**PART A: QUANTITATIVE FINDINGS/RESULTS**

**Descriptive statistics**

The table 5 below shows various variables that were captured. These variables include participants' familiarity with dynamic pricing, sensitivity to surge pricing, past theme park ticket purchases, willingness to pay for water park visits under different pricing scenarios, perceptions about the impact of dynamic pricing on guest experiences, and their history of theme park visits both abroad and in the Gulf. Descriptive statistics on these variables can provide insights into participants' attitudes, behaviors, and experiences related to dynamic pricing in GCC-based theme parks.

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| **Descriptive Statistics** | | | | | | | |
|  | N | Minimum | Maximum | Mean | Std. Deviation | Skewness | |
| Statistic | Statistic | Statistic | Statistic | Statistic | Statistic | Std. Error |
| Familiarity (phenomenon) | 171 | 1 | 5 | 2.93 | 1.211 | .176 | .186 |
| Price Sensitivity | 171 | 1 | 5 | 3.18 | 1.201 | -.232 | .186 |
| PS1 Abroad | 171 | 1 | 5 | 3.33 | 1.246 | -.158 | .186 |
| PS2 Regional | 171 | 1 | 5 | 3.15 | 1.222 | -.080 | .186 |
| Pay to Attend | 171 | 1 | 5 | 3.61 | 1.064 | -.540 | .186 |
| Overcrowding | 171 | 1 | 5 | 3.83 | 1.232 | -.951 | .186 |
| Visited Y (International) | 171 | 0 | 8 | 2.71 | 1.686 | .648 | .186 |
| Visited X | 171 | 1 | 6 | 1.88 | 1.028 | 1.421 | .186 |
| Valid N (list-wise) | 171 |  |  |  |  |  |  |

Table 5: Descriptive Statistics with Captured Variables

In the table 5 above, the descriptive statistics provide an overview of the participants' attitudes, behaviors, and perceptions related to dynamic pricing and theme park experiences in the Gulf, offering insights into the level of familiarity, willingness to pay, and sensitivity to pricing among other aspects. The table 5 results were as expounded below:

**Visited Y Theme Parks Abroad in the last 5 years**: On average, participants reported visiting, on average, about 2.71 theme parks abroad in the last 5 years. The higher standard deviation (of 1.686) suggests that most were willing to accommodate fluctuating prices for tickets based on demand peaks in theme parks but on the other hand.

**Visited X Theme Parks in the Gulf in the last 5 years**: Participants reported visiting approximately 1.88 theme parks in the Gulf region in the last 5 years, on average, with the standard deviation (1.028) indicating that the majority of the participants visited oversea theme parks than local theme parks.

**General Familiarity with the phenomenon of Dynamic Pricing IV:** Participants, on average, reported a moderate level of familiarity with dynamic pricing, as indicated by a mean score of 2.93 out of 5, with a relatively low standard deviation (1.211) suggesting that responses were clustered around this average. This showed that most of the data used were from participants who were actually aware of dynamic pricing on hospitality and entrainment industry

**Price Sensitivity to Ubers' Surge Pricing IV**: Participants seemed to be moderately Sensitive to surge ricing, with a mean score of 3.18 out of 5 and a standard deviation (of 1.201) which suggests some variability in responses, but with the overall sensitivity being verily consistent.

**PS1 Abroad Theme Park Ticket Purchase IV**: Participants reported a moderate willingness to purchase theme park tickets abroad, as indicated by a mean score of 3.33 out of 5 and a standard deviation (of 1.246) which also suggests variability in the responses, reflecting differing levels of willingness. Most were willing to pay during the low peak while few were able to pay on high peak when the prices were high.

**PS2 Regional Theme Park Ticket Purchase IV:** Similarly, the participants reported a slightly higher willingness to purchase tickets for regional theme parks, with a mean score of 3.15 out of 5. Most participants were willing to buy tickets during low peak season where the prices seemed to be cheap while during the high peak season when prices were high, they experience some challenges.

