

STATE MANAGEMENT OF TOURISM SERVICES IN HA GIANG PROVINCE

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Abstract

Tourism is currently an economic spearhead for Vietnam, thereby contributing to promoting sustainable development for the economy of each region, especially for the economy of the northern mountainous locality possibly Ha Giang province. Through this study, the author wants to evaluate the influence of these factors on the state management of tourism services in Ha Giang province. This assessment is done mainly by surveying businesses operating in tourism services in the province with the support of data analysis by specialized software. Through the research, the author wants to show the impact of the factors so that there are effective solutions to promote the development of tourism services in Ha Giang province, Vietnam.

Keyword: Tourism, Ha Giang, State Management of Tourism.

1. Overview of research

Hoang Trong Tuan (2015), this research would investigate the tourists' satisfaction for excursions to tourist destinations of Humanistic tourism resources in Ho Chi Minh city that depends on 15 norms of 8 evaluation criteria. The survey was addressed by questionnaires with 405 domestic and international visitors at 13 tourist spots. The results of Chi-square test suggest that the satisfactions of travelers to be associated with some factors: the cost approach (costs of destinations); the rapidity; the unique and appealing destinations; the reasonable infrastructures and facilities; servers (friendly, competent knowledge); accommodation capacity; safety(transport; security, edibles, trashes).

The research of satisfactions for tourism products at Nui Coc Lake by Pham Thi Mai Yen and Pham Thi Minh Khai (2017), which is conducted by questionnaires of 196 tourists with the aim to evaluate the reality of the tourists' satisfactions. The results show that visitors are relatively satisfied with this landscapes and the satisfaction would reply on several elements: human resources, infrastructures, service quality, manners of citizens, costs and heritages and cultures, especially the heritages and cultures, quality of services are the greatest impacts.

Mai Ngoc Khuong and Pham Anh Nguyen (2017), the study of factors having impacts on tourist destinations and comeback plans of travelers in Ho Chi Minh city. By quantitative research method, the results illustrate that new factors and entertainments, natural habitats, historical and cultural destinations affecting the tourists of satisfactions and comeback plans. Thanks to the results, the author proposes some remedies for tourism managers in Ho Chi Minh city in order to regional tourism.

Nguyen Trong Nhan (2018), A study of tourist's satisfaction to Can Tho's destinations, using the researching methods by questionnaires to acquire primary data. The research sample including in 150 tourists to tourism in Can Tho city. The results embellish 8 factors affecting travelers' satisfactions such as: costs, servers, accommodations, restaurants, entertainments and aeon mall; activities of destinations; security and safety; landscapes and accommodation capacities; environmental sanitation. The author proposes the solutions for authorities or state offices to develop tourism in Can Tho.

The domestic or international overview of researches about the factors affecting the satisfactions of state management in local tourism demonstrate that tourism human resources; security and safety; promotions and technologies; environment; economy; cost... Each research of different destinations would make an influence to tourism.

In addition, there are some domestic or international researches to be related to some perspectives around research problems such as factors affecting tourism development (Nguyen Trong Nhan, 2014; Tohid Ardahaey, 2010), study on tourists' attraction to destinations (Dang Thi Thanh Loan, Bui Thi Thanh (2014)), study on impacts to tourism demands (Ali and partners, 2018).

2. Theoretical basis of state management of tourism services

Concept of state management of tourism services

There are many different concepts of managements. One of these concepts demonstrate that the management is the intentional influence of the manageable subject to the object in order to achieve the goals. Thus, management is anintentional activity of the subject affecting the object by the mechanism of action (principles, methods, tools).

The state management in tourism is the organized and regulated influence of the public power by mostly legislation on the basis of politic on social processes, tourism activities to gain high economic and social efficiency.

The state management in tourism of province is the influence of authority to tourism services that are classified by functions, missions of management to achieve the economic and social goals in local region and country in the particular period.

Thus, the state management in tourism consists of:

Subjects of management: the representative office of the State or the office, which is authorized by the State, called, is the only subject in the state of management.

Managed object: activities, social relationship incurring in tourism sector.

