

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 Nowadays, it no longer represents a choice, but a necessity in the achievement of success.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*

1. INTRODUCTION

The modern way of doing business, according to its characteristics, demands the participants to be able to adjust constantly, to be ready to respond to challenges at any moment, often even outside the frame of conventional business activities. Flexibility and finding new creative ideas form the basis of the modern way of market approach personalised in entrepreneurial marketing. “It has been most frequently associated with marketing activities in firms which are small and resource constrained, and therefore must rely on creative and often unsophisticated marketing tactics that make heavy use of personal networks. Alternatively, the term has been employed to describe the unplanned, non-linear, visionary marketing actions of the entrepreneur” [1].

“Besides innovation, proactivity and positive attitude to changes, what entrepreneurship and marketing have in common is that both have the end user in focus in terms of business activities, that is, the satisfaction of their needs” [2]. The main characteristics of this marketing concept stated in [1] are: “opportunity-driven, proactiveness, innovation-focus, customer intensity, risk management, resource leveraging, value creation”. The main characteristics of entrepreneurial marketing, in fact, derive from the integrated specific points of entrepreneurship and marketing.

Stepping out of the traditional business framework, entrepreneurial marketing offers the possibilities of creating a better, higher quality relationship with the buyers in the market, while not considering as limits the size of the organization using it. Observing the marketing based on entrepreneurship in a wider sense, each individual or organization in possession of the young entrepreneurial spirit and readiness to face the changes can be an entrepreneur-marketer, disregarding the size and length of the existence.

Entrepreneurial marketing based on the principles of the classic marketing concept does not represent its negation, but a higher level of marketing activities achieved.

Entrepreneurial marketing has its role in all parts of an economy, as well as in the area of tourism. There are large numbers of definitions, but “it is possible to draw a conclusion that due to the specific points of tourism and its dynamic character, each of the above mentioned definitions considers tourism from a different point of view, but what they all have in common is considering tourism as an interdisciplinary activity” [3].

Tourism as a specific group of activities represents one of the most important sources of income in certain regions which have spotted their chances and used them in the right way. Every region, country or geographical entity possesses characteristics or traits that distinguish them from many others, and they have to be represented to the potential market in the right way if satisfactory results are wanted.

“Marketing in tourism is connected to doing business of various business entities in the area of tourism, in that way trying to achieve the goals set in order to be satisfied at the same time through the realisation of the planned profit, as

well as to the satisfaction of the users of their services – tourists” [4]. The specific points of this type of marketing come from the characteristics of the tourism market.

The characteristics of the geographical regions, whether natural or anthropogenic, created through the centuries, represent a good potential for economic growth and development creation if their value is noticed timely and in the right way. One of such areas, which stands out for its characteristics and offers an inexhaustible source of chances for business activity improvement as well as, in a wider sense, the total quality of peoples’ lives, is Dragacevo.

2. DEFINITION AND TERRITORIAL DETERMINATION OF THE DRAGACEVO

Dragacevo is an area in the Republic of Serbia that is most often identified with the municipality of Lucani, so that these two terms are mainly used as synonyms. The reason lies in the fact that the largest and most representative part of Dragacevo territory is situated within the limits of the Lucani municipality (454 km² [5], slightly more than 62%), and therefore the term Dragacevo is clearly pointed out in the coat of arms of the municipality of Lucani. However, Dragacevo should still be considered in a wider context, as a natural and geographical, not just administrative area. Considered from these aspects, it includes the territory of around 730 km² in area [6], determined by the natural boundaries “Moravica river from the south and west, the West Morava river from the mouth of Djetinja and Skrapez, across Ovar (986 m above sea level), Jelica mountain range (929 m above sea level) to the south, including the sides of Troglav (1314) and Cemerno (1581) all the way to the Moravica river” [7].

