

**SPENDING PATTERNS OF PATRONS AT THE
SUN COAST CASINO AND ENTERTAINMENT WORLD
WITH SPECIAL REFERENCE TO RESPONSIBLE
GAMBLING**

BY


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DECLARATION

I declare that this research study: *The spending patterns of patrons at the Sun Coast Casino and Entertainment World with special reference to responsible gambling*, except where specifically indicated to the contrary in the text, is my own work both in conception and execution. This research study has not been previously submitted for degree purposes at this or any other university or institution. All the sources and material that have been used or quoted have been duly acknowledged, recognised and indicated by means of complete references.

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DEDICATION

This research study is dedicated to the following persons:

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ABSTRACT

Recreation is an emotional experience within an individual, resulting in a very personal reaction and attitude from the recreationist. The recreation activity is intended to deliver to the recreationist a sense of pleasure and personal worth. One such recreation activity is gambling. Gambling, according to Magi (2002), is the intentional act of betting with the sole purpose of winning or gaming. For many centuries gambling has been a form of recreation, however, it has always been and still is a controversial issue. This study has attempted to investigate the spending patterns of patrons at the Sun Coast Casino and Entertainment World with special reference to responsible gambling.

This study examines the spending patterns of patrons, especially on the gaming floor with responsible gambling forming the core of the investigation. Some of the objectives of this study are:

- To establish the main reasons why patrons visit the Sun Coast Casino and Entertainment World.
- To evaluate the extent to which the level of education of patrons influences responsible gaming.
- To establish the extent to which gaming patrons are aware of and practise responsible gambling.
- To investigate the spending patterns of patrons at the Sun Coast Casino and Entertainment World in terms of the amount spent on gaming, entertainment, dining out, movies and the games room.

- To reveal the socio-economic levels of patrons who frequent the Sun Coast Casino and Entertainment World.
- To determine whether the patrons would frequent the casino more often if more entertainment and care was available for children.

Utilising a sample of 116 respondents, this study revealed that only a moderate number of 42.2 percent of the patrons who were interviewed between the ages of 18 and above indicated that gaming was the main reason for visiting the Sun Coast Casino and Entertainment World. Approximately 38 percent of the patrons indicated that recreation was their main reason for visiting. Less than 8 percent of the patrons indicated that they preferred to watch movies and 11,2 percent indicated that dining was their main preference.

A significant majority [75%] of the patrons indicated that they are aware of responsible gambling and only 6 percent gambled more than 75 percent of the money that they had with them during a single visit. Approximately 60 percent of the patrons acquired their knowledge on responsible gambling from the media and 23,3 percent indicated that they have no knowledge of responsible gambling. According to about 52 percent of the patrons the government should shoulder the responsibility of being responsible for the promotion of responsible gambling and a further 35 percent of the patrons felt that the casinos should be responsible for the promotion of responsible gambling.

With regard to educational levels, those patrons with matriculation and above gambled more in each of the spending categories. Approximately less than half [46%] of the patrons indicated that they earn more than R10 000 a month. However there is a significant number [8%] of the patrons at the Sun Coast

Casino and Entertainment World that belong to the less than R3 000 a month category.

The age group that frequents the Sun Coast Casino and Entertainment world the most is the 26 – 45 year age group and the below 25 year age group visits in smaller numbers. Below 10 percent of the patrons are from Durban and the surrounding areas. Approximately 15 percent of the patrons come from provinces outside KwaZulu-Natal. The largest percentage (35,6 percent) of the patrons are from the Durban North (Kwa Mashu, Inanda, Phoenix, Mount Edgecombe) area.

The majority of patrons also felt that they would definitely visit the Sun Coast Casino and Entertainment World more often if more entertainment was available for the children. Generally the below 45 year age group felt more strongly about the need for more entertainment for children than the patrons who fell into the above 46 year age group.

This study makes several recommendations, some of which are:

- Organizations that assist problem gamblers need more funding.
- Free drinks, free slot machine vouchers and most valued guest cards should be banned.
- The general public must be informed of responsible gambling.
- Marketing in the gaming industry should be minimal or banned.
- More research should be undertaken in the field of tourism gaming.

It is very important to mention that this study has revealed that literature and information on responsible gambling is very scarce and that there is a need to

make such information available to the gaming people. Literature that combines recreation and gaming is also very scarce and there is a need for additional research in this field of study.

A recommendation that stands out very clearly is the need to educate the general public on the concept and meaning of responsible gambling, as well as all related benefits of notion.

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CHAPTER ONE

ORIENTATION OF THE STUDY

1.1 INTRODUCTION

Gaming on the casino floors started with remotely located casinos that were accessible mainly to the higher income group. However, since the 1990s legislation in South Africa has allowed for casinos in major urban areas. Casinos have created employment opportunities and also boosted domestic and international tourism.

The issue of responsible gambling arises and there is a need to focus on the concept of compulsive gambling since compulsive gambling impacts negatively on the personal and family relationships, work, health and financial situation of the compulsive gamblers [Daily News, June 10 2003]. However, it is very important to emphasize that not all gamblers are problem gamblers; there is a very large percentage of the population that gamble responsibly without negative impact on family and work.

Although the gaming industry in South Africa is still in a state of infancy, there is a growing concern about the social impact of gambling. The gambling industry is very sensitive to social and economic consequences of gambling and since the ordinary citizen is at risk of becoming a compulsive gambler, every effort needs to be made to ensure that gamblers come to no financial and

emotional harm (NGBSA, 2002). While the government's aim is to exploit gambling as a source of taxation revenue, job creation and economic empowerment, the gambling industry must aim to benefit society as a whole; and every effort must be made to ensure that the patron, his family and the community do not become victims of problem gambling (NGBSA, 2002).

Despite the developments that have taken place in the gambling industry, there are many institutions and individuals who firmly believe that casinos should be banned since they undermine the very core values of communities, families and individuals. Apart from the moral and ethical issues and values, gambling has a profound effect on the society at large. A very small percentage of gamblers become compulsive gamblers and the effect of this is felt financially. This financial impact affects family and work. (Sunday Tribune, July 6, 2003).

There are measures in place to address problem gambling. Sun International has a programme that includes education, counselling, research and treatment of the problem gambler. Gamblers Anonymous (GASA, ca 2003) is another organization that offers support and group therapy to victims of problem gambling and their spouses. In spite of these organizations and programmes, the risk of problem gamblers continues to exist. With such issues and problems in existence, this study aims at paying attention and addressing the gaming patterns in the context of responsible gambling around the study area.

1.2 STATEMENT OF THE PROBLEM

This study explores responsible gambling and recreation with the focus on the amount of money and time that is spent on gambling. Various newspaper

articles have reported that children have been left unattended for a few hours while their parents spent their time and money in the casinos on the gaming floor (Sunday Times, June 29: 5). A nine-year old boy spent five hours waiting for his parents to fetch him. The article further elaborates that seventy-one parents have been banned in the last six months from visiting the casino because they have left their children unsupervised while they spent hours gambling.

Another problem relates to the fact that some South African problem gamblers commit fraud and corruption so that they can support their gambling. In one particular case the gambler committed suicide when she learnt that that auditors were on her trail. Another gambler blew R14 000 that was set aside for the children's education on gambling (Daily News, September, 29: 1).

The aim of this study is to research spending patterns [how much money is spent] at the Sun Coast Casino Complex. The perception is that patrons seem to gamble with their hearts and not their heads (NRGP, 2000). It is alleged that patrons spend more than half their money during a single visit to the casino complex on gaming, although variations may exist with regard to gender, age-groups, income levels and domestic and international tourists. It can happen that local patrons tend to spend more money than they can really afford on gaming; money that ought to be spent on household necessities is used for gaming.

There is also a need to address the subject of adequate recreation / entertainment for children as it has been observed that some children are left unattended at Sun Coast Casino and Entertainment World or probably at home with or without a babysitter, for many hours while their parents are gambling. According to the

National Gambling Board of South Africa (NGBSA, 2003) gambling responsibly means not leaving children unattended nor does it mean leaving children for long periods just because someone is looking after them. It is in the interest of a happy family to enjoy a wide variety of family entertainment available at casinos and entertainment worlds.

Responsible gamblers visit the casino for leisure and entertainment. They are aware of how much of time and money they can afford to spend on gambling and they neglect neither their families, dependants nor their work. They do not try to recoup their losses. Responsible gamblers take breaks while gambling and they know when it is a smart time to stop. Gambling is a game of chance and there is no system or formula to guarantee success. Gambling is definitely not a way to get rich quickly or pay off your debts (NRGP, 2000).

1.3 DELIMITATION OF THE STUDY

This academic research study is conducted at and around the Sun Coast Casino and Entertainment World in Durban. Therefore, it is imperative to delimit the scope of this research study physically and conceptually so that there is no ambiguity in the minds of those individuals that read this study both locally and internationally. Future researchers also have to be free from any doubt on the physical and conceptual delimitation of this research study.

1.3.1 PHYSICAL DELIMITATION

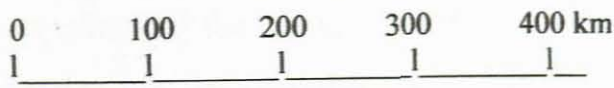
The study focuses on the Sun Coast Casino and Entertainment World. This Casino and Entertainment World is situated along the beach between Blue Lagoon and North Beach to the east of Durban. It enjoys both a coastal and a

very central location. Although, further information will be provided in chapter three, the map which follows illustrates the relative location of the study area in KwaZulu-Natal.

**FIGURE 1.1 RELATIVE LOCATION OF THE STUDY AREA IN
KWAZULU-NATAL**



(Source: www.places.co.za)



1.3.2 CONCEPTUAL DELIMITATION

This research study revolves around the spending patterns of patrons at the Sun Coast Casino and Entertainment World with special reference to the concept of responsible gambling. Gambling is seen as an activity that the recreator engages in solely for the purposes of winning money or an item that can be measured in terms of monetary value. On the other hand the National Gambling Board of South Africa (NGBSA, 2003) views gaming as an activity that is pursued for the purposes of recreation. However, for the purposes of this study the concepts of gambling and gaming will be used synonymously and it will mean one and the same thing, that is, an activity that recreators engage in for the purposes of recreation.

Patrons at the Sun Coast Casino and Entertainment World visit this venue for various forms of recreation; that is gaming, dining and movies. This study aims to investigate the reason why patrons frequent this venue and whether the amount and time patrons spend on the gaming floor indicate that the patron is a responsible gambler or a problem gambler. The study also attempts to identify what the patron's view of responsible gambling is and whom they think should be responsible for the promotion of responsible gambling.

For the purposes of this study the concept of spending patterns suggests or means the percentage of money that is used on the various forms of recreation during a single visit to the casino and it revolves around a common value or amount. Furthermore, it must be noted that the concept of patrons relates to the subjects who visit the casino for the purposes of engaging in the various forms of recreation that are available, for example, gaming, dining and movies. In this

regard the conceptual delimitation of some of these terms is intended to facilitate a better understanding of terms and the elimination of ambiguities associated with the terms or concepts.

1.4 OBJECTIVES OF THE STUDY

Objectives in a research study are absolutely essential as it ensures that the researcher remains focused throughout the period of the study. This study is guided by the following specific but fundamental objectives:

- To establish the main reasons why patrons visit the Sun Coast casino and Entertainment World.
- To establish the extent to which gaming patrons understand the meaning of responsible gambling and how it is implemented at the Sun Coast Casino and Entertainment World.
- To evaluate the extent to which the level of education of patrons influences responsible gaming.
- To investigate the spending patterns of patrons at the Sun Coast Casino and Entertainment World in terms of the amount spent on gaming, entertainment, dining out, movies, games room.
- To determine the demographic profile of patrons visiting the Sun Coast Casino and Entertainment World.
- To reveal the socio-economic levels of patrons who frequent the Sun Coast Casino and Entertainment World.
- To determine whether patrons would frequent the casino more often if more entertainment was available for the children.

1.5 STATEMENT OF THE HYPOTHESIS

The research hypothesis is a statement or statements that the researcher considers to be a suitable answer to the research problem. Hypotheses are therefore educated guesses of the answers that the study intends to establish for the research problem (Magi, 2004).

Closely aligned to Magi's (2004: 62) definition, Bless and Higson-Smith, (1995: 37) defines a hypothesis as a suggested answer to a problem; which has to be tested scientifically before it can be either accepted or rejected.

The researcher is in agreement with Magi, and Bless and Higson-Smith (1995) on the definition of a hypothesis. The hypothesis is actually the researcher's assumption of what the answer to the research problem could possibly be. However, this assumption of what the researcher's answer could be has to be scientifically analyzed and tested. Thereafter, depending on the analysis of data, the hypothesis is either accepted or rejected.

In line with the abovementioned objectives, the study therefore proposes the following hypotheses:

- That the primary reason why patrons over the age of 18 visit the Sun Coast Casino and Entertainment World is for gaming.
- That most patrons are aware of and practise responsible gaming.
- That the patrons who have in their possession a matriculation certificate or tertiary education practise responsible gambling.

- That the patrons at the Sun Coast Casino and Entertainment World spend more than half of their money during a single visit on gaming.
- That the patrons in the age group 26 – 45 visit the Sun Coast Casino and Entertainment World more often than other age groups.
- That majority of the patrons are local patrons from the lower socio-economic areas around Durban.
- That more entertainment for children would result in patrons frequenting the Sun Coast Casino and Entertainment World more often.

1.6 DEFINITION OF TERMS

To allow the reader to get a clearer and unambiguous understanding of the terms used in this research work, the concepts that are central to this study are defined. The researcher has identified the following six concepts that are aimed at assisting the reader to contextualise the research work.

1.6.1 Gaming/Gambling

The concepts gambling or gaming are used synonymously in this study and are generally defined as the act of playing a game of chance for winning in money or money's worth (Magi, 2003). Gaming implies gambling activities that are engaged in purely for the purposes of recreation; however the aim is also to gain money or some other prize.

The web site in Google (WTO, 2002) defines gaming as “the act of playing for stakes in the hope of winning...”

The definition of gambling according to Gamblers Anonymous South Africa (GASA, ca 2003) is very similar to the definitions already mentioned. Gambling, for a gambler is defined as follows:

Any betting or wagering, for self or others, whether for money or not, no matter how slight or insignificant, where the outcome is uncertain or depends upon chance or 'skill' constitutes gambling. (GASA, ca 2003:3).

1.6.2 Responsible Gambling:

According to the National Responsible Gambling Programme (NRGP, 2000) responsible gambling is a form of leisure, entertainment and recreation. The gamblers come to the casino knowing how much money and time they can afford to spend. Furthermore, the gamblers do not neglect their families, dependants and work because of gambling nor do they get into serious financial difficulties because of gambling.

The National Responsible Gambling Programme (Daily News, 16 July 2004) and The Frankston City Council Responsible Gaming Charter (FCCRGC, 2002:2) share similar thoughts on the topic of responsible gambling because the Frankston City Council Responsible Gaming Charter defines responsible gaming as: "each person exercising a rational and sensible choice based on his or her individual choices." In the context of this research study responsible gambling means gambling with an awareness of the amount of time and money that is spent on the gaming floor.

1.6.3 Recreation

The term “*recreation*” is of Latin origin and it is derived from the word “*recreatio*” which means ‘restoration to health’, refreshes or restores (Torkildsen: 2001: 64). As a result it would be logical to state that it could involve both active participation and passive participation. The participant derives immediate satisfaction from the voluntary participation in any leisure activity. However, the participant’s attitude towards the activity is important. According to Slavson as quoted by Weiskopf (1978: 8) on the one hand:

Recreation does not consist of what one does; it is rather the motive, attitude, and the value of the doing to the individual that gives an activity a recreational experience.

On the other hand Torkildsen (2001: 64) has the following view of recreation:

Recreation is perceived by most people as the organized leisure activities for personal and social benefits. Recreation is also an adult activity.

But the National Department of Sports and Recreation White Paper, (NDSR, 1988: 3) defines recreation as:

A guided process of voluntary participation in any activity which contributes to the improvement of general health, well-being and the skills of both the individual and the society.

The National Department of Sports and Recreation (NDSR, 1988) feels that the participation in recreation should be guided and it must be voluntary. It would appear that the idea behind these sentiments imply that participation in sports as

a recreation activity must be guided or else the participant will lose interest. On the other hand Carlson, *et al* (1979: 10) defines the same concept as:

Any leisure experience voluntarily chosen by the participant with the expectation of positive, enjoyable satisfaction from the participation.

On the local front Magi (1986) argues that

Recreation is engagement in any activity with the intention of achieving pleasure and personal worth in any space and time.

Very closely aligned to Magi's definition, McIntosh perceives recreation as a concept that includes the action and activities that allow the recreator to engage in constructive and personally pleasurable use of leisure time. He also believes that recreation could be both active and passive as well as a group or individual experience.

For the purposes of this study Magi's definition of recreation is used as it encompasses all facets of recreation that this research work is intending to convey to its readers. It is an activity that is engaged in voluntarily and it is motivated by satisfaction and pleasure. In order to place the concept of recreation in the context of this study, it is necessary to state that gaming is an activity that is voluntarily pursued by the patron and the motivation for pursuing this recreation activity is satisfaction and pleasure. It is important to note that activities can become responsible if they use time, pleasure, personal worth and locale or action space in a responsible manner.

1.6.4 Tourism

According to McIntosh, *et al* (2000:16) the World Tourism Organisation (WTO) sees tourism in the following manner:

Tourism comprises the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business or other purposes.

Furthermore, in their own way McIntosh, *et al* (2000: 14) define tourism in a comprehensive manner:

as the sum of the phenomena and relationships arising from the interaction of tourists, business suppliers, host governments and other visitors.”

Tourism is therefore a composition of activities, services and industries that result in a travel experience. This comprehensive cluster of activities is most appropriate for this study because it links tourism with gaming and all other related role players such as tourists, business suppliers, host governments and other visitors.

According to the White Paper on Tourism (DEAT, 1996), tourism refers to all travel for whatever purpose that result in one or more nights being spent away from home. The essential components of tourism are that it involves the movement of the tourists away from their abode for a period of more than twenty four hours but less than a year. For the purposes of this research work,

tourism means a stay away from the usual place of residence for a period of more than twenty- four hours but less than one year.

