

# SCIENTIFIC PROFILE



## The-Bao Luong, M.A.

- Lecture of Faculty of Fashion and Tourism
- Ho Chi Minh City University of Technology and Education (HCMUTE)

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## PERSONAL DETAILS

Date of Birth: Feb 21, 1993  
Place of Birth: Phu Yen Province, Vietnam  
Gender: Male

He is currently pursuing his career in tourism, mainly focusing on an in-depth understanding of the tourism industry and academia. His studies concentrate on tourism management, tourist behavior, and cultural tourism. Furthermore, working experiences as a lecturer, a tour leader, and a customer service bring him a strong work ethic, interpersonal skills, customer service expertise, and superior time management skills.

## PROFESSIONAL EXPERIENCES

2023 - Now	Lecturer at Ho Chi Minh City University of Technology and Education, Vietnam
06-12/2022	Visiting Lecture at Hospitality and Tourism Institute - Duy Tan University
2017-2022	Financial Customer Service -VNEX- EEC Elite Express, Taiwan
2015-2016	Tour guide (freelancer), Ho Chi Minh City, Vietnam

## EDUCATION

2019-2023	<b>National Kaohsiung University of Hospitality and Tourism, Taiwan (NKUHT)</b> Graduated of Tourism Department (Ph.D.) <b>Title of thesis:</b> The relationship between motivation, intention, behavior, and acculturation: A cross-cultural study of leisure participation and constraints among Vietnamese migrant workers in Taiwan
2016-2018	<b>I-Shou University, Kaohsiung, Taiwan (ISU)</b> International Master's Degree in Business Administration (IMBA) <b>Title of thesis:</b> The Relationship among Expectation, Satisfaction, and Revisit Intention: A case study of Vietnamese tourists
2011-2015	<b>University Economics of Ho Chi Minh City, Vietnam (UEH)</b> Bachelor of Business Administration – Tourism Management (B.A) <b>Thesis field:</b> Spiritual Tourism: A case study from Ho Chi Minh city

## SKILLS AND CERTIFICATES

**Information Technology:** MS Office, SPSS, AMOS, SMART-PLS

**Training courses:**

- Research Methodology
- Quantitative Research
- Studies related to the tourism field
- International Tour Guide Certification

**Languages:**

- Vietnamese (Mother tongue)
- English (Good)
- Chinese (Good)
- Cantonese (Basic)

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## RESEARCH INTERESTS

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- Tourist Behavior
- Cultural Tourism
- Food Tourism
- Cross-cultural Tourism
- Dark Tourism
- Spiritual Tourism
- Ecotourism
- Voluntourism
- Sport and Adventure Tourism

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## SCHOLARLY CONTRIBUTIONS

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- **T.B. Luong**, C.H. Ho “*The role of cross-cultural adaptation as the mediator between leisure constraints travel motivation, and travel intention: An empirical study of Vietnamese migrant workers’ travel intentions in Taiwan*” (Under Review)
- **T.B. Luong**, C.H. Ho “*The influence of Vietnamese Food YouTube Vloggers on the viewers*” (Under Review)
- **T.B. Luong**, C.H. Ho (2023) “*Examining the relationship between the roles of tour guides, their service quality, and tourists' behavior in Ho Chi Minh City, Vietnam*” (Under Review)
- **T.B. Luong**, C.H. Ho (2022) “*How Food Influencers affect followers on the YouTube Platform*”, The 27th Annual Graduate Education and Graduate Student Research Conference in Hospitality and Tourism (GradConf2022), 75 <https://www.gradconfht.com/wp-content/uploads/2022/01/2022-Graduate-Conference-Proceedings-Hilton-Update-1172022.pdf>
- **T.B. Luong**, C.H. Ho (2021) “*The Relationship among Tour Guide Performance, Service Quality of Tour Guiding, Tourist Satisfaction, and Tourist Behavior Intention*”, Asia Pacific Tourism Association Annual Conference (APTA2021), 11-14 [https://www.apta2021.org/\\_files/ugd/e5cd8f\\_2c95162067c34bc28988fdac43fe4b5a.pdf](https://www.apta2021.org/_files/ugd/e5cd8f_2c95162067c34bc28988fdac43fe4b5a.pdf)
- **T.B. Luong**, J.L. Lin. (2019), “*Relationships among Expectation, Satisfaction and Revisit intention of Tourist: A Case Study of Outbound Vietnam Tourism*”, The 2nd International Conference on Information Systems, Business, Management and Social Sciences (ISBMS), MRRDS, 2(19), 16 (ISSN 978-969-670-895-7). <https://mrrds.com/wp-content/uploads/2019/07/MRRDS-2019-Abstract-Proceeding-Book.pdf>
- J.L. Lin, T.A. Tran, **T.B. Luong** (2019), “*International Tourists’ Decision Making of Choosing Vietnam as a Travel Destination*” The 2nd International Conference on Information Systems, Business, Management and Social Sciences (ISBMS), MRRDS, 2(19), 18 (ISSN 978-969-670-895-7). <https://mrrds.com/wp-content/uploads/2019/07/MRRDS-2019-Abstract-Proceeding-Book.pdf>