Master of Science (MSc) in Heritage Management

Programme Description

The Master of Science in Heritage Management programme is designed to equip and nurture talent and future managers with the most advanced academic and applied industrial knowledge and management skills in the context of cultural and heritage field with taught-based perspective. The duration of the master's programme is normally 2 years and can be extended to maximum 4 years. It can provide a pathway to more advanced cultural studies at doctoral level in the future. The programme includes the following learning modules:

- Core
- Elective
- Project Report OR Internship & Report

Modules and Courses

The table below summarises the programme structure design of MSc in Heritage Management.

Course Category	Credit (Total: 30 credits)
Core *(3 credits / course, all are compulsory)* ▪ Cultural Policies and Public Cultural Institutions ▪ Heritage Revitalization ▪ Heritage Conservation ▪ Cultural Landscape ▪ Contemporary Development on Heritage Interpretation	15
Elective *(3 credits / course, choose any three courses below)* ▪ Geographic Information Systems ▪ Sustainable Tourism Planning and Development ▪ Data Analytics and Visualization ▪ Seminar in Emerging Technologies ▪ Research Methods	9
Project Report *OR* Internship & Report* *(6 credits / 6 credits)*	6

*The Project Report OR Internship & Report must be related to the programme and should be conducted after the successful completion of all taught courses. If students choose Internship & Report, the internship duration is 600 training hours.

Course Description

Module	Course Title	Course Description
Core	Cultural Policies and Public Cultural Institutions	Public policy and state aid feature heavily in the arts and cultural sectors in Asia. Cultural policies are resulting in major cultural development projects in the accelerated modernisation of China. These projects, including the Greater Bay Area as part of the Belt and Road Initiative will transform the life, culture and economy in these regions and around the world. This course introduces different types of creative and cultural industry organisations. It also covers theoretical and practical concepts to define and implement original strategies for organisations in complex national and international environments.
	Heritage Revitalization	Heritage revitalization is a critical level of conservation intervention that involves the adaptive reuse of a heritage building to be rejuvenated in terms of both physical and economic values. This course aims to provide the students with an advanced learning of the accepted forms of conservation in the 21st century. Focusing on the Asian cities' contexts, students would learn from the adaptive re-use practices of the current trend of revitalizing the heritage structures into cultural spaces and understand the historical background, value recognition and cultural benefits of adaptive reuse options that help build liveable community within a broader urban framework.
	Heritage Conservation	The revitalization of built heritage has extended beyond architectural monuments to encompass various types of buildings, former industrial sites, extensive infrastructures, and even entire landscapes. These endeavours involve assigning new uses and attributing fresh values and significance to these heritage assets. Such developments underscore the dynamic and forward-looking nature of heritage conservation, which assumes a pivotal role in shaping the long-term planning of cities and regions while offering alternative models of sustainable development. This shifting focus towards socio-cultural processes and value creation within heritage conservation highlights the need for professionals equipped with the necessary technical competencies and intellectual skills. The course places significant emphasis on integrating sustainability principles into conservation training, enabling students to effectively address the escalating risks and challenges associated with the preservation of built heritage.
	Cultural Landscape	Cultural landscapes are a product of a dynamic and complex interaction between humankind and nature involving many different factors. This course introduces and clarifies the concept of cultural landscapes with reference to current international conservation practice. It also covers the international guidelines and strategies for assessing and treating historic cultural landscapes and relevant case studies

		to demonstrate the practical issues facing different professionals in the field of cultural landscape.
	Contemporary Development on Heritage Interpretation	This course explores the fundamental principles of heritage interpretation and their application in practice through a detailed interpretative planning process. It covers the concepts and strategies currently employed for the best practice of interpretation/ presentation and includes detailed case studies. It supports the students to develop critically engaged, reflexive and practical understandings of interpretive practice in various cultural sectors including art galleries, museums and heritage. It is an action learning based course and students are expected to work collaboratively and develop practical outcomes under a concerned topic. Through different workshops, students will learn the knowledge and skills on interpretative planning, audience development, writing text, interpretive design, marketing and visitor research.
Elective	Geographic Information Systems	This course is designed to familiarise students with the fundamentals of geographic information system (GIS) and how geodata can be applied to solve local and regional problems, where "locations" matter the most. Major topics include computer representation of geodata, the creation and maintenance of GIS databases, spatial analysis, and presentation of data outputs on digital maps. Case studies, management implications, and relevant GIS research papers are also discussed to complement the practical use of GIS applications.
	Sustainable Tourism Planning and Development	This course provides a systematic overview of the different facets of tourism, the concept of sustainability and sustainable approaches to the planning, development and management of tourism. It provides a detailed and critical examination of the theoretical and empirical issues underpinning the principles of sustainable development that are applied in tourism. The relationship between sustainable development and sustainable tourism, the techniques and tools to manage the impacts of tourism, the processes involved in tourism policymaking and planning and the extent to which the processes facilitate community participation and inclusiveness are discussed.
	Data Analytics and Visualization	With the advancement in IT, numerous social medias have emerged and brought us high-volume, high-velocity data of various types, resulting in the big data phenomenon. This course is a contemporary study about how to obtain relevant content from big data and generate useful results, where analysts can interpret the data to understand the trends and to perform predictive analyses. Data analytics and visualisation is an emerging field concerned with analysing, modelling, and visualising complex high-dimensional data. This course will introduce state-of-the-art modelling, analysis and visualisation techniques. It will emphasise practical challenges involving complex real-world data and include

		several case studies and hands-on work with visualisation tools.
	Seminar in Emerging Technologies	This course explores how technology has reshaped the cultural field. Being a crucial part of today's cultural industry, technology continues to improve customer experience to a new height. This course aims to deliver concepts, knowledge and skills relevant to emerging technologies and to share insights on their applications and managerial implications. Relevant case studies, challenges, and legal and governance issues related to the latest technology in the cultural industry will also be discussed.
	Research Methods	This course aims to develop students' intermediate levels of understanding and skills enabling them to apply different methods of research to address broad real-life management problems and in the specific context of cultural industries. At the end of the course, students will be expected to have obtained the necessary knowledge and confidence in applying the most established research methodologies, following the basic framework of identifying research problems, formulating appropriate research design, conducting scientific data collection and analysis, as well as interpreting, presenting, and communicating research.
Project Report *OR* Internship & Report	Project Report	The purpose of this course is to help students build and demonstrate their abilities to conduct an independent applied project using appropriate research techniques. Students must identify a business or industry problem, conduct research and propose practical solutions or create new applications for business/ industry development in general or for enterprises in particular.
	Internship & Report	Applying the principles of experiential learning, this course provides students an extended opportunity to connect theoretical knowledge and practical learning through training in a real work environment. After the internship, students need to complete a report to deeply reflect on the gains from the training in knowledge, skills, attitudes and values, and make suggestions for improving business practices.