Goals of state management in tourism: ensuring the development of tourism businesses in the general scape, to guarantee the benefits of individuals, organizations as well as society.

Tools of management: Authoritative offices, organizations manage by illegal regulations and tools of management such as policies, strategies, plans of tourism development.

3. Models, hypothesis and research methods

3.1. Research hypothesis

Via the research overview of factors influencing the satisfactions of state management belonged to tourism in several previous research, associated with the practical condition of Ha Giang tourism businesses in Viet Nam. The author gives some hypothesizes as below:

Table 1. The collections of research hypothesis

Hypothesis	Content
H1	Security and safety of tourist would have same effect to satisfaction of state management in tourism in Ha Giang
H2	Technique in structure of Ha Giang's tourism would have same effect to satisfaction of state management in Ha Giang's tourism.
H3	Costs/ tourism prices (accommodations, services, prices...) would have opposite effect to satisfaction of state management in Ha Giang's tourism.
H4	Service ability would have same effect to satisfaction of state management in Ha Giang's tourism.
H5	Culture and history in Ha Giang would have same effect to satisfaction of tourists relating to sate management in tourism.
H6	The demands having same effect to the satisfaction of tourist to the state management in Ha Giang's tourism

Sources: The author proposed

3.2. The research method

The research method of investigating factors relating to satisfactions of the state management in Ha Giang's tourism. The method is based on:

(1) The overview of factors having impacts on the satisfactions of the state management in tourism in section 1.1.2 shows that these factors including: human resources of tourism, security and safety; promotion and technology; environment; economy; cost/ price;

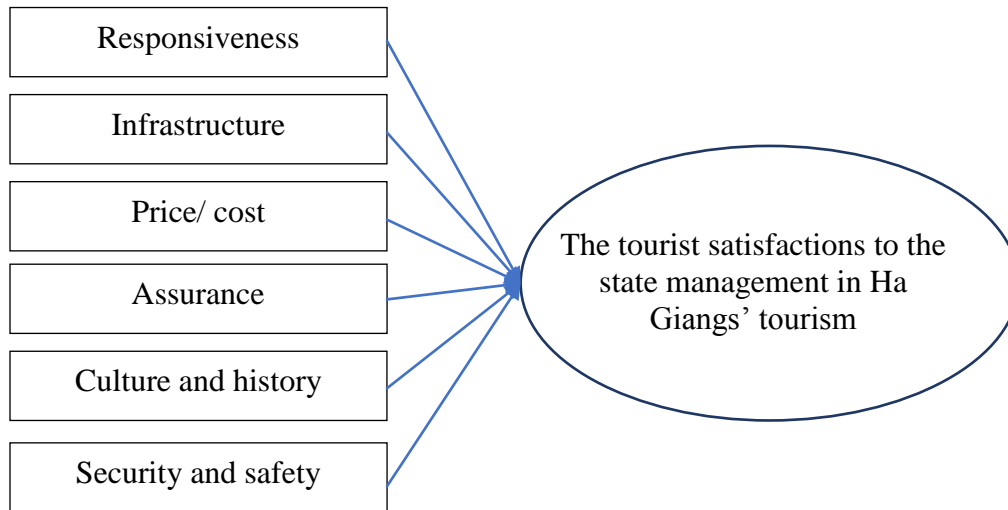
(2) The tourism features, economic and cultural condition of Ha Giang is multiethnic, mostly is the cultural and historical activities in Part 3. Thus, the culture and history are the element which would have an influence in the customer satisfaction.

(3) SERVPERF method

SERVPERF is the method to assess the satisfaction of services. The method is the modification of the SERVQUAL by Cronin and Taylor (1992). SERVPERF aims to measure the attitude by

categories to assess service quality including: (1) Reliability: the appropriate ability to adequately fulfil service in the first time. (2) Responsiveness:willingness to respond to the wishes or needs of the customers’ support and fast services; (3) Assurance: the knowledge, courtesy, skills, and trust-worthiness of the employees, as well as free from danger, risk, or doubt (4) Empathy: Taking care of each individual; (5) Tangibles: physically visible aspects such as appearances, staff uniforms, facilities.

