

INTERNATIONAL SUMMER UNIVERSITY

Pärnu College, University of Tartu

9 – 14 August 2010



Spa Tourism Combined with Estonia's Cultural and Natural Heritage

Sunday, August 8 – arrival at Tallinn Airport or Tallinn Sea Port

/transfer to Pärnu by bus/

Accommodation at Carolina Hotel <http://www.carolina.ee/eng/index.php?leht=9>



Information about Pärnu <http://www.visitparnu.com>



20.00 Welcome party

Monday, August 9


	Theme	Lecturer
11.00 - 11.30	Opening of the Summer University	
11.30 - 12.00	Introduction to the Programme and Workshop Tasks	Kai Tomasberg
12.00 - 13.30	The Spirit of a Place of the West-Estonian Resorts	Garri Raagmaa
13.30 - 14.30	Lunch*	
14.30 - 16.00	Wellness – A New Perspective for Leisure and Tourism	Heli Tooman
16.30 - 18.00	Guided walking tour in Pärnu	Erika Jeret
19.00 - 21.00	Cultural evening	

Tuesday, August 10


8.15	Day trip to the Island of Kihnu Departure for Munalaiu harbour by bus	Kai Tomasberg
9.00	Ferry crossing to Kihnu	




9.50	Arrival in Kihnu UNESCO proclaimed Kihnu's cultural space and traditions as a Masterpiece of the Oral and Intangible Heritage of Humanity	
16.00 16.30	Departure from Kihnu, Short visit to Tõstamaa Parish (<i>open-air picnic</i>)	 Photo by L.Schäfer (Summer University 2009)
19.00	Arrival in Pärnu	

Wednesday, August 11

10.00 - 11.30	The History and Development of the Resort of Pärnu	Monika Übner
12.00 - 13.30	Spa Therapies	Monika Übner
13.30 - 14.30	Lunch*	
14.30 - 18.00	Visit to various spas: Spa Estonia http://www.spaestonia.ee/index.php?lang=eng Tervis Medical Spa http://www.sanatoriumtervis.com/?q=ee Sõprus Medical Spa & Hotel http://www.soprus.ee/	Monika Übner 
	Free time in the evening	

Thursday, August 12

10.00 - 11.30	Quality and Marketing of Spa Destinations and Spa Products	Heli Tooman
12.00 - 13.30	Spa Service Design	Tiina Tamm
13.30 - 14.30	Lunch*	
15.00 - 18.00	Visit to the Spa Tervise Paradiis and waterpark http://www.terviseparadiis.ee/?q=/en	Heli Tooman, Tiina Tamm  Tervise Paradiis
	Free time in the evening	

Friday, August 13		
10.00 - 13.00	Workshops: 1. Pärnu as a Spa Destination (SWOT) 2. Quality of the Spa Products in Pärnu (SWOT) <i>/presentations of students/</i>	Heli Tooman Monika Übner Tiina Tamm
13.00 - 14.00	Lunch*	
14.00 - ...	Study Trip includes lecture about Nature in Estonia <i>/please bring clothing suitable for walking outdoors and staying overnight/</i>	Mati Kose
	 <p>Pictures made by Summer University 2009 participant Lotta Schäfer</p>	
Saturday, August 14		
17.00	Study trip continues	Mati Kose
19.00	Arrival in Pärnu	 <p>Photo by L.Schäfer</p>
	The official closing of Summer University 2010	
Sunday, August 15		
	Transfer to Tallinn	

- **UT Pärnu College library is open on Wednesday and on Thursday until 9 pm.**
- **Lunch* is included to the participation fee of the programme**