development of leaders in this industry and the growth of tourism in Greece."

Graduation 2008



The AKS Hotels Award for Highest Average in the Integrated Project presented to Theodora Bourna, Eleni Fotopoulou, Antonis Koumitzelis, Martina Sigala and Maria Skordili, Hotel Management Graduates



Alpine students enjoying the ceremony



Dr. Georgios Papageorgiou, Academic Dean



Erich Zuri, General Manager, Athens Ledra Marriott Hotel, President Hofmann, Margarita Manousou, Managing editor "Touristiki Agora", Dimitris Tachynakos

IN ABSENTIA

The KLM Royal Dutch Airlines Award for Academic and Professional Excellence presented to Alexandru Brijiati, Travel & Tourism Management Graduate

The Ionis S.A. Award for Excellence in Industry Placement presented to Stylianos Sakalis, Culinary Arts Graduate

The Nestlé Food Services Award for Academic and Professional Excellence presented to Stylianos Sakalis, Culinary Arts Graduate

The Nestlé Food Services Award for Best Dissertation presented to Olaf Peter Asplund, BA(Hons) Degree Winter Cohort Graduate

The GrecoTel Award for Outstanding Personal Achievement presented to Alexander Meimarides BA(Hons) Degree Summer Cohort Graduate

The EGEM S.A. Award for Best Dissertation presented to Athena Lamartina, Master's Degree Graduate



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Good wishes from Alpine's Faculty & Staff!

The Senior Management Team, Faculty and Staff of Alpine are the College's greatest asset. Not only do they have the requisite academic qualifications, they are very enthusiastic educators, possessing a deep knowledge of their subject matter and a passion for teaching. Course tutors act as coaches and mentors.

In its Quinquennial Review report, the University of Wales Validation Office identified a number of areas of good practice at Alpine College including:

- Good quality management in response to advice and recommendations emanating from both (UOW) moderator and external examiners;

- A high level of team spirit amongst the management, teaching staff, and students reflected particularly in the emphasis on an open-door policy;
- The adoption of a wide range of teaching methods which enables the integration of theory and practice within the scope of the programmes and the individual modules;
- The timeliness and quality of feedback (to students) in relation to assessed work;
- The close integration of Alpine College with external industries and bodies and the use of the Advisory Board in the process of programme development and review!

HIP HIP HURRAY TO ALPINE'S GREATEST ASSET!!

 **ALPINE COLLEGE**
THE SWISS BUSINESS SCHOOL
FOR HOTEL & TOURISM MANAGEMENT EDUCATION IN GREECE

ADMISSIONS OFFICE & CAMPUS:

Palmyra Beach Hotel, 70 Poseidonos Avenue, 166 75 Glyfada, Greece
Tel: +30 210 89 83 022 - Fax: +30 210 89 81 189
Email: admissions@alpine.edu.gr



ALPINE FOCUS

[issue 1
October - November 2008]

highlights



the Editor's note

My fellow students, let me say that the sky is your limit... and your quest for success starts here today!

In the first edition of the Alpine Focus, we will not tell you tales of the unexpected, instead we have gathered success stories from our graduates who have worked hard on their projects, ideas and dreams – in a world that grows, changes and develops.

Enjoy, appreciate and marvel your every day here at Alpine. Make friends, cherish your memories – develop yourselves!

I wish you all a very prosperous academic year.

Enjoy the issue!

Salutations,

ES * [Elena Sergeeva]

“ Twenty years from now you will be more disappointed by the things that you didn't do than by the ones you did do. So throw off the bowlines. Sail away from the harbour. Catch the trade winds in your sails. Explore. Dream. Discover ”

Mark Twain



Dear New & Returning Students

The beginning of a new academic year is always a special event for a college as we look forward not only to the

learning, the scholarship and the discoveries of the coming year, but the many experiences of all kinds that we will share and the warm friendships that will result.

We also celebrate the arrival of an extraordinary group of new students and faculty to the Alpine community of learners and scholars. With such a treasure of intellectual and personal resources being added to our academic community, we have every reason to look to the future with optimism and hope.

We are delighted to welcome back all the returning students who not only survived their demanding industry placements but came out as stars. A special welcome back to an Alpine alumna who graduated in 2004. Having worked for the last four years in the sales and marketing departments of leading Greek hotel chains, she is now ready to enroll on the Master's programme. Elena Sergeeva initiated the Alpine Focus newsletter back in 2002 and served as its editor. She is so excited about taking it over again and working with the Student Council, student body, faculty and staff to publish it on a bimonthly basis. Thank you, Elena! You did not receive the Award for Professional & Academic Excellence during your graduation for nothing!

Here's to wish all the new and returning students a most successful and happy new academic year!

SYBIL & ERIC HOFMANN

President & Vice President of Alpine Center

What are the most important qualities and skills needed when working with VIPs?

by Desi B. Dinou

With many years experience in dealing with VIPs from all around the world and having a very successful repeater client, I have over the years stuck to 'my golden rules' of discipline and it has always worked for me.

However, on working with various staff (a lot of VIP handling is team work) the one and most important quality that I look for in choosing who will work in my team is 'ownership qualities': [continued in page 7]

the **Globe**-trotters!

I caught up with a dear friend of mine on MSN who I used to call "Chef Julien" during our days back in Alpine ...while creating his specialty dishes in the kitchen; he told me a few things about his success... [ES]



JULIEN KHAL

is an ex graduate of Alpine who completed his Culinary Arts course in 2003 and joined the Shangri-La pre-opening team in Dubai, later on he worked for the InterContinental Hotel Group in Kuwait. In 2006 he set of to work for the Starwood Hotels, and joined the Sheraton Park Tower Hotel in Knightsbridge, London. For the past two and a half years he works as an Arabic Specialty Chef and creates special Arabic menu for the room service, indoor private functions and for the summer terrace.

In the summer of 2008 together with the F&B Manager and the Sales team, he came up with a new concept which was the "Arabic Style tent" serving Arabic food and shisha. The revenue and the profit of the room service have increase by 40% from the time Chef Khal created the new Arabic menu.

He was hired by the company to serve the increased number of Mideast guests. Among his customers are the Royal families of Dubai, Saudi Arabia and Jordan.



Couscous Salad by Chef Julien



Mix Grill by Chef Julien

...that **extra something** ...that **VIPs** need!!!

Stefanos Vrakas is a graduate of Alpine who worked for Grand Resort Lagonissi as a Butler for the VIP's... he is now the General Manager of Nefeli Suites in Santorini...

Going back to all my days serving the VIP's, I remember these moments...The curtains must always remain closed, so that not a single light ray would enter the room and his rage as he was dissatisfied with the car which accompanied him from the airport to Grand Resort Lagonissi was something that made Alain Delon's stay a challenge. Chris McLain a fake identity used by Mel Gibson to keep his stay incognito for the 2 days of his stay in the country and his invitation for a drink in his suite with 2 of his 7 children, to thank me for the fact that everything was handled as he had requested.

Elkan Lapo rolling down the window of his limo and calling out "Stefanos, keep driving Alfa Rome", just before he departed from the hotel. Leonardo Di Caprio's desire to see as many historical sites as possible in his 2 days stay in Athens with his parents. Medvedev's 12 computers and 24 cell phones, as well as his sudden request that his learjet must be here in

2 hours in order to take him to Rimini. A 4 am phone call made by Boris Zosimov (Russian Media Businessman), asking for a guitar in his suite. The various events organized nearly on a daily basis for a month by Dick Ebersol (chairman NBC), the team of 40 security men accompanying the President of Nigeria. The wooden deck we set up in the sea in front of the Royal suite so that Bokarev (ex military minister of Russia) could get on his jet ski without having to walk to the beach and the 2,500€ dinner for two which he requested as a surprise gesture for his wife.

In this job serving the VIP's you must have the following qualities: be trustworthy, responsive, well-groomed, active, professional, well-dressed, often "deaf" and even more "mute" and NEVER say NO!



