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Curriculum Details

Master of Arts Program in

Architectural Heritage Management and Tourism

(International Program / Revised Curriculum 2013)

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Name of Institution: Silpakorn University

Campus/Faculty/Department:Wang Tha Phra / Graduate School

Title of the Program

Thai: หลักสูตรศิลปศาสตรมหาบัณฑิต สาขาวิชาการจัดการมรดกทางสถาปัตยกรรมกับการ
ท่องเที่ยว (หลักสูตรนานาชาติ)

English: Master of Arts Program in Architectural Heritage Management and
Tourism (International Program)

Name of Degree

Thai: ศิลปศาสตรมหาบัณฑิต
(การจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว)

English: Master of Arts
(Architectural Heritage Management and Tourism)

Thai Abbreviation: ศศ.ม. (การจัดการมรดกทางสถาปัตยกรรมกับการท่องเที่ยว)

English Abbreviation: M.A. (Architectural Heritage Management and Tourism)

Major (If any)

None

Total Number of Credits

Plan A1 - 36 credits

Plan A2 - Not less than 36 credits

Plan B - Not less than 36 credits

Character of the Program

Type of program: Two-year master's degree program

Language medium: English

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

Collaboration with other institutes: This program is run by the Faculty of Architecture, Silpakorn University with the cooperation of University of Hawaii at Manoa, U.S.A. under a signed Memorandum of Understanding, together with professors from several other foreign universities and institutes

Degree: Single degree

Program Status and Approval of the Curriculum

Revised international program 2013 planned to commence in the first semester of academic year 2013.

Passed deliberation by the university's Academic Committee at its 17th meeting on 13th December 2012.

Approved by Silpakorn University Council at its 4/2556 meeting on 10th April 2013

Date by which the curriculum with recognized standard and quality is prepared to be publicized

Academic Year 2014

Career Opportunities after Graduation

1. University lecturer, professor and/or technical expert;

2. Architect (for those with qualified professional license);

3. Researcher in the field of art, culture and conservation under the employment of public or private organizations;

4. Producer of media related to architectural and cultural interests;

5. Architectural and cultural heritage advocate and conservationist;

6. Tourism-related entrepreneur and operator in public or private organizations.

Teaching Venue

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

Address: 31 Na Phralan Road, Phra Borom Maharajawang Sub-District,

Phra Nakorn District, Bangkok 10200

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. (Appendix A)

Transfer of Credits, Courses, and Inter-University Enrollment

To comply with Silpakorn University Graduate Studies Regulations 2007.

Curriculum

Number of credits

Plan A1 - total of 36 credits

Plan A2 - not less than 36 credits

Plan B - not less than 36 credits

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) 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) 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)

3) Thesis

265 420 Thesis   equivalent to 36 credits

(2) **Plan A2** Thesis equivalent to 12 credits plus 24 credits of coursework,
totaling 36 credits

(3) **Plan B** Coursework of 30 credits plus Independent Study equivalent to 6
credits, totaling 36 credits.

Courses for Plan A2 and Plan B

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) Compulsory Courses

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) Thesis and Independent Study

265 421 Thesis (for Plan A2)   equivalent to 12 credits

265 422 Independent Study (for Plan B)   equivalent to 6credits

4) Elective Courses (Plan A2 – 6 credits / Plan B – 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)

Study Plans

Plan A1 Thesis 36 credits (2 years / 4 semesters)

Year 1, Semester 1 (1ˢᵗ Semester)

Course No.	Course Title	Credits C(L-P-E)
265 400	Foundation in Architecture	3**(1-4-4)
265 410	Research Methodology	3*(1-4-4)
265 420	Thesis	6
	Total	**6**

*Compulsory (non-credit)   ** Compulsory (non-credit) for those with inadequate background in architecture

Year 1, Semester 2 (2ⁿᵈ Semester)

Course No.	Course Title	Credits C(L-P-E)
265 413	Heritage and Tourism Interpretation	3*(1-4-4)
265 420	Thesis	12
	Total	**12**

