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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OUR PORTFOLIO OF COURSES

Hotel Management
BA(Hons) International Hospitality & Tourism Management
Swiss Alpine Diploma in Hotel Management
Swiss Alpine Certificate in Hotel Operations

Culinary Arts
BA(Hons) International Food & Beverage Management
Swiss Alpine Diploma in Culinary Arts
Swiss Alpine Certificate in Culinary Arts
Certificate in Professional Cookery

Events & Conventions Management
BA(Hons) International Events & Conventions Management
Swiss Alpine Diploma in Events & Conventions Management
Events Management Specialisation Diploma DL

Postgraduate Studies
MA International Hospitality & Tourism Leadership
Executive Master of Business Administration (MBA)

Speciality Studies
Spa Management
Cruise Management
Hotel Security

Hospitality Distance Learning
Diplomas, Certificates & Individual Courses
A WORLD OF OPPORTUNITIES

Dear Readers

Alpine Center, the Hospitality & Tourism Management Department of City Unity Education Group, continues to attract and develop a considerable growing number of ‘talented’ men and women aspiring for exciting careers in the hospitality industry. A primary reason for this influx of students to enroll on our Swiss and British programmes of study in hospitality management, culinary arts, events management and more, is the employability—and growth—factor! Our students and graduates are very high in demand by hotels and hospitality organizations all over the globe that give them opportunities to grow and prosper in their careers.

Attracting, developing and retaining ‘talent’ is at the core of hospitality businesses’ competitive advantage, because it is the talented people that hotels and hospitality organizations are seriously searching for. Why do we refer to them as ‘talent’? Because they are the ones that, with their passion for working in the industry, attract, develop and retain customers who choose their brands and return, thus boosting their revenues. Talent is widely known as the main driver of business success. Therefore, all the large, medium and small hospitality enterprises are trying their best to attract talent and retain them.

Students & Graduates! We are inundated with opportunities for you, pouring in from all the leading chains of hotels as well as independent hotels, restaurants, booking companies, and in general service oriented organizations. Stay focused, stay tuned, the world is your oyster and we’re so privileged to ‘build your character, and give you wings to build your career’!

Sybil Hofmann FIH, President
International Programmes, Alpine Center
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 Suvađijs
Academic Dean
INDUCTION DAY

Sybil Hofmann
President of International Programmes, Alpine Center

Argyro Manoli
Hotel Operations Manager

Parents come to meet the faculty! Here, parents of Athena Nguyen and Jonathan Urmeneta! Athena’s mother Chau Truong graduated from Alpine Center in 1993!

Mr & Mrs Tzouvanakis with Antonis Parousis, F&B Management Lecturer

Mrs Elina Chahine with Alexandros Dardoufas, Lecturer
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 Suvatjis, 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
INTEGRATED PROJECT

Project: Magna Suites Santorini
Eleni Efentaki, Alexandros Bellonias, Antonios Teneketzis, Tassos Bersos and Michael Jaffe

Project: Erontas Suites Crete
Angie Belja, Maria Mary Landraki, Epifanios Kalfas, Ioannis Papadopoulos, Bernardo MN

Project: Private Gastronomy Etc
Lefter Hasanaliaj, Kyrkos Papaioannou, Alexandros Kapnteki, Angelos Tachirilari, Joseph Emmanuel Umandap
ENTREPRENEURSHIP BUSINESS PLANNING

a highlight of the Bachelor’s programme

Effective business planning is critical to an entrepreneurial company’s long-term success. BA Students presenting their Business Plans to Dr Jean Suvatjis Academic Dean and Entrepreneurship lecturer, Paul Democritou, guest lecturer. Very impressive innovative ideas!! Bravo students!
ENTREPRENEURSHIP BUSINESS PLANNING

