

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

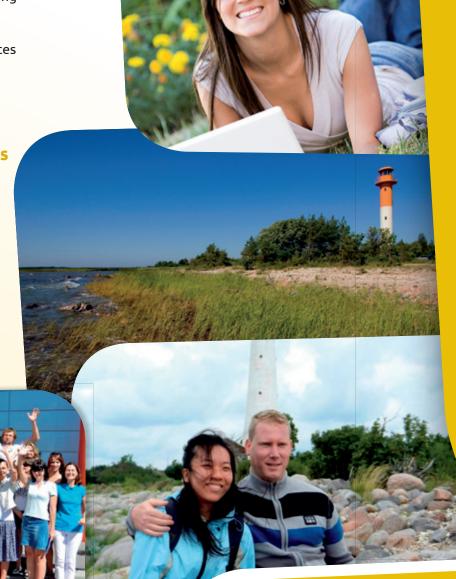
- Be part of Estonias rich culture, enchanting nature and welcoming people
- Learn to create competitive advantages for tourism industry designing new services
- Enjoy lectures and workshops in spas learning about variety of treatments
- Discover local authentic culture visiting Kihnu island

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



www.pc.ut.ee/en/summeruniversity

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



