

## EXAMINING THE FACTORS INFLUENCING TOURISM IN THE CITY OF MASHHAD IN ORDER TO DESIGN HOTEL

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### ABSTRACT

Studying residential complexes and hotels in Iran, it can be understood that the residential spaces used in different areas in the country, in some cases do not adequately meet the residential needs of tourists. Despite the willingness of the urban population to short staying in hotels and residential complexes and having leisure time and gatherings in hotels and experiencing life in a different and new environment, appropriate places for these purposes have not been built and this led to the issue that tourism in Iran does not have necessary boom and improvement.

Therefore, it is intended that the needed design for construction of a hotel in an area of 60,000 square meters in Mashhad will be provided. In this space, a living complex in the form of a hotel in order for residence of tourists, with the right combination, in accordance with the natural ground and using local materials and also a gathering space for international conferences in the hotel complex will be constructed and in its proximity, appropriate spaces for entertainment, walking and a playing space, in order for attracting as much tourism as possible and their welfare have been taken into account.

**Keywords:** *tourism, Mashhad, hotel, sustainable development*

### INTRODUCTION

Tourism as a geographical phenomenon in the postmodern age has been increasingly expanding. The dominance of modern attitudes in the deconstruction of the irreversible times in post-modern age resulted in the formation of a mosaic world. In this world, aesthetic economy based on unorganized capitalism, about tourism, has caused a reverse procedure of capital flow, from the center to the periphery.

Aesthetic economy, according to the capabilities of traditional civilizations on the one hand and nostalgia reflectivity, formation of Expressionist life style and the landscape of tourists on the other hand, has created the reactions of tourism flow in the traditional civilizations. In postmodernity, leisure time and tourism have been considered as a right not a reward and has turned to the foundations of life and existence. Therefore, the postmodern tourism can be considered a process which is consisted of a set of economic, social-cultural, and environmental factors which come together in an Expressionist life style and cause several reactions for enjoying of experience, in many cognitive levels in ontological frame and adherence to the present, in society or in self (Papeli Yazdi and Saghaee, 2003: 38). However, according to the statistics of World Tourism Organization (WTO), the number of tourists in the world in 2005 has reached to 808 million people that compared to 2004, has had 5.5 percent growth. This is while the growth of tourism in Africa by 10 percent is the leader in this regard. After that, there are Asia and Oceania with 7.4%, Middle East with 6.9%, America with about 5.8% and Europe with about 4.3% (WTO, 2006). This shows that tourism along with

technological innovations and pervasiveness of global capitalism has taken a procedure of globalization. In fact, it can be said that tourism is the only geographical phenomenon that is quite universal. As a result, the process of international tourism includes a variety of different purposes in the world. One of the tourism destinations in the world are religious metropolises. Metropolises such as Mecca and Mashhad that accept a large number of tourists and each have a special status in the Muslim world. Also in this regard, if we pay attention to the role of cultural metropolises in tourism, such as Isfahan metropolis as the cultural capital of Islamic world, we will understand the increasing role of metropolises in Islamic world and in Iran. In addition to the above discussions, selecting Mashhad metropolis as the studied area is because of certain features of this area. Firstly, Mashhad metropolitan city is the only metropolis in the East of the country and is also the world's second religious metropolis. In addition to these points, it must be added that Mashhad metropolitan city is the only metropolis existing in the selected area of religious tourism in the Tourism Master Plan of the Country.

## **LITERATURE REVIEW**

### ***Tourism***

Tourism is a Persian word meaning revolving around the world and tourist means rotary around the world and a person who travels a lot around the world (A.A.Dezhkoda, 1946, V. 19: 11). In terms of the birth and rise of the word, almost all believe that the world tourist has been raised long before the term tourism (Heidari, 2008: 42).

