

Curriculum Details
Master of Arts Program in
Architectural Heritage, Creative Industries and Tourism Management
(International Program / Interdisciplinary Program / Revised Curriculum 2023)

Name of Institution: Silpakorn University
Campus/Faculty/Department: Wang Tha Phra/Faculty of Architecture

Number and Title of the Program

Number of the Program: 25500081111276
Title of the Program: Master of Arts Program in Architectural Heritage, Creative Industries and Tourism Management (International Program / Interdisciplinary Program)

Name of Degree and Field of Study

Full name: Master of Arts (Architectural Heritage, Creative Industries and Tourism Management)
Abbreviation of name: M.A. (Architectural Heritage, Creative Industries and Tourism Management)

Major

None

Total Number of Credits

Plan A - academic focus
 Plan A-1 - total equivalent of 36 credits
 Plan A-2 - not less than total of 36 credits
 Plan B - professional focus
 Plan B - not less than total of 36 credits

Character of the Program

1. Type of program: Master Degree Program

Plan A - academic focus
 Plan A-1 1.5 years of study
 Plan A-2 1.5 years of study
 Plan B - professional focus
 Plan B 1.5 years of study

2. Language medium: English

3. Student intake: Thai and foreign students who are fluent in English usage

4. Collaboration with other institutes: This program is run by the Faculty of Architecture at Silpakorn University with the cooperation of the University of Hawaii at Manoa, U.S.A.; Center for Southeast Asian Studies (CSEAS), Kyoto University, Japan; Palacký University Olomouc, Czech Republic; Università Politecnica delle Marche, Italy; Guang Xi Arts University, China; and Ton Duc Than University, Vietnam, and the UNESCO under a signed Memorandum of Understanding and future signed Memoranda of Understanding

5. Degree conferred: Single degree

Career Opportunities after Graduation

1. Architectural heritage management staff
2. Architectural heritage and cultural conservator
3. Curator, arts and cultural interpreter
4. Art and cultural services management staff
5. Cultural space and stage management staff
6. Art and cultural fundraiser
7. Tourism manager and tourism agency
8. Event organizer
9. Content creator
10. Social enterprise project staff
11. Researcher in government sector, private sector and university
12. Government officer
13. Community and cultural developer
14. Blogger / vlogger, and cultural influencer

Objectives of the Program

1. To produce AHCITM Master's graduates with knowledge of various disciplines related to the management of heritage, culture, creative industries, museums, and arts galleries and their application to conservation and development as a cultural capital for tourism and other public benefits.

2. To produce AHCITM Master's graduates with 21st century skills and lifelong learning; 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.

3. To produce AHCITM Master's graduates with an international mindset and knowledge about the management, conservation, and development of heritage, culture, creative industries, museums and arts galleries and tourism. To be a base of ideas for furthering academic development and related professions.

4. To produce AHCITM Master's graduates with knowledge about the management, conservation, and development of cultural heritage. With cultural diversity to apply to improve the quality of life of people in line with the Sustainable Development Goals (SDGs).

Eligibility to Apply

Plan A-1 those with the following qualifications:

- (1) holding a bachelor's degree with minimum grade point average of 3.5 and has a minimum of 5 years working experience after graduation, **or** have profound knowledge and extensive practical experience in a field related to this program, and depending on the discretion of the program/admission committee.
- (2) English proficiency results according to the criteria set by the Higher Education Commission or Silpakorn University.
- (3) complete qualifications according to Silpakorn University's regulations regarding graduate studies

Plan A-2 those with the following qualifications:

- (1) holding a bachelor's degree with minimum grade point average of 2.50
- (2) English proficiency results according to the criteria set by the Higher Education Commission or Silpakorn University.
- (3) complete qualifications according to Silpakorn University's regulations regarding graduate studies

Plan B those with the following qualifications:

- (1) holding a bachelor's degree with minimum grade point average of 2.50
- (2) English proficiency results according to the criteria set by the Higher Education Commission or Silpakorn University.
- (3) complete qualifications according to Silpakorn University's regulations regarding graduate studies

