

# Diem-Trinh Thi Le

(Diem-Trinh Le-Klähn)

Technische Universität München  
School of Management/  
Department of Urban Structure and Transport Planning  
Arcisstraße 21, München 80333  
Germany

Phone: +49 176 7171 9555

Email: [diemtrinh.le@tum.de](mailto:diemtrinh.le@tum.de)

## Education

- 2011-present DR.RER.POL. (PH.D. IN ECONOMICS/MANAGEMENT), Technische Universität München, Germany (*thesis submitted July 2014*)
- Jan - Feb 2014 OVERSEAS STUDY EXCHANGE, Nanyang Technological University of Singapore
- 2009 MASTER OF TOURISM MANAGEMENT (*First Class Honours*), Victoria University of Wellington, New Zealand
- 2004 BACHELOR OF ECONOMICS major in Business Administration for Tourism and Hospitality (*Distinction*), Hue University, Vietnam

## Employment

- 2011 – present *PhD researcher*, Department of Urban Structure and Transport Planning, Technische Universität München, Germany
- 2009-2011 *Adjunct Lecturer*, EASB Institute of Management, Singapore
- 2004-2007 *Lecturer*, Hue College of Economics, Hue University, Vietnam

## Publications

### REFEREED JOURNAL ARTICLES

- 2014a Le-Klähn, D-T., Gerike, R., and Hall, C.M. (2014). “Visitor users vs. non-users of public transport: The case of Munich, Germany”, *Journal of Destination Marketing and Management*, *in press*, doi: <http://dx.doi.org/10.1016/j.jdmm.2013.12.005>.

- 2014b Le-Klähn, D-T., Hall, C.M., and Gerike, R. (2014). "Analysis of visitors' satisfaction with public transport in Munich, Germany", *Journal of Public Transportation*, 17(3), *in press*.
- 2014c Le-Klähn, D-T., Hall, C.M. "Tourist use of public transport at destinations - A review". *Current Issues in Tourism (accepted)*.
- 2011 Le, D-T., and Pearce, D.G. (2011). "Segmenting visitors to battlefield sites: International visitors to the former Demilitarized Zone in Vietnam", *Journal of Travel and Tourism Marketing*, 28 (4), 451-463.

#### BOOK CHAPTER

- 2014 Le-Klähn, D-T., Hall, C.M., and Gerike, R. (2014). "Promoting public transport use in tourism". In S. Cohen, J. Higham, P. Peeters, and S. Gössling (Eds.), *Understanding and governing sustainable tourism mobility*, (pp.208-222). Abingdon: Routledge.

#### THESES

- 2014 Le, D.-T. (2014). "Tourist use of public transport at destinations". *Doctoral dissertation*. Technische Universität München, Germany.
- 2009 Le, D.-T. (2009). "Battlefield tourism in Vietnam". *Master thesis*. Victoria University of Wellington, New Zealand.
- 2004 Le, D.-T. (2004). "Tourist satisfaction with heritage sites". *Bachelor thesis*. Hue University, Vietnam.

#### REVIEWS

- 2014 Le-Klähn, D-T., and Edwards, D. (2014). "Conference Report: The Best Education Network Think Tank XIII: Engaging Communities in Sustainable Tourism Development, Taylors University, Kuala Lumpur, Malaysia 2013", *Journal of Hospitality, Leisure, Sports & Tourism Education*, 14, 1-5.
- 2014 Le-Klähn, D-T. (2014). A Review of "Slow tourism: experiences and mobilities", *Journal of Sustainable Tourism*, 22(1), 170-174. doi:10.1080/09669582.2012.751717.

#### WORK IN PROGRESS

- 2014d Le-Klähn, D-T., Roosen, J., Gerike, R., and Hall, C.M. "Modelling tourist choice of transport mode and areas visited at destinations". *Tourism Geographies (submitted)*.
- 2014e Le-Klähn, D-T. "Public transport". In C.M. Hall, S. Gössling, D. Scott (Eds.), *Handbook of Tourism and Sustainability (submitted)*.

- 2014f Le-Klähn, D-T. "How are tourist choice of transport mode related to places visited?" (*journal article, in progress*).
- 2014g Le-Klähn, D-T., and Hall, C.M. "Tourism and public transport". (*Book, in preparation*).

