

**Doctor of Philosophy Program in Architectural Heritage Management and Tourism  
(International Program / Revised Curriculum 2018)**

**Faculty of Architecture**

**Title of the Program**

Thai	หลักสูตรปรัชญาดุษฎีบัณฑิต สาขาวิชาการจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว (หลักสูตรนานาชาติ)
English	Doctor of Philosophy Program in Architectural Heritage Management and Tourism (International Program)

**Name of Degree**

Thai	ปรัชญาดุษฎีบัณฑิต (การจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว) ปร.ด. (การจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว)
English	Doctor of Philosophy (Architectural Heritage Management and Tourism) Ph.D. (Architectural Heritage Management and Tourism)

**Teaching Venue**

Faculty of Architecture, Silpakorn University, Wang Tha Phra, Bangkok.

**Collaboration with other institutes**

This program is run by the Faculty of Architecture, Silpakorn University with the cooperation of Università Politecnica delle Marche, Italy, under signed Memorandum of Understanding.

**Objectives**

1. To produce graduates with advanced knowledge of various disciplines related to cultural heritage management and their application to architectural conservation for tourism.
2. To provide education in terms of understanding and instilling appreciation of traditional architecture and human settlements;
3. To raise the quality and ability of graduates in terms of analysis, synthesis and application of cultural management theory to actual business decision making responsibly and ethically;
4. To increase the number of in-depth researches on architectural conservation and related fields in order to accumulate further body of advanced knowledge and raise research funding at doctoral level for future progress.

## **Eligibility to apply**

1. Eligible applicants can be identified under the following types of study plans according to their qualifications:

### **1.1 Plan 1.1**

- those already holding a master's degree in Architectural Heritage Management and Tourism from Silpakorn University and
- has a minimum grade point average of 3.20 or a minimum of 2 years working experience after graduation.

### **1.2 Plan 1.2**

- those holding a bachelor's degree with first-class honors and
- has a minimum of 2 years working experience after graduation, *or* have profound knowledge and extensive practical experience in a field related to this program, depending on the discretion of the program/admission committee.

### **1.3 Plan 2.1**

- those holding a master's degree

### **1.4 Plan 2.2**

- those with the following qualifications:
  - (1) - a bachelor's degree with honors and a minimum grade point average of 3.20 and
    - not less than 2 years working experience in a field related to this program
  - (2) - a student currently studying for a master's degree in Architectural Heritage Management and Tourism at Silpakorn University and has completed a minimum of 24 credits with a grade point average of not less than 3.50 is eligible to apply for a transfer to this plan at the discretion of the program coordinating committee provided that the bachelor's degree attained was at the level of Very Good.

2. Applicants must pass English language test with results according to the criteria set by Tertiary Education Committee or in accordance with the announcement issued by Silpakorn University concerning English proficiency standards for those entering doctorate level programs at Silpakorn University.

3. All applicants must meet qualification requirements specified under Article 7 of Silpakorn University Graduate Studies Regulations 2007 and/or its subsequent amendments.

## Structure of the curriculum

### Plan 1.1 - for holders of a master's degree

Compulsory course (non-credit)	3	credits
Thesis (equivalent to)	48	credits
<b>Total</b>	<b>48</b>	<b>credits</b>

### Plan 1.2 - for holders of a bachelor's degree

Compulsory courses (non-credit)	9	credits
Thesis (equivalent to)	72	credits
<b>Total</b>	<b>72</b>	<b>credits</b>

### Plan 2.1 - for holders of a master's degree

Compulsory course (non-credit)	3	credits
Compulsory courses	18	credits
Elective courses not less than	6	credits
Thesis (equivalent to)	36	credits
<b>Total: not less than</b>	<b>60</b>	<b>credits</b>

### Plan 2.2 - for holders of a bachelor's degree

Compulsory course (non-credit)	3	credits
Compulsory courses	18	credits
Elective courses not less than	6	credits
Thesis (equivalent to)	48	credits
<b>Total: not less than</b>	<b>72</b>	<b>credits</b>

**Note:** Those under Plan 1.2, Plan 2.1, and Plan 2.2 with inadequate background in architecture are required to take the non-credit foundation course.

## Courses for each type of study plan

### 1. Plan 1 Thesis writing

#### 1.1 Plan 1.1 Thesis work

For students with a master's degree

**(1) Compulsory Course** (*non-credit; evaluation in terms of S or U*) 3 credits

265 510 Seminar on Thesis Writing 3(1-4-4)

**(2) Thesis** (equivalent to) 48 credits

265 521 Thesis equivalent to 48 credits

#### 1.2 Plan 1.2 Thesis work

For students with a bachelor's degree

**(1) Foundation Course** (*non-credit; evaluation in terms of S or U*)

For those with inadequate background in architecture

265 400 Foundation in Architecture 3(1-4-4)

<b>(2) Compulsory Courses</b> ( <i>non-credit; evaluation in terms of S or U</i> ) 9 credits		
265 410	Research Methodology	3(1-4-4)
265 411	Management of Historic Places	3(1-4-4)
265 510	Seminar on Thesis Writing	3(1-4-4)

<b>(3) Thesis</b> (equivalent to) 72 credits		
265 522	Thesis	equivalent to 72 credits

## **2. Plan 2** Thesis plus coursework

**2.1 Plan 2.1** Coursework of 24 credits and Thesis work equivalent to 36 credits, totaling 60 credits, for those with a master's degree.