Number of Credits

Plan A - academic focus

Plan A-1 - total equivalent of 36 credits

Plan A-2 - not less than total of 36 credits

Plan B - professional focus

Plan B - not less than total of 36 credits

Structure of the Curriculum

Plan A-1 total equivalent of 36 credits

Compulsory courses (non-credit)	3	Credits
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Thesis (equivalent to)	36	Credits
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Plan A-2 not less than total of 36 credits

Compulsory courses	12	Credits
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Compulsory courses (non-credit)	3	Credits
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Elective courses not less than	12	Credits
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Thesis (equivalent to)	12	Credits
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Plan B	not less than total of 36 credits	
Compulsory courses	12	Credits
Compulsory courses (non-credit)	3	Credits
Elective courses not less than	21	Credits
Independent Study (equivalent to)	3	Credits

Courses

1.1 Plan A-1

Compulsory courses (non-credit) 3 Credit

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

Thesis not less than total of 36 credits

265 420 Thesis (equivalent to) 36 Credit

Note : * Compulsory courses (non-credit), evaluation as S or U

1.2 Plan A-2

Compulsory courses (non-credit) 3 Credit

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

Compulsory courses 12 Credit

265 411 Charters, Laws, Conventions, and Management System 3(1-4-4)

265 412 Cultural Landscape Management and Cultural Mapping 3(1-4-4)

265 413 Heritage, Creative Industries and Tourism Interpretation
and Communication 3(1-4-4)

265 414 Planning and Administrative Management Strategies 3(1-4-4)

Elective Courses not less than 12 credits

Elective Courses in the field of Organization Administration and Management of Heritage

Sources

265 430 Human and Financial Resource Management in Heritage,
Creative Industries and Tourism Projects 3(1-4-4)

265 431 Management of Heritage Sites and Cultural Landscape 3(1-4-4)

265 432 World Heritage Studies 3(1-4-4)

265 433 Heritage Impact Assessment 3(1-4-4)

265 434 Risk Management and Recovery of Cultural Heritage 3(1-4-4)

265 435 Historic Urban Landscape: Concept and Approach 3(1-4-4)

265 436 Rural Heritage and Local Communities Heritage 3(1-4-4)

265 437 Creative Industries and Creative Cities 3(1-4-4)

Elective Courses in the field of Architectural Heritage Conservation

261 534 Conservation and Development of Built Environment
and Community 3(2-2-5)

261 536	Adaptation of Vernacular Architecture and Built Environment for Contemporary Context	3(2-2-5)
265 438	Architectural Heritage Survey and Data Recording	3(1-4-4)
265 439	Practical Architectural Heritage Conservations Skills	3(1-4-4)
Elective Courses in the field of Museums, Art Spaces and Learning Process		
265 440	Museums and Galleries: Contexts and Issues	3(1-4-4)
265 441	Museums and Galleries: Strategies and Marketing	3(1-4-4)
265 442	Exhibition Planning and Design	3(1-4-4)
265 443	Management of Archive and Museum Collections	3(1-4-4)
Elective Courses in the field of Tourism and Cultural-Based Creative Economy		
265 444	Sustainable and Responsible Tourism: Planning and Development	3(1-4-4)
265 445	Creative Cultural and Heritage Tourism	3(1-4-4)
265 446	Rural Tourism and Village Tourism	3(1-4-4)
265 447	Festival and Creative Events Management	3(1-4-4)
Elective Courses in the field of Developing Academic and Practical Skills		
261 540	Geographic Information System for Built Environment Research	3(2-2-5)
261 448	International Field Study and Workshop in Architectural Heritage, Creative Industries and Tourism	3(1-4-4)
265 449	Internship and Professional Practice in Heritage, Creative Industries, and Tourism	6(not less than 270 Hours)
265 450	Entrepreneurship in Cultural Management, Creative Industries and Tourism	6(not less than 270 Hours)
Thesis work (not less than 12 credits)		
265 421	Thesis	(equivalent to 12 credits)