1.6.5 Domestic Tourism

Domestic tourism refers to tourism within the confines of the country in which the tourists reside. It does not require the use of a passport or the crossing of border posts. In this study domestic tourism includes all patrons who reside in the country of the Republic of South Africa. These patrons do not require a passport to allow them to access the Sun Coast Casino and Entertainment World.

1.6.6 International Tourist

According to the White Paper on Tourism a person that travels to a country other than that in which he/she has his/her usual residence for at least one night but less than a year and the main purpose of the visit is other than the exercise of an activity remunerated from within the country visited. For the purposes of this study an international tourist includes those individuals whose permanent place of residence is not South Africa. These individuals require a passport to enter South Africa before they could visit the Sun Coast Casino and Entertainment World in the province of KwaZulu-Natal.

1.7 RESEARCH METHODOLOGY

Methodology is central to any research study. It forms the core of the study in the sense that it outlines the direction that the research study will follow and it also ensures that adequate planning has taken place before that actual research study is conducted. The methodological procedures of this investigation involve

the following key components: pilot work, research sample, instrumentation and collection of data, analysis and interpretation of data.

1.7.1 Pilot Study

A pilot study was undertaken to assess the feasibility of the research project; to get a feel of the practical possibilities of carrying out a research; to ascertain the correctness of some concepts and to ensure that the method and questionnaires as an instrument of measurement was adequate. The pilot study was done with ten respondents who completed a draft questionnaire.

At the completion of the pilot study the researcher concluded that the questionnaire did not lend itself to any ambiguity. The respondents expressed a sense of relief when they realized that completion of the questionnaire took only five minutes of their time as they did not want to use the time they had set aside for recreation interpreting a questionnaire.

1.7.2 Research Sample

Sampling seemed to be the only practical method of data collection since the population that frequents the Sun Coast Casino is extremely large and a study of all its elements is impossible due to time and cost constraints.

The target group was the patrons at the Sun Coast Casino and Entertainment World. The sample spread across age, gender, income groups, education levels and domestic and international patrons. To ensure that there are accurate generalizations, a representative sample of 116 patrons was chosen. The sample of 116 patrons was randomly chosen, in a structured manner, as they passed by and was willing to complete a questionnaire, so as to provide equal opportunity,

likelihood or probability for selection for each element in the population. The idea of chance was the only criterion for selection

Data was collected personally so as to validate the research process. Data was collected during the school holidays at the end of September over a period of nine days. The questionnaire was explained to the same extent to all respondents to ensure that no specific response was drawn from the respondent as a response.

1.7.3 Instrumentation and Collection of Data

The researcher collected the data for the purposes of either accepting or rejecting the hypotheses as outlined in chapter one and therefore by definition the data is primary in nature. The information necessary to either accept or reject the hypothesis cannot be obtained from observation only. Therefore the researcher has chosen the scheduled structured interview method of data collection. A structured questionnaire consisting of a set of questions consisting of fixed wording and sequence of presentation as well as precise indications of how to answer each question was used.

The researcher used the structured interview to ensure that there were no misunderstandings and misinterpretations of words or questions and also to make certain that no questions were left unanswered.

1.7.4 Data Analysis and Interpretation

The Statistical Package for Social Sciences (SPSS) programme was used to analyse the data collected. Presentation of data has taken the form of sentences, graphs, tables and diagrams to show the relationship between the various

variables. A more qualitative approach as well as a quantitative approach utilising statistical techniques such as frequency tables, frequency percentage, cross-tabulations, and the Likert scales are used to analyse and interpret the data that was collected from the patrons that were randomly selected, in a structured manner, as they passed by and was will to complete a questionnaire at the Sun Coast Casino and Entertainment World.

This research methodology sub-section has attempted to outline the research procedure and techniques that the study has used. It was expected that this subsection would allow the reader to comprehend the methods used for presenting, analysing and interpreting data. As mentioned earlier, the section also aimed at eliminating any ambiguity and confusion in the research process specifically the analysis of data.

1.8 SIGNIFICANCE OF THE STUDY

It is anticipated that this study will add some theoretical perspective and value to the field of gambling and responsible gaming. Responsible gaming brings a major benefit to participants particularly if it is perceived as a form of recreation. This research study has attempted to highlight the fact that gambling is not associated with negativity only and that gambling attracts individuals who appreciate and derive a sense of satisfaction and pleasure from the venues, the interaction with family, friends and the environment, the thrill of anticipation while also buying the hope to win.

The study is further expected to indicate to the related business enterprises at the Sun Coast Casino and Entertainment World, the choices that patrons make and

the reasons patrons give for making those choices. This outcome could assist businesses in the casino and entertainment world to devise and adjust their marketing strategies accordingly. It is also hoped that this research inquiry will make a contribution to the understanding of important elements of social, economic and behavioural research, more specifically, in understanding the spending patterns of casino patrons.

The outcomes of the research study could contribute to further development processes at the Sun Coast Casino and Entertainment World. This could occur in situations where the incorporation of more recreation and entertainment for children and families is involved. Furthermore, the findings of this study could lead to more patrons being encouraged to gamble for leisure and entertainment and not as a way to get rich quickly or as a means to pay off debts. Family based recreation and entertainment has been said to lead to healthy relationships between family members and patrons. Patrons may soon realise that gambling is all about chance and that there is no systems or formulas to guarantee success.

1.9 STRUCTURE OF THE STUDY

To ensure that readers find this research study user friendly, this research report followed a certain structure. The following structure is in keeping with the requirements of research report writing in the Centre for Recreation and Tourism at the University of Zululand.

Chapter one focuses on the orientation of the study. In this chapter the reader is made aware of the objectives and hypotheses of the research study. The concepts that are fundamental to the research work are defined so that the study

is placed in its proper context. It also elaborates on the methodology that the research study utilises in reaching its objectives.

Chapter two orientates the reader with regard to the theoretical background of the study, which the reader is expected to find very useful in understanding the theoretical foundations and models on which all explanations, deductions and conclusions are made in this study.

Chapter three introduces the reader to the study area; boundaries, physical landscape and climatic conditions, which are described in some detail. The reader is exposed to the environment surrounding the Sun Coast Casino and Entertainment World. This chapter also highlights the fact that the east coast of South Africa, comprising the Province of KwaZulu-Natal, is every holiday-maker's dream in terms of climate even in the winter months.

Chapter Four focuses on presenting the data that has been collected. It also analyses and interprets the data using various statistical techniques. The conclusions drawn and recommendations that are made in chapter five are based on the analysis and interpretation of data.

Chapter five is the final chapter of the research report. The research problem is concluded and various recommendations are made. One recommendation that is noteworthy at this juncture is the dire need for future studies in the field of responsible gambling. There are many casinos all over the country and knowledge of responsible gambling is and will be indispensable in the future.

1.10 CONCLUSION

Chapter one has outlined the research problem, the objectives and the hypotheses of the research study. The concepts that have been defined delimit the research problem so that it is free from ambiguity and misinterpretation. The researcher outlines the research method that is used by the researcher to gather, analyse and interpret the data with the intention of either accepting or rejecting the hypotheses. The significance of the research study is also highlighted. Information furnished in this chapter gives this research study a definite sense of direction.

The research study is expected to reveal interesting outcomes relating to patrons at the Sun Coast Casino and Entertainment World who engage in gaming as a form of recreation. The study also intends to provide feedback on the practice of responsible gaming; however, it is anticipated that the lower socio-economic group gamble more than they can afford to, in the hope of getting rich quickly.

CHAPTER TWO

THEORETICAL BACKGROUND

2.1 INTRODUCTION

Gambling in South Africa has evolved over a period of thirty years from an illegal activity into a multi billion rand industry. This evolution was due to the fact that governments' around the world were put under pressure to stimulate investment, creates jobs and generate a tax revenue; resulting in the act of gambling becoming more acceptable socially. Internationally, gambling is a legal and regulated activity and will continue to be a legal and regulated activity (National Gambling Board of South Africa [NGBSA], 2003). However, of interest is that prior to 1990, during the National Party government, South Africa claimed to be Christian orientated and did not allow gaming activities within the former "white areas". The same government encouraged casino development in the former black homelands. Sol Kezner was given a right to establish the Wild Coast Sun in the Transkei, a former homeland territory.

Gambling has been around for many centuries; with or without government regulation gambling would have continued. Governments around the world were faced with the task of eliminating this then illegal and socially unacceptable activity. This forced governments to develop a legal and regulated gambling industry.

A report published by Fisher (1996), relating to gambling and problem gambling amongst casino patrons in the United Kingdom, argues that casino patrons generally enjoyed the range of leisure venues. For the majority of the respondents, the non-gambling aspect of visiting the casino, that is, the atmosphere in which the socializing occurs is more important than the gambling itself. A visit to the casino was a social event that was enjoyed with either family or friends (Fisher:1996: 2).

The study by Fisher (1996) also revealed that gambling behaviour of casino patrons are not limited to casino games only as they participate in a variety of gambling forms. The most popular was the National Lottery draw in which seventy-five percent of the respondents participated, followed by the National Lottery Scratch Cards and Pools. Only a small minority of the patrons gamble in a manner that is detrimental to the individual, their family and or their work. Problem gambling, in this report, is seen as a very complex phenomenon and not just as excessive expenditure on gambling. Only two percent of the respondents indicated a severe problem with gambling and ninety-three percent of the respondents scored as social gamblers.

This South African study focuses on gambling in a casino specifically, with an emphasis on responsible gambling. The researcher attempts to establish the level of awareness among the respondents with regard to this aspect of gambling. Since knowledge means power, this study therefore attempts to convey to the reader and to future researchers the importance of acquiring knowledge of responsible gambling.

Problem gamblers incur social costs as a result of their gambling: they spend too much of their time and money on gambling, they rely on others to assist with their financial problems and many even sell some or most of their possessions to gamble or to pay gambling debts. Some of them even go to the extent of using money that should have been used on household necessities, on gambling.

2.2 TYPES OF GAMBLING

Gambling was a past time in the most primitive societies and the forms of gambling available today are just advanced versions of the same games of chance that were once common in the earlier times. Various types of gambling are found in current times. Below is a list of the types of gambling that are available to people (NMPEPGP, ca 2000).

- Playing cards for money
- Betting on horses with a bookie
- Betting on sports events and games with a bookie
- Playing dice games for money
- Gambling in a casino (legal or illegal)
- Playing the numbers or betting on lotteries
- Playing bingo for money
- Playing the stock or commodities markets
- Playing slot or poker machines with coins or purchased tokens
- Playing bowling or golf or some other game for money
- Pull tabs or paper games other than lotteries

This research study focuses on gambling in a legal casino. It includes gambling on the slot machines and on the gambling tables where games such as roulette and blackjack are played.

2.3 RESPONSIBLE GAMBLING

For most people gambling is a form of recreation, that relieves them from stress and anxiety. It is a form of entertainment that individuals engage in during their leisure time. They are fully aware of the amount of money and time they intend to spend on the activity in which they want to participate. Their families, dependants and work are not neglected because of the gambling activity. Gambling is not the activity that leads them into financial difficulties and the purpose of gambling is not to solve their financial problems. This is what responsible gambling is about (Daily News, July 16, 2004).

This research attempts to establish whether or not people who gamble at the Sun Coast Casino and Entertainment World are aware of the concept of responsible gambling and to what extent they practise responsible gambling. Respondents are also required to indicate the source of their information on responsible gambling and whom they think should be responsible for the promotion of responsible gambling. The questionnaire used by the researcher made provision for respondents' comments on responsible gambling. This will allow the researcher to draw conclusions on the extent to which the sample is aware of and practise responsible gambling and also to make appropriate recommendations in the final analysis.

However for a very small group of people, gambling has become an addiction. Problem gambling can affect anyone irrespective of age, religion, educational attainment, moral character, race or economic status. This small group of individuals cannot stop or cut down their gambling no matter how hard they try (NRGP, 2000).

Fortunately for these individuals there is a National Responsible Gambling Programme that has been devised to try and prevent problems arising from gambling and also to provide help for those who require it. This programme is managed by experts from the National Centre for the Study of Gambling which has its base at the University of Cape Town. A treatment and counselling service is offered for problem gamblers, their families and friends (Daily News: 16/07/2004: 12).

Peter Collins, the executive director of the National Centre for the Study of Gambling at the University of Cape Town (NGBSA, 2004) is of the opinion that the government opted for legal gambling instead of illegal gambling which is, not to mention, very difficult to control through normal law enforcement. He also states that the gambling industry should not be governed by normal business principles. Furthermore he acknowledges that South Africa's legislation has been successful in virtually eliminating the illegal industry and raising significant investments for the government.

The South African Gaming Manufacturers Association (SAGMA) is fully in support of the National Responsible Gambling Programme. SAGMA is the first association to contribute financially to the promotion of responsible

gambling. Lawrence Smith, the chairman of SAGMA, made the following comment:

I think that it is common cause that, for most people, gambling is a harmless recreational pursuit. However, it is equally true that a small minority can and do develop problems with their gambling, and everyone, in both the private and the public sector, who has an interest in the health of the gambling industry, has a concomitant interest in dealing with this issue. As manufacturers, we believe that we share that imperative, and as an association, we have decided to commit ourselves to an active involvement in the various structures, which have been created to address this important problem. In so doing, we are one of the first associations of our kind any where in the world to do this (NGBSA, 2002: 1).

This study focuses on responsible gambling and SAGMA's imitative in this regard is commendable. SAGMA's bold step to join hands with the government and the industry in the fight against the problem of compulsive gambling is in the forefront of international thinking and this public/private sector partnership will in time also be emulated by other leading nations.

2.4 THE CONCEPT OF PROBLEM GAMBLING

A problem gambler is a person who spends so much time and or money on gambling that considerable harm is caused to themselves and others (Daily

News, 16 July, 2004: 12). Typical symptoms of problem gambling are financial difficulties and trouble in the family, personally and at work.

Money is generally borrowed to finance the gambling pursuits. Often money that should be spent on personal necessities is spent on gambling. Low income punters living near casinos are particularly vulnerable (Daily News, 29 September, 2004: 1).

The researcher hopes to inform readers of the severity of the situation with regard to problem gambling and is also of the opinion that appropriate education can prevent the development of problem gambling. Sustained preventative measures are bound to lessen the impact of problem gambling.

A headline to a news report on 5 October 2005 read thus: "I stole R1,5m – and blew it on gambling". A compulsive gambler admitted that he had written out cheques to himself; he deposited cheques into his credit card account and forged the signature of his boss. He issued cheques to himself over a six month period everyday; sometimes even twice a day. This sort of behaviour is typical of a compulsive gambler. Apart from stealing from his boss he also neglected his family and work to engage in gambling. Every facet of his life experienced stress because he was a compulsive gambler.

It is important to mention that although few incidents of this nature may make headlines such as this, there are hundreds of people that enter the casinos daily but individuals like the one mentioned form a small minority.

2.5 EFFECTS OF GAMBLING

According to a newspaper article, Peter Miller, the finance minister, has repeatedly warned that “too much gambling is bad”. Statistics on the impact of gambling on South Africans revealed the following:

- In 2001 R6,8 billion was spent on gambling.
- 72% of South Africans gamble.
- 27% of the people who play the lotto are unemployed.
- 22% of casino gamblers are unemployed.
- 71,3% of gamblers would have spent the money they lost on household necessities (Daily News, June 9, 2003).

Problem gambling is a sure recipe to ruin a happy family life and cause degeneration and breakdown of communities. In article the reporter goes on to elaborate that, in spite of the fact that the government achieved its aims of providing jobs and generating an income, gambling has shattered the lives of innocent bystanders.

Furthermore, the article states that seven out of ten individuals are of the opinion that gambling is an acceptable form of recreation / activity. However, it also notes that it is mostly the poor people who actively participate in gambling. However the National Lottery accounts for the largest number of regular gamblers, (approximately seventy percent) (Daily News, 9 June 2004).

Chris Fisser, Chairman of the National Gambling Board, believes that the gambling industry has brought huge benefits to society; in terms of providing jobs and affording hundreds of people the opportunity to realize their dreams of becoming instant millionaires (Sunday Tribune, July 06, 2003). It is estimated that the gambling industry offers about 50 000 permanent jobs and contributes about three billion rands to the Gross Domestic Product annually.

Since 1994 the number of casinos in the country has been reduced. Before 1994 there were ten illegal and fully fledged casinos in Durban and Pietermaritzburg, however, today in the whole of KwaZulu-Natal there are only five legal casinos. South Africa is set to have forty legal casinos, by the time all permanent casino certificates have been issued, with no specific time limits.

Gamblers Anonymous has a different view of gambling. According to the article in the Sunday Tribune on the 6th of July 2003, the chairperson of Gamblers Anonymous said that gambling destroys hundreds of lives on a daily basis. A compulsive gambler stands to eventually lose, together with his money and time, his family, job, morals, values and his life. He speaks from personal experience (Sunday Tribune, 6 July 2003)

Compulsive gamblers take money from anywhere and that includes their children's piggy banks, their spouses' bank accounts or the loan sharks. Their debts can sometimes leave them suicidal. Gambling is a curable disease. However, the more spatially assessable the casinos are the greater the chance for gamblers to become addictive.

Another downside of gambling is that children are left unsupervised for many hours while their parents are busy gambling. There are parents who have been banned from Casino Complexes because they have neglected their children. Minors have told of how they had to wait for their parents for hours at casinos. Some children as young as nine and ten have been left to take care of their younger siblings or cousins.

Child-minders at casinos have reported that they generally see the same faces week after week. Sometimes child-minders have to page for the parents of children under their care after the three hours have expired. Some casinos have gone a step ahead; they have employed staff specifically to take care of unsupervised children (Sunday Times, 29 June 2003: 5).

Whether or not children are unattended will determine if parents practise responsible gambling or not. This includes not leaving children in the care of child-minders for lengthy periods of time. A patron who gambles for a limited period of time with an affordable amount of money is a responsible gambler. One of the objectives of this study is to determine whether or not the patrons practise responsible gambling.

2.6 CONTEMPORARY GAMBLING IN SOUTH AFRICA

The South African Government originally proposed issuing forty Casino licenses to the nine provinces and legislation is being considered to regulate the gambling industry. Five of the forty licenses will be allocated to KwaZulu-Natal (Sunday Times, 1996: 17).

Of relevance at this point is South Africa's National Gambling Act No. 7 of 2004. This Act allows for the co-ordination of national and provincial legislative competence over matters relating to casinos, racing and gambling so that there is continued regulation and uniform norms and standards are established nationally and provincially with regard to the regulation and licensing of gambling activities (Government Gazette, Vol. 470, Act. No. 7 of 2004).