Pictured above are the following students presenting: Mantalena Mitouali, Danai Aivazoglou, Marianna Loukoumi, Mykhailo Oliinyk, Clayton Hall, Vasiliki Zafeiri, Ektor Patelis, Dzulija Verzihovska, Anna Thomai, Eleni Mentzelopoulou Alisa Salanova, Oleksandr Zapasnyi, Olga Milaeva, Vassili Carattoni, Philip Charalampopoulos, Rafaella Giannikou, David Piliposyan
Pictured above are the following students presenting: Andreas Babiolakis, Maria Anna Riga, Julia Meneses, Dimitris Apostolidis, Theodore Lagogiannis, Afroditi Zoitsaki and Patricia Riga.
SHREWSBURY COLLEGE, UK
on an Erasmus Mobility Programme for the 5th consecutive year!

Shrewsbury College students on an Erasmus Mobility Programme visit Alpine Center once again, accompanied by Ambassador Phil Castle and Jackie Swan, Karen Hayward and Gareth Thomas. The programme included training in the facilities of our hotel school, visits to 5 Star hotels, the Niarchos Foundation, Acropolis, Piraeus, the Kokotou Winery, and Lake Vouliagmeni. The visit culminated in an English Afternoon Tea prepared and served by Shrewsbury College students, followed by a graduation and certificate award ceremony.

Arrival with a hearty welcome by Anastasia Konstantinidou, Admissions Officer, in charge of the 5th consecutive year for making the Shrewsbury College visit a most memorable one for all.

With Chef Instructor Georgia Kofinas and some of our students

Shrewsbury’s Culinary Arts students enjoying a class with Chef Instructor Giorgio Spanakis
SHREWSBURY COLLEGE, UK

Food & Beverage Service practice by Jardel Mcfarland

Students on the Travel & Tourism and Public Relations disciplines prepared a hotel directory for both the Palmyra and Emmantina hotels and presented them to Manolis Kaldis jr, Hotel Manager.
2016-17 STUDENT COUNCIL

Student Council 2016-17 representing all cohorts including Foundation Programme, Swiss Alpine Center Diplomas in Hotel Management and Culinary Arts, and Cardiff Metropolitan University’s Bachelor's and Master of Science International Hospitality & Tourism Management! President: François Jouenne-Peyrat, Vice President: Michael Jaffe, Treasurer: Roy Fadel, Secretary: Marion Stergides, Resident Manager: Davit Piliposyan; Advisor to the Student Council: George Fadel; Members: Roksolana Choliy, Eugenios Ungureanu, Stamatis Molochadis, Jonathan Urmeneta Sean Jon, Anastasia Pantelidou, Rechelle del Rosario, Victoria Galtsidou, Klaris Efstratiou, Antonis Pittokopitis, Paula Velasco; and Dimitris Stamatekos.

The Student Council was instrumental in organizing events such as the Ice-Breaking Party, Casual Days, Christmas Party, Study Groups, and Farewell Party. Representatives also served on the Staff-Student Liaison Committee and gave their feedback in the scheduled meetings with the Academic Dean and Faculty.
Dimitris Stamatekos launched the Study Groups to assist students who needed additional tutorials in Finance for Managers!
2017 CAREER DAY

Alpine Center Students In Great Demand By The Hospitality & Tourism Industry Worldwide

Alpine Center’s Annual Career Day, at City Unity, on 3 February 2017 was once again a gigantic success for all concerned. Representatives from 27 leading hospitality companies had the opportunity to make presentations about the benefits of working for their organization. They then conducted interview sessions with students interested in performing their internship at their property. A number of the presenters were Alpine Center graduates themselves!"
Companies that were present at the 2017 Career Day included