**WTP1 DV Willingness to Pay to Attend a Water Park at Low Peak or High Peak times considering a lower fare in the off-season**: Participants showed a relatively higher willingness to pay to attend a water park during both low and high peak times but with lower fares in the off-season, as reflected in the table above with mean score of 3.61 out of 5. This shows that consumers in the GCC are generally accepting dynamic pricing, especially during the off-season with low prices.

**WTP1 DV Dynamic Pricing Actually Enhances the Guest Experience with Overcrowding (Do You believe that it has a positive effect?):** Participants generally indicated a positive belief that dynamic pricing enhances the guest experience with overcrowding, as shown by the mean score of 3.83 out of 5. The low standard deviation (of 1.232) indicates some diversity in opinions. These findings shows that consumers in the GCC are generally accepting dynamic pricing, especially during the off-season but on the other hand they too experience some challenges in high peak seasons when prices were high.

In the ANOVA table 6 bellow, dependent variable was Familiarity (phenomenon) while independent variables were Visited X, Price Sensitivity, Overcrowding, PS2 Regional, Visited Y, pay to Attend, and PS1 Abroad.

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **ANOVAa Table** | | | | | | |
| Model | | Sum of Squares | df | Mean Square | F | Sig. |
| 1 | Regression | 23.163 | 7 | 3.309 | 2.387 | .024b |
| Residual | 225.995 | 163 | 1.386 |  |  |
| Total | 249.158 | 170 |  |  |  |

Table 6: ANOVA table

Statistically, a low p-value (usually below a chosen significance level like 0.05) normally suggests that the differences between groups are statistically significant. For the results in the ANOVA table 6 above, the p-value for regression is (0.024), this value is clearly less than 0.05, therefore there it is true that residents were willing to accommodate fluctuating prices for tickets based on demand peaks and troughs in theme parks and this is shown by dependent variable and the various independent variables as named in the preceding paragraph. Due to this, the study rejected the null hypothesis (RQ3) that: Consumers in the GCC region are not willing to accommodate fluctuating prices for tickets based on demand peaks and troughs in theme parks and accept the alternative hypothesis that consumers in the GCC region are willing to accommodate fluctuating prices for tickets based on demand peaks and troughs in theme parks.

Similarly, in table 6 above, the test shows that some customers in GCC region agreed to acceptance of flexibility where they viewed dynamic pricing positively as it offers them the flexibility to choose when to visit the theme park based on their budget and preferences. They appreciated the potential to find lower prices during off-peak times and appreciate the idea of paying less during less busy times. As a result of this, the study rejects the null hypothesis (RQ2), which states that consumers in the GCC region show no distinct attitude (neither favorable nor unfavorable) towards dynamic pricing in theme parks and accepts the alternative hypothesis that consumers in the GCC region show distinct attitude (either favorable or unfavorable) towards dynamic pricing in theme parks.

**Regression Analysis**

For the table 8 below, the regression equation which is represented by Y was established using SPSS as shown below:

Y=1.314+0.201-0.025+0.048+0.134+0.010-0.009+0.217

The findings of the regression analysis were as presented in the table below:

