

# Innovative Issues and Approaches in Social Sciences



Volume 4 Number 1 January 2011

SIDIP

ISSN 1855-0541

# **Innovative Issues and Approaches in Social Sciences (IIASS)**

## **Publisher:**

Založba Vega  
Vega Press

**Editor-in-Chief and Managing Editor:** PhD. Uroš Pinterič

## **International Editorial Board:**

PhD. Li Bennich Bjorkman	Uppsala University
Simon Delakorda	Institute for Electronic Participation
PhD. Michael Edinger	University of Jena
Mateja Erčulj	SIDIP
PhD. Bela Greskovits	Central European University
MSc. Sandra Jednak	University of Belgrade
M.A. Mira Jovanović	University of Zurich
PhD. Karl Koth	University of Manitoba
PhD. Jose M. Magone	Berlin School of Economics
PhD. Aleksandar Marković	University of Belgrade
Warren Master	The Public Manager
PhD. Piotr Sitniewski	Bialystok School of Public Administration
PhD. Ksenija Šabec	University of Ljubljana
PhD. Inga Vinogradnaite	Vilnius University
Phd Lasha Tchantouridze	University of Manitoba

## **Secretary:**

Klementina Zapušek                      SIDIP

## **Language editor:**

Marjeta Zupan

## **Publishing information:**

IIASS is exclusively electronic peer reviewed journal that is published three times a year (initially in January, May and September) by Vega Press and it is available free of charge at <http://vega.fuds.si/>

## **Scope:**

IIASS is electronic peer reviewed international journal covering all social sciences (Political science, sociology, economy, public administration, law, management, communication science, etc.). Journal is open to theoretical and empirical articles of established scientist and researchers as well as of perspective young students. All articles have to pass double blind peer review.

IIASS welcomes innovative ideas in researching established topics or articles that are trying to open new issues that are still searching for its scientific recognition.

## **Copyrights**

IIASS is product of Vega Press. All rights concerning IIASS are reserved. Journal and Articles can be spread and cited only with information on author of article and journal. Articles published in the IIASS are the work of individual authors and do not necessary represent ideas and believes of Vega Press or Editorial board of IIASS. The responsibility for respecting copyrights in the quotations of a published article rests with the author(s). When publishing an article in IIASS, authors automatically assign copyright to the journal. However, authors retain their right to reuse the material in other publications written or edited by themselves and due to be published at least one year after initial publication in IIASS.

*Abstracting and Indexing services: COBISS, International Political Science Abstracts, CSA Worldwide Political Science Abstracts, CSA Sociological Abstracts, PAIS International.*

## **Editorial correspondence**

All correspondence or correspondence concerning any general questions, article submission or book reviews should be addressed to the [iass.sidip@gmail.com](mailto:iass.sidip@gmail.com)

## **Subscription to IIASS**

IIASS is available free of any charge at <http://vega.fuds.si/> but if you like to get your electronic copy personally you can write to [iass.sidip@gmail.com](mailto:iass.sidip@gmail.com)

## **Advertising**

If you would like to inform your colleagues around the world on new book or forthcoming event we can offer you this possibility. Please find our advertising policy at <http://vega.fuds.si/>. For additional questions or inquiries you can contact as on the general e-mail [iass.sidip@gmail.com](mailto:iass.sidip@gmail.com) with subject: Advertising inquiry or secretary of the journal on [tina.zapusek@gmail.com](mailto:tina.zapusek@gmail.com)

# **Putting ethical issues of tourism industry in socio/economic perspective, the Slovenian case of Goriška region**

**Tamara Besednjak Valič<sup>1</sup>**

## **Abstract**

Solely economic view over the relation between costs and benefits of tourist industry nowadays no longer suffice. The author will made an attempt to put some of the most evident ethical issues with the emphasis on the size of the tourist facility in sociological perspective. In the paper we will aim towards enlightening the situation where claims state that more non-gambling related entertainment offer in casinos actually contribute towards more benefits than costs of gambling. Tentative conclusion show, that gambling related problems at younger generation of high school pupils do not seem to be directly connected with the size of gambling facilities and their offer in a region but they are based on other gambling games not conducted in casinos and gambling halls.

**Key words** Tourism, gambling, size of gambling facility, gambling problems.

## **Introduction**

What we are interested in the present paper is not only the dichotomy between costs and benefits of a specific tourist segment of gambling industry but we rather aim towards sociologically funded impacts of tourist facility operation in a given region. To be able to distinguish gambling industry from the rest of tourism sectors we have applied the

---

<sup>1</sup> Tamara Besednjak Valič, School of Advanced Social Studies in Nova Gorica, Slovenia, tamara.besednjak@fuds.si

name of high value added tourism. The name derives from high economic earnings connected with gambling. We intend to outline in the featured paper that social aspect of gambling industry is oftentimes underestimated especially if we take into account the ethical issues that arise from discourses on gambling activities. At present stage we have to outline the main ethical dilemma surrounding gambling industry. On the one hand there are people stating that gambling is and must be left as a choice for every consumer but on the other hand there are opponents claiming that gambling is so degenerative that consumer protection must prevail. It is often the case of severe public opposition towards new gambling facility investment in region (Makarovič, 2009) and studies show that gambling may become more acceptable if it is present in a region for more than a year (Reith, 2006).

