

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.

Introduction: Quite well written. The flow is very nice; it starts with the background of the study location/geography and its tourism importance to the region. It smoothly makes a move to the wineries in the area and how digital platforms can enhance visibility and e-commerce possibilities. The introduction ends with the paper structure.

What can be improved: More recent literature support can be added when discussing the digital platform marketplace, preferably 2022 - 2024.

Literature Review: The literature is divided into the Niagara wine region and the economy of wineries, the role of online information to drive wine tourism, and ends by discussing the gaps in the literature.

What can be improved: The literature is exhaustive and well written with recent literature. Just a small re-read to improve the paragraph breaks.

Theoretical Framework: The theory framework is well built.

What can be improved: It would be better if hypothesis development were included in this section. It will help with the flow and also be linked well with the framework development.

Methodology: The methodology looks OK.

Results: Needs a lot of improvement. It feels like the author was in a hurry to move to the discussion and analysis. The table needs to be well explained, and more visual representation needs to be added within the section to understand the real output.

Discussion, Analysis, and Conclusion: Look OK and are well supported. Add more recent studies to support your results and hypotheses.