

# Local Economy Improvement in Thailand by Firefly Tourism

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Janchai YINGPRAYOON, Dr.rer.nat.  
Deputy Director, International College,  
Suan Sunandha Rajabhat University, Bangkok, THAILAND  
Email: [janchai@loxinfo.co.th](mailto:janchai@loxinfo.co.th)

## Abstract

This paper describes the development of tourism in Thailand in terms of local economy improvement in western part of Thailand, Samut Songkram province, by firefly tourism. The basic idea is combination of the commonly known concept of tourism and economy management. The priorities for management include: 1) working on publicity for firefly tour; 2) managing tourism based on educational approach; 3) collaboration from local organizations and concerned companies and hotels. The development of various local products linking with firefly watching and the use of youth power for improvement of local economy will also be discussed.

## Keywords

Cultural and nature tourism, firefly tourism, local products, youth power, homestay business