



Bachelor “Wirtschaft und Kultur Chinas”

Kursnummer: wird durch das Studienbüro vergeben

Titel: Gambling and Tourism in China

Winter term 2017/18

Instructors: Dr. Sajad Rezaei, Mr. Alexander Graf

Type: Seminar

SWS: 2 SWS

Credits: 6 CP

Language: English/German

Contents

The BWL-seminar is a mandatory part of the Bachelor course of study “Wirtschaft und Kultur Chinas”. In the seminar, selected questions of management with a relation to China will be covered and analysed according to present research. For every topic some introductory literature is provided which can be used for further independent literature research.

WICHTIG: Es steht Ihnen frei in englischer oder deutscher Sprache zu präsentieren und zu schreiben. Wir empfehlen dieses Seminar auf Englisch zu absolvieren, um besser auf die Berufswelt vorbereitet zu sein, wo Englisch gängiger Standard ist. In diesem Seminar wird explizit nicht der Umgang mit der Sprache bewertet, sondern lediglich die Inhalte. Dieses Seminar bietet neben seinen spannenden inhaltlichen Themen somit auch die Möglichkeit, sich besser auf die berufliche Praxis vorzubereiten. Aus der Teilnahme auf Englisch wird Ihnen kein Nachteil entstehen.

Bitte beachten Sie: Die obligatorische Vorbesprechung und Themenvergabe für das Seminar findet am 11.07.2018 (Mittwoch) von 16.00 – 18.00 Uhr im Raum WiWi 2091/2201 (VMP 5) statt.

Timetable

11.07.18	Vorbesprechung To be verified
02.11.18	Block 2) Part 1 Friday: 12:00 - 18:00 Uhr
23.11.18	Block 2) Part 2 Friday: 12:00 - 18:00 Uhr
14.12.18	Block 3) Friday: 12:00 - 18:00 Uhr
11.01.19	Block 4) Part 1 Friday: 12:00 - 18:00 Uhr
25.01.19	Block 4) Part 2 Friday: 12:00 - 18:00 Uhr

Grading information

Passing the seminar requires the following:

- Presentation on assigned topic
- Co-presentation on topic of another student
- assignment

ALL presentation, co-presentation and assignment need to be passed with a 4.0 in order to pass the seminar.

Topics

Block 1) Introduction and assignment of remaining topics

Block 2) Basics

1) Tourism in China: Practical implications

Pine, R. (2002). China's hotel industry: serving a massive market. *Cornell Hospitality Quarterly*, 43(3), 61.

Zeng, B., & Ryan, C. (2012). Assisting the poor in China through tourism development: A review of research. *Tourism Management*, 33(2), 239-248.

Nyaupane, G. P., Morais, D. B., & Dowler, L. (2006). The role of community involvement and number/type of visitors on tourism impacts: A controlled comparison of Annapurna, Nepal and Northwest Yunnan, China. *Tourism management*, 27(6), 1373-1385.

2) Tourism in China: A literature review

Gross, M. J., Gao, H., & Huang, S. S. (2013). China hotel research: A systematic review of the English language academic literature. *Tourism Management Perspectives*, 6, 68-78.

Leung, D., Li, G., Fong, L. H. N., Law, R., & Lo, A. (2014). Current state of China tourism research. *Current Issues in Tourism*, 17(8), 679-704.

Law, R., Wu, J., & Liu, J. (2014). Progress in Chinese hotel research: A review of SSCI-listed journals. *International Journal of Hospitality Management*, 42, 144-154.

3) Gambling in China: A cultural-historical perspective

Wu, A., & Lau, J. T. (2014). Gambling in China: Socio-historical evolution and current challenges. *Addiction* doi:10.1111/add.12710.

Price, J. A. (1972). Gambling in traditional Asia. *Anthropologica*, 157-180.

Tse, S., Yu, A. C., Rossen, F., & Wang, C. W. (2010). Examination of Chinese gambling problems through a socio-historical-cultural perspective. *The Scientific World Journal*, 10, 1694-1704.

4) Gambling in China: Now and in the future

Huang, S. (2012). Sports Betting: Law and Policy. In Anderson, P.M., Blackshaw, I.S., Siekmann, P.C.R., & Soek, J., Sport betting and its regulation in China (pp. 325-332). Hague: T.M.C. Asser Press.