Table 1: The review of the municipalities/towns included within Dragacevo

Name	Municipality/town					
	Lucani	Cacak	Kraljevo	Pozega	Ivanjica	Arilje
Number of settlements	36 settlements	1 settlements	1 settlements	3 settlements	3 settlements	5 settlements
≈ Area (km ²)	454	7	56	25	120	70
≈ Percentage (%)	62,0	1,0	7,7	3,4	16,4	9,6

Source: author, used information from [7]

A widely defined area of Dragacevo, as provided in the table above, goes beyond the municipality of Lucani and it includes parts of the neighbouring municipalities/towns such as: Cacak, Kraljevo, Pozega, Ivanjica and Arilje (table 1). This is the way that Dragacevo connects people and municipalities, offering the possibilities to use the advantages of this area as a whole.

3. THE POTENTIALS OF TOURISM IN DRAGACEVO AREA

When it comes to the natural characteristics, Dragacevo can boast with very favourable conditions for the development of tourism. This potential, although used insufficiently, is primarily based on the variety of water, relief, plant and animal forms. All of the above mentioned elements make up the whole of natural beauties of Dragacevo, the whole which should be nourished and taken care of as a value of priceless importance, not hidden selfishly but shared with others, because the value is increased even more through sharing.

Natural beauties and rarities of hydrology represented in numerous “wells, mineral springs, rivers and streams” [6], described in table 2.

Table 2: Water potentials of Dragacevo

Type	Place (name)
Springs	Grab (Djokovica spring), Vlasteljice (Sava’s water), Markovica (Studenac, Jovasko spring), Kotraza (Studenac), Kaona (Mala), Donja Kravarica (Trojan, Kovacevica spring), Beli Kamen (Marica spring), Rtari (Vranic spring), Psanik (Banjica), Vica (Svetinja), Dljin (Pantelica and Cabica spring), Lis (Rabbit’s well, Gaj spring)
Wells	Kotraza (mineral water), Guberevci (Savia’s water, better known as Svetinja or Holy water), Vica (Pantovica water, Stalevica well)
Rivers	Bjelica, Gorusica, Vlasteljicki stream, Marica, Zivicka river, Dragacica, Tijanska river, Rčanska river, Vuckovicka river, Kotraska river

Source: author, some information from [6]

The characteristics of the relief of Dragacevo area (mountains, caves, etc.) are also a source of the possibilities for the development of tourism in the region (table 3).

Table 3: Relief potentials of Dragacevo

Type	Name
Mountains	Ovcar, Jelica, Troglav (western sides), Cemerno, Krstac, Golubac
Caves	Rti (Veliki ponor, Slepa cave, Suva cave, Rcanska cave), Lis (Cave on Cava), Dzidovac, Gornja Kravarica (Jovova cave), Ovcar (Kadjenica), Gornji Dubac (cave under Graoviste), Psanik (Bezdan), Vlasteljice (Bezdan), Vica (Velika cave, Mala cave), Krivacka cave, Turica (Vasiljevica cave), Cave in Greda, Cave in Donja Kravarica

Source: author

On the basis of the analysis of the natural protected areas in the Republic of Serbia, the following results were obtained – the natural protected areas in the territory of Lucani municipality, as the largest part of Dragacevo, are:

- Landscape of outstanding features: Ovcar-Kablar gorge (Ducalovici, Dljjin) [8];
- Monuments of nature: Rcanske caves (Rti), Two red oak trees Lily of the valley (Donja Kravarica), Radanova mount (Guca), linden tree in Guca, dogwood tree in Guberevci, downy oak tree in Vlasteljice, dogwood tree in Vica, maple tree in Vica, linden tree in Psanik, “Sumati sumar” – the Balkan Beech *Fagus moesiaca* – the procedure for enacting the protection act has been initiated [9].

When it comes to the hunting potentials of Dragacevo, it is important to point out the existence of the hunting grounds of 45435 hectares in area, where about 42975 hectares abound in a large number of various kinds of game. The existing hunting facilities are: 5 hunting lodges (in Lucani, Guca, Goracici, Vica and Kotraza), 3 hunting cottages (in Kaona, Lucani and Veles), apartments in Gornji Dubac, offices in Guca and Lucani [10].

