

THE EXAMPLES OF GOOD ENTREPRENEURIAL MARKETING PRACTICE IN THE AREA OF TOURISM IN DRAGACEVO

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Abstract: *Entrepreneurship as an art of creative business appears in various branches of the economy. Nowadays, it no longer represents a choice, but a necessity in the achievement of success. The analysis of a certain area, potentials of tourism and specific aspects available offers a lot of information about possibilities to start business ventures. A chance is offered to everybody, but only a small number of the best prepared take it. Local development through entrepreneurial development based on tourism creates a model that is getting more attention these days. The objective of this paper is to point out the potentials in tourism of Dragacevo as a geographical area, as well as the examples of good practice of entrepreneurial marketing in the area of tourism.*

Key words: *entrepreneurship, marketing, tourism, entrepreneurial marketing, local development*