



USE OF HERBAL PLANTS IN THE OFFER OF AGRITOURISM FARMS

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Abstract

The aim of the study was to assess the activities of agritourism farms in the use of herbal plants. The basis for the assessment was an analysis of the agrotourism offer proposed in this respect on the websites of the surveyed farms. The offer of 25 agrotourism farms from different regions of Poland was analysed, which concerned the use of herbs in ornamental, utilitarian, cosmetic-therapeutic and educational aspects. The use of herbal plants in individual aspects varied considerably. All farms used herbs for ornamental and nutritional purposes. The use of herbs in the commercial and cosmetic-therapeutic aspects was on offer in every fourth farm. The educational aspect of the use of herbs was offered by three quarters of the farms. The educational offer was mostly carried out in the form of workshops. The topics of the classes varied. Most often, workshops were offered on learning about medicinal plants and their properties. Less frequently, workshops were offered on cooking, growing herbs, making herbal cosmetics and herbal therapies. The fewest workshops were offered on making herbal decorations. In general, the offer of using herbal plants in the activities of agritourism farms was well integrated into the agritourism context, and at the same time it fitted well into the cultural heritage of the Polish countryside.

Introduction

Agrotourism is one of the forms of rural tourism, which includes various types of services related to spending holidays in the countryside, ranging from accommodation, through partial or full-day meals, to a very diverse package of accompanying services. An important element of running an agritourism business is skillful communication of its services to all those interested in spending their leisure time in the countryside. The offer, which each agritourism farm can present to potential recipients of its services, serves this purpose. Expectations of service recipients and

competitiveness on the market, make agritourism farms strive to have the widest possible offer and the highest possible quality of services (ŁUKASIEWICZ 2018, MATLEGIEWICZ 2015, PRZEOREK 2018). This also applies to the offer related to the possibilities of using the potential of herbal plants in the activities of agritourism farms.

Herbal plants (herbs) are a large group of botanically and usefully diverse plants. They belong to many botanical families, genera and species. In Polish, the name herbs is not very precisely defined and has a rather broad meaning because it refers to all plants containing in their composition active biological compounds that can influence physiological processes in human and animal organisms (SZEMLIŃSKI 2017).

For centuries, man has inhabited areas rich in plant life. Through contact with them, he has discovered the nutritional, poisonous and healing properties of plants. From generation to generation, knowledge of herbal plants and their properties has developed through experience and observation. Initially passed on orally, it was later written down. On this basis, skills in the use of herbal plants grew and knowledge of them increased. The oldest records of herbal plants, how they were harvested, processed and used, date back five thousand years (DROZD 2012, MAKARSKA-BIAŁOKOZ 2019, 2020a, 2020b).

All accumulated knowledge about herbal plants has been verified by scientific research. Thanks to the original intuitive attempts to use herbal plants and their subsequent scientific confirmation, it is now possible to use them in a fully informed and responsible manner (KUŹNICKA and DZIAK 1984). Herbal plants are used in many fields of human activity. Among the herbal plants are species that, due to their active substances, can only be used under controlled conditions (BACLER-ŻBIKOWSKA and STEBEL 2023, RIVERA et al. 2013). There are also herbal plants whose use in conventional medicine is limited, but they are of importance as plants used in non-conventional (alternative) medicine, in various types of therapies (EWANSIHA et al. 2022, PAL and SHUKLA 2003). In addition to medicinal use, herbal plants are widely used in the food industry. Among other things, they are used to enrich the taste of food and beverages as so-called spice plants (KUDELKA 2008). Areas that benefit from the properties of herbal plants also include the cosmetic and perfume industry (JANKOWIAK and SCHASCHNER 2013). There are also those herbaceous plants that provide tannins for the tanning industry, fibres for the textile industry or dyes used in artistic weaving (NEWERLI-GUZ 2016).

Some of the uses of herbal plants have been applied in various forms of agro-tourism activities (CHAIYAKOT and VISUTHISMAJARN 2012, FIRMINO 2010, HAKIM et al. 2016, SALA 2021, WIDAYATI et al. 2024). On agritourism

farms, herbs are used in various aspects. This is reflected in the offer created based on herbal plants and their place both in the tradition and culture of the village and in the contemporary agritourism farm. One of the interesting areas of research in the context of the development of agritourism farm activities is the potential of their use of herbal plants and the associated offer. The aim of this study is to assess the activities of agritourism farms in terms of the use of herbal plants.

