



Master of Arts in Social Sciences

WELLNESS AND SPA SERVICE DESIGN AND MANAGEMENT

- Unique programme in the whole Europe
- Instruction in English
- International teaching staff from UK, USA/ Switzerland, Hungary, Finland, Portugal, Germany, Estonia
- Practical internship, field trips, company visits
- Includes video conferences, e-learning
- Number of free study places

www.ut.ee/wellspa



Skills and competence acquired

- Hospitality and quality management
- Creative and innovative entrepreneurship
- Strategic, financial and operational management
- Service design and development
- Management and marketing for wellness and spas
- Understanding of the basics of spa treatments
- Project management
- Research



Attractive international career prospects

This education will open the door to a career in one of the world's largest and most prosperous industries – tourism, leisure and hospitality. This degree will prepare you to:

- run your own tourism business
- manage resorts and spas
- manage wellness, health and recreational organisations
- work for local government social and rehabilitation services
- continue in research, PhD studies and an academic career

What is wellness?

- Wellness can be defined as the **balanced state of body, spirit and mind**, including emotional, physical, intellectual, social, environmental, occupational and spiritual wellness.
- Wellness is also viewed as **a way of life**, including such holistic aspects as self-responsibility, physical fitness, healthy nutrition, mental activity, environmental sensitivity and beauty care. The purpose is to create a healthy body, soul and mind.
- The balance between different aspects of wellness as a combination of "well-being" and "fitness" is becoming **a means of survival / lifestyle choice for many** in an era of increasing competition, pressure and stress.

Over the last decade the wellness and spa sector has witnessed a rapid expansion.

- Wellness and spa business** within the tourism and hospitality industry has now become one of the key profit-yielding sectors in international business and its volume equals or even surpasses that of global oil exports or the food and car industries.
- Wellness has become an important topic of **research and development**. Although an increasing number of people use non-conventional services and treatments, many business opportunities in wellness have yet to be exploited by individual entrepreneurs and professionals
- Wellness has become a new **educational development field** with a number of important aims including the teaching of healthy lifestyles, and the planning, management and operation of wellness businesses.

Why take wellness and spa studies at Pärnu College?

- Pärnu College shares the academic excellence and traditions of the University of Tartu, established in 1632.
- Pärnu has 170 years of health resort and hospitality traditions.
- This small Estonian town is an internationally acclaimed health tourism destination with membership in the European Spas Association.
- One-third of Estonia's spa hotel capacity along with water parks, swimming pools, baths and beauty salons are concentrated in Pärnu.



Wellness is a key factor in the sustainability of any society.



Heli Tooman (PhD)

Associate Professor of Tourism and Hotel Management
Head of the Department of Tourism Studies,
UT Pärnu College

Wellness has become important all over the world due to the socio-economic and environmental changes in contemporary society. Wellness issues are a new challenge in scientific research as well as in developing social, economic or environmental policies. Also, wellness businesses have evolved into one of the fastest growing industries.

This master's programme brings together the best academic knowledge and practical experiences in order to develop businesses based on wellness philosophies, as well as to design wellness and spa services, manage wellness-related activities, and engage in scientific research and development issues connected to wellness topics.



Melanie Smith (PhD)

Visiting Lecturer at UT Pärnu College
Senior Lecturer in Tourism Management,
Corvinus University of Budapest, Hungary
Chair of the Association for Tourism and Leisure
Education (ATLAS)

This programme will introduce students to the diverse spectrum of health and wellness products and destinations, from medical spas to 'fun waters' and spiritual retreats. This will include a consideration of changing lifestyles and trends in society, and the increasing need for people to find balance and meaning in their lives. Students will learn about the various services and treatments which can help visitors to enhance their overall wellness, going beyond the physical body into the realms of the emotional and the spiritual too...



Stefan Karl Thelen (PhD)

Visiting Lecturer at UT Pärnu College
Senior Expert of EUROPEAID projects,
Affiliated Professor,
CENTRUM - Universidad Católica de Lima, Peru

Who are the wellness customer groups? How long and why do they stay with the wellness business? Part of the programme looks at the customer's behavior with regard to the latest trends in the industry. Sociological aspects are investigated and a wellness customer's matrix (class, culture, nationality, gender) is developed. Human resources implications are interpreted accordingly with regard to the quantity-quality paradigm in this special area of tourism industry.



Thomas Baum (PhD)

Visiting Lecturer at UT Pärnu College
Professor in Department of
Human Resource Management,
University of Strathclyde, Glasgow, Scotland

The effective management of people is the key to competitiveness and success in any tourism or wellness business. Staff at all levels, but particularly those who deliver services directly to guests, have the capacity to enable businesses to exceed customer expectations. At the same time, poor service by these staff can undermine the multi-million-Euro investments in facilities and equipment. The programme is designed to equip students with the understanding and tools needed for the successful management of human resources.