Adam Beach Hotel & Resort Cyprus, Aldemar Hotels, Amanzoe Resort & Spa, Athens Hilton Hotel, Atlantica Hotels & Resorts, Belvedere Hotel Mykonos, Canaves Oia Santorini, Costa Navarino Starwood Hotels, Daios Cove Luxury Hotel & Villas, Eagles Hotel, Electra Hotels, Elounda S.A. Hotels & Resorts, Grace Hotel Group, Grande Bretagne Hotel, King George Hotel, Meeting Point, Labranda Hotels, Metropolitan Athens Chandris Chain of Hotels (soon to be Marriott Hotel), Myconian Collection, Mystique & Vedema Hotels Santorini, Nikki Beach Resort, Porto Carras Hotel, Poseidonion Grand Hotel, Radisson Blu Milatos Beach, Sani Hotels & Resorts, Sheraton Rhodes, Santorini Secrets, St George Lycabettus Boutique Hotel and Wyndham Grand Athens.

Other companies that we were not able to be present, however will accept applications from our students in Greece include Athenaeum Intercontinental Hotel, Grand Resort Lagonissi, Expedia.com, Tui Helas, Melia Hotels, Miraggio Hotel & Thermal Spa, Club Med, among others.

But this is not all. Many international companies all over the world accept students and graduates including Food Fund AE in UAE, Mandarin Oriental Barcelona, W Barcelona, St. Regis Hotels in Qatar and Abu Dhabi, Jumeirah Hotels, UAE and Job-on-Ships, and all over the USA.
Feedback from company representatives who participated in the Career Day 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 four times greater than the supply!
2017 CAREER DAY
ALL STAR F&B TEAM

An All Star F&B Team was selected by F&B Management Lecturer, Antonis Parousis, comprising of BA students, Vassilis Carattoni as Restaurant Manager, Vicky Zafiri and Oleksandr Zapasnyi as Assistant Restaurant Managers, 2nd year students as Supervisors, and 1st year students as waiters and Assistant waiters. Together with culinary arts students years 1 and 2 under the supervision of Chef Instructor Spiros Pavlidis, the All Star F&B Team designed and produced a sumptuous All Star Lunch menu which was impeccably served to guests that included Hotel Managers, Food & Beverage Directors, Executive Chefs, students and staff of Alpine Center, the Hospitality & Tourism Management Department of City Unity College! Students were congratulated and each received a Certificate of Achievement and an All Star F&B Team pin in recognition of Excellence in Food & Beverage.

ALL STAR F&B TEAM
WWF “FISH FORWARD” SEMINAR

Culinary arts students and hotel management students at Alpine Center, the Hospitality & Tourism Management Department of City Unity College, participated in the training seminar delivered by WWF Greece titled “Sustainable Seafood Sourcing in Gastronomy: How it affects menu design and what the role of the chefs is in the effort to create a sustainable seafood supply chain”. Thank you WWF Greece for contributing this valuable information to our students. The seminar was delivered under WWF’s European campaign "FISH FORWARD", aiming to inform professionals and consumers about the global ecological and social consequences of overfishing and raise awareness on responsible seafood consumption! Students were presented with a Certification of Participation.
CELEBRITY CHEFS

Our Culinary Arts Programme features Celebrity Chefs as Instructors

This year students enrolled on our Culinary Arts programme, years 1 and 2, had the privilege of being instructed by three super Chef Instructors! Georgia Kofinas, Food writer, cookbook author, and chef instructor!

Georgia Kofinas teaches Mediterranean Cuisine and wears different hats for each class. Take a look
CHEF GIORGIO SPANAKIS

Italian Greek, who was initiated into the secrets of the kitchen following his father who owns the restaurant “Tanagra” in Rome. Settled now in Greece with his family, he’s been involved in TV shows with SKY, Nett and now with Antenna TV. He also has a website www.i-food.gr where his visitors have access to a full cooking guide with many recipes, and much more. Besides teaching his student the art of authentic Italian cuisine, he introduced them to raw vegan cuisine, and gave them the opportunity to train with him at some functions hosted by the Italian Ambassador at the Residence of the Italian Embassy where he is the designated Chef for Events and Functions.
CHEF SPIROS PAVLIDIS

Executive Chef at the renowned Cookoovaya Restaurant in Athens, is a certified Culinary Instructor who has great passion for teaching second year students the art of baking and cooking, designing and presenting very trendy dishes, having trained in Italy and Switzerland and worked in Michelin Star restaurants.
OUR FACULTY & STAFF

Faculty and staff members understand first-hand the importance of giving to Alpine Center!

