

LLP/ Erasmus Intensive Programme  
**Rahvusvaheline säästva maaturismi suveülikool**  
International Summer University in Sustainable Rural Tourism  
**Saaremaa, Mustjala**  
**2009, 2010, 2011**

Rahvusvaheline säästva maaturismi suveülikooli eesmärgiks oli turismikõrgkoolide koostöö edendamine säästva maaturismi õpetamisel ja rahvusvahelise kogemuste jagamine säästva turismi ainemooduli väljaarendamiseks.

2009.-2011.a. suvel korraldati Saaremaal Mustjala vallas 3 rahvusvahelist suvekooli. Eesti, Soome, Läti, Prantsusmaa, Suurbritannia ja USA üliõpilased veetsid kaks nädalat maal puhketalus järgides ise säästva turismi põhimõtteid – ole säästev looduse ja keskkonna suhtes, tarbi puhast kohalikku toitu, austa kohaliku kogukonna tavasid ja elulaadi. Erinevate riikide õppejõudude juhendamisel täiendas rahvusvaheline turismiüliõpilaste grupp teadmisi-oskusi säästvast turismist; loodus- ja kultuuripärandi tajumisest, turismikorraldusest kaitsealadel, sündmuskorraldusest maaturismis, seiklusturismist maal ja innovatsioonist maaturismis. Suvekooli igal hommikupoolikul toimusid loengud ja seminarid, peale lõunat aga õppekäigud maaturismiga tegelevatesse ettevõtetesse, matkad looduses, õpikojad koos kohalike turismiasjalistega, rühmatööde ettevalmistamine. Projekti käigus katsetati säästva turismi ainemooduli esimesi elemente.

Igas suvekoolis valmisid üliõpilaste rühmatööd. 2011.a. säästva maaturismi suveülikoolis osales 23 üliõpilast 6 riigist, valmis 5 temaatilist rühmatööd-reisipaketti (nn. leivaretk, kohaliku toidu ja toodete turg ja festival, jalgrattamatk, retk mööda Põhja-Saaremaad ja fototurismi koolitusreis saartel). Osalejad pidasid suvekooli päevikut, mille esitasid elektrooniliselt kohe peale üritust.

Suvekooli töökeel - inglise keel.

**Projekti rahastas**

Euroopa elukestva õppe programmi kõrghariduse programm Erasmus

**Projekti koordinaator:**

Tallinna Tehnikaülikooli Kuressaare Kolledž, Eesti

**Rahvusvahelised partnerid:**

- University College Birmingham, Suurbritannia
- Université Blaise Pascal, Prantsusmaa
- Vidzemes Augstskola, Läti
- Kemi-Tornio Ammattikorkeakoulu, Soome
- Mikkelin Ammattikorkeakoulu, Soome
- Saimaa University of Applied Sciences, Soome
- Åland University of Applied Sciences, Soome

**Eesti partnerid 2010-2011:**

- Tallinna Ülikool
- Eesti Maaülikool
- Tartu Ülikooli Pärnu Kolledž

**Rahvusvahelised õppejõud:**

**Catherine Morgan-Proux**, Blaise Pascali Ülikool, Clermont-Ferrand, Prantsusmaa (maaturismi ja loodusturismi kommunikatsioon) ja

**Ilkka Lehtola**, Saimaa Rakenduskõrgkool, Soome (säästev sündmuskorraldus)

**Ismo Glad, Jaakko Suvantola.** Mikkeli Rakenduskõrgkool, Soome (loodus- ja kultuuriturismi keskkondlikud ja kvaliteediaspektid)

**Jukka Auraneva, Marika Saranne,** Kemi-Tornio Rakenduskõrgkool, Soome (innovatsioon ja koostöö maaturismis)

**Ilze Grinfelde, Andris Klepers,** Vidzeme Kolledž, Lāti (innovatsioon maaturismis)

**Stuart Cottrell,** Colorado Ülikool, Ameerika Ühendriigid (säästev külastuskorraldus, turism kaitsealadel ja rahvusparkides) – 2009a. osales USA Fulbrighti programmi spetsialistina; 2010-2011 toetas osalemist USA suursaatkond Eestis

