

CURRICULUM VITAE

for

PROF. RAYVISCIC MUTINDA NDIVO

2024

AFFILIATION:

School of Hospitality and Tourism Management

Murang'a University of Technology

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EDUCATION BACKGROUND (Year attained)

- Sept 2014- Sept 2015: Università della Svizzera italiana (University of Lugano), Switzerland
Qualification: Post-Doctorate
- 2013 Kenyatta University, Kenya.
Qualification: Ph. D (Hospitality and Tourism Management)
Area of Specialization: Hotel Investments and Tourism Destination Competitiveness
- 2009 Kenyatta University, Kenya
Qualification: Master of Science in Hospitality & Tourism Management
Area of Specialization: Tourism and Hospitality Marketing
- 2001 Maseno University, Kenya
Qualification: B.Sc Hotel & Institution Management
- 1994 Kilonzo Secondary School, Kitui, Kenya
Qualification: Kenya Certificate of Secondary Education

Other Professional Training

- 2023: Certificate in Monitoring and Evaluation (Jomo Kenyatta University of Agriculture & Technology)
- Sept-Dec 2014: E-marketing in Tourism and Hospitality Industry, Università della Svizzera italiana (USI), 2014 Switzerland
- 2014 Certificate in Teaching Methodology, Kenyatta University, Kenya
- 2009 Certificate in Professional Techniques in Tour Operations, Institute of Commercial Management (ICM) UK

MEMBERSHIP IN PROFESSIONAL BODIES

- 2019- to date: Tourism Professionals Association (TPA)- Membership no: **TPA-A-06/0365/2019.**
- January 2022: Chairman, Education and Training Committee, Tourism Professionals Association (TPA)
- May 2023: National Chairman, Tourism Professionals Association

UNIVERSITY WORKING EXPERIENCE	
February 2021 to date	<p>Murang’a University of Technology, Kenya, School of Hospitality & Tourism Management</p> <p><i>Positions:</i></p> <ul style="list-style-type: none"> i. Dec, 2022- To date: Associate Professor, ii. Feb 2021- Dec 2022: Senior Lecturer, <p><i>Administrative positions:</i></p> <ul style="list-style-type: none"> i. March 2023- To date: Dean of School of Hospitality and Tourism Management, ii. August 2023- To date: Member, University Senate iii. July, 2022- March, 2023: Chairman of Department, Hospitality, Travel and Tourism Management iv. June, 2021- To date: Programme Leader for both Ph.D. and MSc (Hospitality & Tourism Management) <p><i>Service in University Committees:</i></p> <ul style="list-style-type: none"> i. October, 2022- to date: Chairman, Statutes Compliance Committee ii. Jan 2024 to date: Member, University Board of Postgraduate Studies, iii. March 2024- to date: Member, University Industrial Attachment Committee iv. April 2024- To date: Member, University Marketing Committee. v. Feb- April 2024: Chair, Ad hoc Students’s Disciplinary Appeals Committees vi. 2023: Member, 2023 Graduation Planning Committee.
Sep 2019-Sep 2021	<p>Dedan Kimathi University of Technology</p> <p><i>Position:</i> Visiting Senior Lecturer, Institute of Hospitality & Tourism Management</p>

<p>Jan, 2017- February 2021</p>	<p>Mount Kenya University, Thika, Kenya <i>Position:</i> Senior Lecturer, School of Hospitality, Travel & Tourism Management</p> <p><i>Duties and Responsibilities:</i></p> <p>Research, teaching for both undergraduate and postgraduate students, and supervision of postgraduate research.</p> <p><i>Other Administrative appointments:</i></p> <ol style="list-style-type: none"> i. Head of Research and Postgraduate Studies, School of Hospitality, Travel and Tourism ii. Programme Leader for BSc Hospitality Management and BSc Travel and Tourism management iii. School of Hospitality, Travel and Tourism Curriculum Development Coordinator <p><i>Major achievements to date:</i></p> <ul style="list-style-type: none"> • Successfully led the alignment of the School Diploma curricula to the TIVET requirements. • Streamlined postgraduate supervision and seminars • Successfully led the formulation of a MSc Travel and Tourism Management programme • Currently leading the process of developing a PhD curriculum in Hospitality and Tourism Management. • Developed strong and working linkages with tourism industry organizations in the public, private and non-governmental organisations within and outside Kenya.
<p>Sept 2015-Jan 2017</p>	<p>Kenya Methodist University, Kenya Position: Senior Lecturer, Department of Hospitality and Tourism Management</p> <p>Other responsibilities:</p> <ol style="list-style-type: none"> i. Programme Leader, BSc. Tourism Management and MSc. Hospitality and Tourism Management ii. Postgraduate Coordinator, School of Business and Economics
<p>Oct, 2009- Dec 2014</p>	<p>Kenyatta University, Nairobi, Department of Tourism Management Position:</p> <ol style="list-style-type: none"> i. Lecturer, Department of Tourism Management (2013-2016) ii. Tutorial Fellow, Department of Tourism Management (2009-2013) <p><i>Main responsibilities</i></p> <ul style="list-style-type: none"> • Teaching and examining both undergraduate and post graduate students • Supervision of undergraduate projects and postgraduate theses • Student career guidance and mentoring • Curriculum development and review • Undertaking academic research <p><i>Other Administrative appointments:</i></p> <ul style="list-style-type: none"> • Feb, 2010- Oct, 2014: Examination coordinator, Dept of Tourism Management • Aug-Sept 2014: Ag. Dean, School of Hospitality and Tourism Management • Feb-June 2012: Ag. Chair, Dept of Tourism Management