*Compulsory (non-credit)

Year 2, Semester 1 (3ʳᵈ Semester)

Course No.	Course Title	Credits C(L-P-E)
265 420	Thesis	9
	Total	**9**

Year 2, Semester 2 (4ᵗʰ Semester)

Course No.	Course Title	Credits C(L-P-E)
265 420	Thesis	9
	Total	**9**

Plan A2 Thesis 24 credits plus 12 credits of coursework (2 years / 4 semesters)

Year 1, Semester 1 (1st Semester)

Course No.	Course Title	Credits C(L-P-E)
265 400	Foundation in Architecture	3**(1-4-4)
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)
	Total	**9**

** Compulsory (non-credit) for those with inadequate background in architecture

Year 1, Semester 2 (2nd Semester)

Course No.	Course Title	Credits C(L-P-E)
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)
	Total	**9**

Year 2, Semester 1 (3rd Semester)

Course No.	Course Title	Credits C(L-P-E)
	Electives	6
	Total	**6**

Year 2, Semester 2 (4th Semester)

Course No.	Course Title	Credits C(L-P-E)
265 421	Thesis	12
	Total	**12**

Plan B Coursework 30 credits plus Independent Study 6 credits (2 years / 4 semesters)

Year 1, Semester 1 (1ˢᵗ Semester)

Course No.	Course Title	Credits C(L-P-E)
265 400	Foundation in Architecture	3**(1-4-4)
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)
	Total	**9**

** Compulsory (non-credit) for those with inadequate background in architecture

Year 1, Semester 2 (2ⁿᵈ Semester)

Course No.	Course Title	Credits C(L-P-E)
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)
	Total	**9**

Year 2, Semester 1 (3ʳᵈ Semester)

Course No.	Course Title	Credits C(L-P-E)
	Electives	9
	Total	**9**

Year 2, Semester 2 (4ᵗʰ Semester)

Course No.	Course Title	Credits C(L-P-E)
265 422	Independent Study	6
	Elective	3
	Total	**9**

Course Descriptions

Foundation course

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

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.

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).

Compulsory courses

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

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.

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).

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)

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.

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).

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.

Thesis and Independent Study

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.

Elective courses

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 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 the use of maps; data editing and exercises in analyzing simple problems concerning architectural heritage studies.

Curriculum Mapping

Keys to Learning Outcome Table are as follows:

1. **Morals and Ethics**

   (1) Moral, ethical, sacrificing and honest

   (2) Disciplined, punctual and responsible to themselves and society

   (3) Ethical academically and in carrying out research

   (4) Respect and behave according to social norms under the concept and principles of good governance

   (5) Conscious of responsibility towards the environment, culture and society

2. **Knowledge**

   (1) Possess knowledge and comprehension of theories and principles in the field of study

   (2) Possess knowledge of related disciplines and able to integrate them in the process of problem solving and conducting research in an effective manner

   (3) Able to apply acquired principles, theories and knowledge to developing appropriate directions towards problem solving

   (4) Constantly updating on new knowledge of developments, advancements and trends in the field and other related disciplines

3. **Intellectual Skill**

   (1) Able to think systematically, analyze, associate and understand issues with rationality by bringing together knowledge in various fields and satisfactorily synthesize them in response to problem statements

   (2) Able to think and solve problems creatively and appropriately based on the knowledge that they have gained

   (3) Possess skill in carrying out community fieldwork

   (4) Able to integrate knowledge and intellectual skill with knowledge in other fields

4. **Interpersonal Skill and Responsibility**

   (1) Possess leadership and co-worker quality depending on situation; able to set priorities and resolve conflicts through good governance based on rationality

   (2) Conscious of social and corporate responsibilities

   (3) Possess interpersonal relationship qualities in dealing with others

5. **Skills in Statistical Analysis, Communication and Use of Information Technology**