The Act safeguards the consumers of the gambling industry and their communities against the adverse effects of gambling. To achieve this aim the gambling industry must be effectively regulated, licensed, controlled and policed. Society and the economy must be protected against the over-stimulation of the latent demand for gambling; and the licensing of gambling activities must be transparent, fair and equitable (RSA, 2004: Government Gazette, Act No 7 of 2004). Legislation in South Africa has transformed the illegal gambling industry into one that is legal and generates a substantial amount of revenue for the government. South Africa has satisfied the highest international standards in terms of customer protection. Legislation and regulations in South Africa has addressed the issue of compulsive and problem gambling very comprehensively and coherently. (NGBSA, 2004) <http://www.responsiblegaming.co.za>).

Professor Peter Collins said at the 'Casinos. World Africa 2003' international conference in Johannesburg that South Africa is in line with international trends: creating new jobs, new investments, improved public services and making it easier for people to gamble in a legal and regulated environment. South Africa has achieved all these goals (NGBSA, 2003). South Africa's model which was

established through the National Responsible Gambling Programme, is a public/private sector partnership of government and industry. This model is leading internationally with regard to ways and means of dealing with problem gambling (Daily News, 2004: July 16).

The internationally respected National Gambling Programme has gained recognition throughout the world but what is of significance here in South Africa and Kwa-Zulu Natal specifically is how many of the consumers of the gambling industry are actually aware of the existence of such a programme.

That is the crucial matter that this research study intends to establish and offer recommendations on so that the consumers of the gambling industry are aware of and they make use of it this facility. A point of importance is that those patrons who need such a programme make use of it and ultimately benefit from the assistance that the programme offers; but this is only possible if the consumers of the gambling industry are aware of the fact that the help is available.

South Africa is leading internationally in the way it has managed and controlled its gambling industry in spite of the fact that it introduced various types of gambling in a short period of time (NGBSA, 2003).

2.7 HISTORY OF GAMBLING IN SOUTH AFRICA

The gambling industry has come a long way in South Africa. The first casino in Southern Africa was the Swazi Spa in Swaziland which opened in 1965. The casino was established to encourage international tourism, create employment

and to earn foreign exchange. Many South Africans were patrons at the casino because casinos in South Africa were denied by legislation before 1994.

Four of the ten homelands were granted independence by 1981. Overseas based companies were encouraged to build casinos in the homelands. By 1995 there were about twenty casinos functioning in a semi-legal manner. Most of the casinos were in the former self-governing states (Magi, 2002).

2.8 MANAGEMENT OF GAMBLING IN SOUTH AFRICA

Before 1994, gambling was an unregulated industry in South Africa; except for horse racing. This massive illegal gambling industry paid no taxes; neither did it protect its consumers. Illegal gambling, prostitution and drug dealing are closely associated.

Presently the casino industry creates employment, stimulates investment, encourages tourism and generates massive tax revenues. Taxes have been used to fund economic and social development projects. In spite of the positive effects of gambling, it has become more accessible spatially to patrons and this can result in the problem of excessive gambling which causes damage to the patrons themselves and to their families and friends (Magi, 2002: 4).

In view of importance of accessibility to a recreation facility, in this case the study attempts to establish where the patrons who gamble at the Sun Coast Casino and Entertainment World reside and, from the data collected, to establish whether or not the casino is in close proximity to their area of residence. This

study also intends to determine the reason for visiting the Sun Coast Casino and Entertainment World.

The South African government has established regulations to ensure that measures are in place to adequately address the incidences of problem gambling and to promote the culture of responsible gambling in the country. Act No. 7 of 2004: National Gambling Act, establishes norms and standards that aims to safeguard people participating in gambling against the diverse effects of gambling (RSA, 2004).

The National Responsible Gambling Programme is internationally respected and is also the world's first effective model designed to address and reduce the number of problem gambling incidences. It is the only programme in the world to be entirely funded by the private sector. This programme is also unique in the sense that it involves the integration of the treatment, research and education into a single initiative. Another unusual and distinctive feature of this programme is that it is controlled by a public and private sector partnership consisting of the government and the industry. Countries like France and Britain are set to emulate this very successful model (Daily News, 16 July 2004: 12)

2.9 GAMING AND THE SOUTH AFRICAN ECONOMY

According to a Daily Newspaper article published on the 29th of September 2004 Gamblers spent R8,2 billion this year almost 20% more than last year. Some gamblers are committing fraud and corruption to support their gambling; thereby allowing their businesses and trust funds to reach rock bottom or

robbing their partners and obviously end up in jail. Raj Govender, founder of the National Council of Problem Gamblers told of one gambler who defrauded her bosses for R32 million and then committed suicide when the auditors were on her trail. (Daily News, 2004:1) In justifying these assertions Govender (Daily News, 29 September 2004:1) also states that the money spent on gambling would have been “stolen” from their housekeeping funds and people living near the casinos are exceptionally vulnerable.

The purpose of mentioning literature of this nature is intended to highlight the negative effects of gambling. This can be weighed against the amount of revenue generated and the number of jobs provided by the gambling industry in South Africa.

The following figures were released by the National Gambling Board [NGBSA, 2004]:

- The gross gambling revenue had increased by 19,2% from the previous year
- 89.1% of the gross gambling revenue went to South African casinos
- horseracing accounted for 10,6% and bingo 0,2%
- 45% of the R8,2 billion was spent by the Gauteng gamblers
- 15,5% of the R8,2 billion was spent by the Kwa-Zulu Natal gamblers

The Lotto and the Lotto Plus generated more than R4 billion but only R2 million went out in prizes. On the other hand, Chris Fisser, chairman of the National

Gambling Board, revealed that in a year the gambling industry would pay out 90 percent of its turnover in prizes (Sunday Tribune, July 6).

The marketing manager for Durban's Suncoast Casino confirmed that there was a "gradual increase" in spending with regard to gambling. (Daily News, September 29 2004).

The National Council for Problem Gamblers have made the following recommendations: ATM's be removed from casinos, free drinks be banned, credit for known clients be banned, casinos should close for part of the day and adult-looking minors should be carefully monitored.

2.10 INTEGRATED GAMBLING IN SOUTH AFRICA

The intention of the gambling authorities is to make gambling a responsible industry. Their intention is that gambling be integrated with charity, poverty alleviation and provision of employment opportunities through generation of income for the government. It is anticipated that the taxation from licencees will be able to fund all these activities. There are many types of gambling such as the National Lottery which is linked to many community outreach programmes. Various communities and organizations benefit from some of the funds that are generated from the National Lottery.

The largest single beneficiary of the government initiated National Lottery has been the Children's Hospital Trust which received R17,4 million for a new Oncology Wing and HIV research. The sports sector has also received funding for the renovation and upgrading sports facilities and for sports development.

Various Children's Homes, Family Welfare Organizations and the SPCA have also been beneficiaries. (NLB, 2004)

2.11 CONCLUSION

South African literature on gambling is very scarce. However, during the course of this year, there have been numerous reports pertaining to gambling in the daily and weekly newspapers. There are very few formal studies available on gaming in South Africa.

It has emerged very clearly from the literature review that some people enjoy forms of recreation that are considered immoral, for example, gaming. There are also others who view gambling as a socially acceptable form of recreation. Gaming ought to be considered as harmless fun and participate in it as such.

CHAPTER THREE

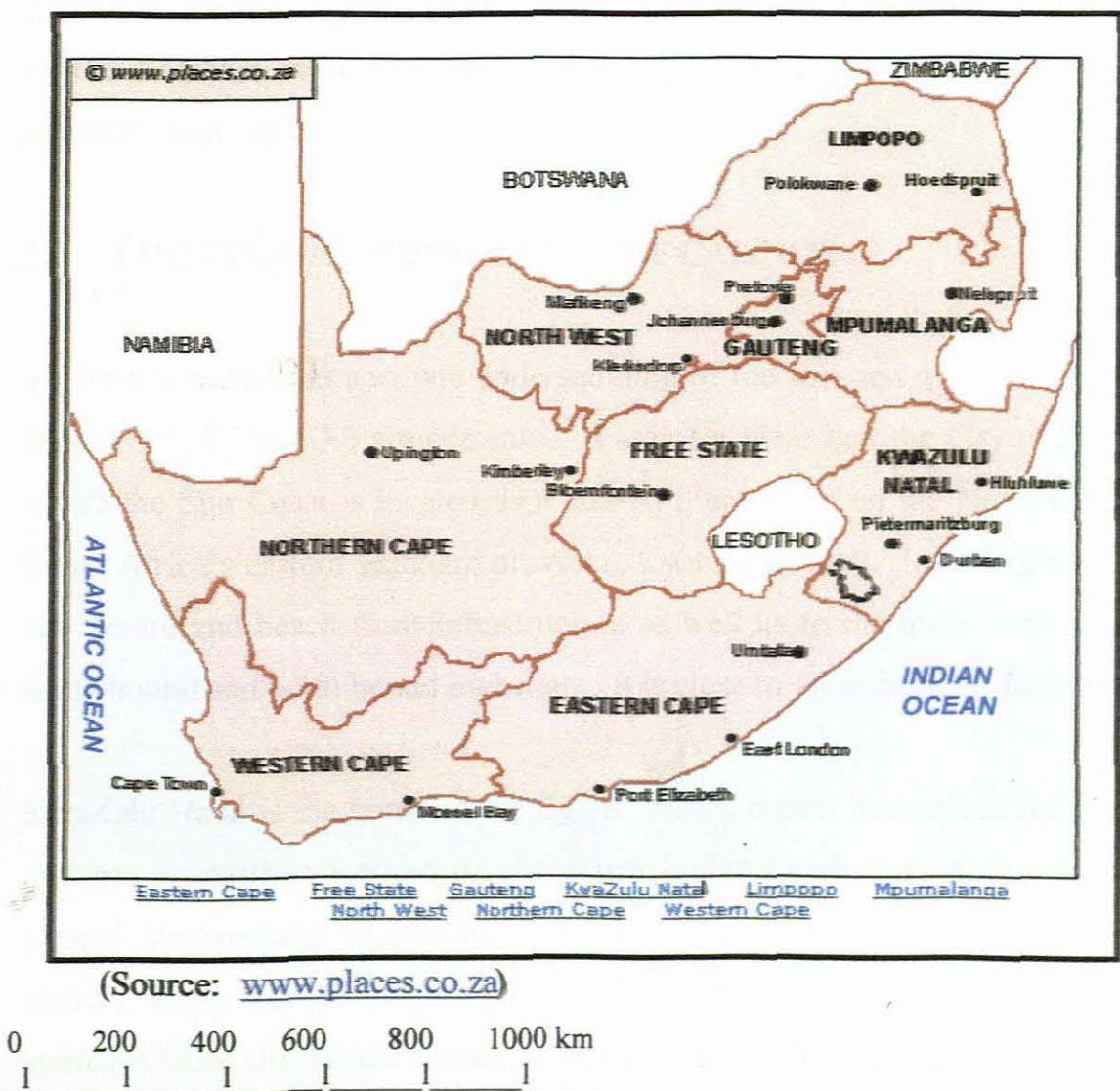
PHYSICAL AND LOCATIONAL ATTRIBUTES OF THE CASE STUDY

3.1 INTRODUCTION

In the field of tourism, gaming or gambling the idea of physical space is important in the determination of the place or location of where activities should happen. When the location or locality of an activity has been identified it is also necessary and important to know and understand its attributes. This chapter looks at the spatial and locational attributes of the study area, the Sun Coast Casino and Entertainment World.

The Sun Coast Casino and Entertainment World is located in the City of Durban which is in the province of KwaZulu-Natal. KwaZulu-Natal is one of nine provinces in the country of South Africa where suitable climate and geography support diverse infrastructure and recreation activities. South Africa is located in the southern tip of the continent of Africa between the 22 and 35 degree south latitudes with the 25 degree east longitude passing almost through the middle of the country. KwaZulu-Natal is one of the nine provinces, which has a coastal location. On the eastern side of South Africa is the warm waters of the Indian Ocean and on the western coast is the cold Atlantic Ocean. South Africa completely surrounds the neighbouring state of Lesotho. In the north South Africa shares a boundary with Namibia, Botswana, Zimbabwe, Mozambique and Swaziland.

**FIGURE 3.1: RELATIVE LOCATION OF THE STUDY AREA IN
SOUTH AFRICA**



South Africa is divided into nine provinces. Each province has its own capital and legislature. Pretoria is South Africa’s administrative capital and Cape Town is the legislative capital where parliament sits.

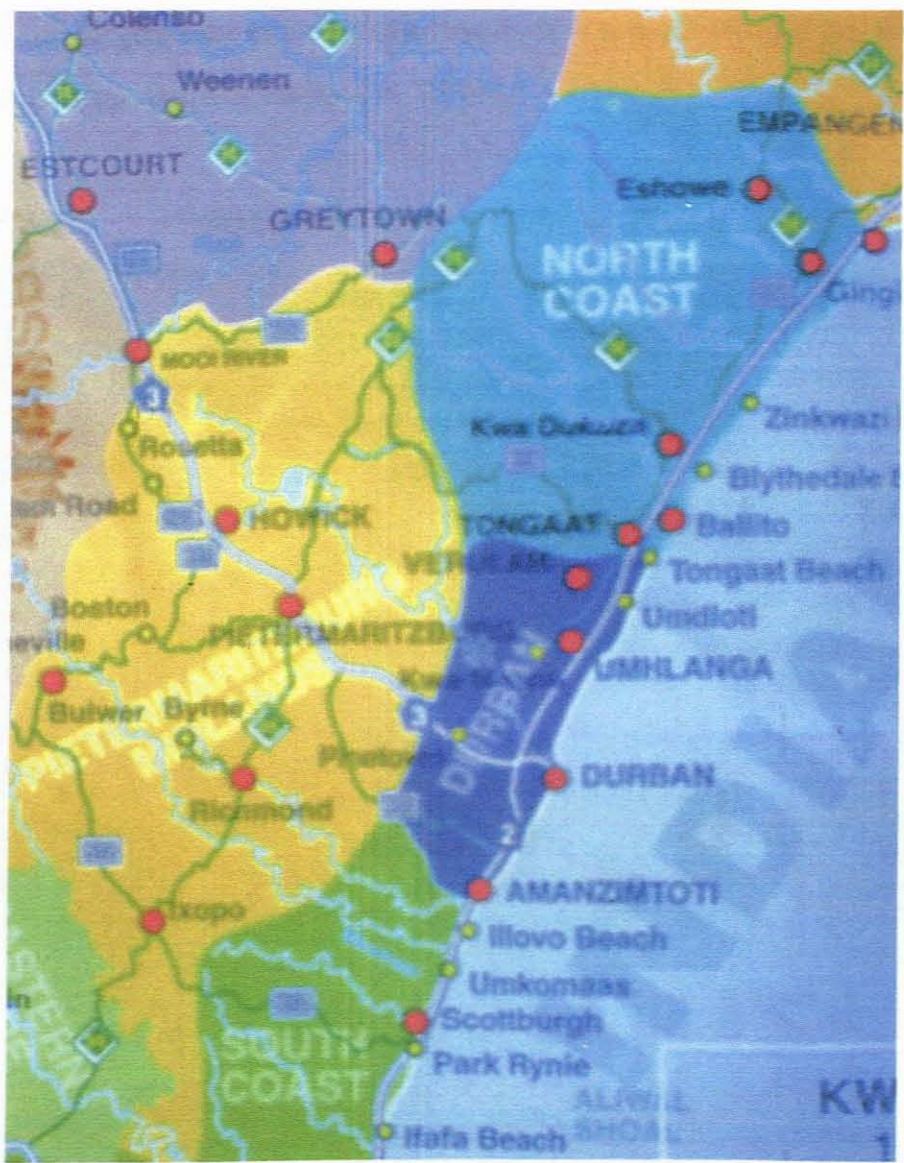
South Africa is often described as a world in one country. It has the most diverse climate, landscape and scenery. The geographical diversity of the country boasts the snow capped mountains of the Drakensberg, the arid deserts of the Kalahari as well as a lush sub-tropical coastline of KwaZulu-Natal amongst many others.

3.2 LOCATIONAL IMPORTANCE OF CASINOS

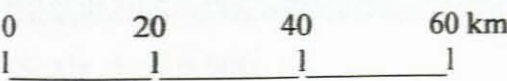
To have a sound and accurate understanding of the location of the study area, figures 3.1, 3.2 and 3.3 are presented. First, it is clear that the City of Durban, where the Sun Coast is located, is a coastal place lying on the North Coast of South Africa's eastern seaboard province, Kwa Zulu-Natal. It has access to the city centre and beach front infrastructure as well as to the main west bound , south bound and north bound highways. It is close to various sports facilities

KwaZulu-Natal is the home of the Zulus. It is a dream destination for tourists and has a coastline washed by the warm Indian Ocean but is also lined by rugged Drakensberg mountains. Throughout the province wilderness areas abound where wildlife can still be seen in its natural habitat. KwaZulu-Natal stretches from the Indian Ocean in the east to the uKhahlamba-Drakensberg mountains in the west and from the Mozambique border in the north to the Mtamvuna river in the south. Important to note is that the uKhahlamba-Drakensberg mountains are regarded as one of KwaZulu-Natal's World Heritage Sites, showing magnificent rock art of the ancient Khoisan people. It is a province with a diverse mix of cultures, scenic views of the mountains, rivers and oceans as well as fauna and flora.

FIGURE 3.2: RELATIVE LOCATION OF THE STUDY AREA WITHIN KWAZULU-NATAL.



Scale 1 : 1 800 000



[Source: Self Drives in the Zulu Kingdom, p3/4 (TKZN, 2003)]

The Greater St Lucia Wetland Park and the uKhahlamba – Drakensberg Park are the two World Heritage Sites that are found in the Province of KwaZulu-Natal.

Durban is the largest city in KwaZulu-Natal. It is a port city and the home to the Sun Coast Casino and Entertainment World.

FIGURE 3.3: ABSOLUTE LOCATION OF THE STUDY AREA



Scale 1 : 10 000

0 100 200 300 metres
|-----|-----|-----|

(Source: What's On July/August 2004: p.45)

The Sun Coast Casino and Entertainment World benefits largely from the locational, climatic and infrastructural advantages. These attributes makes it readily accessible to a wide variety of gamblers whether tourists staying in beachfront hotels or residents from immediate surrounding suburbs or further afield within a fifty kilometer radius to the north, west and south of the city, a provincial commercial capital with a harbour location.

