

# 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 topic is very interesting, but there are several parts that need improvement.

The introduction section is quite long, but the discussion section is too short. And in the discussion, there is also no reference to previous research used to derive variables.

Figure 2 shows that the research uses 2 theories, Digital Marketing Theory and Experience Economy Theory, and there are several variables from each theory. However, the hypothesis that is prepared has different variables, so there needs to be an explanation about this.