

Asia Pacific
Association for Gambling Studies
亞太博彩研究學會

The Second
Asia Pacific Conference
on Gambling &
Commercial Gaming Research
(APCG2013)

Program and Presentation Abstracts

1-4 December, 2013
Kaohsiung, Taiwan

PROUD TO SUPPORT
Asia Pacific Association
for Gambling Studies

The work being done is seminal in opening the field of research and education about gaming in Asia.

We applaud the efforts of APAGS and participants of the conference.



CAESARS
ENTERTAINMENT®

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- The Role of Delay-Discounting and Overconfidence in Gambling Behavior and Motivation: A Field Survey
- Development and Validity of the New Gambling Task “Game of Dice Task-Revision(GDT-R)”
- Psychological Impacts of Gambling Disorder on Gamblers' Families
- Korea Casino Industry Policy and Development
- Family Coping Treatment Group for Chinese Help-Seeking Family Members of Problem Gamblers
- Family History of Addictive Disorders Among Treatment-Seeking Pathological Gamblers
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- Macao as a Gambling City: Observations Through Visual Anthropology
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- Application of Habitual Domains, Analytical Hierarchy Process and SWOT Analysis to Assess the Best Location for Casino Sites in Taiwan
- An Architecture-Oriented Design Method for Gaming Business Administration Systems

- The Casino War: International Casino Competition within Asia and Australasia
- The Impact of Non-problem Gambling on Gamblers
- At the Interface of (Ir)Responsible Online Gambling? Experiences and Practices of Recreational and Problem Gamblers
- An Investigation into the Behavioral and Cognitive Similarities and Differences of Problem and Recreational Gambling Law Enforcement Officers Who Play Horse Racing Betting in Hong Kong
- Integrated Resort (Including Casino) in Japan
- A System Dynamics Model for Penghu Integrated Resort
- Apply Business Function Diagram in Identifying Stakeholder Conflicts in the Integrated Resort Development in Matsu
- Hate Me, but Love My Dog: Dealer Alienation and Stereotyped Self-Prophecy Drive Casino Dealers to Pathological Gambling
- Female Gambling Employees' Work Family Conflict and Job Satisfaction in Macau
- Finnish Problem Gamblers, Socio-Economic Status and the Welfare State: a Qualitative Research on Problem Gamblers and Social and Economic Factors
- Prevalence of Gambling Involvement and Gambling Disorder in Macao
- Prevalence of Problem Gambling in Malaysia's Most Populous State
- An Analysis of Problem Gambling Among the Finnish Working-Age population: a Population Survey
- Prevention Programs for Youth Gambling: A Review of the Empirical Evidence
- Combating Online Gambling in China: the Role of International Law Enforcement Cooperation
- The Regulation of Junket Promoters in Macao: Reality and Dilemma
- Challenges China Mainland Faces When Lottery is Allowed to Distribute and to Sell Through Internet/Telephone
- The (In)Validity of Problem Gambling Measures in Poker Playing Samples
- Looking Outside of the Box – a Creative Approach to Self-Exclusion

- A Study on the Similarities and Differences Between Female and Male Gambling Triad Members in Hong Kong.
- A Game, a Sin, or Somewhere in Between: An Exploration of Gambling Attitudes, Beliefs and Behaviors in Culturally Diverse Communities in Australia
- Diffusion and Learning: The Development of Finnish Sports Betting Culture
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The Program

December 1, Sunday

Location: I-Shou University 義守大學

**Address: No. 1, Sec. 1, Syuecheng Rd., Dashu District, Kaohsiung City, Taiwan
高雄市大樹區學城路一段 1 號**

13:30-15:00 Registration

15:00-18:00 Preconference Workshop

Venue: Center for Gaming and Entertainment Education, International College

How to develop, implement and evaluate a prevention program for excessive gambling among youths and adults

Robert Ladouceur, Laval University, Canada

18:30-21:00 Reception and Dinner E-Da City Light 義大實習餐廳

December 2, Monday

Location: National Kaohsiung University of Hospitality and Tourism 國立高雄餐旅大學

**Address: No.1, Songhe Rd., Xiaogang Dist., Kaohsiung City, Taiwan
高雄市小港區松和路 1 號**

09:00-09:30 Registration

Venue: International Conference Hall, Instructional Building (H116)

09:30-10:00 Opening Ceremony

Venue: H116

Welcome Remarks

1. **Dr. Pan, Chiang Tung**, Vice President, National Kaohsiung University of Hospitality and Tourism
2. **Liu, Xian-Hui**, Deputy Director General, Tourism Bureau Kaohsiung City Government
1. **Samuel Huang**, Director-General, Asia Pacific Association for Gambling Studies

10:00-10:50 Keynote Speech

Venue: H116

Topic: Gaming Development in Taiwan

Cathy Hsu, Hong Kong Polytechnic University, Hong Kong

10:50- 11:20 Tea Break

11:20- 12:10 Keynote Speech

Venue: H116

Topic: Why Gaming Laws Need to Be Crafted Based on the Unique Policies, Structure and Capabilities of Each Jurisdiction

Anthony N. Cabot, Lewis and Roca LLP, USA

12:10 -13:40 Lunch Multipurpose Activity Center 多功能活動中心

Parallel Session 1A: Adolescents Gambling

13:40 -15:00, December 2, Monday

Venue: G301

Chair: **Irene Lai Kuen Wong**, Hong Kong Polytechnic University, Hong Kong

1. Learning to Play Online: Social Gam(bl)ing and Identity Play in Social Networks
Jani Kinnunen, University of Tampere, Finland
2. Effects of Outcome Expectancies on Chinese Adolescents' Gambling Intention
Stella Sau Kuen Wong, Hong Kong Polytechnic University, Hong Kong
3. Parents' Perception of Children's Gambling Involvement in Macau
Irene Lai Kuen Wong, Hong Kong Polytechnic University, Hong Kong

Parallel Session 1B: Probability and Forecasting of Gaming Industry

13:40 -15:00, December 2, Monday

Venue: G306

Chair: **Shuang Liu**, Macao Polytechnic Institute, Macao

1. A New Perspective on Weekend Effect: Empirical Evidence From Horserace Betting Market
Ming-Chien Sung, and Johnnie Johnson, University of Southampton, UK
2. Application of Mathematical Statistics on Gaming Industry
Lik Ha, Macau Gaming Research Association (MGRA), Macao
3. Towards an Understanding of the Forecasting Ability of Bettors When Faced by Dynamic Information
Johnnie Johnson, and Ming-Chien Sung, University of Southampton, UK

Parallel Session 1C: Problem Gambling and Treatment

13:40 -15:00, December 2, Monday

Venue: G308

Chair: **Chi Chuen Chan**, Upper Iowa University, Hong Kong

1. A Preliminary Study of the Effectiveness of Group Cognitive-Behavioral Therapy for Chinese Pathological Gamblers in Hong Kong
Patrick Tak Ching Lau, Daniel Fu Keung Wong, City University of Hong Kong
2. The Effectiveness of Gamblers Anonymous as a Treatment Model
Chan Ying Ying, Upper Iowa University, Hong Kong
3. The Effectiveness of a Customized 12-Step Group Treatment Program
Hoi Fung Patrick Wu, Wing Winnie Yeung, Miu Fun Celia Wong, Chi Chuen Chan, Upper Iowa University, Hong Kong

Parallel Session 1D: Gaming in Asia

13:40-15:00, December 2, Monday

Venue: G401

Chair: **Leo Huang**, Dean of the Tourism College, National Kaohsiung University of Hospitality and Tourism

1. Discussing Gaming Industry Notion and Its Development - The Case of Asia Pacific Region

Tokumura Shisei, Hangzhou Normal University, China

15:00-15:30 Tea Break

Parallel Session 2A: Gaming Business Administration

15:30-16:50, December 2, Monday

Venue: G301

Chair: **L C Koo**, Macau Gaming Research Association (MGRA), Macao

1. PSM for optimal chip commission for Macau casinos
L C Koo, Macau Gaming Research Association (MGRA), Macao
2. Racino: A Solution or A Terminator?
Shuang Liu, Macau Polytechnic Institute, Macao
3. Relationship Marketing Tactics and Customer Loyalty: An Exploratory Research on Macao Casinos
Yongdong Shi, Macau University of Science and Technology, Macao

Parallel Session 2B: Gambling Behavior and Cognition

15:30-16:50, December 2, Monday

Venue: G308

Chair: **Guihai Huang**, Macao Polytechnic Institute, Macao

1. The Role of Delay-Discounting and Overconfidence in Gambling Behavior and Motivation: A Field Survey
Zhu-Yuan Liang, Guihai Huang, Shu Li, Institute of Psychology, Chinese Academy of Sciences, China
2. Development and validity of the new gambling task “Game of Dice Task-Revision(GDT-R)”
Takuhiko Takada, University of Tsukuba, Japan
3. Psychological impacts of gambling disorder on gamblers' families
King Yiu Hui, Upper Iowa University, Hong Kong

Parallel Session 2C: Gaming in Asia

15:30-16:50, December 2, Monday

Venue: G401

Chair: **Leo Huang**, Dean of the Tourism College, National Kaohsiung University of Hospitality and Tourism

1. Korea Casino Industry Policy and Development
Gi Eun Chung, Sookmyung Woman's University, Korea

18:30 Dinner New Taiwanese Original 新台灣原味人文懷舊館

December 3, Tuesday

Location : I-Shou University

09:00-09:30 Registration

Venue: Convention Center, International College

09:30-09:50 Welcome Remark

Venue: Convention Center, International College

1. **Jei-Fu Shaw**, President, I-Shou University

09:50-10:50 Summit: Integrated Resort and Regional Economic Development

Venue: Convention Center

Moderator: **Prof. Chen Yung-Pin**, Department of Leisure and Recreation Management National Kaohsiung University of Hospitality and Tourism

Speakers:

3. **Tseng, Wen Sheng**, Director-general, Economic Development Bureau, Kaohsiung City Government
4. **Liu, Xian-Hui**, Deputy Director General, Tourism Bureau Kaohsiung City Government
5. **Wu, Ji-Hua**, Vice President, National Sun Yat-sen University
6. **Jiao, Li-Ren**, President, Weidner Resorts
7. **Dr. Lin, Ji-Heng**, Lin and Partners Attorneys at Law
8. **Prof. Liu, Day-Yang**, National Taiwan University of Science and Technology Department of Business Administration.
9. **Prof. Lin, Jie-Sing**, International college of I-Shou University

10:50-11:20 Tea Break (Seminar Room VI)

11:20-12:10 Keynote Speech

Venue: Convention Center

The convergence of gambling and gaming addictions on the Internet

Mark Griffiths, Nottingham Trent University, UK

12:20-13:40 Lunch (Seminar Room VI)

Parallel Session 3A: Problem Gambling and Treatment

13:40-15:00, December 3, Tuesday

Venue: Seminar room I

Chair: **Guo Song**, Institute of Mental Health of Singapore, Singapore

1. Family Coping Treatment Group for Chinese Help-Seeking Family Members of Problem Gamblers

Meilo Elad Chan, TAN Lei Daniel, SHEK, Nam Ying YING DAPHNE YEUNG, Hing Yan Ryan WONG, Tung Wad Group of Hospitals, Hong Kong

2. Family History of Addictive Disorders Among Treatment-Seeking Pathological Gamblers

Guo Song, Institute of Mental Health of Singapore, Singapore

3. "Henry the Frenzied Punter is No More" The Self in Transition During Treatment for Problem Gambling

Christopher Anderson, Susan Feldman, Monash University, Australia

Parallel Session 3B: Gambling Studies

13:40-15:00, December 3, Tuesday

Venue: Seminar room II

Chair: **Jukka Jouhki**, University of Jyväskylä, Finland

1. Macao as a Gambling City: Observations through Visual Anthropology

Jukka Jouhki, and Ronan Browne, University of Jyväskylä, Finland

2. Visual Data and Methodologies in the Service of Gambling Studies

Taina Renkonen, Pauliina Raento, Matias Kareallas, Finnish Foundation for Gaming Research, Finland

3. Understanding Both Sides of the Coin: A Study Exploring the Help-Seeking Behaviors and Cognitions of Socially Deviant Gambling Populations and the Difficulties of Treatment Providers in Reaching Out to and Treating the Population.

