

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

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Potential competing interests: No potential competing interests to declare.

Overall Impression

This manuscript is well-written and demonstrates a strong understanding of the research topic. With some minor revisions, it has the potential to be a valuable contribution to the field of wine tourism development. First please try to use most recent sources particularly those not older than five years (not older than 2019). The following strengths have been noted which add value to the paper:

The title accurately reflects the research topic which was further captured in the abstract which effectively summarized the study's objectives, methodology, findings, and significance.

The introduction, literature review, and methodology sections are well-organized and provide a strong foundation for the research. Also a comprehensive literature review was provided. The review comprehensively covers the relevant literature on wine tourism, the economic impact of wineries, and the role of online information in wine tourism. In addition, there is strong justification for the research - the manuscript effectively highlights the gaps in existing literature and justifies the need for further research on optimizing winery websites for wine tourism development.