1.3 Plan B

Compulsory courses (non-credit) 3 Credit

265 410	Research Methodology	3*(1-4-4)
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Note : * Compulsory courses (non-credit), evaluation as S or U

Compulsory courses 12 Credit

265 411	Charters, Laws, Conventions, and Management System	3(1-4-4)
265 412	Cultural Landscape Management and Cultural Mapping	3(1-4-4)
265 413	Heritage, Creative Industries and Tourism Interpretation and Communication	3(1-4-4)
265 414	Planning and Administrative Management Strategies	3(1-4-4)

Elective Courses not less than 21 credits

Elective Courses in the field of Organization Administration and Management of Heritage

Sources

265 430	Human and Financial Resource Management in Heritage, Creative Industries and Tourism Projects	3(1-4-4)
265 431	Management of Heritage Sites and Cultural Landscape	3(1-4-4)
265 432	World Heritage Studies	3(1-4-4)
265 433	Heritage Impact Assessment	3(1-4-4)
265 434	Risk Management and Recovery of Cultural Heritage	3(1-4-4)
265 435	Historic Urban Landscape: Concept and Approach	3(1-4-4)
265 436	Rural Heritage and Local Communities Heritage	3(1-4-4)
265 437	Creative Industries and Creative Cities	3(1-4-4)

Elective Courses in the field of Architectural Heritage Conservation

261 534	Conservation and Development of Built Environment and Community	3(2-2-5)
261 536	Adaptation of Vernacular Architecture and Built Environment for Contemporary Context	3(2-2-5)
265 438	Architectural Heritage Survey and Data Recording	3(1-4-4)
265 439	Practical Architectural Heritage Conservations Skills	3(1-4-4)

Elective Courses in the field of Museums, Art Spaces and Learning Process

265 440	Museums and Galleries: Contexts and Issues	3(1-4-4)
265 441	Museums and Galleries: Strategies and Marketing	3(1-4-4)
265 442	Exhibition Planning and Design	3(1-4-4)
265 443	Management of Archive and Museum Collections	3(1-4-4)

Elective Courses in the field of Tourism and Cultural-Based Creative Economy

265 444	Sustainable and Responsible Tourism: Planning and Development	3(1-4-4)
265 445	Creative Cultural and Heritage Tourism	3(1-4-4)
265 446	Rural Tourism and Village Tourism	3(1-4-4)
265 447	Festival and Creative Events Management	3(1-4-4)

Elective Courses in the field of Developing Academic and Practical Skills

261 540	Geographic Information System for Built Environment Research	3(2-2-5)
265 448	International Field Study and Workshop in Architectural Heritage, Creative Industries and Tourism	3(1-4-4)
265 449	Internship and Professional Practice in Heritage, Creative Industries, and Tourism	6(not less than 270 Hours)
265 450	Entrepreneurship in Cultural Management, Creative Industries and Tourism	6(not less than 270 Hours)

Independent Study Not less than 3 Credit

265 422 Independent Study

(equivalent to 3 credits)

Study Plans

Plan A1

Year 1, Semester 1

Code	Course	Number of Credits (L – P – S)
265 410	Research Methodology	3*(1-4-4)
265 420	Thesis (equivalent to 12 credits)	12
Total		12

Year 1, Semester 2

Code	Course	Number of Credits (L – P – S)
265 420	Thesis (equivalent to 12 credits)	12
Total		12

Year 2, Semester 1

Code	Course	Number of Credits (L – P – S)
265 420	Thesis (equivalent to 12 credits)	12
Total		12

Note : * Compulsory courses (non-credit), evaluation as S or U

Plan A-2

Year 1, Semester 1

Code	Course	Number of Credits (L – P – S)
265 410	Research Methodology	3*(1-4-4)
265 411	Charters, Laws, Conventions, and Management System	3(1-4-4)
265 412	Cultural Landscape Management and Cultural Mapping	3(1-4-4)
	Elective Courses	3
Total		9