Thus, the method of the author is established by the SERVPERF with five service dimensions: tangibles(infrastructure), reliability, responsiveness, assurance, culture and history, costs.



*Sources: The author proposed
Table 1. The research method*

3.3. The research methodology

The main goals of this study is assessment of state management in Ha Giang’s tourism and figure out factors affecting the satisfactions of state management of tourism, propose solutions in order to develop tourism businesses in Ha Giang. To achieve the goal, this research reviewed and set up the research method to carry out the examination of relationships of factors in the research. The study could combine two methodologies: qualitative research and quantitative research.

4. Analysis of factors having impacts on tourist satisfactions in state management of Ha Giang’s tourism

4.1. Features of research sample

The survey could be investigated in Ha Giang’s tourism destination. The demographic features of research sample, the quantity consists of 281 domestic tourists in Ha Giang from July to November, 2019.

Table2. The features of research sample

Classify	Tourists in Ha Giang	
	Quantity	Ratio (%)
Gender		
Male	115	40,9
Female	166	59,1
Age		
15-30	86	30,6
30-45	102	36,3
45-55	56	19,9
Above 55	37	13,2
Income		
Below 3 million per month	15	5,3
Above 3 - 7 million	15	5,3
Above 7 - 10 million	88	31,3
Above 10 million	163	58
Occupation		
Students	46	16,4
Office staff	146	52,0
Freelance	53	18,9
Others (Homemaker, retired person....)	36	12,8
Total	281	100

Sources: Collection of research results

The research sample shows that the numbers of domestic tourists in Ha Giang are mostly female, which accounted for 59.1%. The female tourists aged under 45 reached at 66.9%, the figure for the female aged above 45 has the lowest percentages, and especially the proportion of the female aged above 55 is 13.2%. The tourists in Ha Giang are mostly the office staff, which experiences the percentages of 52%, freelances accounts for 18,9%, the figures for students are 16,4% and 12.8% of others (homemaker, retired person...). In addition, the tourist are high earners, 58% of people with above 10 million per month.

4.2. Examination of scale

* Evaluating scale reliability with Cronbach’s Alpha

Cronbach Alpha is used to assess the reliability of the tested scale. According to Hoang Trong and Chu Nguyen Mong Ngoc (2008): “Many researchers also agree that when Cronbach’s Alpha within the range of 0.8 to 1. It is a great measured scale. In addition, within the range of 0.7 to 0.8 of Cronbach’s Alpha can be used.” Others said that Cronbach’s Alpha from above 0.6 can be used when measurement concept is new to respondents in the research context. (Nunnally, 1978; Peterson, 1994; Slater, 1995).

The research of tourist satisfaction of state management in Ha Giang tourism, thus the author used the results of Nunnally and Bernstein (1994): a scale of good reliability as the variability of CronbachAlpha [0.70-0.80]. If Cronbach Alpha $\alpha \geq 0.60$ is the acceptable scale about reliability and observed variables having correlation coefficient - greater than or equal to 0.3 (Nguyen Dinh Tho, 2011).

Table 3. Examination of the reliability of Cronbach’s Alpha scale

Items	Component code of scale	Corrected Item-Total Correlation	Cronbach's Alpha if Item Deleted	Cronbach-Alpha
Infrastructure and technique	CSVC1	0.738	0.871	0.893
	CSVC2	0.722	0.874	
	CSVC3	0.691	0.878	
	CSVC4	0.648	0.885	
	CSVC4	0.648	0.885	
	CSVC6	0.789	0.863	
Price/ cost	CP1	0.519	0.879	0.875
	CP2	0.652	0.858	
	CP3	0.731	0.845	
	CP4	0.777	0.836	
	CP5	0.689	0.852	
	CP6	0.707	0.849	
History and culture	LSVH1	0.751	0.864	0.891
	LSVH2	0.822	0.836	
	LSVH3	0.763	0.860	
	LSVH4	0.714	0.877	
Responsiveness	DU1	0.488	0.742	0.672
	DU2	0.540	0.713	
	DU3	0.595	0.683	
	DU4	0.613	0.672	
	DU5	0.003	0.760	
Assurance	NL1	0.790	0.833	0.883
	NL2	0.742	0.852	
	NL3	0.778	0.838	
	NL4	0.682	0.874	
Security/ safety	AT1	0.778	0.832	0.880
	AT2	0.690	0.865	
	AT3	0.774	0.833	
	AT4	0.723	0.853	
Satisfaction	HL1	0.813	0.686	0.844