Materials and Methods

The research material was obtained from information posted on the websites of agritourism farms as part of an offer concerning the use of herbal plants in their activities. The information presented on the single electronic address of agritourism farms was preliminarily analysed in order to establish classification criteria suitable for the study. Only agritourism farms with their own website were analysed. The condition for qualifying an agritourism farm for the study was to have its own website, accommodation and catering offer and to include at least two activities related to the use of herbal plants in the offer. The criteria were defined so that at least one farm from each province qualified for the study. The research covered the entire area of Poland, broken down by voivodeship. The search for agrotourism farms was conducted taking into account their location. Objects in each voivodship were searched for successively. If the number of facilities meeting the criteria set out for the study was less than three, all agritourism farms were taken into account. If the number was higher than three, further selection criteria were based on the diversity of agrotourism services offered, in terms of the use of herbal plants, and those with the widest offer were classified. Finally, 25 agrotourism farms from different regions of Poland were selected for the study. Their characteristics were drawn up on the basis of a thorough analysis of the data found on the websites of these facilities. If a farm belonged to a network of educational homesteads, the offer offered there was also included in the general offer of the farm with regard to the use of herbal plants.

The methods of analysing the collected data consisted in selecting agrotourism farms meeting the assumed criteria, analysing the full offer of selected agrotourism farms, extracting data on the use of herbal plants in each of the facilities, and grouping these data, depending on the way the herbs were used, into the following aspects: ornamental, utilitarian (nutritional), therapeutic-cosmetic, commercial and educational. For the educational aspect, the workshops on offer were grouped according to their sub-

ject matter. The data were compiled using Microsoft Excel and then analysed and interpreted in terms of the research topic.

Results and Discussion

The use of herbal plants in the activities of agritourism farms is based on the centuries-old tradition of herbalism and herbal medicine in the Polish countryside (CIECHOMSKA 2018, KUŹNICKA and WYSAKOWSKA 1993). Herbal plants and their properties have been known and valued by the rural community there for centuries. They were sought after, extracted, processed and used, and the skills to use them were passed down from generation to generation. Herbal plants were initially extracted from clumps growing naturally in meadows and forests. Later, they also began to be cultivated on peasant homesteads (NOWIŃSKI 1980). Herbs became common in village gardens at the turn of the 18th and 19th centuries (IWAŃCIUK and KOWALIK 2014). They were present in all parts of the village garden, depending on the function they served. In the 'fore-garden', herbs used primarily for medicinal or ceremonial purposes grew among ornamental plants. In the 'vegetable garden' herbs used in the village kitchen were grown. Within the homestead, under the fences, in the grove and in the orchard between the trees, grew wild herbaceous plants used for healing and rituals, i.e. the so-called 'weeds that heal' (SZOT-RADZISZEWSKA 2017). Herbaceous plants were valued for their ornamental qualities, medicinal, spice and honey-giving properties, as well as their oil, dye, fibre and insecticide properties (SZEMPLIŃSKI 2017). They were also used in traditional folk ceremonies and in the celebration of many church festivals. In addition, they were attributed magical powers that were reflected in folk beliefs (SZOT-RADZISZEWSKA 2005).

Agritourism farms have become the refuge of herbal traditions in the Polish countryside, and the development of rural tourism has resulted in the use of herbal plants as part of agritourism activities. The offer of agritourism farms for the use of herbal plants can be very rich (KLEPACKA-DUNAJKO and KALUŻNA 2015, SALA 2021, WOŚ 2017). It can be based on garden or field cultivation of herbaceous plants. All surveyed agritourism farms (25) base their offer for the use of herbal plants on their cultivation in the garden (Table 1). Gardens in relation to agrotourism farms are areas with a specified use, with recreational and leisure, didactic and educational, utilitarian and aesthetic purposes (KALUŻNY and HANUS-FAJERSKA 2016). Additionally, 7 farms (28%) still cultivate herbs in the field (Table 1).