Bjelica and Rcanska river, together with the lake in Vuckovica, are rich in fish, and that offers a possibility for the development of fishing tourism.

Besides these natural features, Dragacevo is also rich in anthropogenic features (table 4) including religious objects and archeological sites, as well as numerous memorials as witnesses of the times they were created in and the places which can, at least to a certain degree, take the modern visitors back into the past and the way life used to be like.

Table 4: Anthropogenic sources of the potential for tourism in Dragacevo

Type	Place and name
Religious objects	Churches (Goracici, Tijanje, Guca, Kaona, Kotraza, Vica, Cave church Kadjenica – Kadjenica is a church in a cave); Monasteries (Sretenje, Svete Trojice, Preobrazenje).
Archeological sites	Breg (Guca), Zbegoviste (Guberevci), Velika livada (Krstac), Oranica (Guca) Sites from the times of Roman: sites in Dljjin, Lucani, Rtari, Ducalovici, Vica, Donja and Gornja Kravarica

Source: author

Through the analysis of the Central Registry of Cultural Heritage of the Republic of Serbia [11], the following results were obtained – cultural monuments in the territory of Dragacevo are: Sveta Trojica Monastery (dedicated to the Holy Trinity) and Sretenje Monastery (dedicated to the Visitation of the Virgin), (Ducalovici, Cacak) – both monasteries are in the list of immovable cultural monuments of great importance [12], the house with wall paintings of Branko Sotra (Donji Dubac, Lucani), monastery dedicated to the birth of Virgin (Goracici, Lucani), the cemetery in Negrisoni (Negrisoni, Lucani), Lapidarium in Guca (Guca, Lucani), the church dedicated to Virgin (Prilipac, Pozega).

On the basis of the Central Registry of Archeological Sites, the most important archeological localities of Dragacevo are: “Gradina” (Grab, Lucani) and Velika humka (Pilatovici – locality Trnjaci, Pozega) which are also in the list of immovable cultural monuments of great importance [13].

It is necessary to point out the existence of the Museum of the Rebellion in Goracici from 1893, Lapidarium – a unique complex of gravestones and “krajputasi”/the gravestones by the roads (Guca), the gallery of self-taught painters and sculptors of Dragacevo (Guca) and the Trumpet Museum (Guca).

There is also a good infrastructure in Dragacevo, connecting it to the neighbouring towns and centres of tourism.

Natural and anthropogenic potentials of Dragacevo are very large, but only partly used. With the promotion of the events taking place in the area, it is also necessary to emphasize all the possibilities of Dragacevo further, in order to make them easy to recognize as a treasure worth visiting. This is the way to complete the picture about Dragacevo, the picture offering a possibility to perceive and understand this area in a better way, its way of life and thinking, to make a mosaic of the varieties that come together in this place.

4. THE EXAMPLES OF USAGE AND PROMOTION OF TOURISM POTENTIALS IN DRAGACEVO

“Dragacevo” tourist organization of Lucani municipality is mainly in charge of tourism in Dragacevo area. Before 2012, when it was founded, there was no institution dealing exclusively with the development of tourism in this area, but the Centre for culture, sport and tourism of Lucani municipality in Guca had to take care of this business.

From 2012 until the present day, Dragacevo tourist organisation promotes and encourages actively the development of Dragacevo tourist offer by taking part in various fairs (the International Tourism Fair in Belgrade, the Fair of Tourism and Outdoor Holiday in Nis, the International Tourism Fair in Skoplje, Tourism Fair in Banja Luka, the International Tourism and Rural Tourism in Kragujevac, the International Agricultural Fair in Novi Sad, etc), exhibitions, festivals and conferences (tourist Forum of Serbia, the Exhibition of tourist publications, Belgrade Manifest, Grape harvest at Oplenac, Youth fair, Ub evenings, etc), signing the proceedings on cooperation (e.g. with Banja Luka Tourist Organisation), through the organization of new events and tribunes (Mountaineering in Serbia, Get to know Dragacevo, New Year’s Bazaar, Tourism Fair within the Trumpet Festival, New Year’s Magic, etc), setting up tourist signs, appearance on national and international TV channels (for example Radio Television of Serbia – “Znanje imanje”, “Žikina šarenica”; Travel Channel, ARTE), as well as the usage of joint promotional tours around the country and abroad (Promotional tour in Mostar within USAID programme, My Serbia Caravan, Serbia days in the region – Visit Serbia, etc) [14]. Besides all the above mentioned, Dragacevo Tourist Organisation also uses modern IT technologies to promote its offer:

