

Curriculum Vitae

Xuan V. Tran, Ph.D.
Professor
Commerce
College of Business
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Academic Background

Ph.D. University of Utah, Hospitality, Recreation and Tourism, 2005.

M.B.A. University of Oregon, Management, 1998.

B.S. HoChiMinh City University of Science, Russian language, 1988.

B.S. HoChiMinh City University of Economics, Pricing, 1980.

Certifications

Certification in Hotel Industry Analytics (C.H.I.A.), 2015, Lansing, Michigan.

Hospitality Course Awarded Quality Matters Certification, 2014, Pensacola, Florida.

Certified Hotel Administrator (C.H.A.), 2013, Orlando, Florida.

Work Experience

Academic

Professor, University of West Florida (August, 2018 - Present), Pensacola, Florida. College of Business
Manager, University of Utah Guesthouse (2000 - 2006), Salt Lake City, Utah.

Intellectual Contributions:

Book (Refereed)

Tran, X. V. (2024). Revenue Management Illustrated. UWF Pressbook (260 pages, 115 figures)

Tran, X. V. (2024). Using Game Theory for Hotel Revenue Management in the United States of America, Bd. Cuza-Voda 1/4 of .21, Chisinau, Moldova, Europe: Eliva Press Global Ltd. part of Eliva Press S.R.L., 2024. [Status: Published] [Refereed] [Basic or Discovery Scholarship]

Tran, X. V. (2010). American Needs, Asian Politics, and European Societies in Tourism, Berlin: VDMVerlag Dr. Müller.

Tran, X. V. (2009). HFT4426 Financial Decision Making in the Lodging Industry, Lansing, Michigan: American Hotel Lodging Educational Institute.

Tran, X. V. (2007). Effects of American Travelers Motivations on Their Travel Preferences for Tour Packages - Basics, Concepts, Methods, Applications, Berlin: VDM Verlag Dr. Müller. [Status: Published]

Refereed Articles

Tran, X. V., & Rodriguez, A. (2024). Using Game Theory and Price Elasticity in Tourism in the US. *Journal of Marketing Development and Competitiveness*.

Tran, X. V., Carr, D., Owens, D., Bethea, R., Bouressa, H., Kleczkowski, J., Swinehart, J., Phillips, D., Gamble, C., Sexton, M., Grant, S., Duran, A., & Feeback, A. (2024). Hotel average daily rate and room standard in game theory. *Anatolia: An International Journal of Tourism and Hospitality Research*, 1-13.

Tran, X. V., McCullough, K., Blankership, M., Barton, T., Cohen, S., Harris, T., Lopez, A., Simone, S. & Bolger, T. (2024). Impact of average daily rate on hotel's newest atmosphere. *International Hospitality Review*, 1-10.

Nguyen, M. C., Tran, X. V., & Le, B. N. (2023). Slutsky equation in tourism: an empirical study in Vietnam. *Anatolia: An International Journal of Tourism and Hospitality Research*, 34 (4), 541-551.

Tran, X. V. (2023). Using Slutsky equation to find the hotel growth model in the destination life cycle: an empirical study in Myrtle Beach. *International Hospitality Review*, 1-17.

Tran, X. V., & Wei, J. (2022). Investigation on influence factors of high impact practices. *International Journal of Electronic Finance*, 11 (1), 16-29.

