

## REVIEWS OF RELIGIOUS TOURIST'S SATISFACTION FROM ACCOMMODATION SECTOR (CASE STUDY: MASHHAD - IRAN)

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### ABSTRACT

Religious sites and holy places attract a lot of pilgrims and tourists each year. The role of accommodation and facilities is very important in hosting the tourists in religious destinations. Due to increasing growth and competitiveness of the tourism industry, it is necessary to pay attention to and emphasis on developing and promotion the quality and quantity of accommodation and equipment to satisfy tourists. In current study, the tourist's satisfaction from the condition of accommodation facilities in Mashhad was investigated from the aspect of appropriateness, number, features and cost. The purpose of this study was evaluation of factors that affect on tourist satisfaction from facilities and accommodation in the city of Mashhad. For this reason, the study was conducted on amount of tourist's satisfaction from accommodation and facilities in Mashhad. This study was as a survey research that the data was collected by using the questionnaire. The questionnaire was distributed randomly between 100 incoming tourists and hotel managers and staffs. Results and findings from the investigation and analysis of statistical data of quality of service, environmental quality, host community and accommodation services costs show that in recent years, most of accommodation and hotels in the city of Mashhad are in good condition in terms of amenities and facilities, but the tourists had different comments in terms of the number, availability, facilities and accommodation costs.

**KEY WORDS:** Religious tourism, tourist's satisfaction, Accommodation, Mashhad.

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