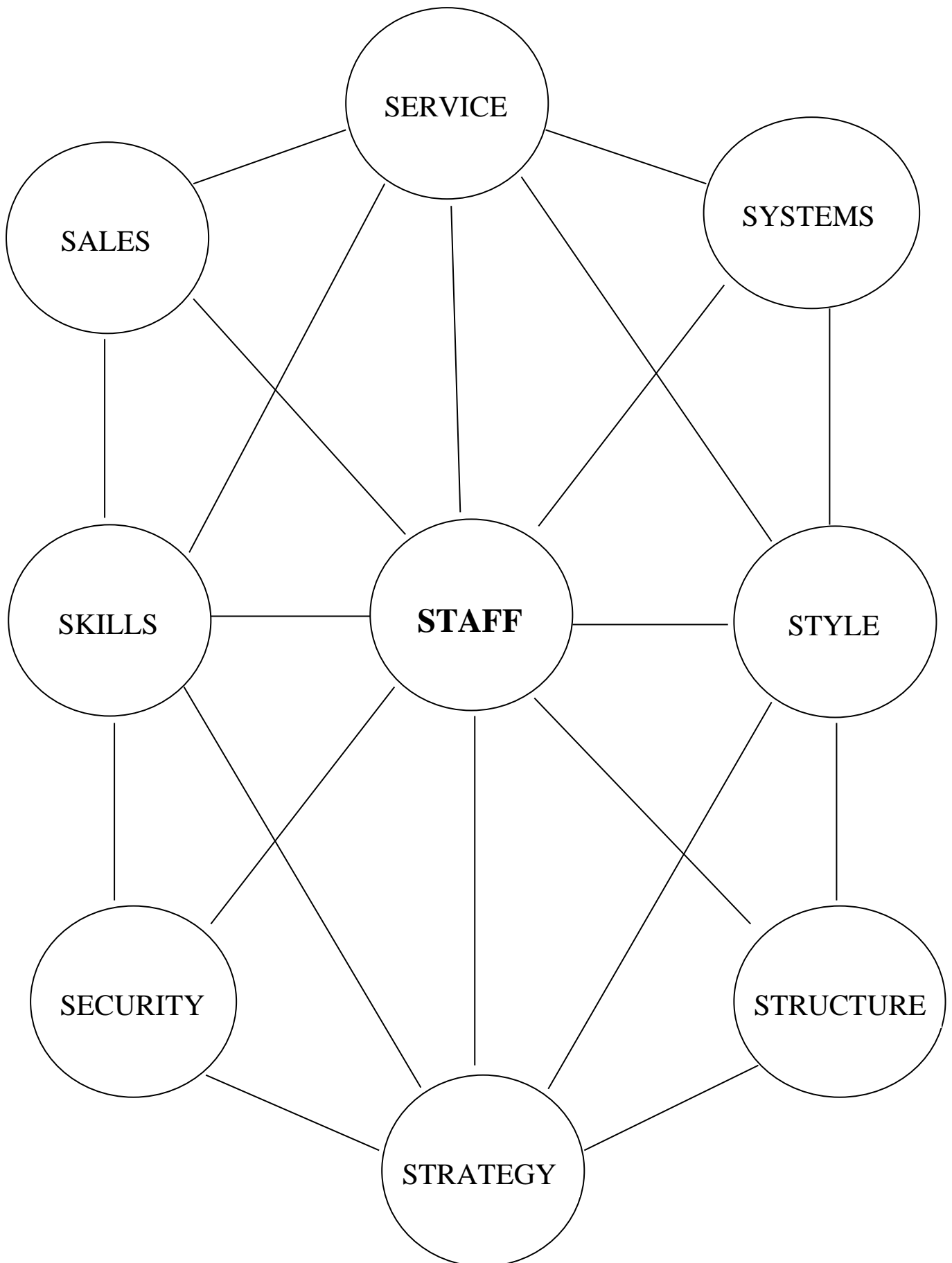


ELEMENTS OF A SUCCESSFUL HOTEL



Based on the McKinsey 7-S FRAMEWORK from 'In Search of Excellence'