- the official site <http://turizamdragacevo.org/>
- the official Facebook page https://web.facebook.com/turistickadragacevo?_rdc=1&_rdr
- the official Twitter account <https://twitter.com/TODragacevo>
- the official Instagram page https://www.instagram.com/dragacevo_tourism/
- the official YouTube channel <https://www.youtube.com/user/turizamdragacevo>

Dragacevo Tourist Organisation as the central institution in charge of tourism, tends to create new tourist products as well as to improve the existing ones, and these are some of the most important ones: the Trumpet Festival in Guca, Sabor kumova in Goracici (the gathering of godfathers/best men), Rock’n’Roll Festival in Lucani, Dragacevo Singing, Straparijada in Lucani, St Demetrius Day in Vica, etc. Tourist organization should pay more attention to mutual connection of the events organised in the territory of Dragacevo. The trumpet is the symbol of the Festival in Guca as well as the symbol of the area itself, and so it appears in all the places where the potentials of this territory are promoted, in other events and festivals. The presence of smaller events at the Festival in Guca is extremely modest, if any. The connection of the important events, their mutual cooperation and joint promotion, without neglecting natural beauties and valuable remains of human existence through the centuries, people could provide conditions for the creation of better quality and more complete tourism offer throughout the year, and therefore tourism in Dragacevo would no longer be a periodical phenomenon appearing during the Festival in Guca.

4.1. Events as examples of good practice in Dragacevo tourism promotion

“Sabor kumova”/the gathering of godfathers or best men, or Kumovijada, as it is often called, has been held every year since 2010 (in the second half of May or the first half of June) in Goracici. The aim of this event is to point out the importance of godfathers, among Serbian people, as well as others. The respect of the godfather, and centuries-old spiritual energy connecting people implies the connection to the tradition and customs of the Serbian people, but most of all the respect of the individual based on the respect for other people. The importance of the godfather can be seen in the proverbs such as “God in Heaven, godfather on Earth”.

The contents of the event, with minor changes, mainly include: Jelica mini football cup, opening ceremony (always with a rich cultural and artistic programme and unavoidable trumpet players), the competition in the preparation of the pie (“gibanica”) from Jelica (several categories), godfathers’ combined events (the pairs of godfathers compete against one another – disciplines: chess, table tennis, long jump – the number of competitors in 2016 according to [15] was 20 pairs of godfathers), matches in table tennis, the exhibitions of the artists from Dragacevo, book promotions on Goracici and Dragacevo, Festival lunch, etc. You cannot avoid the visit to the Museum of the 1893 Rebellion in Goracici, the church of the birth of Virgin from 1807 (under the protection of the state), and the primary school building in Goracici. The existing infrastructure offered by the primary school in Goracici is used in the organisation of this event, including the gym, open sports field for several purposes, school canteen, school facilities as well as church facilities – sports field and church home.

The second day of the gathering of godfathers is always reserved for the chess open weekend tournament organised by Jelica PEP chess club – Goracici, Mladost chess club from Lucani and chess club Dragacevo – Guca. The chess tournament is conducted according to FIDE rules in rapid chess with ratings. The review of the number of competitors in the previous two years can be seen in table 5.

Table 5: The review of the number of competitors and the countries at the chess tournament in Goracici in 2016 and 2017

Sabor kumova – Open weekend chess tournament in Dragacevo		
Year	Number of competitors	Countries
2017	109	Serbia, Montenegro, (FYR) Macedonia, Bosnia and Herzegovina
2016	112	Serbia, Montenegro, (FYR) Macedonia, Switzerland

The source of the information in the table: [16] and [17]

Every year there is a media conference a few days before the beginning of the Festival. This is the way to inform the public at the local and national level by using different types of media, both traditional (newspapers, radio, TV) as well as the modern ones (ICT).

