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### Study of Memorable Tourism Experience (MTE) through the Virtual Tour of the Indonesian National Museum

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Memorable tourism experience; Tourism; Virtual tour

#### Abstract

The National Museum of Indonesia presents innovation by providing virtual visits via the Virtual Tour platform on the official website. It becomes a digital asset heritage with a dual concept, combining physical and virtual space. Virtual Tours offer an alternative tourism experience, although they have limitations as a human-made medium. The problem is that museums are trying to maintain visitor interest by providing a virtual experience that is close to reality, however, it needs to be researched further whether it can provide an unforgettable tourist experience. This research aims to determine the efforts of the Virtual Tour technology User Interface in narrating the National Museum collection and determine the memorable tourism experience felt by users when interacting with the Virtual Tour. Qualitative research with a phenomenological approach explores User Interface efforts and

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