**2.2 Plan 2.2** Coursework of 24 credits and Thesis work equivalent to 48 credits, totaling 72 credits, for those with a bachelor's degree.

### **Courses for Plan 2.1 and Plan 2.2**

#### **(1) Foundation Course** (*non-credit; evaluation in terms of S or U*)

For those with inadequate background in architecture

265 400	Foundation in Architecture	3(1-4-4)
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#### **(2) Compulsory course** (*non-credit; evaluation in terms of S or U*) 3 credits

265 510	Seminar on Thesis Writing	3(1-4-4)
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#### **(3) Compulsory Courses** 18 credits

265 410	Research Methodology	3(1-4-4)
265 411	Management of Historic Places	3(1-4-4)
265 412	Architectural Heritage: Law, Planning and Property Market	3(1-4-4)
265 413	Heritage and Tourism Interpretation	3(1-4-4)
265 414	Heritage and Development in the Asia-Pacific Region	3(1-4-4)
265 415	Architectural Conservation Practice	3(1-4-4)

#### **(4) Elective Courses** not less than 6 credits

265 430	Building Conservation Techniques	3(1-4-4)
265 431	Cultural Landscape	3(1-4-4)
265 432	Cultural Tourism: Impacts, Planning and Management	3(1-4-4)
265 433	Sustainable Tourism and Environmental Management	3(1-4-4)
265 434	Museum and Gallery: Context and Issues	3(1-4-4)
265 435	Museum and Gallery: Strategy and Marketing	3(1-4-4)
265 436	World Heritage Studies	3(1-4-4)
265 437	Architectural Heritage and Digital Technology	3(1-4-4)
265 438	Geographic Information System for Architectural Heritage Studies	3(2-2-5)
265 439	Field Studies of Architectural Heritage Conservation and Tourism Management in other Countries	3(1-4-4)
265 440	Field Data Collection and Presentation Techniques for Research Work	3(1-4-4)

**(5) Thesis**

**Plan 2.1**

265 520      Thesis      equivalent to 36 credits

**Plan 2.2**

265 521      Thesis      equivalent to 48 credits

**Course Descriptions**

**265 400      Foundation in Architecture      3(1-4-4)**

*Note: Evaluation in terms of S or U.*

History of western architecture from Classical architecture to Modern architecture in the 20th century; history of Thai architecture from 1200 to 1932 A.D.; changes in aesthetic values according to social context and their influences on creative thinking and architectural values.

Field trips required.

**265 410      Research Methodology      3(1-4-4)**

*Note: Evaluation in terms of S or U for students under Plan 1.2*

General concepts and research methodology in social sciences; appropriate methods and various approaches for carrying out quantitative and qualitative architectural research, especially in the areas of history and conservation.

**265 411      Management of Historic Places      3(1-4-4)**

*Note: Evaluation in terms of S or U for students under Plan 1.2*

Different methods of assessment and analysis of heritage places; preparation of conservation plans and specific requirements for site management recommendation for historic places within the context of urban and rural cultural landscape; appropriate site planning and design criteria; management of visitors.

Field trips required.

**265 412      Architectural Heritage: Law, Planning and Property      3(1-4-4)**  
**Market**

International heritage conventions; national and local urban planning and heritage controls in selected comparative case studies; principles, techniques and implementation for balancing urban heritage protection and development including economic techniques, tax incentives and community education.

**265 413      Heritage and Tourism Interpretation      3(1-4-4)**

Principles and approaches to interpretation; relationship among educational, entertainment and profit motives; establishing objectives and developing ideas and themes; design and implementation of public programs that communicate the significance of conserved heritage to audiences within as well as beyond museum walls or site boundaries.

Field trips required.