Chine Yan Chan, Paul Vinod Khatani, Kelvin Yick, Tiffany Hing Mui Tse, Chi Chuen Chan, Upper Iowa University, Hong Kong

Parallel Session 3C: Gaming Business Administration

13:40-15:00, December 3, Tuesday

Venue: Seminar room III

Chair: **Poh Chong Danny**, Edith Cowan University, Australia

1. Application of Habitual Domains, Analytical Hierarchy Process and SWOT Analysis to Assess the Best Location for Casino Sites in Taiwan
Grace Chun-Lun Chien, Shuan-Feng Kuo, and Tai-Lioan Chen, I-Shou University, Taiwan
2. An Architecture-Oriented Design Method for Gaming Business Administration Systems
Shuh-Ping Sun, and William S. Chao, I-Shou University, Taiwan
3. The Casino War: International Casino Competition within Asia and Australasia
Poh Chong Danny, Edith Cowan University, Australia

Parallel Session 3D: Recreational and Problem Gambling

13:40-15:00, December 3, Tuesday

Venue: Seminar room IV

Chair: **Guihai Huang**, Macau Polytechnic Institute, Macao

1. The Impact of Non-Problem Gambling on Gamblers
Guihai Huang, Macau Polytechnic Institute, Macao
2. At the Interface of (Ir)Responsible Online Gambling? Experiences and Practices of Recreational and Problem Gamblers
Jani Kinnunen, Maria Heiskanen, University of Tampere, Finland
3. An Investigation into the Behavioral and Cognitive Similarities and Differences of Problem and Recreational Gambling Law Enforcement Officers Who Play Horse Racing Betting in Hong Kong
Tiffany Hing Mui Tse, Paul Vinod Khatani, Chine Yan Chan, Kelvin Yick, Chi Chuen Chan, Upper Iowa University, Hong Kong

15:00-15:30 Tea Break (Seminar Room VI)

Parallel Session 4A: Development of Integrated Resorts

15:30-16:50, December 3, Tuesday

Venue: Seminar room I

Chair: **Day-Yang Liu**, National Taiwan University of Science and Technology, Taiwan

1. Integrated Resort (Including Casino) in Japan
Kazuaki Sasaki, Nihon University, Japan
2. A System Dynamics Model for Penghu Integrated Resort
Day-Yang Liu, Chung-Yi Fang, Chia-Lee Fan, National Taiwan University of Science and Technology, Taiwan

3. Apply Business Function Diagram in Identifying Stakeholder Conflicts in the Integrated Resort Development in Matsu
Tai-Chi Wu, I-Shou University, Taiwan

Parallel Session 4B: Gambling Impacts

15:30-16:50, December 3, Tuesday

Venue: Seminar room II

Chair: **Zhou Jin Quan**, Macau University of Science and Technology, Macao

1. Hate Me, but Love My Dog: Dealer Alienation and Stereotyped Self-Prophecy Drive Casino Dealers to Pathological Gambling
Juliet Honglei Chen, Kwok Kit Tong, University of Macau, Macao
2. Female Gambling Employees' Work Family Conflict and Job Satisfaction in Macau
Zhou Jin Quan, Sung Kee Park, Hongze Wu, Macau University of Science and Technology, Macao
3. Finnish Problem Gamblers, Socio-Economic Status and the Welfare State: a Qualitative Research on Problem Gamblers and Social and Economic Factors
Maria Heiskanen, University of Helsinki, Finland

Parallel Session 4C: Prevalence Studies

15:30-16:50, December 3, Tuesday

Venue: Seminar room III

Chair: **Anise M. S. Wu**, University of Macau, Macao

1. Prevalence of Gambling Involvement and Gambling Disorder in Macao
Anise M. S. Wu, Mark H. C. Lai, Kwok-kit Tong, University of Macau, Macao
2. Prevalence of Problem Gambling in Malaysia's Most Populous State
Jasmine May Yee Loo, Monash University, Malaysia
3. An Analysis of Problem Gambling Among the Finnish Working-Age Population: a Population Survey
Syaron Basnet, Sari Castren, Tuuli Lahti, Hannu Alho, Maiju Pankakoski, Jenni-Emilia Ronkainen, Satu Helakorpi, Antti Uut, National Institute of Health and Welfare, Finland
4. Prevention Programs for Youth Gambling: A Review of the Empirical Evidence
Robert Ladouceur, Laval University, Canada

Parallel Session 4D: Regulation of Gaming Industry

15:30-16:50, December 3, Tuesday

Venue: Seminar room IV

Chair: **Changbin Wang**, Macao Polytechnic Institute, Macao

1. Combating Online Gambling in China: the Role of International Law Enforcement Cooperation
Minxing Zhao, the Hong Kong Institute of Education, Hong Kong

2. The Regulation of Junket Promoters in Macao: Reality and Dilemma
Changbin Wang, Macao Polytechnic Institute, Macao
3. Challenges China Mainland Faces When Lottery is Allowed to Distribute and to Sell Through Internet/Telephone
Haiping Chen, Hui Wang, Kun Li, Lishuang Fan, Lottery Research Center of China, Beijing Normal University, China

18:00 Conference Dinner 皇冠飯店花園廣場 Crown Plaza Kaohsiung E-DA World

December 4, Wednesday

Location: I-Shou University

09:00-09:30 Registration

Parallel Session 5A: Problem Gambling Measures

9:30-10:50, December 4, Wednesday

Venue: Seminar room I

Chair: **Jussi Palomäki**, University of Helsinki, Finland

1. The (In)Validity of Problem Gambling Measures in Poker Playing Samples
Jussi Palomäki, University of Helsinki, Finland
2. Looking Outside of the Box – a Creative Approach to Self-Exclusion
Mary Marquass, Emma Malone, Steve Novak, Echo Entertainment Group Limited, Australia
3. A Study on the Similarities and Differences Between Female and Male Gambling Triad Members in Hong Kong.
Kelvin Siu Cheong Yick, Chine Yan Chan, Paul Vinod Khiatani, Tiffany Hing Mui Tse, Chi Chuen Chan, Upper Iowa University (Hong kong Campus)

Parallel Session 5B: Gambling and Culture

9:30-10:50, December 4, Wednesday

Venue: Seminar room II

Chair: **Christopher Anderson**, Monash University, Australia

1. A Game, a Sin, or Somewhere in Between: An Exploration of Gambling Attitudes, Beliefs and Behaviors in Culturally Diverse Communities in Australia
Christopher Anderson, Susan Feldman, Harriet Radermacher, Marissa Dickins, Keis Ohtsuka, Monash University, Australia
2. Diffusion and Learning: The Development of Finnish Sports Betting Culture
Matias Karekallas, Pauliina Raento, Taina Renkonen, Finnish Foundation for Gaming Research, Finland
3. Theory of Planned Behavior and Sport Gambling Among Chinese Young People
Mogu S. Yu, Anise M.S. Wu, Chris C.M. Vong, University of Macau, Macao

Parallel Session 5C: Gambling Behavior

9:30-10:50, December 4, Wednesday

Venue: Seminar room III

Chair: **David C J McDonald**, University of Southampton, UK

1. The Quasi-Legitimate 'Third Place': A Qualitative Investigation into the Culture and Context of Gambling Houses in Hong Kong.
Paul Vinod Khiatani, Kelvin Yick, Chine Yan Chan, Tiffany Hing Mui Tse, Chi Chuen Chan, Upper Iowa University (HK Campus), Hong Kong
2. Gambling as Investment: a Generalized Criterion for Optimal Allocation of Wealth Among Risky Assets
David C J McDonald, Ming-Chien Sung, Johnnie E V Johnson, University of Southampton, UK
3. An Exploring Study of Taiwanese Potential Spending Behaviors in Casino Activities
Wei Ping Wang, Kai Wei Lai, Hsuan Kai Chen, Macau University of Science and Technology, Macao

10:50-11:20 Tea Break (Seminar Room VI)

11:20-12:10 Keynote Speech

Venue: Convention Center

Topic: Transnational Macau Casinos: Their Framing and Operationalization Responsible Gambling

Linda Hancock, Deakin University, Australia

12:10-12:30 Closing Remarks

Venue: Convention Center

Chairs: **Dr. Teng Yuan (Jerry) Hsiao**, National Kaohsiung University of Hospitality and Tourism

Dr. Tai-Chi Wu, I-Shou University

Dr. Susan Liu, Asia Pacific Association for Gambling Studies

12:30-14:00 Lunch Convention Center

14:00-17:00 City Tour Ten Drum-Ciatou-Creative Park

Preconference Workshop

How to Develop, Implement and Evaluate a Prevention Program for Excessive Gambling Among Youths and Adults

Robert Ladouceur, Laval University, Canada

Professor Robert Ladouceur, APAGS Honorary President, is a Professor Emeritus at the School of Psychology at the Université Laval de Québec. He completed postdoctoral studies at Temple University in Philadelphia. During his academic career, he has published over 400 scientific papers and written or edited five books.

On two occasions, he was invited to present his work to the members of the United States Presidential Commission on the impacts of gambling. In 1996, he received a Research Award from the National Council on Problem Gambling, a distinction given to highlight the best researcher in this field. In 2003, he received the Senior Research Award from the prestigious medical school of Harvard University, being recognized as the most distinguished international researcher involved with research on problem gambling.

Professor Ladouceur has presented at conferences and led training workshops in several Canadian provinces, American states, and Asian and European countries, including Switzerland, France, Italy, Spain, Norway, Sweden, and Iceland. The treatment that he developed at Laval University in Quebec (Canada) to help pathological gamblers is now used in several countries, including Australia. This approach to the treatment of problem gambling has led to the establishment of the Quebec Centre of Excellence for the Prevention and Treatment of Gambling, with Professor Ladouceur as Director, and the publication of a volume entitled *Understand and Overcome Gambling*. This work has been translated into English (Wiley Press) and Italian.

The recent achievements of Professor Ladouceur include the publication of a model of responsible gaming, the Reno Model, created in collaboration with Professor Howard Shaffer of Harvard University and Professor Alex Blaszczynski of the University of Sydney (Australia). This model of prevention has already been adopted by courts and by several members of the gaming industry. In 2010, with Stella Lachance, he published two volumes for Oxford Press relating to the treatment of pathological gamblers entitled *Overcoming Pathological Gambling*. These books are now available in Chinese.

Abstract: Canada Prevention of excessive, problem or pathological gambling should be of primary importance compare to treatment. In our societies, researchers, clinicians, governments and operators agree that we should join our efforts to prevent gambling-related problems. Many prevention programs have been developed around the world. Recently, Ladouceur, Goulet and Vitaro (inpress) have shown that unfortunately, very few of these programs have been evaluated. This work shop will address the following issues: (1) We will first critically review the existing literature on the effectiveness of gambling prevention programs for youth and adults; (2) A step by step approach will illustrate how to develop a sound and rigorous prevention program; (3) Fifteen (15) criteria for the implementation and the evaluation of prevention programs will be discussed and practiced among the participants; and finally (4) Participants will be invited to present their own prevention programs and will receive feedback on how to improve it. The participants will learn different ways on how to develop, implement and most importantly, evaluate a prevention program in order to reduce

Keynote Speech (I)

Gaming Development in Taiwan

Cathy Hsu, Hong Kong Polytechnic University, Hong Kong

Cathy Hsu, APAGS Vice President, is a Professor and Associate Dean of the School of Hotel and Tourism Management at the Hong Kong Polytechnic University. Prior to joining Hong Kong PolyU in July 2001, she was on the Kansas State University (U.S.A.) faculty for three years and on the Iowa State University (U.S.A.) faculty for nine years.

Cathy Hsu She is the editor and chapter author of the books *Casino Industry in Asia Pacific: Development, Operation, and Impact*, published in 2006, and *Legalized Casino Gaming in the US: The Economic and Social Impact*, published in 1999, both by the Haworth Hospitality Press. The former was translated into Chinese and published in Taiwan in 2010. She is the lead author of the books *Tourism Marketing: An Asia-Pacific Perspective*, published in 2008 by John Wiley & Sons Australia, Ltd., and *Marketing Hospitality*, published in 2001 by John Wiley and Sons. She also authored two Chinese textbooks on tourism marketing, one published in 2009 by Renmin University Press, Beijing, and one published in 2011 by Yang-Chih Book Co. Ltd., Taiwan. She co-edited the book *Tourism and Demography*, published by Good fellow Publishers Ltd. in 2011.