|  |  |  |  |  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| **Coefficientsa** | | | | | | | | | | | | | |
| Model | | Unstandardized Coefficients | | Standardized Coefficients | t | Sig. | 95.0% Confidence Interval for B | | Correlations | | | Collinearity Statistics | |
| B | Std. Error | Beta | *Lower Bound* | *Upper Bound* | *Zero-order* | *Partial* | *Part* | Tolerance | VIF |
| 1 | **(Constants)** | **1.314** | **.620** |  | **2.119** | **.036** | **.089** | **2.538** |  |  |  |  |  |
| Price Sensitivity | .201 | .084 | .199 | 2.389 | .018 | .035 | .366 | .227 | .184 | .178 | .801 | 1.248 |
| PS1 Abroad | -.025 | .113 | -.025 | -.219 | .827 | -.247 | .198 | -.074 | -.017 | -.016 | .413 | 2.420 |
| PS2 Regional | .048 | .110 | .048 | .435 | .664 | -.169 | .264 | -.040 | .034 | .032 | .455 | 2.199 |
| Pay to Attend | .134 | .097 | .118 | 1.386 | .168 | -.057 | .325 | .148 | .108 | .103 | .768 | 1.302 |
| Overcrowding | .010 | .082 | .011 | .128 | .899 | -.151 | .172 | .000 | .010 | .010 | .801 | 1.249 |
| Visited Y | -.009 | .061 | -.013 | -.147 | .884 | -.130 | .112 | .053 | -.011 | -.011 | .762 | 1.313 |
| Visited X | .217 | .100 | .184 | 2.164 | .032 | .019 | .415 | .168 | .167 | .161 | .766 | 1.305 |
| Table 8: Dependent Variables-Familiarity (Phenomenon) | | | | | | | | | | | | | |

In table 8 above, the coefficient for Price Sensitivity to Uber's Surge Pricing IV is 0.201. This coefficient is positive therefore it means that most people tend to believe that Dynamic Pricing actually enhances the guest experience with overcrowding. The p-value for this coefficient which is 0.018 is less than 0.036, this indicates that consumers in the GCC region were not in support towards higher dynamic priced tickets in theme parks. However, when the ticket price was lower due to low peak season, they were accepting to buy a dynamic priced-tickets.

The coefficient for Visited Y Theme Parks Abroad in the last 5 years is -0.009. This coefficient is negative; which means that as though most customers who Visited Y Theme Parks Abroad in the last 5 years tended to be aware that Dynamic Pricing Actually Enhances the Guest Experience with Overcrowding, the still opted to visit theme parks abroad despite low priced ticked on the theme parks closest to their home zip addresses. The p-value for this coefficient, on the other hand is 0.884, which is greater than 0.036 showing a perfect positive correlation between high price of theme park tickets abroad and visitors’ interest to purchase them regardless of high prices. These findings indicate that dynamic priced tickets do not significantly affect theme avid visitors to purchase tickets to experience a park abroad.

The coefficient for Visited X Theme Parks in the Gulf in the last 5 years is +0.217 (positive); which means that the majority of customers who Visited X Theme Parks in the Gulf in the last 5 years were aware that Dynamic Pricing could potentially enhance guest experience with overcrowding. However, they never minded visiting theme parks abroad despite high ticket prices over there. On the other hand, the p-value for this coefficient is 0.032, which is smaller than 0.036, indicating that most customers who Visited X Theme Parks in the Gulf in the last 5 years in the GCC region were well-informed and familiar with dynamic pricing in theme parks, regardless of whether the demand varies seasonally or even weekly.

On the same note, as shown in table 8 above, the coefficient for PS2 Regional Theme Park Ticket Purchase IV is 0.048. This coefficient is positive; which means that most residents in the GCC are price sensitive to the regional ticket prices that guarantees them admission to the theme parks closest to their zip codes. However, the p-value is 0.664 which is greater than the alpha value (0.036) implying that there is no significant correlation between regional theme park visitors and price sensitivity.

However, there was a significant correlation between international theme parks visitors and price sensitivity. The coefficient for PS1 Abroad Theme Park Ticket Purchase IV is -0.025 which is negative, implying that the majority of the respondents were not price sensitive to abroad theme park experiences. This means that if the price increased or decreased, they would still purchase the tickets to experience the theme parks abroad during their holidays.

Moreover, the coefficient for WTP to attend a water park at low peak or high peak times considering a lower fare in the off-season is 0.134. This coefficient is positive; which means that most customers were in agreement that Dynamic Pricing actually enhances the guest experience with overcrowding. The coefficient for General Familiarity with the phenomenon of Dynamic Pricing IV is 0.010. This coefficient is positive, which means that most customers who had familiarity with the phenomenon of Dynamic Pricing IV tend to support that Dynamic Pricing Actually Enhances the Guest Experience with Overcrowding.

