



FIGURE 1 The intermediate objective map for case study hotel.

and (c) assess the impact of the proposed solutions on the performance of the hotel.

Analyzing the Current Situation and Identifying What to Change in the Case Hotel

As a first step in the implementation of the TP, interviews, observations, and focus group meetings were arranged in order to identify the most important UDEs in the case hotel. As shown in Figure 2, this data analysis yielded 14 UDEs that were identified as major undesirable effects that were