

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

Faculty of Architecture

Title of the Program

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| Thai | หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว (หลักสูตรนานาชาติ) |
| English | Master of Arts Program in Architectural Heritage Management and Tourism (International Program) |

Name of Degree

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| Thai | ศิลปศาสตรมหาบัณฑิต (การจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว) ศศ.ม. (การจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว) |
| English | Master of Arts (Architectural Heritage Management and Tourism) M.A. (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 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 practice;
4. To further propagate awareness of the importance of architectural and cultural heritage to the public through implementation of graduates' acquired knowledge and experience.

Eligibility to apply

1. Those holding a bachelor's degree with a minimum grade point average of 2.50. Applicants who do not meet such requirement may however, be admitted to the program at the discretion of the Program Coordinating Committee under certain circumstances and conditions.
2. Applicants must be very fluent in the use of English language and passed proficiency test according to the requirements of the Program Coordinating Committee.
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 A1 Thesis only

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|---------------------------------|-----------|----------------|
| Compulsory courses (non-credit) | 6 | credits |
| Thesis (equivalent to) | 36 | credits |
| Total: | 36 | credits |

Plan A2 Thesis plus Coursework

| | | |
|--------------------------------|-----------|----------------|
| Compulsory courses | 18 | credits |
| Elective courses not less than | 6 | credits |
| Thesis (equivalent to) | 12 | credits |
| Total: not less than | 36 | credits |

Plan B Coursework plus Independent Study

| | | |
|-----------------------------------|-----------|----------------|
| Compulsory courses | 18 | credits |
| Elective courses not less than | 12 | credits |
| Independent Study (equivalent to) | 6 | credits |
| Total: not less than | 36 | credits |

Note: Plan B requires students to take comprehensive examination after having passed all compulsory courses.

Courses for each type of study plan

1. Plan A1 Thesis undertaking equivalent to 36 credits

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

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|---------|----------------------------|----------|
| 265 400 | Foundation in Architecture | 3(1-4-4) |
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Compulsory for students deemed by the Program Coordinating Committee to have inadequate background in architecture

1.2 Compulsory Courses (*non-credit; evaluation in terms of S or U*) 6 credits

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|---------|----------------------|----------|
| 265 410 | Research Methodology | 3(1-4-4) |
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1.3 Thesis (equivalent to) 36 credits

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| 265 420 | Thesis | equivalent to 36 credits |
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2. Plan A2 Thesis equivalent to 12 credits plus 24 credits of coursework, totaling 36 credits

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

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|---------|----------------------------|----------|
| 265 400 | Foundation in Architecture | 3(1-4-4) |
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Compulsory for students deemed by the Program Coordinating Committee to have inadequate background in architecture

2.2 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) |

2.3 Elective Courses not less than 6 credits

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|---------|--|----------|
| 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 Study 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) |

2.4 Thesis (equivalent to) 12 credits

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| 265 421 | Thesis | equivalent to 12 credits |
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3. Plan B Coursework of 30 credits plus Independent Study equivalent to 6 credits, totaling 36 credits.

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

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|---------|----------------------------|----------|
| 265 400 | Foundation in Architecture | 3(1-4-4) |
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Compulsory for students deemed by the Program Coordinating Committee to have inadequate background in architecture

3.2 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) |

3.3 Elective Courses not less than 12 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 Study 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) |

3.4 Independent Study (equivalent to) 6 credits

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| 265 422 | Independent Study | equivalent to 6 credits |
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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 A1

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 A1

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 Market 3(1-4-4)**
 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.
- 265 420 Thesis equivalent to 36 credits**
Pre or Co-requisite: 265 410 Research Methodology
 Individual research work; emphasis on gathering information, analyzing and synthesizing ideas that lead to formal conclusion or proposal of original quality.
- 265 421 Thesis equivalent to 12 credits**
Prerequisite: 265 410 Research Methodology
 Individual research work; emphasis on gathering information, analyzing and synthesizing ideas that lead to formal conclusion or proposal of original quality.
- 265 422 Independent Study equivalent to 6 credits**
Prerequisite: 265 410 Research Methodology
 Investigation into a topic of special interest, practical field research or internship under the supervision of an appointed supervisor; progress reports; final report in traditional book format and other media.

- 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; investigating 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.