She has conducted research on the use of casinos as a tourism development tool, the economic and social impacts of casino gaming, and tourist/player behaviors in various national and regional contexts. She has obtained numerous extramural and intramural grants and has over 180 refereed publications.

She has served as a consultant to various gaming, tourism, and hotel organizations, such as the World Tourism Organization and Garden Hotels in Guangzhou. She has also been invited by various tourism bureaus and hotel associations to provide an assessment of the potential impacts of legalized gaming in their respective jurisdictions. Furthermore, she has conducted training and strategic planning sessions for gaming operations in recognizing and preventing problem gambling.

In the past few years, she has been invited by various organizations in Taiwan to conduct seminars related to gaming legislation, development, and management. She was appointed by Taiwan's Ministry of Transportation as an expert to the Project Audit Team for Gaming Regulation Development.

Professor Hsu is the Editor-in-Chief of the Journal of Teaching in Travel and Tourism. She also serves on eight journal editorial boards. She received the John Wiley & Sons Lifetime Research Achievement Award in 2009 and the International Society of Travel and Tourism Educator's Martin Oppermann Memorial Award for Lifetime Contribution to Tourism Education in 2011.

Abstract: The presentation will start with an overview of the gaming activities in Taiwan, followed by a historical account of the casino development initiatives in Taiwan over the past two decades. Activities related to recent Amendment to the Offshore Islands Development Act as well as local referendums will be discussed.

Keynote Speech (II)

Why Gaming Laws Need to be Crafted Based on the Unique Policies, Structure and Capabilities of Each Jurisdiction

Anthony N. Cabot, Lewis and Roca LLP, USA

Anthony N. Cabot is an adjunct professor at the Boyd School of Law and the William F. Harrah College of Hotel, both at the University of Nevada, Las Vegas. He is the practice group leader of the gaming law practice at Lewis and Roca LLP. He is a past president of the International Masters of Gaming Law, and serves as the vice president of the Nevada Council on Problem Gambling. Anthony writes prolifically on the subject of gaming law. Among his ten published books, Anthony authored the first

editions of “The Internet Gambling Report,” now in its 12th edition. Most recently, he co-authored “Gaming Law: Cases and Materials,” a 698-page law school casebook published by the Carolina Academic Press and used extensively in gaming law classes across the United States.

Abstract: Gaming regulation is not simple. No gold standard exists. No “model” regulation is available. It should be built from a government’s public policy and tapered to the needs and capabilities of that particular jurisdiction. While looking to the laws and regulations of other jurisdictions may assist in understanding best or alternative approaches to the various aspects of gaming regulation, a government must start from a ground up approach to create the best regulatory system for its particular circumstance. Simply adopting the regulatory system of another jurisdiction is playing roulette with the future of a gaming industry in a particular jurisdiction. This session will focus on public policy and how it is the most important consideration in creating a regulatory system. The session will focus on player protection goals, government protection goals and the role of the gaming industry in the process.”

Keynote Speech (III)

The Convergence of Gambling and Gaming Addictions on the Internet

Mark Griffiths, Nottingham Trent University, United Kingdom

Dr. Mark Griffiths is a Chartered Psychologist and Professor of Gambling Studies at the Nottingham Trent University, and Director of the International Gaming Research Unit. He is internationally known for his work in gambling and gaming addictions, and has won many awards, including the 1994 American John Rosecrance Research Prize for Mark Griffiths “outstanding scholarly contributions to the field of gambling research,” the 1998 European CELEJ Prize for best paper on gambling, the 2003 Canadian International Excellence Award for “outstanding contributions to the prevention of problem gambling and the practice of responsible gambling,” and the 2006 North American Lifetime Achievement Award For Contributions To The Field Of Youth Gambling “in recognition of his dedication, leadership, and pioneering contributions to the field of youth gambling.” One of his most recent awards is the 2009 Research Award from the US National Council on Problem Gambling.

He has published more than 350 refereed research in journals such as the British Journal of Psychology, British Journal of Social Psychology, British Journal of Clinical Psychology, British Medical Journal, Behavioral and Brain Sciences, Addiction, Addiction Research and Theory, International Journal of Mental Health

and Addiction, Cyber Psychology & Behavior, Journal of Community and Applied Social Psychology, Journal of Adolescence, Addictive Behaviors, and Journal of Psychology and extensively in the Journal of Gambling Studies, Journal of Gambling Issues, and International Gambling Studies. He has published three books, more than 70 book chapters, and more than 1,000 other articles. He has served on numerous national and international committees (e.g., BPS Council, BPS Social Psychology Section, Society for the Study of Gambling, Gamblers Anonymous General Services Board, National Council on Gambling, etc.) and is a former National Chair of Gamcare. He also works as a freelance journalist and has appeared on more than 2,000 radio and television programs since 1988.

He has been the keynote speaker at national gambling conferences in the United Kingdom, the United States, Canada, Australia, Germany, Spain, Sweden, Norway, Denmark, Ireland, Finland, Poland, Italy, Holland, and Belgium. He has also given keynote addresses to the US National Academy of Sciences (Washington, DC) and the US National Center for Addiction (New York). He has also acted as a consultant for many government bodies, including the Gambling Board for Great Britain, Gambling Commission, UK Home Office, Department of Culture, Media and Sport, Department of Health, Victorian Casino and Gaming Authority (Australia), and various international governments (including the US, Australia, Sweden, Norway, and Finland). In 2004, he was awarded the Joseph Lister Prize for Social Sciences by the British Association for the Advancement of Science for being one of the UK's "outstanding scientific communicators." Other awards include the 2006 Excellence in the Teaching of Psychology Award by the British Psychological Society and the British Psychological Society Fellowship Award for "exceptional contributions to psychology."

Abstract: Research suggests that excessive online gambling and gaming may lead to symptoms commonly experienced by substance addicts. As the Internet offers a new venue for gambling, the risks for engaging in pathological behaviours are potentially increased. This talk examines the relationship between gambling and gaming on the Internet and possible addiction by assessing Internet gambling and gaming in general and addictive gambling and gaming on the Internet specifically. Based on previous research, it is argued that a combination of individual, situational and structural characteristics determine whether and to what extent individuals engage in Internet gambling and gaming. The results suggest that there are more problem gamblers and gamers on the Internet than in offline situations. Empirical evidence comprising more than 100 studies indicates that for some players, gambling and gaming addiction exists and that as the addiction develops, online gambling and gaming addicts spend

increasing amounts of time preparing for, organizing, and actually gambling and gaming. A reason for this may be the structural characteristics of the Internet inherent to this technology, namely availability, ease of access, anonymity, and convenience. In conclusion, however, the Internet cannot be claimed to be addictive per sé, but rather to facilitate the engagement in addictive behaviors, including gambling and gaming.

Keynote Speech (IV)

Transnational Macau Casinos: Their Framing and Operationalization of Responsible Gambling

Linda Hancock, Deakin University, Australia

Professor Linda Hancock has a Personal Chair in Public Policy at Deakin university. Research interests focus on public policy; applied social policy; gambling policy and regulation; corporate social responsibility (CSR); women's policy research; and social and environmental sustainability research at the Alfred Deakin Research Institute (ADRI). Linda teaches masters units in Public Policy Analysis and CSR and Accountability and undergraduate EU politics and policy and the public policy internship.

She has had a number of Ministerial appointments as Chair of the Independent Gambling Research Panel of Victoria (2000–2004); Commissioner, Victorian Law Reform Commission; and Presiding Member on the Social Security Appeals Tribunal. Other positions include: Director of the Corporate Citizenship Research Unit at Deakin University and Partnerships Manager at the Deakin University Alfred Deakin Research Institute (ADRI) and Research Director for the Responsible Gambling Fund (RGF, formerly the Responsibility in Gambling Trust) - the national charity responsible for commissioning research, prevention and treatment on gambling in the UK.

Prof. Hancock has been an invited presenter and keynote speaker at numerous conferences, an international peer reviewer and consultant to the UK, New Zealand and Canadian provincial governments, the Ontario Problem Gambling Research Centre and the Alberta Gaming Research Institute. She has also had visiting professorships including Berkeley University, OECD, Glasgow University, Dalhousie University and University of Edmonton.

Her recently published monograph, *Regulatory Failure? The Case of Crown Casino* (Australian Scholarly Publishing), interrogates regulation theory and reports on original empirical research on casino codes of practice on responsible gambling and responsible service of alcohol based on interviews with 225 Crown Casino workers via a partnership with the union, United Voice.

Abstract: This paper mainly reports on a collaborative project by Prof Zhidong Hao (University of Macau), Prof. Bill Thompson (University of Las Vegas) and Prof. Linda Hancock (Deakin University), that focuses on how responsible gambling (RG) is framed and implemented by four of the six Macau casino licensees. The starting point for the research was to select those casino companies licensed to operate in Macau that also operate transnationally, that is, either in Las Vegas or Melbourne. On this basis, the Venetian, Wynn, MGM, and Melco-Crown Entertainment were chosen.

The main objectives of the project are to explore how responsible gambling (RG) is framed in each of the three jurisdictions (Macau, Las Vegas and Melbourne); how it is approached cross-jurisdictionally by each of the companies and to assess current approaches within a broader comparative context against international best practice. The research emphasizes what problems prevail, and the implications of this research for enhancing RG in Macau.

Through interviews and focus groups with approximately 90 stakeholders, the research explores RG measures taken by a range of respondents in each of the three jurisdictions, including government/regulators, casino managements, problem gambling counselling services, unions, researchers and community organizations.

The project was sponsored by the Asia Pacific Association for Gambling Studies (APAGS) and supported by funds from the MSAR's Bureau of Gambling Inspection and Coordination (DICJ). The project research was conducted between the end of December 2012 and July 2103, with the assistance of researchers. We want to thank APAGS and DICJ for their support and one instructor and four graduate students who assisted us with data gathering and interviews. These include Shauna Davis of UNLV, Natalie Ralph of Deakin University, and Dr. Vivian Jiang (instructor), Huihui Zhang, and Tang Liu of the University of Macau.

Presentation Abstracts

Learning to Play Online: Social Gambling and Identity Play in Social Networks

Jani Kinnunen, University of Tampere, Finland

"This paper analyses the gaming experiences of Finnish online gamblers and Finnish Facebook gamers. It compares the similarities and differences between different game types and social interaction connected with them. The focus is on the social learning processes of online gaming. Both Facebook gamers (18 interviewees selected based on the questionnaire data of 134 respondents) and online gamblers (16 interviewees selected based on the questionnaire data of 409 respondents) have similar gaming careers. New games are learned based on the examples of other members in players' social networks. Playing continues if players identify with the games they start to play. If the games benefit their identity play, eventually gam(bl)ing becomes part of players' everyday life.

Effects of Outcome Expectancies on Chinese Adolescents' Gambling Intention

Wong Sau Kuen Stella, Hong Kong Polytechnic University, Hong Kong

"The effect of expectancy on adolescents' intention to engage in risky behaviors has long been recognized. Yet, it is largely neglected in the gambling literature. Wong & Tsang (2012) recently sought to develop the Chinese Adolescent Gambling Expectancy Scale (CAGES) that could evaluate the strength of adolescents' positive and negative expectancies of gambling. Five expectancy domains for gambling were identified. The present study aimed to examine the impact of gambling outcome expectancy on Chinese adolescents' gambling intention. Survey data from 1,218 Chinese adolescents between the ages of 12 and 18 years were analyzed using regression analyses. Results showed that the five factors of gambling expectancy in a group were significant predictors of gambling intention. The model explained 17% of the variance in gambling intention. Among the five factors, social benefit was the strongest predictor of Chinese adolescents' gambling intention. The current finding has important implications for prevention measures for adolescent gambling.

Parents' Perception of Children's Gambling Involvement in Macau

Irene Lai Kuen Wong, Hong Kong Polytechnic University, Hong Kong

The study examined Macau parents' perceptions of children's gambling behavior. A standardized survey questionnaire was administered to 350 Macau parents. The results revealed that majority of the respondents approved their children to gamble. Many taught their children how to play without awareness of potential harms associated with the activity. At least three types of parental attitudes were identified including anti-gambling, non-interference and acceptance. The implications of the survey results on family education and future research are discussed.

A New Perspective on Weekend Effect: Empirical Evidence From Horserace Betting Market

Ming-Chien Sung, and Johnnie Johnson, University of Southampton, UK

This study explores the strength of the weekend effect by examining a market for state contingent claims where this phenomenon has not been explored; the UK horseracing market. Conditional logit models are developed for weekend and weekday markets and prices are shown to be an inferior guide to race outcome at weekends. Evidence is provided that weekend markets are populated by a larger proportion of noise traders and that their inaccurate judgments cause the effect. It is shown that the effect is sufficiently pronounced to enable abnormal returns to be earned in weekend markets.