FUNDED RESEARCH AND DEVELOPMENT PROJECTS

April-Sep 2023	<p>Project: Integrated Tourism Project for the Republic of Burundi</p> <p>Project Scope: Preparation of Tourism Bill, Tourism Policy, Tourism Strategy and Tourism Investment Guide</p> <p>Funding organization: UN Economic Commission for Africa (UNECA)- sub regional office for EA, (RWANDA)</p> <p>Role: Individual Consultant</p>
May 2022- November, 2023	<p>Project: Support to EAC Secretariat to develop the EAC Tourism Barometer’.</p> <p>Funding agency: GIZ Support to East African Market Driven and People-Centered Integration, Arusha, TANZANIA.</p> <p>Project Scope: To support the EAC Secretariat to strengthen both the regional and national tourism statistical systems that facilitates collection, aggregation and reporting of credible and reliable tourism data and statistics, through the establishment of an EAC Tourism Barometer.</p> <p>Role: Project Lead Tourism Expert</p>
October, 2021- April, 2022	<p>Title: Assessing the potential of tourism value chains in Kenya in the context of the AFCFTA</p> <p>Funding organization: UN Economic Commission for Africa</p> <p>Position: Primary Investigator</p>
June 2020 Dec 2020	<p>Title: Assessment of Tourism Research Needs in Kenya.</p> <p>Sponsor: Tourism Research Institute, Kenya</p> <p>Position: Primary Investigator</p>
Sept- Dec 2020	<p>Project: Labour Market Survey on employment and entrepreneurship opportunities for girls in Isiolo, Kisumu, Kilifi and Garissa.</p> <p>Client: Voluntary Services Overseas (VSO), Action Aid and Lenard Chesire, KENYA</p> <p>Role: Associate researcher</p>
Sept- Dec, 2018	<p>Title: A comparative study of Kenya’s tourism performance vis a vis global tourism trends.</p> <p>Funding organization: Tourism Research Institute, Kenya</p> <p>Position: Primary Investigator</p>
2017, 2018, 2019, 2020, 2021, 2022	<p>Attracted funding for hosting annual <i>ICT and Tourism conferences in Kenya</i></p> <p>Funding organization: International Federation of IT in Travel & Tourism (IFITT).</p>
Mar - Sept, 2015	<p>Title: African Air Transportation and Tourism Regulatory Convergence.</p> <p>Funding organization: UN Economic Commission for Africa (UNECA), Addis Ababa, Ethiopia</p> <p>Position: Primary Researcher</p>

Jun 2014- Dec. 2014:	<p>Task: Mapping Tourism Products in Makueni County.</p> <p>Funding organization: Government of Makueni County, Kenya</p> <p><i>Position: Lead Researcher</i></p>
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CONSULTANCY SERVICES

<p>May 2024- Sept 2024</p>	<p>Project: Formulation of Sustainable Tourism Master Plan for the Inter-Governmental Authority on Development (IGAD) region for the period 2024-2034</p> <p>Project description: Diagnosis of IGAD region-wide sectoral challenges and opportunities, trends and external environment analysis, regional stakeholder consultations, and providing practical development strategies for the tourism sector.</p> <p>Client: IGAD</p> <p>Funder: UN Economic Commission for Africa (UNECA)</p> <p>Role: Lead Consultant</p>
<p>Feb- April 2024</p>	<p>Project: Provision of Training and Mentorship to Grassroot Tourism Enterprises in Mombasa County</p> <p>Project description: Training needs analysis, Development of a training programme, development of training modules, Delivery of training, Formulate and facilitate mentorship programme, Undertake summative evaluation of the training and mentorship programme .</p> <p>Client: Mombasa Tourism Innovation Lab</p> <p>Funder: Global Development Incubator (GDI)</p> <p>Role: Lead consultant</p>
<p>October, 2021- April, 2022</p>	<p>Project: Tourism Business to Business Linkage Project for the Oromia region, Ethiopia</p> <p>Project description: The purpose of this assignment is to support 91 existing and new Small and Medium Enterprises (SMEs) working in eight selected tourist destinations within the Oromia Region.</p> <p>Client: Oromia Tourism Commission, ETHIOPIA</p> <p>Funder: MasterCard Foundation, ETHIOPIA</p> <p>Role: Lead Investigator</p>
<p>July, 2021- Sept 2021</p>	<p>Client: Kenya Tourism Board (KTB)</p> <p>Project: Mid-term Review of the KTB Strategic Plan 2018-2023</p> <p>Role: Lead consultant</p>
<p>May-June 2021</p>	<p>Client: Tourism Regulatory Authority (Kenya)</p> <p>Task: Mid-term Review of the Strategic Plan 2018-2022</p>