3.3 THE DURBAN METROPOLITAN AREA

Durban is favourably affected by the Warm Mozambique current which flows southwards along the coast of KwaZulu-Natal. As a result Durban boasts beautiful beaches with warm water throughout the year.

The city of Durban was established in 1835 and has an estimated population of over a million people. Durban has a very diverse population in terms of ethnicity. There is an Indian component of 2,6%, a Coloured component of 8,6%, a White component of 13,6% and a Black component of 75,2% . The literacy rate in Durban is about 84,6%. There are 11 official languages in South Africa but English is most widely spoken. In terms of religion, Christianity is most dominant, followed by Islam and Hinduism.

Durban itself has much to offer to the tourists: cultural walking tours around the city, night clubs, cinemas, shopping complexes described as “shopatainment”, art galleries, delicious Indian curries, rickshaw rides and one of the world’s most beautiful beaches. A new feature in the Durban recreation landscape is the water complex known as uShaka Marine Water World, which is expected to attract a large number of domestic and international tourists.

3.4 THE ECONOMY OF DURBAN AND GAMING

Durban is the most dynamic metropolis in the province of KwaZulu-Natal; and an important seaport in South Africa. Durban's economic development is still experiencing expansion. The sugar terminals which are the largest in the world have become the pillars of Durban's economy.

Among the most important imports are machinery, foodstuffs and equipment, petroleum products and scientific instruments. Top on the list of South African exports are gold, diamonds, platinum and other metal products as well as machinery and equipment. South Africa's trading partners are mainly the United States of America, the United Kingdom, Germany, Japan and Italy.

The beaches which are Durban's premier all year round destination, have been redeveloped into one big pleasure park. On the Golden Mile beaches holiday makers can find leisure activities all year round.

Tourism is a major contributor to the economy of Durban.

3.5 PHYSICAL AND DEMOGRAPHIC ELEMENT OF DURBAN

Durban is a world renowned tourist destination. Apart from having world class beaches and the most captivating tourist destinations, the exchange rate of the various currencies makes Durban a lucrative destination. The Sun Coast Casino and Entertainment World is situated in Central Durban making it accessible from all parts of the town, province and country.

3.5.1 Climatic Influences in Durban

Sunny and sub-tropical Durban has an all year round holiday climate. Durban is well known for its fun in the sun weather. The mild and sunny winter climate is what brings hordes of tourists to KwaZulu-Natal in winter. Durban is blessed with sunshine for at least 320 days a year. During the months of June, July and August the temperatures ranges between 16 degrees and 25 degrees Celsius. In summer the temperatures can reach up to 38 degrees Celsius.

The warm Mozambique current of the Indian Ocean ensures that Durban remains cooler in summer and warmer in winter than would be expected. The City of Durban does have high humidity levels around December and January that at times become uncomfortable for visitors. As altitude increases inland the day and seasonal temperatures become more extreme.

3.5.2 The History of Durban

On Christmas Day in 1497, Vasco Da Gama landed in Durban and named the harbour Rio de Natal. He had mistaken the harbour for a lagoon but this was later corrected when the mistake was discovered. British settlers under the leadership of Henry Fynn arrived by ship and started a settlement in Port Natal. The settlement had approximately 30 people only. Durban was named after Sir Benjamin D'Urban , who was the Cape Governor at that time.

Although it is said that the settlers maintained cordial relations with the indigenous people, matters changed for the worse when King Dingane of the Zulu nation, took over as he became more hostile towards the Whites.

Apparently he showed animosity and aggression while King Shaka had instructed his citizens to live in harmony with the white settlers. Natal then, was always regarded by the Zulus as their own territory (www.southafrica-travel.net).

In 1837 the Voortrekkers had crossed the Drakensberg and founded Pietermaritzburg the following year. Many bloody battles were fought. Finally the Voortrekkers retired to Pietermatitzburg and Natal officially came under British rule.

Presently Durban is South Africa's biggest and busiest port and beach resort. Not only does it boast the best hotels, restaurants and night life, it also has a very rich cultural heritage and history. Its historical background is as colourful as its diverse multi-ethnic population (Focus on Tourism , p 208).

3.5.3 Population Characteristics in Durban

In 1991 Durban had an estimated population of 1 137 378 which consisted of the 75,2 percent Black, 13,6 percent White, 8,6 percent Coloured and 2,6% Indian. The literacy rate in 1991 was estimated at 84,6 percent (www.durban.co.za).

Although South Africa has eleven official languages, English is most widely spoken. In Durban, English is the main language in business. The following languages are also spoken: Zulu, Afrikaans, Hindi, Arabic, Gujarati and Xhosa. Durban also has a sizable immigrant population therefore German, French and Portuguese may also be spoken.

The predominant religion in Durban is Christianity (approximately 68 percent). This includes most Whites and Coloureds, about 60 percent of the Blacks and about 40 percent of the Indians.

3.6 CONCLUSION

Chapter three has outlined the physical and cultural setting of the study area. Since the population dynamics forms part of the environment, it has been included. The natural environment of Durban is, without a doubt, conducive to tourism developments and recreation. The Sun Coast Casino and Entertainment World is an excellent example of tourism development and a venue for recreation. It is therefore in the context of responsible gambling that the Sun Coast should be seen, that is, a facility that should promote socio-economic and cultural development in a sustainable manner. This idea means that most proceeds from the gaming activities should go towards sustaining education and socio-cultural growth of the people of Durban and KwaZulu-Natal. Furthermore gambling should practised in a manner which does not promote poverty, and deprivation to the local communities.

CHAPTER FOUR

PRESENTATION, ANALYSIS AND INTERPRETATION OF DATA

4.1 INTRODUCTION

It is generally accepted that in order to make the research data that has been collected more understandable, it is essential to have it presented in a logical and systematic manner. Therefore the core of this chapter will consist of analysing, presenting and interpreting the data collected from the respondents during the interviews.

The objectives and hypothesis of this research study will be tested and analysed. The intention is to either accept or reject the hypothesis depending on the results of the analysis of the data that has been collected by means of structured questionnaires from randomly selected patrons at the Sun Coast Casino and Entertainment World. The programme used to analyze the data is the Statistical Package for Social Sciences [SPSS].

This chapter constitutes the analysis of the empirical data. The analysis of the data allows the data to be intelligible and interpretable. Data will be presented in tabular, graphical and statement form and in most instances the manner in which the data is presented will be self-explanatory. The analysis of the data provides a scientific basis for the interpretations. Essentially it is the interpretation of the data that provides a framework within which a clearer

understanding, resolution and conclusion of the research problem is reached or mapped.

To facilitate a better understanding of this study, the objectives and hypothesis of this study are reiterated. The data will thereafter be explained with the aid of graphs and tables and will conclude with the acceptance or rejection of each hypothesis.

4.2 RESTATEMENT OF OBJECTIVES AND HYPOTHESIS

In order to remind ourselves about the objectives of the study which were sited in chapter one, it is necessary to restate both the objectives and the hypothesis. Furthermore to ensure that reasonable conclusions are reached and viable recommendations are made, it is important to place the objectives and hypotheses in tandem. The objectives and hypotheses were stated as follows:

Objective one: To establish the main reason why patrons visit the Sun Coast Casino and Entertainment World.

It would appear that patrons visit the Sun Coast Casino and Entertainment World primarily to engage in the recreation activity called gaming or gambling. These concepts are used synonymously in this research as they mean one and the same thing.

Hypothesis one: The primary reason why patrons over the age of 18 visit the Sun Coast Casino and Entertainment World is for gaming.

Objective two: To establish the extent to which gaming patrons understand the meaning of responsible gambling and how it is implemented at the Sun Coast Casino and Entertainment World.

Patrons have a high level of understanding of responsible gambling but information on responsible gambling is not highly evident at the Sun Coast Casino and Entertainment World. Although the majority of the patrons are aware of responsible gambling, there is a substantial percentage of the patrons that are unaware of responsible gambling.

Hypothesis two: That most patrons are aware of and practice responsible gaming.

Objective three: To evaluate the extent to which the level of education of patrons influences responsible gambling.

A high level of education generally indicates a higher socio-economic group and patrons who belong to this group tend to spend a smaller percentage of their disposable income on gambling. The amount of money that they spend on gambling may be larger than the amount spent by patrons belonging to the lower socio-economic group, but the percentage is smaller when compared to their net income.

Hypothesis three: That patrons who have in their possession a matriculation certificate or tertiary education qualification practise responsible gambling.

Objective four: To investigate the spending patterns of patrons at the Sun Coast Casino and Entertainment World in terms of the amount spent on gaming, entertainment, dining out, movies, and games room.

Some patrons spend more than they can afford to on gambling. Sometimes money is stolen from employers, spouses and children to fund the practice of gambling.

Hypothesis four: That the patrons at the Sun Coast Casino and Entertainment World spend more than half of their money they take with them during a single visit on gambling.

Objective five: To determine the demographic profile of patrons visiting the Sun Coast Casino and Entertainment World

It is generally those individuals that are over the age of forty-six years and from the poorer areas that frequent the Sun Coast Casino and Entertainment World more often than patrons that belong to the higher socio-economic groups. The Sun Coast Casino and Entertainment World is located in Durban which is the Central Business District, and therefore the most accessible part of the city.

Hypothesis five: That the patrons in the age group 26 – 45 visit the Sun Coast Casino and Entertainment World more often than any other age group.

Objective six: To reveal the socio-economic levels of patrons who frequent the Sun Coast Casino and Entertainment World.

The patrons at the Sun Coast Casino and Entertainment World come from the lower socio economic areas and they live in close proximity to the Casino and Entertainment World.

Hypothesis six: That the majority of the patrons are local patrons from the lower socio-economic areas around Durban.

Objective seven: To determine whether patrons would frequent the casino more often if more entertainment was available for children.

Children are left unattended for long hours while their parents spend hours gambling in the casino. According to child-minders the same faces are seen almost every week. There may be a possibility that if there was more entertainment for the children patrons would frequent the casino more often than they do presently.

Hypothesis seven: That more entertainment for children would result in patrons frequenting the Sun Coast Casino and Entertainment World more often.

4.3 MAIN REASON FOR VISITING THE SUN COAST CASINO AND ENTERTAINMENT WORLD

The Sun Coast Casino and Entertainment World in Durban is a popular tourist destination. There are various reasons why patrons visit the premier destination. This sub-section of the research study establishes the main reason why patrons frequent this destination. The results of the research study reveal the following:

**TABLE 4.1: MAIN REASON FOR VISIT TO THE SUN COAST
CASINO AND ENTERTAINMENT WORLD**

MAIN REASON FOR VISIT	ABSOLUTE FREQUENCY	FREQUENCY PERCENTAGE
Gaming	49	42.20%
Movies	09	7.80%
Dining	13	11.20%
Recreation	44	37.90%
Relaxation	01	0.9%
TOTAL	116	100%

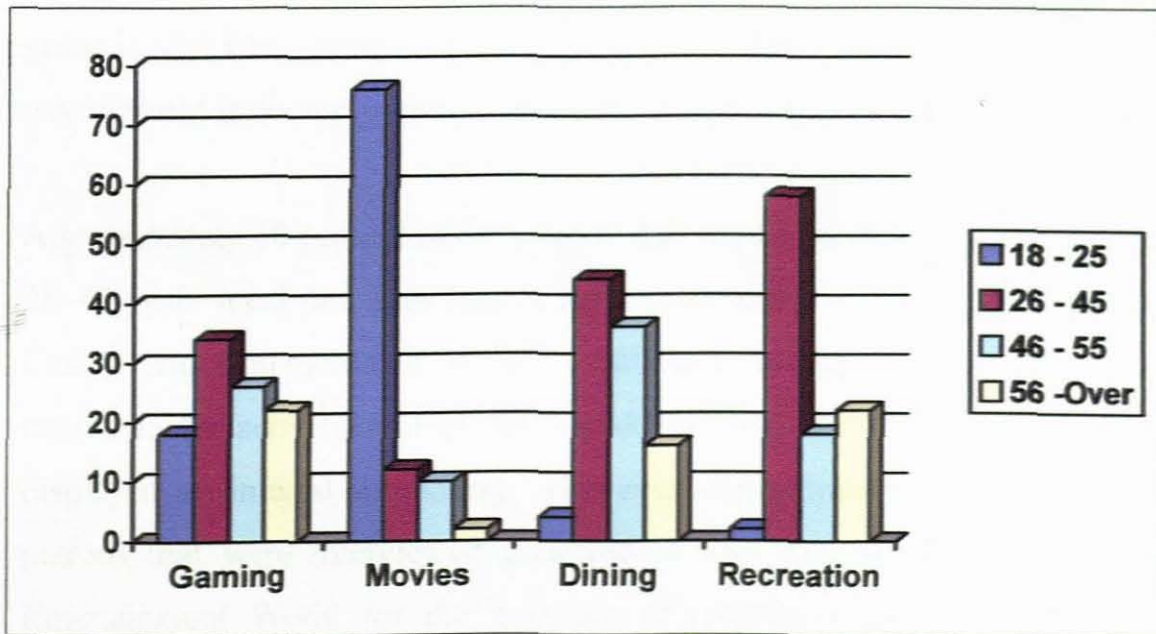
Approximately forty-two percent of the sample indicated that their main reason for visiting the Sun Coast Casino and Entertainment World is for gaming. Quite clearly, less than half the sample that was interviewed indicated that gaming is the main reason for their visit. Approximately 38 percent of the sample admitted that recreation is the main reason for their visit to The Sun Coast Casino and Entertainment World. Almost one tenth of the sample cite dining to be their main reason and under 8 percent indicate that their main reason is to watch movies.

From the analysis of the data it is clear that gaming is not the main reason why patrons over the age of 18 visit the Sun Coast Casino and Entertainment World therefore it would be logical to reject hypothesis one which states *that the primary reason why patrons over the age of 18 visit the Sun Coast Casino and Entertainment World is for gaming.*

The graph [Figure 4.1] below indicates the various age groupings and their reasons for visiting the Sun Coast Casino and Entertainment World. Each column indicates the reason for visiting as well as the percentage (100%) of each age group that has an interest in that activity.

The primary objective of this research study is to establish the main reason why patrons visit the Sun Coast Casino and Entertainment World. Although the hypothesis stated that patrons visit the casino for gaming, an analysis of the data reveals another perspective.

FIGURE 4.1: VISITS TO THE SUN COAST CASINO AND ENTERTAINMENT WORLD BY AGE



[Note: Respondents in each age group selected more that one activity at a time.]

The data collected reveals that in the age group 18 – 25 less than 20 percent of the patrons visit the Sun Coast Casino and Entertainment World for gaming; however almost 75 percent of this age group prefer to watch movies and only 1 percent is interested in recreation as the main reason for visiting the Sun Coast Casino and Entertainment World.

The age group 18–25 consists of students or casually employed individuals who are either not economically active or if they are employed; are not highly paid and therefore dining, which is relatively expensive, is not one of their choices. The price of movies are relatively cheaper at the Sun Coast Casino and Entertainment World than at the Gateway Shopping and Entertainment World and the Pavilion Shopping Centre, justifying the popularity of watching movies as being the main reason for this age group frequenting the Sun Coast. This age group is also very young relatively and carefree, therefore, recreation in such an environment is not top priority. Also they may not have money for gambling.

Approximately 30 percent of the patrons that were interviewed in the age group 26–45 years identified gambling as the main reason for visiting the Sun Coast Casino and Entertainment World. Although this age group falls into the economically active sector of the population, only approximately 30 percent displayed an interest in gaming. However, approximately 58 percent of the patrons that were interviewed preferred to visit the Sun Coast Casino and Entertainment World for the purposes of recreation and approximately 12 percent of the patrons interviewed indicated a preference for movies at the Sun Coast Casino and Entertainment World. A possible explanation for this could be to use movies as a form of recreation or alternatively they accompany their

young children to the movies in an effort to recreate as well as entertain their children.

Of all the patrons interviewed approximately half of them in the age category 26–45 visit the casino for dining purposes. Dining out is most certainly a form of recreation especially for the sector of the population that belong to young families where the stress of raising a family is combined with the stress of work.

This economically active sector of the population between 26 and 45 years have young families and as a result lead more stressful lives, hence, justifying the need for recreation for themselves and entertainment for their young children. Also this sector of the sample have a smaller disposable income to spend on gaming because raising a family and setting up home are costly ventures. It is important to note at this stage that 30 percent of this age group that frequents the Sun Coast Casino and Entertainment World for gambling is still a significant percentage.

The patrons in the 46–55 year age group who were interviewed indicated a stronger preference for dining (33 percent), followed by gaming (25 percent), recreation (18 percent) and then movies (10 percent). This age group also belongs to the economically active part of the population but their family responsibilities have decreased because their children are grown up and do not need supervision all the time, thus allowing patrons in this age group more free time to engage in recreation activities. Their children are also less dependent on them financially, thereby allowing their parents more free time and money to spend on themselves.

In the light of the above analysis, hypothesis one which states *that the primary reason why patrons over the age of 18 visit the Sun Coast Casino and Entertainment World is for gaming*, must be rejected. It is evident that dining, movies and recreation are also great draw cards at the Sun Coast Casino and Entertainment World, although gaming is an important recreation activity at the Sun Coast Casino and Entertainment World.

The patrons interviewed in the age group older than 55 years, only 22 percent indicated a preference for gaming, followed by 22 percent who preferred recreation and about 18 percent that indicated dining as the main reason for visiting the Sun Coast Casino and Entertainment World and even fewer went to the movies. It is obvious from the data that has been collected that the gaming quarters feature prominently and almost equally in all four age groups; however, movies, recreation and dining also feature strongly.

Since the result of the survey indicate that only 42.2 percent of the sample indicated gaming as their main reason for visiting the Sun Coast casino and Entertainment World, hypothesis one which states: *that the primary reason why patrons over the age of 18 visit the Sun Coast casino and Entertainment World is for gaming*, is rejected. This is further complemented by the fact that in each of the age groups less than 50 percent indicated a preference for gambling, further rejecting the hypothesis that the primary reason why patrons over the age of 18 visit the Sun Coast Casino and Entertainment is for gaming. Through its physical structure, facilities and activities the Sun Coast Casino is able to provide a variety of interesting activities either that gambling, therefore we do

expect that a significant number of the older than 18 patrons will participate in these other activities.