Application of Mathematical Statistics on Gaming Industry

Lik Ha, Macau Gaming Research Association (MGRA), Macao

"Gaming industry is the key industry in Macau. The Macau gaming revenue reached 171.4 billion patacas in the first half of 2013. Driven by the gaming revenue, the GDP per capital aces in China and is among the top in the world.

On the other hand, someone may be interested in, what makes casino win in the end and whether to be possible to expect the return from each betting. Mathematical statistics is a tool to answer these questions. The following will explain how mathematical statistics can guarantee casinos must win in the end, and demonstrate to ways to control the expected return from each betting via mathematical statistics. Law of large number, some key probability calculation, expected value calculation and Monte Carlo simulation will be"

Towards an Understanding of the Forecasting Ability of Bettors When Faced by Dynamic Information

Johnnie Johnson, and Ming-Chien Sung, University of Southampton, UK

"The Kelly criterion is the optimal investment strategy under log-utility for allocation of wealth among a range of alternative risky assets when at least one presents a positive expected return. In this paper, we present an all-encompassing framework for estimating Kelly strategies in different types of speculative financial market and under different economic conditions, including bookmaker, pari-mutuel, and exchange markets. In particular, we derive general conditions, which apply in most market settings, for being able to estimate Kelly strategies. Our findings are important for the economic interpretation of betting markets and, in particular, assessing market efficiency.

A Preliminary Study of the Effectiveness of Group Cognitive-Behavioral Therapy for Chinese Pathological Gamblers in Hong Kong

Patrick Tak Ching Lau, Counselor, Caritas Addicted Gamblers Counselling Centre, Caritas Hong Kong

"This presentation reports on a clinical study of the application of a culturally attuned cognitive-behavioral therapy group for Chinese pathological gamblers in Hong Kong. It adopted a pretest-posttest control group design. Participants were aged 18 to 65 years and were suffering from the DSM IV criteria of pathological gambling. Measures included South Oaks Gambling Screen (SOGS), Gambling Urge Scale, Gambling-Related Cognition Scale, and Depression, Anxiety and Stress Scale. Two experimental groups and two control groups with a total of 38 participants were run. Results indicate that there were significant decreases in the scores of SOGS and frequencies of gambling in the experimental group while no difference were found in control group. 40% of probable pathological gamblers in the experimental group changed to the category of "some problems with gambling" after attending CBT groups whereas little change in status was found among participants of the control group. The findings also show that a change in gambling cognitions correlated to changes in gambling severity and gambling urge while a change in gambling severity was related to a change in depression. The overall results suggest that CBT groups were effective in lowering Chinese pathological gamblers' severity of gambling by changing gamblers' distorted beliefs towards gambling. The improvement in gambler's severity of gambling might have positive effect on their mental health.

The Effectiveness of Gamblers Anonymous as a Treatment Model

Chan Ying Ying, Upper Iowa University, Hong Kong

"The present study aims to investigate the effectiveness of Gamblers Anonymous (GA) as a treatment model. This is a follow-up study to a previous study of the second author, who interviewed 17 participants in a GA in Hong Kong. In the previous study in 2010, the lifetime prevalence of gambling disorder of the participants was assessed to be 94% (16 out of 17 participants), though the majority of them had been attending the GA for a period. The current study thus sought to perform a follow-up on these participants for the following purposes: (a) to see their recovery pathways and (b) to understand how religion and family factors contribute in the treatment process of these gamblers. 14 participants of the original 2010 study were recruited. While two of these 14 individuals refused to be interviewed, the majority were still attending the GA regularly. Results indicated that GA is an effective means in the treatment of gambling disorder as these individuals reported significant reduction in gambling behavior in 2013. Family support and the care and support from a religious group were cited as important factors in their pathways of recovery process. These individuals reported a higher level of subjective happiness and self-perceived efficacy. Two of the original seventeen participants stopped attending GA and one had committed suicide. Overall, GA was found to be an effective means for treating gambling disorder.

The Effectiveness of a Customized 12-Step Group Treatment Program

Hoi Fung Patrick Wu, Wing Winnie Yeung, Miu Fun Celia Wong, Chi Chuen Chan,
Upper Iowa University, Hong Kong

Gambling Anonymous (GA) is the most commonly employed treatment model for gamblers in Hong Kong. GA participants follow the 12-Step treatment program to share their experiences and help each other recover from problem gambling. Based on the original structure of 12-Step program, we have combined the techniques of Cognitive Behavioral Therapy (CBT) and group counseling, and designed a 12-lesson program. The format of the program includes sharing (telling their own gambling stories), education (informing the irrational beliefs they are holding), and actions (providing exercise and activities). The aim of the present study is to evaluate the effectiveness of this program by the following criteria: i) relapse and ii) dropping-out rates. Results indicated that participants who finished this program were found to be less likely to relapse than those who failed to complete the whole program. The findings of the study provide practical implications for the significance of GA treatment design and future research. Authors: Patrick, Winnie and Celia are studying

in Upper Iowa University, Hong Kong. They will be finishing this year. Dr. Chi Chuen Chan is the supervisor of this project. He is a psychologist working in Hong Kong and Macau.

Discussing Gaming Industry Notion and its Development- The case of Asia Pacific Region

Tokumura Shisei, Hangzhou Normal University, China

Gaming industry is a well-known term. Evertheless, people who think they fully understand this industry might only refer to those who spend time studying it. To the population, gaming industry is a universal idea of 'gambling'. In fact, we should spend more time exploring the core question of whether gaming industry should be regarded as 'gambling'; otherwise, the development of gaming industry will be destined to be difficult and fruitless.

Because most people believe that 'gambling' will risk the social order and destroy the family harmony, especially to those whose families have suffered from 'gambling.' To them, gambling is something they dissent from are afraid of. Therefore, developing gaming industry has since encounter faced many boycotts and oppositions. In fact, the main reason that gaming industry can hardly bloom is because most people believe that 'gambling' will only bring up endless vices. To many, gambling often ends up losing.

However, there are growing supports of legalizing gaming industry in the past few years. Is it simply for promoting gaming tourism? Or is it because the society is more open-minded toward the idea of developing this industry? At an initial stage of a new industry, which incurs lots of controversies, different societal sectors should pay more attention to the development of this issue, and also provide some effective measures and suggestions to make the gaming industry become more welcoming by the society.

In conclusion, gaming industry is unique. In order to make the gaming industry have a well-rounded development, we think the priority is to create a set of strict and complete regulations and laws. At the same time, it is important to ensure the necessity and feasibility of gaming tourism from the policy perspective, and based on this policy to establish the fact that gaming industry is a more tourism and entertainment industry but not just a gambling business. Meanwhile, it is necessary to modify the outdated concept of gaming industry equals to gambling, and to establish a new idea of gaming industry and entertainment. For this, the development of gaming industry can be beneficial as well as long-lasting.

PSM for Optimal Chip Commission for Macau Casinos

L C Koo, Macau Gaming Research Association (MGRA), Macao

The gaming industry in Macau has grown rapidly since its liberalization in 2002. Competition among the six concessionaries is getting keener and keener. Price competition in the form of chip commission is a concern among the casino operators. In order to establish an optimal chip commission, it is necessary to calculate the price sensitivity of commission granted to the customers. The Macau Government has issued a guideline to cap the commission at 1.25%. This empirical study on Price Sensitivity Measurement (PSM) will adopt the Westen dorp approach. The findings will serve a useful reference for the six casino operators and the methodology applied can be generalized to a wider context in other countries.

Racino: A Solution or A Terminator?

Shuang Liu, Macau Polytechnic Institute, Macao

"In the 1990s, a gaming facility named racino appeared in the United States, which was developed to save the falling horseracing industry. As a combination of racetrack and casino, racino is located in the racetrack and restricted to only slot machines, or permitted to have both slots and table games. Although racino has brought a significant increase in gambling revenue for racing industry, some operators decided to remove the slots from the racetracks because of the heavy cost of running a racetrack. This study examines the process of operating a racino in Macau and analyses why it did not come to a happy ending in this particular circumstance.

Relationship Marketing Tactics and Customer Loyalty: An Exploratory Research on Macao Casinos

Yongdong Shi, Macau University of Science and Technology, Macao

"The influence mechanism of relationship marketing tactics on customer loyalty was investigated using data obtained from interviews of 449 customers of Macao Casinos. Data analysis revealed that three types of relationship marketing tactics which are preferential treatment, interpersonal communication, and tangible rewards have positive effects on customer perceived relationship investment. Moreover they have positive effects on customer loyalty by the mediator of relationship quality. Among these relationships, the moderating effects of three consumer characteristics, namely consumer novelty seeking, consumer involvement and consumer relationship proneness were also explored. These results extend the research on the relationship marketing by revealing the above influence mechanism, as well as yielding deepened insight into customer relationship management in casinos.

The Role of Delay-Discounting and Overconfidence in Gambling Behavior and Motivation: A Field Survey

Zhu-Yuan Liang, Gui-Hai Huang, Shu Li, Institute of Psychology, Chinese Academy of Sciences, China

"A number of studies have hypothesized delay-discounting, and overconfidence might be predictors of problem gambling (PG). However, whether these predictive effects exist among non-problem gamblers remain unclear. Using a field survey, we explored the effect of delay-discounting and overconfidence on gambling behavior and motivation among PG and non-PG gamblers. A total of 745 participants from regions of China (i.e., mainland, Hong Kong, and Macau) were surveyed outside Macau casinos. They completed a questionnaire, including gambling behavior questions, Gambling Motives Questionnaire, peer-comparison overconfidence questions and delay-discounting questions. We found that after controlling gender, age, education level, personal income level and regions, delay discounting rates can predict gambling behavior (monthly or maximum expense on gambling), but cannot predict gambling motivations. In contrast, overconfidence can predict gambling motivations, but not for gambling behaviors. Interestingly, delay discounting rates can mediate the relationship between overconfidence and gambling motivation. These results suggest that desire for immediate rewards and social comparisons based overconfidence jointly shape the complex gambling phenomenon in the real world. These results may contribute to the development of intervention and treatment strategies for problem gamblers.

Development and Validity of the New Gambling Task “Game of Dice Task-Revision (GDT-R)”

Takuhiro, Takada, University of Tsukuba, Shintaro, Yukawa, University of Tsukuba

"Various types of gambling tasks have been used for investigating the gambling behavior. However, those tasks can measure only few sides of gambling behavior per one task. In this study, the authors developed a new gambling task, the Game of Dice Task-Revision (GDT-R) that modified the Game of Dice Task (GDT; Brand et al., 2005). The GDT-R can measure the risk of gambling, bet, speed, and the time of an end. And we conducted two experiments with healthy undergraduates to confirm the validity of the GDT-R. In Experiment 1, participants (N = 60) performed the GDT-R, Iowa Gambling Task (IGT; Bechara et al., 1994), and the actual Roulette. We compared the behaviors of each task. Results indicated that participants behaves similarly among the GDT-R and Roulette. And there were no significant correlation among the GDT-R and IGT. So it seems that the GDT-R is the task that resembles the

reality scene. In Experiment 2, participants (N = 30) performed the GDT-R, and we assessed their emotional states and perceived luck before the first trial and after every trial. Results indicated that after participants experienced wins, compared to losses, their emotional state became more positive and aroused, and their perceived luck increased. These findings are consistent with the results of the previous studies using the GDT. The utility of the GDT-R is explored.

Psychological Impacts of Gambling Disorder on Gamblers' Families

King Yiu Hui, Upper Iowa University, Hong Kong

"The aim of this study is to study the psychological impacts of gambling disorders on the gamblers' significant others. In this qualitative investigation, six Chinese participants were interviewed on a semi-structure interview, which was grounded on the DSM-V classification of gambling disorder. Further, the interview covered the participants' developmental history including their family relationships, career development and their involvement in gambling. All participants were also assessed with the Chinese version of Beck Depressive Scale. The results indicate that the family members of gamblers suffered from a variety of psychological problems, which include depression and anxiety. These problems were often the consequences of the gambling problems of the spouse. The majority of the participants did not seek treatment for their problems. It might be the Chinese tradition that gambling problem is a shame for the whole family.