The tourism industry has universal expansion and is known as one of the largest and most diverse industries in the world; thus it has become an important area of study among researchers (Taghavi and Soleymani, 2009:89). This industry, because of the mobility and dynamics in the distribution of various services in it, has had a significant development in many years that could become one of the most lucrative and the most profitable industries in the world and an unmatched competitive for automotive and oil extraction industries (Kazemi, 2008: 7). The industry is increasingly developing such that in 2012 the historical record of one milliard foreign travel of people on earth was recorded and according to this, it is predicted that this value will reach 1.8 milliard people in 2030 (World of Economy Newspaper, 2013). Tourism industry is comprehensively related to security at different national, regional and international levels. Any kind of violence will impose irreparable losses on the industry; according to the estimates from the World Tourism Organization, each tourist announce his/her satisfaction of traveling to a country to 20 people, but announces his/her dissatisfaction to 47 people (Rahimpoor, 2004: 32).

### ***Concept of sustainable development of tourism***

Today, sustainability as a fundamental approach is widely accepted for any kind of development including tourism development, and in scientific and academic debates, sustainable tourism has been proposed as a new concept for dealing against negative effects of tourism development. On the other hand, preservation of natural environments, especially natural attractions is among the institutional mission priorities of the environment-related institutions. Increasing growth of tourism along with ecotourism requires the important point that different concepts and principles about environmental sustainability to be used more that sustainable development is among these concepts.

Among the branches of tourism, the ecotourism growth is such accelerated that as predicted by World Tourism Organization (WTO), the twenty-first century will be the century of ecotourism. Now, Ecotourism having eight main branches and more than 800 sub-branches among different branches of tourism is of utmost importance (Saraee et al., 2010: 96).

Ecotourism as a concept based on the ideals of environmental protection and sustainable development has global popularity and extensive studies about ecotourism in the effort to protect cultural heritage has been done as a viable economic option. This type of tourism includes environmental, economic and social results (Tavalayee, 2005: 48).

Sensitivity to ecological issues of tourism started since the 1960s and in 1970 increased gradually. Because in this period due to excessive use of natural resources for maximizing profits and production caused irreparable damage to the environment and nature. In this regard, it also had its effects on the tourism sector and the ecotourism activities were magnified more (Mehrjoodi, 2004: 74). Thus, tourism and ecotourism were tied to the concept of sustainability and sustainable tourism and ecotourism became the new concepts of tourism studies. By sustainability in tourism, it is meant functionality of tourism in terms of environment, paying attention to points such as proper management between tourism sector and the environment and their interrelations; limiting those activities that cause harm to resources and their availability in future; creating balance between the needs of tourists, local residents and tourism place; considering the effects of tourism development on an area beyond a promenade (regional view); use of renewable energy resources (water, wind, solar, etc.) and low-consumption devices; sharing of travel agencies, officials and practitioners in these essential principles (Parham et al., 2011: 8).

### ***Urban tourism***

Tourism operates in the framework of soil space patterns and one of these space patterns is urban tourism. Urban areas due to having many historical and cultural attractions are often considered important tourism destinations. Cities usually have various big attractions including museums, monuments, theaters, sports stadiums, parks, amusement parks, shopping centers, areas with historic architecture and places of important events or famous people that these places attract many tourists (Timothy, 1995: 63). In addition, even if the tourism attractions are located in non-urban areas, since the cities in terms of spatial objectivity, form a spatial crystallization in relation to their environments, in this urban space, close function of the city and its surrounding has fundamental importance in the spatial uplift and still a large volume of tourism is concentrated in the cities because location, food service, communications, transportation and other tourism services are located in the towns that visitors from around the city and in the city, use them.

### ***Analysis of tourism procedures in Mashhad***

#### ***Panorama of the city of Mashhad***

Mashhad city is located in the east of Iran and in the center of Khorasan Razavi province. This city has many touristic attractions; the religious center of Mashhad which is also the most important religious place in Iran is the holy shrine of Ali ibn Musa al-Reza (peace be upon him) that according to official statistics, annually about 30 to 35 million people go to visit the shrine. Statistics show that the tomb of Ali ibn Musa al-Reza (peace be upon him) in Mashhad has caused that as an average, every Iranian travels to Mashhad every three years.