PROGRAMME DESCRIPTION

Curriculum structure:

Main study modules:

1. Society and Wellness module	15 ECTS
2. Individuals and Wellness module	15 ECTS
3. Tourism and Wellness module	15 ECTS
4. Business and Wellness module	15 ECTS
Project Management and Internship module	15 ECTS

Basics of Research module 9 ECTS

The primary focus of the module is on the preparation, presentation and defense of a master's thesis. Courses include Research Methods, Leisure Sociology and a Master's Seminar.

Elective courses 6 ECTS

can be chosen from courses currently available at the University of Tartu or its colleges.

Master's thesis 30 ECTS

TOTAL 120 ECTS

Main study modules:

The four main study modules are all linked with the concepts of sustainability, entrepreneurship, quality, creativity, innovation and experience.

1. Society and Wellness module (15 ECTS)

Principles of Sustainable Development
Wellness History and Philosophy
Creative Economy and Wellness

2. Individuals and Wellness module (15 ECTS)

Customer Behavior
Human Resource Management for Wellness and Hospitality
Wellness and Spa Service Quality Management

3. Tourism and Wellness module (15 ECTS)

Wellness and Health Tourism
Spa Treatments and Nutrition
Leisure and Recreation

4. Business and Wellness module (15 ECTS)

Strategic and Financial Management
Wellness and Spa Service Design and Marketing
Wellness and Spa Entrepreneurship and Innovation

Project Management and Internship module (15 ECTS)

This module is designed to support the development of creativity in students and will rely on field-case studies and practical experience. During the 8-week internship students will have the opportunity to participate in the activities of a real organization or business in Estonia or abroad, which is related to each student's specialisation.

Basics of Research module (9 ECTS)

This module focuses primarily on the preparation, presentation and defence of a master's thesis. The module includes courses on research methods, leisure sociology and a Master's seminar.

Elective courses (6 ECTS) is intended to demonstrate and assess skills in the application of acquired knowledge and to independently carry out a research task.

Master's thesis (30 ECTS) The master's thesis is intended to demonstrate and assess skills in the application of acquired knowledge and to independently carry out a research task.

General admission requirements:

1. Bachelor's degree or equivalent (at least 3 years of studies at a higher educational institution).
2. English language proficiency. Please consult the programme website for specific language requirements and exemptions www.ut.ee/wellspa

Application process:

1. Complete the online application form (available on the programme website) for Master's studies by the indicated deadline.
2. Print and sign the same online application form and mail it on the paper with the necessary documents by the indicated deadline to: International Student Service, University of Tartu, Ülikooli 18, Tartu 50090, ESTONIA.

Documents to be submitted:

- application form (available on the programme website);
- motivation letter - guidelines and evaluation criteria are included in the online application form;
- official copy of the Bachelor's diploma or its equivalent and Diploma Supplement (transcript/mark sheet) in the original language;
- official translation of the Bachelor's diploma and Diploma Supplement (transcript/mark sheet) into English, translation certified;
- proof on the English language proficiency;
- copy of the passport page stating the applicant's personal particulars

Only complete applications will be considered by the Admission Commission. Students accepted to the programme will be notified of their admission soon after.

Application deadline:

April 15 - non EU applicants

That is all applicants who have received a Bachelor's degree or equivalent qualification outside EU/EEA member states.

June 1 - EU applicants

That is all applicants who have received a Bachelor's degree or equivalent qualification in any EU/EEA member states.

NB! Applicants graduating with diplomas issued later than the set deadlines (e.g. in July), please send the application form and the most recent Transcript of Records by the required deadline. Contact for detailed information.

Language of instruction: English

Programme duration: 2 years

- possibility of credit transfer is available to graduates with a 4-year bachelor's degree
- recognition of prior work experience is available to applicants with substantial work experience in the field.

Teaching staff:

The programme will be taught by staff with international experience from University of Tartu Pärnu College. Several courses will be delivered by guest lecturers from the industry or foreign institutions.

Tuition fees and scholarship:

The programme fee is €1400/semester and covers tuition, essential study materials, supervision and advice for thesis preparation. The programme fee does not cover housing and living expenses. Please consult the website for scholarship opportunities.

NB! 10 state-financed study places are available for all applicants. Decision will be made based on motivation letter sent for admission.

