

Curriculum Vitae



Surname:	LUONG
First Name:	THE-BAO
Date of Birth:	February 21 st , 1993
Academic Qualification:	<ul style="list-style-type: none"> - Bachelor of Business Administration – Tourism Management (B.A.) - International Master's Degree in Business Administration (IMBA) - Graduated from Tourism Department (Ph. D.)
Venia Legendi (qualification to teach):	Certificate of Pedagogical skills for college and university lecturers
Further Qualifications:	<ul style="list-style-type: none"> - International Tour guide Certification - Advanced Information Technology Certificate

At the Higher Education Institution since:	Working for HCMC University of Technology and Education (HCMUTE) since 2023
Level of Employment:	Lecturer (Full Time)
Teaching Focus:	<ul style="list-style-type: none"> - General of Tourism - Culinary Culture - Customer Behavior - Marketing for Restaurants & Eatery Services - Restaurant English - Cooking in English
Interdisciplinary Aspects:	Cultural Studies and Sustainable Tourism
Activities in the Areas:	
- Further Education	None
- Research	Having 25 publications (17 research studies, 7 conference papers, and one book chapter).
- Consultancy	None
How are personal research activities reflected in teaching activities?	My personal research activities significantly impact my teaching. Through my research, I enhance my knowledge and adapt new methodologies. It brings me fresh insights and up-to-date information to share with my students. I can apply research findings to real-world examples, making the subject matter more relevant. Additionally, involving students in research projects engages them actively and helps develop their critical research skills. Overall, my research activities reflect my passion and expertise, inspiring and motivating my students in the learning process.

Work experience:	
- General	<ul style="list-style-type: none"> - Lecturer of Faculty of Fashion and Tourism, Ho Chi Minh City University of Technology and Education, Ho Chi Minh City, Vietnam, 01/2023-now

<p>- Activities as an Expert:</p>	<ul style="list-style-type: none"> - International Visiting Lecturer at Universitas Negeri Padang - Padang State University, Indonesia, 05/2024 - Visiting Lecturer at Hospitality and Tourism Institute - Duy Tan University, Da Nang City, Vietnam (06/2022-08/2023) - Financial Customer Service -VNEX- EEC Elite Express, Taiwan, 10/2017-06/2022. - Tour Operator, Ho Chi Minh City, Vietnam, 09/2014-08/2016.
<p>Publications:</p>	<p><u>Refereed Journal Articles</u></p> <ol style="list-style-type: none"> 27. Luong, T.-B. (2025). The mediating role of quality of life on the SMEs' online marketing capabilities: a case study of vegetarian restaurants. <i>British Food Journal</i>, 1–22. https://doi.org/10.1108/BFJ-02-2025-0144 (SCIE/SCOPUS/Q1) (May 20, 2025) 26. Luong, T.-B., & Nguyen, D. T. A.* (2025). Future time perspective, eco-destination image, environmental concern, ecotourism behavioral intention in Vietnamese ecotourists: The moderating role of environmental knowledge. <i>International Journal of Tourism Research</i>, 27(2), e70031. https://doi.org/https://doi.org/10.1002/jtr.70031 (SSCI/SCOPUS/Q1) (April 25, 2025) 25. Luong, T.-B., & Nguyen, D. T. A.* (2025). Culinary involvement, cultural background, and culinary expertise: Interconnections between destination pull factors, culinary destination image, culinary experiences, and loyalty in Hanoi's culinary tourism. <i>Tourism and Hospitality Research</i>, 1-20. https://doi.org/10.1177/14673584251330185 (ESCI/SCOPUS/Q1) (March 28, 2025) 24. Luong, T. B., & Nguyen, D. T. A.* (2025). Adapting theory of motivation in food tourism: a moderation of eco-food destination image. <i>Journal of Ecotourism</i>, 1–25. https://doi.org/10.1080/14724049.2025.2484004 (ESCI/SCOPUS/Q1) (March 25, 2025) 23. Luong, T. B. (2025). Adventure tourism experiences of young Vietnamese travelers: perspectives on social media, safety, tour preferences or do-it-yourself. <i>Journal of Sport & Tourism</i>, 1–20. https://doi.org/10.1080/14775085.2025.2484175 (SCOPUS/Q2) (March 25, 2025) 22. Luong, T. B., & Nguyen, D. T. A.* (2025). The relationship between film, eco, and food destination images, tourist's attitude, memorability of a previous travel experience, and behavioral intention. <i>Journal of Policy Research in Tourism, Leisure and Events</i>, 1–26. https://doi.org/10.1080/19407963.2025.2473915 (ESCI/SCOPUS/Q2) (March 06, 2025) 21. Luong, T.-B. (2025). The role of place attachment in the relationship between ecotourism motivation, nature-based destination image, and ecotourism intention: A case study of South Cat Tien National Park, Vietnam. <i>International Journal of Geoheritage and Parks</i>, 13(1), 31–43. https://doi.org/10.1016/j.ijgeop.2025.02.001 (SCOPUS/Q1) (February 15, 2025) 20. Luong, T. B., & Nguyen, D. T. A.* (2025). Festival Travel Motivation, Destination Image, Attitude, and Behavior: The Role of Festival Identity in Vietnam. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 1–29. https://doi.org/10.1080/1528008X.2025.2466065 (ESCI/SCOPUS/Q2) (February 13, 2025) 19. Luong, T. B., & Long, D. H.* (2025). The Relationship Between Food Experiences, Attitude, Food Destination Image, and Revisit Intention: The Moderating Role of Food Culture. <i>Journal of Quality Assurance in Hospitality & Tourism</i>, 1–29. https://doi.org/10.1080/1528008X.2024.2449116 (ESCI/SCOPUS/Q2) (January 05, 2025) 18. Luong, T.-B. (2024). Adapting VBN model and VIP model into ecotourism intention: A case study of Cat Tien National Park, Vietnam. <i>International Journal of Geoheritage and Parks</i>, 12(4), 621–635. https://doi.org/10.1016/j.ijgeop.2024.11.008 (SCOPUS/Q1) (November 29, 2024) 17. Luong, T. B., & Ho, C. H.* (2024). Leisure constraints and participant intention among Vietnamese migrant laborers in Taiwan: The role of leisure motivation and cross-cultural adaptation. <i>Journal of Leisure Research</i>, 1–29. https://doi.org/10.1080/00222216.2024.2419403 (SSCI/SCOPUS/Q2) (October 30, 2024)