Important and significant position of Mashhad in the tourism industry due to the holy shrine of Imam Reza (Peace be upon him) and other important religious and historical places such as: Goharshad Mosque, Mosque of Haftado do tan (seventy-two people), Torogh Mosalla, the Palace of the Sun (Kalat Naderi), Ferdowsi Tomb, Nader Tomb (Naderi Garden Treasure), central museum of Astan Qods Razavi, library of Astan Qods Razavi and other entertainment venues has led to Mashhad city being the most important touristic religious city in the country. Religious tourism includes trips and visits that their main purpose is creating a religious experience. This type of tourism industry, based on the definitions of World Tourism Organization (WTO) is one of the five main branches of tourism in the world. Religious tourism is one of the competitive advantages in the tourism industry for cities that have religious and pilgrimage attractions. These cities always together with their religious attractions provide centers for tourism so that they can increase the durability factor of the pilgrims in their city. According to the above explanations, Mashhad city can have a big role in the area of religious tourism and use of this universal potential can help Mashhad in publication of Razavi culture and improving of urban economy. Mashhad in the world ranking of attracting religious tourists, based on its several thousand years of civilization, the presence of Razavi holy shrine and various religious attractions such as the existence of different tombs, is in the second place. In fact, among the first 15 religious

tourism attractions of the world, Mashhad is in the second place after Karbala in terms of attracting audiences (Mashhadtribune.com).

It should be admitted that the current tourism system of Mashhad is the result of the spatial impacts of the interaction of worldview (religious/cultural beliefs) with the environment (natural, political, social, cultural and ... resources) on the one hand, with the components and elements of supply (attractions, transportation, residential/catering units, services and ...) and demand (local, regional, national and international pilgrims and tourists) on the other hand, that throughout its history by organic like and sometimes organized leaps and bounds has been formed; such that its tourism structure is special and its functions are various, public and has attracted the voluntary charitable participation of people and different religious groups.

**Figure 1:** Current procedure of tourism system in Mashhad

Mashhad tourism field has lacked an approved strategic document till now. Thus, in the framework of goals and principles of sustainable tourism development, analysis of Mashhad situation was conducted.

Endogenous factors are the set of intrinsic and internal factors of a geographical or organizational environment that can play role as the factors of improving (strength) or barriers and limiting (weakness) of the goals of planning and decision-making.

The most important strength of Mashhad area in the field of tourism is having one of the most influential religious attractions of the world which annually attracts more than 15 million religious

tourists from all over the country and even from other countries and particularly Islamic countries. The construction of Imam Reza (peace be upon him) holy shrine was firstly built in the year 203 AH in the small village of Sanabad around Toos, and gradually and with the establishment of the Shi'ite governments and specially from Safavid period, it was paid attention by Iranians and the world's Shi'ites and now, it is known as the competitive advantage of Mashhad in the field of tourism development and even regional and national development.

Predictions show that the volume of tourists in Mashhad area will reach 30 million people in 1400 (Zaveh Civil Consulting Engineers, 2003: 85) and in the prospect document of Mashhad in 1404, attracting 40 millions of religious tourists is at the top of the plan's purposes. The volume of millions of enthusiasts for pilgrimage of Imam Reza (peace be upon him), according to the UNESCO, has turned Mashhad to the second major religious city of the world after Mecca.

Mashhad as the largest metropolis in the North East of the country as well as in Central Asia and Afghanistan has a privileged position in order for connecting the demand market of neighboring countries to inside the country. From the other hand, as the second major city in the urban hierarchical system of the country, it has a key part in spreading the advantages and achieving sustainable national and regional development. Now this city with more than 50 percent of the country's hotels has the most number of hotels in the country. Based on available information, in Mashhad, 957 authorized residential units are active (Cultural Heritage and Tourism Organization of Khorasan Razavi, 2010: 20).

