INFORMATION SYSTEM FOR ORGANIZING THE LEARNING PROCESS IN THE YACHTING SCHOOL

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Based on marketing research, there's a consistent rise in demand for chartering cruising yachts until 2030, especially in Europe for yachts ranging from 20 to 50 feet. This range is popular for bareboat chartering, leading to a steady demand for training services for independent yacht navigation licenses.

The goal of developing and implementing an information system is to solve established organizational issues in yachting school operations. These issues encompass attracting new clients, promoting repeat use among current clients, managing student and instructor workload, and ensuring enough time for practical yacht navigation training.

The plan is to tackle client interaction issues through a CRM module in the information system, accessible to administrators. Studies [1], [2] indicate a strong connection between customer relationship management, satisfaction, and loyalty, as well as the direct impact of service quality on these factors.

Practical experience suggests that two-week daily sessions, each lasting about 12 hours, are needed to finish both theoretical and practical aspects of the basic yacht navigation course. Studies [3], [4] warn against this overload's negative effects on students and instructors. To solve this, a learning platform is in the works, letting students finish the theory part independently and take related tests at their convenience. The practical sessions, meanwhile, can be condensed into two weeks, with a more manageable 8-hour daily schedule.

While a two-week course suffices for basic yacht navigation skills, it's advisable to dedicate more time to each practical exercise than allotted in the program. One solution involves using simulation methods to extend practical training time, thereby lowering school expenses linked to equipment repairs from overuse and student errors. Research [5] - [7] confirms the effectiveness of simulation training, especially for beginners, using affordable simulators to acquire and reinforce essential skills.

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