- 265 414      Heritage and Development in the Asia-Pacific Region      3(1-4-4)**  
 Contemporary interests in architectural heritage and identity; cultural diversity, values, sustainability and rights; threats from modernization, war, fire, natural and other disasters; international efforts in protecting cultural heritage and in setting up directions towards a global strategy; typological and thematic approaches to heritage identification and cultural mapping; case studies; role and perspective of funding institutions.  
 Field trips required.
- 265 415      Architectural Conservation Practice      3(1-4-4)**  
 Researching information on contextual history of buildings and sites, and analysis of cultural significance; case studies in Asia-Pacific region; condition assessment; application of principles to conservation interventions design; report writing, project management, professional ethics and service fees.  
 Field trips required.
- 265 430      Building Conservation Techniques      3(1-4-4)**  
 Properties and behavior of various building materials; agents of decay, bio-deterioration and other mechanisms; diagnosing, cleaning, repairing and conservation techniques for different types of materials; substitution of materials; specification writing.
- 265 431      Cultural Landscape      3(1-4-4)**  
 Principles of cultural tourism; investigation into a number of areas forming cultural tourism praxis; interpretation strategies and recent developments in tourism product design including maps, guidebooks, visual culture, travel literature; application of knowledge to constructing cultural landscape and tourism product design.  
 Field trips required.
- 265 432      Cultural Tourism: Impacts, Planning and Management      3(1-4-4)**  
 Contemporary changes in global tourism marketplace and behavior; development of special niche markets; impact of technological changes on tourism markets; collaboration between public and private sectors; social and environmental consequences of niche tourism; case studies of management of special interest tourism products.  
 Field trips required.
- 265 433      Sustainable Tourism and Environmental Management      3(1-4-4)**  
 Aspects of sustainable rural tourism, host communities and tourists; impact of tourism on the environment; deconstruction of stereotypical assumptions and perceptions of communities and environment; environmental and community impacts from multiple aspects of tourism planning and development; developing critical assessment ability to identify, maintain and promote sustainable rural tourism products and viable tour routes design.  
 Field trips required.

- 265 434      Museum and Gallery: Context and Issues      3(1-4-4)**  
 Exploration and critique of historical and theoretical bases, functions and purposes of different types of museums and galleries; international ethical standards, cultural policies and legislations; related organization standards; contemporary issues including cultural diversity, globalization and virtual museums.
- 265 435      Museum and Gallery: Strategy and Marketing      3(1-4-4)**  
 Marketing context within which museums and galleries operate today; identification and analysis of competitor's products and requisites of museum audiences; developing mission and vision statements; appropriate performance measurement systems; preparing policy documents, project management, budgeting, funding and operational strategies for successful public relations.
- 265 436      World Heritage Studies      3(1-4-4)**  
 Concept of World Heritage, strengths and weaknesses in the philosophy; various approaches among different cultures in different regions; responsible organizations; administration and listing process; global strategies and global impact of World Heritage projects; impact of tourism on World Heritage sites and the need for effective management.  
 Field trips required.
- 265 437      Architectural Heritage and Digital Technology      3(1-4-4)**  
 Information technology and the application of digital technology for effective work in architectural conservation and heritage studies.
- 265 438      Geographic Information System for Architectural Heritage Studies      3(2-2-5)**  
 Fundamental knowledge of Geographic Information System, meanings, principles, procedures and applications to architectural heritage studies; basic exercises in building database together with uses of maps; data editing and exercises in analyzing simple problems concerning architectural heritage studies.
- 265 439      Field Study of Architectural Heritage Conservation and Tourism Management in other Countries      3(1-4-4)**  
 Architectural and community heritage conservation practices; museum management and historic area management for cultural tourism in other countries that provide good examples for broader understanding; application of acquired knowledge to planning cultural tourism management and undertaking researches.  
 Field trips required.

- 265 440      Field Data Collection and Presentation Techniques for Research Work      3(1-4-4)**  
 Practical fieldwork; advanced techniques in data collecting and use of surveying instruments; mapping and drafting fundamentals; advanced presentation and computer graphic techniques; data processing and analysis; writing up detailed and in-depth report on fieldwork and research projects.  
 Field trips required.
- 265 510      Seminar on Thesis Writing      3(1-4-4)**  
*Note: Evaluation in terms of S or U.*  
 Building confidence and skills in carrying out Thesis work; looking at both real-life and hypothetical contexts; establishing objectives and developing research questions as well as devising methods for addressing such questions; literature review, analyses, discussions and conclusions; alternative models for Thesis; managing data, incorporating appendices, file management, writing articles, abstracts and references.
- 265 520      Thesis      equivalent to 36 credits**  
*Pre or Co-requisite: 265 410 Research Methodology*  
 In-depth individual research work; emphasis on gathering information, analyzing and synthesizing ideas that lead to formal conclusion or proposal of original quality.
- 265 521      Thesis      equivalent to 48 credits**  
*Pre or Co-requisite: 265 410 Research Methodology (for students under Plan 2.2)*  
 In-depth individual research work; emphasis on gathering information, analyzing and synthesizing ideas that lead to formal conclusion or proposal of original quality.
- 265 522      Thesis      equivalent to 72 credits**  
*Pre or Co-requisite: 265 410 Research Methodology*  
 In-depth individual research work; emphasis on gathering information, analyzing and synthesizing ideas that lead to formal conclusion or proposal of original quality.