16. **Luong, T.-B.** (2024). The impact of green knowledge and sustainability on green travel intentions through the lens of theory of reasoned goal pursuit. *Tourism Review*, 1-17. <https://doi.org/10.1108/TR-03-2024-0206> (SSCI/SCOPUS/Q1) (October 10, 2024)
15. Nguyen, D. T. A., & **Luong, T.-B.*** (2024). Examining the moderating role of travel motivation in the process of negotiating travel constraints to travel alone of Indonesian Muslim female travelers. *Tourism and Hospitality Research*, 1-13. <https://doi.org/10.1177/14673584241286101> (ESCI/SCOPUS/Q2) (September 20, 2024)
14. **Luong, T.-B.** (2024). Creative cultural experience and destination loyalty: the role of cultural experiences, destination attachment, and cultural learning. *Tourism Recreation Research*, 1–17. <https://doi.org/10.1080/02508281.2024.2396262> (ESCI/SCOPUS/Q2) (September 05, 2024)
13. Nguyen, D. T. A., & **Luong, T.-B.*** (2024). Exploring Transformative Travel Experiences of Southeast Asian Female Solo Travelers. *Leisure Sciences*, 1–19. <https://doi.org/10.1080/01490400.2024.2388268> (SSCI/SCOPUS/Q2) (August 07, 2024)
12. **Luong, T.-B.** (2024). The moderating role of e-word of mouth in the relationships between destination source credibility, awareness, attachment, travel motivation, and travel intention: A case study of Vietnamese film tourism. *International Journal of Tourism Research*, 26(4), e2729. <https://doi.org/10.1002/jtr.2729> (SSCI/SCOPUS/Q1) (August 02, 2024)
11. **Luong, T.-B.** (2024). The impact of uses and motivation gratifications on tourist behavioral intention: The mediating role of destination image and tourists' attitudes. *Journal of Tourism, Heritage & Services Marketing*, 10(1), 3–13. <https://doi.org/10.5281/zenodo.13777817> (SCOPUS/Q2) (June 30, 2024)
10. **Luong, T.-B.**, & Ho, C. H.* (2024). The role of cross-cultural adaptation in the relationship between leisure constraints, motivation, and travel intention: a case study of Vietnamese migrant workers. *Managing Sport and Leisure*, 1–17. <https://doi.org/10.1080/23750472.2024.2354182> (ESCI/SCOPUS/Q2) (May 23, 2024)
09. **Luong, T.-B.**, & Nguyen, D. T. A.* (2024). The Moderating Role of Risk Perception in the Relationships Between Motivation, Attitude, and Involvement in Adventure Activities: A Study from Young Vietnamese Travelers. *Journal of Quality Assurance in Hospitality & Tourism*, 1–25. <https://doi.org/10.1080/1528008X.2024.2338779> (ESCI/Q2) (April 03, 2024)
08. **Luong, T. B.**, & Nguyen, D. T. A.* (2024). Examining social media influence's role in the TPB model for young Vietnamese visiting green hotels. *Journal of Ecotourism*, 1–23. <https://doi.org/10.1080/14724049.2024.2332272> (ESCI/SCOPUS/Q2) (March 20, 2024)
07. **Luong, T.-B.** (2023). Celebrity involvement, film destination image, place attachment, behavioral intention: the moderating role of e-word of mouth utilitarian function. *Asia Pacific Journal of Tourism Research*, 28(9), 949–964. <https://doi.org/10.1080/10941665.2023.2283595> (SSCI/SCOPUS/Q1) (November 30, 2023)
06. **Luong, T.-B.** (2023). Eco-destination image, place attachment, and behavioral intention: the moderating role of eco-travel motivation. *Journal of Ecotourism*, 1-26. <https://doi.org/10.1080/14724049.2023.2286886> (ESCI/SCOPUS/Q2) (November 24, 2023)
05. **Luong, T.-B.** (2023). Green consumption intention of tourist in tourist destinations: a moderation of destination social responsibility in the Theory of Planned Behavior model. *Tourism Recreation Research*, 1-17. <https://doi.org/10.1080/02508281.2023.2281058> (ESCI/SCOPUS/Q1) (November 17, 2023)
04. **Luong, T.-B.** (2023). Eco-destination image, environment beliefs, ecotourism attitudes, and ecotourism intention: The moderating role of biospheric values. *Journal of Hospitality and Tourism Management*, 57, 315–326. <https://doi.org/10.1016/j.jhtm.2023.11.002> (SSCI/SCOPUS/Q1) (November 10, 2023)
03. **Luong, T.-B.** (2023). Destination image and loyalty: Examining satisfaction, place attachment, and perceived safety. *Journal of Policy Research in Tourism, Leisure and*