**Significance Testing**

The correlation coefficients are always accompanied by p-values to show whether the observed correlation is statistically significant and practical. A low p-value suggests a significant relationship. The significance testing results were as shown below

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  |  | Familiarity (phenomenon) | Price Sensitivity | PS1 Abroad | PS2 Regional | Pay to Attend | Overcrowding | Visited Y | Visited X |
| Sig. (1-tailed) | Familiarity (phenomenon) | . | .001 | .168 | .300 | .027 | .499 | .244 | .014 |
| Price Sensitivity | **.001** | . | .000 | .000 | .001 | .223 | .093 | .436 |
| PS1 Abroad | .168 | .000 | . | .000 | .365 | .144 | .017 | .165 |
| PS2 Regional | .300 | .000 | .000 | . | .109 | .412 | .245 | .293 |
| Pay to Attend | **.027** | .001 | .365 | .109 | . | .000 | .045 | .108 |
| Overcrowding | .499 | .223 | .144 | .412 | .000 | . | .285 | .002 |
| Visited Y | .244 | .093 | .017 | .245 | .045 | .285 | . | .000 |
| Visited X | **.014** | .436 | .165 | .293 | .108 | .002 | .000 | . |
| N | Familiarity (phenomenon) | 171 | 171 | 171 | 171 | 171 | 171 | 171 | 171 |
| Price Sensitivity | 171 | 171 | 171 | 171 | 171 | 171 | 171 | 171 |
| PS1 Abroad | 171 | 171 | 171 | 171 | 171 | 171 | 171 | 171 |
| PS2 Regional | 171 | 171 | 171 | 171 | 171 | 171 | 171 | 171 |
| Pay to Attend | 171 | 171 | 171 | 171 | 171 | 171 | 171 | 171 |
| Overcrowding | 171 | 171 | 171 | 171 | 171 | 171 | 171 | 171 |
| Visited Y | 171 | 171 | 171 | 171 | 171 | 171 | 171 | 171 |
| Visited X | 171 | 171 | 171 | 171 | 171 | 171 | 171 | 171 |

The p-values as per the study’s results in the table 9 above shows that (independent variables) pay to attend is 0.027 while p value for price sensitivity is 0.001 in correlation to dependent variable (familiarity phenomenon). These p values are too low compared to the standard alpha value which is 0.05, clearly indicating that customers in GCC were willing to pay for fluctuating ticket prices based on park capacity or visitor demand at theme parks (low prices during off-peak). In the table 9 above, there exists a positive correlation between the two tested independent variables (pay to attend and price sensitivity) against the dependent variable (familiarity); which indicates a positive attitudes of consumers in the GCC region towards dynamic pricing in theme parks, particularly when demand vary seasonally or even weekly (when prices drop during off peaks or low seasons).

**Pearson Correlation**

The Pearson correlation, also known as Pearson's r or the Pearson correlation coefficient, is a statistical metric that measures the intensity and direction of the linear connection between two continuous variables. This approach is frequently employed to gauge the correlation between variables and falls within the range of -1 to +1.

* +1 indicates a perfect positive linear correlation, meaning that as one variable increases, the other also increases proportionally.
* -1 indicates a perfect negative linear correlation, meaning that as one variable increases, the other decreases proportionally.
* 0 indicates no linear correlation; the variables do not show a linear relationship.

|  |  |  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
|  | | | | | | | | | |
|  | | Familiarity (phenomenon) | Price Sensitivity | PS1 Abroad | PS2 Regional | Pay to Attend | Overcrowding | Visited Y | Visited X |
| Pearson Correlation | Familiarity (phenomenon) | 1.000 | .227 | -.074 | -.040 | .148 | .000 | .053 | .168 |
| Price Sensitivity | .227 | 1.000 | -.320 | -.255 | .248 | -.059 | -.101 | .013 |
| PS1 Abroad | -.074 | -.320 | 1.000 | .723 | -.027 | -.082 | .161 | -.075 |
| PS2 Regional | -.040 | -.255 | .723 | 1.000 | -.095 | .017 | .053 | -.042 |
| Pay to Attend | .148 | .248 | -.027 | -.095 | 1.000 | .322 | .130 | -.095 |
| Overcrowding | .000 | -.059 | -.082 | .017 | .322 | 1.000 | -.044 | -.220 |
| Visited Y | .053 | -.101 | .161 | .053 | .130 | -.044 | 1.000 | .394 |
| Visited X | .168 | .013 | -.075 | -.042 | -.095 | -.220 | .394 | 1.000 |

