

EXPERIENTIAL MUSEUM MODEL

The Visitors' Perspective

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The aim of this research was to propose and test a model of relationships among the dimensions of perceived quality and the endogenous constructs (satisfaction, effective learning and recommendation) according to museum visitors' perception. The research has two phases, the first was qualitative and exploratory and the second was quantitative and descriptive. The survey was conducted at a museum called the Espaço do Conhecimento UFMG, located in the Circuito Cultural Praça da Liberdade, Belo Horizonte, Minas Gerais, Brazil. The results showed that the visitors's motivations to visit the museum included the recommendation done by close people, searching for new and different experiences, learning, knowing the local culture, escapism, and tourism. In addition, the research found significant relationships between perceived quality and all the resulting constructs studied.

KEY WORDS: *Motivations to museums' visits, service quality, satisfaction and learning in museums.*