Location: UT Pärnu College, Pärnu, Estonia

Address for inquiries:

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Programme Manager

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Telephone +372 445 0518

Fax +372 445 0530

International Student Service

University of Tartu

Ülikooli 18, 50090 Tartu, Estonia

E-mail: studyinfo@ut.ee

Telephone +372 737 6109

Fax +372 737 5153

Programme website

www.ut.ee/wellspa



Estonia

www.visitestonia.com

Population: 1.3 million

Capital: Tallinn

Official language: Estonian

Area: 45 227 km²

- » Member of the European Union and NATO
- » Country of 1500 islands and 1000 lakes
- » Untouched and abundant nature
- » In midsummer the sun rises at 3:40 and sets at 22:57
- » E-estonia: e-government, e-parking, e-elections...
- » Favorite pastimes: skiing, sauna, singing
- » Friendly, peaceful and tolerant
- » Innovative and inventive, entrepreneurial and persistent people

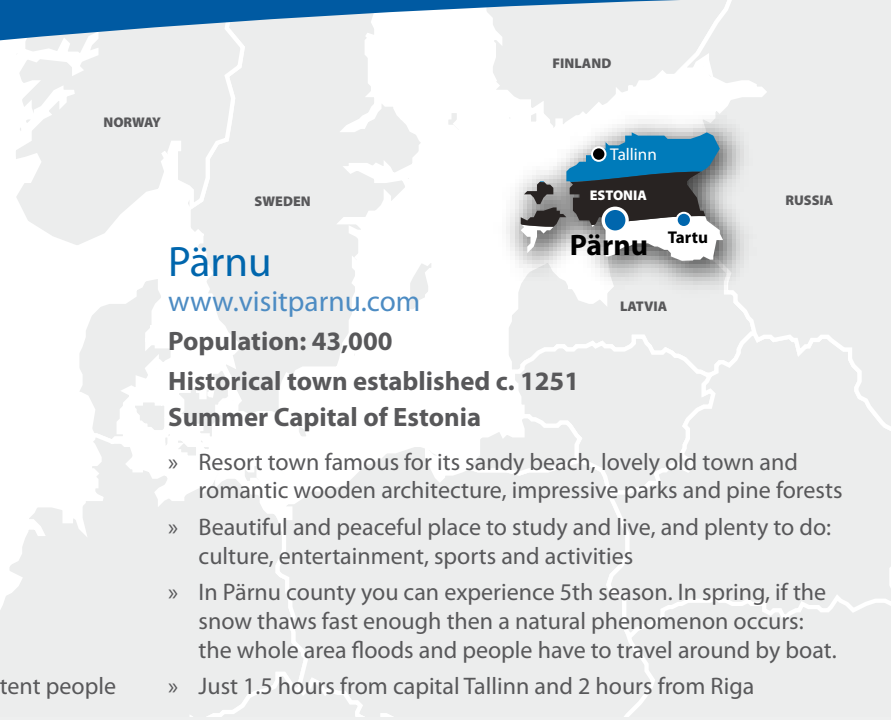


Estonian resorts and spas

(For additional information: www.estonianspas.com)

The history of Estonian resort towns dates back to the 19th century when the first mud baths were opened in Pärnu, Haapsalu, Kuresaare and Narva-Jõesuu. Therapeutic mud is abundant in many regions of Estonia and its curative power is well known in folk medicine. The booming development of railway networks in the 1870s made these resorts extremely popular with aristocrats, businessmen and intelligentsia from Tsarist Russia.

The 20th century saw the development of new sanatoria and spa destinations across Estonia, which are now receiving increasing numbers of visitors every year both from Estonia and abroad. Several spas have developed into all-inclusive leisure centres where guests can enjoy wellness services, curative treatments, and healthy leisure activities or simply unwind in a relaxing environment. Fifteen of the higher quality spas have formed the Estonian Spa Association which also has membership of the European Spas Association.



Pärnu

www.visitparnu.com

Population: 43,000

Historical town established c. 1251

Summer Capital of Estonia

- » Resort town famous for its sandy beach, lovely old town and romantic wooden architecture, impressive parks and pine forests
- » Beautiful and peaceful place to study and live, and plenty to do: culture, entertainment, sports and activities
- » In Pärnu county you can experience 5th season. In spring, if the snow thaws fast enough then a natural phenomenon occurs: the whole area floods and people have to travel around by boat.
- » Just 1.5 hours from capital Tallinn and 2 hours from Riga

University of Tartu

www.ut.ee

Estonia's national university, founded in 1632

9 faculties, 5 colleges

17 500 students, including 670 international

Pärnu College of the University of Tartu

www.pc.ut.ee

- » 1st regional college of the University of Tartu (founded in 1996), situated in Pärnu town just 2 hours from Tartu
- » Refreshing, innovative and friendly learning environment in modern historical building
- » Estonian center for tourism education, research and development
- » Extensive networks with wellness and spa businesses and organizations
- » Well-stocked tourism industry related library
- » Active student life with social activities and (international) student organizations
- » Just 100 metres from the sea and marina
- » Surrounded with numerous spas

