

# Mobile Services and Perceived Mobility Value in Theme Park Operations

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**Abstract.** Communications and services through wireless communication networks that interface with mobile devices are becoming increasingly prevalent on a global scale. This study is an early attempt aimed at providing empirical data on theme park guests' preferences for potential consumer-oriented mobile services applications as well as the attributes that are perceived as important by theme park guests for making mobile services choices. Analysis of data collected from 380 theme park guests reveals the importance ranking of 18 mobile services which were generated by the author. Moreover, this study examines the underlying dimensions of the mobile services. The data suggest that this is a four dimensional construct: m-information services, m-interaction services, m-reservation services, and m-transaction services. Additionally, the results reveal that four mobile services constructs positively and significantly influence theme park guests' perceived mobility value. Perceived mobility value in turn positively and significantly affects their perception of usefulness. Management implications are discussed and suggestions are provided.

**Keywords:** mobile services; theme park; perceived mobility value; perceived usefulness

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