Yuan, J. (2015). Examining the gambling behaviors of Chinese online lottery gamblers: are they rational?. *Journal of Gambling Studies*, 31(2), 573-584. (Taobao Lottery Case)

Wong, I. L. K. (2010). Internet gambling: A school-based survey among Macau students. *Social Behavior and Personality*, 38, 365-372. doi:10.2224/sbp.2010.38.3.365.

Wu, A. M., Lai, M. H., & Tong, K. K. (2015). Internet gambling among community adults and university students in Macao. *Journal of Gambling Studies*, 31(3), 643-657.

5) Theories of gambling attitudes and behavior

Martin, R. J., Usdan, S., Nelson, S., Umstattd, M. R., LaPlante, D., Perko, M., et al. (2010). Using the theory of planned behavior to predict gambling behavior. *Psychology of Addictive Behaviors*, 24(1), 89-97. doi:10.1037/a0018452.

- Flack, M., & Morris, M. (2015). Gambling-Related Beliefs and Gambling Behaviour: Explaining Gambling Problems with the Theory of Planned Behaviour. *International Journal of Mental Health and Addiction*, 1-13. (available from TT)
- Wu, A., & Tang, C. (2012). Problem gambling of Chinese college students: application of the theory of planned behavior. *Journal of Gambling Studies*, 28(2), 315–324. doi:10.1007/s10899-011-9250-4.
- Wu, A. S., Lai, M. C., Tong, K., & Tao, V. K. (2013). Chinese attitudes, norms, behavioral control and gambling involvement in Macao. *Journal of Gambling Studies*, 29(4), 749–763. doi:10.1007/s10899-012-9344-7.

<Strukturgleichungsmodellierung SEM (offene Diskussion)>
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6) Theory of planned behaviour in the context of tourism

- Quintal, V. A., Lee, J. A., & Soutar, G. N. (2010). Risk, uncertainty and the theory of planned behavior: A tourism example. *Tourism Management*, 31(6), 797-805.
- Jalilvand, M. R., & Samiei, N. (2012). The impact of electronic word of mouth on a tourism destination choice: Testing the theory of planned behavior (TPB). *Internet Research: Electronic Networking Applications and Policy*, 22(5), 591-612.
- Hsu, C. H., & Huang, S. S. (2012). An extension of the theory of planned behavior model for tourists. *Journal of Hospitality & Tourism Research*, 36(3), 390-417.

< Modelling von Kovariaten (offene Diskussion)>

Block 3) Zoom on Gambling

7) Gambling destinations: The case of Macau

- Wong, I. A., & Rosenbaum, M. S. (2010). Beyond hardcore gambling: Understanding why mainland Chinese visit casinos in Macau. *Journal of Hospitality & Tourism Research*, 1096348010380600.
- McCartney, G. J. (2005). Casinos as a tourism redevelopment strategy—the case of Macao. *Journal of Macau Gaming Research Association*, 2(2), 40-54.
- Loi, K. I., & Kim, W. G. (2009). Macao's casino industry: reinventing Las Vegas in Asia. *Cornell Hospitality Quarterly*.
- Zeng Z., Prentice C., King B. E. To gamble or not? Perceptions of Macau among mainland Chinese and Hong Kong visitors. *Int J Tourism Res* 2014; 16: 105–12. doi: 10.1002/ jtr.1902.

8) Gambling in China: Entertainment or issue?

- Liu, L., Luo, T., & Hao, W. (2013). Gambling problems in young people: experience from the Asian region. *Current opinion in psychiatry*, 26(4), 310-317.
- Wong, I. L. K., & So, M. T. (2003). Prevalence estimates of problem and pathological gambling in Hong Kong. *American Journal of Psychiatry*, 160, 1353–1354.
- Loo, J. M., Raylu, N., & Oei, T. P. S. (2008). Gambling among the Chinese: A comprehensive review. *Clinical Psychology Review*, 28(7), 1152-1166.
- Chiu, E. Y.-W., & Woo, K. (2012). Problem gambling in Chinese American adolescents: characteristics and risk factors. *International Journal of Mental Health Addition*, 10, 911–922. doi:10.1007/s11469-012-9387-0.