Korea Casino Industry Policy and Development

Gi Eun Chung, Sookmyung Woman's University, Korea

Nowadays, several Asian countries have been highly interested in casino industry. Korea's casino industry has started for economic growth for the purpose of earning foreign currency in the 1960's. At that time, every casino was only for foreigners and local residents were not allowed to enter. However, casino "Gangwon Land" opened in Oct. 2000 as a casino for local residents.

By doing this, Korea's casino industry has developed through the dualism structure. Now, there are one casino for the local people and 16 casinos for foreigners in Korea's casino industry market.

In this lecture, I would like to discuss about the policy regarding casinos of the central government in Korea, the development status of casino industry and some facing tasks in depth.

Family Coping Treatment Group for Chinese Help-Seeking Family Members of Problem Gamblers

Mei Lo Elda Chan, Tan Lei Daniel SHEK, Nam Ying Daphne YEUNG and Hing Yan Ryan WONG", Tung Wah Group of Hospitals, Hong Kong

Despite substantial evidence that problem gambling is associated with a wide range of family difficulties, only limited effort has been devoted to studying family coping styles as a direct impact of problem gambling on families. In particular, studies on the above issues amongst Chinese communities are non-existent. During March 2011 to February 2012, a study on "Problem gambling and family violence in Chinese help-seeking clients: prevalence, impact and coping" was conducted. A total number of 182 gamblers and 103 family members were interviewed. Results showed significant correlations between family coping styles and family impacts. As recommended by the study, a family treatment group focusing on enhancement of family coping ability was developed. The purpose of this study was to measure the effectiveness of this family coping treatment group. 10 family members of gamblers were recruited voluntarily from Tung Wah Group of Hospitals Even Centre, which is a treatment centre for pathological gambling in Hong Kong. The family coping treatment group consisted of ten weekly sessions. The group was designed to help family members identify the development of their particular coping styles, and to provide psycho-education on how different ways of family coping styles would impact on problem gamblers and the family. The group aimed to enhance their family coping abilities through exercises of exploration, self-reflection and skill rehearsal. Results from post-test evaluation indicated that participants showed significant improvement on coping skills and reduction on their stress levels. The family coping treatment group showed promising results as an effective treatment programme. As the current service provision is fragmented with little attention paid to family impacts and coping, the findings of this research will provide the basis of for further development of family coping programme in gambling treatment.

Family History of Addictive Disorders Among Treatment-Seeking Pathological Gamblers

Guo Song, Institute of Mental Health of Singapore, Singapore

Individuals may be predisposed to developing disordered gambling as a result of genetic predisposition, through increased vulnerability to impulsivity and reward dependence. Black et al (2006) found higher lifetime rates for "any gambling disorder" among individuals with Pathological Gambling (PG) relatives (12.4% versus 3.36%). The prevalence of family history of addictive disorders among PGs seeking treatment in Singapore has not previously been examined.

Method

As part of the National Addiction Management Service outpatient intake assessment, 569 PG patients were seen during a 3-year period from June 2009 to May 2012. Demographic, symptom severity and family history of possible problem/pathological gambling in family members was obtained.

Results

All patients fulfilled criteria for Pathological Gambling. The sample was predominantly male (88.4%), Chinese (90.2%) married (58.0%) and had a mean age of 39.7(±11.7) years. 171(30.4%) reported at least one of their relatives having experienced gambling problems. Among these, 114(20.3%) reported a parent, 74(13.2%) a sibling, 7(1.2%) a spouse, and 25(4.4%) an 'other' relative. No differences were found in age of gambling onset, symptoms severity score on the GSAS or DSM-IV criteria present (all $p>0.05$) between patients with or without family history.

Discussion

A substantial proportion (almost one-third) of treatment-seeking PG's reported having a family history (predominantly parental) of problem gambling. The data replicate earlier findings indicating a link between parental problem gambling and pathological gambling. Future research efforts should combine patient report with corroborative reports from family members to ascertain the reliability of this putative association.

“Henry the Frenzied Punter is No More” The Self in Transition During Treatment for Problem Gambling

Christopher Anderson, and Susan Feldman, Monash University, Australia

"This presentation is a secondary analysis of the qualitative data from a Randomised Controlled Trial at the Problem Gambling Research and Treatment Centre, Monash University in Melbourne, Australia. The aim of the qualitative component of the study is to examine the perceptions and experiences of treatment of the problem gamblers in each of the four arms of the RCT, and in particular the barriers and facilitators that prevent or enable change over time. We recruited a representative subsample of RCT participants (n=60). Semi-structured, face to face, interviews were conducted pre and post treatment to examine participants' experiences of gambling and their treatment expectations and goals before treatment, as well as their experiences, outcomes and future plans after treatment. All data were managed in NVIVO for initial thematic coding and modelling.

This presentation will firstly present an overview of the RCT and, in particular, the qualitative study. It will then present some sociological concepts of self as a social structure and dynamic, based on the work of Mead and Charmaz as a theoretical framework to inform analysis. The focus of the presentation will provide some findings from a secondary, grounded theory, analysis of the RCT interviews of participants' experiences of gambling before treatment and well as their experiences of treatment for problem gambling. The findings illustrate how peoples' experiences and interactions influence changes in self after successful treatment compared to those for whom the treatment was unsuccessful leaving self in stasis.

Macao as a Gambling City: Observations through Visual Anthropology

Jukka Jouhki, and Ronan Browne, University of Jyväskylä, Finland

"Macao (or Macau) surpassed Las Vegas as the world's top gambling destination in 2006, and is now the biggest gambling center in the world measured in terms of turnover. In Macao gambling has been legal since the 19th century but it was not until the turn of the millennium that the gambling industry started to boom after the closing of the state monopoly. Nowadays, gambling related tourism is the number one source of Macao's financial growth adding up to a half of the region's revenue.

Within gambling studies Macao has received a fair amount of attention but there are few studies that have applied visual anthropology and/or film ethnography to examine Macao as a gambling city. The purpose of this paper is to introduce our project entitled ""Macao: A Film Ethnography on Gambling and Cityscape"" in which we examine the visual side of gambling in Macao's urban space. Based on academic literature and our own observations (including filmed footage and photographs) from our preliminary fieldwork trip to Macao we aim to discuss how the Macanese public space is embedded with objects of gambling culture whether it be the actual gambling venues or related artifacts, advertising, monuments, gambling tourists etc. The project is ongoing and will result in a full-length ethnographic film documentary after the main fieldwork trip to Macao in 2014.

Visual Data and Methodologies in the Service of Gambling Studies

Taina Renkonen, Pauliina Raento, Matias Karekallas, Finnish Foundation for Gaming Research, Finland

Visual culture and imagery permeate all aspects of social life. Gambling is no exception: most games feature visual symbols; the designers and marketers of gambling environments exploit a plethora of visual elements; and popular culture is

infested with gambling-related imagery. While visual data and methodologies have gained ground in most social sciences, they remain underutilized in interdisciplinary gambling studies. We provide an introduction to the wealth of available opportunities by addressing the following questions: (1) What is visual research?, (2) Why does it matter?, and (3) How can gambling scholars and other professionals benefit from visual data and methodologies? The discussion has three foci. We first address visual data and methodologies as a research tool in data collection and the representation of findings. We then discuss them as a research topic and as an object of interpretation. And finally, we show how visual materials can be used as supporting evidence for other types of data. Both existing research and potential new openings will be explored. Our examples include maps and graphs, advertisements, historical photographs, editorial cartoons, and film. Our presentation as a whole promotes the use of visual data and methodologies in gambling studies by opening unexplored research directions and communicative links between qualitative and

Understanding Both Sides of the Coin: A Study Exploring the Help-Seeking Behaviors and Cognitions of Socially Deviant Gambling Populations and the Difficulties of Treatment Providers in Reaching Out to and Treating the Population

Chine Yan Chan, Paul Vinod Khiatani, Kelvin Yick, Tiffany Hing Mui Tse, Chi Chuen Chan, Upper Iowa University, Hong Kong

Having conducted a number of studies in Hong Kong on socially deviant gambling populations (including, but not limited to, male and female sex workers, Chinese triad members, and multi-purposed taxi drivers; N=55) for over 2 years, primarily focusing on the pathway development and trajectory of gambling, this study sought to delve into their help-seeking behaviors, attitudes, perspectives, perceived barriers (e.g. Psychological, social, and cultural barriers), and motivation towards seeking help and treatment for their gambling-related problems. Moreover, apart from interviewing the treatment seekers, this study also involved treatment providers from 11 government-recognized helping institutions in Hong Kong and sought to understand their objectives, goals, treatment design, measures of success, and philosophy. By involving both parties, the study aimed to uncover gaps in the bridge between both parties and provide recommendations on how to fill those gaps to maximize the effectiveness of gambling helping services - in reaching out, caring for, and catering to the needs of the socially deviant gambling populations mentioned in this study.

Application of Habitual Domains, Analytical Hierarchy Process and SWOT Analysis to Assess the Best Location for Casino Sites in Taiwan

Grace Chun-Lun Chien, Shuan-Feng Kuo , and Tai-Lioan Chen, I-Shou University, Taiwan

With the above six diagrams, we then can effectively design the structure, behavior, and information of gaming business administration systems; resolve uncertainties and risks caused by those non-architecture-oriented design methods. Overall, SBC architecture design method helps integrate different stakeholders' works on the same track and unfold the backbone of gaming business administration systems. The gaming business administration system design result of SBC architecture can be used as gaming business administration system design schemes to improve the acceptance and effectiveness of the development of gaming business administration system.

An Architecture-Oriented Design Method for Gaming Business Administration Systems

Shuh-Ping Sun, and William S. Chao, I-Shou University, Taiwan

In this paper, we propose an architecture-oriented design method for gaming business administration systems. This design method adopts the structure-behavior coalescence (SBC) architecture as a systems model. SBC architecture design method starts from the preparation phase and then goes through the planning, preliminary design, and detailed design phases of SBC architecture construction. SBC architecture design method uses six fundamental diagrams to formally design the essence of a gaming business administration system and its details at the same time. In the planning phase, architecture hierarchy diagram and framework diagram are used. In the preliminary design phase, component operation diagram and component connection diagram are used. In the detailed design phase, structure-behavior coalescence diagram and interaction flow diagram are used.

The Casino War: International Casino Competition within Asia and Australasia

Poh Chong Danny, Edith Cowan University, Australia

In 2005, Singapore passed a constitution that allowed for the establishment of a gaming sector on the island nation. This was a bold step by the Singaporean government, after decades of rejecting advances from the international gaming sector. The decision by the government to diversify the economy was due to the volatility of the manufacturing sector, once the main driver of the national economy. The move to a knowledge based economy has seen the service sector become one of the central pillars of economic growth.

The construction of two world-class integrated resorts (IRs) with the aim of attracting high-spending visitors to Singapore has been a crucial step in this direction. The government's target market for such initiatives has been wealthy ethnic Chinese from Malaysia and Indonesia, as well as the wealthy and middle classes of greater China (Hong Kong, mainland, Taiwan) and India. When tender for the construction of the IRs were called, Publishing and Broadcasting Ltd (PBL) with James Packer at the helm eventually withdrew from the joint venture bid citing cost as the primary factor.

In 2010, the two IRs opened its door to welcome the first batch of visitors, and within a short span of three years the SANDs Singapore IR constituted 20% to Las Vegas Sands value. This made it the second largest value driver for the company. Genting, the other IR operator located on the resort Island of Sentosa, reported similar gains. The success of the IRs in Singapore has led Crown Ltd to initiate a series of strategic moves including the rebranding of Perth's only casino, the major redevelopment of Crown Melbourne, and the recent proposed development at Barangaroo in Sydney.