Events, 1–22. <https://doi.org/10.1080/19407963.2023.2273557> (ESCI/SCOPUS/Q2) (October 24, 2023)

02. **Luong, T.-B.**, & Ho, C.-H. (2023). The influence of food vloggers on social media users: A study from Vietnam. *Heliyon*, 9(7), e18259. <https://doi.org/https://doi.org/10.1016/j.heliyon.2023.e18259> (SCIE/Q1) (July 13, 2023)

01. **Luong, T.-B.** (2023). The role of satisfaction in the relationship between destination image and behavioral intention: A case study of Vietnamese visitors to Thailand. *Journal of Policy Research in Tourism, Leisure and Events*, 1–23. <https://doi.org/10.1080/19407963.2023.2231475> (ESCI/SCOPUS/Q2) (July 04, 2023)

Refereed Journal Articles (others)

04. **Luong, T.-B.***, Bui, T.-K.-D., Le, M.-K.-C., & Nguyen, T.-K. (2024). Understanding the relationship between attitude, experiences, awareness and students satisfaction with sustainable food: A case study in Ho Chi Minh. *Journal On Tourism & Sustainability*, 7(1 and 2), 44–54. <https://doi.org/10.5281/zenodo.12599039> (Other) (June 30, 2024)

03. Tran, T. H., **Luong, T.-B.**, Ho, M. P. U., Le, H. A., & Le, M. K. C. (2023). How does the social media platform TikTok influence the intention to buy snacks: An empirical study of the Vietnamese youth generation. *Journal of Business & Management*, 1(3), 244 - 262. <https://doi.org/10.47747/jbm.v1i3.1230> (other) (October 02, 2023)

02. **Luong, T.-B.**, & Ho, C.-H. (2023). Examining the relationship between the roles of tour guides, their service quality, and tourists' behavior in Ho Chi Minh City, Vietnam. *Journal On Tourism & Sustainability*, 6(2). <https://doi.org/10.5281/zenodo.8044862> (other) (June 15, 2023)

01. Xuan Nhi, N. T., **Luong, T.-B.***, Ngan, T. H., & Phat, T. T. (2023). The relationship between destination image, satisfaction and revisit Intention: A empirical Vietnamese tourist destination, Da Lat City. *Journal On Tourism & Sustainability*, 6(2), 24–38. <https://doi.org/10.5281/zenodo.8044361> (Other) (June 15, 2023)

Vietnamese Journal Articles

3. Cao, T. T. L., **Luong, T.-B.***, Nguyễn, H., & Võ, T. M. (2025). Du lịch ẩm thực và lòng trung thành của điểm đến: vai trò của trải nghiệm ẩm thực độc đáo đối với sự hài lòng của khách du lịch và ý định quay trở lại thành phố Vũng Tàu. *Kinh Tế Châu Á - Thái Bình Dương*, 5, 49–51.

2. Khương, N. T. L., **Luong, T.-B.***, & Nguyễn, H. N. (2025). Động lực du lịch cắm trại: thế hệ trẻ Việt Nam. *Kinh Tế Châu Á - Thái Bình Dương*, 5, 52–54.

