advantage of the above indicators led to a higher percentage of fertilization in group III – 94.4% and IV – 91.2%, which confidently indicates a higher reproductive capacity of sows when using the drug «IMUNOCHASNYK» at a dose of 1000-1500 g/t of feed. Based on the results of the scientific and economic experiment, the optimal dose of the feed additive «IMUNOCHASNYK» in the main diet during the period of growing gilts and preparing them for insemination in the amount of 1000 g/t of feed was determined.

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CATTLE FARMING IN AGRITOURISM IN POLAND – ZOOTECHNICAL AND ECONOMIC ASPECTS

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Agritourism is a key element of the multifunctional development of rural areas, integrating agricultural, tourism, and educational activities [1]. It should combine agricultural production with hospitality and cultural experiences, making rural areas more attractive to tourists. As a sustainable development model, agritourism supports local communities, generates additional income for farmers, and contributes to the preservation of landscapes and traditions [2]. Moreover, it serves as a way to educate people about farm operations, increasing their awareness of everyday agricultural practices. Among the livestock kept on agritourism farms, dairy and beef cattle play a particularly important role, serving both productive and recreational-educational functions. Cattle farming in the context of agritourism aligns with sustainable agriculture trends, aiming to minimize environmental impact and improve animal welfare [3]. In agritourism, cattle have an essential educational function, helping to promote knowledge about cattle breeding and milk production. Educational visits to farms allow tourists to learn about the milking process, milk processing, and aspects of animal feeding and care. This helps consumers better understand the origin of dairy products and the role of traditional farming in shaping the local food economy. Additionally, cattle farming in agritourism serves therapeutic and recreational purposes. Interaction with animals, especially in free-range systems, has a positive impact on visitors' mental well-being and is part of the offering of farms focused on ecotourism and animal-assisted therapy (AAT). Cattle farming on agritourism farms represents a significant source of income, both in terms of livestock production and tourism services. Farms offering local products (such as milk, cheese, and yogurt) can achieve higher added value compared to traditional dairy distribution channels [4]. Furthermore, agritourism activities involving cattle farming contribute to the socio-economic activation of rural regions, creating jobs and stimulating the development of related tourism services. Collaboration with local food producers and the organization of thematic events (e.g., cheese festivals, cheesemaking workshops) further enhance the attractiveness of regions engaged in such activities [5]. Cattle farming in agritourism in Poland is a vital component of the sustainable development of rural areas. The combination of livestock production with educational and recreational activities helps popularize agricultural knowledge, improve consumer awareness, and strengthen the local economy. With the growing interest in ecological tourism and healthy food, agritourism-based cattle farming has significant development potential, provided that resource management is effective and adapted to evolving market expectations.

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INTEGRATING HIGHLAND CATTLE INTO ORGANIC AND AGRITOURISM FARMS FOR LANDSCAPE ENHANCEMENT

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