9) Gambling cognitions in the intercultural context

- Oei, T. P., Lin, J., & Raylu, N. (2008). The relationship between gambling cognitions, psychological states, and gambling: a cross-cultural study of Chinese and Caucasians in Australia. *Journal of Cross-Cultural Psychology*, 39(2), 147–161. doi:10.1177/0022022107312587.
- Tang, C. S., & Oei, T. P. (2011). Gambling cognition and subjective well-being as mediators between perceived stress and problem gambling: A cross-cultural study on White and Chinese problem. *Psychology of Addictive Behaviors*, 25, 511–520. doi:10.1037/a0024013.
- Oei, T. P. S., Lin, J., & Raylu, N. (2007). Validation of the Chinese version of the gambling related cognitions scale (GRCS-C). *Journal of Gambling Studies*, 23, 309–322. doi:10.1007/s10899-006-9040-6.
- Wong, S. S., & Tsang, S. K. (2012). Development and validation of the Chinese adolescent gambling expectancy scale. *International Gambling Studies*, 12, 309–329. doi:10.1080/14459795.2012.672582.
- Ozorio, B., & Davis, K. C. F. (2004). Chinese casino gambling behaviors: Risk taking in casinos vs. investments. *UNLV Gaming Research & Review Journal*, 8(2), 27.

<Methoden der Kognitionsmessung (offene Diskussion)>

10) Measuring Chinese gamblers' properties

- Chen, J. H., Wu, A. M., & Tong, K. K. (2015). Evaluation of Psychometric Properties of the Inventory of Gambling Motives, Attitudes and Behaviors among Chinese Adolescents. *International Journal of Mental Health and Addiction*, 13(3), 361-375.
- Tao, V. Y. K., Wu, A. M. S., Cheung, S. F., & Tong, K.-K. (2011). Development of an indigenous inventory GMAB (gambling motives, attitudes and behaviours) for Chinese gamblers: An exploratory study. *Journal of Gambling Studies*, 27, 99–113. doi:10.1007/s10899-010-9191-3.
- Wang, Y. Y., Tong, K. K., Wu, A. M., & Yu, S. (2015). Validation of the Revised Inventory of Gambling Motives, Attitudes, and Behaviours (GMAB-R) Among Chinese University Students. *Journal of Gambling and Commercial Gaming Research*, 1(1).
- Wu, A. M. S., & Tang, C. S. (2011). Validation of the Chinese version of the gambling motivation scale (CGMS). *Journal of Gambling Studies*, 27, 709–724. doi:10.1007/s10899-010-9234-9.
- Wu, A. M. S., Tao, V. Y. K., Tong, K. K., & Cheung, S. F. (2012). Psychometric evaluation of inventory of gambling motives, attitudes and behaviors (GMAB) among Chinese gamblers. *International Gambling Studies*, 12, 331–347. doi:10.1080/14459795.2012.678273.

< Methoden von Motivmessung (offene Diskussion)>

Block 4)

Zoom auf Tourismus

11) How to address Chinese outbound travellers

- Kim, S. S., Guo, Y., & Agrusa, J. (2005). Preference and positioning analyses of overseas destinations by mainland Chinese outbound pleasure tourists. *Journal of Travel Research*, 44(2), 212-220.
- Li, X. R., Harrill, R., Uysal, M., Burnett, T., & Zhan, X. (2010). Estimating the size of the Chinese outbound travel market: A demand-side approach. *Tourism Management*, 31(2), 250-259.
- Kim, S. S., Guo, Y., & Agrusa, J. (2005). Preference and positioning analyses of overseas destinations by mainland Chinese outbound pleasure tourists. *Journal of Travel Research*, 44(2), 212-220.

12) Domestic tourism: A cross-cultural comparison and current trends

- Wang, S., & Qu, H. (2004). A comparison study of Chinese domestic tourism: China vs the USA. *International Journal of Contemporary Hospitality Management*, 16(2), 108-115.
- Qiao, Y. X. (1995). Domestic tourism in China: policies and development. *Tourism in China: geographic, political, and economic perspectives.*, 121-130.
- Wen, Z. (1997). China's domestic tourism: impetus, development and trends. *Tourism Management*, 18(8), 565-571.
- Wu, B., Zhu, H., & Xu, X. (2000). Trends in China's domestic tourism development at the turn of the century. *International Journal of Contemporary Hospitality Management*, 12(5), 296-299.
- Gartner, W. C. (2004). Rural tourism development in the USA. *International Journal of Tourism Research*, 6(3), 151-164.

