

# The role of cognitive psychological factors in online virtual tours of museums

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## **Abstract**

While previous research highlights Virtual Reality's (VR) influence on behavioral intentions, such as visitation and learning outcomes, the cognitive dimensions of VR engagement remain underexplored. This study addresses this gap by examining the cognitive factors that drive visitor curiosity, enhance educational outcomes, and mitigate perceived challenges in VR-based museum experiences. Using the British Museum's online virtual tour as a case study, data were collected from 129 internet users through an online survey to test eight hypotheses. Results reveal that perceived challenges and curiosity significantly predict the learning experience, which, in turn, influences intentions to revisit. These findings underscore the critical role of cognitive processes in shaping VR engagement and contribute to the growing body of knowledge on VR in the cultural sector.

*Keywords: curiosity, museums, virtual reality.*

*Track: Tourism Marketing*