Boosting the luminance: how to contract more interest in astronomy in Thailand

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In this talk, we will review the astronomy activities that conduct in Thailand during the last decade. The establishment of NARIT, the construction of observatories around the country, star parties, astrophotography competitions, and school research activities, draw attention from public. Astronomy became a topic on the headline. Thais are more interesting in Astronomy and are looking to the sky more often, not only for fun but also for research. Recently, the graduate program in Astronomy is started at Chiang Mai University, the first and the only place that offer a degree in Astronomy in Thailand.