

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.

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~~Studies like those by (Molina, Gómez, and Martín-Consuegra 2010) and (Lewis, Kerr, and Burgess 2019) have established...~~

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~~Introduced by (Pine, Gilmore, et al. 1998), this perspective...~~

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By conducting a detailed examination of website elements in July 2023... ¿Which tool did you use for this analysis? The author should describe in a broader way the analysis done.

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The importance of regional-based marketing, as elucidated by (Molina, Gómez, and Martín-Consuegra 2010) and (Lewis, Kerr, and Burgess 2019), aligns with the...

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the...

In general terms, the subject matter is very interesting, especially when the Niagara region is positioned as a region with an important weight in the field of wine production.

I believe that the methodology section should be developed a little more, especially to see how the data was collected, the application used, and how it was treated.

Although it is commented on in limitations, it would be interesting to compare the data with other regions with greater weight in the wine world to see how they work their web resources and if these are key to increasing tourism in these regions. Another interesting question would be to see whether tourists visit the region primarily motivated by the wine offer or whether this is a secondary issue. What are the pull and push factors for visitors? Answering these questions would help to raise the profile of the region.