The main topic addressed in the paper is therefore the topic of social costs of gambling in the context of the size of gambling facility. This case study of Goriška region is only a part of wider study which is a continuing work of the author. The methodology used in present case study will be the combination of theoretically narrative work along with the analysis of available secondary data. The paper will use the Habermas' 'colonisation of the life world' theory and Bourdieu's concepts of 'habitus' and 'field' as theoretical background, afterwards will focus on controversies and ethical issues surrounding gambling industry. It will carefully examine public opinion surveys on reasons for gambling, outlining reasons for concern and at the end question itself what is the real influence of the size of gambling facility on the levels of gambling related problems. Some tentative conclusions will be made at the end and there we will stand at the position that in case of gambling tourism industry special care should be taken in order to maintain social costs at lowest levels possible, even if that includes part of economic revenue to sustain it. Special ethical issues to be addressed at this level will be in

the context of the size of the casino facility along with the offer that such facility has for its clients.

## **Methodology**

The paper consists of two parts, theoretical and methodological. In the first part, we will aim to theoretically frame the case study which follows in the second part of the paper. The case study of Goriška consists of selected available secondary data on the presence of gambling industry in and attitudes and gambling habits of the people living in the region studied. In order to provide the consistent case study showing the whole and fulfilled picture of Goriška region several surveys undertaken in the past few years will be presented in comparative perspective. That is how we will be comparing the results of 2008 undertaken survey on the prevalence of gambling in Slovenia (more on this Makarovič et al., 2008), results on the free time and gambling activities of high school pupils (Makarovič et al., 2010), results of pilot survey among casino employees in Goriška. Attitudes of the people regarding gambling will be followed in the survey on games of chance by Makarovič et al., 2009). On the topic of youth gambling additional focus groups were conducted with school social workers (Besednjak, 2010), revealing the possible sources for the prejudices against gambling.

## **Theoretical Background – Habitus and Field in Colonization of Life-World**

Gambling is a specific field not many scientists have attempted to explain with the use of sociological theory, more over many of the research and surveys undertaken are mainly case oriented with no attempt on sociological reflection. In this context we enter the discussion on gambling combining in our opinion complementary theories. First belongs to Pierre Bourdieu who aimed at overcoming on his opinion

'false opposition' between individual and society. According to his words, he aimed towards overcoming the opposition between objectivism and subjectivism (Stankovič, 2001). The other author, Jürgen Habermas combines in his innovative theoretical perspective the ideas from action theory and systems theory. His thought is most often understood as the 'colonization of the life-world'. But what can be understood by the concepts of life-world, and colonization and more importantly how can we apply these concepts to gambling industry in a region? But firstly we will aim towards introducing the Bourdieu's thought since will help us focus on gambling industry represented in the structure. People whose life is affected by the influence of the structure are logically agents, who are dealing with representations and impacts of the structure. Bourdieu claims that people construct social reality and such construction is impacted by the structure, namely gambling industry and gambling offer in a region as in our case. According to this, just by implementing gambling facility in a region, this will have a long term impact on people's perception and consequently on construction of social life in their community.

But starting with an individual, Bourdieu introduces the concept of habitus. *"Habitus are mental or cognitive structures through which people deal with social world. People are endowed with series of internalised schemes through which they perceive, understand, appreciate and evaluate the social world. it is through such schemes that people both produce their practices and perceive and evaluate them. Dialectically, habitus is the product of internalisation of social world structures"* (Bourdieu, 1989 as cited in Ritzer, 2008: 531). Applying what stated to gambling industry in a region, habitus is therefore a mental structure that every individual has shaped related to gambling industry. Therefore, this mental structure contains all attitudes, perceptions and possible prejudices towards this activity. Since, according to Bourdieu,

habitus varying according to the position one occupies within a social world. Habitus of a casino employee may be similar to other casino employee but is not similar to a habitus of one whose life is not connected to gambling industry. According to this, we can state, that habitus of people living near gambling facility is not the same or even similar to habitus of those who are living in an environment without gambling facility.

