

Abstract of the Article
"Segmentation of Market of Yacht Tourism in Crimea"
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The main basis for realization of conception of the yacht tourism complex development is consisted of the informative marketing, which accents attention on the exposure of user's necessities and necessary quality of the offered tour products, and the database marketing, oriented on creating and analyzing the information about potential and real users, their descriptions and necessities. Efficiency of marketing strategy is determined by the clear selection of special purpose market audience that is especially actual for new goods and services first taken out to the market.

The basic criteria of segmentation of market of yacht tourism is certain and the consumer motivations formed under act of factors of marketing environment are explored. It is set that there are two basic segments at the yacht tourism market, whose preferences considering the marine vacations differ substantially.

The structural elements of the cost of yacht rounds are exposed and recommendations on forming the cost of tourism services are offered.