The analysis results from the table 9 above, shows that the Pearson correlation values in correlation to familiarity and the following independent variables: Visited X Theme Parks in the Gulf in the past 5 years (+0.014) and Price Sensitivity to Uber's Surge Pricing IV (+0.227). Visited Y Theme Parks Abroad in the last 5 years was +0.053) and WTP1 DV Willingness to Pay to Attend a Water Park at Low Peak or High Peak times considering a lower fare in the off-season was +0.148 and all of them showed perfect positive linear correlation. On the other hand, PS1 Abroad Theme Park Ticket Purchase IV(-0.074)and PS2 Regional Theme Park Ticket Purchase IV (-0.040) were negative, indicating that dynamic pricing had no effect on their willingness to pay.

**Interpretation for the Quantitative Findings-Part A**

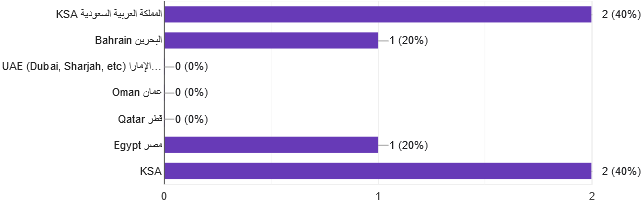
In detail, the quantitative findings demonstrate that the participants' attitudes, behaviors, and experiences were closely related to dynamic pricing in GCC-based theme parks. The regression equation highlighted that when all independent variables are held at zero, dynamic pricing in GCC-based theme parks would be at 0.036. This P-value is less than the alpha value of 0.05 indicating that most consumers in the GCC region had positive attitude towards dynamic pricing in theme parks, particularly when demand can vary seasonally or even weekly due to several factors. The researcher therefore strongly rejected the null hypothesis (H0): that consumers in the GCC region show no distinct attitude (neither favorable nor unfavorable) towards dynamic pricing in theme parks and accepts the alternative (H1): that consumers in the GCC region show a distinct attitude (either favorable or unfavorable) towards dynamic pricing in theme parks (RQ2).

On the other hand, the research has also confirmed (with positive Pearson correlation coefficient and p values) that consumers who reside in the Gulf are willing to accommodate fluctuating prices for tickets based on demand peaks and troughs in theme parks. The findings therefore strongly reject the null hypothesis (H0): that consumers in the GCC region are not willing to accommodate fluctuating prices for tickets based on demand peaks and troughs in theme parks and accept the alternative that (H1): consumers in the GCC region are willing to accommodate fluctuating prices for tickets based on demand peaks and troughs in theme parks (RQ3).

Collectively, the quantitative results indicate that consumers in the GCC are generally accepting of dynamic pricing, especially during the off-season when the prices are a bit lower and cheap. This aligns with qualitative results where researchers and theme park managements find dynamic pricing beneficial for either off or on-season periods but with challenging factors like overcrowding, staffing, and maintenance. During low season and cheap prices, more people buy tickets and visit the theme parks which implies more staffing and high maintenance costs and overcrowding, which calls for higher operation costs for the parks.