“Sabor kumova” connects the tradition, sport and art, and as such, it represents an example of good practice – how to use and promote the potentials of Goracici as a place with good organisation and the wish to improve the complete tourism offer of Dragacevo as well as this part of Serbia.

The Trumpet Festival in Guca is the biggest event in Dragacevo area, and wider. The first festival was held back in 1961.

The programme of the Festival in Guca is always diverse, and there were often experiments with its contents – from the music for the trumpet only, with the aim of preserving the cultural heritage and tradition, to the appearance of the well-known musicians from show business – all with the aim of satisfying the taste of the regular visitors as well as attracting the new ones, mainly from the “new” generations of festival visitors. There are the accompanying programmes within the Festival: concerts, exhibitions in the Museum of the trumpet, Book Fair at the Centre for Culture and Sport, agricultural exhibition, combined events competition, midnight concert, the defile, the display of the old wedding from Dragacevo, the selection of the most beautiful folk costume, the competition for the best toast, etc. The most important part is, of course, the trumpet competition: the competition of the youth orchestras, the final competition, and beginning in 2016 at the 56th festival the competition for the master trumpet player.

Many nowadays famous people started at the Festival, and they became the best “ambassadors” of Guca in the world. The importance of the Festival, the spirit of cheerfulness and timeless tradition-oriented values are the main reasons for the famous and important people from the society to accept becoming the hosts of the event, who open it by raising the flag, and bear that title not only during the Festival but throughout life. The Festival is not only associated with the year when it was held or remembered for the winner of the trumpet competition, but also for the person receiving the honour to declare it open at the ceremony.

The promotion of Guca is also performed through a large number of pre-competition centres which give the best orchestras.

The duration of the Festival in Guca has also changed, and reached 7 days for the 50th jubilee.

The slogans appearing in the promotional materials and media about the Festival in Guca are: Welcome – good people welcome you; Guca is Guca; You only live once; What connects us. Of course, the slogan would be incomplete without the logo of the Festival, which has been used in the following form (picture 1) in the last few years. The slogan and the logo are most often used in combination with the stylised name of the town – Guca, serial number and the period when the Festival is held.



Picture 1: The logos of the Festival in Guca [18] and [19]

Modern media are also used in the promotion of the Festival:

- the official site <https://www.gucafestival.rs/>
- the official Facebook page https://web.facebook.com/GucaFestivalPortal?_rdc=1&_rdr
- the official Instagram page, <https://www.instagram.com/gucafestival/>
- the official Twitter account <https://twitter.com/Gucafestival>

The authors and artists from the area are some of the best promoters of Guca and Dragacevo because there are a lot of books, songs and poems written about the trumpet. Among many of them, professor, author, sculptor or simply an artist from Dragacevo – Nikola Nika Stojic should be mentioned. “Stojic is one of the founders of the Trumpet Festival, the Association of self-taught painters and sculptors as well as Dragacevo ecological society.” The role of the trumpet in the lives of the people in this area is very important, and, as stated in [20], people are familiar with it in all the villages around Guca – “it got into the heart and soul of the people”. There is a well-known saying “Play the trumpet for a long time, for the happiness and nothing else”.

There were many reports about the Festival in Guca, documentaries as well as films (e.g. Guca! the director Dusan Milic in 2006, Pallas Film).

There are numerous sponsors of the Festival, mainly the largest companies in Serbia, and when speaking about the media, the Festival is on the TV stations with the national frequency every year. Besides the main TV station in the country, the importance of the other local and regional stations which are a great support for the Festival should not be neglected. Press conferences are held regularly during the days of the Festival in order to provide the most important information about the past and following events.

