

## How to succeed with virtual tours? The antecedents of authentic experience

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### **Abstract**

The current study investigates the factors and underlying mechanisms behind virtual tour usage intentions, as well as the relationship between virtual tour usage intention and on-site visit intentions. Results from a field study conducted in collaboration with a well-known Austrian museum confirm the theoretical framework and identify visual attractiveness and narrative quality as drivers of a virtual tour's authenticity. Findings further reveal that authentic virtual experience alone cannot guarantee a visit to a physical museum site. The full mediation of virtual tour usage intention demonstrates that virtual tours are indeed a valuable tool for promoting on-site visits.

**Keywords:** *virtual tour; authentic experience; visual attractiveness*