The Impact of Non-problem Gambling on Gamblers

Guihai Huang, Macau Polytechnic Institute, Macao

"A small percentage of gamblers are addictive to gambling and become problem or pathological gamblers. Gambling addiction hurts the gamblers, their families and the community. It is one of reasons why legalized gaming is contentious and a lot of researches have been focused on problem gambling. However, very few studies on the impact of non-problem gambling have been done. We interviewed 2289 Macao residents by telephone and collected their gambling behavior, perceived social support from family, mental health and their social economic and demographic data. The preliminary analysis shows that non-problem gamblers' perceived social support from family, general health questionnaire score are not significantly different from non-gamblers. It seems that non-problem gambling has not significant negative impact on gambler's wellbeing. Gambling can be a leisure activity to non-problem gamblers. It is only a static study. More research needs to be done on the dynamics of gambling impact. "

At the Interface of (Ir)Responsible Online Gambling? Experiences and Practices of Recreational and Problem Gamblers

Jani Kinnunen, Maria Heiskanen, University of Tampere, Finland

"The concept of responsible gambling has been widely discussed in the academic literature in recent years. The actors of the gambling field use the concept with divergent nuances. The concept includes different levels which all aim at the

prevention of gambling harm. First, it means socially responsible policies regulated by governments, in order to promote public health. Second, responsible gambling is linked to practices and tools which are utilized by gambling operators. Finally, 'responsible gambling' assumes that there is or the concept even creates a 'responsible gambler' who is able to manage his behavior in a responsible way.

Digital and networked gaming environments have made it possible to track and monitor all the player activities. This is evident especially in online environments. At the same time, new responsible gambling tools have been created and integrated into online gambling games and sites. These tools enable individual limits for money and time consumption of players. They are often voluntary but in some cases have predetermined maximum limits.

Responsible gambling emerges at the interface of recreational and problem gambling. In this paper, we study the responsible gambling tools of a Finnish and a foreign online gambling operator. For example, how big are the limits the players have to set before gambling? Based on the interview data, we will also analyze gambling experiences of 16 recreational gamblers and 17 problem gamblers and the practices they utilize to manage their consumption of money, time and other resources. The focus is on how players' experiences and practices are connected with the tools and policies of gambling operators and how they reflect other levels of the concept of responsible gambling"

An Investigation into the Behavioral and Cognitive Similarities and Differences of Problem and Recreational Gambling Law Enforcement Officers Who Play Horse Racing Betting in Hong Kong

Tiffany Hing Mui Tse, Paul Vinod Khiatani, Chine Yan Chan, Kelvin Yick, Chi Chuen Chan, Upper Iowa University, Hong Kong

"This study aimed to investigate the behavioral and cognitive similarities and differences between active problem and recreational gambling law enforcement officers. The study recruited ten participants (n=10), five for each group of gamblers, who actively play horse racing betting and work with the Customs & Excise division in Hong Kong. The study involved a lengthy semi-structured interview, the DSM-IV, and the PGSI.

Results from the study indicated that there were a number of differences and similarities between both groups of gamblers. In regards to the behavioral and cognitive differences, the problem gambling law enforcement personnel were more likely to gamble frequently, bet larger amounts, report small winnings, and attribute

luck to the process and outcomes of each race. Their excitement over the game did not depend on the magnitude of winnings; rather it was dependent over the process of betting and the race.

In regards to the similarities between the two groups, both groups gambled for the 'fun' rather than solely for the 'riches', responded similar emotionally to wins and losses, expressed self-control over their gambling habits, did not have superstitions, and prepared thoroughly before betting via reading newspapers, consulting with friends, doing internet searches, or watching previous races.

Yielded results highlight the extent to which the cardinal features of problem gambling can be absent in individuals with problem gambling behaviors. All of the participants in the problem gambling group were married, finished school, never committed any crimes, and led stable lives. Their pattern of gambling may have resembled problem gambling, e.g. having chasing behaviors, but their day-to-day lifestyles were largely governed by their field of work, which shaped "

Integrated Resort (Including Casino) in Japan

Kazuaki Sasaki, Nihon University, Japan

There is not legalized casino in Japan. However, there is huge gaming market in Japan, now. Its scale is 250 billion us dollars. Now Japanese government tries to submit the Integrated Resort Law (including Casino) to the congress. It permits Japanese local government to have legalized casinos. Japan legalized casinos will change Japanese gaming market. It means "Its law will innovate the Japan gaming" Japan Casinos market will be huge than we expected.

A System Dynamics Model for Penghu Integrated Resort

Day-Yang Liu, Chung-Yi Fang, Chia-Lee Fan, National Taiwan University of Science and Technology, Taiwan

In the past few decades, designation integrated resort casinos have been built or are currently under discussions in a growing number of countries. September 2009 residents of Penghu County rejected the idea of opening a casino resort on the outlying island in the country's first binding local referendum. One of the main criticisms had been that the government failed to properly consider and assess the overall social and economic impact of permitting casinos. On July 7, 2010 the residents of the Matsu, passed a public referendum in favor of opening casinos. This gives Matsu the opportunity to build the first Integrated Resort (IR) in the Taiwan area. Many believe casinos will lead to boosted tourism and improved transportation links

with Taiwan. In advance of gaming industry development in Matsu County, the Executive Yuan Council passed a draft version of the Casino Control Act, which is now sent to the Legislature for review. Between two candidates for the IR, Penghu has better potential for IR development—mostly due to its larger size and tourism establishment. Therefore, this paper is to explore the economic benefits and social impact of the Penghu IR by using quantitative analysis. In order to evaluate the effect of the casino resort, a System dynamics model approach is taken leading towards an extensive reflection about tourist destination resort casino. This paper describes the use of the model in applying six constructs: “IR development”, “regional sustainable development”, “environmental impact”, “economic benefit”, “transportation construction” and “public utility” and discusses the potential of this kind of interactive model to stimulate Penghu IR in the structure of the system. This paper hereby proposes research findings and recommendations based upon a careful assessment and strategy formulation for use as reference and direction in future government tourist casino resort development.

Apply Business Function Diagram in Identifying Stakeholder Conflicts in the Integrated Resort Development in Matsu

Tai-Chi Wu, I-Shou University, Taiwan

After a prolonged debate and communication, the gaming industry in Taiwan finally set a milestone in Matsu after passing the local referendum on allowing the integrated resort to be built on the island. The local residents expect the gaming industry would bring positive impacts, i.e., economic, transportation, and education benefits, while worry about the negative consequences, such as gangsters and prostitutions. Building an integrated resort in Matsu is a huge project. In order to make it a successful project, the expectations from all major stakeholders, i.e., local government, local residents, and gaming consortiums, need to be met. Handling stakeholders' expectations is the key step in the successful project management. In the traditional project management body of knowledge, there is no systematic approach in handling the conflicts between the interests of different stakeholders. In this research, the expectations from 3 major stakeholders are collected. Then, Business Function Diagram (BFD) is used to structure the expectations, and identify the useful and harmful functions, and most importantly, identify the conflicts between expectations. The result helps the authorities concerned to make better decisions and policies that meet the needs of all stakeholders.

Hate me, but Love My Dog: Dealer Alienation and Stereotyped Self-Prophecy Drive Casino Dealers to Pathological Gambling

Juliet Honglei Chen, Kwok Kit Tong, University of Macau, Macao

Elevated risk for pathological gambling among casino employees motivated us to explore the plausible link of working in casinos with disordered gambling. Will gambling, a possible working stress reliever, do the same to casino employees? A convenient sample of four hundred and one Chinese casino dealers (Male=187, Female=211, Not reported=3) was collected via snowballing sampling in Macau with an age range from 18 to 67 years old (M=28.64, SD=9.05). Results showed 10.5% of respondents reporting five or more pathological gambling symptoms indicated by DSM-IV-TR diagnoses criteria in the past year. Path analyses revealed direct positive effects of dealer alienation and stereotyped self-prophecy (belief of their vulnerability to gambling because of being a dealer) on displaying pathological gambling symptoms. Affective organizational commitment, interpersonal justice, supervisor support, and job satisfaction could ameliorate the inclination of dealer alienation whereas social cynicism could exacerbate the proneness of dealer alienation.

Female Gambling Employees' Work Family Conflict and Job Satisfaction in Macau

Zhou Jin Quan, Sung Kee Park, Hongze Wu, Macau University of Science and Technology, Macao

Along with Macau Gambling industry rapid development, more and more female employees are working in this area since Macau open the door to foreign investors in gambling. More than half of Macau female employees now working in relate the gambling industry. But as the special job characteristics of the gambling such as the working environment, work shift and psychological pressure, female employees will have a big challenge in job satisfaction facing the conflict between work and family. In This paper, we will investigate in these relations among work-family conflict, job satisfaction and turnover of female gambling employees in Macau, focusing on the effects of job satisfaction and job turn over under the organization support based on the role perception of their job. The results of this research provide correspond sustainable development policies for the Macau Government, gambling enterprises and other relate organizations about how to deduce working pressure, conflict level of work-family and job turn over for female gambling employees.

Finnish Problem Gamblers, Socio-Economic Status and the Welfare State: a Qualitative Research on Problem Gamblers and Social and Economic Factors

Maria Heiskanen, University of Helsinki, Finland

"People from different socio-economic backgrounds suffer from gambling problems. However, it has been assessed that population groups with, for example, lower income and shorter education experience more often than others problems caused by excessive gambling. The nature and seriousness of gambling problems vary, and in this presentation, problem gambling is studied from the viewpoint of education, occupation and personal financial livelihood. Also, as Finland has a wide social security, it is also studied how problem gamblers differ from each other in using the social services.

In this research, I will study the nature of gambling problems and the using of social security of 17 interviewed problem gamblers. Are there differences in the emergence and nature of gambling problems based on the disposable income or societal status? How are the socio-economic variables connected with gambling problems? For example, people with less money in their use do not necessarily run into so deep debts as may people with higher incomes, as the latter may have an easier access on getting loans. Also I will ask, what kind of social or financial help problem gamblers have needed from the society?

The data consists of semi-structured interviews of problem gamblers conducted in Finland. The research is qualitative and strives for deeper understanding of the nature of gambling problems in different kind of situations. The perspective derives from social sciences, and the presentation is a part of a PhD dissertation work in progress.

Prevalence of Gambling Involvement and Gambling Disorder in Macao

Anise M. S. Wu, Mark H. C. Lai, Kwok-kit Tong, University of Macau, Macao

"Macao is one of the few cities in China and Far East where gambling is legal, and Chinese people often report a high acceptance and involvement of gambling activities. An excessive, problematic gambling pattern has been regarded as a mental disorder in the Diagnostic and Statistical Manual for Mental Disorders (DSM) for more than three decades (American Psychiatric Association [APA], 1980). In this study, the estimated prevalence rates of such gambling disorder in Macao previously reported are reviewed. Moreover, its latest prevalence is estimated with the consideration of the major changes in the diagnostic criteria and threshold suggested in the fifth edition of DSM (DSM-5, 2013). A random, representative sample of more than 1000 Macao citizens was surveyed with a phone poll design in January of 2013. Based on this

dataset, the impacts of those suggested changes on diagnostic criteria and threshold on prevalence rate and classification accuracy among Macao adults are empirically evaluated.

Prevalence of Problem Gambling in Malaysia's Most Populous State

Jasmine M. Y. Lo, Monash University, Malaysia

"Prevalence research precedes policy development by attempting to understand the pervasiveness and impact of certain disorders on public health. Problem gambling incurs serious psychological, social and financial costs on the gambler and significant others. An estimate of the frequency of occurrence and the demographics of at-risk cohorts are essential in the process of developing appropriate governmental policies and health resources to remediate this public health issue. In a pioneer problem gambling prevalence survey of Malaysia's most populous state, 372 households were successfully recruited using a stratified random sampling method with the assistance of the Department of Statistics' household numeration data. Results will describe the demographics, factors associated with gambling behaviour, and prevalence rates of problem gambling and pathological gambling. These findings will be the first population-based prevalence data obtained on problem gambling in Malaysia. Implications and future directions will be discussed.

An Analysis of Problem Gambling Among the Finnish Working-Age Population: a Population Survey

Syaron Basnet, Sari Castren, Tuuli Lahti, Hannu Alho, Maiju Pankakoski, Jenni-Emilia Ronkainen, Satu Helakorpi, Antti Uut, National Institute of Health and Welfare, Finland

"Gambling problems currently affect approximately 100 000 Finns. In this article the prevalence of problem gambling in Finland and the socio-demographic profiles of problem gamblers are studied. An annual postal survey entitled Health Behaviour and Health among the Finnish Adult Population AVTK was sent to a random sample of Finnish adults (N=5000) aged between 15 and 64. The survey was mailed to the participants in April 2010. Gender differences in socio-demographic variables and Problem Gambling Severity Index PGSI were assessed. A multinomial regression model was created in order to explore the association between socio-demographic factors and the severity of gambling. A total of 2826 individuals (1243 males and 1583 females) replied to the survey. Of the respondents, 1.1% (2.1% of males, 0.3% of females) were identified as problem gamblers. Those who were of younger age,

gender, had less than twelve years of education, consumed alcohol at risk level and smoked had higher odds of having low or moderate levels of gambling problems. Whereas, unemployment and smoking predicted significantly for problem gambling. Females gambled Lotto and slot machines less frequently than males and had more low level gambling problems. Males gambled more with a higher frequency and had a more severe level of gambling problems. Females were more attracted to scratch card gambling and daily Keno lotteries compared to males. In comparison, males gambled more on internet poker sites than females. Overall, a high frequency of gambling in Lotto, daily lotteries, slot machines, horse race betting and internet gambling was significantly associated with a more severe level of problem gambling. From a public health perspective, these recognized associations should be taken into account by public health policy makers.

Prevention Programs for Youth Gambling: A Review of the Empirical Evidence

Robert Ladouceur, Annie Goulet, Université Laval

Frank Vitaro, Université de Montréal

This presentation will critically review the existing literature on the effectiveness of gambling prevention programmes for youth. Two categories of preventive strategies, all universal and most school-based, are presented: gambling-specific prevention programmes and gambling and related skills workshops. The age of the participants across the different studies varied from 9 to 20 years. Results show that programmes in both categories are generally effective in reducing misconceptions and increasing knowledge about gambling. However, a lack of long-term follow-ups and of behavioural measures makes it difficult to draw any clear conclusions about the effectiveness of such programmes. Recommendations are presented to improve the development and evaluation of future prevention programmes for youth gambling.

Combating Online Gambling in China: the Role of International Law Enforcement Cooperation

Minxing Zhao, the Hong Kong Institute of Education, Hong Kong

"Online gambling is increasing at a dramatic rate in China and most of the online gambling carry out their operations remotely in neighboring countries away from their victims and members of their illicit networks. Therefore, law enforcement has to rely heavily on international cooperation with bordering countries to confront crimes in the largely borderless cyber world. This paper seeks to explore how the Chinese police investigate and crackdown on cross-border online gambling criminal activities

and what role does international law enforcement cooperation play in combating illegal gambling activities online and offline by analyzing ten most influential cases happened in recent years in China. Based on the information released by the Chinese police and media report, this paper finds that although bilateral or multilateral police cooperation has been proved effective in fighting illegal online gambling, some obstacles are difficult to overcome, such as disparities between laws and regulations between different countries, that is, what is considered a crime in one country may not be in another, and differences in willingness to extradite suspected criminals. International law enforcement is limited by geographic borders and jurisdictional boundaries and policing online gambling by relying on criminal justice cooperation may not keep up with the development of criminal activities.

The Regulation of Junket Promoters in Macao: Reality and Dilemma

Changbin Wang, Macao Polytechnic Institute, Macao

"Junket promoters play a pivotal role in Macao gaming industry as their high-roller customers have brought in over 70 percent of gaming revenue to Macao annually in the last two decades. They, however, have continually been criticized by the public due to the in transparent and even illegal ways they have done business.

In response to the pressure from the public as well as the central government of mainland China, Macao government began to license junket promoters in 2002. But the effectiveness of the system is questionable as most junket promoters are not actually required to apply for a license. Under the system, the junket promoters are divided into two groups, namely Junket agents and the cooperators of a junket agent. Only junket agents are required to be licensed while the cooperators who do most of the legwork in obtaining customers not. This results that the cooperators of the junket agents, who form the bulk of junket promoters in Macao, have not seriously been supervised.

What is the logic behind? This paper explores the situation that Macao government has faced in licensing the junket promoters. It develops roughly as three parts. The first part examines how Macao gaming law defines a junket agent and a cooperator and how a junket agent is licensed. The second part discusses the effectiveness of the licensing system in Macao. The third part explores the dilemma that Macao government has faced: if it licenses the cooperators, some of them may possibly be prosecuted in mainland China where"

Challenges China Mainland Faces When Lottery is Allowed to Distribute and to Sell Through Internet/Telephone

Haiping Chen, Hui Wang, Kun Li, Lishuang Fan, Lottery Research Center of China, Beijing Normal University, China

"What people think about lottery determines their behavioral decisions on lottery playing. The purpose of this study is to understand the attitudes of Chinese lottery players to lottery playing. Over 27,000 participants in a lottery-website survey gave their answers: (1) Only a small part of them think their intelligence (5.3%) or skill (8.6%) takes an important role in prize-winning, while more than 80 percent don't think the development of China lottery industry much meaningful for the development of Chinese welfare service or sport work. (2) Around 70 percent think of buying lottery as an entertainment way, a chance changing their own fortune or a gambling inhibited illegally. Most of them regard lottery playing as a kind of speculation engagement, though they are not sure if it is a kind of investment or not. (3) 19.3% would like to spend more on lottery if their incomes increase, while 57.8% would not. (4) 16.4% once bought illegal lottery issued not by lottery distributing organizations that are certificated officially by the government. It shows, on the whole, most Chinese people don't care much about the moral meanings of lottery, and usually adopt it as entertainment or gaming with possible big luck.

The (In)Validity of Problem Gambling Measures in Poker Playing Samples

Jussi Palomäki, University of Helsinki, Finland

"Many studies assessing problematic gambling behavior in poker suggest that among prominent predictors of problem gambling are "amount of money wagered" and "time spent playing". These observations are, however, in discord with anecdotal and empirical evidence. In poker, unlike in many other gambling games, it is possible to be skilled enough to win money in the long run. Active poker players who play for long hours attempting to make a profit – sometimes by wagering large amounts of money – might be labeled as problem gamblers, despite having high levels of well-being and financial agency.

Few studies have assessed the validity of standardized problem gambling measures in poker playing populations. In three on-line correlative studies (Ns: 354, 417 and 478), we assessed the associations between poker experience, problem gambling (measured by the South Oaks Gambling Screen [SOGS] and the Problem Gambling Severity Index [PGSI]) and measures of well-being, social anomie, emotion regulation, and self-control.

As expected, higher scores on SOGS and PGSI predicted lower levels of well-being, self-control, and higher levels of social anomie and self-rumination (detrimental emotion regulation). This suggests that the construct validities of SOGS and PGSI in the samples were conventional. Experienced poker players scored higher on SOGS and PGSI, as compared with inexperienced ones. However, higher poker experience predicted higher levels of well-being (weakly), and lower levels of self-rumination and social anomie (weakly). Poker experience was not associated with self-control.

Therefore, a discrepancy was exposed concerning the validity of SOGS and PGSI. We conclude that these measures may not be valid in.

Looking Outside of the Box – a Creative Approach to Self-Exclusion

Mary Marquass, Emma Malone, Steve Novak, Echo Entertainment Group Limited, Australia
Christopher Anderson, Monash University, Australia

“The nature of problem gambling is complex, with public health interventions involving multiple solutions. It is acknowledged that self-exclusion programs are one intervention, among various other harm minimization approaches, used to assist those experiencing problems with gambling. This presentation examines the current Australian literature about the effectiveness and limitations of existing self-exclusion arrangements. In an attempt to translate research into practice the presentation outlines a collaborative project between industry and community aimed to enhance and improve the self-exclusion process for clients and venues. The presentation provides details and evaluation of a “remotely assisted self-exclusion” project between the Echo Entertainment Group and Relationships Australia Queensland where clients are given the opportunity to self-exclude from the Echo Casinos without entering the premises. The self-exclusion is completed at the Gambling Help Service, facilitated with the support of professional and trained counsellors. The project has been commended by the community sector, regulators and industry peak bodies within the jurisdiction of Queensland.

A Study on the Similarities and Differences Between Female and Male Gambling Triad Members in Hong Kong

Kelvin Yick, Chine Yan Chan, Paul Vinod Khiatani, Tiffany Hing Mui Tse, Chi Chuen Chan, Upper Iowa University (Hong Kong)

“As widely depicted in local movies and the news, active gamblers with criminal backgrounds and/or memberships to Asian criminal organizations are, more often than not, males. While this may be a widely held belief, and possibly a valid one in the past,

it is not entirely reflective of today's reality as females began taking up active roles in Asian criminal organizations (the Chinese triads) as members and are no strangers to gambling dens and casinos.

This study explored the similarities and differences between male and female gambling gang members in Hong Kong; examining the behavioral, cognitive, and lifestyle aspects relating to gambling. The study recruited a total of ten participants (n=10) for the study, five males (n=5) and five females (n=5), from a variety of locations including, but not limited to, bars and mahjong houses.

Both groups were found to have a number of similarities including, but not limited to, having similar family backgrounds, early experiences with alcohol and drugs, a strong need to gain 'membership' and acquire a 'sense of belonging', and similar hopes for the future. Differences between the two groups included their educational attainment, income levels, substance addictions, gambling motivations, means to improve their livelihood and life goals, and gambling trajectory and pathway.

The results from the study support the pathways model of problem and pathological gambling (Blaszczynski & Nower, 2002) and highlights sex-related differences in the trajectory and development of the misguided obsession of gambling, supporting claims that indeed males and females lead somewhat different pathways in problem and pathological gambling.

A Game, a Sin, or Somewhere in Between: An Exploration of Gambling Attitudes, Beliefs and Behaviors in Culturally Diverse Communities in Australia

Christopher Anderson, Susan Feldman, Harriet Radermacher, Marissa Dickins, Keis Ohtsuka, Monash University, Australia

"Gambling is common leisure behaviour in Australia, with almost three-quarters of Australians gambling at least once every year (Productivity Commission, 2010). Given Australia's diverse and multicultural society, relatively little is known about the gambling behaviours and perceptions within diverse Culturally and Linguistically Diverse (CALD) communities. Individuals from some CALD backgrounds exhibit a number of vulnerabilities to problem gambling such as post-migration adjustment stress, cultural beliefs that sustain their gambling behaviors, and social norms that encourage gambling attitudes and beliefs.

The aim of this paper is to present the findings of a two-stage qualitative research study investigating the experiences, attitudes, and beliefs of individuals from Chinese- and Tamil-speaking communities. Stage 1 includes interviews with 18 key informants (community leaders and service providers). Stage 2 includes interviews with 36

CALD community members. The influence of diverse cultural perspectives is examined in the context of gambling engagement, beliefs and superstitions associated with gambling, and perspectives on help-seeking. This research employed a culturally responsive approach which incorporated strategies to build trust and facilitate recruitment, which will also be discussed. Understanding the issues surrounding gambling perceptions and behaviors in Chinese- and Tamil-speaking communities will inform more culturally responsive strategies and services that reflect the diversity in Australian culture and gambling-related beliefs.

Diffusion and Learning: The Development of Finnish Sports Betting Culture

Matias Karekallas, Pauliina Raento, Taina Renkonen, Finnish Foundation for Gaming Research, Finland

"How did Finns learn to bet on sports? How did a sports betting culture develop in particular circumstances in Finland? By answering these questions we trace the evolution of sports betting in Finland since its introduction in 1993. We contribute to the growing understanding of learning, socialization, and contextualization in the study of gambling by examining how learning and culture relate to one another, and how these processes have changed over time.

Knowledge and skills of sports betting spread from foreign lands to Finland, from pioneering urban centers across the country, and from individual experts to novice masses. We approach these processes from the perspective of diffusion of innovation, a spatial theory used successfully in sports geography. Our research is based on an analysis of Finnish-language betting manuals and online instruction sites, newspaper and magazine articles, and our own participant observation. Supporting data includes statistics, surveys, and informal exchanges with key individuals. By exemplifying the benefits of data triangulation, we enhance reliable qualitative approaches in gambling research.

We find that the early development of Finnish sports betting culture matches the diffusion theory but the theory needs updating because in the online era skills and contacts are disseminated in new ways between individuals and over space and time. Our findings contribute to the study of sports betting, qualitative methods in gambling research, and knowledge about the spatial, temporal, and cultural aspects of gambling.

Theory of Planned Behavior and Sport Gambling Among Chinese Young People

Mogu S. Yu, Anise M.S. Wu, Chris C.M. Vong, University of Macau, Macao

"Sport gambling, being one of the most widespread forms of gambling, can be found in almost every society in the world. However, previous researches on this topic were mostly constructed in western countries, whereas few were done in China, especially among young people. This study aims to promote understanding of Chinese college students' intention to sport gambling and its addiction with the theory of planned behavior (TPB). Two hundred and twenty five college students (aged from 18 to 29 years) in Macao voluntarily took part in a questionnaire survey. Compared to those gamblers without sport gambling experience, sport gamblers reported not only more favorable attitudes and subjective norms toward sport gambling, but also a higher generalized self-efficacy. As expected, they also reported higher intention to engage in sport gambling in the coming 3 months. The results of path analysis generally support the efficacy of the TPB in explaining sport gambling intention among the Macao college students.