Lights, camera, action... by Elena Sergeeva



Perfection is epitomized by a glossy fashion story in a magazine like Marie Claire where a stunning girl is flawlessly moving towards the aquamarine Aegean sea, she can feel the rhythm of sea water slowly whispering to her, her gown blending perfectly with the Mediterranean sky. This is the ideal scenario, a picture captured by one of the world's most inspiring photographers, Erez Sabag. Fashion stories are not that simple as they seem to be, to us the readers who flick through the pages of a glossy magazine. Having worked with a number of top world publications I can say that it all comes down to the right crew, the model and the photographer. Every picture is a result of great chemistry, the right setting and inspiration. On a set of a fashion shoot you are surrounded by piles of designer clothes, shoes and accessories...it's every girl's dream.



Yana Rudkovskaya



ES with the Serebro Girl Band

I have worked on a scenario with Yana Rudkovskaya who wanted a portrait for the cover of the Gala Magazine in Russia. They were holidaying at the OUT OF THE BLUE, Capsis Elite Resort just after their victory at the Eurovision. One night we had gone out to dinner with her and Evgeni Plushenko and afterwards we had to start working at 1 am at the Black Pearl Residence. I remember we put on the song "Believe me"; it got her all happy and excited. The VIP's are real people with real life problems.

Last year I did another celebrity story with Instyle Russia and Serebro Girl band that came 3rd at the Eurovision 2007. Three petite girls, who were very polite and grateful for their stay at the resort. It is all about the right approach and heartfelt pampering. Working with powerful, influential and famous people can be quite a challenge. But in the end of the day when you are sincere, professional and passionate about your job, believe me your customers feel it.

Hospitality & Tourism Education at its Best!

2010

A charity fundraising fashion show at Alpine College dazzles the crowd!

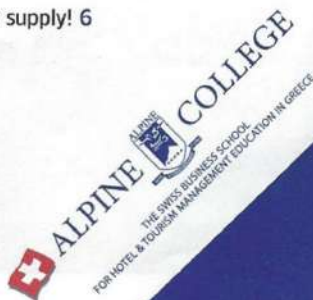
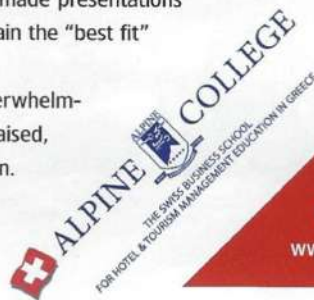
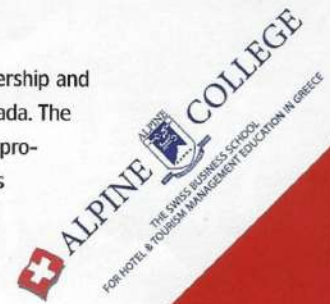
On Saturday, January 16th, students at Alpine College demonstrated their management, leadership and transferable skills by organizing an outstanding charity fashion show at Alpine's campus in Glyfada. The event, demonstrated true leadership, commitment to excellence, and community spirit, and all proceeds were donated to the Make-A-Wish Foundation. The fashion show, organised by Alpine's Elene Segreeva and sponsored by Interamerican's Athens branch (thank you Mr. Dimitris Farantouris), was followed by a lively party with special guest, DJ Nikos Alatas. 1,2

Alpine College students in high demand

On February 12th, Alpine's Annual Career Day was once again a huge success. Representatives from dozens of companies made presentations and conducted interviews with students to ascertain the "best fit" between student and company profiles.

Feedback from company representatives was overwhelmingly positive and Alpine students were highly praised, as always, for their professionalism and motivation.

Through years of successful industry placement, Alpine has earned an international reputation for providing the highest standard of education and training. This is why the demand for Alpine students is consistently four times greater than the supply! 6



Join us for a brilliant future!

Alpine College campus:
Poseidonos 70, Glyfada, Athens.

For more information,

call 210 89 83 022

or email us at admissions@alpine.edu.gr,

www.alpine.edu.gr





4



5



6



John Kent, a distinguished guest speaker at Alpine College

On Thursday, February 18th, John Kent, Founder and CEO of youtravel.com, Aquis Hotels and Resorts and previous Managing Director of last-minute.com in the UK, gave a lecture as part of the "Entrepreneurship and Leadership" courses at Alpine. On being asked about the secret of his success, Mr. Kent replied "quite frankly, it's hard work" citing that he works 18 hours a day!

At a reception following the lecture, Mr. Kent met members of the faculty and staff, Alan Furlong and Dr.Yiorgos Papageorgiou while Alpine's President, Sybil Hofmann, presented him with a token of appreciation that symbolized his mantra "the journey is the reward" and pronounced him a Distinguished Guest Speaker at Alpine College. 4,5

South African Ambassador visits Alpine College

On February 19th, H.E. Ambassador Mandisa Marasha was guest of honor at Alpine College, where the diverse student body includes a number of students from South Africa. After a sumptuous lunch prepared and served by students, Tannith Thompson, student and main organizer of the event, gave a highly emotional speech about South Africa, stating "we are a rainbow, we are the rays of light on the rainbow of hope shining from coast to coast, from the boiling desert to the blushing forest, from the tall mountains to the long beaches spreading hope and happiness, success and unity." Ambassador Marasha expressed her gratitude and was touched by the Alpine experience and told students that she hopes to return and see them again. 3

New at Alpine College Online

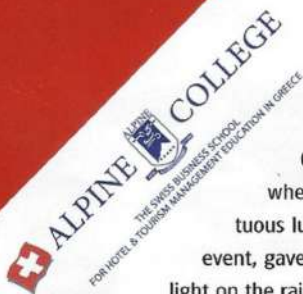
www.alpineonline.edu.gr

MA Leadership

MBA Entrepreneurship

MBA Hospitality & Tourism

Spa Management





ALPINE



COLLEGE

2010

THE SWISS BUSINESS SCHOOL
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ΒΕΛΤΙΩΝΟΝΤΑΣ ΤΗΝ ΑΠΟΔΟΣΗ ΤΗΣ ΕΠΙΧΕΙΡΗΣΗΣ

Καθοριστικοί παράγοντες για την επιτυχία του μοντέρνου Διευθυντή Τροφίμων και Ποτών (F&B Manager) είναι η ικανότητα να «διαβάζει» την αγορά, η βαθιά γνώση του προϊόντος και η εφαρμογή μοντέρνων τεχνικών διοίκησης πόρων. Απαραίτητη προϋπόθεση: Άρτια και σύγχρονη πανεπιστημιακή εκπαίδευση στην διεύθυνση τροφίμων και ποτών (F&B Management).

Η τουριστική και ξενοδοχειακή βιομηχανία καταγράφει ανάπτυξη άνευ προηγουμένου για αρκετό διάστημα. Αυτή η ανάπτυξη έχει ως αποτέλεσμα την παράλληλη αύξηση πωλήσεων σε όλους τους τομείς της εστίασης (F&B) μέχρι το 2008. Η παγκόσμια οικονομική κρίση, που έκανε την εμφάνισή της στα μέσα του 2008, επέφερε αρνητικές επιπτώσεις σε όλους τους τομείς της ξενοδοχειακής βιομηχανίας καθώς και στην εστίαση. Ηγετικές φυσιογνωμίες στους τομείς ξενοδοχείων και εστίασης σημειώνουν την αισιοδοξία τους για την ανάκαμψη του τομέα, αναφέροντας ότι το τρέχον επιχειρηματικό περιβάλλον έχει βελτιωθεί και το γενικότερο παγκόσμιο κλίμα είναι θετικό συγκριτικά με το 2009.

