

This reaearch study examined the social and cultural differences within the Muang Khao Community after the completion of the Sukhothai Historical Park Project. Units of analysis were households within the Muang Khao Community. For the purpose of this research, households were divided into those residing within the old Sukhothai walled city and those residing outside of the walled city. The sampling technique used was simple random sampling. Sixty households in each area were studied, thus making a total sample of 120 households. Findings are presented in terms of percentages and by employing the chi-square test.

Study results reveal significant differences between the two areas in the terms of economic characteristics of households: secondary occupation, household income and economic status . Furthermore, there are significant differences between the two areas in terms of household participation in community activities, the impact of the project on the community and households and the impact of tourism on their own households.

There is no significant difference between the two areas in the case of cultural activities, as each has a temple acting as a centre for cultural activities, and in terms of the impact of tourism on the community. People in both areas thought that their community had benefitted from tourism.