

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.

I've made some changes. This study fully conveys the author's comprehension of the subject and is skillfully written.

Firstly, you should include additional supporting data and a history of issues related to the study's central claim.

To further strengthen your research, you should add more recent references. It would be best to add more recent citations as the cited material is too old.

Third, although your results show quantitative data, the report describes it as a qualitative study, or did you combine qualitative and quantitative methods? Please elaborate on the reason.

Fourth, though, the study paradigm would benefit from additional explanations for each variable.

Fifth, could you please provide a thorough explanation of the hypothesis development process, including how these hypotheses were developed?

Finally, giving readers a more thorough explanation of your findings can help them understand the precise outcomes of your study. Declaring which fundamental online asset categories—such as websites and social media accounts—are more prominent or have greater engagement, for instance, would be more useful.

Specificity of recommendations. More specific recommendations will make it easier for the findings to be used in real-world settings. For instance, more detailed recommendations on how wineries can enhance their digital strategies, including information on the most successful content categories (blog posts, videos, etc.).