

# 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.

## Entrance section

Giving more information about the historical and geographical characteristics of the Niagara region can help readers understand why this issue is examined. Expressing the purpose and scope of the research more clearly will help readers better understand the goals of the research.

## Theoretical framework

Giving more information about the theoretical framework of your work can help readers better understand your research. For example, more information about digital marketing strategies, tourism marketing theory, and why these concepts are important.

## Method section

Explaining the methods of your research and the data collection process in more detail will help readers better understand the work. Which criteria did you use to review the websites of 89 wineries in your data collection process? How was your selection process conducted, and how was the analysis done? ... Information should be given on these issues.

## Details of the findings

Explaining your findings in more detail will enable readers to better grasp the exact results of the research. For example, it would be more meaningful to state which basic online asset types (e.g., websites, social media accounts) are more pronounced or have more interaction.

## Concreteness of suggestions

More concrete suggestions will help the research more easily adapt to practical applications. For example, more specific suggestions about how wineries' digital strategies can improve their digital strategies, stating which types of content (videos, blog posts, etc.) are more effective.

## Emphasis on general results

In general, emphasizing the importance and findings of your research can increase the effect of the study on readers. For example, potential contributions to regional economic growth can be emphasized more clearly... and so on.