Between habitus and social structure there is field. Bourdieu thought of field as a network of relations among the objective positions within it (Stankovič, 2001). These relations are to exist apart from individual consciousness and will (ibid.). Bourdieu claims there are many semiautonomous fields in a social world, all with specific logics and all generating common agreement among actors about what is at stake in a field. If we name gambling as field on its own we can state that only those who gamble, being actors in that field really know what is at stake. Bourdieu continues his definition of field as arena of battles, where actors seek to battle for improvement of their status. Within such battle different types of capital are deployed (economic, cultural, social and symbolic). In Bourdieu's line of thought there we can find an important concept of symbolic violence. According to Ritzer, this is the soft form of violence which is exercised upon social agent. It is practised indirectly, largely through cultural mechanisms and stands (ibid. 533). According to what was said, symbolic violence in the struggle for power in terms of gambling in many cultures speaks against gambling, influencing people's habitus to be shaped in avoid gambling. Since symbolic violence is culturally conditioned, so are the stands for or against gambling culturally conditions. For example, in western cultures where protestant ethics of work and money making was established, gambling became a sign of something degenerative and against the common ethic of the population (more on this see Reith, 2007). That is how negative

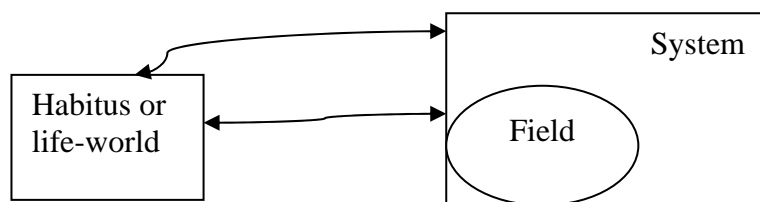
attitudes in societies were established against the activity mentioned. Symbolic violence therefore manifests itself in form of prejudices towards gambling activity escalating in many cases in stigmatisation of gamblers along with stigmatisation of problem gamblers. But what is most problematic in this way is the fact that the concept of field in this terms no longer suffice. No longer suffice in terms of explaining the interaction between it and habitus by applying symbolic violence. If symbolic violence is really application of cultural mechanisms and stands along with the beliefs we most certainly need to define another, wider field were society is manifested. In this situation we turn to Habermas' distinction between system and life worlds. Life worlds as described below coincide with Bourdieu's concept of habitus. As Stankovič (2001) explains Habermas' concept of life-world arises from Schutz and Mead and it mainly deals with internal perspective of the agent on the world. Habermas states that society is conceived from the perspective of the acting subject (Ritzer, 2008: 538). Life world is therefore only internal, personal way of looking at the society. The life-world is composed of culture, society, and personality. Each of these refers to interpretative patterns or background assumptions about culture and its effects in action, appropriate patterns of social relations, and what people are like (as cited in Ritzer, 2008).

System on the other hand refers to the external perspective that views society from the perspective of someone 'not involved'. As life-world has three major components the system has three corresponding elements: cultural reproduction, social integration and personality formation. According to Ritzer the system has its roots in the life-world, but it comes to develop its own structural characteristics (2008: 539). What is crucial for the understanding of the term colonization is the fact that Habermas sees society as being composed from both life-world and system. Between the two at this point we put the Bourdieu's field. Field is more



specific than system, in our terms the field consists of gambling, gambling habits and gambling industry which makes gambling possible. As Bourdieu writes about symbolic violence so does Habermas writes about colonization as a type of 'violence' exercised over the life-worlds by the system. This 'violence' produces pathologies within the life-world (Ritzer, 2008). Translating theoretical background to present case study of gambling tourism industry in Goriška region leads to thinking that tourism and gambling industry represent a system shaping individuals' (regional population's) life-worlds. The results of the colonization will be searched for in the different pathologies mainly resulting in social costs of the industry mentioned.

A simple model of mutual influences would, according to what is written above, look like the following picture 1. Symbolic violence therefore occurs between system and habitus (or life world) and colonisation occurs between field and habitus. As noticed influences go in both direction namely the cultural attitudes towards gambling may change as may change the politics of gambling industry if detected the bad influences of colonization.



Picture 1: Model of influences (created by the author)

### **Controversies of Gambling Industry**

Gambling or games of chance are with different intensity present in almost every world culture and society (more on that see Schwartz, 2006). And still, it remains criticised for the majority of its history for its "non-productive, sometimes sinful and even degenerated" (Reith, 2007:

34) nature which undermines the protestant work ethics as basis of capitalism (ibid). The spread of gambling in late 20<sup>th</sup> and 21<sup>st</sup> century is a part of commercial expansion of gambling industry. Since the 1970s the majority of world countries, with the core in developed Western economies, due to deregulation and liberalisation of gambling industry witnessed the great development of the latter (Retih, 2007). Reith continues that due to developing methods of advertising and gambling – from lottery tickets, scratch tickets and all the way to gambling resorts. Therefore the basis of consumers was, for the first time in history spread to middle class consumers (2007: 35). In totally the opposite direction is headed Russian legislation implemented in 2008 – it limits gambling industry to four across the country spread gambling zones (Dunn et. al. 2009). And yet, public is on gambling informed through prism of social costs and economic benefits, the former generated by problematic behaviours at gambling and the latter generated by revenues turned in gambling industry. This is how the symbolic violence was exercised in regard of gambling through not only history but also in the present times. The experience of Russia teaches us the lesson on how symbolic violence usually operates through cultural mechanisms can actually escalate in real life in almost total ghetto-isation of legal gambling. Such actions violate people's habitus in sense of giving the impression that gambling is something bad and a non appropriate free time activity. And now we turn to the concept of colonization which results in, as stated before, in pathologic shapes of otherwise normal activity. Authors do not directly address this topic, especially not in gambling related surveys. They rather deal with cost-benefits studies focus mainly on the economic aspect of gambling along with studying regulation, and economic aspects of social costs (Cabot 1996). Some also deal with strict division of costs and benefits of gambling (Chhabra, 2007; Runge in Ryan, 2007; Walker, 2007; Grinols, 2004; Sheahan, 2004; Collins in