Table 1

Aspects of the use of herbal plants in the offer of agritourism farms

Order number	Name of agritourism farm	Voivodship	Garden/field cultivation of herbs	Use of herbal plants				
				Decorative aspect	Nutritional aspect	Therapeutic-cosmetic aspect	Commercial aspect	Educational aspect
1	'Chata Morgana'	Lower Silesia	g/f	+	+	-	-	+
2	'Lovenda Kujawska'	Kuyavia-Pomerania	g/f	+	+	-	+	+
3	'Ekogościniec Pachotówko'	Kuyavia-Pomerania	g	+	+	-	-	+
4	'Wiedźminowo'	Lublin	g	+	+	-	-	+
5	'Koziołek Suchodółek'	Lubusz	g	+	+	-	+	+
6	'Leśne Zacisze'	Lubusz	g	+	+	-	-	+
7	'Synowcówka'	Lodz	g	+	+	-	-	-
8	'Łopusze'	Lesser Poland	g	+	+	-	-	+
9	'Willa Jasna'	Lesser Poland	g	+	+	-	-	+
10	'Pod Dębem'	Masovia	g	+	+	-	-	+
11	'Uroczysko'	Opole	g	+	+	-	-	+
12	'Zadnie Łuki'	Subcarpathian	g	+	+	-	-	-
13	'Ziołowy Zakątek'	Podlasie	g	+	+	+	+	+
14	'Czar Podlasia'	Podlasie	g	+	+	+	-	+
15	'Lawendowa Osada'	Podlasie	g/f	+	+	+	-	+
16	'U Lawendowej Wiedźmy'	Silesia	g/f	+	+	-	-	-
17	'Oaza Zdrowia'	Holycross	g	+	+	+	+	+
18	'Siedlisko Orzechowe Wzgórze'	Warmia-Masuria	g	+	+	+	-	+
19	'Ziołowa Dolina'	Warmia-Masuria	g/f	+	+	-	+	+
20	'Ziołowy Dzbanek'	Warmia-Masuria	g	+	+	+	-	+
21	'Lawendowe Pole'	Warmia-Masuria	g/f	+	+	+	+	+
22	'Zagroda u Kuski'	Greater Poland	g	+	+	-	-	+
23	'Zielone Zacisze'	Greater Poland	g/f	+	+	+	+	+
24	'Knieja'	West Pomerania	g	+	+	-	-	+
25	'Piotrogródek'	West Pomerania	g	+	+	-	-	-
All [numer]		-	-	25	25	8	7	21
All [%]		-	-	100	100	32	28	84

In field cultivation, lavender is the most commonly grown herb. Only one farm cultivates herbs in the field for the extraction of herbal raw material other than lavender. The range of uses of herbal plants can include ornamental, utilitarian (nutritional), therapeutic-cosmetic, commercial and educational aspects of these plants.

Herbal plants can only be present in the garden with an ornamental function (KOWALIK and KOWALSKA 2013). They can be a great enrichment of flower beds. Thanks to their varied colours, shapes and textures, they add variety to plant compositions and, by emitting pleasant aromas, stimulate the senses (MARWICKA et al. 2015). This way of using herbs is included in the offer of all surveyed agritourism farms (Table 1).

The utilitarian aspect of herbal plants is based on their extraction for various purposes within the farm business. Herbs can be used in agro-tourism food offerings as an ingredient in traditional regional products and dishes (ORŁOWSKI 2018, 2022). They enrich the taste and aroma of dishes, traditionally made cheeses, pickles, hams or sausages. Herbs also work well as an addition to sauces, salads and various drinks. They can be used to prepare infusions, juices, syrups and wines and liqueurs, which can enhance the offer of the agritourism farm. All the farms surveyed offer the use of herbs for food purposes (Table 1).

Herbal plants can also be used for therapeutic and cosmetic purposes. This type of activity is on offer at 32% of the surveyed agrotourism farms (Table 1). The offer in this respect can be very diverse (PRZEBÓRSKA 2010). Many herbs are suitable for the preparation of natural cosmetics, which can be used on an agritourism farm. Wellness, physiotherapy and cosmetology treatments using herbal plants can also be offered (GEDIYA et al. 2011, JANKOWIAK and SCHASCHNER 2013). These include various types of baths, massages, rituals and other treatments aimed at addressing health, regeneration and also well-being needs. The 'Ziołowy Zakątek' and 'Lawendowa Osada' farm have a wide range of activities in this area. The treatments offered there are performed using various herbs at 'Ziołowy Zakątek', on the basis of lavender at 'Lawendowa Osada'. Agrotourism farms 'Czar Podlasia', 'Siedlisko Orzechowe Wzgórze', 'Ziołowy Dzbaneć', 'Lawendowe Pole', 'Zielone Zacisze', also offer the use of herbs in the therapeutic-cosmetic aspect, but to a lesser extent. The therapeutic aspect of the use of herbs can also be realised in the offer of phytotherapy. Phytotherapy, i.e. treatment with herbs, is one of the oldest methods of natural medicine and also one of the branches of unconventional medicine, but it requires knowledge and experience (BAHMANI et al. 2016). Typical phytotherapy is only offered by the 'Oaza Zdrowia'. A centre for dietetics and phytotherapy, it is run there by a certified phytotherapist and nutritionist. Her dietary rec-