4.4 RESPONSIBLE GAMING

Responsible gambling or gaming refers to a situation where the gambler is fully in control of the amount of time and money that he spends on the gaming floor. The gambler neglects neither his work nor his family.

It is essential to identify the source from which the gambler obtained information on responsible gambling. It will serve to determine which source is most accessible to the consumer and also indicate which sources must make their presence felt more widely.

TABLE 4.2: SOURCE OF INFORMATION FOR RESPONSIBLE GAMBLING

INFORMATION SOURCES	ABSOLUTE FREQUENCY	FREQUENCY PRECENTAGE
Media	69	59,5%
Casinos	09	7,9%
Friends and Family	11	9,5%
Have not heard of it	27	23,3%
TOTAL	116	100%

It is evident from the data collected that approximately 60 percent of the respondents were of responsible gambling as a result of publications in the media. Only 7,9 percent of the patrons interviewed indicated that they had received information on responsible gambling from the casinos. Obviously the casino will have such information available but it is in their best interest not to publicize this information very widely.

Slightly more (9,5 percent) patrons had gathered their knowledge of responsible gambling from friends and family rather than from the casinos. This finding is useful because it indicates that friends and relatives communicate on the issue of responsible gambling and that the patrons have some support structures or people with whom they can communicate. It may also indicate an unfortunate state of affairs where the patron has a set of family and or friends who are unsupportive or unconcerned with the patron and his/her state of affairs with regard to responsible gambling. In such a situation the patron is left on his or her to admit that there is a problem and to seek help.

A possible reason why such a large percentage (approximately 60 percent) of the patrons at the Sun Coast Casino and Entertainment World indicated that they are aware of responsible gambling from the media is because the literacy rates in Durban, which is an urban area, is relatively higher than in the rural areas. Also the daily papers are sold at every café and street corner thereby making it very accessible, more so, in densely populated residential areas where neighbours borrow the various daily newspapers from one another.

There have been various articles in the daily newspapers at intervals. One noteworthy article appeared on Friday, the 16 of July 2004 on Responsible

Gambling. This article highlights the National Responsible Gambling Programme, success rate of the treatment programme and tips for responsible gambling.

An analysis and interpretation of the data reveals that most patrons (more than 75 percent of the sample) are aware of responsible gambling and therefore the second hypothesis can be partly accepted at this stage [Hypothesis two: That most patrons are aware of and practice responsible gaming]. Only 23,3 percent of the sample indicated that they have not heard of responsible gambling. Although this is reason for concern the hypothesis states that the majority of the patrons are aware of responsible gambling, therefore it is necessary to accept the hypothesis partially. It is significant to mention that 23,3 percent of the sample, which is quite a substantial percentage, have never heard of responsible gambling; this is almost one quarter of the sample. There is reason for concern as patrons may have a gambling problem and they are totally unaware of the fact that there is a responsible gambling programme in place. Although this programme offers only six sessions with the gambler, it is important because it offers the gambler some hope of being rescued from the addictive gambling.

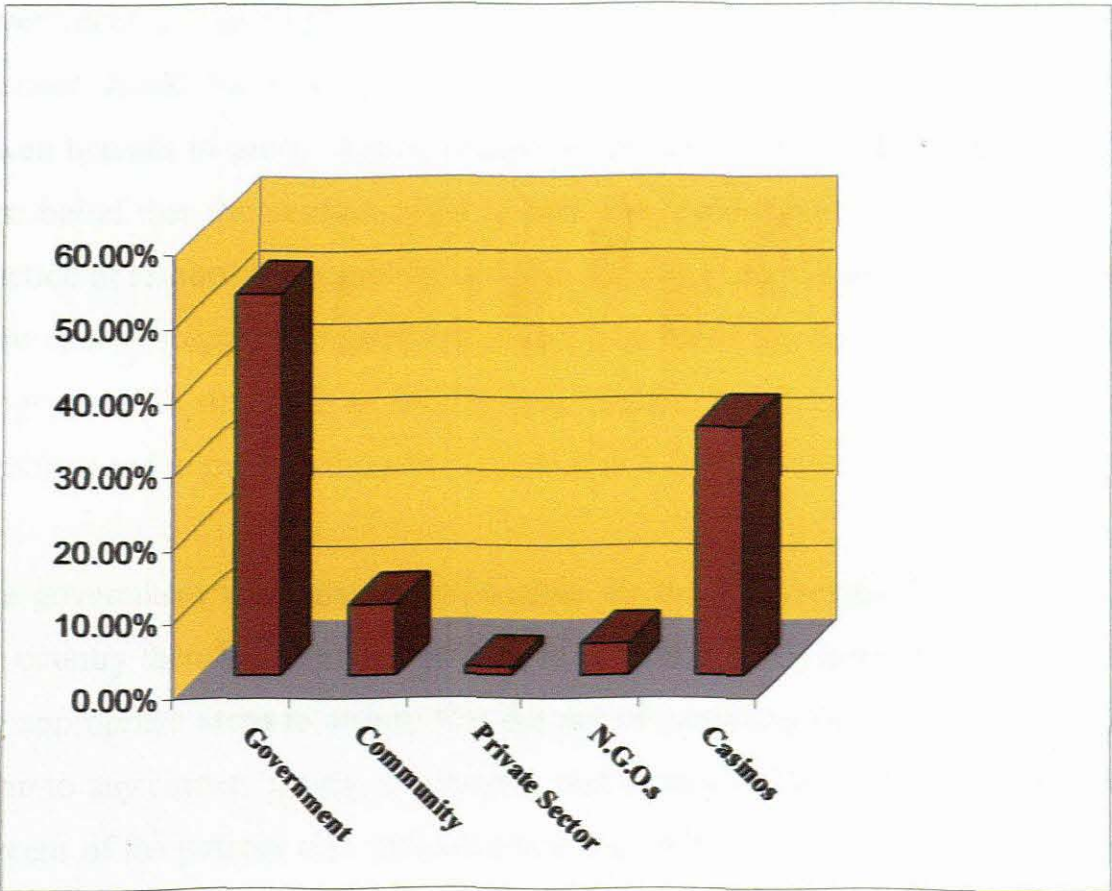
The information on responsible gambling must be made available. This can be done using various strategies such as the print media, the television, plays and incorporating important aspects of this topic as part of the school curriculum so that children grow up with a sound knowledge and understanding of responsible gambling.

There are pamphlets on responsible gambling available at the various casinos. It surely would be in the interest of responsible gambling and healthier family and

social lives of individuals if these bits of information were brought to the attention of problem gamblers or would be problem gamblers. In this instance the staff at the casinos could be more vigilant and identify patrons who spend long hours on the gambling floor and those who are intoxicated.

An important consideration at this juncture is who should be responsible for the promotion of responsible gambling. Therefore, at this point in the study it is appropriate to reveal the analysis of who the patrons think ought to be responsible for the promotion of responsible gambling in KwaZulu-Natal.

**FIGURE 4.2: PERCEIVED RESPONSIBILITY FOR THE
PROMOTION OF RESPONSIBLE GAMBLING**



There is an overwhelming majority of the sample that is of the opinion that the government should be the key role-player in the drive to educate the general public on the topic of responsible gambling.

An analysis of the data reveals that approximately 50 percent of the patrons believe that the government ought to shoulder the responsibility of promoting the practice of responsible gambling and also educating the public on the concept of responsible gambling as well as informing the public of the fact that there is a Responsible Gambling Programme that is available to anyone who requires it.

It seems that the majority of the patrons are of the opinion that ultimately the government is responsible since it is the government that decides on how many licenses should be issued per province, where they should be located and to whom licenses to grant. Approximately 40 percent of the respondents are of the firm belief that the casinos ought to bear the responsibility for promoting the practice of responsible gambling and also for educating the general public about what exactly responsible gambling is and who funds the Responsible Gambling Programme. A small part of their income ought to be allocated to assist problem gamblers and to provide the problem gambler's family with moral support.

The government is ultimately responsible for the well-being of the citizens of the country therefore it would be logical to assume the government should take the appropriate steps to ensure that the act of gambling does not bring on any harm to any citizen, family, community and society at large. Approximately 40 percent of the patrons also indicated that they felt that the casinos shoulder the responsibility for the promotion of responsible gambling. After all, the casino

bosses benefit from the massive profits that are generated from gambling, therefore, it is rational to assume that as part of their social responsibility to the people of the country they ought to play a very active role in the promotion of responsible gambling.

Hypothesis two which states: *that the majority of the patrons are aware of and practise responsible gambling*, is accepted because more than 75 percent of the patrons are aware of responsible gambling and an analysis of the data does reveal that only 6 percent of the patrons gamble away more than 75 percent of the money that they have with them on a single visit. Based on the analysis and interpretation of the statistical data; hypothesis two can be accepted.

Since the two major role players identified by the patrons are the government and the casinos, there seems to be a special relationship that exists between the two. The provincial government issues the gaming licenses and the casino bosses are awarded the licenses; therefore the promotion of responsible gaming should be the joint responsibility that both the government and the casinos ought to share.

Approximately 10 percent of the sample indicated that the community should also share in the responsibility of promoting the practice of responsible gambling. In a community that encourages healthy relationships between community members and family members, it is in their interest to inform and educate the members of the community on issues such as responsible gambling

The private sector can also play an important role in assisting with the promotion of responsible gambling as part of their social responsibility. An

important aspect of responsible gambling is the amount of money and time that is spent on the gambling in each visit to the casino. A gambler is considered responsible if the concept of time and money are seen in their proper perspective. The experience of gambling in a casino should be enjoyed and reflected on as a pleasant incident and certainly not as stressful. If a reasonable amount of money and time is spent the event will definitely not be stressful. The serving of alcohol on the gaming floor should be banned as it affects the state of mind of the patrons and their sense of judgement is bound to be impaired to the extent that they behave irresponsibly.

In the light of the data analysis and since 75 percent of the patrons are aware of responsible gambling and only 6 percent spend more than 76 percent of their disposable income on gambling in a single visit to the casino it would be logical to accept hypothesis two which states: *that the majority of the patrons are aware of and practise responsible gambling.*

TABLE 4.3: DISPOSABLE INCOME SPENT ON GAMBLING BY
RESPONDENTS

EXPENDITURE CATEGORIES	MONEY SPENT ON GAMING [%]	ABSOLUTE FREQUENCY	PERCENTAGE OF RESPONDENTS
Minimum Expenditure	- 25%	60	51,7%
Moderate Expenditure	26% - 50%	29	25,0%
High Expenditure	51% - 75%	20	17,2%
Excessive Expenditure	+ 75%	07	6,1%
TOTAL	—	116	100,0%

The findings of the study have revealed that approximately 76 percent of the patrons who were interviewed spend less than 50 percent of the money that they have available for the day on gambling. This percentage comprises more than three quarters of the sample. An analysis of this data discloses the information that patrons at the Sun Coast Casino and Entertainment World are aware of the amount of money that they spend and they do not spend more than half the amount they have with them in a single visit in the hope of buying a chance to win a larger sum of money. A further 17,2 percent spends up to 75 percent of their money available for the day on the gaming floor. Only 6 percent of the respondents spend more than 75 percent of the money that they have with them. These patrons could have brought a limited amount of money because that is what they can afford. It can further be assumed that some patrons do plan to bring limited funds to the casino so as to reduce levels of temptation to gamble. This practice is one that should be stressed in the promotion of responsible gambling: "Spend what you have or can afford". The patrons that fall into this category could need assistance and support. A system has to be devised to identify them so that further problems can be eliminated in their lives.

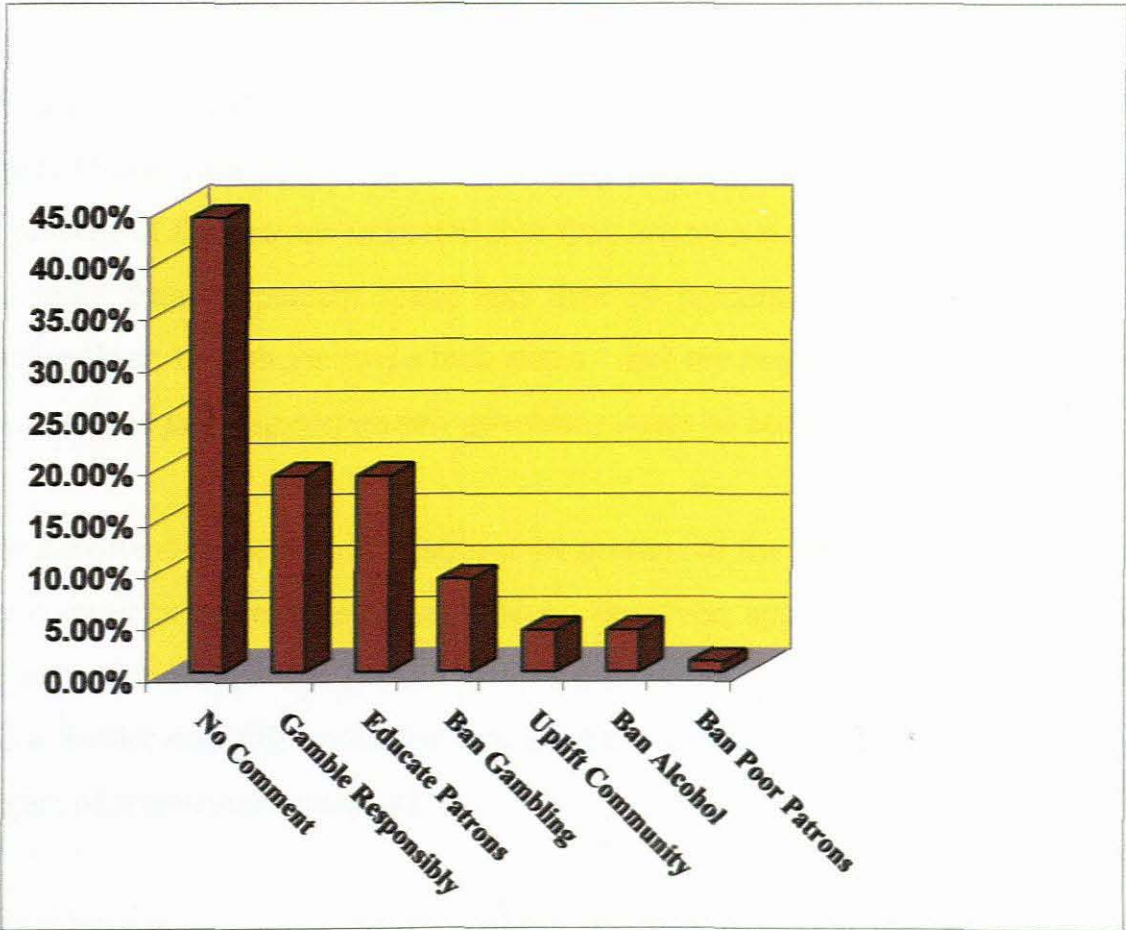
An analysis of the data reveals that most of the patrons are aware of and practice responsible gambling, therefore hypothesis two which states: *that the majority of the patrons are aware of and practise responsible gambling*, must be accepted. However it is important not to neglect that part of the sample that gamble excessively.

At this point it seems appropriate to reveal the general comments respondents have made with regard to responsible gambling. Some of the comments include:

- Gamble with your head and not your heart. Do not spend all your money on gambling, gamble wisely, be responsible, gamble to an extent for fun – play it as a game, enjoy it – a game is played so that pleasure and enjoyment is derived from it. Do not try to recoup your losses.
- People should be taught about responsible gambling possibly through television documentaries. Only a small percentage of gamblers are responsible. The majority of the patrons are unaware of responsible gambling. Publicise information on responsible gambling more often in the media. Include aspects of responsible gambling as part of the school curriculum so that children grow up with knowledge on responsible gambling.
- Responsible gambling can uplift the Community
- Low income earners should be banned from gambling
- Do not gamble. Ban Gambling. It is a vice.
- Do not allow patrons who are intoxicated on the gaming floor. No alcohol should be allowed on the gaming floor. Patrons who are intoxicated should not be allowed onto the gaming floor.

The sentiments and thoughts expressed by the patrons are important points for consideration. Firstly, the suggestions of gambling wisely are the starting point. Patrons must be fully aware of and understand that only the allocated budget must be spent on gambling. At all costs the gambler should never try to recoup losses as the debt could only be increased. Consumer education concerning responsible gambling must not be taken lightly. It should be introduced into the primary school curriculum and should continue through to the secondary school as part of the Life Orientation curriculum.

**FIGURE 4.3: GENERAL COMMENTS ON RESPONSIBLE
 GAMBLING**



It cannot be disputed that the establishment of casinos provides many employment opportunities for the local inhabitants of the area. The local people are taught skills and acquire knowledge, which they would otherwise not have heard about. In that light, gambling does result in the upliftment of the host community. The suggestions of banning gambling because it is a vice can be modified appropriately so as to include gambling free days in the month or

gambling free hours in the day, whichever is a more feasible option. The last suggestion of not allowing intoxicated patrons on the gaming floor should not be ignored.

By carefully considering the patrons' comments on responsible gambling it is logical to conclude that they are aware of problem gambling. Since more than 75 percent of the patrons indicated that they are aware of responsible gambling and more than 76 percent spend less than 50 percent of their money on the gaming floor; hypothesis two which states: *that the majority of the patrons are aware of and practise responsible gambling*, must be accepted.

It is important to mention that almost 44 percent of the patrons did not provide any comments on responsible gambling. However, approximately one fifth of the sample indicated that patrons should gamble but they should be responsible and a further one fifth indicated that the patrons needed to be educated on the subject of responsible gambling.

Approximately 4 percent of the patrons feel that gambling and casinos are a means of uplifting the communities in terms of employment opportunities. A further 1 percent of the patrons that were interviewed indicated that low income groups should be banned from gambling. The logistics of implementing this suggestion is obviously difficult, however it should be further researched to determine its merits and feasibility.

Approximately 10 percent of the sample is of the opinion that gambling should be banned and a further 4.3 percent suggested the banning of alcohol on the gaming floor. Gambling has been considered a vice over many ages and there is

still a significant percentage that indicated that gambling should be banned and considered illegal if practiced. It cannot be disputed that alcohol impairs the sense of judgement and as such the patron loses control over the concept of time and money during the gambling session.