1. Nguyễn, H. N., **Luong, T.-B.***, Võ, T. B. T., & Lê, T. V. (2025). Các yếu tố ảnh hưởng đến hành vi tiêu dùng xanh của giới trẻ ở Thành phố Hồ Chí Minh. *Kinh Tế Châu Á - Thái Bình Dương*, 4(681), 40–42.

Book chapters

01. Phuong Bui L.A. & **The-Bao Luong** (2024). Ethnic Tourism: Challenges and Opportunities for Poverty Alleviation Based on Highlands of Lao Cai, Northwest Vietnam, *Pro-Poor Mountain Tourism (1st edition)* (pp.153-166). Routledge Taylor & Francis Group <https://doi.org/10.4324/9781003392583> (December 06, 2024)

Conferences papers

07. Nguyen, T.-T.-T., **Luong, T.-B.***, Luu, X.-B., Ho, N.-K.-P., & Le, M.-K.-C. (2024). Vegetarian restaurants' marketing campaigns through the lens of social media marketing. *Proceedings of 2024 7th International Conference on Green Technology and Sustainable Development (GTSD)*, 367–378. HCMC University of Technology and Education, Ho Chi Minh City, Vietnam. ISBN: 978-604-479-806-6 (07/2025)

06. Nguyen, T.-K., **Luong, T.-B.***, Bui, T.-K.-D., & Le, M.-K.-C. (2024). Sustainable food consumption: A case of students in Ho Chi Minh City. *Proceedings of 2024 7th International Conference on Green Technology and Sustainable Development (GTSD)*, 357–366. HCMC University of Technology and Education, Ho Chi Minh City, Vietnam. ISBN: 978-604-479-806-6 (07/2025)

05. **Luong, T.-B.**, T.H Ha, & M.K.C Le (2023). The influence of uses and gratifications motivation theory on tourist satisfaction and destination loyalty: A case study from Da Nang City, *The 10th National Scientific Conference for Young Staff of Academic*

	<p><i>Universities in 2023</i>, Da Nang University, Da Nang City, Vietnam. ISBN: 978-604-84-7451-5 (09/2023)</p> <p>04. Luong, T.-B., & C.H. Ho (2022). How food influencers affect followers on the YouTube platform, <i>The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism (GradConf2022)</i>, 75 https://www.gradconfht.com/wp-content/uploads/2022/01/2022-Graduate-Conference-Proceedings-Hilton-Update-1172022.pdf (Jan 07-08, 2022)</p> <p>03. Luong, T.-B., & C.H. Ho (2021). The relationship among tour guide performance, service quality of tour guiding, tourist satisfaction, and tourist behavior intention. <i>Asia Pacific Tourism Association Annual Conference (APTA2021)</i>, 11-14 https://www.apta2021.org/_files/ugd/e5cd8f_2c95162067c34bc28988fdac43fe4b5a.pdf (June 30 – July 02, 2021)</p> <p>02. Luong, T.-B., & J.L. Lin. (2019). Relationships among expectation, satisfaction and revisit intention of tourist: A case study of outbound Vietnam tourism. <i>The 2nd International Conference on Information Systems, Business, Management and Social Sciences (ISBMS)</i>, MRRDS, 2(19), 16 (ISSN 978-969-670-895-7). https://mrrds.com/wp-content/uploads/2019/07/MRRDS-2019-Abstract-Proceeding-Book.pdf (July 27-28, 2019)</p> <p>01. J.L. Lin, T.A. Tran, & Luong, T.-B., (2019). International tourists' decision-making of choosing Vietnam as a travel destination. <i>The 2nd International Conference on Information Systems, Business, Management and Social Sciences (ISBMS)</i>, MRRDS, 2(19), 18 (ISSN 978-969-670-895-7). https://mrrds.com/wp-content/uploads/2019/07/MRRDS-2019-Abstract-Proceeding-Book.pdf (July 27-28, 2019)</p>
Memberships:	None
International experience in:	
- Corporate Management	None
- Academic Activities	<ul style="list-style-type: none"> - Reviewer for international academic journals (Tourism Recreation Research, Tourism Review, Electronic Commerce Research, and Asia Pacific Business Review). - The international lecturer teaches the Introduction to Geography of Tourism class in the Bachelor in Tourism Program, Department of Tourism, Faculty of Tourism and Hospitality at the University Negeri Padang, Indonesia.
- Personal Background/ Experience	<ul style="list-style-type: none"> - Judges participated in the International Tourism Competition titled 'Calling young generation to involve in sustainable tourism and hospitality industry,' hosted by University Negeri Padang, Indonesia, on November 14th, 2023.
Other:	<ul style="list-style-type: none"> - Phone: +84-903-176-391 - Email: ltb@hcmute.edu.vn