Πρωταγωνιστικό ρόλο στην επιθυμία των ανθρώπων να συνδυάζουν την ανάγκη τροφής με διασκέδαση –σε χώρους εστίασης– έχουν παίξει τα μέσα μαζικής ενημέρωσης (ΜΜΕ). Πιο συγκεκριμένα, η εμφάνιση των «σεφ-διασημοτήτων», οι οποίοι είναι ταλαντούχοι επαγγελματίες στην τέχνη της μαγειρικής και παράλληλα τους αρέσει να εκπαιδευθούν και να ψυχαγωγούν. Η μάθηση που προσφέρεται από τα μαγειρικά τηλεοπτικά προγράμματα, οι εμπειρίες που αποκομίζονται από τα ταξίδια –οι άνθρωποι ταξιδεύουν στις μέρες μας περισσότερο από ποτέ–, η μεγαλύτερη συχνότητα με την οποία οι άνθρωποι επιλέγουν το φαγητό σε εστιατόρια και οι ανεξάντλητες επιλογές επιχειρήσεων εστίασης έχουν συμβάλει στη δημιουργία μίας εκλεπτυσμένης πελατείας με υψηλές προσδοκίες. Αυτές οι προσδοκίες έχουν ικανοποιηθεί με μία ολική αναβάθμιση των προτύπων λειτουργίας στις επισιτιστικές επιχειρήσεις.

Ο ΡΟΛΟΣ ΤΟΥ F&B MANAGEMENT

Η Διοίκηση Επιχειρήσεων Εστίασης (F&B Management) έχει χαρακτηριστεί ως το “rock n’ roll” της ξενοδοχειακής διοίκησης – είναι ριψοκίνδυνο, δημιουργικό, απρόβλεπτο, λαμπερό, συναρπαστικό και γεμάτο προκλήσεις. Το τμήμα εστίασης υποστηρίζει και ολοκληρώνει την εικόνα ενός ξενοδοχείου και φέρνει ζωντάνια στα ξενοδοχειακά δρώμενα του εκάστοτε ξενοδοχείου. Επίσης παράγει έσοδα –απαραίτητες ταμειακές ροές– και κέρδη. Τα ξενοδοχεία που ξεχωρίζουν στο υψηλό ανταγωνιστικό περιβάλλον είναι εκείνα με υψηλού επιπέδου εστιατόρια, μπαρ,

σαλόνια, νυχτερινά κέντρα (nightclubs), υπηρεσίες δωματίου (room service) και εξαιρετικές συνεδριακές εγκαταστάσεις. Το τμήμα τροφίμων και ποτών είναι ποικιλόμορφο, πολυσύνθετο, αποτελείται από λειτουργίες πολλών διαφορετικών ειδών επιχειρήσεων και χρειάζεται πολυπληθές ανθρώπινο δυναμικό για τη λειτουργία του.

ΤΑ ΧΑΡΑΚΤΗΡΙΣΤΙΚΑ ΤΩΝ ΥΠΗΡΕΣΙΩΝ ΕΣΤΙΑΣΗΣ

Η πολυπλοκότητα της Διοίκησης Επιχειρήσεων Εστίασης μπορεί να εξηγηθεί καλύτερα με την ανάλυση των χαρακτηριστικών των υπηρεσιών εστίασης (F&B service), η οποία αντικατοπτρίζει τη δυσκολία διοίκησης μίας επισιτιστικής επιχείρησης. Αρχικά, το σέρβις εστίασης είναι ένας συνδυασμός μεταξύ υλικών και άυλων στοιχείων, τα οποία απαιτούν την επισιτιστική εμπειρία. Μία επιχείρηση εξυπηρέτησης συνίσταται από την ίδια την εξυπηρέτηση (επαφή του πελάτη με τον εργαζόμενο που παρέχει την εξυπηρέτηση) και τα άλλα στοιχεία που επηρεάζουν αυτή την αλληλεπίδραση, π.χ. την ατμόσφαιρα μέσα στην οποία παρέχεται η εξυπηρέτηση. Το σέρβις εστίασης αποτελείται και από τα απτά στοιχεία, όπως το έδεσμα και το ποτό που σερβίρονται, η διακόσμηση του τραπεζιού και του εστιατορίου/μπαρ. Δεύτερον, το σέρβις εστίασης είναι ετερο-



Ο **Στέλιος Κουμαντιάκης** είναι ο Διευθυντής/Καθηγητής Τροφίμων και Ποτών (F&B Manager/Lecturer) του Alpine College. Στο παρελθόν έχει επίσης διδάξει Ανάπτυξη και Διοίκηση Ανθρώπινου Δυναμικού Ξενοδοχειακών Επιχειρήσεων στο Hammersmith & West London College στο Λονδίνο. Ο κ. Κουμαντιάκης έχει σπουδάσει στην Αγγλία, στο Πανεπιστήμιο του Μπέρμιנגχαμ (University of Birmingham), όπου έλαβε τον προπτυχιακό και μεταπτυχιακό του τίτλο στη Διοίκηση Ξενοδοχειακών και Τουριστικών Επιχειρήσεων: BA (Hons) Hospitality Business Management και MA Tourism Business Administration. Η διεθνής καριέρα του στη Διοίκηση Τροφίμων και Ποτών περιλαμβάνει μεταξύ άλλων ρόλους όπως Food and Beverage Manager στο Hilton London Islington στο Λονδίνο, Assistant Food and Beverage Director στο Al Bustan Rotana Hotel, Dubai (Member of the Leading Hotels in the World) στα Ηνωμένα Αραβικά Εμιράτα. Η καριέρα του άρχισε στην Ελλάδα με την Grecotel, εταιρεία με την οποία συνεργάστηκε για αρκετά χρόνια.



Μελλοντικοί διευθυντές συναντούν τους επαγγελματίες της Τουριστικής Βιομηχανίας στην Ετήσια Ημέρα Καριέρας του Alpine College

γενές, που σημαίνει ότι τα επίπεδα εξυπηρέτησης υπόκεινται σε διακυμάνσεις που προκαλούν δυσκολίες στην διαχείριση και την παροχή εξυπηρέτησης. Τρίτον, η παραγωγή και κατανάλωση του σέρβις εστίασης είναι ταυτόχρονη, που σημαίνει ότι υπάρχει περιορισμένος χρόνος για μέτρηση, εξέταση, δοκιμή ή έγκριση του προϊόντος ή της εξυπηρέτησης του πελάτη. Τέλος, το σέρβις εστίασης δεν μπορεί να αποθηκευτεί, είναι αλλοιωσιμο. Για παράδειγμα, μία ανεκμετάλλευτη θέση στο εστιατόριο ένα συγκεκριμένο βράδυ δεν μπορεί να αποθηκευτεί και να χρησιμοποιηθεί σε κάποια περίπτωση στο μέλλον, ούτε μπορείς να χαμογελάσεις προκαταβολικά ορισμένες φορές σε έναν πελάτη ώστε να μη χρειαστεί να του ξαναχαμογελάσεις στο μέλλον.

Η πολυπλοκότητα και η δυσκολία της λειτουργίας του τμήματος εστίασης παραδοσιακά προετοιμάζει τους μελλοντικούς γενικούς διευθυντές ξενοδοχείων, κυρίως γιατί η διοίκηση του επισιτιστικού τμήματος ενός ξενοδοχείου εξοικονομεί τους διευθυντές τροφίμων και ποτών με ένα διευρυμένο σύνολο ικανοτήτων—περισσότερο από κάθε άλλο τμήμα ενός ξενοδοχείου—απαραίτητων για μία επιτυχή πορεία προς την γενική διεύθυνση ξενοδοχείου.