	Role: Lead consultant
March 2020- June 2020	Project: Development of competency-based curriculum in hospitality and tourism for the Rwanda Polytechnic under the GIZ – Hanga Ahazaza Project. Client: Rwanda Polytechnic Funder: GIZ – Hanga Ahazaza Project - RWANDA Role: Associate Researcher/ Resource person
October, 2018 ongoing	Client: Privatization Commission of Kenya Role: Lead Hospitality Consultant Task: Transaction advisory for the privatization of public sector owned hotels (REF NO: PC/RFP/014/2017-2018) and Privatization of Tourism Finance Corporation (formerly KTDC) associated companies (hotels), (REF NO: PC/RFP/015/2017-2018). <i>(Project consortium: Standard Investment Bank Consortium)</i>
April, 2018- Dec, 2018	Project: Formulation of a continental tourism strategy for Africa and an institutional framework for the proposed AU Tourism Organization Client: African Union Commission Funder: UN Economic Commission for Africa (UNECA) Sub-Regional Office for Eastern Africa <i>Position: Individual Consultant</i>
March, 2017- June, 2017	Project: Formulation of a Wildlife and Tourism Strategic Plan 2017-2022 for Kitui County. Client: Government of Kitui County, Kenya Role: <i>Associate Tourism Consultant</i>
Oct, 2013- May, 2014	Project: Formulation of a <i>Tourism Master Plan for Ethiopia 2015-2025</i> . Project description: Involved diagnosing the challenges facing the sector and recommending strategic solutions to the same; Aligning the Tourism sectoral strategies with the country's broad socio-economic roadmap- the <i>Growth and Transformation Plan</i> , and the IGAD regional Tourism Masterplan 2013-2023. Client: Ministry of Culture and Tourism, Ethiopia Funding agency: UN Economic Commission for Africa (UNECA) Role: Individual Consultant
Jan, 2014- Apr 2014:	Project: <i>Formulation of the group Five Year Group Strategic Plan, 2014-2019</i> for the Presbyterian Foundation. Client: The Presbyterian Foundation, Nairobi, Kenya Position: <i>Lead Strategic Planning Consultant</i> (Project consortium: DK Wambua and Associates)

<p>Nov, 2012- Mar, 2013:</p>	<p>Project: Group Operations and Profitability Re-engineering (Project consortium: DK Wambua and Associates) Client: Milele Group of Hotels (part of the Presbyterian Foundation investments, Nairobi, Kenya) Role: <i>Lead Consultant</i></p>
<p>Dec, 2011- Dec, 2012</p>	<p>Project: Formulating the Sustainable Tourism Development Master Plan 2013-2023 for the IGAD region Project description: <i>Diagnosis of IGAD region-wide sectoral challenges and opportunities, trends and external environment analysis, and providing practical development strategies for the tourism sector.</i> Client: Inter-Governmental Authority on Development (IGAD) Funder: UNECA Sub-Regional Office for Eastern Africa Role: Member, Committee of Experts and Associate Consultant</p>
<p>July, 2011 Oct, 2011</p>	<p>Project: Preparation of Thematic Chapter on Tourism for the Forth Issue of the Sustainable Development Report on Africa (SDRA IV) and Africa Regional Review Report on Tourism for the 2012/2013 Implementation cycle of the Commission on Sustainable Development. Client: United Nations Environmental Programme (UNEP), Nairobi Role: <i>Associate Consultant (Main project consultants- Niras Consulting Group)</i></p>

POST-GRADUATE RESEARCH SUPERVISION

a) Completed postgraduate theses:

Ph.D:

- 2020 Charles Gacheru Mwangi
Kenya Methodist University, School of Business and Economics
Thesis title: Influence of Customer Relationship Management Dimensions on Performance of Classified Accommodation Facilities in Coast Region of Kenya

(SEE DOCUMENT AT:
<http://repository.kemu.ac.ke/bitstream/handle/123456789/846/Charles%20Gacheru%20Mwangi%20Thesis.pdf?sequence=1&isAllowed=y>)
- 2020: ABONGO, Benjamin O.
Kenya Methodist University, School of Business and Economics
Thesis title: Influence of corporate decisions on competitive market dynamics in Kenyan insurance market