Lapsey, 2003; Francis, 2003; Single, 2003; Basham and White 2002; Walsh, 1999; Walker, 1998; Persky, 1995). Others, at least on declarative level are interested in specific region but they soon end up dealing with economic calculations of costs and benefits (Aasved and Laundergan, 2007; Aasved et. al., 1995). With social aspects deals research conducted under coordination of Gerda Reith (2006), which on certain level approximates the description and analysis of specific aspects of gambling the way we wish to deal within featured paper. As already mentioned, in the context of gambling studies mainly two aspects are discussed but on the real long term impacts on the quality of life in a region with implemented gambling industry not much has been researched. But what are the vivid impacts of the field mentioned over the life-worlds/habitus has not been researched and especially care in this regard has to be taken over the size of the gambling facility and additional non-gambling offer.

Another controversy arising from gambling has to do also with cultural attitudes which may influence both gambling behaviour (Potenza 2006) and attitudes towards gambling. An important factor is also social acceptability of behaviours that can influence behavioural engagement and with gambling this social acceptability and availability has occurred recently (Potenza 2006; Potenza 2001, Clarke et.al 2006; Skinner et al. 2004). We are aware that it is not possible to derive a casual relationship but since the increase of availability and social acceptance of gambling the increase of pathological gambling has been detected (Potenza 2006, Shaffer et. al 1999). Combining everything said with the research from GeoHealth Laboratory at the University of Canterbury (2008) who revealed that people living in neighbourhoods with good access to gambling venues are more likely to develop gambling problems we can conclude that towards controversies in the field of gambling may

influence both availability and cultural attitudes which are oftentimes connected with the relation between cost and benefits of gambling.

### **The Size of the Gambling Facility – Does It Influence?**

It is stated that the size of gambling facility and belonging additional non-gambling offer as important factor when calculating the rate between social costs and economical benefits such facility brings in a region. The author of the thesis William R. Eadington (Eadington & Collins 2009, Eadington & Collins 2007, Eadington & Christiansen 2007) arises from the classification of six types of gambling facilities: among the biggest there are large gambling resorts which can be found in Las Vegas and Macao and are named as Destination Integrated Resort Casinos. According to Eadington & Collins (2009) these are complexes that cater both international and domestic tourists. They are “distinguished by their architecture, full service casino offering (both table and slot games along with other types of games permitted by the local law), a substantial variety of restaurant and food offerings, large numbers of hotel rooms and suites, various entertainment outlets (show rooms, lounge rooms, theatre rooms, etc.), convention, exhibition and meeting facilities, outdoor recreation assets, spa and retail outlets” (p. 58). Such Resorts can be located in Las Vegas, Macau, Atlantic City, and Canada etc.

Second type of facilities is defined as Limited Offering Destination Casinos. Such facilities include casino with variety of gambling offer, hotel rooms to cater foreign and domestic guests, they obtain limited non-gambling assets in terms of show rooms and limited convention and meeting facilities. Restaurant offering is substantial but still limited. The main focus of activities in such centres is based on casino floor. Ratio in gambling revenues from total revenues is somewhere between 80% and 90%. This ratio for Integrated Resort Casinos is usually around 40.4% (Eadington & Collins, 2009, p. 59). Such Limited offering destination

casinos are available at Lake Tahoe, Reno, Atlantic City, and Nova Gorica.

The third on the scale are metropolitan casinos located near urban metropolitan city centres named Urban or Suburban Casinos. They are characterised by being located at densely populated city centres. They cater primarily to the residents that live in those cities and metropolitan areas. They may have some tourist assets such as hotel rooms and convention centres. Such complexes may be large or small, usually determined by the law. Their non-gaming offer is substantially lower than at Limited offering destination casinos and even more focus is on gambling offer. First such casinos emerged in Australia and can be located in Europe (in bigger, metropolitan cities), New Zealand, USA and South Africa (ibid.).

Fourth on the scale are Gambling Halls or Gambling Saloons along with Slot Arcades. These are limited gaming facilities that typically offer only slot machines and are generally small in size. The number of slot machines is usually ranging from 30 to 250. Such facility is usually integrated in strip malls, existing business, or retail districts (Eadington & Collins, 2009). In some jurisdictions, gaming devices are mixed with non-gambling amusement devices and oftentimes there are no age restrictions for persons entering such location (ibid, 61.). Food offering is, regarding the size of the venue, considerably limited. Namely, due to their size and limited offering, such establishments are almost exclusively oriented to local market. Such gaming saloons and gaming arcades are present in UK, Australia and Slovenia. Authors count in this category also racinos in New York, Delaware, West Virginia and Rhode Island (USA).

