



Dr Thu Thi Trinh

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Dr. Thu Thi Trinh commenced her university studies at the University of Danang with a B.A. in Teaching and English in 1997 and then went on to study at Hanoi Open University, gaining a degree in Economics and Administration in 1999. She initially taught at a High School before going on to teach at degree level at the Danang College of Economics and Planning. Seven years later she gained a MBA at the University of Danang and she subsequently won a full scholarship and obtained her doctoral degree at the University of Waikato Management School, New Zealand under the supervision of Professor Chris Ryan and Jenny Cave. Her research related to a study of visitors to sites of heritage involving Maori, her examiners being Professors David Weaver and Hillary Du Cros. In 2013, she returned to Vietnam and soon became Associate Dean for Research at Faculty of Business Administration, Danang College. Late in 2015 she took up her current post as Principal of Pegasus International College, offering hospitality, tourism, culinary arts and business programs based in Danang, Vietnam, in conjunction with Edinburg Napier, United Kingdom or Charles Sturt University, Australia.

During her career Dr. Trinh won awards for Excellence in Teaching and awards from the Vietnamese Ministry of Planning & Investment in 2005 and in 2015, recognizing the merit of her work, with a similar award being bestowed on her by Danang College in 2005, 2006 and 2008.

As a researcher Dr. Trinh has published in the *Journal of Tourism and Cultural Change*, *Tourism Management*, *Journal of Travel Research* and *Current Issues in Tourism* and during her time in New Zealand helped complete work for the New Zealand Cycle Trust with research on the Hauraki Cycle Trail and for the Bay of Plenty on cruise tourism, some of which was published in a special issue of *Tourism Review International* in 2014. Her research interests lie primarily in issues relating to culture, heritage and tourism.