- Tran, X. V. (2021). Economics in Game Theory for Hotel Unemployment. *Anatolia: An International Journal of Tourism and Hospitality Research*, 1-14.
- Tavares, J. M., Tran, X. V., & Pennington-Gray, L. (2020). Destination images of the ten most visited countries for potential Brazilian tourists. *Tourism & Management Studies*, 16 (2), 43-50.
- Tavares, J. M., & Tran, X. V. (2019). Is there a Strategic Interdependence between the USA and Canada in the Tourism Sector? An Analysis using Game Theory. *Tourism Planning and Development*.
- Tran, X. V., Tran, H., & Tran, T. (2018). Information Communications Technology (ICT) and Tourism Experience: Can Serotonin become a measurement for tourism experience? *E-Review for Tourism Research*, 9, 20-24.
- Tran, X. V., Williams, J., Carter, K., Joosten, V., & Mitre, B. (2017). Learning Styles, Motivation, and Career Choice: Insights for International Business students from Linguistic Inquiry. *Journal of Teaching in International Business*, 28 (3-4), 142-156.
- Tran, X. V. (2017). Effects of Leadership Styles on Hotel Financial Performance. *Tourism and Hospitality Management*, 23 (2), 163-183.
- Tran, X. V., Barbosa, D., Maisel, J., & Zedonek, J. (2017). Influence of attachment theory on hotel service for specific customers. *Anatolia: An International Journal of Tourism and Hospitality Research*, 28 (1), 69-79.
- Tran, X. V., Dewi, N. P.K., Jenkins, Z., Tran, D., & Vo, N. (2016). Applying Game Theory and Time Series in Smith Travel Accommodation Report (STAR). *Advances in Hospitality and Tourism Research Journal*, 4 (2), 140-161.
- Tran, X. V. (2015). Effects of Economic Factors on Demand for Luxury Hotel Rooms in the U.S. *Advances in Hospitality and Tourism Research Journal*, 3 (1), 1-17.
- Tran, X. V., Dauchez, C., & Szemik, A. (2013). Hotel Brand Personality and Service Quality. *Journal of Vacation Marketing*, 19 (4), 329-341.
- Tran, X. V. (2012). Football Scores on the Big Five Personality Factors Across 50 States in the U.S. *Journal of Sports, Medicine & Doping Studies*, 2 (6), 1-5.
- Tran, X. V. (2011). Price Sensitivity of Customers in Luxurious Hotels in U.S. *E-Review for Tourism Research*, 9 (4), 122-133.
- Tran, X. V., & Philipp, S. (2010). Financial Performance and Vision Statements of National Tourism Organization in North East Asia. *E-Review for Tourism Research*, 8 (3), 57-71.
- Tran, X. V., & Bridges, S. (2009). Crimes and Tourism in European Nations. *E-Review for Tourism Research*, 7 (3), 52-68.
- Bridges, F. S., & Tran, X. V. (2008). Body Mass Index, Suicide and Homicide among the Caribbean Islands. *Psychological Reports*, 106, 650-652.
- Tran, X. V., Philipp, S., & Bridges, F. S. (2007). Tourism and Divorce - International Data for 1990-2000. *E-Review for Tourism Research*, 6 (5), 102-109.
- Tran, X. V., & Ralston, L. (2006). Travel Preferences: The Influence of Unconscious Motives. *Annals of Tourism Research*, 33 (2), 424-441.
- Book Chapters (Refereed)**
- Tran, X. V., Egan, P. G., Morman, K., Pajuelo, C., & Derr, C. (2024). Hotel Economies Through Digital Consumers' Feedback, In Patricia Ordóñez de Pablos (Ed.), *Building Climate Neutral Economies Through Digital Business and Green Skills* (pp. 20). Pennsylvania: IGI-global.com.
- Tran, X. V. (2023). Developing Consumers' Competencies for Digital Marketing Transitions. In Patricia Ordóñez de Pablos (Ed.), *Developing Skills and Competencies for Digital and Green Transitions* (pp. 183-213). Pennsylvania, USA: IGI Global: Publishing Tomorrow's Research Today (<https://www.igi-global.com/>).
- Tran, X. V., Grover, F., Leeser, K., Bly, K., Whelan, M., Brieana Cassidy, University of West Florida, USA
Nhi Truong, Danang Vocational Tourism College, Vietnam (2022). Impact of Digital Tools on the