ommendations and product selection for chronic health problems are particularly appreciated. Offerings using herbs for therapeutic purposes can also be quite different from others. Herbal plants are involved in hortitherapy (CAPUCHO et al. 2023). Hortitherapy is a non-conventional therapeutic method that involves influencing a person's overall condition through their contact with plants in the garden. It can be passive or active hortitherapy. Passive hortitherapy is primarily walking and observing plants to stimulate the senses in order to achieve tranquillity, peace and relaxation. Active hortitherapy, on the other hand, takes place through physical work in the garden. Gardens designed for hortitherapy activities are so-called sensory gardens, which are designed to stimulate the senses of hearing, touch, smell, sight and taste. Such gardens must therefore be specifically designed to achieve the goal of the therapy conducted there (LATKOWSKA and MIERNIK 2012). This type of use of herbal plants is offered by the 'Ziołowy Dzbaneć' agrotourism farm and 'Siedlisko Orzechowe Wzgórze'.

Another way of using herbs in the activities of agro-tourism farms is by offering to sell them. The sale concerns both medicinal raw materials usually in the form of dried or oil, as well as culinary or cosmetic products made from the processing of medicinal plant raw materials. Handicraft items made from herbs are also often available. This way of using herbal plants is offered by 28% of the surveyed agro-tourism farms (Table 1).

An agrotourism offer based on the use of herbal plants may also concern educational activities thematically related to these plants (WIŚNIEWSKA and SZYMAŃSKA 2020). The offer in this respect is most often based on proposals for thematic workshops organised by the farms, but can also be implemented in a completely different way. 84% of the surveyed agrotourism farms have an educational offer on herbaceous plants (Table 1).

The cognitive aspect of herbs can also be realised through workshops on the identification of herbal plants, learning about the raw herbal material, its properties and possible uses. The herbal raw material is not always the whole plant, often only a part of it (leaves, flowers, fruits, seeds, rhizomes or other parts of the plant), and the extraction of herbal raw materials follows strict rules (SZEMPLIŃSKI 2017). Workshop participants learn to recognise different species of herbs, how to obtain herbal raw material from them, their properties and purpose. This type of workshop is offered by 76% of the surveyed farms (Table 2). On the farm 'Ziołowy Zakątek' it is implemented on the basis of the Podlaski Herb Garden with the status of a botanical garden (KLEPACKA-DUNAJKO and KAŁUŻA 2015). Each plant in the garden here has a plaque with its name and description. A mini

garden of herbaceous, utilitarian and forgotten plants bearing identifiers also has a farm called 'Lawendowe Pole'.

Table 2

Types of workshops using herbal plants on offer at agritourism farms.

Types of work-shops	Order number of agritourism farms according to Table 1																									Number	Share [%]
	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25		
Workshop to learn about herbal plants, their properties and uses	-	+	+	+	+	+	-	+	+	+	+	-	+	+	+	-	+	+	+	+	+	+	-	+	-	19	76
Herbal plant cultivation workshop	+	+	+	-	+	+	-	-	+	-	-	-	-	-	+	-	-	+	-	-	+	-	-	-	-	9	36
Workshop on the culinary use of herbs	-	+	-	-	+	-	-	+	+	+	+	-	+	-	+	-	+	-	-	-	+	-	-	-	-	10	40
Workshop on making herbal cosmetics and applying herbal therapies	+	+	-	+	-	-	-	-	-	-	-	-	+	-	+	-	+	-	-	+	+	+	+	+	-	11	44
Workshops for creating decorations with herbs	-	+	+	-	-	-	-	+	-	-	-	-	+	-	+	-	-	-	-	+	-	-	+	-	-	7	28

Agri-tourism farms can also offer workshops to enrich knowledge and practice in the cultivation and care of herbs. Herbs are quite a diverse group of plants. The conditions for their cultivation must meet the environmental requirements associated with where they are found in natural plant communities. They most often have high light requirements, low moisture requirements and variable soil requirements. Most common herbs can be grown in an agro-garden. However, not all herbs are suitable for traditional cultivation; some can only survive in container cultivation (GAWŁOWSKA 2014). Workshop participants create their own small herb crops, preparing plots, sowing, planting, tending and fertilising the plants. This type of workshop is offered by 36% of the surveyed farms (Table 2) and these are: 'Chata Morgana', 'Lovenda Kujawska', 'Ekogociniec Pachotówko', 'Koziołek Suchodółek', 'Leśne Zacisze', 'Willa Jasna', 'Lawendowa Osada', 'Siedlisko Orzechowe Wzgórze', 'Lawendowe Pole'.