(SEE DOCUMENT:
<http://repository.kemu.ac.ke/bitstream/handle/123456789/852/BENJAMIN%20OKEYO%20ABONGO%20THESIS.pdf?sequence=1&isAllowed=y>)
- 2019:** NJAU, Florence Wanjiku,
Kenyatta University, School of Hospitality and Tourism
Title: Evaluating Customer Satisfaction in Nairobi Budget Hotels: Integrating SERVQUAL and GAP Models of Service Management.
(SEE DOCUMENT: <https://ir-library.ku.ac.ke/handle/123456789/19944>)
- 2017:** KINUTHIA, Teresia Wangui,
Kenyatta University, School of Hospitality and Tourism
Thesis Title: Socio-Economic Impacts of Casinos on Hotel Employees in Nairobi County, Kenya.

(SEE DOCUMENT: <https://ir-library.ku.ac.ke/handle/123456789/18154>)

b) Masters:

April 2024: BILHA GITAU

Dedan Kimathi University of Technology

MSc. Sustainable Hospitality & Tourism Management

Thesis Title: The Effect of Adventure Recreation on Rural Livelihoods in Nyeri County

July, 2023: GATURU, Susan Wothaya

Mount Kenya University,

MSc. Hospitality Management

Thesis Title: Cost Reduction Strategies and Guest Satisfaction among Hotels in the Coast Region of Kenya

May, 2022: KAMAU, Ann Mucera,

Dedan Kimathi University of Technology

MSc. Sustainable Hospitality & Tourism Management

Thesis Title: Contribution of public-sector policies towards promoting responsible mountain tourism practices in mount Kenya World Heritage site

2020: WAITA, Gloria Mumbua

Mount Kenya University,

MSc. Hospitality Management

Thesis Title: Analysis of Contribution of Organizational Culture to Performance of Classified Hotels in Nakuru County, Kenya.

2018: NJUE Michael Murimi

Mount Kenya University,

MSc. Hospitality Management

Study Title: Influence of workplace environment on employee job satisfaction in two and three star-rated hotels in Kisumu County, Kenya

2018: KIBIRO, Eunice Gathoni

Kenyatta University,

M.Sc. Tourism Management

Thesis title: The potential of cultural resources for sustainable tourism development in Machakos County, Kenya

2017: ESTHER Odawa

Kenyatta University,

MSc. Hospitality Management

Thesis title: Creation of competitive advantages through the use of information and communication technology in selected 3-5 star hotels in Nairobi.

2016: ROSEMARY, Mugito

Kenyatta University,

MSc. Hospitality Management

Thesis Title: Influence of customer relationship management practices on guest loyalty in lodges and tented camps in Masai Mara conservancy, Kenya.

MSC. Thesis supervised before 2016:

2015: KIHARA, Caroline Wangari

Kenyatta University,

MSc. Hospitality and Tourism Management

Thesis Title: Youth Travel as a Potential Market Segment for Tourism in Kenya.

- 2014:** WASIKE, Carolyne K.
Kenyatta University,
MSc. Hospitality and Tourism Management
Thesis Title: Challenges Facing Management of Employee Motivation in 3-5 Star Hotels in Nairobi.
- 2012:** MUTHURI, Paul M.
Kenyatta University,
MSc. Tourism Management
Thesis Title: Factors Hindering Kawiru Community Participation in Tourism Development in Meru National Park.
- 2011:** KINUTHIA, Teresa W.
Kenyatta University,
MSc. Hospitality and Tourism Management
Thesis Title: Extent of the Implementation of the United Nations World Tourism Organization Code of Conduct in Kilifi District Kenya.