**PART B: QUALITATIVE FINDINGS**

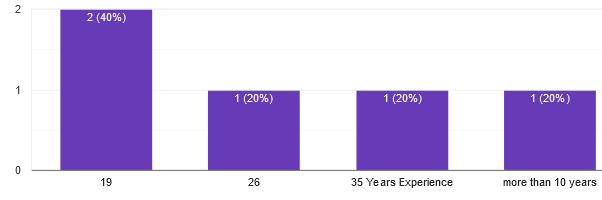
The qualitative data for this section was collected through 1:1 interview with five professional respondents in the tourism industry in the Gulf. They included Respondent 1-engineering director, Respondent 2-maintenance supervisor, Respondent 3-HR director, Respondent 4-security and safety manager, and Respondent 5-operations manager. All these participants were had work experience in in the Gulf region with the respondents saying that they had worked in various Middle East & North African (MENA) countries including KSA, Bahrain, and Egypt as presented in the horizontal chart below:



Frequency/Number of Participants

Countries of previous work

Similarly, as shown in the bar chart below, all the respondents had over 10years of work experience in the field of study-theme parks operations and management.



No. of Participants

Years of Experience

Correspondingly, a comprehensive thematic analysis was then conducted (on the qualitative insights provided by the five respondents) followed by a concise thematic coding which tabulated as shown below:

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **RESPONDENTS**  **QUESTIONS** | **Respondent 1**  **(Engineering Director)** | **Respondent 2**  **(Maintenance Supervisor)** | **Respondent 3**  **(HR Director)** | **Respondent 4**  **(Security &; Safety**  **Manager)** | **Respondent 5**  **(Operations Manager)** |
| **Q1**  **(**Alternative Revenue Models) | Partnering with locals to diversify sale of food and beverage, corporate booking, developing paid swimming lesson classes, incorporating birthday party booking, wellness and SPA services, and events photoshoot at the parks. | Developing college and school student booking, having ladies’ day offer, events booking, developing theme nights with theatre, educational workshops, paid swimming accessories, and water play features. | Assessing park’s labor demands, evaluating salary payables to theme park workers, critical market analysis via personal interviews, and employing theme park workers using competency-based criteria, | Using pay-per play model | Renting spaces,  Regional Theme park Service promotions and advertisements |
| **Q2**  **(**Regional Preferences Or Cultural Factors) | Modesty and privacy factors,  Special Ramadhan Events,  Cultural entrainment,  Adhering to local social architecture and aesthetics, and Embracing interactive learning. | Cultural celebrations  Using Localized marketing campaigns  Theme festivals  Local talent showcases e.g. music, art, etc. and Cultural workshops | .  Ensure diversity of employees  Embracing Islamic ethical behavior and culture | Cultural sensitivity,  Climate factors,  Embracing local cuisines  Gender consideration  Promoting local festivals and games | Exploiting (Islamic) holiday periods |
| **Q3**  **(**Implementation Challenges for New Revenue Models) | Technological infrastructure costs,  Visitor experience disruption,  Employee training and buy-in,  Complexity in Cultural alignment. | Legal and regulatory hurdles,  Data management and privacy,  Competition and lack of differentiation, and  Unpredictable outcome | Complex system/work policies, High training requirements and costs, and  Confusion in performance monitoring of the new techs | Cultural sensitivity,  Seasonality of the industry, and  Complexity in cultural staff training and alignment. | N/A |
| **Q4**  **(Success Metrics)** | Financial (indicator) metrics,  Measure ROI and profit margins,  Brand and image awareness, and  Evaluating a model’s flexibility and adaptability e.g. Model expansion and integration | Quantify the attendance and utilization metrics,  Test customer acquisition and retention by tracking the number of new visitors, &  Evaluate customer engagement and satisfaction through collecting victor experience feedback. | Assess the efficacy of the communication channels and systems,  Evaluate employee performance,  Test workforce costs, &  Establish quality management systems. | Longevity evaluation,  Confirm visitor conversion rates,  Employ survey and feedback,  Measure ROI,  Assess customer loyalty, &  Assess upselling success by tracking higher priced offers. | Collect customer feedback, and  Evaluate visitor experience and ratings |

