



International Summer University

LEARN AND EXPERIENCE BALTICS:

Nature, Culture and Spa Tourism

Experience learning in the nature, in the middle of an authentic culture, in spas and wellness companies while enjoying your absolutely best summer in the Baltics!

The academic programme is combined with learning in the environment that you learn about. 7 days in Valmiera (Latvia) and 7 days in Pärnu (Estonia).



Programme dates: July 31 to August 14, 2011

- **Experience** 2 countries and 3 different local cultures and languages
- **Learn** while hiking in the middle of wild nature
- **Have lectures and workshops** in real spas enjoying spa treatments
- **Enjoy** campfire night in the middle of an untouched bog
- **Dance and sing with locals** on a tiny island with authentic culture

Topics of lectures and workshops

- Baltic Nature Tourism: Cases of Sustainable Business Development
- Baltic Culture Tourism
- Spa versus Wellness. Spa Treatments
- Design and Quality of Spa Products
- Spirit of a Place
- Sustainable Public Relations and Marketing of Tourism and Hospitality Businesses
- Interpretation and Communication of Environment Awareness

Study trips

- Study trip to the **North Vidzeme Biosphere Reserve**
- Study trip to the **Gauja National Park**
- Visits to various **spas in Pärnu**.
- **Pärnu town tour** – History and Present of Pärnu Resort
- Day trip to **the island of Kihnu** with UNESCO protected authentic culture
- 2-days study trip to **Soomaa National Park** with hiking in bogs, camping and canoeing
- Various **social activities** that will help to know local people, culture and entertainment



Lectures and seminars related to the **nature, culture and spa tourism in the Baltics** provided by the academic staff of Vidzeme University of Applied Sciences, University of Tartu Pärnu College as well as Latvian and Estonian tourism professionals.

summeruniversity

It was a very nice week with a lot of new impressions. The programme made for us was absolutely interesting and diversified. Especially the trips were fascinating. It really was a recommendable experience.

Lotta Schäfer
Germany

The people I met from so many countries were wonderful, and years later, I am still friends with some of them. In addition to the intensive coursework, we enjoyed lots of fun cultural activities and still had time to socialize in the long summer evenings.

Greg Taff,
USA

Summer week in Baltics was a great experience. Content of lessons were professional and lecturers were inspirational. Excursions to the island of Kihnu and Pärnu county were both wonderful. I can warmly recommend Summer University to anyone who is interested in wellbeing, pure beautiful nature and local culture.

Minna Huhtanen
Finland

Magically organizers managed to combine very interesting and diverse studying process with intensive leisure experience, traveling and assignments. Merely each day we had a new highly professional lecturer and each of them shared with us not only their knowledge, but life experience.

Anna Shevchenko
Ukraine



HELI TOOMAN (PhD)

Associate Professor of Tourism and Hotel Management

Head of Department of Tourism Studies in UT Pärnu College

Wellness versus Spa Design and Quality of Spa Products



MONIKA ÜBNER (PhD)

Head of Research Lab, UT Pärnu College

Lecturer in Ecosystems Management

History of Pärnu Resort Spa Treatments



ANDRIS URTANS

Representative of the Latvian Nature Conservation Agency

Leading daytrip to the North Vidzeme Biosphere Reserve



ANDRIS KLEPERS (MA)

Director of the Tour Guide Study Programme at Vidzeme University of Applied Sciences

Interpretation and Communication of Environment Awareness

Programme dates: July 31 to August 14, 2011

Application deadline: June 1, 2011
(for scholarship applicants: May 1, 2011)

Programme fee: 880 EUR - including academic and social programme, study trips, transfers, materials, internet access, accommodation, meals (except few free evenings) - **ALL INCLUSIVE.**

Credits awarded: 6 ECTS

Contact and application information:

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www.pc.ut.ee/summeruniversity