Among the last two mentioned there are establishments which, according to the authors of the thesis generate most negative impacts (in comparison to other types of gaming facilities). The first of these two

types are Convenience Gambling Locations. They are defined as venues engaged in another kind of business and have a limited number of slot machines or other devices. They are placed in businesses like bars, taverns, service clubs, restaurants or hotels (Eadington & Collins, 2009). Authors claim in Nevada they can be found in supermarkets, convenience stores and laundry rooms (ibid, 61). Typically the number of gaming devices does not exceed 15. Investment costs are minimal and location of such machines encourages convenience gambling among people of the neighbourhood. Such convenience gambling venues can be found in pubs and betting shops in UK and in some provinces in Canada, Australia and New Zealand and US states of Montana, New Mexico, Louisiana, Oregon, South Dakota and Nevada (ibid).

Last are mentioned Virtual Internet Casinos as the example of smallest facility. They emerged with worldwide expansion of the Internet. Internet gambling has different standings in different countries – from totally forbidden to liberally permitted. In 2009 Internet gambling was prohibited in the USA, regulated in UK, Sweden, Finland where numerous small countries (namely Antigua, Belize, Costa Rica, Malta, Gibraltar, etc.) have positioned themselves as venues for internet gambling. Authors mention that Internet virtual casinos have very little capital investment and employment dimensions. Furthermore, they argue that due to a fact that Virtual casinos may be established in virtually every country, jurisdictions have and will continue having considerable difficulty in extracting significant tax revenues out of the activity (Eadington & Collins, 2009, 62.)

The following typology grows into hypothesis that larger tourist resorts where gambling offer is supplemented with entertaining and other activities do cause significantly more benefits as they do costs. Eadington's hypothesis therefore states that larger than gambling facility

is lower are social costs in comparison with economic benefits arising from gambling facility. The other side of the hypothesis goes in direction where smaller gambling facilities (which are specific for Slovenian environment as well) cause more social costs than bring economic benefits. The whole Eadington's thesis is build on an argument that costs caused by gambling spread to wider geographical field since gambling resorts attract guests from wider area as smaller destination do. Argument continues indirection where majority of tourists exert other entertaining activities which are not connected to gambling.

Everything mentioned within this section applies solely on relation between costs and benefits raised by gambling but nevertheless it is important from the question raised in theoretical part of the paper. The main question in this regard is in terms of colonisation of the life world. Bigger facilities with much entertainment activities may have specific influences to local inhabitants in terms of changing their lifestyle but such changes are evident even with smaller investments. What is more interesting in this regard is the possibility, according to Eadington's theory, that larger investments in larger facilities apparently give greater impact to the life of local inhabitants where smaller give less of such impact. The question that remains open is the question of sustainability – which of those facilities are more sustainable on the long run? And here is hidden the real question of ethics in gambling and ethics in tourism. Changes that such investment brings to any environment are big and for local inhabitants maybe too dramatic to cope with, but the real question arises from the fact that such investment will remain located at the same place for large amount of time and their regulation and subsequently behaviour will be the real subject of ethical reasoning.

### **Reasons for Gambling and Reasons for Concern: the Case of Goriška**

Goriška region is the region, situated on the west of Slovenia, bordering to neighbouring Italy. In the more informal circles of gambling researchers it is known as Slovenian Las Vegas, hosting in local centre of Nova Gorica one of Europe's largest Casinos. In the city of estimated 13,000 inhabitants it hosts two large casinos in previously mentioned Eadington's classification as Limited Offer Destination Casinos. In the city centre there is one gambling hall located and there are 6 more in the circle of 25 km outside the city.

At the first glance none of this seems important when we speak about gambling related problems. In the survey conducted in 2008 at School of Advanced Social Studies in Nova Gorica (Makarovič et. al. 2008) there were no statistically significant differences between gambling habits of people of Goriška region to the rest of the population. But there are significant differences between adult population and Goriška high school pupils in their gambling habits (Makarovič et al., 2010). In the following graph we can observe the differences in gambling habits. Not going into details we can see that younger people tend to gamble a lot more than the rest of the population. The only game that Slovenian population prefers to play is Lottery, namely Loto, which is still very frequently played among younger. On the other hand we see that younger prefer to play 'scratch cards', cards and other games for money among themselves and slot machines. These are followed by Loto, sports betting and electronic roulette. Internet gambling is located on seventh place of gambling types most frequently played by young high school pupils in the past year (Makarovič et. al., 2010). On the other hand, we can observe that frequency of playing games of chance among Slovenian population is very low. The figure shows that next to Loto, Slovenians most often play other 'classical<sup>2</sup>' games of chance. Among

---

<sup>2</sup> Slovenian gambling legislation differs between two types of games of chance. The first group is names as 'classical' games of chance and combines Lottery, scratch cards, and



the rest of the games only sports betting is played by 4.51% of population, the rest of the games are played by less than two percentage of population. At the glance we can see that both Slovenian population and Goriška high school pupils do not seem to be affected by the presence of gambling facilities. Non casino/gambling halls games at this stage do not seem so excessively present at gambling habits of both groups to be able to claim that having casinos nearby impact the rate of gambling habits (Makarovič et. al., 2010).