ΠΑΝΕΠΙΣΤΗΜΙΑΚΗ ΕΚΠΑΙΔΕΥΣΗ: BACHELOR ΣΤΗ ΔΙΕΘΝΗ ΔΙΟΙΚΗΣΗ ΤΡΟΦΙΜΩΝ ΚΑΙ ΠΟΤΩΝ (BA International Food and Beverage Management)

Σύμφωνα με ειδικούς της διοίκησης επισιτιστικών επιχειρήσεων, η εκπαίδευση πανεπιστημιακού επιπέδου στη διοίκηση επιχειρήσεων εστίασης θα πρέπει να είναι τεχνική, λειτουργικά προσανατολισμένη, να συμπεριλαμβάνει επαγγελματικές μαθητείες / πρακτικές ασκήσεις και εργασία υπό επίβλεψη, ενισχυμένη με εξελιγμένες τεχνικές διοίκησης. Η ακαδημαϊκή πορεία για την απόκτηση πτυχίου στη Διεθνή Διοίκηση Τροφίμων και Ποτών (BA International Food and Beverage Management) στο Alpine College προϋποθέτει την απόκτηση τεχνικών ικανοτήτων στην προετοιμασία και το σέρβις φαγητών και ποτών μέσα από την εμπλοκή των σπουδαστών στην καθημερινή λειτουργία της ξενοδοχειακής σχολής σε τρία επίπεδα α) εκτελεστικό (front line), β) εποπτικό (supervisory) και γ) διοικητικό (managerial). Το Γραφείο Καριέρας του Alpine College τοποθετεί προσεκτικά τους μαθητές σε αναγνωρισμένα ξενοδοχεία σε ολόκληρο τον κόσμο για πρακτική άσκηση, με σκοπό οι σπουδαστές να αποκτήσουν τη σχετική εμπειρία, που είναι απαραίτητη για τον επιτυχημένο μελλοντικό μόντζερ.

Οι σπουδαστές του Alpine College στο πτυχίο Διεθνή Διοίκηση Τροφίμων και Ποτών αποκτούν αξιόλογη γνώση στις ενόπτες φαγητό και ποτό, έτσι ώστε να μπορούν να εφαρμόζουν τεχνικές όπως το menu engineering, να κατανοούν το σχεδιασμό συστημάτων παραγωγής, να εφαρμόζουν εργαλεία για τον έλεγχο και την κοστολόγηση τροφίμων και ποτών, να ασκούν ικανότητες εξυπηρέτησης πελατών και μάρκετινγκ καθώς και να εφαρμόζουν τις γνώσεις τους πρακτικά. Οι απόφοιτοι γίνονται επίσης άριστοι στη διαχείριση ανθρώπινου δυναμικού («people persons») και έχουν επίγνωση του εξωτερικού περιβάλλοντος της επιχείρησης καθώς και της διαφορετικότητας των ανθρώπων στο εσωτερικό περιβάλλον.

Το πτυχίο στη Διεθνή Διοίκηση Τροφίμων και Ποτών που προσφέρεται στο Alpine College καλύπτει ένα ευρύ φάσμα πρακτικών και θεωρητικών θεμάτων μέσα από τα παρακάτω μαθήματα: Διεθνή Διοίκηση Τροφίμων και Ποτών (F&B Management in an International Environment), Τρόφιμα και Ποτά στον 21ο Αιώνα (Food & Drink in the 21st Century), Χρηματοοικονομική Διοίκηση (Financial Management), Διοίκηση Μάρκετινγκ (Marketing Management), Επιχειρηματικότητα και Επιχειρησιακός Σχεδιασμός (Entrepreneurship & Business Planning), Μεθοδολογία Έρευνας (Research Methods), καθώς και Πτυχιακή Εργασία (Dissertation) ή Επιχειρηματική Μελέτη (Enterprise Project). Το πτυχίο είναι σχεδιασμένο να προετοιμάσει τους σπουδαστές για ένα μεγάλο αριθμό διοικητικών ρόλων, όπως Διευθυντές Τροφίμων και Ποτών (Food and Beverage Managers/Directors), Restaurant Managers (Διευθυντές Εστιατορίων) και Σεφ (Executive Head Chefs).

Τα μοντέρνα και δυναμικά εκπαιδευτικά προγράμματα του Alpine College μάς επιτρέπουν να προσφέρουμε σε απόφοιτους λυκείου και επαγγελματίες από τον ξενοδοχειακό και τουριστικό χώρο αναγνωρισμένα ελβετικά, βρετανικά και αμερικανικά διπλώματα σε προπτυχιακό και μεταπτυχιακό επίπεδο. Το Alpine College έχει καθιερωθεί στην Ελλάδα ως το ηγετικό εκπαιδευτικό ινστιτούτο ξενοδοχειακής και τουριστικής εκπαίδευσης, με 100% απορρόφηση των σπουδαστών/αποφοίτων από τη βιομηχανία. Αυτή η επίδοση και αναγνώριση οφείλεται στο βαθμό ανταγωνιστικότητας των σπουδαστών μας ως επαγγελματίες στον ξενοδοχειακό και τουριστικό τομέα σε όλο τον κόσμο.

Alpine College, the Swiss Business School for Hotel & Tourism Management Education in Greece



PRESS RELEASES

2011-2021



BY SYBIL HOFMANN FIH
PRESIDENT, ALPINE CENTER, THE SWISS BUSINESS
SCHOOL FOR HOTEL & TOURISM MANAGEMENT
EDUCATION IN GREECE

No Borders— EDUCATING CRUISE INDUSTRY PROFESSIONALS

WITH MORE AND MORE SHIPS TAKING TO THE WATERS AND MORE PASSENGERS INTERESTED IN CRUISE SHIP HOLIDAYS, THE CRUISE INDUSTRY IS GROWING AND WITH IT THE NEED FOR QUALIFIED STAFF.

It was very encouraging to read a press release in Kathimerini's February 5-6, 2011 English edition that reported the Maritime Affairs Ministry's optimism about the number of cruise ships seen docking at Piraeus! The Ministry's optimism is based on an increase in programmed cruise ship arrivals this year (939 vessels against 883 in 2010), the general growing popularity of holiday cruises internationally; and the new law which allows cruise ships without a European Union flag to perform circular cruises with Piraeus as their starting point! Cruise operators including MSC, Carnival, Costa and Royal Caribbean have expressed an interest in including Greece in their schedules, according to the Minister of Maritime Affairs.

Globally, Cruise Lines International Association data suggests that the cruise indus-

try is hoping for 16 million passengers to embark on its ships in 2011, thus expecting an increase of 6.6 % on the last year. The optimism is shared amongst the leading representatives of other industries too, with the difference being the cruise industry placing its hopes on a fleet of new ships and masses of new customers. Europe, the Car-

ibbean and Alaska are the biggest markets at the moment, with emerging nations such as China and Russia providing not only passengers but also venues and exciting places to visit for current cruise ship fans.

According to Tourism-Review.com, cruise industry representatives hope that the new ships around the globe will tempt more

Alpine Center, the Swiss Business School for Hotel & Tourism Management Education in Greece, launches a new course in Cruise Ship Hotel Operations!





people on board. Walt Disney Co's new creation was launched in Florida just recently. The vessel is capable of holding up to 4,000 passengers and came at a cost of \$900 million. The company is clearly expecting a return on such a massive investment in the near future. Currently the world's largest cruise vessel, the Royal Caribbean's Oasis of the Sea, is capable of holding 6,000 passengers yet is not being used to its potential. In total, 2011 should see around half a dozen new ships on the water.

The Niche Cruise Marketing Alliance recently announced that the number of beds available on cruise ships worldwide is steadily rising. In 2005, the figure was around 200,000, however, it is expected to reach a half-million by 2010.

What does all this mean? That there will be more job openings and career opportunities for young men and women interested in embarking on an exciting career that offers many benefits. With unemployment soaring in Greece, Alpine Center is launching a new course to equip students with skills and knowledge needed to work on international cruise ships. Here's what Ms Katy Taveira, the newly appointed course tutor at Alpine Center, had to say about her eight years of work experience with one of the leading cruise companies of the world. "Working onboard cruise ships has challenged me in the best ways possible everyday and was the most rewarding experience of my life. You travel the world, meet the

most fascinating people from across the globe (crew and guests) and obtain priceless customer service and job training in your area of expertise. Working onboard a cruise ship will make you a stronger person and together with a great team behind you, will help make your guests' vacation a dream come true. Promotions, training,

Ah, and I did forget to mention that financially this career is quite rewarding!"