Year 1, Semester 2

Code	Course	Number of Credits (L – P – S)
265 413	Heritage, Creative Industries and Tourism Interpretation	3(1-4-4)
265 414	Planning and Administrative Management Strategies	3(1-4-4)
	Elective Courses	9
Total		15

Year 2, Semester 1

Code	Course	Number of Credits (L – P – S)
265 421	Thesis (equivalent to 12 credits)	12
Total		12

Note : * Compulsory courses (non-credit), evaluation as S or U

Plan B

Year 1, Semester 1

Code	Course	Number of Credits (L – P – S)
265 410	Research Methodology	3*(1-4-4)
265 411	Charters, Laws, Conventions, and Management System	3(1-4-4)
265 412	Cultural Landscape Management and Cultural Mapping	3(1-4-4)
	Elective Courses	3
Total		9

Year 1, Semester 2

Code	Course	Number of Credits (L – P – S)
265 413	Heritage, Creative Industries and Tourism Interpretation	3(1-4-4)
265 414	Planning and Administrative Management Strategies	3(1-4-4)
	Elective Courses	9
Total		15

* Remark : Compulsory courses (non-credit), evaluation as S or U

Year 2, Semester 1

Code	Course	Number of Credits (L – P – S)
	Elective Courses	9
265 422	Independent Study (equivalent to 3 credits)	3
Total		12

Note : * Compulsory courses (non-credit), evaluation as S or U

Course Descriptions

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

Note: Evaluation in terms of S or U.

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 heritage, museums, creative industries and tourism.

265 411 Charters, Laws, Conventions, and Management System 3(1-4-4)

Policies, principles and processes concerning heritage, creative industries and tourism; international and national charters, conventions and legislations; value-based approach and implementation of protection systems at site level; incorporation of principles and conventions into cultural heritage, creative industries, and tourism management systems at international, national, and local levels. Relevant examples of good practices from local and global case studies.

Field trips required.

265 412 Cultural Landscape Management and Cultural Mapping 3(1-4-4)

Principles and practices concerning cultural landscape and related concepts of place and territory; interactions between man, nature and environment; geographical analysis of contemporary issues at different spatial scales including climate change, urbanization, land-use, relationship between man and nature in past and present contexts with regards to ecological degradation; analysis and synthesis of geospatial and other data from various sources; cultural mapping tools and integration with basic Geographic Information System. Relevant examples of good practices from local and global case studies.

Field trips required.

265 413 Heritage, Creative Industries and Tourism Interpretation 3(1-4-4)

Principles and practices regarding heritage interpretation; nature of informal learning and means of communication; establishing objectives and developing ideas and themes; design principles for conveying messages; introducing public programs to provide awareness of the significance of conserved heritage to audiences; interrelationship between educational, entertainment, and profit motives; use of signages to manage visitor-flows and movements within as well as beyond museum walls or site boundaries for cultural and heritage tourism. Relevant examples of good practices from local and global case studies.

Field trips required.

- 265 414 Planning and Administrative Management Strategies** **3(1-4-4)**
 Mindset and professional skills necessary for management of heritage, creative industries and tourism; strategic framework for project management, financing, administration, marketing, conservation and preservation; management of visitors and publicity; effective leadership qualities of people in a heritage organization according to conventional heritage management system; facilitating partnerships between stakeholders and balancing pros and cons of conservation and development objectives while maintaining authenticity and integrity of both tangible and intangible cultural heritage, creative industries and tourism destinations with regards to sustainable development. Relevant examples of good practices from local and global case studies.
 Field trips required.
- 265 420 Thesis** **equivalent to 36 credits**
 Individual study related to heritage, museums and galleries, creative industries, and tourism; presentation of a thesis format under the supervision of a thesis advisor.
- 265 421 Thesis** **equivalent to 12 credits**
 Individual study related to heritage, museums and galleries, creative industries, and tourism; presentation of a thesis format under the supervision of a thesis advisor.
- 265 422 Independent Study** **equivalent to 3 credits**
 Individual study related to heritage, museums and galleries, creative industries, and tourism; presentation of a thesis format under the supervision of a thesis advisor.
- 265 430 Human and Financial Resource Management in Heritage, Creative Industries and Tourism Projects** **3(1-4-4)**
 Principles and practices concerning human capital resource management and business planning; financial management at organizational level; related legislations, norms, standards and procedures; policies and process involved in obtaining national fiscal budget for protection and management of heritage sites, creative industries and tourism; privileges and services provided by organizations; potential sources of international funding and support for projects. Relevant examples of good practices from local and global case studies.
 Field trips required.

