

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

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As stated in previous reviews, the subject matter and approach are very interesting. Both the world of wine and gastronomy in general represent a real market segment in the field of tourism. In addition to improving the customer experience and making it much more meaningful, it allows for improving the profits of an industry with a very important weight in the world economy.

The revision of the proposal has been very elaborate since the methodological section denotes a very complete and systematic maturity, which gives greater credibility to the data obtained. The use of different theoretical models is fundamental in order to be able to replicate this study in other areas of tourist interest, especially bearing in mind that social networks and new technologies represent very powerful tools for the promotion of spaces.

In addition, it is also essential to have made a reflection by cross-referencing information from other areas and/or tourist destinations, as it helps the reader to understand to a greater extent the importance of the region studied in the article.

In general terms, the article denotes a very important maturity, and I consider that it has its application in the field of tourism as it can help small and medium-sized companies, as well as public administrations, to learn how to improve strategies for promoting tourist destinations where the world of wine is present.