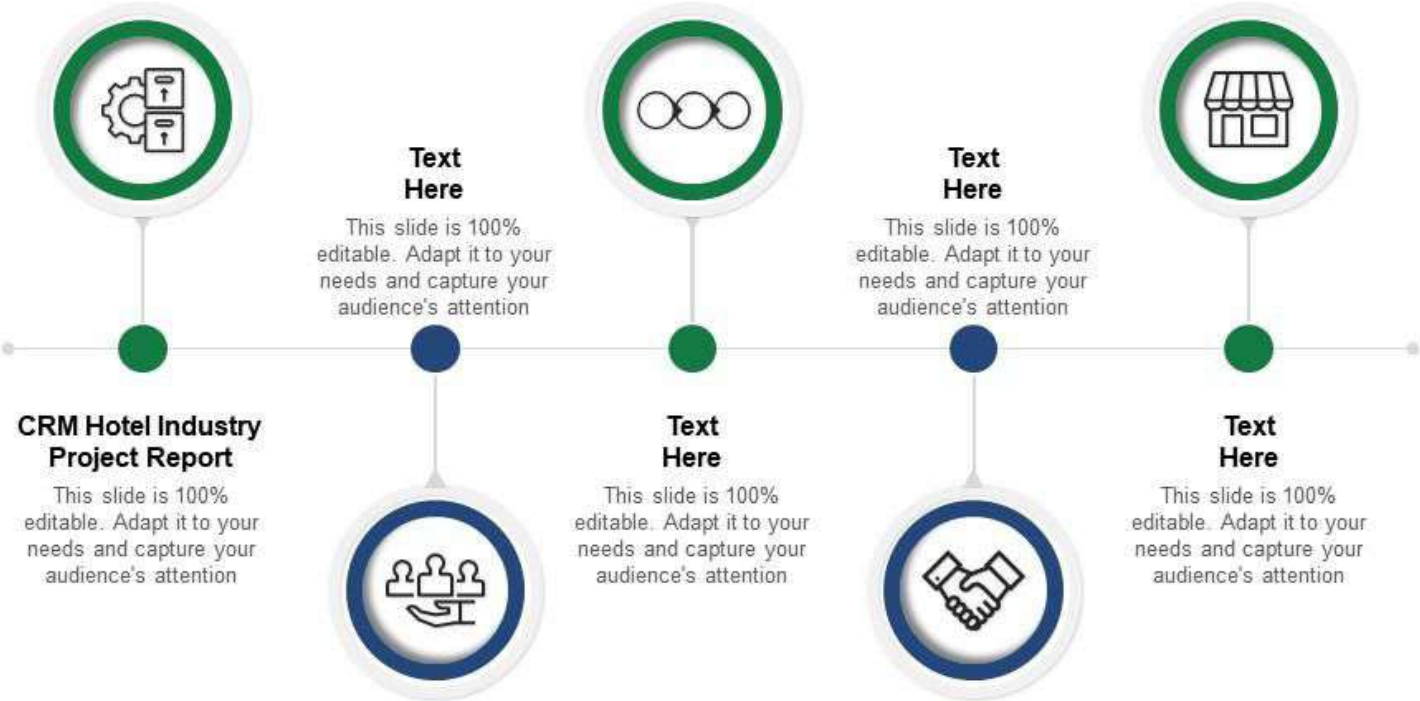CRM Hotel Industry Project Report