### ***Weaknesses***

Mashhad tourism growth and development follows a spontaneous automatic pattern and so far, Mashhad tourism sector has lacked strategic plan and document for tourism development. It is unclear that what is the prospect of Mashhad tourism development, what is the clear mission of cultural heritage organization and other organs in tourism field and what are the major goals and policies and tourism development strategies of Mashhad. What are the tourism markets Mashhad is looking for? What volume of tourists with what features is considered for the horizon of future 25 years? What is the model of tourism development that Mashhad is looking for? What are the strategies and policies of its tourism sector? And dozens of other questions that have no clear answer in the management and planning system of Mashhad tourism sector.

Urban and tourism management in the city of Mashhad has low capacities in meeting the needs of tourists especially in peak seasons that the demand of local citizens is much more, and so far, temporary and short-term actions have been used as solutions by the mentioned organs, for solving the problems of the tourists (Momeni et. al, 2008: 55 and Salehi fard, 2006: 72). One of the other weaknesses of tourism management in Mashhad is weakness of regulations and law abuse even by governmental organs. Impressive spread of pilgrim inns, extended capacity of mosques, schools and houses for rent in providing accommodation services to tourists are among the clear examples of this issue that are introduced as unauthorized residential services in the tourism sector and without obtaining any relevant permission from the Cultural Heritage Organization has a significant role in residential services to tourists in Mashhad. Weak and pale status of private sector in the process of decision-building and even decision-making in the process of management and planning of Mashhad tourism is one of the other weaknesses that hinder the associated and aligned activity of public and private sectors in order to improve the level of services to the tourists and local community.

### ***Exogenous factors***

The exogenous factors are those factors that are formed and available outside the organization environment and most likely will influence the related organization, city or area. The factors influencing improvement of organizational goals are called opportunities and the barriers and limiting factors are called threats.

### ***Opportunities***

In order to achieve the objectives of sustainable development of tourism in Mashhad, one of the most important opportunities is adaptation of dominant tourism species in Mashhad with the ideals, principles and ideology of Islamic Republic of Iran. Religious tourism based on the demand market of domestic and foreign Shias is itself a cultural accelerating factor in publishing and deepening the goals and ideals of the Islamic Revolution in Iran and abroad. Therefore, alignment of Mashhad tourism species with the principles and ideals of the Islamic revolution is considered a serious opportunity in order to develop Mashhad tourism markets. Increasing importance of tourism sector as a key activity for the withdrawal from single-product economy and national sustainable development is tangible in the political, economic and scientific circles of the country. One of the concerns of the scientific and decision-making communities of the country is getting free from the economy dependent on non-renewable oil sources. In this regard, one of the influential activities in the economic development of the country is in traduced as paying attention to tourism compatible with Islamic culture of Iran. Hence, according to functions of tourism in Mashhad, the positive approach of political and scientific circles of the country to the compatible tourism sector is considered one of the other opportunities.

Mashhad is considered the country's second metropolis and the religious and spiritual capital of Iran. This sensitive socio - cultural position, for the officials and representatives of the city of Mashhad and Khorasan Razavi province, as a worthy opportunity can be influential in raising the bargaining power and political and economic influence in decision-making circles. The mentioned opportunity can be effective in bargaining for absorbing financial resources, government assistances, infrastructure development, social services, public investments, etc. In this regard, introducing Mashhad as the second religious metropolis of the world by UNESCO and announcing it as the spiritual capital of the country, in addition to attracting universal attraction, through getting helps and international and national financial sources, is considered a valuable opportunity in order to develop infrastructures and tourism markets of Mashhad as the important tourism center in the world.

### ***Threats***

In relation to the field of tourism, Mashhad is one of the serious threats of the management and planning system in the tourism sector which has an ultra-local root. Interference of activities of several agencies and organizations in tourism issue and the multiplicity of roles has caused decrease of the quality of management in tourism sector. Cultural Heritage Organization, municipalities, Astan Qods Razavi, the Islamic Propagation Organization, Physical Education Organization, Education Organization, police, Red Cross, Terminals Organizations, transportation, Health Organization, etc. are examples of the wide body of management of the tourism sector (Momeni et al., 2008: 34 and Mafi and Saghayee, 2009: 52). Mashhad municipality relying on local-scale funding sources, due to demand at least 5 or 6 times of over-population (of tourists) is faced with a problem on a national scale.