265 431 Management of Heritage Sites and Cultural Landscape 3(1-4-4)

Different methods of assessment and analysis of heritage sites and cultural landscape, relic archaeological sites and active archaeological sites; preparation of conservation plans and specific requirements for site management; recommendations for heritage sites within the contexts of urban and rural cultural landscapes; appropriate site planning and design criteria; management of visitors. Relevant examples of good practices from local and global case studies.

Field trips required.

265 432 World Heritage Studies 3(1-4-4)

Principles and practices concerning World Heritage; World Heritage mechanisms for sustainable development and creating values in order to sustain World Heritage sites; various approaches and management appropriate for different cultures in different regions; stakeholders participation; responsibilities and administration of organizations; enlisting process, preparation of nomination dossier, identifying outstanding universal value, authenticity and integrity of the site, and appropriate selection criteria; preliminary tentative list for deliberation; components of a management system, managing disaster risks and tourism management; process and documentation forms for regular monitoring and identifying factors affecting the property; writing periodic reports, listing endangered places, and deregistration; World Heritage sustainable development policies. Relevant examples of good practices from local and global case studies.

Field trips required.

265 433 Heritage Impact Assessment 3(1-4-4)

Principles and practices concerning Heritage Impact Assessment (HIA); safeguarding heritage integrity and negotiating sustainable balance between development and conservation with regards to maintaining authenticity; relationship between Environmental Impact Assessment (EIA) and HIA; basic criteria for studies and their significance; methodologies for impact assessment; drawing acceptable conclusions and evaluating feasibility of each project proposal based on assessment of consequential impacts on heritage; developing recommendations concerning mitigation and adaptation measures. Relevant examples of good practices from local and global case studies.

Field trips required.

265 434 Risk Management and Recovery of Cultural Heritage 3(1-4-4)

Principles and practices regarding risk management and recovery; understanding the contexts and their physical, administrative, legal, political, socio-cultural, and economic environments; identifying possible threats of sudden and catastrophic nature such as earthquakes, floods, fires, and armed conflicts as well as gradual and accumulative processes such as chemical, physical, or biological degradation and climate change; agents and causes of deterioration and loss; levels of physical protection; three types of risk occurrences; analyzing risks, magnitude of risk and level of threat; controlling risks and five stages of management; monitoring and reviewing situations; heritage recovery and reconstruction. Relevant examples of good practices from local and global case studies.

Field trips required.

265 435 Historic Urban Landscape: Concept and Approach 3(1-4-4)

Principles and practices with regards to Historic Urban Landscape (HUL); World Heritage Convention and origins of HUL; recommendations concerning Historic Urban Landscape; management of heritage resources in dynamic and constantly changing environments; indicators for identifying and associating tangible and intangible natural and cultural values; contemporary international and local values; action plans, important procedures, and designing tools for implementation. Relevant examples of good practices from local and global case studies.

Field trips required.

265 436 Rural Heritage and Local Communities Heritage 3(1-4-4)

Principles and practices with regards to rural heritage (Ruritage); identifying potentials of unique characteristics within rural communities, namely pilgrimage, local food, inhabitant migration, art and festivals, landscape, and resilience in adapting towards a new order; tools for community participation in setting up strategies to revive local heritage; improving skills, knowledge, and potential of the community. Relevant examples of good practices from local and global case studies.

Field trips required.