Another form of workshop on the offer of agritourism farms based on herbal plants can be their use for culinary purposes. Herbs are an essential component of dishes in any agritourism kitchen. Products and preparations based on herbs are also (KUŹNICKA and DZIAK 1984). The ability to use them in traditional regional cuisine can be taught in culinary workshops (ORŁOWSKI 2016, ORŁOWSKI and WOŹNICZKO 2016). Workshop par-

ticipants take part in the process of preparing dishes with herbs, gaining the ability to make herbal infusions, juices, syrups and preserves, as well as vinegars and oils with the addition of specific herbs. They can also learn how to make herbal tinctures. Workshops on culinary topics are offered by 40% of agritourism farms (Table 2). Most of them base their workshops on the preparation of beverages, infusions and herbal preserves. These include 'Lovenda Kujawska', 'Koziołek Suchodolek', 'Leśne Zacisze', 'Pod Dębem', 'Uroczysko'. Composing herbal mixtures to make infusions or spices is on offer at 'Ziołowy Zakątek'. Workshops on the principles of using herbal spices in various dishes, using them in meat marinades and vegetable and fruit preparations, adding them to salads and salads are offered by 'Willa Jasna'. 'Lawendowa Osada' has on offer the preparation of dishes with the addition of lavender. Baked goods with herbs are offered by the 'Lawendowe Pole' and the 'Oaza Zdrowia'.

The theme of the workshop can also be based on the use of herbal plants for cosmetic or therapeutic purposes. Herbs are often used in cosmetics for their healing and care properties. Natural herbal raw materials can be used in personal care as an ingredient in creams, masks and body wraps, but often their use also has a therapeutic effect. The possibilities for producing natural cosmetics based on herbal plants and treatments using them are extensive (GEDIYA et al. 2011, JANKOWIAK and SCHASCHNER 2013, PRZEZBÓRSKA 2010). Workshop participants most often compose herbal cosmetics on their own, and less often learn the use of herbs in phytotherapy. Cosmetic-therapeutic workshops are offered by 44% of the farms (Table 2). Workshops on the cosmetic use of herbal plants take place in most lavender agro-tourism farms ('Chata Morgana', 'Lovenda Kujawska', 'Lawendowa Osada', 'Lawendowe Pole', 'Zielone Zacisze'). These include workshops for the production of bath balls, soaps, hydrolats, lavender oils and creams. The agritourism farms 'Ziołowy Zakątek', 'Ziołowy Dzbanek', 'Wiedźminowo', 'Knieja' base this type of workshop on the composition of various herbal ingredients other than lavender. Only two farms offer workshops on typical phytotherapy and these are 'Oaza Zdrowia' and 'Zagroda u Kuski'.

Handicraft workshops using herbs can also be an interesting proposition in the offer of agritourism farms. Herbs are a very versatile material for artistic inspiration (MAGOWSKA 2014). They are often a decorative element of agritourism interiors, dried, arranged in bouquets, enclosed under glass in the form of paintings, or embedded in wax. Workshop participants make a variety of objects from herbs themselves. 28% of the surveyed agritourism farms offer this type of workshop (Table 2). Most of them offer workshops on weaving herbal/lavender garlands ('Zielone Zacisze',

‘Lovenda Kujawska’, ‘Ekogościniec Pachotówko’, ‘Lawendowa Osada’). In the field of handicrafts, workshops are also offered for weaving herbal macchiatos, making flower compositions on a tambourine, creating flower compositions on canvas (‘Ziołowy Zakątek’), making herbal handmade paper or candles (‘Ziołowy Dzbaneł’, ‘Zielone Zacisze’, ‘Łopusze’) or lavender/herbal fusetek (‘Lovenda Kujawska’).

The agritourism offer for the use of herbal plants presents diverse proposals and indicates the most common practices related to their use. It is directly correlated with the demand observed on the tourist market. It was created on the basis of the needs signalled by tourists interested in the traditional use of herbs and all kinds of regional products made with their participation (WOŚ 2017). Agritourism farms, observing the interest in the offer regarding the use of herbal plants, meet the expectations of its recipients and try to satisfy their various preferences. The great diversity of the offer makes it an important element in increasing the attractiveness of agritourism farms.