HL2	0.611	0.873
HL3	0.720	0.776

Sources: The author analyzed by SPSS 20.0

The results of examinations show that the scales (infrastructure, costs, history and culture, assurance, security and safety, responsiveness, satisfaction) also have Corrected Item-Total Correlation as above 0.3. Cronbach-Alpha of all scales also over 0.6, Cronbach-Alpha if item deleted is smaller than Cronbach-Alpha of scale except for the factor “Responsiveness” is DU5 which have Cronbach-Alpha if item deleted of above 0,760 (higher than total Cronbach-Alpha of 0.672). Then, deleted the item and operated the scale of the item with 4 remains and suggested that Cronbach-Alpha if item deleted is smaller than total Cronbach-Alpha and higher reliability.

** Exploratory Factor Analysis(EFA)*

After assessing the reliability of scale by Cronbach’s Alpha, we have to evaluate its value. There are two important values including: Convergent Validity and Discriminant Validity. To assess two values, the author used Exploratory Factor Analysis. Exploratory Factor Analysis belonged to the dependent multivariate statistics, It means that there are no dependable and independable variables, it depends on the correlation between variables. EFA is used to reduce a set of k observed variables into a set of F ($F < k$) significant factors. The cutoff depended on the liner relationship between factors and variables. To demonstrate the harmony as using EFA, we have to Kaiser-Meyer-Olkin Measure of Sampling Adequacy and Bartlett's test of sphericity.

Bartlett's test of sphericity tests the null hypothesis that the correlation matrix is an identity matrix. An identity matrix is matrix in which all of the diagonal elements are 1 and all off diagonal elements are 0. If Bartlett's test of sphericity has $p < 5\%$, we reject the hypothesis H_0 (correlation matrix is an identity matrix), it means that variables could combine to each other. (Nguyen Dinh Tho, 2011)

Kaiser-Meyer-Olkin Measure of Sampling Adequacy (KMO) is index to compare the size of correlation coefficient between two variables and the size of specific correlation coefficient. To use EFA, KMO have to be more than 0.5 (Nguyen Dinh Tho, 2011).

To choose the numbers of factors, three methods to used is Eigenvalue, inflection point criteria, pre-determined number of factors. In this study, the author choose Eigenvalue. By this criterion, the numbers of factors are demonstrated factors of eigenvalue greater than or equal to 1 (≥ 1) (Nguyen Dinh Tho, 2011).

To assess the value of scale by EFA, we have to concentrate on the factors greater than or equal to 0.5 (≥ 0.5) and weight difference less than or equal to 0.3 (≥ 0.3) (Nguyen Dinh Tho, 2019)

Eventually, when we evaluate Total Variance Explained. Total Variance Explained show that the extracted factors account for the numbers of percentage of the variance. Total Variance Explained have to account for above 50%, the common part must be greater than the particular part and Std. Error (above 60%). (Nguyen Dinh Tho, 2011).

By the results of evaluating scale reliability with Cronbach’s Alpha, the code of DU5 component in the factors scale reliability, the author investigate to analyze EFA. The results of EFA analysis are as below:

Table4. The collection of EFA analysis

	Factors					
	1	2	3	4	5	6
CSVC6	0.859					
CSVC1	0.836					
CSVC2	0.828					
CSVC3	0.792					
CSVC5	0.791					
CSVC4	0.743					
CP2		0.914				
CP6		0.793				
CP5		0.746				
CP1		0.714				
CP3		0.694				
CP4		0.693				
LSVH2			0.929			
LSVH1			0.836			
LSVH3			0.834			
LSVH4			0.830			
AT3				0.913		
AT4				0.857		
AT1				0.832		
AT2				0.781		
NL2					0.878	
NL1					0.866	
NL3					0.858	
NL4					0.781	
DU3						0.833
DU4						0.798
DU2						0.716
DU1						0.666