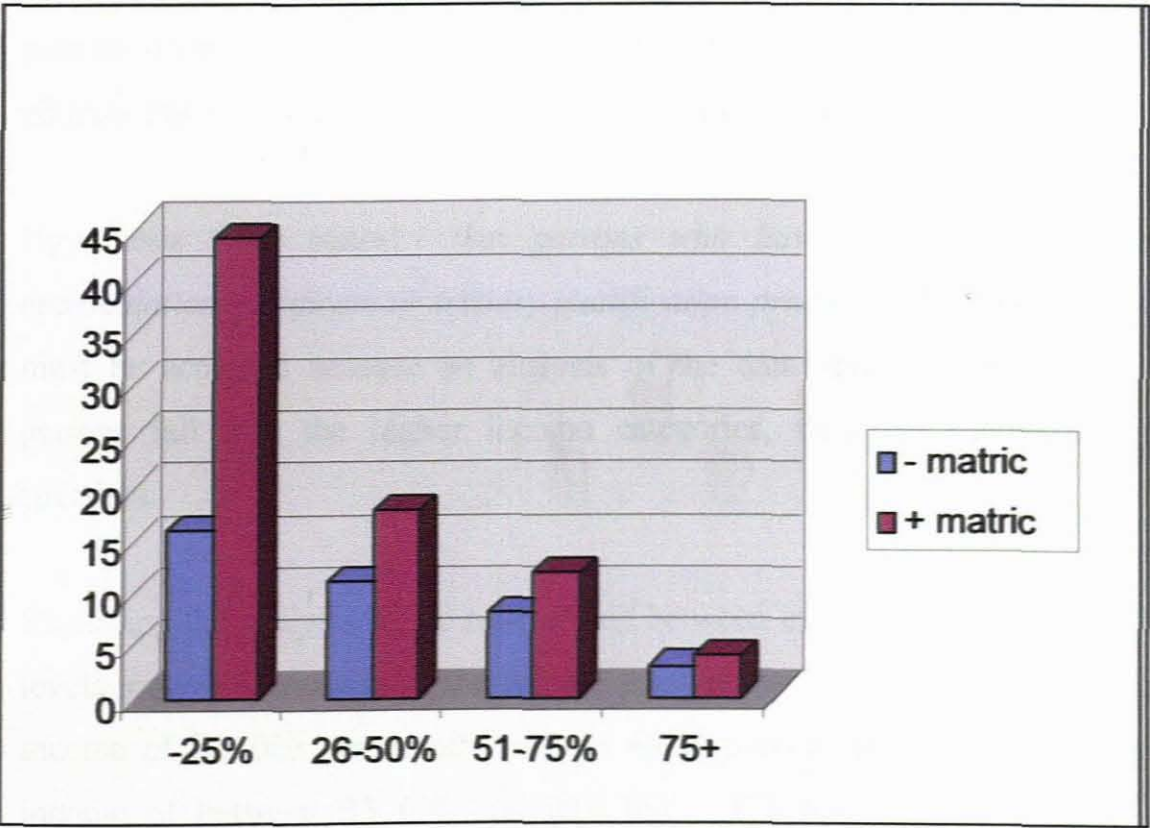
More than 50 percent of the patrons spent less than 25 percent of the money that they had available with them and only 6 percent of the patrons admitted to gambling away more than 75 percent of the money that they had available with them. In light of the data collected and the analysis, it proves that most patrons are aware of and practise responsible gambling. Hypothesis two states: *that most patrons are aware of and practice responsible gambling*, is therefore accepted.

4.5 THE RELATIONSHIP BETWEEN EDUCATIONAL LEVELS AND RESPONSIBLE GAMBLING

The objective in this sub-section is to evaluate the extent to which the level of education of patrons influences responsible gaming. The data collected illustrates a strong relationship between the level of education and the amount of money that is spent on gaming. In the sample of patrons who were interviewed at the Sun Coast Casino and Entertainment World, in each spending category those patrons with matriculation and above qualifications were greater in number. Those patrons with a higher level of education displayed a higher spending power when it came to gaming in each one of the spending categories. A possible explanation for this phenomenon could be the fact that these patrons are in employment that is well paying as a result of their higher level of education that they have acquired.

Those patrons who belong to the lower socio-economic group have a smaller disposable income and therefore they spend a smaller amount of money on the gaming floor. It is also a perception that these patrons frequent the casinos in larger numbers. The results of the survey reveal that this is not true because in each category there was a larger number of patrons that was earning at a higher income level.

**FIGURE 4.4: LEVEL OF EDUCATION VS PERCENTAGE OF
MONEY SPENT ON GAMING**



A possible explanation for the bigger spenders belonging to the higher income groups could be the fact that they have a higher level of education and therefore earn a larger disposable income which allows them to gamble more.

It is generally perceived that the poor gamble more than they can afford to and the higher the educational qualification the less the patron gambles. However, the data that has been collected indicated the direct opposite. It is therefore necessary to reject the hypothesis which states that patrons who have in their possession a matriculation certificate or tertiary education qualification practise responsible gambling. However, the higher the educational qualification the greater the percentage of money that is spent on the gaming floor.

This analysis has also brought to light the fact that, it may be possible that those patrons interviewed had a lower disposable income as a result of their lower educational qualifications and therefore spent less in the gaming arena.

Hypothesis three states: *that patrons who have in their possession a matriculation certificate or tertiary qualification practise responsible gambling* must be accepted because an analysis of the data reveals that although the patrons fall into the higher income categories, they are therefore bigger spenders.

Regarding the analysis of the relationship between income levels and education levels, only 8.63 percent of the patrons interviewed, indicated a net household income of R3 000 per month. About 45.68 percent of the sample, earn an income of between R3 000 and R10 000. Whereas 45.69 percent of the respondents earned an income of more than R10 000 per month. In the latter two income groups, the sample with matriculation and above qualifications is definitely higher in percentage at the upper bracket of earnings, compared to

respondents in the same income categories but with below matriculation qualifications.

TABLE 4.4: THE RELATIONSHIP BETWEEN INCOME LEVELS AND THE LEVEL OF EDUCATION.

INCOME CATEGORIES	BELOW MATRICULATION	ABOVE MATRICULATION	TOTAL
Less than R 3 000 Per Month	6.89%	1.74%	8.63%
R3 000 – R10 000 Per Month	16.37%	29.31%	45.68%
More than R10 000 Per Month	9.48%	36.21%	45.69%
TOTAL	22.74%	67.26%	100.00%

[N = 116 Respondents were required to respond once per category on income]

One of the objectives of this study is to evaluate the extent to which levels of education influence responsible gambling. Although, the percentage of the patrons in the above matriculation category amount to approximately 67 percent, the analysis reveals that only 6 percent of the patrons gamble away more than 75 percent of their money during a single visit. In the light of the above, Hypothesis three states: *that patrons who have in their possession a matriculation certificate or tertiary qualification practise responsible gambling,* is accepted because most of the patrons practise responsible gambling. Although there are more than 46 percent of the sample earning more than R10 000, the fact that 6 percent choose to spend more than 75 percent of their available money on gambling indicates a very high level of responsibility.

As the educational qualifications increase, so too does the approximate net income per household; as does the percentage of money that is spent on gaming. The relationship shared by the three variables show a very strong relationship. An important aspect that emerges from this association is the fact that the amount that is spent on gaming is in keeping with the income per household and this is indicative of the fact that responsible gaming is a concept that is an important consideration voluntarily or involuntarily. The patron may not be aware of responsible gaming or of its existence but it forms part of the equation when the patron decides how much of the disposable income can be used for the purposes of recreation with regard to gaming.

In the light of the above analysis it is necessary to point out that hypothesis three which states: *that patrons who have in their possession a matriculation certificate or tertiary qualification practise responsible gambling*, must be accepted.

In order to determine whether patrons who have in their possession a matriculation certificate or tertiary qualification practise responsible gambling, the data collected in terms of the level of education and the frequency of visits to the Sun Coast Casino and Entertainment World is considered.

The following table illustrates the relationship between the level of education and the frequency of visits.

TABLE 4.5: THE RELATIONSHIP BETWEEN FREQUENCY OF VISITS TO THE EDUCATION LEVELS [%]

FREQUENCY OF VISIT	BELOW MATRIC		ABOVE MATRIC		TOTAL	
	Freq	%	Freq	%	Freq	%
Once a week	4	3,4%	0	0%	4	3,4%
More than once a week	4	3,4%	0	0%	4	3,4%
Once a month	53	45,7%	2	1,7%	55	47,4%
Once in 2 weeks	13	11,2%	0	0%	13	11,2%
Twice a year	18	15,5%	7	6,0%	25	21,5%
Once a year	6	5,2%	9	7,8%	15	13,0%
TOTAL	98	84,4%	18	15,5%	116	100%

[N = 116 Respondents were required to respond once per category on frequency of visit]

An analysis of the data reveals that patrons who are not in possession of a matriculation certificate frequent the casinos more than other patrons in each of the frequency columns except for the once a year column where there are more people with a matriculation qualification that frequent the casino. In the once a month category patrons with below matriculation qualifications far exceeds the group with the above matriculation qualifications.

An analysis of the data collected from the sample reveals that those patrons who have in their possession a matriculation certificate and above gamble less often at the Sun Coast Casino and Entertainment World than those patrons whose educational qualifications are below matriculation. Taking the above findings into account hypothesis three which states: *that patrons who have in their possession a matriculation certificate practice responsible gambling*, is therefore accepted. The notion of better education levels leading to higher

income earning has been well established and motivated in the earlier sections of this Chapter. The hypothesis cited above is therefore supported.

4.6 SPENDING PATTERNS AT THE SUN COAST CASINO AND ENTERTAINMENT WORLD

Since an important objective of this research work is to investigate the spending patterns of patrons at the Sun Coast Casino and Entertainment world in terms of the amount of money spent on gaming, the percentage of money that patrons spend on gambling during a single visit is investigated.

The following table indicates the percentage of money that is spent on gaming by the sample of the patrons at the Sun Coast Casino and Entertainment World in Durban.

TABLE 4.6: PERCENTAGE OF MONEY SPENT ON GAMING

EXPENDITURE CATEGORIES	MONEY SPENT ON GAMING [%]	ABSOLUTE FREQUENCY	PERCENTAGE OF RESPONDENTS
Minimum Expenditure	- 25%	60	51,7%
Moderate Expenditure	26% - 50%	29	25,0%
High Expenditure	51% - 75%	20	17,2%
Super-High Expenditure	+ 75%	07	6%

[N = 116 Respondents were asked to respond once per category of expenditure]

It is evident from the data collected that more than half the patrons spend less than 25 percent of the money they have available for the day on gaming. Over

75 percent of the respondents spent less than 50 percent on gaming. Only 6 percent of the population spends more than 75 percent of the money that they have available for the day on gaming. Approximately 17 percent of the patrons that were interviewed at the Sun Coast Casino and Entertainment World spend approximately 75 percent of the money that they have with them on the gaming floor during a single visit.

The hypothesis which states: *that patrons spend more than half of the money that they have with them on a single visit on gaming* simply cannot be accepted since less than 25 percent of the sample spends more than 50 percent of their money during a single visit to the casino. An analysis of the data provides sufficient evidence to warrant the rejection of the hypothesis.

A possible reason for responsible spending patterns on the gaming floor could be the fact that patrons are aware of responsible gambling and they ensure that money is spent responsibly. Different casinos would cater for various customers; it could be likely that the Sun Coast Casino and Entertainment World caters for a group of patrons that prefer to enjoy gaming as a recreation activity and they make sure that spending limits are adhered to. Chris Fismer, chairman of the National Gambling Board, is of the opinion that gambling can be very rewarding (Sunday Tribune, July 6, 2004).

Taking into consideration all the data that has been supplied by the respondents, it became necessary to indicate at this point that hypothesis four which states: *that patrons at the Sun Coast Casino and Entertainment World spend more than half of the money during a single visit on gambling*, is not true and it must therefore be rejected.

The data reflected in Table 4.7 clearly indicates that less than 25 percent of the sample spends more than 50 percent of their money on gambling and only 6 percent spend more than 75 percent of their money during a single visit on gambling, therefore it would be logical to conclude that the majority of the patrons do not spend more than 50 percent of their money on the gambling floor.

The levels of expenditure at the casino may be related to the levels of perceiving and understanding the notion of responsible gambling. In this regard, it became important for the researcher to analyse responses pertaining to expenditure and responsible gambling, in other words what casino patrons think responsible gambling is.

TABLE 4.7: UNDERSTANDING OF THE MEANING OF
RESPONSIBLE GAMBLING BY RESPONDENTS

STATEMENTS OF RESPONSE	ABSOLUTE FREQUENCY	PERCENTAGE IN AGREEMENT
Gamble with your head, not your heart	85	73,3%
Gamble with your heart, not your head	1	0,9%
Gamble with a view to make money	7	6,0%
Gamble with a view to game playing	23	19,8%
TOTAL	116	100,0%

The above table has been drawn up from the data collected during the structured interviews with patrons at the Sun Coast Casino and Entertainment World. About 73 percent of the patrons interviewed are in agreement with the definition of responsible gambling as gambling with their heads and not their hearts. The respondents believe that they should make conscious decisions about how much

money and time should be spent on gambling without being tempted to gamble more than they can afford to or longer than they should. Only 6 percent of the patrons define gambling as an attempt to make more money.

This group could possibly be the 6 percent of the patrons who gamble away more than 75 percent of the money that they have with them during a single visit to the casino. They could possibly be gambling more of their money in an attempt to recoup their losses and this is most certainly a sign of problem gambling. Below 1 percent of the sample allow their heart to rule.

Approximately 20% of the respondents indicated that they view gambling as game playing. It can be deduced from this data that the patrons derive a sense of satisfaction from the act of gambling and that winning or losing are both accepted in the same spirit.

In an effort to understand the spending patterns of the patrons at the Sun Coast Casino and Entertainment World, the researcher finds it necessary to know what the respondents think of responsible gambling because obviously their spending patterns on the gaming floor would be influenced by their interpretation and understanding of the concept of responsible gambling. An analysis of the respondents understanding of responsible gambling is very encouraging as almost three quarters of them know what responsible gambling is and if that is so they will definitely practise it even if it is to a certain extent only.

This study places special emphasis on the concept of responsible gambling and in the light of the data analysis that points out clearly that more than 50 percent

of the respondents spend less than twenty-five percent of their money on the gaming floor and more than 70 percent agree that their heads should rule; there is no option but to reject the hypothesis.

Approximately twenty percent of the patrons who were interviewed are of the opinion that gaming can be viewed as game playing. This view is most acceptable provided that the activity remains a game and does not cost the player his life, family or work and also he does not defraud his company or business to fund this "game". A game is played in a manner that allows the player to derive a sense of satisfaction and fulfilment. This approach and attitude is what would constitute responsible gambling.

Only six percent of the sample indicated that they gamble with a view to make more money. The fear in this situation is that they will gamble all the money that they have, probably borrow or steal more money or maybe even use money that should have been used on household necessities for gambling purposes. It is interesting to note that there is a sense of responsible gambling among the respondents interviewed. It is possible that there are many other unspecified reasons why the subjects interviewed responded in such a responsible manner.

Hypothesis four which states: *that patrons at the Sun Coast Casino and Entertainment World spend more than half of their money during a single visit on gaming* must be rejected because the analysis of the data reveals that more than 75 percent of the sample spend less than half of the money that they have with them in a single visit on gaming.

4.7 THE FREQUENCY OF VISITS TO THE SUN COAST CASINO BY AGE GROUP

It would be very interesting to determine which age group visits the Sun Coast Casino and Entertainment World most frequently. The age groups are divided in such a way that the first group aged between 18 and 25 are either in the early child-bearing age or still students. This age group does not have a large disposable income as their money is either used to start a home or is spent on their studies.

The second group is aged between 26 and 45. This group is more settled in life. The people belong to the late child-bearing age and have stable employments. This age group also generally has a larger disposable income.

The third group caters for those individuals that are between the ages of 46 and 55 years old. This group of people generally have adult children and a larger disposable income. It is necessary to note that at this stage in the life cycle people are generally bound by baby-sitting grand-children.

The last age category is 55 years and older. Individuals in this age category are either on the verge of retirement or taking care of grand-children while their children are focusing on their occupations and taking time off to recreate. This age group has more free time available for part-taking in the various forms of recreation.

**TABLE 4.8: FREQUENCY OF VISITS TO THE CASINO
BY AGE GROUPS**

FREQUENCY OF VISITS	18 – 25		26 – 45		46 - 55		+ 56		TOTAL	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Once a week	2	1,7	2	1,7	0	0	0	0	4	3,4
More than once a week	1	0,9	1	0,9	1	0,9	1	0,9	4	3,4
Once a month	11	9,5	17	14,6	13	11,2	14	12,0	55	47,4
Once in two weeks	0	0	6	5,2	5	4,3	2	1,7	13	11,2
Twice a Year	2	1,7	14	12,0	6	5,2	3	2,6	25	21,5
Once a Year	0	0	9	7,8	3	2,6	3	2,6	15	12,9
TOTAL	16	14%	49	42%	28	24%	23	20%	116	100%

[N = 116. All percentages have been worked out to the nearest whole number]

The age group that visits the casino the least is the 18 - 25 year age group; this accounts for approximately 14 percent of the sample. A possible explanation for this could be that that sector of the sample consists of students and adults who use all available financial resources to set up house or for their studies. The 25 – 45 year age group accounts for 42 percent of the sample. It is also the age group that forms the largest part of the sample. This sector of the sample is a little more settled financially and they are also more physically able to drive themselves around. They have more need for recreation possibly because of the stress of work and raising a family.

There is a decline in the number of patrons in the age group 46 – 55. A likely reason could be the added costs of children's tertiary education and a decline in the state of health of the patrons. This age group accounts for 24 percent of the sample. The percentage of the patrons declines further in the above 56 year age group to under 20 percent. A number of factors could be responsible for this.

There could be a loss of income due to early retirement, ill-health and the inability to drive around independently as well as family obligations in terms of looking after the grand-children while their children are enjoying the free time.

Hypothesis five of this study states: *that the patrons in the 26 - 45 year age group visit the Sun Coast Casino and Entertainment World more often than any other age group* can be accepted in the light of the above analysis. An analysis of the data that has been collected reveals that this age group accounts for 42 percent of the sample; this group is followed by the 46 – 55 year age group that forms 24 percent of the sample. The above 56 year age group forms 20 percent of the sample and the 18 – 25 year age group forms less than 14 percent of the sample.