The Quasi-Legitimate 'Third Place': A Qualitative Investigation into the Culture and Context of Gambling Houses in Hong Kong.

Paul Vinod Khiatani, Kelvin Yick, Chine Yan Chan, Tiffany Hing Mui Tse, Chi Chuen Chan, Upper Iowa University (HK Campus), Hong Kong

"The qualitative study aimed to understand how the context and culture of quasi-legitimate gambling houses in Hong Kong relate to common actions and practices of individuals who actively gamble in gambling houses. The study interviewed fifteen participants (n=15) who frequented local gambling houses for at least one year - to gamble, work, or both gamble and work in the gambling house.

Results indicated that the culture and context of gambling houses are unique and distinct from the more formal gambling venues of casinos. The gambling house served as a 'third place' for these gamblers; providing space to socialize, 'loosen up' and escape, earn material/immaterial rewards, feel 'at home', and more. Participants voiced feeling a sense of belonging and membership to these gambling houses and felt 'at home', despite being confined to a congested and intense space socially controlled by Asian criminal enterprises (the Chinese triad). Moreover, a majority of participants reported the convenience factor, e.g. borrowing money from loan sharks situated within the house to fund their gambling habits, as being a key contributor towards the appeal of gambling houses. Other contributing factors included personalized treatment, opportunity to socialize and build new connections, range of

games available, affordability, and opportunity to gain recognition. In a context and culture which promotes the indulgence of gambling, the pattern of gambling behaviors and cognitions in the gambling house were found to be similar for all of the recruited participants.

Gambling as Investment: a Generalized Criterion for Optimal Allocation of Wealth Among Risky Assets

David C J McDonald, Ming-Chien Sung, Johnnie E V Johnson, University of Southampton, UK

"The Kelly criterion is the optimal investment strategy under log-utility for allocation of wealth among a range of alternative risky assets when at least one presents a positive expected return. In this paper, we present an all-encompassing framework for estimating Kelly strategies in different types of speculative financial market and under different economic conditions, including bookmaker, pari-mutuel, and exchange markets. In particular, we derive general conditions, which apply in most market settings, for being able to estimate Kelly strategies. Our findings are important for the economic interpretation of betting markets and, in particular, assessing market efficiency.

An Exploring Study of Taiwanese Potential Spending Behaviors in Casino Activities

Wei Ping Wang, Kai Wei Lai, Hsuan Kai Chen, Macau University of Science and Technology, Macao

The objective of this research is to investigate the antecedents of potential spending behaviors in casinos among the adults between 25 to 55 and over years old in Taiwan. The participants were asked; if Taiwan has casino, how much will spend on gambling, entertainment performance, food service, shopping, and lodging. This study examined that 1. people whose responses are above \$10,000 (42 cases, 4.7% of total sample) and below \$1,000 (38 cases, 4.2% of total sample) calculating the average spending in gambling. After deleting the outliers, 821 cases are retained and the new Mean is \$3,783.46 (S.D. = \$2,926.83). 2. spend in entertainment performance; those cases whose responses are above \$5,000 (35 cases, 3.9% of total sample) and below \$1,000 (45 cases, 5.0% of total sample) calculating the average spending in entertainment performance. After deleting the outliers, 821 cases are retained and the new Mean is \$2,071.05 (S.D. = \$1,045.08). 3. people spend in food services; those cases whose responses are above \$5,000 (44 cases, 4.9% of total sample) and below \$1,000 (48 cases, 5.3% of total sample) calculating the average spending in food services. After deleting the outliers, 809 cases are retained and the new mean is \$2,185.58 (SD. =

\$1244.03). 4. people spend in shopping; those cases whose responses are above \$10,000 (42 cases, 4.7% of total sample) and below \$1,000 (13 cases, 1.4% of total sample) are treated as outliers, and are excluded from calculating the average spending in shopping. After deleting the outliers, 809 cases are retained and the new Mean is \$3,827.00 (S.D.= \$2,704.55). 5. people spend in lodging; those cases whose responses are above \$10,000 (22 cases, 2.4% of total sample) and below \$1,000 (8 cases, 0.92% of total sample) calculating the average spending in lodging. After deleting the outliers, 821 cases are retained and the new mean is \$3,430.59 (S.D. = \$2,168.72).

Asia Pacific Association for Gambling Studies

The Asia Pacific Association for Gambling Studies (APAGS) is a not-for-profit international academic network consisting of scholars, professionals, regulators, and policy makers dealing with gambling research and the gaming business around the world. Without a collective position on gambling, APAGS is dedicated to promoting gambling studies from different perspectives (e.g., psychological, sociological, economic, and regulatory) through consultancy and scientific research and by holding international conferences and publishing scholarly journals.

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Dr. Huang, Yung Sheng	I-Shou University
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Dr. Isabell Handler	I-Shou University
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Gaming Industrial Consultation Services

Global Gaming Research Center (GGRC), has long established and strong network with gaming industries in Las Vegas and Asia Pacific Region. We provide you with accountable Gaming market information with insights, as well as professional assessment services for your projects.

In recent years, GGRC extends its reach and dedicates himself to providing consultation services in the area of Integrated Resort (IR) with the scope covered as broad as IR development and investment strategies, Gaming market analysis, and research and analysis of Taiwan Gaming relevant laws and regulations. These professional services are strengthened by the association with top-notch law firms and public relations organizations.

To further prove what a strong team we are, GGRC assist our Mother company - Ocean Tech Group out-beat his competition and was awarded the Taiwan Tourism Bureau's bidding project: "Strategy Formulation of Casino-based Integrated Resorts (IR) Development and Approval Process Establishment of IR License Application" in March 2010. GGRC has been helping Taiwan government frame the strategies of IR development while setting the rules on how to review and approve IR licenses application in Taiwan.

Gaming Talent Training Services

Global Gaming Research Center (GGRC), features its mock casino which simulates real casino and is served as gaming training environment, is currently helping 20 universities in Taiwan to set up their own mock casinos and Gaming training centers. Aiming to help train up 30,000 dealers by the year of 2017.

The hands-on certificate training programs and qualification system provided by GGRC follow International gaming standards. Our training system divide into 4 levels including operation courses, management courses, gaming laws and Responsible Gaming courses. We have publish international gaming training materials in Chinese and English languages, including textbooks, interactive multi-media, videos, online training and examination system. This remarkable accomplishment made us one of the gold members of Gaming Standard Association (GSA) in 2008. (*GSA* is the leading standards-setting organization and standards authority for the worldwide gaming industry).

Appendix: Transportation Information

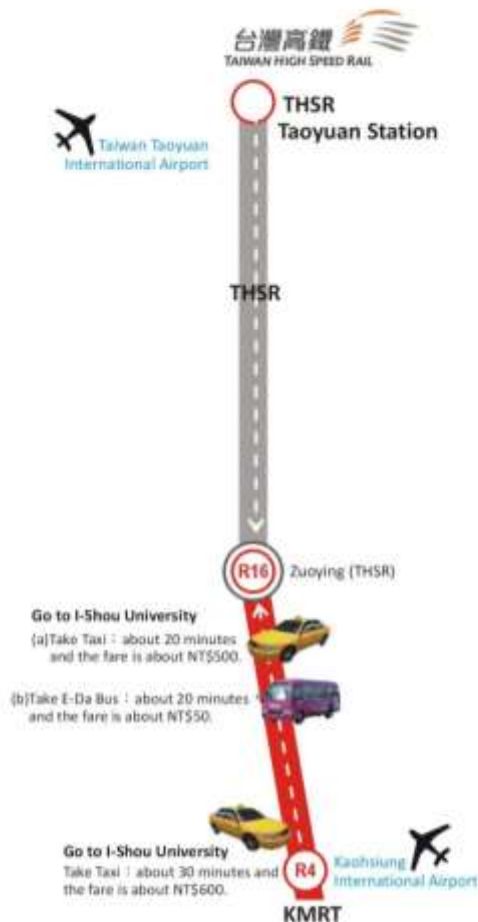
➤ Complimentary Bus Service

Locations and time for bus service are as follows:

Date	Time	Pick-up Point	Drop-off Point
December 1 (Sunday)	14:30	Crown Plaza	International College
	18:00	International College	City Light
December 2 (Monday)	8:20	Crown Plaza	National Kaohsiung University Of Hospitality and Tourism
	17:20	Humanous Building, National Kaohsiung University Of Hospitality and Tourism	New Taiwanese Original
	20:45	New Taiwanese Original	Route A: Crown Plaza Route B: National Kaohsiung University Of Hospitality and Tourism
December 3 (Tuesday)	8:45	Crown Plaza	International College
	17:20	International College	Crown Plaza
December 4 (Wednesday)	8:45	Crown Plaza	International College
	14:00	International College	Route A: City Tour Route B: Kaohsiung International Airport

➤ I-Shou University

i Transportation Information



Please provide the ISU address to the taxi driver.

To Main Campus

司機先生您好，請送我到：
義守大學-校本部 大門口警衛室
 地址：高雄市大樹區學城路一段1號

To Crowne Plaza

司機先生您好，請送我到：
義大皇冠假日飯店
 地址：高雄市大樹區學城路一段153號

I. Flights to Kaohsiung International Airport (KHH):

Option 1

Step 1 : Arrive at KHH → Taiwan High Speed Rail (THSR) Zuoying Station
 When arriving the airport, take the rapid transit (metro) to THSR Zuoying Station. It takes about 30 minutes to travel from the airport to Zuoying. The fare is about NT\$50 per person.

Step 2 : THSR Zuoying Station → I-Shou University

(a) By Taxi : After you get off at Zuoying Station, take a taxi to ISU. It takes about 20 minutes and the fare is about NT\$500.

(b) By Bus : Take E-Da Bus, which costs about NT\$50. And the ride is about 20 minutes.

Option 2

Arrive at KHH → I-Shou University

From the airport, take a taxi to ISU. It takes about 30 minutes and the fare is about NT\$600.

II. Flights to Taoyuan International Airport (TPE):

Ideally, you should fly to Kaohsiung International Airport (KHH). However, if you are unable to do so, please follow the information below to get to ISU :

Step 1 : Arrive at TPE → THSR Taoyuan Station

When arriving the airport, please take the bus to THSR Taoyuan Station. There is a bus stop outside Terminal 1(B1) and 2(1F) respectively. It takes about 15 minutes to travel from the airport to THSR Taoyuan Station. The fare is NT\$30 per person.

Step 2 : THSR Taoyuan Station → THSR Zuoying Station

It takes about 90 minutes to travel from Taoyuan to Zuoying. The fare is approximately \$1,500 per person.

Step 3 : THSR Zuoying Station → I-Shou University

(a) By Taxi : It takes about 20 minutes and the fare is about NT\$400.

(b) By Bus : Take E-Da Bus, which cost about NT\$50. And the ride is about 20 minutes.



➤ **National Kaohsiung University of Hospitality and Tourism**

I. Flights to National Kaohsiung Airport

By Taxi: It's the most convenient and efficient way to NKUHT. It only takes approximately 10 minutes to get to NKUHT by taxi from Kaohsiung International Airport. The fare is about NT\$150.

II. Flights to Taiwan Taoyuan International Airport(TPE)

Step 1: Taiwan Taoyuan International Airport→THSR Taoyuan Station

Take the shuttle bus (UBUS) to THSR Taoyuan Station for about 25 minutes. You can find the UBUS service counters at Arrivals Lobby of Terminals 1 and 2. The ticket price is NT\$30.



Step 2: THSR Taoyuan Station→ THSR Zuoying Station,

The route takes about 90minutes and the standard fare is approximately NT\$1500.

Step 3: THSR Zuoying Station→National Kaohsiung University of Hospitality and Tourism

(A) **By METRO:** You can take the red line from Zuoying Station(R16) to Siaogang Station(R3). The route takes 30 minutes and the fare is NT \$50. Then, take the shuttle bus (Red 1) to NKUHT from Metro No. 4 entrance. The fare is NT\$15.

(B) **By Taxi:** You can get to NKUHT by taxi at THSR Zuoying Station. It takes about 40 minutes and the fare is approximately NT\$500(depend on the route).





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