Sources: The results of SPSS 20.0 analysis

The results of analysis of EFA in Table 4, show that the observed variables of customers have the great results, KMO = 0.807, Sig= 0.000. the results of analyzing EFA have a high reliability. The value of Total Variance Explained of the sixth factor and the value of eigenvalues are 68,73%>50%, 1.220>1 respectively, thus, the observed variables are the

combination of 6 factors, the factors illustrate the change of 68.73% in research data. Thus, the factors guarantee the representation of primary data.

Table5. Collection of EFA analysis

	Factors
HL 1	0.927
HL 2	0.884
HL 3	0.811

Sources: The results of SPSS 20.0 analysis

To the dependent variable, the results of factors analysis with 3 observed variables converge on 1 factor, with KMO= 0.667, Sig= 0.000, Variance Explained is 76.6%, showing that the converging ability and good effects of observed variables of scale.

The scale of independent variable to satisfactions of tourism service consists of 6 components: infrastructure, history and culture, cost, environment, ability, responsiveness with 28 variables. The variables belonged to the reasonable factors, greatly converging and good effects. The scale of independent variable with 3 observed variables also converged and performed well. Thus, by EFA analysis, the dependent and independent variables could converge and perform significantly in scale, which added with analysis of the correlation between factors in next examination.

**Test of correlation between components of scale relating to satisfactions of tourism businesses*

Table6. Test of correlation between components of scale relating to satisfactions of tourism businesses

Correlation		Estimates	P-value
Infrastructure	↔ Satisfaction	0.049	0.409
History and culture	↔ Satisfaction	0.121	0.000
Cost/ price	↔ Satisfaction	0.252	0.000
Responsiveness	↔ Satisfaction	0.414	0.000
Assurance	↔ Satisfaction	0.535	0.000
Security/ safety	↔ Satisfaction	0.502	0.000

Sources: The results of SPSS 20.0 analysis

After analyzing EFA about the satisfactions of 6 independent variables (Infrastructure, History and culture, Cost/ price, Responsiveness, Assurance, Security/ safety) with 28 observed variables and dependent variables (satisfactions) with 3 observed variables, the author carries out the test correlation between dependent and independent variables. The results of correlation between components of scale relating to satisfactions of tourism businesses would illustrate in table 6. The results demonstrate that the factors (Infrastructure, History and culture, Cost/ price, Responsiveness, Assurance, Security/ safety) also have correlation with satisfactions of P-value

(0.000). The difference of this study is Infrastructure (= 0.409 >0.05) which have no correlation with P-value satisfaction

*** The results of regression analysis:**

After testing the correlations between factors, the results show that “Infrastructure” factor have no correlation the factor “Satisfaction” with P-value = 0.409. The author deleted “infrastructure” and continue investigating the regression model. The results of regression show that 54,4% of tourist satisfactions in Ha Giang’s tourism could be explained by costs/ prices, responsiveness, assurance, environment...

Table 7. The criteria’s regression model

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	0.681 ^a	0.464	0.544	0.5105743

Sources: The results of SPSS 20.0 analysis

Table 8: The results of regression model

Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
		B	Std. Error	Beta			Toleran	VIF
1	(Constant)	0.948	0.211		4.486	0.000		
	History & culture	0.050	0.056	0.040	0.891	0.374	0.975	1.026
	Costs	0.107	0.033	0.147	3.265	0.001	0.957	1.045
	Responsiveness	0.169	0.037	0.215	4.543	0.000	4.543	4.543
	Assurance	0.221	0.030	0.356	7.326	0.000	0.825	1.212
	Safety/ security	0.174	0.030	0.283	5.750	0.000	0.805	1.242

Sources: The results of SPSS 20.0 analysis

The results of analysis illustrate Sig <0.05, statistics of variables, VIF above 1 and under 10, so there are noCollinearity Statistics between the variables in the research model except for “History&Culture”. “History&Culture” have Sig = 0.374 and no statistics of variables. The results show that the variables such as Costs/ Prices, Assurance, responsiveness, safety/ security have impacts on the tourist satisfaction of state management in Ha Giang’s tourism. The factor having the huge impacts on the tourist satisfaction of state management in Ha Giang’s tourism is Assurance with $\beta = 0.356$, the figure for Safety/ security is $\beta = 0.283$, the statistic of Responsiveness experiences $\beta = 0,215$ and the remainder (Costs/ Prices) is $\beta = 0.147$.

