

12.4\_C

| Strategies                           | Activity | Reason |
|--------------------------------------|----------|--------|
| building a community                 |          |        |
| cooperation                          |          |        |
| diversification                      |          |        |
| improving online customer experience |          |        |

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## Answers

| Strategies                           | Activity                                        | Reason                                            |
|--------------------------------------|-------------------------------------------------|---------------------------------------------------|
| building a community                 | 3. increase social media presence and blogging  | c. foster organic web promotion                   |
| cooperation                          | 2. establish partnerships with comparison sites | d. associate name to global brands, e.g., Expedia |
| diversification                      | 4. offer activities for adventure-seekers       | a. attract a new profile of guest                 |
| improving online customer experience | 1. invest in automated virtual assistant        | b. increase navigation time on website            |