#### **Eesti õppejõud:**

**Hannes Palang,** Tallinna Ülikool; (maastikud ja nende muutuste tajumine ning interpreteerimine)

**Lea Sudakova,** Eesti Maaülikool (säästev turism)

**Tatjana Koor, Tiina Tamm,** TÜ Pärnu Kolledž (innovatsioon ja tootearendus maaturismis)

**Jana Raadik Cottrell, Eeve Kärblane, Lii Muru,** TTÜ Kuressaare Kolledž (ühistegevused ja turism; pärandkultuuri ja traditsioonide kasutamine maaturismis)

## INTERNATIONAL SUMMER UNIVERSITY IN SUSTAINABLE RURAL TOURISM

### Saaremaa Island, 2-15 August, 2009

| Day                                    | Theme and programme   |
|--|---|
| <b>Sun.<br/>2 August, 2009</b>         | <p><b>Arrival of participants in Kuressaare via Tallinn and Pärnu</b> at Kuressaare College, 7 Rootsi Street during the day. Transfer to Kooli-Kopli</p> <p><b>18:00 -21:00 Introductory seminar</b></p>  |
| <b>Day 1, Mon.<br/>3 August, 2009</b>  | <p><b><i>Rural tourism and/or sustainable tourism?</i></b><br/><b><i>Concepts, ideas, experiences</i></b></p> <p><b>9:00 Opening of the programme. Welcome addresses</b> (Mrs. Anne Keerberg, Director of Kuressaare College; Mr. Toomas Kasemaa, Saaremaa County Governor; Mr. Kalle Kolter, Mustjala rural municipality mayor)</p> <p><b>10:00-12:30</b> Discussion panel and workshop in participation of international and Estonian teachers, students and experts. <b>Keynote speaker</b> – Stu Cottrell, Colorado State Univ., USA. Moderators Jana Raadik and Stu Cottrell</p> <p><b>13:00-21:00</b> Field trip to national park and the Sõrve Peninsula.</p> <p><b>19:00-20:30</b> Seminar and tea with nature protection officers Anu Metsniit and Kadri Kullapere at Loona.</p> |
| <b>Day 2, Tues.<br/>4 August, 2009</b> | <p><b><i>Tourism in national parks and nature reserves.</i></b></p> <p><b>9:00</b> Bus trip to Viidumäe Nature reserve</p> <p><b>9:15-12:30</b> Theme-related seminar and field trip at Viidumäe nature reserve; guided excursion by Tõnu Talvi, research specialist (wildlife, biodiversity, preservation of rare species).</p> <p><b>12:30 –14:00</b> Study trip, hands-on activities and picnic lunch at Miku forest park guided by Maarika Toomel</p> <p><b>15:00-18:30</b> Panel discussion on organisation of tourism in national parks and reserves at Kooli-Kopli. Later separate work-groups for students (tourism in national parks) and teachers (curriculum development).</p> <p><b>19:00–20:00</b> Dinner and discussion/reflection of the day's work.</p>                   |
| <b>Day 3, Wed.<br/>5 August, 2009</b>  | <p><b><i>Philosophic and emotional aspects of rural and eco-tourism: landscapes and how visitors perceive them</i></b></p> <p><b>9:00-11:30</b> Lectures and seminars (Hannes Palang, Tallinn University, Estonia)</p> <p><b>12:00-19:00</b> Theme-related field trip to and hike at Harilaid (picnic lunch)</p> <p><b>20:00-21:30</b> Film on national parks in Estonia. Dinner and discussion /reflection of the day's work.</p>  |
| <b>Day 4, Thur.<br/>6 August, 2009</b> | <p><b><i>Heritage and eco-tourism. Tour guiding in rural tourism</i></b></p> <p><b>9:00-13:00</b> . Lectures and seminars (Catherine Morgan-Proux, Blaise Pascal University, France)</p> <p><b>14:30-22:00</b> Field trip to Abula village and hands-on activities: traditional folk culture practices revived combined with eco-tourism activities.</p>  |
| <b>Day 5, Fri.<br/>7 August, 2009</b>  | <p><b><i>Sustainable visitor management.</i></b></p> <p><b>9:00-12:00</b> Lectures and seminars (Prof. Stu Cottrell, Colorado State Univ., USA)</p> <p><b>13:00-20:30</b> Bus transfer to Papissaare harbour and by boat to Vilsandi Island. Theme-related field trip on a small island (Vilsandi). Guided walk (8 km). Picnic meal. Boat trip back to Saaremaa</p>   |