1. Kinyua, C., **Mutinda, R.**, & Njeri, A. (2024). The Mediating Role of Behavioural Intentions on the Relationship between Eco-Friendly Perceptions and Behaviour of Guests in Eco-Rated Camps at the Maasai Mara National Reserve, Kenya. *African Journal of Tourism and Hospitality Management*, 3(1). 111-125. DOI: <https://doi.org/10.37284/ajthm.3.1.1921>
2. **Ndivo, R. M.** (2022). Disintermediate: Digital media can disintermediate relationships in tourism at heritage destinations. In: Handbook on Heritage, Sustainable Tourism and Digital Media. DOI: [10.4337/9781788970082.00032](https://doi.org/10.4337/9781788970082.00032)
3. Muiruri, E., **Ndivo, R.M** & Muiruri, J.N (2024). Adoption of Digital Technologies as a Driver for Cost Leadership Strategy in Tour Firms within Nairobi City County, Kenya. *African Journal of Tourism and Hospitality Management* 3(1):66-76.
4. Gitau, B.N.; Misiko, A.J. & **Ndivo, RM** (2023). Contribution of Adventure Recreation Infrastructure to Sustainable Rural Livelihood in Nyeri, Kenya. *African Journal of Tourism and Hospitality Management* 2(1), 35-43. <https://doi.org/10.37284/ajthm.2.1.1655>.
5. Ongarora, B.K., Misiko, J., & **Mutinda, R.** (2023). Effects of the Covid-19 Crisis Preparedness and Recovery Strategies on Tour Operators' Business Continuity in Nairobi County, Kenya. *Journal of Business and Management*, 25(4): 55-62
6. Njagi, C., **Mutinda, R.**, & Mwangi, B. (2023). The Moderating Role of Visitors' Nationality on the Relationship between Service Quality and Behavioural intentions in Star Rated Game Lodges. *Journal of Hospitality and Tourism*
7. Njagi, C., **Mutinda, M.**, & Mwangi, B. . (2023). Influence of Service Quality on Emotional Satisfaction in Game Lodges. *Journal of Hospitality and Tourism*, 3(2), 20 - 35. <https://doi.org/10.47672/jht.1514>
8. Owenga, J., **Mutinda, R.** & Mapelu, I. (2024). Moderating Effect of Government Policies and Regulations on the Relationship Between Diversification Strategies and Organizational Performance Among Star Rated Hotels in the Kenyan Coast. *International Journal of Research and Innovation in Social Science VIII(1):866-880*. DOI: 10.47772/IJRISS.2024.801065
9. Owenga, J., **Mutinda, R.** & Mapelu, I. (2023). Impact of Related Diversification Strategies on Organizational Performance among Star Rated Hotels in the Kenyan Coast. *Journal of Hospitality and Tourism* 3(3):75-92. DOI: 10.47672/jht.1704
10. Gaturu, S., **Mutinda, R.** & Miricho, M. (2022). Cost Reduction Strategies and Guest Satisfaction among Hotels in the Coast Region of Kenya. *Journal of Hospitality and Tourism*, 2(1), 16-32, 2022.
11. Gaturu, S., **Mutinda, R.** & Miricho, M. (2022). Cost Reduction Strategies and Guest Satisfaction among Hotels in the Coast Region of Kenya. *Journal of Hospitality and Tourism* , 2(1), 16-32, 2022. <https://ajpojournals.org/journals/index.php/JHT/article/view/961/1082>
12. **Ndivo, R.**, Kamau, A. & Misiko, J (2022). Policy implementation barriers for mountain tourism destinations; case of Mount Kenya World Heritage Site. *Journal of Tourism & Sports Management* , 4 (2) : 1109-1116

13. Kamau, A., Misiko, J & **Ndivo, R.**(2022). Efficacy of Codes of Conduct in Promoting Responsible Tourism Practices Within the Mount Kenya World Heritage Site. *Journal Of Humanities And Social Science*. 27(2), 40-51. DOI: 10.9790/0837-270202405
14. Waita, G.M., **Mutinda, R.M.**,Kariuki, A.C (2020). Hotel employee operations involvement and its consequence on hotel performance: A case study of classified hotels in Nakuru County, Kenya. *International Journal of Economics, Commerce and Management*, 8 (4), 498-515.
15. Mwangi, C. G, Gichunge, E. & Mutinda R. N. (2019). Moderating role of organizational size on the influence of customer Orientation on the performance of classified accommodation facilities in the Coast region of Kenya. *IOSR Journal of Business and Management*, 21(6), pp89-93
16. Mwangi, C. G, Mutinda R. N. & Gichunge, E. (2019). Influence of Customer relationship management dimensions on the performance of classified accommodation facilities in Kenya. *IOSR Journal of Business and Management*, 21(6), 11-16
17. Abongo, B., Mutinda, R., & Otieno, G. (2019). Innovation Capabilities and Process Design for Business Model Transformation in Kenyan Insurance companies: A Service Dominant Logic Paradigm. *Journal of Information and Technology*, 3(1), 15-45.
18. Abongo, B.O., Senaj, T., Mutinda, R.(2018). Influence of Strategic Decisions on the Competitive Insurance Market Dynamics in Kenya. *Strategic Journal of Business & Change Management*, Vol 5, No 3.
19. Njau, F., Mutungi, M., & **Mutinda, R.** (2019). An Integrated Servqual and Gap Model in Evaluating Customer Satisfaction in Budget Hotels in Nairobi City County, Kenya. *International Journal of Current Aspects*, 3(II), 41-70. <https://doi.org/10.35942/ijcab.v3iII.6>.
20. **Ndivo, R.M** & Oketch R. (2019). Tourism governance in transition period: Restructuring Kenya's tourism administration from centralized to devolved system. *Journal of Tourism Planning & Development*. Vol 16 (2). <https://doi.org/10.1080/21568316.2019.1580210>
21. Kanjuru, J., Wang'ombe, L. & **Mutinda, R.** (2018). Assessment of Domestic Events Management Strategies in Promoting Sustainable Tourism as a Catalyst toward Fostering Peace and Cohesion in Kenya. *The International Journal of Humanities & Social Studies*, Vol 6(9), 262-269
22. Njagi, C.W., **Ndivo, R.M** & Manyara, G. (2017). Understanding the travel motivation among youth travelers in Kenya: the 'push' and 'pull' paradigm. *African Journal of Hospitality, Tourism and Leisure*, 6(1), article No. 44.
23. **Ndivo, R.M** & Cantoni, L. (2016). The Efficacy of Heritage Interpretation at the Lalibela Rock-Hewn Churches in Ethiopia: exploring the need for integrating ICT-mediation. Special Issue on Information and Communication Technologies in Religious Tourism and Pilgrimage, *International Journal of Religious Tourism and Pilgrimage*, 4 (3), 17-28.
24. **Ndivo, R.M** & Cantoni, L. (2016). Rethinking local community involvement in tourism development. *Annals of Tourism Research*, 57, 275-278 . <https://www.cabdirect.org/cabdirect/abstract/20163128331>

