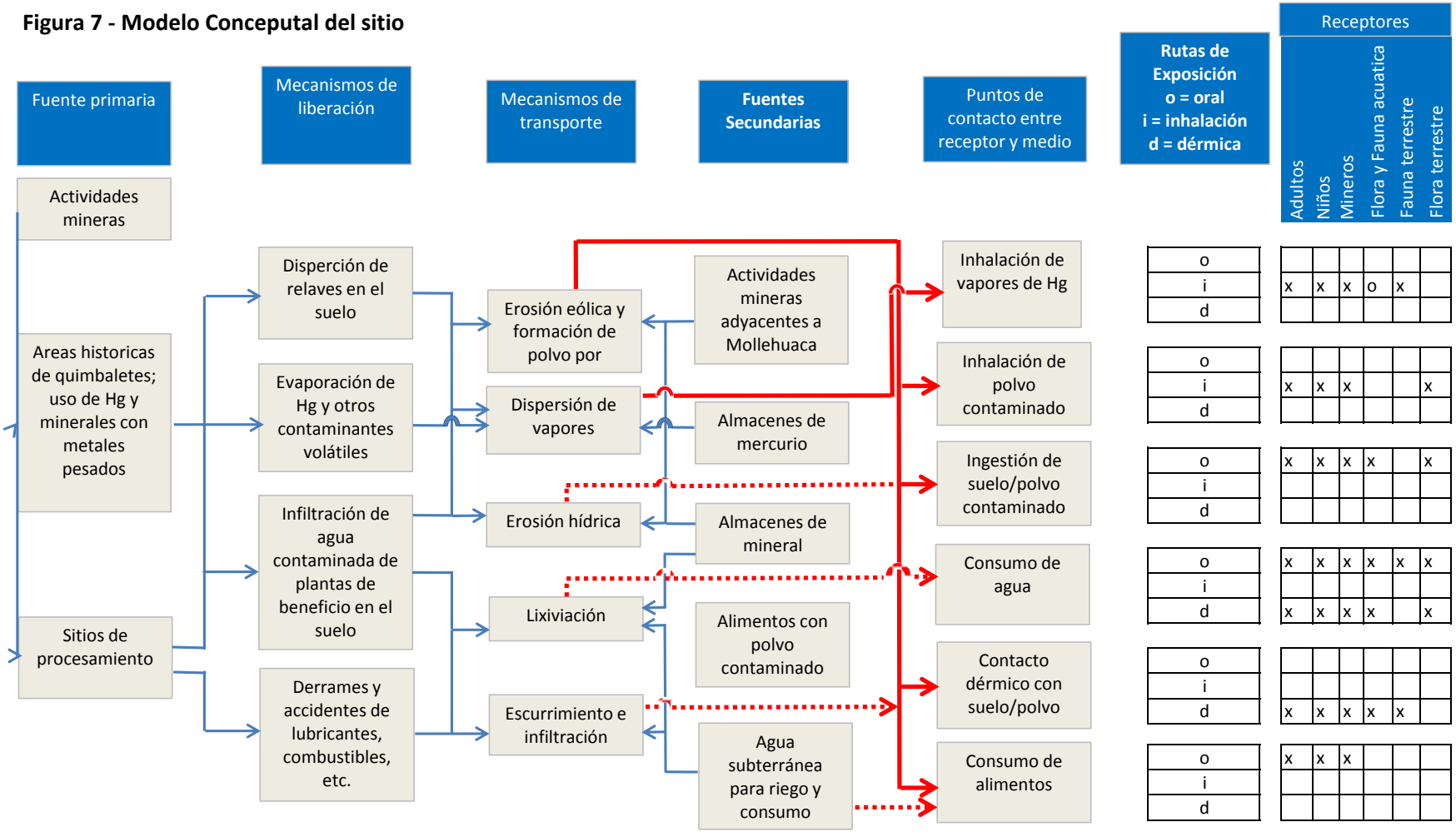Figura 7 - Modelo Conceptual del sitio