|   |   |
|---|---|
| <p><b>Day 6, Sat.<br/>8 August., 2009</b></p>   | <p><b>Saaremaa day</b><br/> <b>9:00-18:00 Excursion</b> (Kuressaare – Kaali meteorite craters - Karja church - Angla windmills - Kuressaare), optional<br/> <b>20:00-21:00</b> Meetings of thematic groups<br/> <b>21:00-22:00</b> Social gathering, sauna</p>  |
| <p><b>Day 7, Sun.<br/>9 August, 2009</b></p>    | <p><b>Geological heritage as part of eco and rural tourism</b><br/> <b>13:00-16:00</b> Bus transfer to Panga Cliff. Seminar on geological heritage and hike to the coastal cliffs guided by geologists (Helle and Rein Perens, Estonian Geology Centre)<br/> <b>16:30–19:00</b> Bus trip and short walks to Tagaranna, Ninase village and coast and Saaremaa harbour<br/> <b>20:00-22:00</b> Creative arts workshops</p>  |
| <p><b>Day 8, Mon.<br/>10 August, 2009</b></p>   | <p><b>Recreation management and rural adventure tourism</b><br/> <b>9:00-11:30</b> Lectures and seminars (Mart Reimann, Tallinn University, Estonia)<br/> <b>13:30–19:00</b> theme-related recreational activities (alternative options): canoe trip, horse-riding or hiking, walks and bike trips in vicinity of the recreation farm.</p>  |
| <p><b>Day 9, Tues.<br/>11 August, 2009</b></p>  | <p><b>Events in rural environments and rural tourism marketing</b><br/> <b>9:00-13:00</b> Lectures and seminars (Ilze Grinfelde, Vidzeme University College, Latvia)<br/> <b>14:00-17:00</b> Student workshops and/or group work<br/> <b>20:00-23:00</b> Film-night: short films introducing Saaremaa. Students discuss and present their ideas/ solutions for marketing of Saaremaa as a tourism destination.</p>  |
| <p><b>Day 10, Wed.<br/>12 August, 2009</b></p>  | <p><b>Traditional Estonian food as part of modern food culture</b> (Eeve Kärblane, Jorma Ihalainen, students, Kuressaare College, Kuressaare Vocational School; Estonia)<br/> <b>9:00-13:00</b> Films, practical activities and hands-on classes conducted by teachers and students of Kuressaare College<br/> <b>13:00-14:00</b> Lunch in traditional Estonian style<br/> <b>14:00-18:00</b> Practical cookery classes and group assignments (students). Curriculum development round-table (teachers)<br/> <b>19:00-21:00</b> Dinner prepared by the participants. Discussions.</p> |
| <p><b>Day 11, Thur.<br/>13 August, 2009</b></p> | <p><b>Tourism, society and innovation</b><br/> <b>9:00-13:00</b> Lectures and seminars (Ilkka Lehtola, Saimaa University of Applied Sciences, Finland).<br/> <b>14:00-17:00</b> Old and new traditions (video programme), ideas for innovative rural tourism products<br/> <b>18-21</b> Dinner and programme at Mihkli Farmstead Museum introducing an ethnic wedding ceremony<br/> <b>21.30</b> Discussion and reflections of the day</p>  |
| <p><b>Day 12, Fri.<br/>14 August, 2009</b></p>  | <p><b>Networking in rural tourism</b><br/> <b>9:00-13:00</b> Lectures and seminars (Jukka Auraneva, Kemi-Tornio University of Applied Sciences, Finland)<br/> <b>14:00-17:00</b> Conclusive panel and student reports<br/> <b>17:00-20:00</b> Completion of feedback surveys and project reports (students); round-table of teachers (evaluation and feedback of the event, plan of further cooperation)<br/> <b>19:00</b> Closing of the Summer University.<br/> <b>20:00-22:00</b> Social programme - farewell party.</p>   |