This is at the situation that a major part of the profits of Mashhad religious tourism sector belongs to organs and agencies that do not have a serious role in providing financial resources needed in urban management. The results of a study in 2004 show that the total amount of Mashhad municipality earnings from religious tourism sector has been 20 billion Riyals and at the same year, the expenses of Mashhad municipality in order to give services to the tourists has been more than 338 billion Riyals. On this basis, the earning-cost ratio of Mashhad Municipality from the tourism sector shows the value of 0.53 (Salehi, 2006: 25). In addition to challenges of financial resources and profits, multiplicity of decision-making organs and at the same time lack of strong performance guarantees in the field of operationalizing many objectives of strategies and policies, are among the threats that have negatively affected the efficiency of tourism management system of Mashhad. Each of the organizations involved in service delivery to the tourists follow their organizational priorities in the related province and the related ministry in the capital. Thus tourism management system of Mashhad is summarized in a series of cross-sectional and emergency actions and decisions, especially during Norooz holidays and summer.

The current pattern of exploitation of tourism resources in Mashhad shows single-product pattern. As discussed earlier, Mashhad, due to enjoying the holy shrine of the eighth Imam of Shia as a strong

absorbent center on a national scale has competitive advantage in the (religious) tourism sector. But too much emphasis and exploitation of the single tourism resources, without attention to other supplement features, while increasing the likelihood of damage to the original sources, is an effective strategy for efficient exploitation of resources and also development of tourism markets.

### ***Residential facilities***

World Tourism Organization defines two major types of temporary housing system:

1. Hotels and places like that, in exchange for payment of the price, provide two basic services meaning food and place.
2. Complementary locations including rental homes, apartments, camping and caravan sites, motels and nursing homes that, in exchange for payment of the price, provide the possibility of temporary life (they are not required to provide food).

Quality of services has always been considered as one of the important issues for competitiveness of service agencies. Hence, using a method by which we can measure the quality of services has always been important. However, experts and scholars have no consensus on applying the different measuring methods of the quality of services.

Services today are considered an important part of the economy of a country, and the quality of services at the present time is a prerequisite for success in the competitive world of services. Various investigations in this regard has shown that services quality can lead to satisfaction followed by loyalty of customers as well as attracting new customers and in this case the service providing institutions can more effectively continue their activities.

So identifying the perceptions and expectations of the customers is among the basic topics and concepts in the management of these human capitals of service agencies and many works and researches about the perceptions and expectations have been raised by different scientists in which both theoretically and experimentally, motivational techniques used by managers in order to improve employees performance and methods to identify customers' expectations and perceptions have been discussed.

Studying tourists' perceptions and expectations is important because hoteling and tourism as service industries are dependent on providing optimal services to customers more than other industries and if this important point does not happen, hoteling and tourism industry will face trouble because it is with the customers' presence that these industries will remain intact.

### ***Elements and components of hotel in general***

#### ***Bedrooms' floors***

Surface bedrooms occupy between 45 to 65 percent of the total surface area of the hotel. The main objective in the designing should be maximizing the rentable space and minimizing spaces related to circulation backup spaces.

The building should have proper shape and its composition and organization of plan shall be such that not only its view to the outside scenery will be better, but also it will reduce future costs of used energy for heating and air conditioning and minimize the side bracings. At the time of composition and designing each floor, as much as possible the distances traveled by guests and housekeeping staff must be reduced.

Also future possible developments should be considered and for this purpose, the architect should consider how to develop bedrooms and how to increase the height of building or how to time the additional towers with the increase of demand.

\_ General standards in the design and classification of bedrooms

### *Composition and formation / determining the site*

- . Position of bedrooms based on the sun must be considered. North-south position is preferred to east-west position.
- . Wind power must be analyzed.
- . Potential sights of bedrooms must be studied.
- . The building must be visible from the street.
- . The relative view of the building appearance and the construction cost of different combinations for the bedrooms must be evaluated.