On the other hand there are reports on excessive gambling as shown in SOGS<sup>3</sup> scores results. The results that show that in Slovenia there are 1,45% of people showing some level of gambling related problems and 0,47% of persons are probable pathological gamblers (Makarovič et.al. 2008). Evidence show that more endangered is man, younger, single and immigrants. These results show relatively low figures on people having pathological problems with their gambling habit. We could say that with such low numbers showing the extent of colonisation of the life worlds, the level of symbolical violence against gambling would be low as well. But before making any final statements, we need to see the results of another survey, where the numbers on pathological gambling are slightly different. Slightly different are results of a research focused on gambling habits of secondary school pupils in Goriška. There are 13.60% of high school pupils that have scored 1-2 on SOGS test and those are the ones at risk for developing gambling related problems.

---

other similar games. The second group of games is referred to as 'special' games of chance and combines games conducted in casinos and gambling halls: table games, slot machines etc.

<sup>3</sup> Test South Oaks Gambling Screen is in use since 1987, and it was designed by Henry Lesieur in Sheila Blume. Individual gives the answers on frequency of playing games of chance, type of games played, money gambled and answers regarding their feelings on gambling problems, familial attitudes and changes that are in his life brought by his gambling habits. For more on SOGS questionnaire please see [http://www.masscompulsivegambling.org/stuff/contentmgr/files/8e363140cc46acd9e5afb171bc7e94c2/download/south\\_oaks\\_gambling\\_screen.pdf](http://www.masscompulsivegambling.org/stuff/contentmgr/files/8e363140cc46acd9e5afb171bc7e94c2/download/south_oaks_gambling_screen.pdf) (last accessed in august 2010)

4.41% of respondents who scored 3-4 on SOGS test show gambling related problems where those 2.57% who have scored 5 or more on SOGS test are classified as pathological gamblers (Makarovič et.al. 2010). But what is most interesting in this regard is the fact that social workers working in high schools who participated in focus groups (more on this Besednjak, 2010) emphasise the denial people are in when speaking about gambling and gambling related problems, not only among youth but also among adult population. The lack of information, where the presented two research are two of the few research conducted in the field of gambling research in Slovenia, was shown to be the next problem, that mainly keeps topics of gambling out of public discourse (Makarovič et.al. 2010).

Another relatively endangered group of people are casino employees. As evidence from a pilot survey (Besednjak, 2009) show that according to CPGI<sup>4</sup> index 3.0% scored 1-2 points – showing minor gambling problems, additional 3.0% scored 3-7 point showing moderate level of gambling problems and 4.5% of respondents have severe gambling problems (scoring 8 or more points on CPGI test). It has to be mentioned, that research did not encompass enough casino employees that results could be generalised to total population of casino employees in Slovenia.

It is obvious from these results that the younger generation and casino employees are significantly more active in terms of gambling and following from such activity there are significantly more gambling related problems among this two groups. Speculating the continuance of such trend, and regarding the hypothesis stated before, with the rising

---

<sup>4</sup> CPGI – Canadian Problem Gambling Index was developed in 2001 after years of studies and partly derives from SOGS. It consists of three parts where the first part detects gambling habits, the second part detects relations towards own gambling and the third part consists of questions exploring correlation with problem gambling. The latter helps researcher in development of respondent's gambling profile.

numbers of persons with gambling problems the opposition of the society towards gambling will increase. In other words, with more colonisation of life world the greater symbolic violence over gambling it will be.

To be able to estimate the public opinion about the nature of gambling specific questioned in the survey conducted by Makarovič et.al. in 2009 was posed. Participants in the survey were questioned about possible opinions over gambling as free time activity. The majority of respondents, namely 36.7% answered that gambling is useless activity, to 33.0% of persons gambling represents a way of gaining a money prize and 20.7% gambling represents a source of fun. Out of these answers we could conclude, that around gambling there are still some prejudices – one group goes to direction of believing gambling to be useless activity and other gambling to be a source of gaining money.

## **Conclusions**

To conclude this discussion we must put forward few outlines: with the lack of theoretical reflection over gambling and its impact on society one is left with relatively open arms to start such a discussion. Taking Bourdieu's and Habermas' theories to explain the dynamics of events, generated both in society and in gambling industry, seems like a reasonable idea. Moreover, it has been stated at the beginning, that solely economic view over the relation between costs and benefits of tourist industry nowadays no longer suffice.