Ask any student why they love studying at Alpine Center, their first answer is “because of the very caring faculty and staff who give us the feeling of ‘home away from home’”. Indeed, from the Academic Dean to all the faculty and administrative staff, a high commitment to the success of the students is evident and demonstrated by their tireless efforts to be available for them whenever needed. A highly qualified cadre of professionals both in academia and in the profession of hospitality and tourism, utilize a range of innovative learning and teaching strategies to create a high quality student learning experience.

(from left to right) Dr John Kozatsas, Despina Masaouti, Jane Levy, Moderator from Cardiff Metropolitan University and colleague, Pigi Mantzouratou, Sybil Hofmann, Dr Kyriakos Kouveliotis, Guest Author Peter Alatsas, Michael Vastardis, Antonis Parousis, and Jason Anagnostopoulos

Andreas Sammoutis, Lecturer in Accounting and Finance

Alexandros Dardoufos, Human Resources Management lecturer
Alexey Bukreyev, Dimitris Ladas, Kostas Batzanis, Anastasia Konstantinidou, Argyro Manoli, Sybil Hofmann, Pigi Mantzouratou, Jason Anagnostopulos and Antonis Parousis welcoming Argyro back after her maternity leave and Dimitris Ladas, after a leave of absence.

Dr Jean Suvatjis, Academic Dean (second from right) and Mr Michael Vastardis, Lecturer in Hospitality & Tourism, with Cardiff Metropolitan’s Dr Caroline Ritchie and Dr Diane Sedgley and Varna University of Management, Irena Erbakanova.
Dr John Kozatsas, Lecturer in Business Applications, sometimes follows the Socrates method of teaching which derives from the Socratic Dialogues of Plato: walking and talking with his students, inspiring them to ask questions, be more attentive, thoughtful and natural. This is at the Glyfada marina just across from the hotel school.

Arsenis Paschopoulou, Lecturer in Marketing, Advertising, Public Relations and E-Business

Panos Manderis, Rooms Division Lecturer
Celebrating 30 years of Alpine Center in Greece, Eric and Sybil Hofmann, the founders, at the Induction of new students.

Anastasios Mexas, President of the Alumni Ambassadors Association & Guest Lecturer

Kostas Batzakis, Argyro Manoli, Anastasia Konstantinidou

Giwrgos Gewrgiev, Food Production Chef

with Executive Chef Instructor, Spyros Pavlidis

Maria Santana our diligent Head of Housekeeping
“EXPLORING HOSPITALITY & TOURISM LANDSCAPES”

City Unity College hosted a Field Visit by students from Cardiff Metropolitan University (UK) and Varna University of Management (Bulgaria) from 26 March to 2 April 2017.

“Exploring Hospitality & Tourism Landscapes” is a unique core module offered on the MSc International Hospitality & Tourism Management degree programme offered at Cardiff Metropolitan University in the UK and at its affiliated campuses, City Unity College in Greece and Varna University of Management in Bulgaria.

Cardiff Metropolitan University has been recognised for the internationalisation of their Masters programme; specifically for this module, “Exploring Hospitality and Tourism Landscapes”, which received a prestigious award in December 2016 at the ATHE conference (Association for Tourism in Higher Education). The award, Making the Case for Tourism and Globalisation in Teaching, was sponsored by ABTA (Association of British Travel Agents). It acknowledges the commitment and depth of internationalisation within teaching made by Cardiff Metropolitan University’s Department for Tourism, Hospitality and Event Management.

