

**Master of Arts Program in Architectural Heritage Management and Tourism  
(International Program/ Revised Curriculum 2013)**

**Faculty of Architecture**

<b>Title of the Program</b>	Master of Arts Program in Architectural Heritage Management and Tourism (International Program)
<b>Name of Degree</b>	Master of Arts (Architectural Heritage Management and Tourism) M.A. (Architectural Heritage Management and Tourism)
<b>Teaching Venue</b>	Faculty of Architecture, Silpakorn University, Wang Tha Phra, Bangkok.

**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 business decision making responsibly and ethically;
4. To increase the number of researches on architectural conservation and related fields in order to accumulate further body of knowledge and raise research funding for future progress.

**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**

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	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	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 according to 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*)

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

265 410	Research Methodology	3(1-4-4)
265 413	Heritage and Tourism Interpretation	3(1-4-4)

##### **1.3 Thesis**

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*)

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

## 2.4 Thesis

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*)

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

### 3.4 Independent Study

265 422	Independent Study	equivalent to 6credits
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## Course Descriptions

265 400	Foundation in Architecture	3(1-4-4)
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*Note: Compulsory for students deemed by the program coordinating committee to have inadequate background in architecture. Credits for this course will not be counted as part of curriculum structure towards completion of degree. Evaluation will be made in terms of S (Satisfactory) or U (Unsatisfactory).*

History of Western architecture from Classic 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 influence on creative thinking and architectural values.

Involve field trip/s.

- 265 410      Research Methodology      3(1-4-4)  
*Note: For students under Plan A1, credits for this course will not be counted as part of curriculum structure towards completion of degree and grades will be given in terms of S (Satisfactory) or U (Unsatisfactory).*  
 General concept and research methodology in social sciences; appropriate methods and various approaches for carrying out architectural research in terms of both quantitative and qualitative research, especially in areas of history and conservation.
- 265 411      Management of Historic Places      3(1-4-4)  
 Different methods of assessment and analysis of heritage places; preparation of conservation plan with specific requirements for site management recommendation within the context of urban and rural cultural landscape; appropriate site planning and design criteria; management of visitors.  
 Involves study visit/s.
- 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; economic techniques for balancing urban heritage protection and development; taxation incentives and community education.
- 265 413      Heritage and Tourism Interpretation      3(1-4-4)  
*Note: For students under Plan A1, credits for this course will not be counted as part of curriculum structure towards completion of degree and grades will be given in terms of S (Satisfactory) or U (Unsatisfactory).*  
 Principles and approaches to interpretation; relationship between 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.  
 Involves study visit/s.
- 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 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.  
 Involve field trip/s.
- 265 415      Architectural Conservation Practice      3(1-4-4)  
 Researching information on contextual history of buildings and sites, and analysis of cultural significance; Asia-Pacific region case studies; condition assessment; application of principles to design of conservation interventions; report writing, project management, professional ethics and service fees.  
 Involves study visit/s.

- 265 420      Thesis      equivalent to 36 credits  
*Prerequisite: 265 410 Research Methodology*  
 Individual research work; emphasis on gathering information, making analysis 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, making analysis and synthesizing ideas that lead to formal conclusion or proposal of original quality.
- 265 422      Independent Study      equivalent to 6 credits  
 Investigation into a topic of special interest under the supervision of appointed supervisor; practical field research or internship is possible subject to approval. Progress report will be required; final report shall be submitted in traditional book format and may include 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; investigation into a number of areas forming cultural tourism praxis; mapping, guidebook design, visual culture, travel literature, interpretation strategies and recent developments in tourism product design; application of knowledge to constructing cultural landscape and tourism product design.  
 Involves study visit/s.
- 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 such as cultural heritage tourism, sports tourism, and eco-tourism; impact of technological changes on tourism markets; collaboration between public and private sectors; social and environmental consequences of niche tourism; case studies of how special interest tourism products can be best managed.  
 Involves study visit/s.
- 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; aspects of tourism planning and development that may affect the environment and communities; developing critical assessment ability in order to identify, maintain and promote sustainable rural tourism products such as design of viable tour routes.  
 Involves study visit/s.

- 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, 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.  
 Involves study visit/s.
- 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      3(2-2-5)  
 Studies  
 Fundamental knowledge of Geographic Information System, meanings, principles, procedures and applications to architectural heritage studies; basic exercises in building database together with the use of maps; data editing and exercises in analyzing simple problems concerning architectural heritage studies.