### *Plan of the floors*

- . The composition of the map must be such that the bedrooms occupy at least 70% of the gross surface of each floor.
- . Plan of corridors must be designed based on the ease of circulation of guests.
- . Elevators' lobby should be located on the middle part.
- . Sailing spaces should be located near to the public elevators.
- . Service elevators and shoots should be located at the central part.
- . The corridors' width should be at least 1.5 or preferably 1.6 meters. The distance between the rooms to the stairs must be maximum 45 meters.
- . Bedrooms must be designed back to back so that it will be efficient in terms of plumbing.
- . Special bedrooms for disabled people should be located on the lower floors near the elevator.

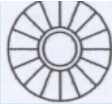
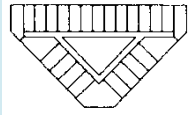
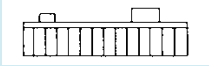
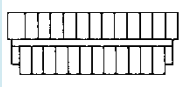
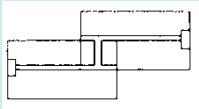
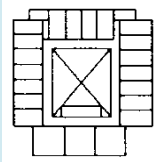
### *Various forms of organization of bedrooms' plan*

One of the most primary designing studies for a hotel is analyzing the different shapes of plan for organizing bedrooms. These plans are designed in terms of shape, in a wide range, from the plan of long corridors that bedrooms are located on both sides (two-sided), to dense vertical towers, to the plan of atrium hotels, all in many countless and various forms.

**Table 1:** different types of bedrooms' combination

Form and combination of towers	Dimensions (m)	Bedrooms (%)	Corridor (m)	Environment	Points
The number of rooms in floors					
Round tower 24	Diameter	67	4.2 to 6	1.05	For 16 rooms in each



	of 27 to 40 meters				floor the diameter is smaller and for the 24 room floors the surface is larger.
<p>Triangular tower</p> <p>30 to 34</p> 	variable	64	6 to 7.9	1.4 to 7.9	The central corridor has no function due to the triangular form of plan. Designing its corner rooms is easier than designing corner rooms in square plan.
<p>One-side plan</p> <p>Variable, 12 to more than 20</p> 	Desired length * 10	65	7.5	2.2 to 2.4	Some believe that vertical corridor can be an absolute minimum value and not be influenced by the mouth of the rooms.
<p>Two-sided plan</p> <p>Variable, 16 to more than 40</p> 	Desired length * 18	70	4.6	1.6 to 1.8	61 meters in addition to deadlock corridor for two-sided design or it can also be transformed to the T or L form.
<p>Non co-axial plan</p> <p>Variable 24 to more than 40</p> 	Desired length * 24	72	4.6	1.4 to 1.6	Corridor is not outstanding and it is buried in the plan and thus it creates smaller environmental coefficient; due to the lobby of elevators, the space per each room that is dedicated to corridor will increase.
<p>Atrium</p> <p>More than 24</p> 	More than 27	62	8.8	1.6 to 1.8	Open volume, impressive space create balconies as open corridors and create a situation for use of glass elevators; there is need for careful engineering in order for designing air conditioning specially facilities for discharge of smoke. This volume can also be designed by non-common forms.

### ***Suits***

One of the main methods by which a hotel can provide different qualitative facilities is inclusion of a number of guest suites among the mix of bedrooms. In defining Suite, we can say it is a living room linked to one or more bedrooms. Larger hotels usually have a series of suites, from single-mouth living rooms that have bedroom part, to multiple-mouth living rooms that may be linked to six other rooms. Below the common classification of different suites are shown.