Applying sociological theory on the activity of gambling helps us to understand more on the relations between gambling, gambling as economic activity and society involved in the activity. The Habermas' 'colonisation of the life world' theory and Bourdieu's concepts of 'habitus' and 'field' were applied as theoretical background, where the habitus remains the mental structure of the individual and field is determined by

gambling and gambling offer presented in a region. System remains the socio-cultural setting of social structure. Moreover, as Bourdieu writes about symbolic violence so does Habermas writes about colonization as a type of 'violence' exercised over the life-worlds by the system. This 'colonisation' produces pathologies within the life-world (Ritzer, 2008), where symbolic violence results in a form of prejudices that shapes public opinion about gambling. Translating theoretical background to present case study of gambling tourism industry in Goriška region leads to thinking that tourism and gambling industry represent a system shaping individuals' (regional population's) life-worlds. The result of the colonization was searched for in the different pathologies connected with gambling. The SOGS results measuring gambling related problems can contribute much towards understanding the extent of colonisation that gambling exercises on the life of the individual embedded in gambling. But to be able to raise some important ethical issues regarding the impacts and additionally the raise the awareness that some public policies must be put into practise one must first face the reality. In Goriška, there are 13.60% of high school pupils that are at risk for developing gambling related problems, additional 4.41% of pupils show gambling related problems and additional 2.57% who can be classified as pathological gamblers (Makarovič et.al. 2010). And those pupils gamble even before they are officially allowed to enter a casino (when they turn 18 – the age limit is defined by the law and before entering a casino every guest must show a valid document). From research results it is seen that non-casino games are very popular at this age group. But more worrying are the opinions of social workers working in high schools who participated in focus groups (more on this Besednjak, 2010). They emphasise the denial people are in when speaking about gambling and gambling related problems, not only among youth but also among adult population. The lack of information in the field of gambling research in

Slovenia is shown to be the next problem that mainly keeps topics of gambling out of public discourse.

But what should be that focus is not solely the problem of excessive gambling but this topic in connection with the size of gambling facility and additional entertaining offer each of the casino setting has. The situation in Goriška region is, as mentioned, following: there are two Limited Offering Destination Casinos and five Gambling Halls within the range of 10 km around Nova Gorica. The gambling halls in Nova Gorica and Slovenia in general do differ a little bit from the typology established by Eadington (2007). Firstly, there are no Slot Arcades in gambling halls and the same regulation about casino entrance applies for gambling halls as it does for casinos. The difference remains that in gambling halls no table games are allowed and Limited Offering Casino Destination Casinos must be operated by state owned companies. Moreover, according to Eadington's theory, only the largest Destination Resort Casinos are able to earn more profit from non-gambling activities than gambling ones. This, according to the author, subsequently impacts the rate between social costs and economic benefits high value added tourism activities bring to an environment.

Taking everything said into account, especially when debating gambling problems of population gambling habits must not be overlooked. Until now, brief results show that among the most endangered groups in terms of gambling problems are young high school pupils and those pupils show very non-casino oriented gambling preferences. Therefore we can make a tentative conclusion that solely the presence of specific gambling facility seems not to have a direct impact on gambling problems present in local environment. According to the public opinion survey, there are other aspects of gambling, namely other opportunities and gambling types the ones that in effect contributes towards increased numbers of problem gambling among high school pupils.

As stated at the beginning, this paper represents one part of wider research work regarding the assurance of regionally sustained gambling industry. It will take some more time to do define and carefully examine the factors contributing towards desired end- economically and socially sustainable gambling industry.

## **References**

- Aasved, M. J. and Laundergan, J. C. 2007. Gambling and its impacts in a northeastern Minnesota community: An exploratory study. *Journal of Gambling Studies*. 9 (4): 101-139.
- Aasved, M. J.; Merila, K.; Schaefer, J. M. 1995. Legalized gambling and its impacts in a central Minnesota vacation community: A case study. *Journal of Gambling Studies*. 11 (2): 137-163.
- Basham, P. and White, K. 2002. *Gambling with Our Future? The Costs and Benefits of Legalized Gambling*. <http://oldfraser.lexi.net/publications/digital/gamblingwithourfuture.pdf>
- Besednjak, T. 2009. *Zaposleni v igralništvu: življenje in delo sredi igre*. Vega, Ljubljana.
- Besednjak, T. 2010. *Regionalizacija in slovenski izobraževalni sistem - družbeni in upravni vidiki: študija primera Goriške regije*. Research report (unpublished).
- Cabot, A. 1996. *Casino gaming: policy, economics, and regulation*. University of Las Vegas. International Gaming Institute. USA.
- Chhabra, D. 2007. Estimating Benefits and Costs of Casino Gambling in Iowa, United States. *Journal of Travel Research*. 46 (2): 173-182.
- Collins, D. and Lapsey, H. 2003. The Social Costs and Benefits of Gambling: An Introduction to the Economic Issues. *Journal of Gambling Studies*. 19 (2): 123-148.