**Analysis of Qualitative Data-Part B**

The literature review showed that varying prices based on the real-time demand (dynamic pricing) has a greater potential of boosting revenue and profit margin for business settings, specifically theme parks and water parks. Correspondingly, the quantitative results have shown that the majority of the respondents were aware of dynamic pricing and admitted that dynamic pricing model possibly enhances guest experience especially in cases of overcrowding. Notably, the quantitative section focused primarily on correlating (dynamic) ticket pricing and visitors’ familiarity thus addressing the first two objectives of the study: 1. to determine the applicability and effectiveness of dynamic ticket pricing specifically within the context of Gulf region’s theme parks. And 2. to capture and analyze the attitudes of GCC park visitors on dynamic pricing and their corresponding behaviors and consumer responses in terms of brand value, customer loyalty, and the long-term viability of these theme park businesses. The qualitative data (Part B) of this study, on the other hand, emphasized addressing the third objective which was to investigate the potential of alternative pricing revenue models, apart from dynamic (ticket) pricing, in enhancing consumer value propositions and financial performance of theme parks in the Gulf region.

Analytically, to ensure the maximum effectiveness of dynamic ticket pricing in the GCC theme parks as a whole, interactive complementary pricing models should be integrated by theme parks in the regions. Thematic analysis of the qualitative data provided a range of possible pricing models including developing unique pricing for swimming lessons, offering premium SPA services (wellness activities), developing robust photoshoot subscription plans, and corporate bookings. Other pricing models included offering Ladies Day offers, theme night plans, pay-per play offers, and educational workshops. Collectively, when these mechanisms are incorporated with dynamic pricing, they would enhance visitors’ experience, boost repeat visits, improve visitor conversion rates, and thus boost return on investment (ROI) and profit margin for the theme parks in the GCC. Pay-per-play pricing model, for example, would allow theme park visitors to purchase each individual service or activity they are interested in other than having all the activities covered in a single ticket. In so doing, such a model allows visitors select activities that they are mainly interested in being part of, which in the perspective of visitors is not only flexible but also cost-effective. This is so since such a model enables the visitors to control their budget while on the other hand, would help theme parks to maximize ROI and profit margins effectively and seamlessly.

It is vital to note that while implementing these pricing models and mechanisms, the regional theme parks and investors should be very cognizant of the GCC’s cultural aspects. The revenue models should comply with the Islamic (Sharia) laws including privacy and modesty, religion, entertainment, and Islamic financial practices such as Riba beliefs. For example, when the local theme parks invest in offering SPA services and offering various cuisines to boost revenue, they should ensure that they abide by the Sharia law’s stipulations regarding provenance of investment. Culture is a very multifaceted aspect in business operation and in the tourism industry especially when it comes to Arabic nations. As a result, it is very crucial for theme parks to follow all the social and cultural aspects of the Arabic nations before augmenting the suggested pricing models.

Other than cultural and social aspects, there are a few critical challenges and stringency associated with incorporating new pricing models into already existing ones in already operating organization or business. For example, the findings have suggested that the new models have higher infrastructural costs and possibly disrupts visitor experience. Similarly, the new models may pose various data management and privacy concerns as well as lack of uniqueness in case where different theme parks employ the same pricing models. To mitigate all these challenges, comprehensive evaluative assessment should be conducted by the theme park management teams and empirical feasibility study and test should be conducted prior to augmenting the models. In so doing, the desired outcome including operational uniqueness, high customer experience, high ROI, and profit margins collectively, would be achieved. Similarly, as though quantification of the models’ viability and effectiveness (success metrics) may be daunting and complicated, the results suggested that theme parks in GCC may incorporate a number of mechanisms encompassing measuring financial indicators to check ROI and profit margins. Moreover, they (theme parks) should measure revenue growth, brand awareness, visitor attendance and conversion rates, and use anonymous survey and feedback to assess visitor engagement, satisfaction, and retention. These would help in establishing potential gaps that need fixing and confirm that the newly-incorporated models are operating to the optimum standards, driving the industry towards the desired direction.

**VALIDITY AND RELIABILITY OF THE FINDINGS**