## Conferences

### PRESENTATIONS AND PROCEEDINGS

- 2014a "Sustainable tourism mobility: Recommended strategies for cities", *the XIV BEST THINK TANK on Politics, Policy and Governance in Sustainable Tourism*, Ljubljana, Slovenia, 23-26 June.
- 2014b "Modelling tourist choice of public transport", *the Second Biennial Forum Advances in Destination Management*, St. Gallen, Switzerland, 10-13 June.
- 2013a "Promoting public transport at an urban tourist destination", *the VI International Tourism Congress on the image and sustainability of tourist destinations*, Peniche, Portugal, 27-29 November.
- 2013b "Tourism and public transport", *the international PhD workshop on "Sustainability – Networks – Practice: Mobility Policies in Metropolitan Regions"*, Herrsching, Germany, 25-27 April.
- 2013c "Measuring tourists' satisfaction with public transport in Munich, Germany", *International Conference on Tourism, Transport and Logistics*, Paris, France, 14-16 February.
- 2012 "Analysis of tourists' satisfaction with public transport in Munich, Germany", *International Workshop on Psychological and Behavioural Approaches to Understanding and Governing Sustainable Tourism Mobility*, Freiburg, Germany, 3-6 July.

### OTHER CONFERENCES PARTICIPATED

- 2014 *mobil.TUM International Conference on Mobility and Transport: Sustainable mobility in metropolitan regions*, Munich, Germany, 19-20 May.
- 2013 *the 13th BEST THINK TANK on "Engaging community in sustainable tourism"*, Kuala Lumpur, Malaysia, 23-26 June.
- 2012a *the 7th Bus International Conference*, Istanbul, Turkey, 18-20 April.
- 2012b *mobil.TUM International Conference on Mobility and Transport: Transport Demand Management*, Munich, Germany, 19-20 March.

## Awards

- 2011 Hans-Böckler Stiftung Scholarships (for PhD studies)
- 2007 One of the top six students at Victoria University of Wellington, New Zealand to present to the President of Vietnam on his visit to the university
- 2006 New Zealand Development Scholarships (for Masters studies)
- 2006 Award for Excellence in Union services, Hue College of Economics
- 2004 Award from the President of Hue College of Economics for the most Distinguished Graduated in the Bachelor of Economics and Business programme (achieved the highest general average score)
- 2004 Award for Excellence in Youth Union and Community Services
- 2000-2004 Yearly Awards from the President of Hue College of Economics for Excellent Achievement in Academic Year 2000-2001, 2001-2002, 2002-2003, 2003-2004 (4 Awards)
- 2003 Best Business Student Award by Hue Youth Enterprise Association
- 2003 University grant for student research project

## Teaching Experience

### COURSES

- 2009-2011 Tourism Systems and the Environment, Convention Sales and Services, *for Bachelor degree conferred by Cardiff Metropolitan University and Queen Margaret University*, EASB Institute of Management, Singapore
- 2010 Travel Industry Services, *Newcastle School of Management*, Singapore
- 2005-2006 Tourist Behaviour, Marketing for Hospitality and Tourism, *Hue College of Economics*, Vietnam
- 2005 Tourism Project Development and Management (TA), *Hue College of Economics*, for joint program with *University of Hawaii*

### SUPERVISION OF GRADUATE STUDENT

- 2009 Pham Tran Phuong Quynh (MBA, *Queen Margaret University*), *Climate change and coastal tourism: Policy maker and tourism manager perspectives in Phan Thiet, Vietnam*

## Professional Training

- 2009 Learning and Teaching at tertiary education level, *EASB Institute of Management, Singapore*
- 2006a Yield Management, *University of Quebec, Canada*

- 2006b Tourist Psychology, *Hanoi National University of Economics, Vietnam*  
2005a Methods for teaching at tertiary education level, *Hue University, Vietnam*  
2005b Research methods, *Hue University, Vietnam*

## Professional Activities

Reviewer: Current Issues in Tourism  
Member of the Subcommittee “Knowledge Dissemination” of the BEST EN

## Internship

- 2008 Vinh Moc Tunnel (Historical Site), Quang Tri Province, Vietnam  
2005 Indochina Travel Group, Hue City, Vietnam  
2004 Department of Culture, Sports, and Tourism, Hue City, Vietnam

## Referees

referees available upon request