

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.

Wil Martens - *Use of a Winery's website for wine tourism development: Niagara region*

Reviewer: Prof. Dr. Virgil Nicula

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To: Editor

- The article is new and interesting enough to justify publication. The title and the abstract reflect the content of the paper, being clearly exposed. This study explores the integration of digital marketing strategies by wineries in the Niagara Region to bolster wine tourism. The research underscores the importance of a multifaceted digital approach, including improved online content, strategic use of visual elements, and the potential of virtual tours to enrich the wine tourism experience. By drawing on successful digital marketing examples within the industry, this study offers actionable insights for wineries and tourism organizations to refine their online strategies, aiming to captivate a wider audience and stimulate regional economic growth through wine tourism. The insights from this study are set to offer actionable guidance for wineries and regional tourism bodies to refine their digital marketing approaches, aiming to captivate tourists more effectively and enrich their visitation experiences.

Introduction: The introduction specifies the purpose of the approach and the main contribution of the author. The introduction is well-founded, with references to the national and regional context of the research.

- **The Theoretical Framework:** The connection is made between the subject of the paper and that of the previous studies, making bibliographical references from the specialized literature. A description of the current state of knowledge in the field takes place, in a clear, systematic, critical, coherent, and concise way, compared to previous or recent achievements.

Research Methodology:

The research methodology is adequate, being explained in detail. Figures and tables are an important part of the article. By investigating the digital promotion of wine tourism in the Niagara region, this research enriches the field of wine tourism development with nuanced insights into how wineries leverage online platforms to engage potential visitors.

This approach advocates for a comprehensive strategy that integrates digital and physical enhancements in tourism,

aligning with the conclusion that Niagara wineries have significant potential to augment their offerings through coordinated, innovative marketing and infrastructure improvements.

Conclusion: The statements in the conclusions are supported by the results.. Integrating digital marketing with complementary offline efforts and adopting a holistic approach to the wine tourism ecosystem, including regional collaborations and infrastructure, alongside longitudinal studies tracking changes in digital marketing, would provide a comprehensive view of evolving strategies and their effectiveness in wine tourism development.

Recommendation: Acceptance without review.