- 265 437 Creative Industries and Creative Cities 3(1-4-4)**
 Principles and practices concerning creative Industries and creative cities; UNESCO's Creative Cities Network; structure, organization, and institutions of creative industries and creative cities; types of creative Industries and creative cities; creative industries in relation to politics, culture, and economy at local and global levels; role of the government in strategic positioning and planning together with practitioners in the industry and other stakeholders concerned with developing creative Industries and creative cities in the age of globalization. Relevant examples of good practices from local and global case studies.
 Field trips required.
- 265 438 Architectural Heritage Survey and Data Recording 3(1-4-4)**
 Practical fieldwork involving surveys and recording of data; techniques in data collecting and using of survey instruments; drafting and three-dimensional modeling, computer graphics modeling and Building Information Modeling (BIM); analyzing causes, factors and agents of decay; diagnosing patterns of structural damage and deterioration of materials; writing fieldwork reports and evaluation reports on the condition of buildings. Relevant examples of good practices from local and global case studies.
 Field trips required.
- 265 439 Practical Architectural Heritage Conservations Skills 3(1-4-4)**
 Introduction to conservation of architectural heritage, vernacular architecture and building environment; building construction materials used in Southeast Asia, namely timber, earth, bricks and terracotta, stone, concrete, mortars, cement and plasters, glass and mirrors, metals, and roofing materials; making visual analyses, scientific tests, and determining conservation needs; variety of remedial solutions regarding the use of traditional building materials; understanding the common problems and issues confronting historical vernacular buildings by reflecting on past approaches and their consequences; hands-on experience for developing practical skills and techniques. Relevant examples of good practices from local and global case studies.
 Field trips required.
- 265 440 Museums and Galleries: Contexts and Issues 3(1-4-4)**
 Critical overview of the history and formation of museums; intangible cultural heritage; theories, role of museums in contemporary society and in future; functions and purposes of different types of museums and galleries; international ethical standards, cultural policies and legislations; related organizations and standards; contemporary issues and cultural diversities, globalization and virtual museums. Relevant examples of good practices from local and global case studies.
 Field trips required.

- 265 441 Museums and Galleries: Strategies and Marketing 3(1-4-4)**
Marketing context within which museums and galleries operate today; identifying and analyzing competitor's products and requisites of museum visitors; expanding and advancing missions and visions; appropriate performance evaluation systems; preparing policy documents, planning project management, budgeting, funding, operation strategies and publicity for successful undertaking. Relevant examples of good practices from local and global case studies.
Field trips required.
- 265 442 Exhibition Planning and Design 3(1-4-4)**
Concept and practices concerning exhibition planning, development, and design of permanent, temporary, and traveling exhibitions; basic exhibition interpretation and designing techniques, goal setting and scriptwriting, spatial layouts and use of graphics, colors and materials, audiovisuals and lighting, methods of fabrication and installation of objects; roles played by various museum specialists at different stages in developing an exhibition. Relevant examples of good practices from local and global case studies.
Field trips required.
- 265 443 Management of Archive and Museum Collections 3(1-4-4)**
Concept and practices regarding conservation and management of museum collections; museum undertakings from acquisition, display, and storage, to planning and dealing with emergency situations; conservation science and history of creative techniques; preventive conservation measures for taking care of museum environment; legal and ethical considerations in the operation of museums involving acquisition of objects and artifacts, preparing exhibitions and displays, loaning of collections, documentation and storage. Relevant examples of good practices from local and global case studies.
Field trips required.

265 444 Sustainable and Responsible Tourism: Planning and Development 3(1-4-4)

Concept and practices concerning sustainable and responsible tourism; sustainable development goals; various definitions of ecotourism, green tourism, and responsible tourism; theoretical knowledge of tourism planning and development tools at different levels; climate change adaptation strategies for tourist attractions; monitoring environmental impact of tourism; resource conservation and management practices; community development; public participation and involvement in tourism development; supporting local entrepreneurs through tourism opportunities. Relevant examples of good practices from local and global case studies.

Field trips required.