Ms Taveira assisted in the design of the 13-week course that will be launched at Alpine Center on April 18, 2011. Modules such as the cruise industry, cruise industry basics, safety and security, life on board, food and beverage operations, front office opera-

With unemployment soaring in Greece, the new course will equip students with skills and knowledge needed to work on international cruise ships

visiting exotic port of calls are all some of the benefits that you will encounter. I was offered a promotion and the position of Hotel Director in my eighth year of service, but that was when I had decided to leave the cruise ship industry and settle on land to start my family. I found that the experience that I have obtained in working on cruise ships was priceless and allowed me to find a land-based job quite easily. I was one step ahead of all other candidates applying for the same job. Working onboard a cruise ship is something I would highly and enthusiastically recommend to everyone!

tions, customer service and excellent communication skills, and industry placement are included in the syllabus. Alpine works closely with international cruise ship companies through its partners GM&S and will assist students in finding appropriate industry placements, which are an integral part of the course. ☺

► For more information on the Cruise Ship Hotel Operations contact Alpine's Admissions Office at admissions@alpine.edu.gr www.alpine.edu.gr

SATURDAY, SEPTEMBER 8, 2012

Testimonial *Cruise Ship Management



Efi Sidiropoulou
an Alpiner living her dream!

"I had a dream to work and travel on a cruise ship! Alpine Center made my dream come true!

Firstly, I attended their first-class course in Cruise Ship Hotel Operations which was so comprehensive and exciting, delivered by a fantastic course tutor, Mrs Katy Taveira, and secondly Alpine's dynamic Career & Placement office assisted me with my recruitment on [Celebrity Cruises!](#)

Now I'm sailing away hoping that many more students would be attracted to follow in my footsteps! I have already been promoted once since I went on board in May and am training to become an International Hostess now.

Everything is going fast onboard: time, development, promotions, and seeing the world at the same time!"

Efi Sidiropoulou

Students elect their Student Council for 2011-12

We wish them every success in enhancing the quality of student life by representing the interests of students in academic matters and extracurricular activities. The student union is the formal link between students and management. Each class or section will, in the beginning of the year, elect a class representative and an assistant class representative.

Students representatives from the following cohorts: Hotel Management Years 1, 2, 3, Culinary Arts Years 1, 2, Events Management, Years 1, 2, and 3, Master's program, Foundation program, here pictured with the Director of Operations, Mr Ozvalto Dollija!



Internships 2013

Students of Alpine Hospitality & Tourism Management Department of City Unity College are on exciting internships in leading hotels, restaurants and travel companies all over the globe.



Aldemar Hotels & SPA – Crete, Rhodes, **Greece**, Almira Hotel – Sochi, **Russia**,
 Lloft Bangkok – Bangkok, **Thailand**, Astir Palace Resort – **Starwood Hotels & Resorts** Athens, **Greece**
 Athenaem InterContinental – Athens, **Greece**, Benaki Museum – Athens, **Greece**
 Capsis Hotels & Resorts – Crete, **Greece**, Costa Navarino – **Starwood Hotels & Resorts** Messinia, **Greece**
 Colter Bay Village Grand Lodge – Wyoming, **USA**, Courtyard **Marriott** Brussels Hotel – Brussels, **Belgium**
 Daios Cove – Crete, **Greece**, Elounda SA – Crete, **Greece**, Food fund International – Dubai, **UAE**
Four Seasons Maldives – **Maldives**, Golden Coast Resort – Marathon, **Greece**, Grande Bretagne
 Hotel – **Starwood Luxury Hotels**, Athens, **Greece**, Helios S.A. Elounda Beach – Crete, **Greece**
 Hilton Hotel – Nicosia, **Cyprus**, Hotel Arts – **Ritz-Carlton Hotel** Barcelona, **Spain**, Imperial Med
 – Santorini, **Greece**, Intercontinental Amstel – Amstel Amsterdam, **Netherlands**
Le Meridien Ile Maurice – **Mauritius**, Le Tuilpier – Champagne Region, **France**
Mandarin Oriental – Barcelona, **Spain**, Mykonos Grace – Mykonos, **Greece**
 Plaza Resort Hotel – Anavissos, **Greece**, **Radisson Blu** Astrid Hotel – Antwerp, **Belgium**
Ritz Carlton – Powerscourt, **Ireland**, Regal Oriental Hotel – **Hong Kong**
 Sadler Restaurant 2 star Michelin – Milan, **Italy**, Restaurant Santceloni 2 star Michelin – Madrid, **Spain**
 Saint George Lycabettus Hotel – Athens, **Greece**, St Regis Hotel & Resort – Doha, **Qatar**
 Sheraton Rhodes Resort – Rhodes, **Greece**, The Cove **Rotana** Resort – Ras Al Khaima (**UAE**)
 The Mandeville Hotel – London, **UK**, The Margi – Athens, **Greece**, Travelive – Athens, **Greece**
 Vedema Resort – **Starwood Luxury Collection** Santorini, **Greece**, The Margi – Athens, **Greece**,
W Austin Hotel – **Starwood Hotels & Resorts** – Austin Texas **USA**
W Barcelona – **Starwood Hotels & Resorts** Barcelona, **Spain**

Annual Career Day @Alpine on 15 February 2013

Alpine Center's Annual Career Day this year falls on 15 February. Representatives from leading hospitality and tourism companies have the opportunity to make presentations about the benefits of working for their organizations, and interview students interested in doing their internships at the respective properties. Graduates of Alpine are also invited to attend and have the opportunity of exploring permanent positions offered.



Career Day 2011

This year, the St. Regis hotels* in Doha, Qatar and Abu Dhabi will be participating. These two elite properties are looking for graduates in Food & Beverage, Rooms Division, Spa and Culinary Arts (*read more at the end of the article*).



Career Day 2014

International and Greek companies participated in the Annual Career Day on 21 February 2014 by presenting their companies and interviewing candidates for various positions in the **hotel and restaurant industry**. Very exciting positions such as **Hotel Manager, Training Manager, Restaurant Managers, Chefs, Sous Chefs**, to name a few, plus many internship positions are available.



Photo of Career Day in 2013

List of companies attending the Career Day

Food Fund AE (famous chain of restaurants), *UAE*, Aldemar Hotels & Spa, *Crete, Rhodes, Peloponnese*, The Margi, *Athens*, Daios Cove Luxury Resort & Villas, *Crete*, Iconic Santorini, *Santorini*, The Caldera Collection, *Santorini*, Poseidonion Grand Hotel, *Spetses Island*, Amanzoe Resort and Spa, *Porto Heli/Peloponnese*, Metropolitan Athens Chandris Hotel, *Athens*, St. George Lycabettus Hotel, *Athens*, Hilton *Athens, Athens*, President Hotel, *Athens*, Elounda S.A. Hotels & Resorts – Preferred Hotels & Resorts *Crete*, Astir Palace Resorts- Starwood Hotels & Resorts, *Vouliagmeni*, Grande Bretagne Hotel/Starwood Hotels & Resorts, *Athens*, King George +GB/Starwood Hotels & Resorts, *Athens*, Marriot Brussels (courtyard by Marriot), *Europe*, Grace Hotels Group, *Mykonos, Santorini*, AXIA Hospitality (sales office interns), *Athens*, Omni Apiqo /Events/Travel Agency, *Athens*,

Mrs Georgia Pistolis Kofinas was honoured at the Museum of Greek Gastronomy in Athens

Mrs Georgia Pistolis Kofinas, Head of Culinary Arts at Alpine Hospitality & Tourism Management Department of City Unity College was honoured at the Museum of Greek Gastronomy in Athens on 7 November 2015. The occasion was to present the 27th edition of the book "Sarakostiana" (Lenten Cuisine) jointly written by Mrs Marigoula Kokkinou and Mrs Georgia Kofinas.

