Financial risk management via evaluating impacts of a six factor model on hoi an tourist holding company stock price and transparency disclosure– a case in tourism industry in Vietnam

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Abstract: Quang Nam tourism industry recently also affected by Covid 19 and Hoi An Tourism Holding Company (HOT) is one leader with 15% average growth annually. HOT is much paying attention to social security and create more jobs for local laborers. With the use of qualitative and quantitative analysis in OLS model, we get the results presenting that: stock price of HOT (Hoi An company) is much affected by GDP growth and CPI, negative correlation. We can propose suitable policies for better managing company stock price volatility and expan our research for other markets.

Keywords: Hoi An stock price; GDP growth; inflationary; Rf; market interest rate

JEL: M21, N1, G30

INTRODUCTION
Hoi An co. (HOT) continues to focus on research and development of new products, strengthening service quality supervision, focusing on investment in human factors, with flexible pricing policies. Along with the strategic direction of innovation and development towards professionalism and investment in raising the brand name for products to ensure high rankings in the 4-star hotel segment, Hoi An hotel is applying many strategies to maintain the market. traditional schools, promote the exploitation of key markets, penetrate new markets, increase the proportion of tourists exploiting via the global network, exploit the market of corporate, mice, ... to develop market share.

Below chart shows stock price of HOT moves with other macro factors, same trend..

CONTENTS
Research questions
Question 1: What are the correlation among HOT stock price and many economic factors?
Question 2: What are the management implications?

Literature review
Lina (2012) between bank stock return and exchange rate there is positive correlation.. Next, Sadia and Noreen (2012) found out banking index is much affected by exchange rate.
Next, Manisha and Shikha (2014) stated that between BSE Bankex and gold price there is negative correlation.
Beside, Krishna (2015) presented between stock price and macro indicator, long and short periods, have causal relation. Then, Ahmad and Ramzan (2016) stated investors would like to know impacts of macro indicators on stock performance in their portfolio. Hami (2017) showed that financial depth has been affected negatively by inflation in Iran during the observation period. And Kumaresan (2019) Indicates that compared to internal corporate factors, macroeconomic factors (exchange rate) have a greater effect on firm performance. Our study model and results as below.

**METHODOLOGY AND DATA**

Data from stock exchange are quite reliable and other data from Statistic Bureau and commercial bank system. We make OLS regression with 6 macro variables and described below in results.

**MAIN RESULTS**

**General data analysis**

In the below charts, we see between G and Y, lending rate and Y, VNindex and Y, exchange rate and Y: the is positive correlation, while between CPI and Y, and Rf and Y: there is negative correlation.

![Chart 1: HOT stock price (Y) vs. GDP growth in Vietnam (G)](chart1)

![Chart 2: HOT stock price (Y) vs. Inflation (CPI)](chart2)

![Chart 3: Y vs. VNIndex](chart3)
On the other hand, we could see statistical results with Eview in the below table with 6 variables:

**Table 1: Statistics for macro-economic factors Unit: %**

<table>
<thead>
<tr>
<th></th>
<th>HOT stock price</th>
<th>GDP growth</th>
<th>Inflation (CPI)</th>
<th>VN Index</th>
<th>Lending rate</th>
<th>Risk free rate</th>
<th>USD/VND rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mean</td>
<td>24.89</td>
<td>0.06416</td>
<td>0.02588</td>
<td>758.875</td>
<td>0.09856</td>
<td>0.050485</td>
<td>22611.7</td>
</tr>
<tr>
<td>Median</td>
<td>22.12</td>
<td>0.0648</td>
<td>0.0264</td>
<td>720.67</td>
<td>0.1</td>
<td>0.05435</td>
<td>22757.5</td>
</tr>
<tr>
<td>Maximum</td>
<td>36</td>
<td>0.0708</td>
<td>0.0474</td>
<td>984.24</td>
<td>0.1115</td>
<td>0.06535</td>
<td>23350</td>
</tr>
<tr>
<td>Minimum</td>
<td>16.3</td>
<td>0.0552</td>
<td>0.0063</td>
<td>545.63</td>
<td>0.0886</td>
<td>0.0297</td>
<td>21405</td>
</tr>
<tr>
<td>Standard dev.</td>
<td>6.363</td>
<td>0.005549</td>
<td>0.013884</td>
<td>176.4835</td>
<td>0.007636</td>
<td>0.014066</td>
<td>610.2313</td>
</tr>
</tbody>
</table>

Standard deviation of exchange rate and VNIndex are the highest values. While standard deviation of GDP growth and lending rate are the lowest values.

**Table 2: Correlation matrix for seven (7) macro-economic variables (GDP growth, inflation in VN, market interest rate, Risk free rate, exchange rate and HOT stock price)**
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An increase in exchange rate and decrease in lending rate might lead to an increase in HOT stock price.

**Regression model and main findings**

In this section, we will find out the relationship between eight macro economic factors and public debt.

4.2.1 Scenario 1: Regression model with single and 2 variables: analyzing impact of GDP growth (G) and CPI on stock price (Y)

### Table 3: Coefficients in 2 scenarios

<table>
<thead>
<tr>
<th></th>
<th>Single factor</th>
<th>2 variables</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Coefficient</strong></td>
<td><strong>Coefficient</strong></td>
<td></td>
</tr>
<tr>
<td>GDP growth (G)</td>
<td>182.7</td>
<td>174.4</td>
</tr>
<tr>
<td>CPI</td>
<td>-65.4</td>
<td></td>
</tr>
<tr>
<td>C</td>
<td>13.1</td>
<td>15.3</td>
</tr>
</tbody>
</table>

Note: C: constant

Therefore, \( Y = 174 \times G - 65.4 \times CPI + 15.3, \ R^2 = 0.04, \ SER = 7.04 \)

We see between HOT stock price and G, there is positive correlation but between Y and CPI: negative correlation.

Scenario 2 - regression model with 6 macro variables:

Running Eviews gives us results:

\[
Y = -191.4G - 87.0CPI + 434.8R + 0.010 \times VNINDEX - 280.0 \times RF + 0.0005 \times EX_RATE - 0.7, \ R^2 = 0.64, \ SER = 6.5
\]

The above equation tells us that (stock price) and inflation and GDP growth and risk free rate, there is negative correlation. On the other hand, Y is much affected by GDP growth and lending rate, then risk free rate.

**DISCUSSION AND FURTHER RESEARCHES**

Under Covid 19, Hoi An tourism and our tourism industry might develop internal tours. Safe destination: open and fully exploit tourist destinations after a long stagnation; Attractive tour program (link The process of designing a tour program); The accommodation, dining and entertainment services ensure the quality of service and service.

**CONCLUSION AND POLICY SUGGESTION**

This study generate results showing us that Sate Bank of Vietnam and government agencies need to control inflation and GDP, not increasing too much to favor of stock price. They also need to set up risk models in company management system. We also imply that tourism companies need more transparency policy to deliver risk information to investors on stock market.
ACKNOWLEDGEMENTS

We send warm thanks to editors, friends, coworkers and brothers for supporting this research paper.

REFERENCES


Exhibit

Exhibit 1: Inflation, CPI over past 10 years (2007-2017) in Vietnam