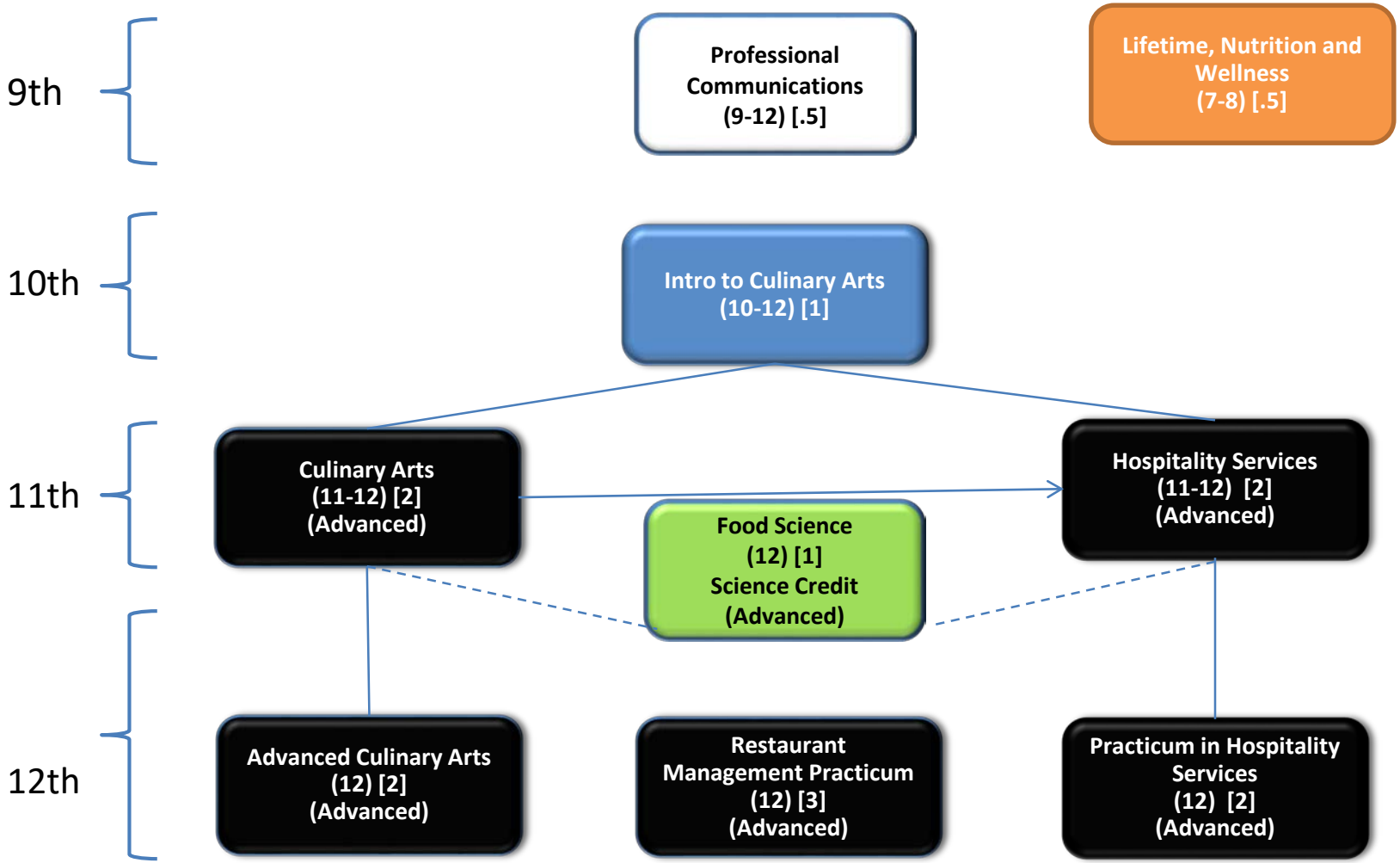Hospitality & Tourism