

# Review of: "Use of a Winery's website for wine tourism development: Niagara region"

Luis Alberto Morales-Zamorano<sup>1</sup>

<sup>1</sup> Autonomous University of Baja California

**Potential competing interests:** No potential competing interests to declare.

Very enjoyable and interesting article. Congratulations. However, I want to provide some aspects for improvement:

It is important to justify the use of the digital marketing strategy a little more thoroughly with respect to the use of other strategies such as differentiation, focus, costs, etc.

The analysis of the digital marketing strategy also requires considering content analysis in much greater depth, separating this concept into dimensions.

It is also necessary to discuss the use of digital marketing, but also associated with the criterion of competitiveness between wine cellars, where their attractiveness can be linked to many other elements of value for the tourist, and finally, with the association between companies, routes between different wineries could be created so that a synergy effect occurs.

Finally, the consultation of more recent references can lead to another discussion about the use of virtual lenses that could be used in wineries to create virtual realities of planting or harvesting processes, so that the tourist can live more of the experience of agrotourism. The latter, as part of the content in marketing, can make the virtual approach even more attractive and competitive.