- Hotel Industry in the USA. In Patricia Ordóñez de Pablos (Ed.), *Handbook of Research on Building Greener Economics and Adopting Digital Tools in the Era of Climate Change* (pp. 21). Pennsylvania, USA: IGI Global Publisher of Timely Knowledge.
- Tran, X. V. (2021). Impacts of COVID-19 Vaccines on Tourism Demand and Cultures (Chapter 3), In Patricia Ordóñez de Pablos (The University of Oviedo, Spain) (Ed.), *Handbook of Research on Developing Circular, Digital, and Green Economies in Asia* (pp. 15). <https://www.igi-global.com>: IGI Global International Academic Publisher - Headquartered in Hersey, Pennsylvania, USA.
- Tran, X. V. (2021). Influence of Industry 4.0 on Asia, Motives and Cultures in the post COVID-19 era (Chapter 16). In Patricia Ordóñez de Pablos (The University of Oviedo, Spain) (Ed.), *Handbook of Research on Big Data, Green Growth, and Technology Disruption in Asian Companies and Societies* (pp. 301-318). <https://www.igi-global.com>: IGI Global International Academic Publisher - Headquartered in Hersey, Pennsylvania, USA.
- Tran, X. V., Nguyen, M., Luu, H., Ngo, N., & Tran, M. (2017). Impact of Advertising and Public Relations on Tourism Development in Da Nang, Vietnam. In Patricia Ordóñez de Pablos (Ed.), *Tourism and Opportunities for Economic Development in Asia* (pp. 1-16). International Publisher of Information Science and Technology Research.
- Tran, X. V. (2017). Actor Network Theory in Tourism. In Patricia Ordóñez de Pablos (Ed.), *Tourism and Opportunities for Economic Development in Asia* (pp. 302-310). International Publisher of Information Science and Technology Research.
- Tran, X. V., & Bridges, S. (2010). Crime and Tourism in European Nations. In Clark, A. (Ed.), *Constructing Central Europe Tourism Competitiveness* (pp. 335-347). <https://www.4icu.org/reviews/1966.htm>: Pannon Egyetem.
- Tran, X. V., & Woodside, A. (2009). How Unconscious Needs Influence Travelers Interpretations and Preferences of Alternative Tours and Hotels. In Arch Woodside (Ed.), *Advances in Culture, Tourism, and Hospitality Research*, (pp. 217-310). UK: Emerald Group Publishing.

Service

COB Graduate Programs, Curriculum, and Assurance of Learning Committee (Chair).

COB Personnel Committee.

COB Undergraduate Programs, Curriculum, and Assurance Learning Committee.

College of Business Council (Chair).

Faculty Senate

FS - General Education Committee

FS - Planning and Special Issues Committee

Graduate Council

Office of Undergraduate Research Committee

High Impact Practice (HIP) committee

Study Abroad Vetting/Designation committee.

Peer-Reviewed Editorial Board

International Journal of E-Business Research (IJBER), Hershey, Pennsylvania.

International Journal of Business Intelligence Research (IJBIR), Hershey, Pennsylvania.

Journal of Hospitality and Tourism Technology.

Journal of Hospitality & Tourism Education

Journal of Cleaner Production (Journal A in Australian Business Dean Council)

Awards

2024 Office of Undergraduate Research Mentoring Award

2024 Raymond C. Dyson Faculty Research Award

2023 Raymond Dyson Service Award

2022 Raymond Dyson Research Award

2021 Raymond Dyson Service Award
2019 Raymond Dyson Service Award
2019 E.W. Hopkins Faculty Development Award
2015 Student Market Competition Smith Travel Research Award in New York.
2016 Student Market Competition Smith Travel Research Award in New York.
2018 Student Market Competition Smith Travel Research Award in New York.
2019 Student Market Competition Smith Travel Research Award in New York.
2016: Top Hottest Article in 2016 by the Annals of Tourism Research.
1995-1996: Fulbright Scholarship, Institute of International Education. Fulbright Scholarship, University of Oregon, 1995
1992-1993: Marketing Management Award, Westvlaams Economisch Studiebureau. Marketing Management, Westvlaams Economisch Studiebureau, Brugge, Belgium. 1992
2021-2022: 2022 Dyson Research Award, University of West Florida. 2 messages Scott Keller
2015-2016: Sabbatical, University of West Florida. Sabbatical award for writing a book: "Revenue Management Illustrated" by the University of West Florida for Spring 2016.
2014-2015: Distinguished Research Award, University of West Florida. Distinguished Research Award Nominee
2009-2010: Summer Semester Teaching in Japan, Japan House at the University of West Florida. Teaching two classes Introduction to Hospitality HFT2000 and Marketing Essentials for Hospitality Management HFT4503 at the College of Jikei in Tokyo, Japan.
2007-2008: Distinguished Teaching Award, University of West Florida. Distinguished Teaching Award Nominee, 2008
2003-2004: Summer Semester Teaching in Shanghai, East China Normal University & University of Utah. Summer Semester Teaching in Shanghai, East China Normal University.