**Table 2:** different types of suites

Suite type	Living room	Bedrooms	Mouths	percentage
Mini suite	One mouth	Position	5/1	2
Conference suite	One mouth	1	2	3
Normal suite	One mouth	2	3	4
Suite of administration managers	two mouths	2	4	1
Deluxe suite	Three mouths	2	5	5/0

### ***Public spaces***

While the bedrooms occupy the largest area of a floor in all hotels but what determines the difference between the different hotels is their public spaces. For example, conference hotels and conference centers have super wide spaces for meetings and parties; resorts and recently conference centers have significant sports facilities and luxury and city center hotels also have fewer numbers of food supply sites, but with high-quality.

**Table 3:** the ratio of the public spaces in comparison with each other

Hotel type	Lobby	Food and drink spaces	Ceremony spaces	Sport-pleasure spaces	Parking
City center	Medium	Small	Different	Small	Small
City center	Medium	Medium	Medium	Medium	Big
Around the city	Small	Medium	Big	Small	Medium
Airport beside the road	Small	Medium	Small	Small	Medium
Holiday village	Small	Small	Small	Big	Medium
Gathering	Small	Small	Small	Big	Medium
Conference center	Big	Big	Big	Medium	Medium
Condominium	Medium	Medium	Big	Big	Big

Suite	Small	Small	Small	Medium	Medium
Super lux	Small	Medium	Medium	Medium	Medium
Mega hotel	Small	Medium	Small	Small	Medium
Multipurpose	Big	Big	Big	Big	Medium
Night games	Big	Big	Big	Medium	Medium

### **CHOOSING HOTEL FROM TOURISTS VIEW**

Any voluntary act that human performs, is the result of a decision, and many criteria are involved in the decision-making process. One of the important decisions that tourists adopt is choosing the hotel for staying. In other words, tourists according to some points, choose the hotel for their stay. One of the important purposes of this study was to determine the criteria of selection of hotel from the view point of the tourists requesting to stay in hotels of Tehran. Identifying the criteria for selection of hotel can assist hotel managers and officials that based on the views of direct customers of the hotel a written model try more to improve the quality of hoteling and correct decision-makings for the development of this industry. In addition, findings of the present research can be a base for researches about evaluation of the quality of each of Tehran hotels and development of needed information systems in order to identify clients' needs and improve the quality of service provision. In this study, identified criteria for selection of the hotel are also provided by fuzzy logic language. Fuzzy logic is a multi-valued logic where instead of right or wrong, black or white and zero or one, there are infinite shades of gray between black and white and distances between the views are also taken into consideration. Logical and mathematical phenomena on the basis of classic principles of science have only two states: True or false (Kasku, 2007: 62 and Sohrabi et al, 2011: 70). Fuzzy logic is closer to the nature of human thinking and decision-making. Human always says words and statements that have no clear boundaries. The words such as good, bad, young, old, tall, short, strong, weak, hot, cold, happy, intelligent, beautiful and adverbs such as usually, often, almost, and rarely are among these words (Azar and Faraji, 2008: 17 and Sohrabi et al, 2011: 51). Explanation of fuzzy sets of criteria for selection of hotel provides a ground for relative decision making in order to choose the hotel for stay by a fuzzy system (Ngai and Wat, 2003: 83) and is a basis for assessment and comparison of hotels using fuzzy logic. The point of saying is that the provided fuzzy sets have been explained with regard to the obtained factors from the factor-explanatory analysis. In addition, the results of the studies conducted for identification of criteria of hotel selection for staying in the international level are presented briefly.

### **INVESTIGATING THE DOMESTIC AND INTERNATIONAL EXPERIENCES**

#### ***Homa Hotel (Mashhad- Iran)***

If we come out of hotel interior design and consider the landscape designing and the appearance and view, we can see a regular modular view with mesh backgrounds in the main side of the hotel. This simple and regular deal with the hotel's appearance has caused it to become a lasting construction over time; so that any visitor is attracted. One of the reasons for attractiveness and enduring of this façade is the same thing that was firstly explained in the inner performance of the space; meaning that the designer has tried to use the same simplicity and order of the plan also in the façade of the hotel complex as a module and regular network which follows proportions and sizes of windows and terraces.