**INTERNATIONAL SUMMER UNIVERSITY IN SUSTAINABLE RURAL TOURISM,  
Saaremaa Island 1-14 August, 2010**

**Kuressaare College of Tallinn University of Technology**

| <b>Day</b>                                       | <b>Theme and program</b>   |
|--|--|
| <b>Arrival and Day 1<br/>Sun. 1 August, 2010</b> | <b>Arrival of participants in Kuressaare via Tallinn and Parnu</b> (see information on coach and plane connections for choosing a suitable coach or plane).<br>Participants gather at, at the lobby of the Mardi hostel, 5a Vallimaa Street, Kuressaare, Accommodation at the Mardi Hostel ( <i>shared facilities, breakfast</i> )<br>16:00 Introductory Seminar, at the College Kohtu 22-31<br>20:00 Dinner at Windmill Tavern, Kuressaare  |
| <b>Day 2, Mon. 2<br/>August, 2010</b>            | <b><i>Experiencing a place as 'a typical tourist'</i></b><br>9:00-10:00 Introductory seminar by Jana Raadik and Lii Muru (College, Kohtu 22)<br>10:00 Guided tour (Kaarma - Angla windmills - Karja church - Kaali meteorite crater – Kuressaare Bishopric Castle and city tour).<br>14.00 Lunch in Kuressaare<br>14:00 Transfer from Kuressaare to the venue of the Summer University near Mustjala village.<br>18:00-19:00 Reflection of the day<br>19:00 Welcome party (with short introduction-program from each participant institution). |
| <b>Day 3, Tues.<br/>3 August, 2010</b>           | <b><i>Innovation and diversification of rural tourism</i></b><br>9:00 Opening of summer school. Welcome addresses.<br>10:30-13:00 Plenary lecture (Stu Cottrell, Colorado State University, USA)<br>14:00-17:00 Panel discussion in participation of international and Estonian and international teachers, students and local tourism experts<br>18:30-20:00 Dinner and discussion/reflection of the day's work   |
| <b>Day 4, Wed.<br/>4 August, 2010</b>            | <b><i>Making tourism more sustainable</i></b><br>9:00-12:30 Lecture and seminar (Lea Sudakova, Estonian University of Life Sciences, Estonia)<br>13:00- 18:00 field trip to Loona and Miku Forest Park (lunch at Miku Forest park)   |
| <b>Day 5, Thur.<br/>5 August, 2010</b>           | <b><i>Making tourism more sustainable</i></b><br>9:00-13:00. Lecture and seminar (Lea Sudakova, Estonian University of Life Sciences, Estonia)<br>14:00-18:00 Field trip to Abula village and hands-on activities: traditional folk culture practices revived today<br>18:00-19:00 Dinner at Abula (freshly baked bread and smoked fish)<br>19:30-20:00 Reflection of the day.   |

