



International Summer University

TOURISM SERVICE DESIGN AND MARKETING IN CASE OF ESTONIAN SPA INDUSTRY

Experience learning outdoors in the authentic cultural environment and in spas while enjoying your absolutely best summer in Estonia!

Programme dates: July 28 – August 4, 2013

- **Be** part of Estonia's rich culture, enchanting nature and welcoming people
- **Learn** to create competitive advantages for tourism industry designing new services
- **Enjoy** lectures and workshops in spas learning about variety of treatments
- **Discover** local authentic culture visiting Kihnu island

Topics of lectures and workshops

- Tourism Service Design
- Marketing tools in Creative Economy
- Spa Traditions in Estonia
- Spa Services and Treatments

Study trips

- Study visits to Pärnu spas
- Sightseeing tour in Pärnu resort
- Day-trip to Kihnu island



I'm really glad that I decided to visit Estonia. It was a very nice week with a lot of new impressions. The programme made for us was absolutely interesting and diversified. Especially the trip to the island Kihnu was fascinating. It really was a recommendable experience.

Lotta Schäfer, Germany

Summer week in Pärnu was great experience. Content of lessons were professional and lecturers were inspirational. Excursion to island Kihnu was wonderful. I can warmly recommend Summer University to anyone who is interested in wellbeing, pure beautiful nature and Estonian culture.

Minna Huuhtanen, Finland



Programme Dates: July 28– August 4, 2013

Application deadline: June 1, 2013

Programme fee: 440 € – including academic and social programme, study trips, transfers, materials, internet access, accomodation, meals – **ALL INCLUSIVE**

Website for application process and more information: www.pc.ut.ee/en/summeruniversity

Credit: 2 ECTS

Contact and application information:

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www.pc.ut.ee/summeruniversity

University of Tartu: www.ut.ee

University of Tartu Pärnu College: www.pc.ut.ee

Estonia: www.visitestonia.com