25. Manyara, G & **Ndivo, R.M** (2016). Stakeholders' Perspectives on the Adoption of a Regional Framework for Tourism Development within the Horn of Africa. *Journal of Tourism Planning & Development*, 13 (2), 236-247
26. **Ndivo, R.M** & Cantoni, L. (2016). Economic Empowerment of Communities through Tourism: A Pro-Poor Tourism Value Chain Approach. *Advances in Hospitality and Tourism Research*, 3(2), 116-134.
27. Kibe, J.W & **Ndivo, R.M.** (2015). The strategic response by travel agents in Kenya to opportunities and threats of ICT developments. *African Journal of Hospitality, Tourism and Leisure*, 4(2).
28. Kibe, J.W., Manyara, G., Tromp, D., Odunga, P., & **Ndivo, R.** (2015). Adoption of ICTs Innovations and Implications to Travel Agencies in Nairobi, Kenya. *Tourism Spectrum, Special issue on ICTS and Tourism Development in the 21st Century*
29. **Ndivo, R.M.**, Waudo, J. & Waswa, F. (2012). From National to Regional Tourism Development focus in Kenya: Examining the Challenges and Opportunities. *Journal of Tourism Planning & Development*, 10(1): 99-109. DOI:10.1080/21568316.2012.729759
30. **Ndivo, R.M** & Mayaka, M., (2012). Application of destination choice model: Factors influencing domestic tourists destination choice among residents of Nairobi, Kenya, *Tourism Management*, 33(6):1593–1597. doi:10.1016/j.tourman.2011.12.008
31. **Ndivo, R.M.**, Waudo, J. & Waswa, F. (2012). Examining Kenya's Tourist Destinations' Appeal: the Perspectives of Domestic Tourism Market. *Journal of Tourism & Hospitality*, 1(5). Available at: <http://dx.doi.org/10.4172/2167-0269.1000103>

II) University-level Books

Ndivo, R.M (2011). *Domestic Tourism in Kenya: An Application of Destination Choice Sets Theory*. Germany: LAP LAMBERT Academic Publishing

III) Book Chapters

- Ndivo, R.M (June 2022). Equity: Ensuring everyone can benefit from ocean tourism. Expert perspective. “High Level Panel for a (Ocean Panel)” Lisbon, Portugal (JUNE 29, 2022).
<https://oceanpanel.org/perspective/dr-ray-mutinda-ndivo-equity-ensuring-everyone-can-benefit-from-ocean-tourism/>
- Ndivo, R. Mutinda (Feb 2022). Disintermediate: Digital media can disintermediate relationships in tourism at heritage destinations in *Handbook on Heritage, Sustainable Tourism and Digital Media*. DOI: <https://doi.org/10.4337/9781788970082.00032>, Pp 286–293
- Ndivo, Rayvisic Mutinda (November, 2020). Growing Africa's tourism through air transport liberalization in Continental aspirations and key policy bottlenecks in *Routledge Handbook of Tourism in Africa* (ISBN: 9781138496088) Chapter 7 (available in: <https://www.routledgehandbooks.com/doi/10.4324/9781351022545>)
- Ndivo R.M, Mutisya M., Cantoni L. (2018) Institutionalizing lifelong learning in Kenya. *Lifelong Learning for Tourism. Concepts, Policy and Implementation*. Routledge, pp159-173