13) Chinese culture and travelling

- Cohen, S. A., Prayag, G., & Moital, M. (2014). Consumer behaviour in tourism: Concepts, influences and opportunities. *Current Issues in Tourism*, 17(10), 872-909.
- Mok, C., & DeFranco, A. L. (2000). Chinese cultural values: Their implications for travel and tourism marketing. *Journal of Travel & Tourism Marketing*, 8(2), 99-114.
- Hsu, C. H., Cai, L. A., & Li, M. (2009). Expectation, motivation, and attitude: A tourist behavioral model. *Journal of Travel Research*.
- Ekiz, E. H., & Au, N. (2011). Comparing Chinese and American attitudes towards complaining. *International Journal of Contemporary Hospitality Management*, 23(3), 327-343.
- Kim, D. Y., Wen, L., & Doh, K. (2009). Does cultural difference affect customer's response in a crowded restaurant environment? A comparison of American versus Chinese customers. *Journal of Hospitality & Tourism Research*.

< Methoden der Einstellungsmessung (offene Diskussion) >

14) Image of destinations: A comparison between Singapur & Hongkong

- Gallarza, M. G., Saura, I. G., & García, H. C. (2002). Destination image: Towards a conceptual framework. *Annals of tourism research*, 29(1), 56-78.
- Pike, S. (2002). Destination image analysis—a review of 142 papers from 1973 to 2000. *Tourism management*, 23(5), 541-549.
- Hosany, S., Ekinci, Y., & Uysal, M. (2007). Destination image and destination personality. *International Journal of Culture, Tourism and Hospitality Research*, 1(1), 62-81.
- Choi, W. M., Chan, A., & Wu, J. (1999). A qualitative and quantitative assessment of Hong Kong's image as a tourist destination. *Tourism management*, 20(3), 361-365.
- Kau, A. K., & Lim, P. S. (2005). Clustering of Chinese tourists to Singapore: An analysis of their motivations, values and satisfaction. *International Journal of tourism research*, 7(4-5), 231-248.
- Hui, T. K., Wan, D., & Ho, A. (2007). Tourists' satisfaction, recommendation and revisiting Singapore. *Tourism management*, 28(4), 965-975.

< Methoden der Imagemessung (offene Diskussion)>

15) Customer loyalty and retention in Chinese tourism

- Sun, X., Chi, C. G. Q., & Xu, H. (2013). Developing destination loyalty: The case of Hainan Island. *Annals of tourism research*, 43, 547-577.

- Armstrong, R. W., Mok, C., Go, F. M., & Chan, A. (1997). The importance of cross-cultural expectations in the measurement of service quality perceptions in the hotel industry. *International Journal of Hospitality Management*, 16(2), 181-190.
- Hou, J. S., Lin, C. H., & Morais, D. B. (2005). Antecedents of attachment to a cultural tourism destination: The case of Hakka and non-Hakka Taiwanese visitors to Pei-Pu, Taiwan. *Journal of Travel Research*, 44(2), 221-233.

< Messung von Kundenbindung und loyalität (offene Diskussion) >

16) Medical tourism in China

- Heung, V. C., Kucukusta, D., & Song, H. (2010). A conceptual model of medical tourism: Implications for future research. *Journal of Travel & Tourism Marketing*, 27(3), 236-251.
- Ye, B. H., Qiu, H. Z., & Yuen, P. P. (2011). Motivations and experiences of Mainland Chinese medical tourists in Hong Kong. *Tourism Management*, 32(5), 1125-1127.
- Heung, V. C., Kucukusta, D., & Song, H. (2011). Medical tourism development in Hong Kong: An assessment of the barriers. *Tourism Management*, 32(5), 995-1005.
- Connell, J. (2006). Medical tourism: Sea, sun, sand and... surgery. *Tourism management*, 27(6), 1093-1100.

17) Service quality and tourist destinations in China

- Ennew, C. T., Reed, G. V., & Binks, M. R. (1993). Importance-performance analysis and the measurement of service quality. *European journal of marketing*, 27(2), 59-70.
- Ruiqi, Z., & Adrian, P. (2009). Using SERVQUAL to measure the service quality of travel agents in Guangzhou, South China. *Journal of Services Research*, 9(1), 87.
- Lam, T., & Zhang, H. Q. (1999). Service quality of travel agents: the case of travel agents in Hong Kong. *Tourism management*, 20(3), 341-349.
- Tsang, N., & Qu, H. (2000). Service quality in China's hotel industry: a perspective from tourists and hotel managers. *International journal of contemporary hospitality management*, 12(5), 316-326.