This hypothesis has been reviewed considering all the evidence. The researcher has no option but to accept hypothesis five, which states *that the 26 – 45 year age group visit the Sun Coast Casino and Entertainment more often than any other age group*.

To get a holistic demographic picture of the patrons who visit the Sun Coast Casino and Entertainment World it is necessary to analyse the data in terms of residential areas and income groups so as to determine the socio-economic characteristics of the patrons. This also leads to hypothesis six which states: *that more than half of the patrons are local and also from the lower socio-economic areas around Durban*.

Flowing from the earlier analyses, it may be inferred that, notwithstanding that the majority of patrons are from the lower socio-economic areas, the levels of

expenditure and places of origin and residence of the respondents, suggest that more respondents are from middle income origins. Therefore hypothesis six cited above is not supported.

4.8 LOCAL PATRONS FROM THE LOWER SOCIO-ECONOMIC RESIDENTIAL AREAS

The Sun Coast Casino and Entertainment World is located on the outskirts on the Central Business District of Durban and since the Central Business District is the most accessible part of the city, almost everyone is capable of finding their way into the city centre. This makes the Sun Coast Casino and Entertainment World accessible to all socio-economic groups.

TABLE 4.9: RESIDENTIAL NEIGHBOURHOOD AND APPROXIMATE NET INCOME

INCOME LEVELS	Durban Central	Durban South	Durban North	Durban Inland	Outside Durban	Outside KZN	TOTAL
< R3 000	f3 (2.6%)	f0 (0%)	f7 (6%)	f0 (0%)	f0 (0%)	f0 (0%)	f10 (8.6%)
R3 001 – R10 000	f2 (1.7%)	f17 14.6%	f24 20.7%	f1 0,9%	f5 4.3%	f4 3.4%	f53 45,6%
> R10 000	f6 (5.2%)	f12 10.3%	f10 8.6	4 3.4%	f7 6%	f14 12%	f53 45,6%
Total	f11 (9.5%)	f29 25%	f41 35.4%	f5 4.3%	f12 10.3%	f18 15,5%	f116 (100%)

Patrons from the lower socio-economic group endeavour to improve their financial position and sometimes they view gambling as a means of fulfilling that dream. Gambling is seen as taking a chance; it could be a chance to play, a

chance to win or a chance to dream. What is important is that this chance must be taken responsibly so that there are no losers but only winners in the game of gambling.

The data collected reveals that approximately 35 percent of the respondents are from the Durban North area followed very closely by Durban South area which accounted for approximately 25 percent of the sample. Durban accounted for less than 10 percent; even patrons from outside Kwa-Zulu Natal exceeded this percentage by more than 5. The evidence provided by the analysis of the data clearly reveals that patrons at the Sun Coast Casino and Entertainment World come from far and wide. Areas outside KwaZulu-Natal account for 15,5% of the sample that frequents the Sun Coast Casino and Entertainment World. This is evidence to state that the Sun Coast Casino and Entertainment World is a premier tourist destination in KwaZulu-Natal that attracts patrons from all over the country.

The analysis of the data clearly reveals that only 10 percent of the patrons who visit the Sun Coast Casino and Entertainment World are local patrons and more than half of the 10 percent belong to the above R10 000 income group. The Sun Coast Casino and Entertainment World attracts patrons from all over KwaZulu-Natal as well as from other provinces in South Africa. The lowest percentage of the patrons are from Durban Inland which comprises of areas such as Pinetown, Hillary and Pietermaritzburg. A possible explanation for this occurrence could be the location of Golden Horse Casino in Pietermaritzburg which caters for the casino patrons from that geographical area. The hypothesis which states: *that more than half of the patrons is local and from the lower socio-economic group* will have to be rejected in the light of the above analysis.

TABLE 4.10: PATRONS FROM NEIGHBOURHOODS AND THE APPROXIMATE NET INCOME PER HOUSEHOLD.

	Durban	Durban South	Durban North	Durban Inland	Outside Durban	Outside K.Z.N
Less than R3 000	2,6%	0.0%	6%	0.0%	0.0%	0.0%
R3 000 – R10 000	1,7%	14,7%	21%	1.0%	4,5%	3,4%
More than R10 000	5.1%	10%	8,6%	3,4%	6.0%	12.0%
TOTAL	9,4%	24,7%	35,6%	4,4%	10,5%	15,4%

It is important to mention that 15,4 percent of the patrons interviewed at the Sun Coast Casino and Entertainment World were from provinces outside KwaZulu-Natal. No household in outside KwaZulu-Natal earned an income of less than R3 000; this is also applicable to the sample that were interviewed from Outside Durban, Durban Inland and Durban South areas.

Only 9.4 percent of the patrons interviewed are local patrons. However, 24.7 percent of the patrons who visited the Sun Coast Casino and Entertainment World from the South of Durban and 35,6 percent from areas north of Durban in spite of the fact that the Sugar Mill casino is situated north of Durban.

Although Durban North has the highest percentage of patrons interviewed; 6 percent of those patrons earned an approximate net income of below R3 000. In this study the Durban North area consists of Kwa-Mashu, Inanda, Phoenix, Verulam and Mount Edgecombe. On the average the Phoenix, Inanda and Kwa-Mashu neighbourhoods house the working class population. Possible reasons

for them frequenting the Sun Coast Casino and Entertainment world would be the availability of various modes of transport at regular intervals from their place of residence to Durban Central and also a dream or hope to get rich quickly.

As a result of the statistical analysis of data collected hypothesis six which states that more than 50 percent of the patrons are local patrons from the lower socio-economic areas around Durban, is rejected because only 9.4 percent of the patrons are local. Over 15 percent of the sample is from other provinces in South Africa. This evidence justifies the rejection of hypothesis six, which states: *that about half of the patrons are local patrons from the lower socio-economic areas around Durban.*

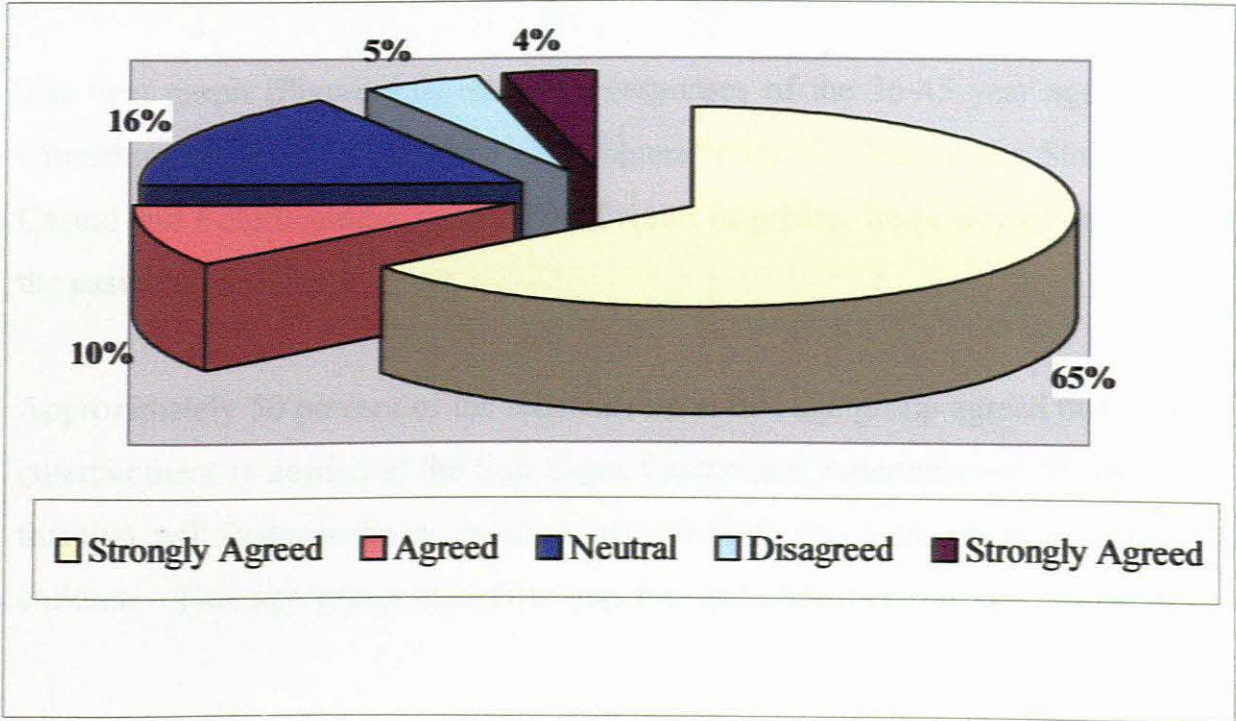
4.9 PATRON-VISITS AND THE ENTERTAINMENT OF CHILDREN AT THE CASINO.

Many children have been left unsupervised at the Sun Coast Casino and Entertainment World. The child-minders at the crèche indicated that they see the same children on a recurring basis. Some children wait around for hours for their parents to collect them; after their parents would have spent many hours on the gaming floor. This behaviour by parents indicates irresponsible gambling. Between Sun Coast Casino in Durban and Gold Reef City in Johannesburg seventy one parents have been banned in the last six months (Sunday Times, June 29, 2003). There are children who indicated that they visit the casino twice a week with their parents. Other children have complained that they walk

around for hours waiting for their parents and also that they have no idea when their parents will be back.

This research attempts to determine whether the parents would visit the casino more often if there was more entertainment for their children. Although parents may aim to keep their children occupied while they spend time on the gaming floor, it is imperative to mention at this point that responsible gambling does not include keeping the children occupied while patrons gambled away for hours. Over and above time spent on gambling activities, parents should spend quality time with their children so that healthy family relationships could be built and also the children learn a sense of responsibility as well as values and morals, which their parents will hopefully pass onto their children. In this regard, responsible gambling should mean utilising your financial resources and quality time responsibly.

FIGURE 4.5: RESPONSE OF 18-25 YEAR GROUP ABOUT MORE ENTERTAINMENT FOR CHILDREN



In order to get a clearer understanding of the responses of patrons regarding the entertainment of children in casino, it was found necessary to analyse the responses in terms of various age categories. The following set of pie-graphs attempt to give insight into those responses by age categories. The first graph [Figure 4.5] indicates the responses of the 18 – 25 year age group.

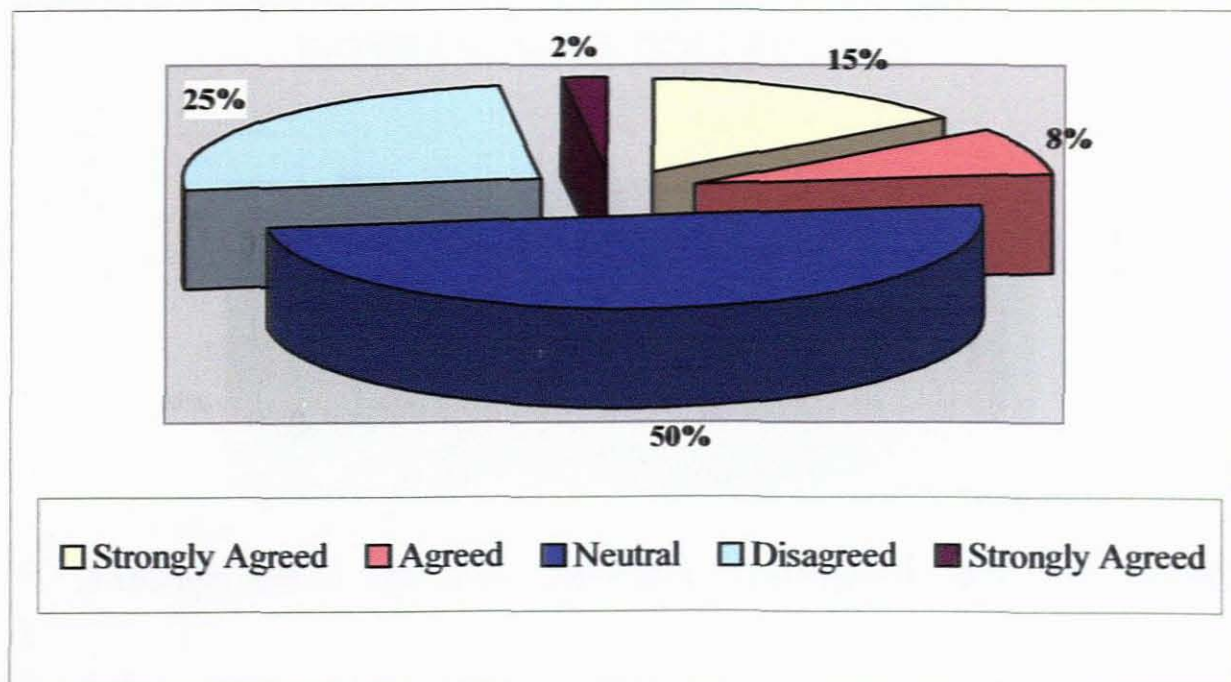
There is an overwhelming majority in this age group that feels that more entertainment is needed for children at the Sun Coast Casino and Entertainment World. There were no respondents in this age group that strongly disagreed with this statement. A possible explanation for this could be the fact that this age group constitutes the child-bearing age and therefore entertainment for children is an important consideration. As parents of very young children, they would frequent venues where there are child care facilities, activities that would capture the interest of their children and activities that can be participated in as a family. Hypothesis seven which states: *that more entertainment for children would result in patrons frequenting the Sun Coast Casino and Entertainment World more often* is therefore rejected.

The next graph [Figure 4.6] relates to responses of the 26-45 year age group concerning whether or not more entertainment for children at the Sun Coast Casino and Entertainment World would result in greater frequency of patron to the casino environment.

Approximately 50 percent of the respondents in this age group agreed that more entertainment is needed at the Sun Coast Casino and Entertainment World and that they will frequent the casino more often if there was more entertainment for children. This age group also falls into the late child-bearing age group, this

could be a possible reason why half of them feel that there is a need for more entertainment for their children.

FIGURE 4.6: RESPONSE OF 26-45 YEAR GROUP ABOUT MORE ENTERTAINMENT FOR CHILDREN

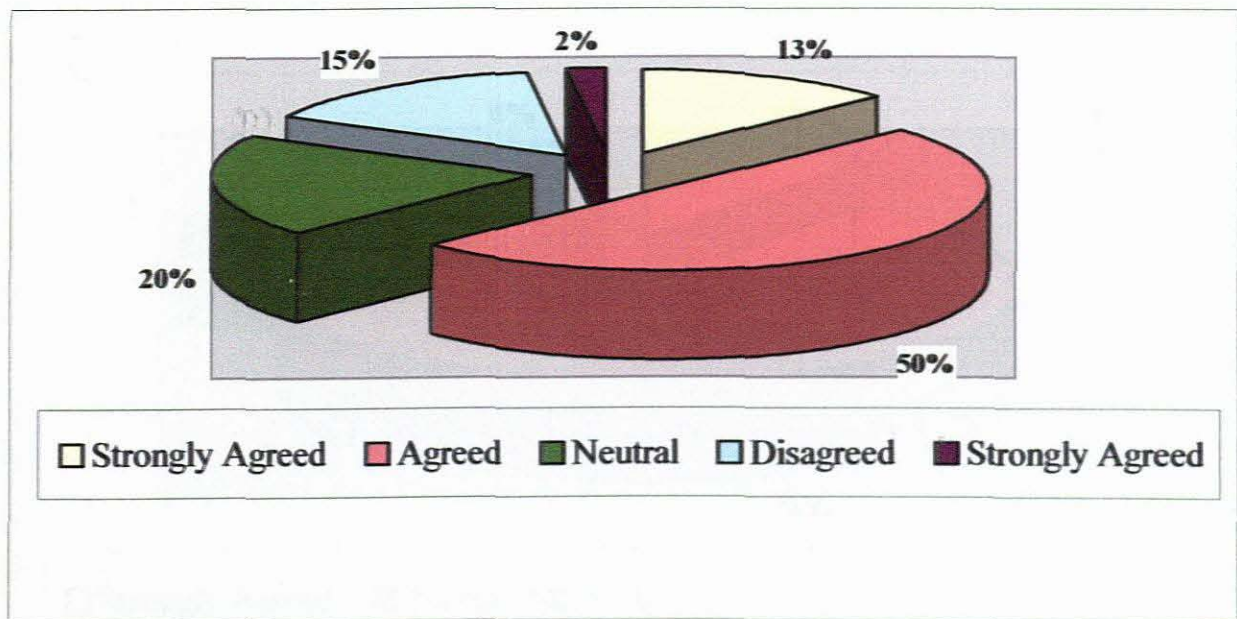


A very insignificant minority of this age group strongly disagreed with the statement. People in their forties generally have adult children, therefore they will not concern themselves with entertainment for children. Their children will be able to take care of themselves for most part of the day, in fact, teenagers prefer to be left alone with their friends.

Half the respondents in this age group also felt that more entertainment for the children would result in patrons frequenting the Sun Coast Casino and Entertainment World more often. Although this age group will predominantly

have children that can take care of themselves, patrons that fall into this age category also assist with baby-sitting their grand-children. This justifies the concern about entertainment for children. About 13 percent of this age group feel strongly about that issue of more entertainment for children.

