



THE HONG KONG
POLYTECHNIC UNIVERSITY
香港理工大學

Invitation to the Seminar on Gaming Management in Asia Pacific 2004

Hong Kong • 20-22 October 2004



The gaming industry in Asia is gaining momentum and undergoing dramatic changes, largely driven by the opening up of the Macau market and investment by Las Vegas operators as well as the discussion in many jurisdictions on legalizing casinos. In view of the rising interest and need, The Hong Kong Polytechnic University's School of Hotel & Tourism Management will host a seminar on Gaming Management. Speakers are experienced professionals and academics from Spectrum Gaming, University of Nevada Las Vegas and The Hong Kong Polytechnic University.

Schedule

Date:

20, 21, 22 October 2004

Time:

9:30 am – 5:00 pm

Venue:

Picasso Room, B1
InterContinental Grand Stanford
Hong Kong
70 Mody Road, Tsimshatsui East
Kowloon, Hong Kong

Fee:

US\$1,000

for the three-day programme

(Fee includes seminar paper, lunch and refreshments.)

For further information or registration,
please contact: Ms Dorothy Yim,
School of Hotel & Tourism Management,
The Hong Kong Polytechnic University,
Hung Hom, Kowloon, Hong Kong.
Email: hmyimsw@polyu.edu.hk
Tel: (852) 2766 4766
Fax: (852) 2362 9362
or visit http://www.polyu.edu.hk/htm/main_update.htm

Topics

Gaming for Tourism Development:
Social and Economic Impacts

Due Diligence and Casino
Licensing

Marketing Through Table Game
Rule Modification and Table Game
Hold as a Management Tool

Discounts on Loss

Analysis of the Slot Floor:
Performance Measures with
Managerial and Design Implications

Slot Operations Management:
Servicescape, Loyalty, Marketing,
and Math

Speakers

Prof Cathy Hsu
School of Hotel & Tourism Management,
The Hong Kong Polytechnic University

Mr. Fred Gushin
Spectrum Gaming

Mr. Jim Kilby
University of Nevada Las Vegas

Mr. Jim Kilby
University of Nevada Las Vegas

Dr Anthony Lucas
University of Nevada Las Vegas

Dr Anthony Lucas
University of Nevada Las Vegas

Sponsor:



Organizer:

