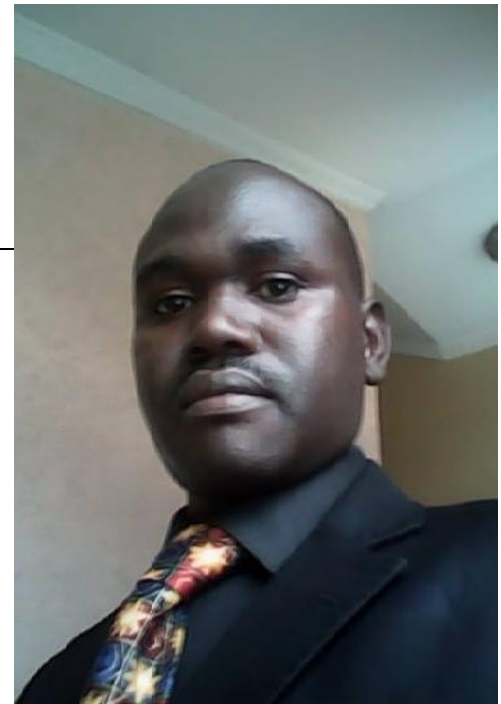


Curriculum Vitae of

DR. RAYVISCIC MUTINDA N. (Ph. D)

GENDER: MALE
NATIONALITY: KENYAN
AFFILIATION: UNESCO Chair in ICT to Develop and Promote Sustainable Tourism in World Heritage Sites
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BRIEF PERSONAL PROFILE

Dr. Mutinda holds a doctorate degree in Tourism and Hospitality Management specializing in destination competitiveness and tourism investment. He possesses a strong academic and consultancy background in the field of hospitality and tourism out his experiences as a tourism and hospitality researcher, development and business consultant, experienced hotel manager, and an academician. He is a lecturer in the School of Hospitality and Tourism of Kenyatta University, Kenya and currently a visiting Post-Doctoral Researcher in the *UNESCO Chair in ICT to develop and promote sustainable tourism in World Heritage Sites* based in the Università della Svizzera italiana, Switzerland. Dr. Mutinda is also currently the Advisor to the government of Ethiopia in the development of the country's Sustainable Tourism Master Plan appointed by the UN Economic Commission for Africa. In addition, he is the Tourism Advisor to the Government of the Makueni County, Kenya in the mapping and profiling of the County tourism resources and services. Dr. Mutinda has also been appointed the chief editor of the inaugural/special issue of the *Tourism Spectrum*, a refereed Social Sciences international journal focusing on the academic perspectives of tourism.

AREAS OF SPECIALIZATION

- a. Sustainable Tourism Development
- b. Destination Planning and Management
- c. Hospitality Management

AREAS OF RESEARCH INTERESTS

- a. Destination planning
- b. Destination Competitiveness
- c. Tourist consumption and choice behavior
- d. Sustainable tourism
- e. Tourism Investment
- f. Hospitality management

EDUCATION BACKGROUND

Year	Institution	Qualification
Sept, 2014-To date	Universita della Svizzera italiana (USI), Lugano, Switzerland	Post-Doctorate Attached to the UNESCO Chair in ICT to Develop and Promote Sustainable Tourism in World Heritage Sites Area of research focus: ICT and Sustainable Tourism Development in World Heritage Sites
2013	Kenyatta University, Kenya.	Ph.D (Tourism and Hospitality Management) Research Title: <i>Perspectives of Hotel Investors on Kenya's Competitiveness as a Tourism Investment Destination</i>
2009	Kenyatta University, Kenya.	M.Sc. (Hospitality & Tourism Management)
2001	Maseno University, Kenya	B.Sc.(Hons) Hotel & Institution Management, 2 nd Class Honors, (Upper Division)
1994	Kilonzo Secondary School, Kitui, Kenya	Kenya Certificate of Secondary Education (K.C.S.E.)

PROFESSIONAL TRAINING

2014	Kenyatta University	Certificate in Teaching Methodology
2009	Institute of Commercial Management (ICM) UK	Diploma in Professional Techniques in Tour Operations (PTTO)

EMPLOYMENT HISTORY.

Period	Establishment	Position
2009 - To date	KENYATTA UNIVERSITY, Nairobi (Tourism Management Department)	Lecturer
2006- 2009	THE TECHNICAL UNIVERSITY OF KENYA, Nairobi (School of Hospitality & Tourism Management)	Part-Time Lecturer
2002- 2005	SHELL & BP (KENYA)	Restaurant and Convenience Shops Manager
1999-2000	Block Hotels (K)	Management training internship programme

SHORT TERM EMPLOYMENT/CONSULTANCY ENGAGEMENTS:

1. Oct, 2013-to date:

Client: United Nations Economic Commission for Africa- Sub Regional Office for Eastern Africa (UNECA SRO-EA)

Position: National Tourism Consultant, Ethiopia

Project title: Development of a National Sustainable Tourism Master Plan.

2. June 2014- to date: The Government of Makueni County, Kenya

Position: Lead Consultant

Project: Makueni County Tourism Products Profiling project

3. Jan, 2014- Apr 2014

Client: The Presbyterian Foundation (owner of Milele Group of Hotels (Kenya)

Project: Preparation of the Five Year Group Strategic Plan, 2014-2019

Responsibility: Lead Consultant

4. Nov, 2012- March, 2013

Client: Milele Group of Hotels (Kenya)

Project: Hotel Operations and Profitability Appraisal and Re-Engineering for the Milele Beach Hotel, Mombasa and Milele Guest House, Nairobi

Position: Lead Consultant

5. Dec, 2011- Dec, 2012

Client: Inter Governmental Authority on Development (IGAD)

Project: Development of a Sustainable Tourism Development Master Plan for the IGAD member states.

Position: Member, Committee of Experts

6. Dec 2010-Mar 2011.

Client: United Nations Economic Commission for Africa- Sub Regional Office for Eastern Africa (UNECA SRO-EA)

Project title: Research report on “Towards a Sustainable Tourism Industry in East Africa”.

Position: Research Assistant

7. July, 2011 -Oct, 2011

Client: United Nations Environmental Programme (UNEP), Nairobi

Project title: Preparation of the 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 Sustain Development
Position: Consultant

8. September 2010- March 15, 2011

Client: Kenya Wildlife Service
Project title: Tourism Product Development and Pricing Study for KWS Parks and Reserves
Position: Lead Consultant, Tourism product development thematic area

ACADEMIC PUBLICATIONS

- Ndivo, R.M (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*
- Mutinda, R., & Mayaka, M., (2012) Application of destination choice model: Factors influencing domestic tourists destination choice among residents of Nairobi, Kenya, *Tourism Management*, doi:10.1016/j.tourman.2011.12.008
- Ndivo, R.M (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.*
- Ndivo, R.M (2013) Perspectives of Hotel Investors on Kenya's Competitiveness as a Tourism Investment Destination. *Paper presented during the Kenyatta University Postgraduate seminar held on the 20th December, 2013*
- Ndivo, R.M; Waudo, J. and Waswa, F. (2012) From National to Regional Tourism Development Focus in Kenya: Examining the Challenges and Opportunities. *Tourism Planning & Development*. DOI:10.1080/21568316.2012.729759
- Ndivo, R.M; Waudo, J. and 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>
- Ndivo, R.M . (2011) *Domestic Tourism in Kenya: An Application of Destination Choice Sets Theory*. Germany: LAP LAMBERT Academic Publishing **ISBN-13:** 978-3846500729
- Ndivo, R.M (2010) Destination Factors Influencing Tourism Investment Decision-Making in Kenya. *Paper presented in AHTSA 2010 Conference held in Nairobi,, Kenya, on 6th -9th Nov, 2010*
- Ndivo, R.M and Mayaka, M.A. (2010) 'The Status of Kenya's Tourist Attractions: A Case For Regional Tourism Development Strategy. *Paper presented in AHTSA 2010 Conference held in Nairobi,, Kenya on 6th - 9th Nov, 2010*
- Ndivo, R.M (2010) Tourism Employment: A Threat to The African Family Stability? *Paper presented during The Pan-African Family Strength International Conference held in Mombasa Kenya, on July 21st – 23th 2010*

POST-GRADUATE RESEARCH SUPERVISION

WASIKE, Carolyn K. (2013). *Challenges Facing Management of Employee Motivation in 3-5 Star Hotels in Nairobi*. M. Sc Thesis, Kenyatta University.

MUTHURI, Paul M. (2012). *Factors Hindering Kawiru Community Participation in Tourism Development in Meru National Park*. M.Sc Thesis, Kenyatta University.

KINUTHIA, Teresa W. (2011). *Extent of the Implementation of the United Nations World Tourism Organization Code of Conduct (WTOCC) In Kilifi District Kenya*. M. Sc Thesis, Kenyatta University.

Ongoing PhD supervision

NJAU, Florence Wanjiku, *An Integrated Approach Of The Servqual Model And Gap Models In Evaluating Customer Satisfaction In Budget Hotels In Nairobi, Kenya*. Kenyatta University

KIMUNGU, Samuel Irungu. *Effect Of Employee Selection Strategies On Guest Perception Of Employee Customer Service Performance In Selected Classified Hotels In Nairobi County*, Kenyatta University

KINUTHIA, Teresia Wangui, *Socio-Economic Impacts Of Casinos On Hotel Employees In Nairobi County, Kenya*. Kenyatta University

AWARDS AND RECOGNITIONS

2014: Swiss Government Excellence Postdoctoral Scholarship, 2014-2015.

2012: Appointed Member of Committee of Experts (COE) for the Preparation of a Master Plan for the Intergovernmental Authority on Development (IGAD)

2011: A Recognized Contributor in the technical report prepared by the UNECA-SRO-EA Titled: Towards A Sustainable Tourism Industry in Eastern Africa: A Study On the Challenges and Opportunities for Tourism Development

MEMBERSHIP IN PROFESSIONAL BODIES

- i. Institute of Tourism and Hospitality Management – Africa (ITHM-Africa)
- ii. Tourism Research International Network (TRINet)
- iii. Kenya Climate Change Working Group (Tourism thematic Group)

LANGUAGES SPOKEN: Self-assessment

	Speaking	Reading	Writing
1. English	Proficient	Proficient	Proficient
2. Italiano	Fair	Fair	Fair
3. Kiswahili	Proficient	Proficient	Proficient
4. French	Fair	Fair	Fair

REFEREES:

	Name	Organization and Position	Contacts
1.	Dr. Geoffrey Manyara	Senior Lecturer, Tourism Management Dept, Technical University of Kenya, Nairobi	P. O. Box 52428, Nairobi, 00200 Tel : +254 729 306098 E-mail : <manyaramasaki@hotmail.com>
2.	Mr. Joseph Rwanshote	Program Manager Trade, Industry and Tourism IGAD, Djibouti	Avenue Georges Clemenceau P.O. Box 2653 Djibouti Tel: +253-354050/ +253-356994 Email: joseph.rwanshote@igad.int
3.	Prof Judith Waudu	Kenyatta University, Nairobi	P.O. Box 43844-00100, Nairobi, Kenya. Tel: +254-20-870901, +25-20-871622, +254-20-872722, Mobile: 254-720-967985 Fax: +25420811575 Email: <waudojudith@yahoo.com>