



Master of Arts in Social Sciences

WELLNESS AND SPA SERVICE DESIGN AND MANAGEMENT

This Master's degree is designed to equip you with the skills, knowledge and practical tools demanded by businesses and institutions within a modern profession that integrates and delivers the benefits of health, wellness and hospitality.

- New and attractive 2-year programme
- Combines world-class theory and practice
- International teaching staff
- Instruction in English
- Internship
- Based in Pärnu town, centre of spa excellence



Skills and competence acquired

- creative and innovative entrepreneurship
- strategic, financial and operational management
- hospitality and quality management
- service design and development
- wellness and spa management
- wellness and spa marketing
- project management
- research



Excellent career prospects worldwide

Jobs across the private, public and non-governmental sectors:

- resorts, spas, wellness and health
- business enterprise and consultancy
- tourism leisure and recreation
- local government social services and rehabilitation
- research, academia and doctoral studies

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
- become an internationally acclaimed health tourism destination with membership of the European Spas Association
- one-third of Estonia's spa hotel capacity along with water parks, swimming pools, baths and beauty salons



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 program 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 program 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 program 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 of International Tourism and Hospitality
Management,
Head of the Department of Hospitality and Tourism
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 program 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
Elective courses	6 ECTS
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:

- Bachelor's degree or equivalent (at least 3 years of studies at a higher educational institution).
- Proof of English language proficiency is required of international applicants for whom English is not a native language. One of the following is accepted: TOEFL 550 or higher (computer based - 213, internet based - 79/80); IELTS 6.5; Cambridge Certificate of Proficiency in English - C; Cambridge Certificate in Advanced English - B.

Application process:

- Complete the online application form for master's studies by the indicated deadline: www.ut.ee/studentoffice/studies/ma/english.
- Print and sign the paper application form and mail it with the necessary documents by the indicated deadline to: International Student Service, University of Tartu, Ülikooli 18, Tartu 50090, ESTONIA.

Documents to be submitted:

- completed and signed application form;
- letter of motivation (included in the application form);
- copy of the bachelor's diploma (or highest study level) and diploma supplement (transcript/grade sheet) in the original language (a copy certified by the educational institution issuing the document or a notarized copy);
- official translation of the diploma and diploma supplement (transcript/grade sheet) into English, translation certified;
- non-EU applicants only: certified copy of the upper secondary school certificate and list with grades;
- non-EU applicants only: official translation of the upper secondary school certificate and list with grades into English, translation certified;
- official test results of English language proficiency;
- copy of an identification document;
- CV.

Applicants will receive confirmation upon receipt of their application, and log-in information to monitor application status. Completed applications will be considered by the Admission Commission and students accepted into the program will be notified of their admission soon after.

Location: UT Pärnu College, Pärnu, Estonia

Application deadline:

Non-EU applicants: April 15
EU applicants: June 1

NB! Applicants graduating the same year 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. Indicate to the International Student Service when your diploma will be issued. For further information contact the International Student Service directly.

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 Pärnu College of the University of Tartu, and will also draw upon the skills and knowledge of a range of experts from top universities and companies across Europe.

Tuition fees and scholarship:

The program fee is €2900/year and covers tuition, essential study materials, supervision and advice for thesis preparation. The program fee does not cover housing and living expenses. Please consult the website for scholarship opportunities.

Address for inquiries:

Ms. Kai Tomasberg, Program Manager	International Student Service
Pärnu College, University of Tartu	University of Tartu
Ringi 35, 80010 Pärnu, Estonia	Ülikooli 18, 50090 Tartu, Estonia
E-mail: wellspace@pc.ut.ee	E-mail: studyinfo@ut.ee
Telephone +372 445 0518	Telephone +372 737 6109
Fax +372 445 0530	Fax +372 737 5153

Additional information:

Program website	www.ut.ee/wellspa
University of Tartu	www.ut.ee
Pärnu College	www.pc.ut.ee
Pärnu	www.visitparnu.com
Estonia	www.visitestonia.com
Estonian Spa Association	www.estonianspas.com



Estonia

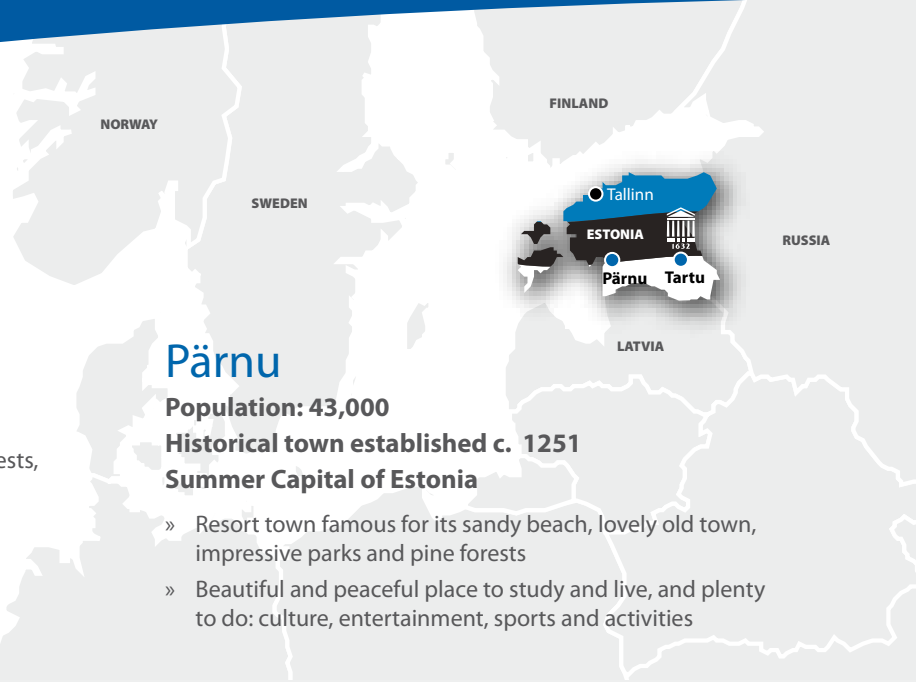
Population: 1.3 million

Capital: Tallinn

Official language: Estonian

Area: 45 227 km²

- » Member of the European Union and NATO
- » Just a short flight to London, Paris, Moscow
- » Country of 1500 islands and 1000 lakes
- » Abundant nature: 50% of Estonia is covered with forests, bogs and wetlands
- » In midsummer the sun rises at 3:40 and sets at 22:57
- » E-stonia: e-government, e-parking, e-elections...
- » Favorite pastimes: skiing, sauna, singing
- » Friendly, peaceful and tolerant



Pärnu

Population: 43,000

Historical town established c. 1251

Summer Capital of Estonia

- » Resort town famous for its sandy beach, lovely old town, impressive parks and pine forests
- » Beautiful and peaceful place to study and live, and plenty to do: culture, entertainment, sports and activities



University of Tartu

Founded: 1632

10 faculties, 5 colleges

Students: 17 000, including 630 international

Pärnu College of the University of Tartu

- » 1st regional college of the University of Tartu, founded in 1996
- » Interesting, innovative and modern learning environment
- » Unique business-oriented curriculum
- » Estonian center for tourism education, research and development
- » Experienced teaching staff and international visiting professors
- » Extensive networks with wellness and spa businesses and organisations
- » Well-stocked library and well-equipped auditoria
- » Active student life

Estonian resorts and spas

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.