IV) Training Manuals

- Ndivo, R.M (2017). *Tourism Destination Development and Investment*. Nairobi: Kenyatta University Press
- (2016). *Destination Marketing*. Nairobi: Kenyatta University Press
- (2016). *Hotel and Catering Law: A Training Manual*. Nairobi: Kenyatta University Press
- (2014). *Food and Beverage Sales and Service: A Training Manual*. Nairobi: Kenyatta University Press
- (2014). *Events Management*. Nairobi: Kenyatta University Press
- (2013). *Human Resource Management for Hospitality and Tourism: A Training Manual*. Nairobi: Kenyatta University Press
- (2013). *Introduction to Business Law in Hospitality and Tourism A Training Manual*. Nairobi: Kenyatta University Press
- (2013). *Tourism Law and International Conventions*. Nairobi: Kenyatta University Press
- (2013). *Cultural and Heritage Tourism Management*. Nairobi: Kenyatta University Press
- (2012). *Tourism and Hospitality Strategic Management*. Nairobi: Kenyatta University Press
- Wambugu, S.M and Ndivo, R.M (2013). *Tourism Economics: A Training Manual*. Nairobi: Kenyatta University Press
- Manyara, G.M, and Ndivo, R.M (2011). *Research Methods in Tourism and Hospitality: A Training Manual*. Nairobi: Kenyatta University Press

V). Conferences and Workshops participated in

- December, 2021: A Pro-Poor Tourism Value Chain approach to enhancing Community Economic Empowerment through Tourism: Perspectives of Ethiopia’s Sustainable Tourism Master Plan (2015-2025). Paper presented during the *First Oromia Tourism Research Forum* held December 04, 2021 in Addis Ababa, Ethiopia.
- November, 2021: Towards enhancing the benefits of ICT-mediated disintermediation to cultural and heritage tourism enterprises: A conceptual framework. Paper presented during the *International conference on technology and innovation for sustainable development*, held on the 3rd -5th November, 2021 in Murang’a University of Technology, Kenya. <https://www.mut.ac.ke/international-conference-on-technology-and-innovation-for-sustainable-development-virtual/>
- December, 2021: An archaeological and colonial foundation to Kenya’s tourism industry. Paper presented during the *KHI Conference: Archaeology, Colonialism, and the History of Tourism* held Virtually December 06, 2021
- December, 2020: “*Tracing the roots of Kenya’s tourism: An archaeological and colonial dimension*”. Paper presented during the Australian Archaeological Association Annual conference 2020 held December 07-09 (Panel: Archaeology, Colonialism, and Tourism in Africa and Australia). <https://aaaconference.com.au/archaeology-colonialism-and-tourism-in-africa-and-australia/>
- February, 2020: Tourism Development in Africa: perspectives of African Tourism Strategic Framework (2019-2028). Paper presented during the *Southern Summer School on “Digital communication of indigenous African heritage and fashion”* (February 9-15, 2020, Namibia). <http://www.unescochair.usi.ch/southern-summer-school-2020>. DOI: [10.13140/RG.2.2.11791.94888](https://doi.org/10.13140/RG.2.2.11791.94888)
- Ndivo, R.M and Okech, R.N (2019)*Tourism governance in transition period: Restructuring Kenya’s tourism administration from centralized to devolved system*. Presented during the 6th International Interdisciplinary Conference (IIC6) held on University of Eldoret, Kenya, 4th- 6th September, 2019. available <https://www.interuni-consortium.org/uploads/downloads/files/IIC-6-Book-of-Abstracts-Draft-XI-compressed-60087d34f3ce36.97492919.pdf>
- April, 2018: “Towards a Social and Ecology Market Economy in Kenya. Paper presented during the *Konrad Adenauer Stiftung* workshop on “*How to achieve a social and ecology market economy in Kenya*”, 4th April, 2018, Kenyatta University, Nairobi
- January 2019: Forum on “Inspiring the Transformation of the Beach Destination” held on the Neptune Paradise Beach Resort – Convention Centre, Diani on the 31st January 2019. **Role: Panelist in Session 3 on “Infrastructure and Air Access”**
- November, 2018: The Blue Economy Conference held on the 26-28th November, 2018 in Nairobi, Kenya. **Role: Panelist** at the AU/ECA Side Event under the Theme: “*Africa’s Blue Economy: Continental Perspectives*”.
- November, 2018: The 2nd International Multidisciplinary Conference held on the 5th and 6th November, 2018 at Gretsia University Main Campus in Thika, Kenya. **Role: Research Reviewer**
- October, 2018: The 3rd African Conference on Sustainable Tourism (ACoST), held on the 31st October, 2018 to 1st November 2018 at Strathmore University in Nairobi. Theme: “*Tourism for Sustainable Development*”. **Role: Research Reviewer**

