

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.

The author has delved into the topic of the use of winery websites to boost tourism in the Niagara region of Canada. He has systematically covered all aspects of the phenomenon and presented his research in a lucid manner. However, as a reviewer, I feel that the foundational aspect of the research can be strengthened by citing works of highly acclaimed authors in the field of tourism research like Marianna Sigala, Rob Law, Dimitros Buhalis, and Ulrike Gretzel. When delving into website quality, it is pertinent to note that website quality has various dimensions like system quality, information quality, form quality, etc.; the author should touch upon this too to bolster his proposition. The author has mentioned digital marketing and experiential economy theory but has not fully elaborated. It seems the main focus is wine tourism and intermediaries, which the author has covered comprehensively. This research article can be further expanded to include tourist self-congruity and satisfaction and can be replicated in other parts of Canada to expand tourism research. Overall, this research adds to the realm of tourism research and geographical marketing and would be seminal in promoting wine tourism in Niagara, known only to the world for its famous Niagara Falls.