   (1) Able to communicate and present works clearly in conveying the message to other people through speaking, writing and the use of other media

   (2) Able to make appropriate use of statistical analyses in solving research-related problems

   (3) Possess proficiency in the use of English and/or other languages that can assist in carrying out research and collecting information

   (4) Able to use appropriate information technology to assist in studies and research

6. **Creative and Artistic Skills**

   (1) Have understanding and aesthetic appreciation of architectural heritage management and tourism

   (2) Able to apply various artistic skills to their studies, undertaking of research works and presentation of research findings

   (3) Have the creativity to apply artistic ideas to public presentation of their works

Curriculum Mapping of Responsibilities in Producing Standard Learning Outcomes for Each Course in the Curriculum

● Primary Responsibilities   ○ Secondary Responsibilities

Courses	1. Morals & Ethics					2. Knowledge				3. Intellectual Skill				4. Interpersonal Skill & Responsibility			5. Skills in Statistical Analysis, Communication and use of Information Technology				6. Creative & Artistic Skills		
	1	2	3	4	5	1	2	3	4	1	2	3	4	1	2	3	1	2	3	4	1	2	3
265 400 Foundation in Architecture	●	●			●	●	○		○	○	○	●	●	○	○	○	○		●		●	●	
265 410 Research Methodology		●	●	●	●	●	●	●	●	●	●	○	●	○	●	○	●	●	●	●	○	●	
265 411 Management of Historic Places				●	●	●	●	●	●	●	●		●		●		●		●	●		●	
265 412 Architectural Heritage: Law, Planning and Property Market	●	●	●	●	●	●	○	○	●	○	●	○	●	●	●	●	●	●	●	○	○	○	
265 413 Heritage and Tourism Interpretation			●	○	●	●	●	●	○	●	●	○	●		●	○	●		●	●	●	●	
265 414 Heritage and Development in the Asia-Pacific Region		●	●	●	●	●	●	●	●			○	●	●	●	●	●	○	●	●	●	○	
265 415 Architectural Conservation Practice	○	○	●	●	●	●	○	●	○	○	○	●	●	○	●	○	○		○		○	○	
265 420 Thesis	○	●	●		●	●	●	○	●	●	●	●	●	●	●	○	●	●	●		●	○	
265 421 Thesis	○	●	●		●	●	●	○	●	●	●	●	●	●	●	○	●	●	●		●	○	
265 422 Independent Study	○	●	●		●	●	●	○	●	●	●	●	●	●	●	○	●	●	●		●	○	
265 430 Building Conservation Techniques			○		○	●	○	○	○	○	○	●	●		○		○		●	○	○	○	
265 431 Cultural Landscape					●	●	●	●	○	●	●	●	●	●	●	●		●	○	○	○		○
265 432 Cultural Tourism: Impacts, Planning and Management	●	●	●	●	●	●	●	●	○	●	○		●	○	●	○	●		●	○	●	○	
265 433 Sustainable Tourism and Environmental Management		●	●	●	●	●	●	●	●	○	●		●	●	●	●	●		●		●	○	
265 434 Museum and Gallery: Context and Issues				○	○	●	●	●	●	●	●	○	●		●		●		●	●	●	●	
265 435 Museum and Gallery: Strategy and Marketing	●	●	●	○	●	●	●	○	●	○	○	○	●		●		●	●	●	●	○	○	○
265 436 World Heritage Studies	○	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	●	○	●	●	○	○	○
265 437 Architectural Heritage and Digital Technology					○	●	●	●	●	●	○	○	●			○	●	●	●	●	●		
265 438 Geographic Information System for Architectural			●	●	●	●	●	●	○	●	●		●		●		●	●	●	●		○	○

Courses	1. Morals & Ethics					2. Knowledge					3. Intellectual Skill					4. Interpersonal Skill & Responsibility				5. Skills in Statistical Analysis, Communication and use of Information Technology					6. Creative & Artistic Skills		
Heritage Studies																											