“The aim of the University's winning module “Exploring Hospitality and Tourism Landscapes”, is to give students from the different campuses the opportunity to experience and assess physical and cultural resources which contribute to hospitality and tourism identities” explained Dr Caroline Ritchie, Module Leader and Reader in Hospitality, at Cardiff Metropolitan University.

"The benefit to the students involved in the international field study is immense and extends intercultural learning far beyond the classroom environment” she added. Students spend a week at one of the partner campuses participating in a field study in a rural region chosen by the local institution in which hospitality and tourism is underdeveloped. The students explore ways in which the hospitality and tourism provision of the region could be enhanced in order to contribute positively towards its re/development.
“EXPLORING HOSPITALITY & TOURISM LANDSCAPES”

This year, City Unity College’s Alpine Hospitality & Tourism Management Department, located in Glyfada, hosted students from Cardiff Metropolitan University and Varna University of Management, and together with its own students—a total of 25 representing 11 nationalities. The field study was to explore the potential of developing the hospitality and tourism offering in the Lavriotiki and Sounion region, particularly Lavriotiki. The field study began when the students and their accompanying professors, Dr Caroline Ritchie and Dr Diane Sedgley (CME), Mrs Irena Erbakanova (VUM) and Professor Michael Vastardis (CUC) were welcomed by the Mayor of Lavrion to the Old City Hall. The Mayor gave a talk on the history of the region and the strategic plans for its future. Mrs Petroula Dourabeis from the Technological and Cultural Park of Lavrion guided the group through the town and local attractions the Technological and Cultural Park, Municipality Cultural Center, Lavro Marina, and the Fish Market. She also gave a fascinating talk on the cultural and industrial heritage of the region. In addition, the students visited rural attractions in this ancient silver mining area, the Temple of Poseidion, the Big Hole and the Mineralogical Museum - staffed by volunteers who were ex miners themselves.

Guest lecturers at the campus included Mr Georgios Dracopoulos, CEO of Tourism Generis and Advisor to the UNWTO, and Mr Vlasios Lapatas, Travel Developer of Enter to Travel. The week culminated with the students presenting their findings in mixed groups drawn from across the three universities. The students provided an overview of the current hospitality and tourism provision and critically evaluated the current challenges facing the region including tourism facilities and infrastructure, visitor services, access, local and national economic performance, the political situation and competitor destinations. This forms the basis of their second assessment, to be completed on their home campuses, the production of destination management plans for the Lavriotiki and Sourion region. These may support further development of the current regional strategic plan.
ALPINE CENTER HOSTS THE EUROPEAN LUXURY HOSPITALITY SUMMIT

Alpine Center hosted the European Luxury Hospitality Summit in Athens in May 2016 giving its hospitality and events management students the opportunity to assist in the organization and hosting of guests at this global event.

Barak Hirschowitz, President ILHA, Dimitris Tryfonopoulos, General Secretary of Greek National Tourism Organization, Sybil Hofmann, President, International Programs, Alpine Center, the Swiss Business School for Hotel & Tourism Management, Elena Sergeeva, Founder of Passion for Greece

The summit opened with Mr. Dimitris Tryfonopoulos, General Secretary of Greek National Tourism Organization, on behalf of the alternate Greek Minister of Tourism, Ms. Elena Kountoura; and was hosted by Elena Sergeeva, an Alpine Center graduate and founder of several professional blogs including Passion for Greece and co-founder of Travel Bloggers Greece, the first travel bloggers network in the country.

The summit included 19 speakers, 12 information sessions, two workshops, and several networking opportunities.
Featured speakers included Peter Fulton – Group President of Europe, Middle East, Africa (EAME)/Southwest Asia and Executive Vice President at Hyatt Hotels Corporation – who presented “The Future of Food and Beverage in Luxury Hotels.” Hotels are sitting on empty restaurants, with guests flocking elsewhere to eat. The solution? Fulton advised hotels to let chefs be more creative as well as hire employees within the market they are trying to serve. For example, if your target is millennials, hotels should have more millennials on staff.

