

## Abstract

The objectives of the thesis titled "Khao San Road in Traders' Perception" were to apply the district in Thai 'Yaan' – ย่าน concept into the research and to study the way of life and relationship patterns of traders on Khao San Road. The district concept, the urban life concept and the sociology of everyday life were used as main theoretical framework ; 12 samples are collected through interview & observation.

From the traders' perception, Khao San Road in the past was no different from other residential areas. However, around 20 years ago, Khao San Road has become the city center, the central of culture and various tourist attractions. The number of tourists has increased with the attraction of its good atmosphere, low cost accommodations and good hospitality of people on Khao San Road. After the word spreading by tourists, more and more tourists came into Khao San Road. As a result, Khao San Road has been changed from transporting way and a residential area to "tourist district".

As Khao San Road has become a "tourist district," most of the local people moved out while traders moved in. Dozens business take place, the locals move out whereas the benefit-seeker move in. Among vendors, they cannot reckon each other, their relationship and way of life are somewhat complicate, it is resulted to their trade term and channel which is significantly count. The relationship is quite different; like relatives, get-to-know people or benefit-seeker, yet trade benefit do change the relationship. The diffusion of tourism affects their close relationship as many form of benefit takes place.