The impression about the Festival is completed by the two monuments devoted to the trumpet player: the monument to the first winner of the Festival – Desimir Perisic, and the monument to the trumpet player in the centre of Guca. Among

the important facilities can be mentioned the Museum of the trumpet with exhibitions of art objects and exhibition items on the history of the festival, as well as the new Trumpet Centre/The home of trumpeters in Guca.

The festival is also used for the promotion of SMEs and entrepreneurs, with mutual benefits. There is a great benefit for the people who live in Guca and the places nearby, so when talking about Guca and the Festival, it can be said that Guca lives for the Festival as well as from the Festival.

On the basis of [21] the research conducted on the sample of 300 interviewees with the 5 level Likert scale (from 1 – I completely disagree to 5 – I completely agree), there was a conclusion that The Trumpet Festival in Guca is the largest contribution to the promotion and development of other products and services in tourism (4,1400), as well as the industrial development of the town and municipality (4,1267), which completely confirms the attitude that this type of event can have positive effects the economic growth and development.

Apart from the above mentioned content, this long-lasting festival is also influenced by the environment where it is held – the place surrounded by the hills provide a specific sound of the trumpet, the sound with the soul of the area it comes from, and when you hear it once, it remains in your memories forever. That is why people often say that “the trumpet sounds the best in Guca”.

“Singing Dragacevo” is a cultural and artistic event promoting the tradition of the area of Dragacevo. It is held on the third day of Easter every year since 1961 [22]. “The aim of this event is to cultivate and develop original folk songs and music” [23]. “Nowadays, the best groups of singers, folk dance groups and trumpet orchestras from Dragacevo area and its surroundings take part in this event” [22]. This event offers a possibility to see all the variety of the cultural heritage of Dragacevo area, traditional national costumes, songs and dances as well as the trumpet, promoting not only the traditional values but also Dragacevo as a place that cherishes these values with great care.

Rock’n’Roll Festival is, unlike the Trumpet Festival and “Singing Dragacevo”, a new event of modern character which has started in 2015 and gives a good example of an idea well-designed and then realised in practice. Rock music, that has once been exceptionally popular in Serbia, today is mostly put aside under the influence of new types of modern music. Fortunately, there are still people who respect rock music and its values, not only among the older, but also in the younger generations as well. R’n’R Festival “represents a group of the most prominent current artists and music lovers of good Rock’n’Roll in Lucani” in the open with the main goal “to make this kind of music as popular as possible among the young” [24]. Facebook page (<https://sr-rs.facebook.com/festivallucani/>) is used for the promotion of the festival, where the guests at the event are announced one at a time with the information on the time and place of the performances, promoting the guest bands and their songs, etc.

4.2. The examples of rural tourism good practice in Dragacevo

Rural tourism can be defined as “a spectre of activities, services and additional contents organised by the population in rural areas at the family economies in order to provide additional income. It also includes the elements of ecotourism because it respects the principles of sustainable development, involves enjoying the nature and rural landscape as well as preserving the natural (tourist and other) resources and regions” [25]. As stated in [25], rural tourism can be differentiated into: agritourism, outdoor activities, rural experience (rural tourism), cultural tourism, events, etc.

The number of registered farm economies in the territory of Lucani municipality based on the analysis of the number of farm economies per organizational units is 3993 [26]. Village households have a large potential for activities in tourism so some of them have chosen to make it a source of additional income. The households are trying to offer good domestic food, everything nature provides and traditional hospitality in order that visitors can find a pleasant place to stay in the countryside. In the households in Dragacevo the guests can relax, eat healthy food, find out a lot of wise and interesting things about the customs and the way of life in this region through the conversation with their hosts.