Georgios Drakopoulos – President & CEO of Tourism Generis, and Special Adviser to the Secretary General of the United Nations World Tourism Organization – spoke on “Managing Tourism in Times of Crisis.” Drakopoulos addressed the impact of a country’s economic turmoil and how Greece is struggling with talent shortage and lack of expertise as qualified professionals are leaving the country. The chairman of Historic Hotels of Europe, Barbara Avdis, led “Historic Hotels: The Art of Understated Luxury & Emotional Experience.” Avdis focused on the role emotions play in creating memories and building relationships with guests. "As guardians of the stories and places of the past and hosts of the present, we treasure our History and wish to preserve it," she said.

Carina Svensen – Global Brand Director of Quorvus Collection – presented a highly engaging session on “The New Definition of Luxury”. The audience left with a better understanding of how to create memorable experiences for their guests, taking into consideration how modern luxury has experienced fundamental shifts and the need for hotels to adopt a more multicultural mindset. This was the first time ILHA organized a European summit and we are proud to say it was a huge success. We look forward to hosting future conferences in Europe and beyond.

The International Luxury Hotel Association (ILHA) is the preeminent organization unifying, promoting and advancing the luxury hospitality industry. We are a global non-profit connecting hotel and travel professionals in more than 90 countries. The ILHA provides its members with the valuable resources and insights to ensure they stay competitive in the luxury hospitality industry.

https://www.luxuryhotelassociation.org/
EVENTS & ACTIVITES

Alpine Center students are invited to participate at distinguished events as part of their practical training.

Culinary Arts and Hotel Management students joined Chef Instructor Giorgio Spanakis in preparing and serving food and drink at a Reception hosted by the Italian Ambassador at his Residence.
EVENTS & ACTIVITIES

Christmas Lunch prepared and served by the students
Events & Activities

Annual Pita Cutting prepared by Chef Georgia Kofinas & Students and officiated by Papastavros Kofinas

Alpine Center was honoured to host Italian Ambassador Efusio Luigi Maras to lunch prepared by Chef Giorgio Spanakis and his students and served by the Hotel Management students.
Panagiotis Almyrantis, GM of 5 star Daios Cove Resort Hotel, Crete February 14, 2017. “Just received the award for Ocean Restaurant as the best restaurant in Greece from Toques d’or. Congratulations to Chef Dimos Balopoulos and his brigade. So proud of our Daios team that continues to believe in ‘the sky is the limit.’” Panos.

Julien El Khal, Executive Sous Chef at the award winning Marsa Malaz Kempinski, The Pearl - Doha, Qatar. Formerly at the The Park Tower Knightsbridge, A Luxury Collection Hotel
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 Papadopulos 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
Jean Marc Roucos, Director of Sales and Marketing at the Capsis Out of the Blue, Capsis Elite Hotel proud for receiving the Silver Award at the Facilities Excellence or Innovation Category at Greek Tourism Awards. We remain committed into offering the best experiences to our guests.

Carlo Javakhia, MSc International Hospitality & Tourism Leadership, 2015. M Management Company has promoted its director of operations, Carlo Javakhia, to the role of General Manager. Javakhia has more than 10 years of experience in the hospitality industry, having worked at hotel chains in Greece, including Aquis Hotels & Resorts and Mareblue Hotels & Resorts. In 2013 M Management Company was founded Javakhia acted as director of operations, overseeing brands Elia Greek Restaurant and The Music Room, as well as five other F&B outlets located in Majestic Hotel Tower.
Panos Ioannidis, now a judge on Master Chef featured on Star TV, is a graduate of Alpine Center and a holder of a Bachelors degree in Culinary Arts.

Lambros Vakiaros, a graduand of Alpine Center’s Culinary Arts Diploma is a contestant in the Master Chef programme.

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