

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 paper is interesting and the flow is smooth. However, in my opinion, it would be better if:-

1. Improve on the in-text referencing, e.g., "Studies like those by (Molina, Gómez, and Martín-Consuegra 2010) and (Lewis, Kerr, and Burgess 2019) have established the importance..." to "Studies like those by Molina, Gomez, and Martín-Consuegra (2010)....."
2. The cited literature is too old; suggest adding recent citations.
3. There are some missing full stops.
4. I like the backdrop of the study; it is well written and fully expresses the author's understanding of the topic. However, it would be better if there were more explanations of each variable in the research framework.
5. Kindly elaborate on the hypothesis development in a detailed manner, like how these hypotheses were developed.
6. It would be better if the findings were fully explained.

Overall, this paper is good, but there are some rooms for improvements.