The renowned Greek Chef Mrs. Dina Nikolaou made the presentation of the book which is a collection of 387 tasty and healthy Greek recipes, with high nutritional value. The cooking instructions are easy to follow and the ingredients easily available.

Mrs Christina Kostara, Dietologist and Nutritionist spoke about health benefits of the Mediterranean diet using as examples four of the book's listed recipes. A reception followed offering guests a sumptuous lunch, using some of the book's recipes.



Mrs Sybil Hofmann, President of International Programs at Alpine Center Switzerland had this to say: *"Georgia Kofinas has been a pillar of the Culinary Arts Program at Alpine Center for over 15 years. Her knowledge, charm, sense of humour, valuable contributions and dedication to her students are admirable. A food writer and presenter on television of Greek traditional cuisine, she is our Celebrity Chef and we all wish Georgia continued success with her 'bestseller' and other meaningful activities."*



We are very proud to have members of the Alpine community among the speakers of the conference. Here are the names and titles of their presentations.

"The definition and scope Health Tourism, its 8 Health-related Segments and the Sector-supporting Industries" – and the Simple and Clear Definition of "Health Tourism Stakeholders"
 Ms Tamara Bakuradze, *International Health Tourism Protégé*, Russian Federation

Health Tourism Integration

Mr. Vladislav Borovkov, *International Health Tourism Protégé*, Russian Federation

Gamification and Game Mechanics in Health Tourism ("Journey to Healthistan")

Ms Natalya Latypova, *International Health Tourism Protégé*, Russian Federation

Spa Tourism

Mr. Stavros Mavridis, Spa Manager, Amanzo'e Resort, Greece

An Alpine Graduate of the Spa Management Online Course

Ensuring sustainability through Health Tourism Education and Research

Ms Sybil Hofmann, *Founder and President of Alpine Center*, the Swiss Business School for Hotel & Tourism Management Education, Switzerland

Culinary Tourism in the context of Health – and Healthy Travel Cuisine

Mr. Dimitris Vassiliou, *Director of Authentic Greece*, Greece

Student council – Casual Day at Alpine@CityUnityCollege for a great cause

Alpiners, charity begins at home, and your second home is Alpine@City Unity!



The Student Council of [Alpine Center \(Official\) City Unity College](#) engages students in a variety of community service and social action projects. Our College's mission is to support student engagement in meaningful community service work and leadership training that enhances the educational experience and meets community-identified needs. Yesterday, the Student Council organized a Casual Day for students, allowing them to put away their professional attire and dress casually against a contribution of €1 and offering them a fresh orange juice for another €1. Oranges were donated by [Cloud 33](#), the hangout lounge for our students. All contributions will be donated to the [SOS Children's Villages Greece](#).



New International Hospitality College in Kenya (BOMA Hotels – Swiss Alpine Center – Kenya Red Cross)



THE BOMA
HOTELS

On 3rd July 2015 the Boma Hotels officially inaugurated the International Hospitality College in partnership with the reputable Alpine CenterSwitzerland, the Swiss Business School for Hotel & Tourism Management. The Inauguration was officiated by the outgoing Swiss Ambassador to Kenya Ambassador Jacques Pitteloud.

Alpine Center Switzerland is privileged to be a partner of Boma international Hospitality College in jointly launching its state-of-the-art programmes of study in Kenya, a country that has been renowned for its dynamic hospitality and tourism industry, an industry that is the second largest source of foreign exchange revenue in the country.



Career Day 2015

It is always gratifying to see alumni coming to recruit interns! Here are some that participated in the 2015 Annual Career Day





Alumnus Dimitris Perrakis GM Atlantica Hotels

Alumnus George Constantinidis, Director of Sales And Marketing, Athens Marriott



Alumnus Joseph Chalfoun, Operations Manager, Food Fund, UAE

Alumna Anastasia Konstantinidou, Admissions Mgr

INDUCTION DAY

Multicultural Student Body

On 10 October 2016, we welcomed new and returning first and second year students from all over Greece, Albania, Armenia, Cyprus, France, India, Israel, Kazakhstan, Latvia, Lebanon, Nigeria, Norway, Philippines, Poland, Portugal, Russia, Serbia, Spain, Sri Lanka, South Africa, Tunisia, Ukraine, UK, USA and Venezuela! Studying and living with students from so many different cultures enriches students' intercultural soft skills which are so important in meeting the needs of international travelers as well as managing diversity in the workforce.



Dr Yianni Suvatjis
Academic Dean





SWISS ALPINE CENTER FOCUS HIGHLIGHTS

Academic Year in Review 2016 -2017



Preparing Talent for the Hospitality & Tourism Industry is what we do best!

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Alpine Center, the Swiss Business School for Hospitality & Tourism Management

www.swissalpinecenter.com

Greek Campus, 70 Posidonos Avenue, 16676

+30 210 898 3022 | admissions@swissalpinecenter.com

INTEGRATED PROJECT

a highlight of the second year of Hotel Management studies

As part of their second year Hotel Management curriculum, students work in teams to prepare a feasibility study to build a hotel or restaurant and present it in front of a panel at the end of the academic year. Here they are! They make us very proud!



Dr Jean Suvatjjs, module leader, invites Alpine alumnus Themis Trakas, Director at HVS Consulting to lecture on finance and business planning



Project: Gaia Villas

Eirini Markaki, Victoria Galtsidou, Alexey Nazarov, Freddie Cramp and Avgerinos Gerogiannis



Project: Bio roots

Ieva Dvariona, Visnja Jakupovic, Aikaterini Ouli, George Skoufos, Konstantinos Thanailakis

ACCOLADES FOR ALPINE ALUMNI



The Tourism Awards 2017 that took place on Tuesday, March 21, at the Athenaeum InterContinental hotel. The awards covered initiatives from strategy and innovation to destination management, as well as the best practices applied to improve the hotel experience and architecture tourism projects. Alexandros Papadopoulos and his team received the Tourism Awards 2017 for their innovative Dinner in the Sky Restaurant



Dimitris Perrakis, Hotel Manager receiving the TUI 2016 Sensimar Accommodation Overall Gold Award Winner Sensimar Kalliston Resort & Spa, Crete

"A big thank you to everyone in Atlantica Hotels & Resorts and the Kalliston Resort & Spa team. We did all this TOGETHER! A big thank you, also to all our families, friends and relatives for their warm comments and support! Do not forget; it's all about teamwork!" Dimitris



2017 a brainchild of Mr Antonis Parousis, Food & Beverage Management Instructor

Congratulations [Antonis Parousis](#) on your great initiative of recognizing the All Star F&B Team, your F&B students over the last 3 years, and the culinary arts students, years 1 and 2, who organized an outstanding All Star Lunch yesterday!!! Well done from all of us!





2018! With a new team of students!



With Guests of Honour, Dinos & George Maltezakis, owners of the AMIGO chain of restaurants, Sam Ioannidis, GM of Four Seasons Hotel, Aphroditis Arvaniti, GM of Athens Plaza Hotel, Peter Alatsas, Veteran Hotelier and Instructor with Antonis Paroussis far left.



All Star F&B Team received Certificates of Achievement for preparing and serving a sumptuous and excellent luncheon!

Antonis Parousis updated his cover photo.

March 18, 2018 · 🌐

Very proud of the 3 selected 3rd year students, managers of the All star F&B lunch. Regardless of their busy academic schedule, they have proved to be great examples for the more junior F&B students. **Eirini Markaki Avgerinos Gerogiannis & Lefteris Rooper** congratulations. You all have a great future ahead of you.



Hospitality Management Careers

Swiss Alpine Center Prepares Students for Brilliant Careers! June 2018

Our students shine because of their outstanding attitude: they are positive, enthusiastic, cheerful and have a generous outlook on life! They succeed in their hospitality management career because they create a “culture of care” towards the guests, and a “culture of teamwork” towards their colleagues. They know how to exceed customer expectations and how to go the extra mile to get the appreciation of their managers! Win-win-win situations!



