



## CURRICULUM VITAE

**NGUYEN THI TU TRINH**

---

School of Economics (SE), Can Tho University (CTU)  
Campus II, 3-2 Street, Ninh Kieu District, Can Tho City  
Email: [tutrinh@ctu.edu.vn](mailto:tutrinh@ctu.edu.vn)  
Office tel: (+84) 2923872276

### **EDUCATION**

#### **Master in Business Administration**

2012-2014, The University of Economics Ho Chi Minh City.

#### **Bachelor in Tourism and Service Management**

2007-2011, Can Tho University.

### **EMPLOYMENT**

Begun to work at the School of Economics, Can Tho University since 2012 and assigned to teach undergraduates and graduates in the field of Hospitality & Tourism Management.

## RESEARCH INTEREST

Agricultural Tourism  
Cultural Tourism  
Tourism Marketing  
Customer behavior

## RESEARCH WORK

Teaching Bachelor courses in Tourism Service and Travel Management including: Tourism economics, Tourism marketing, Travel business management, Hospitality business management, Critical thinking and problem-solving skills.

Research in areas related to tourism service and travel, marketing fields.

## PUBLICATIONS

### *International (articles)*

Huynh Truong Huy, Luu Thi Ngoc Thi, Nguyen Tri Nam Khang, Nguyen Thi Tu Trinh (2023). Estimating the economic value of the ecotourism destination: the case of Tra Su melaleuca forest natural park in Viet Nam. *Journal of the Geographical Institute "Jovan Cvijic", SASA*, 73(3), 379-386.

Luu Thanh Duc Hai, Khuu Ngoc Huyen, Nguyen Thi Tu Trinh (2023). Personal benefits impact the support for agritourism development among the local community: the mediating role of community satisfaction and quality of life. *Journal of Law and Sustainable development*, pp 01-16.

Nguyen Thi Tu Trinh (2022). Potential for hi-tech agricultural tourism development in Can Tho city. *International Conference on Investment and Development for Agricultural Markets and Rural Tourism*, pp 367-374.

Luu Thanh Duc Hai, Nguyen Quoc Nghi, Nguyen Thi Tu Trinh (2020). Potentials for Tourism Development of Chau Thanh District, Hau Giang Province. *International Journal of Business Marketing and Management*, Volume 5, pp (3-8)

### *Books in Vietnamese*

Le Thi Thu Trang, Nguyen Thi Phuong Dung, Nguyen Thi Ngoc Hoa, Nguyen Thi Tu Trinh, Do Thi Hoai Giang (2023). *Critical thinking and problem-solving skills*. Can Tho University Publishing House.

Ho Le Thu Trang, Pham Le Hong Nhung, Hoang Thi Hong Loc & Nguyen Thi Tu Trinh (2022). *Tourism Marketing*. Can Tho University Publishing House.

### *National (articles in Vietnamese)*

Khuu Ngoc Huyen, Nguyen Thi Tu Trinh, Nguyen Ngoc Phuong Khanh (2023). The impact of brand image on satisfaction, loyalty, and positive word-of-mouth intentions of students towards Can Tho University brand. *Economy and Forecast Review Journal*, Issue 21, July 2023 (848), pp (39-42).

Nguyen Thi Tu Trinh, Khuu Ngoc Huyen, Tran Van Thang (2022). The potential for tourism development associated with Buddhist culture in Chau Thanh district,

- Hau Giang province. Journal of educational equipment: Applied research, Special 2 issue June 2022, pp (208-212)
- Pham Le Hong Nhung, Nguyen Nhat Minh, Nguyen Thi Tu Trinh, Dinh Cong Thanh (2020). Development of tourism cluster Can Tho - Soc Trang - Bac Lieu - Ca Mau towards network linking tourist destinations. Journal of Commerce Science, Volume 149 + 150 - (1+2/2021), pp (25-34)
- Ho Le Thu Trang, Huynh Nguyen Anh Duy, Nguyen Tri Nam Khang, Nguyen Thi Tu Trinh (2020). The impact of perception on the intention to participate in sustainable ecotourism development among residents of Can Tho City. Economy and Forecast Review Journal, Issue 18, June 2020 (736), pp (24-28)
- Nguyen Thi Tu Trinh, Nguyen Quoc Nghi (2020). Exploiting tourism from the value of Dong Thap lotus. Tourism Journal , April 2020 issue, pp (42-43).
- Huynh Truong Huy, Nguyen Thi Tu Trinh, Phi Thi Dan Thanh (2020). Analysis of the Impact of Policy Credit Programs on the Income of Khmer Ethnic Households in Soc Trang Province. Journal of Ethnic Minorities Research No.3 – 2020, pp (9-16)
- Huynh Truong Huy, Nguyen Thi Tu Trinh, Doan Thi Tuyet Kha (2019). Perception of Career by Tourism Students at Colleges and Universities in Can Tho City. Journal of Ethnic Minorities Research No.4 – 2019, pp (65-70)
- Nguyen Thi Tu trinh, Nguyen Huynh Kim Ngan & Khuu Ngoc Huyen (2018). The current situation of souvenir development in Can Tho City. Can Tho University Scientific Journal Volume 54, Issue 6C (2018): 180-187
- Nguyen Thi Tu Trinh, Nguyen Hong Dao & Khuu Ngoc Huyen (2018). Research on the tourism experience demand of residents in Can Tho City. Can Tho University Scientific Journal, Volume 54, Issue 7C (2018): 109-116.