- August, 2017. Aviation and Tourism Nexus in the IGAD Region. **Key note** *Presented at the 2nd IGAD Regional Tourism Stakeholders Meeting held in Djibouti, 21-23 Aug, 2017.*
- March, 2017. Enhancing Africa's Tourism Competitiveness. **A key note** *Presented at the First Ordinary Session of the AU Specialized Technical Committee on Transport, Transcontinental and Interregional Infrastructures, Energy and Tourism, held in Lome, Togo, 13th – 17th March 2017.*
- March, 2017. Convergence of Aviation and Tourism Policies in Africa. **A key note** *Presented during the First Ordinary Session of the AU Specialized Technical Committee on Transport, Transcontinental and Interregional Infrastructures, Energy and Tourism, held in Lome, Togo, 13th – 17th March 2017.*
- June 2016. Monitoring and Evaluation of Sustainable tourism. Paper presented during the *UN Economic Commission for Africa Regional Tourism Meeting for Eastern Africa held on the 1ST -3RD JUNE, 2016, Kigali, Rwanda*
- September, 2015. World Heritage Sites and Tourism Development: Case Study of Kenya and Ethiopia. **A guest lecture** *presented during a Summer School on: ICTs to Promote Sustainable Tourism: Tangible and Intangible Heritage between Cultural, Leisure, and Gastronomic Tourism by held in the Università degli Studi di Milano, Milan, Italy, 24thAugust- 4th September, 2015.*
2015. Religious World Heritage Sites as Anchor Attractions for Developing Sustainable Tourism Value Chains: The case of the Rock Hewn Churches of Labella, Ethiopia. *Paper presented during the ENTER2015 conference held in Lugano, Switzerland, 3-6 February, 2015*
2014. Cultural Tourism as a Driver for Regional Identity and Integration in the East African Community. *Paper presented during the IFRA Symposium held at the National Museums of Kenya, 15th- 18th July 2014, Nairobi, Kenya*
2014. Hospitality Product and Service Dimensions in the Global market. *Paper presented during the Management Development Program held in Kenya Utalii College, Nairobi, 16-20 June, 2014.*
2013. Perspectives of Hotel Investors on Kenya's Competitiveness as a Tourism Investment Destination. *Paper presented during the Kenyatta University Annual Doctoral Seminar held on the 15th December,*
2010. Destination Factors Influencing Tourism Investment Decision Making in Kenya. *Paper presented in AHTSA 2010 Conference held at the Kenya Utalii College, Nairobi, Kenya, on 6th - 9th Nov, 2010*
2010. The Status of Kenya's Tourist Attractions: A Case for Regional Tourism Development Strategy. *Paper presented in AHTSA 2010 Conference held at the Kenya Utalii College, Nairobi, Kenya on 6th - 9th Nov, 2010*
2010. Tourism Employment: A Threat to the African Family Stability? *Paper presented during in the Pan-African Family Strength International Conference held at the North Coast Beach Hotel Mombasa, Kenya on July 21st – 23th 2010*

EXTERNAL EXAMINATION APPOINTMENTS

1. **Sept, 2021-to date: External examiner**, Department of Hospitality and Tourism Management department, Masai Mara University, Kenya
2. **July, 2018-to date: External examiner**, Department of Hospitality and Tourism Management department, Technical University of Mombasa, Kenya
3. **March, 2018-to Dec 2021: External Examiner**, School for Hospitality and Tourism, Greta University
4. **September, 2019- Jan 2021: External examiner**, School for Hospitality and tourism , Murang'a University of Technology, Kenya
5. **2018 - to date: Postgraduate External Examiner**, Department of Tourism Management, Kenyatta University
6. **2018- to date: Postgraduate External examiner**, Department of Ecotourism, Hotel and Institution Management, Maseno University

PROFESSIONAL AND HONORARY RECOGNITIONS

- 1) Reviewer for the following peer refereed journals:
 - a. Journal of Sustainable Tourism,
 - b. Tourism and Hospitality Research
 - c. Tourism Management Perspectives
- 2) **February, 2021- to date:** Member, Kenya National Strategy for African Continental Free Trade Area (AfCFTA)
- 3) **Jan 2020-to date:** Member, Kenya National Tourism Satellite Account (TSA) Technical Team
- 4) **2018-todate:** Reviewer for Makerere University Research and Innovations Fund
- 5) **Jan-Nov 2017:** Member, Kenya National Steering Committee for the *UN International Year of Sustainable Tourism Development, 2017* Celebrations
- 6) **March, 2015:** Guest Editor for *Tourism Spectrum* special issue on “*ICTs and Tourism Trade Transformation in the 21st Century*”
- 7) **2012:** Member, Committee of Experts for the *Preparation of a Sustainable Tourism Master Plan for the Intergovernmental Authority on Development (IGAD)*

COMMUNITY AND MINISTRY SERVICE

- 2022-To date: Chairman, Board of Management, KYAMBITI SECONDARY SCHOOL, KITUI
- 2018-2021: Chairman of Board, KYENI KYA KYAMBITI Community Based Organisation.
- 2016-2028: National Chairman and Chair of Governing Board, Uttermost Evangelistic Team
- 2013-2016: Member, Board of Management, KYAMBITI SECONDARY SCHOOL, KITUI
- 2012-2014: Chairman, UTTERMOST EVANGELISTIC TEAM (Nairobi Branch)
- 2006-2008: Director of Missions and Member of Governing Board, UTTERMOST EVANGELISTIC TEAM