265 445 Creative Cultural and Heritage Tourism 3(1-4-4)

Concept and practices regarding creative, cultural and heritage tourism; market segment of cultural tourism; identifying key factors that make cultural tourism experiences exportable; role of “place” in conceiving a cultural tourism initiative; place-based interpretation; cultural authenticity, integrity, and preservation; community support for cultural tourism initiatives. Relevant examples of good practices from local and global case studies.

Field trips required.

265 446 Rural Tourism and Village Tourism 3(1-4-4)

Concept and practices concerning rural tourism and village tourism; The World Tourism Organization (UNWTO) Recommendation on Tourism and Rural Development; aspects of sustainable rural tourism and the relationship between host communities and visitors; preventing and reducing the impact of tourism on the environment and community; framework for inclusive community development through tourism that enhances job creation, protecting natural resources and cultural heritage, promoting social inclusion, and empowering local communities and traditionally disadvantaged groups, particularly women, youths, and indigenous peoples; developing critical assessment ability to identify, maintain and promote sustainable rural tourism products along with viable tour routes design. Relevant examples of good practices from local and global case studies.

Field trips required.

- 265 447 Festival and Creative Events Management** **3(1-4-4)**
- Business planning for festival and creative events; setting up and carrying out marketing strategies and publicity; establishing relationship with supporters and sponsors of events; project management strategies and flexibility, particularly in unpredictable circumstances; overseeing recruitment, management, and retention of staff and volunteers; identifying appropriate approaches to assess sentiments and satisfaction among attendees and other stakeholders; assessing return of investment (ROI) and social return of investment (SROI). Relevant examples of good practices from local and global case studies.
- Field trips required.
- 265 448 International Field Study and Workshop in Architectural Heritage, Creative Industries and Tourism** **3(1-4-4)**
- Practical fieldwork and workshops in other countries; creating collaborative academic and research networks; improving international mindset and skills regarding architectural heritage, museums and galleries, creative industries, and tourism; developing skills in presentation and forming collaborations for fieldwork and workshops.
- Field trips required
- 265 449 Internship and Professional Practice in Heritage, Creative Industries and Tourism** **6(not less than 270 Hours)**
- Internship and professional practice training with government, public profit organizations, or private sector at national or international level dealing with heritage, creative industries, museums, and tourism; knowledge and understanding of work for improving professional skills, and skills for the 21st century; demonstrating professional skills and establishing networks; opportunity for presenting learning outcomes to external organizations, professional practitioners and academics so as to help promote career planning and future employment possibilities.
- 265 450 Entrepreneurship in Cultural Management, Creative Industries and Tourism** **(equivalent to 3 credits)**
- Formulating individual project for understanding about entrepreneurship mindset in the field of art, culture, creative industries, creative economy, and creative tourism; cultural policies, integration with new economy approach according to BCG Model of Bio-economy, Circular economy and Green economy; user and audience management; fund raising, budgeting and financial management; marketing and managerial aspects of cultural industries; the project may be incorporated as part of a thesis or Independent Study project.

Elective courses from other Programs

- 261 534 Conservation and Development of Built Environment and Community** **3(2-2-5)**
- Theories and principles concerning management of vernacular architectural heritage and the built environment; international conservation charters, related laws and regulations; various conservation methods and techniques; concept of participatory community development based on the application of knowledge and understanding of vernacular architecture; field exercises in data collection, implementation workshop, and public presentations.
- Field trips required.
- 261 536 Adaptation of Vernacular Architecture and Built Environment Contemporary Context** **3(2-2-5)**
- Principle, framework, laws and policy in conservation and development of old towns, heritage districts and communities in Thailand and international contexts and trends; survey and investigation of the vernacular building and the built environment; A value analysis; creating the business model canvas and the recommendation based on value; Project's value given to the society; social return on investment-SROI.
- Field trips required.
- 261 540 Geographic Information System for Built Environment Research** **3(2-2-5)**
- characteristics of geographical data; database structure, data input, collecting and filing spatial data and attribute data; analyzing geographic information; mapping and using computer graphic applications to produce maps; use of remote sensing for making interpretations and conducting research on built environment.
- Field trips required.