

Assessment of competitive conditions for newcomers to enter the hotel industry (Case Study: Tehran Hotels)

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Abstract The present research aims at analyzing the competitive conditions in the industry and explaining the findings to investors who intend to enter this industry and organizations that intend to develop their own business. At first, by studying the literature of the research, competitive models, especially with emphasis on the hospitality industry, were investigated and then a list of competitive stimuli was extracted and evaluated by a survey of industry experts. The data collection tool was a questionnaire. In order to measure the variables of the research, a five-point Porter Competitive Questionnaire, with respect to the literature of the research (Fig. 2 and Kensu .2012), has been approved by senior management experts with a few validation modifications and the reliability of the indices has been confirmed by Cronbach's alpha test. The statistical population of this research is 5 star hotels in Tehran province and a sample of senior hotel managers and experts. The sample was sampled using Cochran table. Sampling method was non-randomly targeted. To demonstrate the normal distribution of data, the Kolmogorov-Smirnov test was used to test the hypotheses and analyze the data using t-test. According to T-test results, the average of all the research variables, namely, the intensity of competition between existing competitors, the threat of newcomers, the bargaining power of buyers, the bargaining power of suppliers, the services and goods, are higher than expected, and all variables in The hotel industry of Tehran has been influential on the arrival of new arrivals in Tehran and finally all research hypotheses have been accepted.

Keywords : Keywords: Competitive conditions, Five Porter Competitive Forces, 5 Star Hotels in Tehran.

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