Conclusions

The agro-tourism offer regarding the use of herbal plants is a return to the centuries-old traditions of the Polish countryside. The creation of an offer based on traditional patterns is evident in all the ways in which herbs are used.

The use of herbs in the decorative aspect favours the preservation of the idyllic character of a country garden in an agro-tourism farm. This type of garden is inscribed in the traditional landscape of the Polish countryside (ZATEK 2003). Shaping the greenery of agrotourism farms based on traditional compositional assumptions creates the possibility of restoring or, in some cases, preserving traditional gardens in rural areas (KALUŻNY and HANUS-FAJERSKA 2016, MARKS et al. 2003, POŁUCHA and MARKS 2011).

The use of herbs in the utilitarian aspect, and more specifically in the nutritional aspect, allows the cultivation of the traditions of the regional culinary heritage of the countryside within the framework of agro-tourism activities. Culinary practices are the basis of culinary heritage, which is a fundamental component of cultural heritage constituting one of the elements of cultural identity of social groups. It is a wealth of culinary history usually differentiated at the local or regional level being a reflection of their past (JAWORSKI and DOMINIK 2017, KRUPA 2010, PRZYBYŁO-KISIELEWSKA et al. 2019).

The use of herbs in the therapeutic-cosmetic aspect can be seen as an extension of the tradition of using them to make natural cosmetics and in folk herbalism. The use of herbs in folk medicine and cosmetology was not a matter of chance, but was linked to extensive knowledge of their properties and effects. This knowledge, as well as customs, rituals and magical rituals in their use are part of the cultural heritage of the Polish countryside (CIECHOMSKA 2018).

The use of herbs in the educational aspect is connected with passing on, in agrotourism activities, those values which are connected with the tradition and culture of the Polish countryside to a larger number of interested parties. Tradition, understood as behaviours, customs, beliefs and rituals handed down from generation to generation that are considered by a community to be important for its present and future, is, in addition to the material aspects of a culture, part of the intangible cultural heritage (KHAMUNG 2015).

The use of herbaceous plants in each aspect indicates that these plants are present in all zones of the agritourism garden, performing different functions in them (POŁUCHA and MARKS 2011). The presence of herbal plants in different parts of the garden is consistent with the pattern of traditional village gardens (SZOT-RADZISZEWSKA 2005, 2017), as is the use of them in different aspects in agrotourism activities.

The offer of using herbaceous plants in the activities of agritourism farms is well integrated into the agritourism context, and at the same time fits well into the cultural heritage of the Polish countryside. It is not only an important element of the general agrotourism offer, but also a space where tradition and innovation can intermingle. Encouraging the development of agrotourism related to the use of herbal plants is the general trend of 'slow live', which motivates people to relax in the countryside. Agritourism farms focused on herbal plant activities are fully in line with existing trends regarding healthy eating, living in harmony with nature and caring for the environment. In this way, they can fit in not only with the principles of agrotourism, but also ecotourism and sustainable tourism (GAWLIK and WOŚ 2021, ZAREMBA 2013, 2015).

The multifaceted possibilities of using herbal plants in agro-tourism activities make them a base for developing different types of tourism due to the main motive of the trip. Depending on the aspect of herbs used, they can influence not only the development of typical herbal tourism, but also health tourism and even culinary tourism (ÇALIŞKAN 2020, TORABI FAR-SANI et al. 2016, VASILJEVIĆ et al. 2012, WOŚ 2017). Herbal tourism based on learning about and using herbs, through herbal medicine, is directly linked to health tourism (ATAL and ATAL 2024, NÉMETHY et al. 2020).

Health tourism is a fast-growing form of tourism that allows leisure combined with the possibility of health treatments. Its idea is in line with the global trend of combining treatment with relaxation (ŁOŚ 2012, WIDARINI et al. 2022). The same is true of culinary tourism. There is a worldwide trend of seeking regional national culinary traditions during tourist travel, and the local culinary heritage is an additional motivation in undertaking tourist activities, both to distant places in the world and to those close by, in one's own country or region as part of the offer of agritourism farms (NAIR and MOHANTY 2021, ORŁOWSKI D. 2018, PEHIN DATO MUSA and CHIN 2022).

All this gives rise to the conclusion that agro-tourism farm activities based on the use of herbal plants have multifaceted potential and can be a key element in the perspective of developing different forms of tourism in the natural and cultural rural landscape.

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