FIGURE 4.7: 46 – 55 YEAR RESPONSE ABOUT MORE ENTERTAINMENT FOR CHILDREN

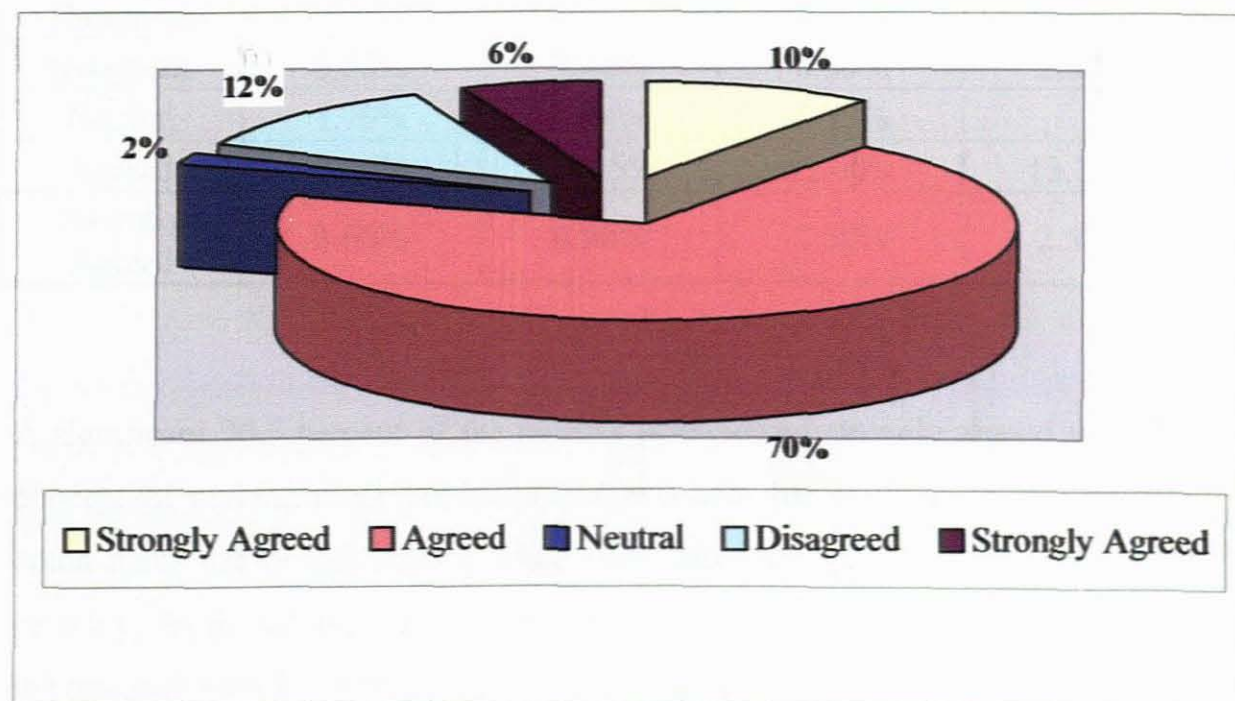


Only 2 percent of the respondents in this age group strongly disagreed with this statement. This age group comprises of that sector of the population that do not have young children and therefore do not consider entertainment for children an important area that warrants concern.

In Figure 4.8 relating to the over 55 years age group, an overwhelming majority (70%) of the sample also agrees that more entertainment for the children would result in patrons frequenting the Sun Coast Casino and Entertainment World

more often. This age group of the population generally fall into the grand-parents age group and would consider entertainment for children because most grand-parents assist with child-minding while their adult children enjoy time away from stress. A further 10 percent of the sample from this age group strongly agrees with this statement.

FIGURE 4.8: ABOVE 55 YEAR GROUP RESPONSE ABOUT MORE ENTERTAINMENT FOR CHILDREN



An overwhelming majority in the in the above 55 year age group also agrees that more entertainment for the children would result in patrons frequenting the Sun Coast Casino and Entertainment World more often. There is also a large sector of this age group that strongly agrees with this statement. Hypothesis seven which states: *that more entertainment for children would result in*

patrons frequenting the Sun Coast Casino and Entertainment World, is therefore accepted.

TABLE 4.11: LIKERT SCALE ABOUT THE NEED FOR MORE ENTERTAINMENT FOR CHILDREN

Degrees of Agreement	18–25 year age group	26–45 year age group	46–55 year age group	Above 55 yr Age group
Strongly Disagreed	00%	0.80%	00%	0.80%
Disagreed	0.80%	9.48%	4.30%	2.50%
Neutral	1.70%	3.44%	5.10%	
Agreed	2.50%	21.55%	12.00%	13.79%
Strongly Agreed	8.60%	6.90%	2.50%	2.50%

A significant 20,5 percent of the patrons interviewed strongly agreed with the concept of making more entertainment available for children so that parents could make use of this facility while they were busy gambling or maybe just relaxing. In the strongly agree category the 18 – 25 year age group features in the majority with 8.6 percent. Although this group was initially perceived as the student population and therefore not financially independent, it would seem that the researcher’s perception was somewhat incorrect. This is backed by the fact that this age group agreed the most strongly with the statement that they felt if there was more entertainment for the children then the patrons would frequent the Sun Coast Casino and Entertainment World more often.

Approximately 7 percent of the patrons interviewed in the 26 – 45 year age group also strongly agreed with the statement that more entertainment for the children would result in patrons frequenting the Sun Coast Casino and Entertainment World more often. This is commonly known as the child-bearing age group; therefore it is understandable that they agree strongly with the statement. A possible reason for this group strongly agreeing with the statement could be an indication of the fact that they spend more time on the gaming floor than they should. Approximately 21 percent of this age group agrees with the statement. This group comprises the largest percentage in the degrees of agreement. This is further evidence that this is the child-bearing age group they are, therefore, concerned with occupying their children with other activities while they are on the gaming floor.

About 10 percent of the 26 – 45 year age group disagreed with the statement that more entertainment for the children would result in more patrons frequenting the Sun Coast Casino and Entertainment World. A possible inference from this statistic could be that this sector of the patrons that were interviewed comprises that group called responsible gamblers.

The data reveal that 50 percent of the sample agrees with the statement and a further 20.5 percent strongly agrees with the statement. So effectively 70 percent of the sample is of the opinion that more entertainment for the children would result in patrons frequenting the Sun Coast Casino and Entertainment World more often. There is only 1.6 percent of the total sample that disagrees with the statement strongly and 0.8 percent comes from the over 55 year age group and a further 0.8 percent comes from the 26 – 45 year age group. Only 17

percent of the sample disagrees with the statement while 10 percent preferred to remain neutral.

It is strongly evident from the data collected that hypothesis seven which states; *that more entertainment at the Sun Coast Casino and Entertainment World Would result in patrons visiting more often*, is true and is therefore accepted.

4.10 CONCLUSION

As intimated in the introduction, this chapter has devoted substantial space to the analysis of the main objectives of this study, which have been interpreted in the light of various hypotheses. These objectives and hypotheses have addressed the following areas of the research question: the meaning and understanding of responsible gambling, casino visiting, spending and behaviour patterns, the profile of patrons in terms of age, education and socio-economic levels, and like and dislikes of patrons about the casino entertainment provision.

In relation to the questions cited above, this chapter has attempted to provide logical findings based on the analytical and interpretational methodology towards finding conclusions to some of the research questions. Most of the conclusions and resulting recommendations linked to the analysis in this chapter are provided the next chapter, Chapter Five.

CHAPTER FIVE

SUMMARY, CONCLUSIONS AND RECOMMENDATIONS

5.1 INTRODUCTION

Data was presented, analyzed and interpreted in order to accept or reject the hypothesis, to reveal what the main attractions at the Sun Coast Casino and Entertainment World are and how the patrons view responsible gambling. There are certain questions and responses that the researcher regarded as central to the research process and constituting the core of this investigation. These questions were highlighted during the structured interview.

Gamblers Anonymous is a body that requires funding because the only source of funds is purely through voluntary contributions. A vast amount of work was found to be done by this organization (regular outings are planned for the membership, meetings are held every week and long standing members visit new members at their homes or place of work) and as funding is essential, the researcher is of the opinion that the casinos ought to fund this organization to a large extent.

The literature review also revealed that the Responsible Gambling Programme is grossly inadequate as it provides only six free support sessions for the problem gambler. It is highly unlikely that a gambler with serious financial and personal problems would have recovered fully by the sixth session. However, there is

also Gambler's Anonymous, South Africa that not only offers counseling for the problem gambler but also for his family. There are regular meetings on an ongoing basis for all members. There are also frequent socials that members of Gamblers Anonymous organize and attend.

5.2 SUMMARY

This research study focused on the primary reason why patrons visited the Sun Coast Casino and Entertainment World. The result of the analysis revealed that less than half of the patrons visited for the purposes of gambling and that recreation featured strongly as a common reason. The study revealed that patrons with higher than matriculation qualifications spent a larger amount of money on the gaming floor probably because they earned a higher income as a result of their higher educational levels.

It also emerged from this study that approximately 75 percent of the patrons are aware of and practise responsible gambling but one quarter of the sample indicated that they were totally unaware of the concept and meaning of responsible gambling. Only a very small percentage of the sample revealed that they gambled excessively.

The patrons at the Sun Coast Casino and Entertainment World come from all over the country and well as from all over KwaZulu-Natal. The patrons were definitely not only from Durban and the surrounding areas or from only the lower socio-economic areas.

Respondents also indicated that they would frequent the Sun Coast Casino and Entertainment World more often if there was more entertainment for children.

5.3 GENERAL CONCLUSIONS

The first objective of this research study was to establish the main reasons why patrons visit the Sun Coast Casino and Entertainment World. An analysis of the data collected revealed that less than half of the sample visit the study area for the purposes of gaming; recreation. Dining and movies also emerged as powerful sources of attraction for some of the patrons.

The second objective attempted to establish the extent to which patrons understand the concept of responsible gambling and how it is implemented at the Sun Coast Casino and Entertainment World. The analysis of the data revealed that 75 percent of the patrons are aware of responsible gambling. However, an area of concern is that, the other 25 percent of the sample was ignorant of the notion of responsible gambling. This issue needs further research.

The third objective focused on the extent to which the level of education of the patrons influenced responsible gambling. The patrons that spent larger amounts of the money they took for a single visit to the casino actually belong to the category that has matriculation and/or higher qualifications. Patrons with higher levels of education were found to belong to the higher socio-economic group.

The fourth objective of the research inquiry, investigated the spending patterns of patrons at the Sun Coast Casino and Entertainment World in terms of the

amount of money spent on gaming, entertainment, dining out, movies and games room. The analysis of the data indicated that more than half of the patrons spent less than 25 percent of their money on gaming and more than 75 percent spent less than 50 percent of their money on the gaming floor.

The fifth objective explored the demographic profile of the patrons that frequented the Sun Coast Casino and Entertainment World. The age group that frequented the casino most often was found in the 26 – 45 year age group. Objective six, which attempted to reveal the socio-economic levels of the patrons that frequented the casino, was found to be closely linked to the fifth objective. The results of the study indicated that less than 10 percent of the patrons live in the Durban Central area.

The last objective of the study determined whether patrons would frequent the Sun Coast Casino and Entertainment World more often, if more entertainment was provided for children. In each age-category a substantial majority of the patrons agreed that more entertainment is needed for children.

5.4 RECOMMENDATIONS

Feedback or comments were invited on the questionnaire. One of the comments was that no free drinks should be given on the gaming floor to a selected group of patrons. This suggestion has merit as alcohol impairs the patrons' sense of good judgement and reasoning. The researcher is also of the opinion that no alcohol should be served on the gaming floor at all since all patrons need to be fully in control of their senses while participating in the activity of gambling.

Casinos should also not be allowed to issue free slot machine vouchers in the hope of luring the unsuspecting patron who eventually feeds more of his or her own money into the machine as well as the money from the slot machine voucher. The patron would have spent the money on essentials at home. The free slot machine voucher is for obvious reasons not redeemable for cash under any circumstances. Cheap bus trips that comes with vouchers for the slot machines and food should be far and few, not a weekly or monthly occurrence especially from the lower socio-economic areas.

The Most Valued Guest cards should be banned as they encourage patrons to frequent the casinos more often to collect more points and be eligible for more prizes , lucky draws and free accommodation.

Parents of unattended children should initially be warned and then banned from entering the gaming floor. The logistics of how this can be done should be further researched. More family based entertainment should be provided and encouraged.

The research has indicated that approximately 25 percent of the patrons are ignorant of the concept of responsible gambling. The researcher firmly believes that the casinos should actively engage in an education drive. Exactly how this drive should be implemented can be further researched. It is important also that the government together with the media engage in a partnership to disseminate information on responsible gambling to the general public. This dissemination of information could take the form of newspaper articles, flyers and posters. Other forms of education could include a documentary on television providing information on the practice of responsible gambling and its advantages. The

importance of consumer education in the gambling industry should be taken very seriously so that problem gambling can be pro-actively addressed.

The researcher is of the opinion that there is a dire need for a co-ordinated and well structured National Policy on Gambling Problems and Problem Gambling. This would give the stakeholders clear guidelines as to what is acceptable and what is not.

It is imperative that the government and the casinos owners form a partnership to promote the practice of responsible gambling more widely than it presently is. The families and friends of problem gamblers would be very grateful for such an initiative. Happier and closely knit families would result in healthier communities and societies at large.

The marketing of the National Lottery should be minimized or banned totally so that the already improvised communities are not lured to buy a ticket in the hope of buying a chance to win money and change their lives forever in a story of rags to riches.

The government, Education Department and the Casinos should collectively be responsible for the promotion of responsible gambling. The dangers of problem gambling should be highlighted in learning areas such as Life Skills Orientation. The information on responsible gambling must be made available. This can be done using various strategies such as the print media, the television, plays and incorporating important aspects as part of the school curriculum.

Areas that are exclusively for the use of frequent guests and heavy gamblers should not be in existence. As certain services such as free drinks that are allowed in this area serve only to lure and entice the gambler further into gambling larger sums of money. As this is the intention of casino owners, this practice ought to be discouraged through legislation.

5.5 CONCLUSION

There is definitely more research necessary in this field of study. Local literature on this topic is very scarce. Since the number of casinos in South Africa has increased, casino gambling and its effects must be studied and researched further.

South African gambling regulators should seriously reconsider issuing more casino licenses, as the gambling industry seems to have reached saturation point in each of the nine provinces. It would be logical if the casinos were located in the wealthier areas in each of the provinces, because such people have adequate disposable income and money to play with, however, the communities belonging to the lower socio-economic group should not be within close proximity of the many casinos in South Africa.

Measures must be put into place immediately so that people are not further impoverished. The entire gambling industry and its impact on society needs to be monitored and reviewed on a continual basis.

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APPENDICES

**University of
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01 July 2004

TO WHOM IT MAY CONCERN

This is to certify that **Ms S. Balmahoon** (Student no. 035857) is a registered Masters student within the Centre for Recreation and Tourism at the Durban-Umlazi Campus [DUC] of the University of Zululand. She is presently preparing to work on a research project, which is part of the requirements for completing her Masters programme. The title of her research project is: "*The spending pattern of patrons at the Sun Coast Casino and Entertainment World with special reference to responsible gambling.*"

Kindly help her with any kind of information or assistance relevant to her research project, she may require.

It is the University's policy to treat all information acquired with the strictest confidentiality possible. We will appreciate your valued assistance in this regard.

Yours faithfully

for A handwritten signature in blue ink, appearing to read 'LM Magi', written over a horizontal line.

PROF LM MAGI
VICE-RECTOR
DURBAN-UMLAZI CAMPUS

QUESTIONNAIRE

- | | | | |
|----|--|----------------------------|----|
| 1. | Age | (a) 18 – 25 | 01 |
| | | (b) 26 – 45 | 02 |
| | | (c) 46 – 55 | 03 |
| | | (d) + 56 | 04 |
| | | | |
| 2. | Level of Education | (a) below matric | 01 |
| | | (b) matric and above | 02 |
| | | | |
| 3. | Do you reside in: | (a) KwaZulu-Natal | 01 |
| | | (b) Another province (RSA) | 02 |
| | | (c) Another country | 03 |
| | | | |
| 4. | In which neighbourhood do you live in KZN? | | |
| | <hr/> | | |
| | | | |
| 5. | The main reason for your visit to the Casino and Entertainment World is: | | |
| | (a) Gaming | | 01 |
| | (b) Movies | | 02 |
| | (c) Dining | | 03 |
| | (d) Recreation | | 04 |
| | (e) Others (Specify) | | 05 |

6. Would you still visit the Sun Coast Casino and Entertainment World if the Casino was not in existence?
- | | |
|---------|----|
| (a) Yes | 01 |
| (b) No | 02 |
7. What percentage of money that you brought with you today has been or will be spent on gambling?
- | | |
|---------------|----|
| (a) -25% | 01 |
| (b) 26% - 50% | 02 |
| (c) 51% - 75% | 03 |
| (d) +75% | 04 |
8. Is the amount spent more or less constant in each visit?
- | | |
|---------|----|
| (a) Yes | 01 |
| (b) No | 02 |
9. How often do you frequent the Sun Coast Casino and Entertainment World?
- | | |
|---------------------------|----|
| (a) Once a week | 01 |
| (b) More than once a week | 02 |
| (c) Once a month | 03 |
| (d) Once in two weeks | 04 |
| (e) Twice a year | 05 |
| (f) Once a year | 06 |

10. Approximate net income brought in by everyone in your household.
- | | |
|----------------------|----|
| (a) -R3 000 | 01 |
| (b) R3 000 – R10 000 | 02 |
| (c) +R10 000 | 03 |
11. What do you think is the meaning of responsible gambling?
- | | |
|---|----|
| (a) gamble with your head, not your heart | 01 |
| (b) gamble with your heart, not your head | 02 |
| (c) gamble with a view to make money | 03 |
| (d) gamble with a view to game playing | 04 |
12. Where have you heard of responsible gambling?
- | | |
|---------------------------|----|
| (a) Media | 01 |
| (b) Casino | 02 |
| (c) Friends and family | 03 |
| (d) Other (Specify) _____ | 04 |
13. Who do you think should be responsible for promoting the practice of responsible Gambling?
- | | |
|---------------------------------|----|
| (a) The government | 01 |
| (b) The community | 02 |
| (c) The private sector | 03 |
| (d) Non-Government Organisation | 04 |
| (e) Others (Specify) _____ | 05 |

14. Please provide general comments on responsible gambling?

15. Please indicate your level of agreement with each of the following statements

	STATEMENTS	Strongly Disagree 01	Disagree 02	Neutral 03	Agree 04	Strongly Agree 05
(a)	The primary reason why patrons over the age of 18 visit the Sun Coast Casino and Entertainment World is for gaming.					
(b)	Most patrons are aware of and Practice responsible gambling.					
(c)	Patrons at the Sun Coast Casino and Entertainment World spend more than half of their money during a single visit on gaming.					
(d)	The Sun Coast Casino and Entertainment World is frequented by local patrons only.					
(e)	About 50% of the patrons are local patrons from the lower socio-economic areas around Durban.					

(f)	More entertainment for the children would result in patrons frequenting the Sun Coast Casino & Entertainment World more often.					
-----	--	--	--	--	--	--

16. Please indicate any additional comments regarding the statements made in the above question.
