

# THE INNOVATION OF AGRICULTURAL TOURISM IN SUPHANBURI PROVINCE WITH BCGS CONCEPT

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## ABSTRACT

The development model for economics in Thailand based on BCGs concept with 3 ways: Bioeconomy, Circular Economy, Green Economy which it leads to sustainability. Furthermore, BCGs concept could continue and up-rising the level of local products for agricultural tourism. Agricultural tourism is a kind of tourism which related to social, culture and environment and attracts tourists who need to get experience with agricultural tourism products. The research team studied with qualitative research by using primary and secondary resources. The primary resources used survey, observation, in-depth interview and focus group discussion. The secondary resources used documentary resources. The resources found that the innovation of Agricultural Tourism in Suphanburi province related to the local ingredients mostly are agricultural products. It reflects the local and cultural living of the people in Suphanburi province especially fish, vegetables, herbs. Some identity delicacy menu “Pla Mum” shows the local wisdom of cooking and preserving food that can be developed the product for tourism as souvenir by extending food life and also local ingredients and products by using BCGs concepts for sustainability.

**Keywords:** Innovtion, Agriculture Tourism, BCGs

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