|   |   |
|---|---|
| <p><b>Day 6, Fri.<br/>6 August, 2010</b></p>    | <p><b><i>Communicating historical heritage. Interpretation of landscape changes</i></b><br/>           9:00-13:00 Lecture and seminar (Hannes Palang, Tallinn University, Estonia)<br/>           14:00-18:00 Theme-related field trip to Undva Peninsula or Kalama<br/>           18:30-20:30 Dinner at Loode Tourist Farm or at Kooli-Kopli.</p>          |
| <p><b>Day 7, Sat.<br/>7 August, 2010</b></p>    | <p><b><i>Communicating heritage</i></b><br/>           9:00-12:30 Lecture and seminar (Jaakko Suvantola, Mikkeli University of Applied Sciences, Finland)<br/>           13:30-18:00 Collective work activity: re-enacting traditions. Preparing a hiking trail<br/>           19:00 Sauna<br/>           21:00 Bonfire</p>                                 |
| <p><b>Day 8, Sun.<br/>8 August, 2010</b></p>    | <p><b><i>Optional activities and thematic group work</i></b><br/>           13:00-18:00 Group work</p>  |
| <p><b>Day 9, Mon.<br/>9 August, 2010</b></p>    | <p><b><i>Communicating heritage</i></b><br/>           9:00-12:30 Lecture and seminar (Marika Saranne, Kemi-Tornio University of Applied Sciences, Finland)<br/>           14:30-17:00 Group work<br/>           19:00-21.30 Meeting with local tourism developers. Good practices (Good Kaarma, Sylla Eco Farm).</p>                                       |
| <p><b>Day 10, Tues.<br/>10 August, 2010</b></p> | <p><b><i>Village as a tourism destination</i></b><br/>           9:00-12:30 Lecture and seminar ((Andris Klepers, Vidzeme Univeristy of Applied Sciences, Latvia)<br/>           14:00 –18:00 Cooperation of local entrepreneurs. Field trip to local tourism enterprises (Mustjala Mustard).</p>   |
| <p><b>Day 11, Wed.<br/>11 August, 2010</b></p>  | <p><b><i>Innovations in rural tourism</i></b><br/>           9:00-13:00 Lectures and seminars (Tiina Tamm, Tartu University Pärnu College, Estonia)<br/>           14:30 –17:00 Student workshops.<br/>           18:30-20:00 Dinner and reflection of the day<br/>           20:00-21:30 Film-night: short films and commercials introducing Saaremaa.</p> |
| <p><b>Day 12, Wed.<br/>12 August, 2010</b></p>  | <p><b><i>Innovations in rural destination marketing</i></b><br/>           9:00-13:00 Lectures and seminars (Tatjana Koor, Tartu University Pärnu College, Estonia)<br/>           14:00-17:00 Student workshops<br/>           18:30-20:00 Dinner, discussion/reflection of the day's work</p>   |

|                                       |   |
|---------------------------------------|---|
| <b>Day 13, Fri. 13 August 2010</b>    | <b><i>Innovations in rural tourism: Traditional vs. modern Food seminar and cookery classes</i></b><br>9:00-12:00 Lecture on Estonian cuisine (Eeve Kärblane and students of Kuressaare College, Estonia)<br>14.00-16:00 Practical cookery classes / round-table for teachers<br>18:00-22:00 Ethnic wedding ceremony in Mihkli farmstead museum |
| <b>Day 14, Sat. 14 August 2010</b>    | <b>9:00-13:00 Project reports (students)</b><br><b>14:00-17:00 Conclusive panel summarizing the Summer University. Evaluation and feedback of the event, plan for further activities</b><br>18:30-22:00 Dinner and farewell party   |
| <b>Departure, Sun. 15 August 2010</b> | 7:00 Bus transfer to Kuressaare   |

## **INTERNATIONAL SUMMER UNIVERSITY IN SUSTAINABLE RURAL TOURISM, Saaremaa Island 31 July -12 August, 2011**

| <b>Day</b>                                      | <b>Theme and program</b>  |
|---|---|
| <b>Arrival and Day 1<br/>Sun. 31 July, 2011</b> | <b>Arrival of participants in Kuressaare via Tallinn and Parnu</b><br>19:00– 21:00 Introductory Seminar and opening of the summer school (Anne Keerberg, Stuart Cottrell, Jana Raadik-Cottrell, Lii Muru), and dinner at Windmill Tavern, Kuressaare  |
| <b>Day 2, Mon.<br/>1 August, 2011</b>           | <b>Sustainable vs. mass tourism: Innovation and diversification of rural tourism</b><br>9:00-13:00 <b>Experiencing a place as ‘a typical tourist’</b><br>A guided tour (Kaarma - Angla windmills - Karja church - Kaali meteorite crater - Kuressaare Bishopric Castle and a city tour).<br>14:30 Transfer from Kuressaare to the venue of the Summer University near Mustjala village.<br>17:00-18:00 Welcoming addresses<br>18:00 Welcome dinner and art class (painting of rubber shoes) |
| <b>Day 3, Tues.<br/>2 August, 2011</b>          | <b>Sustainable vs. mass tourism: Innovation and diversification of rural tourism</b><br>9:00-12:00 Plenary lecture (Stuart Cottrell, Colorado State University, USA)<br>15:00-17:30 Plenary lecture/seminar (Lea Sudakova, Estonian University of Life Sciences)<br>18:30-20:00 Dinner and discussion/reflection of the day's work.<br>College/university presentations by students   |
| <b>Day 4, Wed.<br/>3 August, 2011</b>           | <b>Communicating heritage and sensual experiences. Role of local food and food experience in rural tourism</b><br>9:00-12:30 Lecture and seminar (Catherine Morgan-Proux, Plaise Pascal University, Clermont-Ferrand, France)<br>15:00 –17:00 Food-experience-related field trips(s). Forest as a food reserve<br>18:30-20:00 Dinner and reflection of the day.   |

