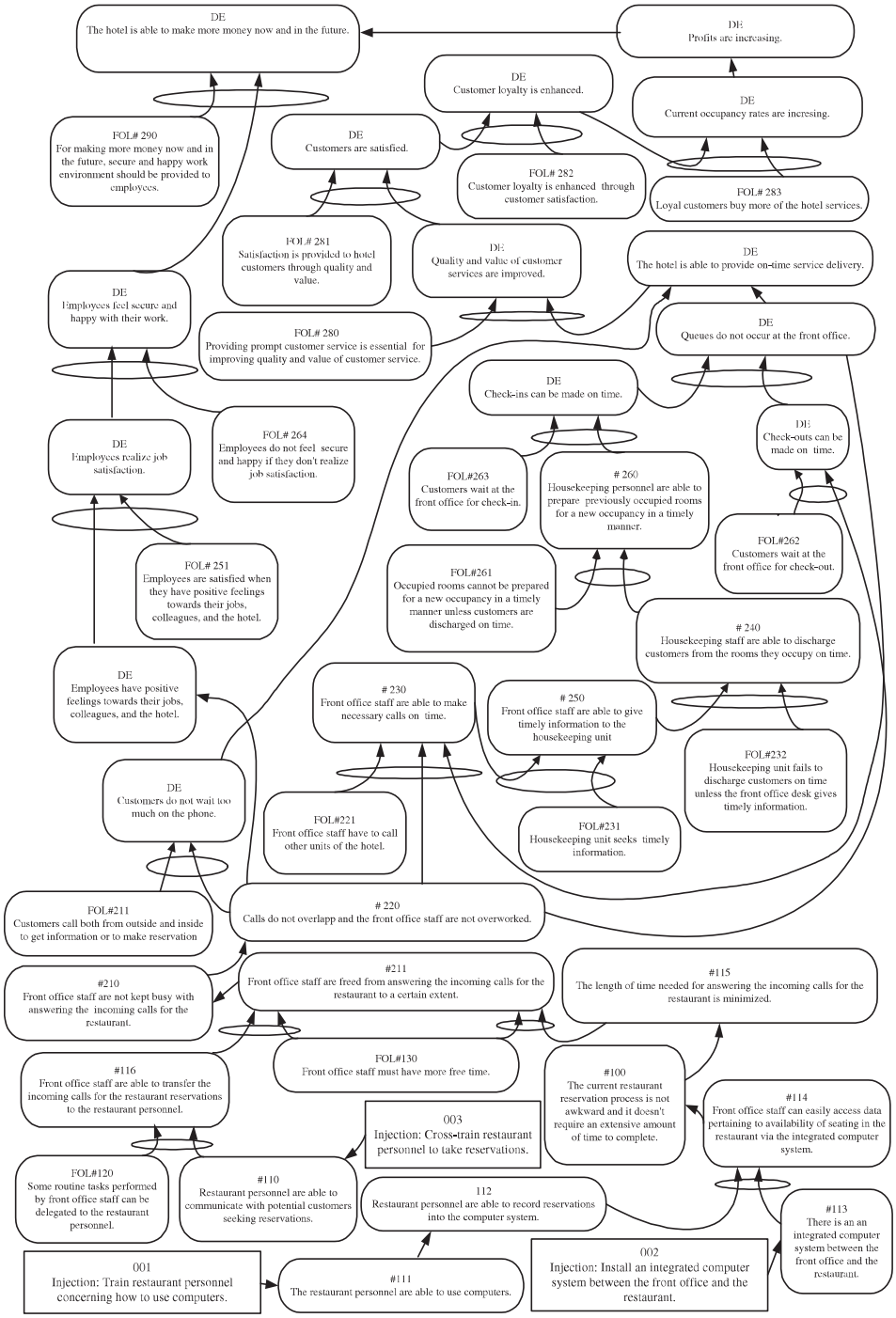

FIGURE 4 The future reality tree for case study hotel.