Thus, some factors affecting on the tourist satisfaction of state management in Ha Giang’s tourism including 04 factors: Costs/ Prices, Assurance, responsiveness, safety/ security and Assurance is the strongest impact, Costs/ Prices is the slightest one.

5. Discussion about the results of analysis

Via the results, the author would discuss some reality of Ha Giang to improve state management of tourism service as well as develop Ha Giang's tourism and economy.

❖ Prices/ Costs

By the results of this research, tourist impression of service costs would have impacts on their satisfactions of state management in Ha Giang's tourism businesses. Costs/ Prices of tourism services such as restaurants, accommodations... is reasonable, tourists would be satisfied the tourism services. If the prices are extremely exorbitant, it would have a negative influence on tourist. The results are harmony with some researches of SuthathipSuanmali (2014), Debashish Roy (2017), Watchara Yeesoontes and Khunping Wu (2017), Le Tuyet and (2014), Hoang Trong Tuan (2015) ...The results of research are appropriate with the tourist's reality, they often come back the tourist destinations or recommend their relationships like friends if they feel comfortable. Thus, "Costs/ Prices" would have significant impacts on tourist's satisfactions of state management in Ha Giang's tourism businesses.

❖ Responsiveness

The results illustrate that tourist impression of responsiveness would have impacts on their satisfactions of state management in Ha Giang's tourism businesses. This would be harmony with some results of several previous studies such as SuthathipSuanmali (2014), Luu Thanh Duc Hai and Nguyen Hong Giang (2011), Hoang Trong Tuan (2015), Pham Thi Mai Yen and Pham Thi Minh Khai (2017), Nguyen Trong Nhan (2018). It is highly reasonable because when tourists feel happy about enthusiasm of local people, the unique cuisines, festivals or celebrations, they are satisfied with the sightseeing place and they would make a decision to come back and recommend to others people.

❖ Assurance

The results demonstrate that tourist impression of assurance would have positive impacts on their satisfactions of state management in Ha Giang's tourism businesses. Assurance is professional skills, knowledgeable staffs and tour guides, polite and friendly citizen, hospitality of local people. The results are associated with some previous studies such as SuthathipSuanmali (2014); Le Thanh Duc Hai and Nguyen Hong Giang (2011), Le Tuyet and (2014), Pham Thi Mai Yen and Pham Thi Minh Khai (2017). It is acceptable because when going to the places where people are friendly, hospitable, kind, the servers and tour guides are highly professional and have competent knowledge of this places, tourists would come back the places again. Thus, tourist impression of assurance would improve the tourist satisfactions.

❖ Safety/ Security

The results illustrate that Safety/ Security have dramatic impacts on the tourist satisfaction of state management of tourism in Ha Giang. The travelers could feel comfortable in the landscape spots such as safe transportation, no theft & robbery, safe food. The results are harmony with reality, some previous studies such as TohidYardahaey (2010), Debashish Roy (2017), Watchara Yeesoontes and Khunping Wu (2017), Hoang Trong Tuan (2015)...

Then, factors affecting on the tourist satisfaction of state management of tourism in Ha Giang are Costs/Prices, Assurance, Responsiveness, Safety/security. There are different impacts between factors, especially the greatest factor is Assurance and the worst factor is Costs/Prices.

Conclusion

The results show that some factors affecting on the tourist satisfaction of state management in Ha Giang's tourism including 04 factors: Costs/ Prices, Assurance, responsiveness, safety/ security, especially the greatest factor is Assurance and the worst factor is Costs/ Prices.

By the research results, analysis of surveys, the author would discuss and provide some recommendations for the policies of developments of Ha Giang tourism businesses.

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