- Clarke, D.; Tse, S.; Abbott, M.; Townsend, S.; Kingi, P. and Manaia, W. 2006. Key Indicators of the Transition from Social to Problem Gambling, *International Journal of Mental Health and Addiction*. 4 (3): 247-264.
- Dunn, G.; Annaraud, K. and Schrock, J. 2009. Russian Gamblers: Who are They? *Journal of Travel & Tourism Marketing*. 26 (4): 366-363.
- Eadington, W. R. and Christiansen, E. 2007. Tourist Destination Resorts, Market Structures, and Tax Environments for Casino Industries: An Examination of the Global Experience of Casino Resort Development. *National Tax Association - Tax Institute of America. Proceedings of the Annual Conference on Taxation*. Washington, p. 225-236.
- Eadington, W. R. and Collins, P. 2007. Managing the social costs associated with casinos: Destination resorts in comparison to other types of casino-style gaming. Paper presented at *Symposium on the economic and social implications of destination resort casino hotels, Nova Gorica*.
- Eadington, W. R. and Collins, P. 2009. Managing the social costs associated with casinos: Destination resorts in comparison to other types of casino-style gaming. In *Integrated Resort Casinos: Implications for Economic Growth and Social Impacts*, (ed.)Eadington, William R., Doyle, Meighan R. p.7-20.
- Francis, D. R. 2003. *Costs vs. Benefits of Betting*. <http://www.csmonitor.com/2003/0121/p16s01-coop.html>
- GeoHealth Laboratory at the University of Canterbury. 2008. *Report*. <http://www.sciencealert.com.au/news/20081106-17469.html>
- Grinols, E. L. 2004. *Gambling in America: Costs and Benefits*. Cambridge University Press.
- Makarovič, M. 2009. Gambling in Slovenian Public Discourse: The Case of HIT-Harrah's Project Failure, in *Integrated Resort Casinos:*

- Implications for Economic Growth and Social Impacts*, (ed.) Eadington, W. R.; Doyle, M. R. Institute for the Study of Gambling and Commercial Gaming, College of Business, University of Nevada, Reno. p. 177-192.
- Makarovič, M.; Rončević, B. and Besednjak, T. 2008. *Raziskava o igranju na srečo*. Nova Gorica. Fakulteta za uporabne družbene študije.
- Makarovič, M.; Rončević, B. and Besednjak, T. 2010. *Preživljanje prostega časa in igranje na srečo med srednješolci*. Nova Gorica. Fakulteta za uporabne družbene študije.
- Makarovič, M.; Rončević, B. and Besednjak, T. 2009. *Slovenski utrip 11/2009: Igre na srečo*. Nova Gorica. Fakulteta za uporabne družbene študije.
- Persky, J. 1995. Impact studies, cost-benefit analysis and casinos. *Journal of Gambling Studies*. 11 (4): 349-360.
- Potenza, M. N. 2006. Should addictive disorders include non-substance-related conditions?, *Addiction* 101 (s1): 142–151
- Potenza, M. N. 2001. Pathological gambling. *JAMA*. 286:141-4
- Reith, G. 2006. *Research on the Social impacts of Gambling: Final Report*.  
<http://www.scotland.gov.uk/Resource/Doc/143770/0036514.pdf>
- Reith, G. 2007. Gambling and the Contradictions of Consumption: A Genealogy of the "Pathological" Subject. *American Behavioral Scientist*. 51 (1): 33-55.
- Ritzer, G. 2008. *Sociological Theory*, 7<sup>th</sup> edition, McGraw Hill Higher Education.
- Runge, C. F. and Ryan, B. 2007. *The Workforce Economic Benefits of Minnesota Indian Gaming Association Member Tribes' Casino-Resorts*.  
[http://www.mnindiangaming.com/MIGA--WORKFORCE%2520STUDY JANUARY 2007 FINAL.pdf](http://www.mnindiangaming.com/MIGA--WORKFORCE%2520STUDY%20JANUARY%202007%20FINAL.pdf)



Schwartz, D. 2006. *Roll the Bones: The History of Gambling*. Penguin books USA.

Shaffer, H. J. 1999. Estimating the prevalence of disordered gambling behaviour in the United States and Canada: a research synthesis. *American Journal of Public Health*; 89:1369-76

Sheahan, F. 2004. Building a Better Economic model: Weighting Costs and Benefits of Gambling. *The Wager*. 9 (2): 1-5.

Skinner, H.; Briscope, S.; Murray, M. and Korn, D. 2004. Dares to addiction: Youth definitions and perspectives on gambling. *Canadian Journal of Public Health*, 95(4): 264-267

Single, E. 2003. Estimating the Costs of Substance Abuse: Implications to the Estimation of the Costs and Benefits of Gambling. *Journal of Gambling Studies*. Vol. 19, Nr. 2, p. 215-233.

Stankovič, P. (2001) Družbena struktura in človekovo delovanje: Kaj prinaša sinteza dveh pristopov sociološki teoriji?, Znanstveno in publicistično središče, Ljubljana.

Walker, D. M. (2008) Clarification of the social costs of gambling. *Journal of Public Budgeting, Accounting & Financial Management*. 20 (2): 141-152.

Walker, M. B. 1998. *Gambling Government: The Economic and Social Impacts*. University of New South Wales Press Ltd.

Walsh, E. 1999. *Panel Urges Pause in Spread of Legalized Gambling*.