|  |  |
|--|--|
| <p><b>Day 5, Thu.<br/>4 August, 2011</b></p>   | <p><b>Communicating heritage and sensual experiences. Coastal landscapes – Interpretation of landscape changes</b><br/>9:00-12:30. Lecture and seminar (Hannes Palang, Tallinn University, Estonia)<br/>15:00-18:00 Theme-related field trip to the Undva peninsula</p>  |
| <p><b>Day 6, Fri.<br/>5 August, 2011</b></p>   | <p><b>Communicating heritage and sensual experiences. Maritime traditions</b><br/>9:00-12:30 Lecture and seminar on tangible and intangible maritime traditions (Captains Mart Saarso and Meelis Saarlaid)<br/>16:00-18:00 Visit to Good Kaarma<br/>18:00-24:00 Attending Sea festival in Kuressaare</p>   |
| <p><b>Day 7, Sat.<br/>6 August, 2011</b></p>   | <p><b>Communicating heritage. Collective work and new tourism products</b><br/>11:00-12:30 Traditions of community work and how to use them in rural tourism (Jana Raadik-Cottrell, Jorma Ihalainen, Kuressaare College, Estonia)<br/>12:30 – 16:00 Collective work activity<br/>18:00 Sauna<br/>20:00 Dinner and discussion/reflection of the day's work.<br/>21:00 Bonfire</p>   |
| <p><b>Day 8, Sun.<br/>7 August, 2011</b></p>   | <p><b>Innovations in rural tourism. Role of creativity and networking</b><br/>09:00-12:30 Lecture and seminar (Tiina Tamm, Pärnu College of Tartu University)<br/>16:00-19:00 Round table with local rural tourism developers</p>  |
| <p><b>Day 9, Mon.<br/>8 August, 2011</b></p>   | <p><b>Innovations in rural tourism. Role of creativity and networking</b><br/>9:00-12:30 Lecture and seminar (Marika Saranne, Kemi-Tornio University of Applied Sciences, Finland)<br/>15:00-18:00 Field trip to Abula Farm<br/>19:30-20.00 Reflection of the day's work</p>   |
| <p><b>Day 10, Tues.<br/>9 August, 2011</b></p> | <p><b>Innovations in rural tourism. Role of creativity and networking</b><br/>9:00-12:30 Lecture and seminar (Ilze Grinfelde, Vidzeme UAS, Latvia)<br/>16:00-18:00 Field trip (Lihulinn, Selgase)<br/>18:30-20:00 Dinner and reflections of the day's work</p>   |
| <p><b>Day 11, Wed.<br/>10 August, 2011</b></p> | <p><b>Innovations in rural tourism: Traditional/modern cuisine in rural tourism. Food seminar and cookery classes</b><br/>9:00-11:00 Lecture on traditional Estonian cuisine and Estonian ethnic wedding (Eeve Kärblane, Jorma Ihalainen, Jana Raadik-Cottrell, Kuressaare College, Estonia)<br/>11:00-13:00 Practical cookery classes / round-table for lecturers<br/>14:00-16:00 Practical cookery classes / round-table for lecturers<br/>17:30-22:00 Ethnic wedding ceremony in Mihkli farmstead museum.<br/>22:30 Afterparty at Kooli-Kopli</p> |
| <p><b>Day 12, Wed.<br/>11 August, 2011</b></p> | <p><b>9:00-13:00 Group work reports (students)</b><br/><b>14:30-17:00 Conclusive panel summarizing the Summer University. Evaluation and feedback of the event, plan for further activities</b><br/>18:30-20:00 Farewell dinner, bus transfer to Kuressaare (optional)</p>   |