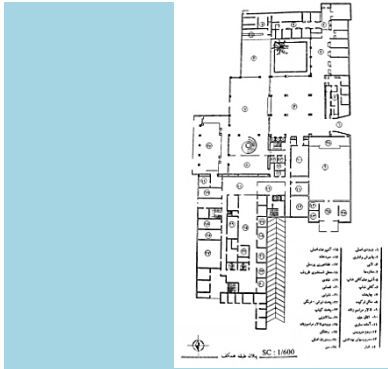


Figure 3: plan of ground level of Homa Hotel



Figure 2: Homa Hotel picture

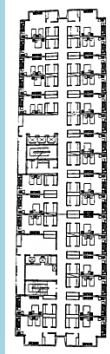


Figure 5: Plan of floors' type in Homa Hotel

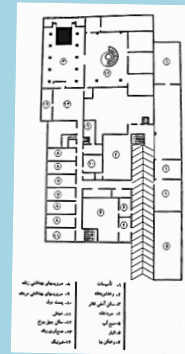


Figure 4: Plan of Homa Hotel underground

### ***Martinspark Hotel (Dornbirn \_ Austria)***

This relatively large hotel is located in the heterogeneous center of the city of Dornbirn. There are many functions in this place, including shops, shopping and sale centers, hotel, restaurant and conference rooms, offices and apartments. This is an example of multi-purpose buildings that usually face with each other at the center of modern cities.

The big size of the hotel is divided to a relatively square block to the ground level trading parts which are located at the back of a row of columns, glass bands and the chess-like façade of the first three floors that emphasizes more on vertical lines and the fourth floor (that like the trading parts) has slightly recessed.

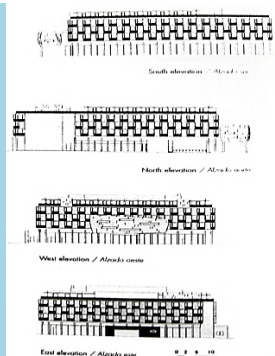


Figure 7: Martinspark Hotel façade in Austria



Figure 6: A picture of Martinspark Hotel

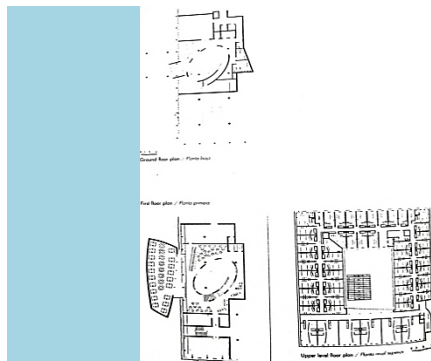


Figure 9: Plans of Martinspark Hotel in Austria



Figure 8: a picture of central yard of Martinspark Hotel

## CONCLUSION

According to theoretical sources and field studies in order to provide strategies and solutions for tourism development in the area by SWOT technique, the mashhad's constraints, potentials and capacities have been determined and with this description, the obtained results can be examined both quantitatively and qualitatively:

1 - Results of qualitative aspects of each of the identified internal and external effective factors indicate that the level of vulnerability of the areas where more tourism is focused is very high. Secondly, the needs of these areas in terms of tourism due to the amount of threats and low opportunities and high weaknesses, is necessary. 2 - Examining the quantitative results show that among the strengths of the studied region, the situation of the mashhad and also different potentials both in terms of tourism and business and absorption of tourists in all seasons and existence of religious, are the most important advantages of this area for tourism development. According to obtained results, among the weaknesses, inconsistencies of the organizations related to tourism have been the first that it requires planning and interaction between organizations in order for the development of the city of Mashhad. Among the external opportunities, the employment factor in the region is a priority that makes a lot of local people to work and do not immigrate to Persian Gulf countries and other parts of the country. Among the external threats, lack of a powerful management and supervision of the services provided at regional level for tourists is considered the most important challenge and threat; therefore managers with special expertise must be used. In general we can say that if the tourism of Mashhad city wants to be developed, it needs specific strategies, designs, proper management and firm rules and regulations, development of local participation and systematic planning.

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