On the basis of [27] the research conducted in 2012 in Dragacevo (2 small towns of Guca and Lucani, and 12 rural settlements) with the total of 176 (out of 300) questionnaires answered in the appropriate way „the biggest marks were given to the following: “I support tourism and would like to see it become the main industry in my community”, and “Tourists are valuable”. The lowest was the statement “I have more money to spend as a result of tourism” which points to the fact that tourism is still being developed in this area, and that the local residents are aware that tourism is an important sector of the economy in the future

On the basis of the research of the categorised farm economies in the territory of Lucani municipality [28] (14 households) some interesting data were gathered. “In five of the households there are facilities built in the traditional style (cottages or houses built at the beginning of the 20th century). Ten households provide domestic products and souvenirs besides accommodation and food because Dragacevo was formerly known for women’s cooperatives and weavers. There are facilities in three of the households decorated as antique museums, with a swimming-pool and sports facilities in one of them.”

“When the participants were asked whether there was perspective in Dragacevo for the development of rural tourism, they all answered affirmatively” [28]. In the same research, as the main motive for activities in tourism (with multiple possible answers) dominate financial reasons, love and enthusiasm, meeting people and socializing, the use of living space, etc.

According to the data acquired from the Lucani municipality tourist organisation Dragacevo from Guca (July 2017), the number of rooms in rural households is 39+2 apartments (a total of 88 beds), and the number of rooms in private accommodation is 216 (491 bed). The hosts are trying to adjust their offer completely to the guests, they try to introduce them to the rural way of life at least to some extent or even to include them into the households' activities.

When it comes to accommodation, besides the households and private accommodation, it is important to mention the two hotels in the territory of Lucani municipality, and they are Lucani Hotel in Lucani (2 suites, 11 single rooms with double beds, 14 double rooms) [29] and Nordic Hotel in Guca (3 suites, 31 triple rooms) [30]. There are a lot of taverns, cafes and restaurants in the territory of Lucani municipality, that is, various types of catering facilities open all year round but the best visit is always during the Festival in Guca. These facilities are mostly concentrated in Guca and Lucani, but there are also a number of them in the villages nearby to complete the tourist offer of Dragacevo and create the conditions for its further development.

One of the good examples how to use Dragacevo tourist potentials is Vajati household in Gornja Kravarica (Lucani municipality). “Radicevic brothers built “Vajati” ethno village in the family property in 2005, offering traditional hospitality and top conditions for a proper holiday” [7]. This complex of facilities built in the ethno style consists of 2 suites, 7 double bed rooms, 5 double rooms and 2 single rooms [28]; in 6 hectares of property, besides these things there are also swimming pools for children and adults, sports facilities, playground for children, a veranda with the capacity for up to 200 people, a garden with the capacity for up to 70 people, the rustic style restaurant with 20 places and the traditional Serbian food available to the visitors [31]. There is an authentic “outbuilding” at the complex, portraying in detail the home of a Serbian farmer from the 19th century. In the text found on the official site of the complex there is a sentence which could be taken as a slogan of “Vajati” – “This is the place you may not have visited yet, but you will always return gladly”. Besides the standard offer, there are also holiday offers, weekend offers, special offers, the offers for sports teams (e. g. mini-bus and van transport).

How much these people take care of the guests' needs and wishes is made clear in the survey conducted on their website called “What is your greatest pleasure in rural tourism?”; the largest number of visitors (57% out of 343 participants so far) stated it to be leisure, enjoying the food and complete separation from the civilisation; 27% chose walks, recreation and sports as the most important; at least 16% opted for taking part in household work [32]. There is also a book of impressions opened at the website so as to leave the comments because the visitors' opinions are very important for the improvement of the offer and its adjustment to the wishes and demands of the guests.

5. CONCLUSION

Dragacevo with its natural and anthropogenic features represents an inexhaustible source of the opportunities for tourism development and improvement in this part of Serbia. Mountains, rivers, caves, archeological sites, religious places as well as the events with long tradition and more modern ones carry a great potential for tourism development.

Tourism is one of the activities of great importance in Dragacevo area, and the usage of entrepreneurship based marketing is one of the key elements in successfully guided examples of good practice in this area.

Therefore, there is obviously the potential, but it is not self-sufficient – it is necessary to know the right way to use it, it is necessary to constantly improve the existing and develop new products because all things change, the changes are getting faster and bigger, and the survival in the market as well as successful business depends on the adjustment to the changes, the combination of modern times and tradition.

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