

Analysis of Factors Affecting the Attraction of International Tourists in Hotels in Tehran

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Abstract Today, tourism and travel can not be viewed with traditional perspectives that consider travel as an unnecessary issue. The tourism industry is a collection made up of different departments and coordinated with each other. All sectors share a goal, which is to satisfy the needs of tourists and guests, with the aim of providing convenient services to the guests, satisfying them, and finally attracting guests loyal to the hotel. The hotel industry, like other sectors active in tourism, needs innovation and fundamental changes. innovations in the teaching of specialized human resources to physical innovations in the design of various types of residential centers. This research attempts to measure the performance of hotels in Tehran in terms of tourists' satisfaction and satisfaction. In this research, due to its nature, descriptive-analytical method has been used. In order to prove the hypotheses, the mean of correlation coefficients is used and Swot technique is also used. The probable results of this research can be used to guide and plan what Better tourist services (hotels) to promote tourism.

Keywords : Key words:, hotel, tourism, international tourists, satisfaction, city of Tehran

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