Career Day 2018

A huge thank you to the over 60 hospitality professionals that attended Career Day 2018, including our Alumni, to our wonderful students who are our pride and joy, to our dedicated faculty that prepares them for brilliant careers, to our outstanding Executive Chef Instructors, Georgia Kofinas, Chef Yannis Markedakis and Chef Spiros Pavlidis for preparing a sumptuous luncheon, served by the F&B students of Antonis Parousis and his great student supervisors, and last but not least, to our Career & Placement Manager, Katy Taveira, assisted by Anastasia Konstantinidou, Efi Andreadelli and student volunteers!





The Traditional Annual Pita Cutting Celebration

January 23, 2019

For the last decade and a half, each year Papastavros Kofinas presided over this noble Greek Orthodox tradition, whereas his beloved wife, Georgia Kofinas, Head of Culinary Arts program, together with her students baked the pitas for this occasion on campus. We are forever grateful to both for blessing our campus and students and faculty!



ALPINE AMBASSADORS ALUMNI REUNION

The Alpine Alumni has been active over the years in organizing Reunions to get together, network and support their alma mater! Here are snapshots of the last reunion in 2019.

We are so proud of their accomplishments and thank them for their amazing support!



Check this album featuring Alpine Alumni Reunion of 2019 with all the alumni that attended!



<https://www.facebook.com/alpinecenter/photos/a.2180472945332352/2180474318665548>



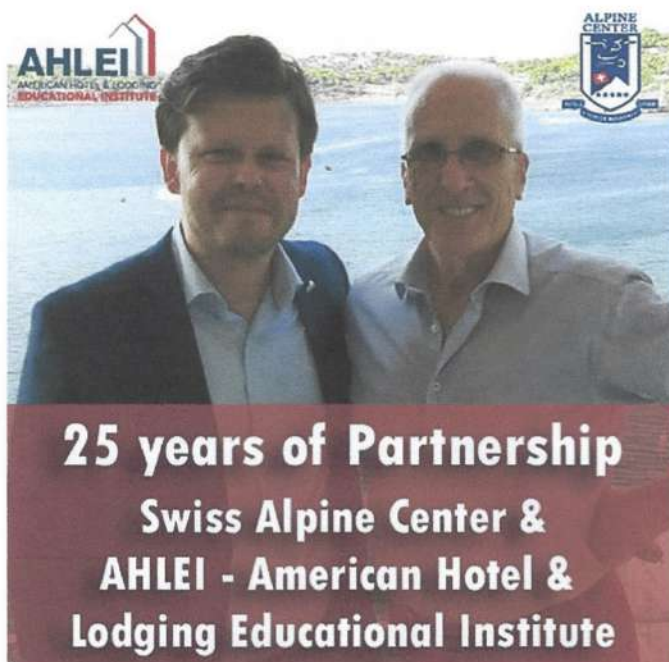






Swiss Alpine Center celebrates 25 years of partnership with AHLEI— the American Hotel & Lodging Educational Institute.

October 2019



Swiss Alpine Center, a **Global Academic Partner of AHLEI**—American Hotel & Lodging Educational Institute since 1994—recently celebrated its 25th Anniversary of partnership with this reputable and leading provider of global hospitality training, education and professional certification resources.

On this occasion, Ed Kastli, Vice President, International Sales of AHLEI visited with Alpine's founders, Sybil & Eric Hofmann and congratulated them on their leadership role in raising the level of education and training in the global hospitality industry by using the excellent AHLEI online courses in hospitality management, reaching out to hundreds of students all over the globe.

Induction Day 2020 for Alpine Center

A new academic year has begun for our students enrolled on Hospitality Management and Culinary Arts programs of study began! Passionate, committed and very excited about attending practical classes at the beautiful campus in Vouliagmeni and online theoretical classes, this video demonstrates the joyful moments captured on Induction Day!

<https://blog.swissalpinecenter.com/induction-day-2020-for-alpine-center/>

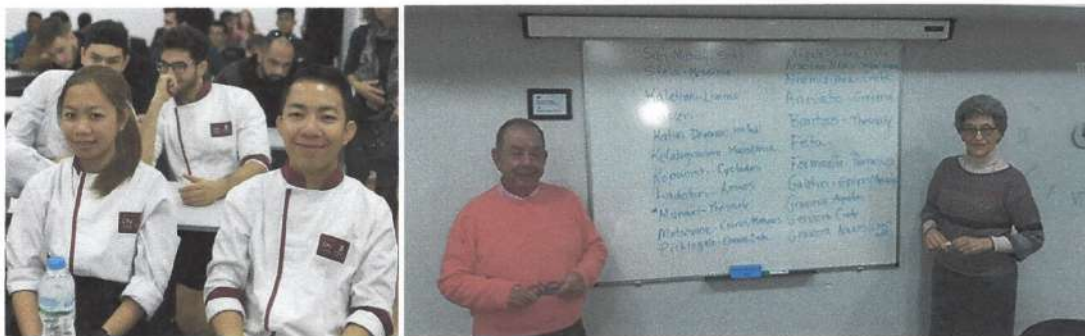


Chef Elias Mamalakis dazzles our students with his presentation on Cheese!



At the invitation of the Head of Culinary Arts Department, Mrs Georgia Kofinas, on Tuesday 26 February 2020 our students and staff had the great pleasure, privilege, and honour to welcome the renowned chef and TV persona, Mr Elias Mamalakis at the campus in Vouliagmeni for a presentation on Cheese!

Elias Mamalakis pursued his passion for cooking on a professional level at the age of 40! This decision ultimately established him as one of Greece's most popular TV and media personalities!



Mr Mamalakis' passion for food and tastes has driven him into having a great career as a host with his own TV show called «Μπουκία και συχώριο» (loosely translated to 'so delicious') where he travelled across Greece and Mediterranean countries where he promoted each destination's unique products and local recipes. He is also known for his work as a food critic on cooking shows and for his visits as a guest star on numerous occasions on Greek television shows. He is the author of 9 cookbooks!

Recently Mr. Mamalakis wrote a book called «Ελληνικό Τυρί» (Greek Cheese) within which he promotes his knowledge of the different types of cheeses and recipes. *"Greece that has one of the highest per capita consumption of cheese in the world, has over 100 cheese varieties"* Mr Mamalakis informed his audience. He went on to highlight the 22 Protected Designation of Origin cheeses of Greece. His very interesting and fascinating story-telling presentation about the history of cheese was followed with a tasting of 6 Greek and 4 international cheeses.



SWISS ALPINE CENTER STUDENTS AT CITY UNITY ARE IN GREAT DEMAND BY INDUSTRY

Students enrolled on the Swiss Alpine Center's Programs of study in Hotel Management and Culinary Arts offered at City Unity Campus in Vouliagmeni had two very busy days attending the Annual Career Days on 20 & 21 February 2020. Representatives from over 32 leading hospitality enterprises had the opportunity to make presentations about the benefits of working for their organization. They then conducted interview sessions for interested students to ascertain "best fit" between student and company values. Many of the representatives were Alpine Alumni in senior management positions.



Companies that were present at the 2020 Career Day included:

Aldemar Hotels, Athens Marriott, Alti Suites Santorini, Amanzoe Luxury Hotel & Resort, Atlantica Hotels & Resorts, AXIA Hospitality, Belvedere Hotel Mykonos, Branco Mykonos, Daios Cove Luxury Hotel & Villas, Electra Hotels & Resorts, Epoque Collection Santorini, Four Seasons Astir Vouliagmeni, GrecoTel Luxury Hotels & Resorts, Kanava Hotels (including

Luxury Collection of Marriot: Mystique Hotel, Vedema Resort in Santorini) Grand Resort Lagonisi, Hilton Athens, Ikos & Sani Resorts, Louis Hotels, MarBella Corfu Luxury Hotel, Mitsis Hotels, Nielson Holidays Greece, Olea All Suite Hotel & Tui Blue Caravel & Zante Maris, Out of the Blue Capsis Elite Resort, Polis Grand Hotel, Santorini Secret & Santorini Secret View, SWOT Greece, Wyndham Hotels & Resorts Greece.



