Evolution of the Industry Life Cycle Characteristics of Variables after Macau Gambling Liberalization

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Target

• Proposed life cycle stage characteristics of the gaming industry.
• Discussed the basic law of the Macau gaming industry life cycle.
• Made a strategy for Macau's gambling industry life cycle stage.
1 Gaming industry life cycle theories put forward
Life Cycle of Gambling Industry

Numbers of tourist/product/companyscale/revenue, etc

Stagnation

Resuscitation

Recession

Consolidation

Development

Exploration

Time
2. Definition gaming industry life cycle stage characteristic variables

1. Product
   Product type
   Product prices
   The quality of service

2. Industrial organization

3. Industrial market

4. Industrial structure

5. Industrial policy
• 3 Analysis of life cycle stages and characteristics of Macao's gaming industry
3.1 product characteristics

Gambling Product Change in Macau

Graph showing the number of gambling products from 1935 to 2004, with a steep increase in the late 1990s and early 2000s.
3.2 evolution of industry organization

Gambling Company and Revenue Change in Macau
Casino Employee Revenue Change in Macau

![Graph showing the change in casino employee revenue and numbers from 1997 to 2010. The graph displays a steady increase in revenue and a slight increase in employee numbers over the years.](image-url)
3.3 Industry market

![Graph showing tourist numbers, stay overnight, and expenditure MOP over years 1998 to 2010. The graph indicates a general increase in tourist numbers and expenditure, with fluctuations over the years.]
3.4 Industry structure

Gambling Income and Tax/GDP Proportion change in Macau
3.5 Industry policy
4. Conclusions

Development of Macao's gambling industry is in the fast growing period, which is gradually maturing stage in the nearly future.

Late of research can from four aspects:
- First is for gambling industry life cycle of features variable of mining and refined, for more objective and accurate to description gambling industry development of law;
- Second is from gambling products innovation, and organization innovation and system innovation research perspective research gambling industry life cycle;
- Third is on gambling industry development path of forecast and evolution;
- Fourth is for gambling industry life cycle stage of development policy research.