Alpine Graduates Antoni Stamnas, Aggelos Manuodakis, and Vasilis Xenoudakis, GM's at various hotels with longstanding HR Manager of Daios Cove Luxury Resort, Anna Fejzo, a regular at Career Day!

Feedback from company representatives was overwhelmingly positive and Alpine students were highly praised, as always, for their professionalism and motivation. Through years of successful industry placements, Alpine has earned an international reputation of providing its students with the highest standard of education, including valuable skill sets. This is why the demand for Alpine students is consistently much greater than the supply!

European Hotel Managers Association (EHMA) Chooses Swiss Alpine Center

<https://blog.swissalpinecenter.com/european-hotel-managers-association-ehma-chooses-swiss-alpine-center/>
February 2021



The Lobster Ink Hallmark Learning Library

- 180+ online courses**
- 1570+ micro lessons**
- 200+ hours of learning**

- Created in partnership with leading subject matter experts
- 8 categories of learning covering all aspects of hospitality, from line level to management
- Practical skills, knowledge and behavior training in multiple languages
- Industry-accredited courses adopted by the world's major brands

EHMA
EUROPEAN
HOTEL
MANAGERS
ASSOCIATION

International level of education for Hotel Managers & Staff. Privileged access to Lobster Ink through Swiss Alpine Center

The Greek and Cypriot delegations of the European Hotel Managers Association (EHMA), having acknowledged the importance and substantial contribution of hotels and tourism to the economy as well as the important challenges faced by the Sector, provides its members with privileged access to the web education of internationally acclaimed Lobster Ink/HOSCO through the Swiss Alpine Center, available to managers and staff for the first time.

[click here for the Sete.gr press release \(in Greek\)](#)

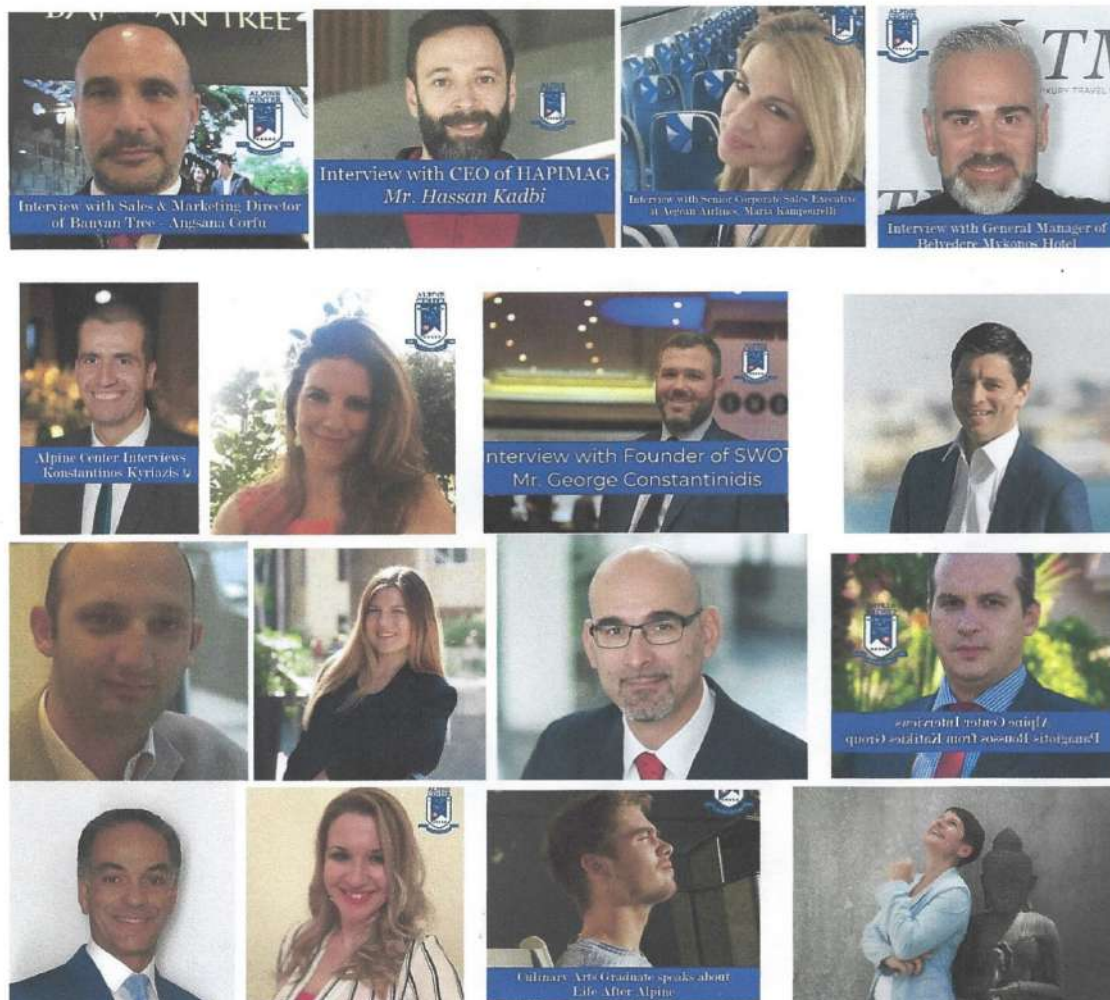
Guided by the essentially important role of human resources, EHMA promotes this initiative for the quality education of Personnel and Managers, aiming at the improvement of the qualifications of the professionals of the tourism sector promoting the vision: "Invest in your people".

Happy New Year – 2021 Swiss Alpine Center

Thanks to Manos Kamprogiannis for enriching our Blog with numerous interviews with Alumni during the COVID era and getting many testimonials on video from current students and graduates! **Visit our Blog and keep track of where our graduates are!**

<https://blog.swissalpinecenter.com/happy-new-year-2021-swiss-alpine-center/>

Inspiring Interviews with our Alumni on our Blog! Check them out! They make us so very proud!!



Swiss Alpine Center & BetterBrand Academy Sign a partnership in February 2021 to launch a new course



Alpine Center (Official)

Published by Manos Kamprogiannis · February 12 ·

Swiss Alpine Center's Online Campus partnered with **BetterBrand Academy** to offer the only online Digital Marketing Professional Diploma in Hospitality and Tourism!

BetterBrand Academy created this very comprehensive course that leads to the award of the Professional Diploma, Certified by Swiss Alpine Center.

We offer a discounted price for all our students and Alumni all over the globe!

Start your Journey Today 🙌 bit.ly/3ag6UMM



Our NEW website & a possible 100 million jobs returning!

June 2021: Alpine Center appoints www.kathleenmswift.com content designer, copywriter & copy-editor, as their Social Media Marketer.



Are you feeling as optimistic about the future of the tourism industry as we are? Well you should be. 2021 is about to trump 2020.

The World Travel & Tourism Council (WTTC) is forecasting that **over 100 million jobs could return to the global travel and tourism sector during 2021**, as the world recovers from the crippling COVID-19 pandemic.

There has never been a better time to start studying hospitality and tourism management than now! Prepare yourself for incredible prospects.

Full article is on our blog <https://blog.swissalpinecenter.com>

Click here for our NEW website & all courses on offer: www.swissalpinecenter.com

Thank you to our alumni, staff and collaborators for 35 years of fond memories, hard work and infinite success stories



ALPINE  CENTER

THE SWISS BUSINESS SCHOOL
FOR INTERNATIONAL HOTEL & TOURISM MANAGEMENT EDUCATION
Global Educational Alliance

35 YEARS

PRESS RELEASES