



Personal Details

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Marital Status: Married

Interests:

- Travelling;
- Music;
- Bird-watching;
- Photography.

Career Objective

To be able to influence the development of tourism both at micro and macro level for economic emancipation of rural communities.

Specialisation	Tourism Enterprise and Development and , Strategic Planning in Tourism
Research Interests	<ul style="list-style-type: none">• Community Tourism Development in Developing Countries• Tourism Training and Education in Developing Countries

Professional and Personal Achievements

- Active participation in various National Tourism Strategy fora in Kenya
- Through various leadership positions in local community—Board Member, Kenya Assemblies of God, Church BURU BURU
- Founder of AFOZ Association in Melbourne network of African and Australians for cultural and religious exchange between the two countries.

- Offered a full-time lecturing position at Victoria University, Tourism University in Australia and one of the leading universities in research and scholarship in Tourism and Hospitality

Demonstrated Skills and Abilities

- Extensive knowledge of international tourism and hospitality business through a mix of operations management and education and teaching appointments;
- Excellent customer service and interpersonal skills;
- Outstanding leadership abilities;
- Excellent communication and presentation skills including the ability to speak a number of languages, namely English, French, German, Kiswahili, Kisii and Dholuo
- Very strong research and analytical skills;
- Highly computer literate with regular experience in the use of applications for Word Processing, Spreadsheets, Graphics, Data Analysis (SPSS), Email and the Internet.

Education and Qualifications

2011	PhD admission, Business and Economic, Monash ID 22525386
1998-1999	Master of Business in Tourism Management <i>Thesis: An Assessment of Tourism Training and Education Quality, The case of Kenya's Tour Operators</i> Victoria University of Technology, Melbourne
1992-1994	Bachelor of Arts <i>Individual Studies in Tourism Administration</i> Columbia College, Missouri, U.S.A. Dean's least
1993	Certificate in Instructor Training Kenya Technical Teachers College
1992	Certificate for In-service training in Teacher Entrepreneurship Education Kenya Technical Teachers College
1984-1986	Associate Diploma in Tour Guiding and Administration Kenya Utalii College, Nairobi, Kenya

Publications/Presentations/ Major Seminars and Conferences

- 2011** Education Partnerships in Africa (EPA)
Conference for Educators and Practitioners in
the Hospitality and Tourism Industry Sarova
Stanley Hotel, Nairobi 20th January 2011
- 2010** 3rd International Conference on Hospitality &
Tourism Research, 9th – 11th November, 2010
Kenya Utalii College, Nairobi
- FORTHCOMING (ACCEPTED)** MUTINDA, R. N., MAYAKA, M., ‘Application of
Destination Choice Model: Factors Influencing
Domestic Tourists Destination Choice
Among Residents of Nairobi, Kenya’ *Tourism
Management*
- 2010** **BOOK MANUSCRIPT: EFFECTIVE TOUR
MANAGEMENT TECHNIQUES**
- 2010** **NATIONAL STRATEGY FOR AGRITOURISM
WORKSHOP, 13TH MAY 2010, UTALII HOTEL**
PAPER: AGRITOURISM: DEFINITIONS, LOCAL
AND GLOBAL PERSPECTIVES
- 2009** **SYMPOSIUM ON NATIONAL STRATEGY
FOR CULTURAL TOURISM**
PAPER: ROLE OF UNIVERSITIES IN PROMOTING
CULTURAL TOURISM **UTALII COLLEGE**
- 2008** **KACH, COAST CHAPTER WORKSHOP**
PINEWOOD VILLAGE, SOUTHCOAST
- 2007** **CONFERENCE NATIONAL ECOTOURISM: “HOT
ISSUES GREEN SOLUTIONS” PANAFRIC HOTEL,
NAIROBI, KENYA**
- 2007** Mayaka, M, Akama, J. S. (2007), ‘Systems Approach

- to Tourism Training and Education: The Kenyan Case study,' *Tourism Management*
- 2005 Mayaka, M, (2005) 'East Africa,' in Airey, D., Tribe R. (ed) *A Tourism Training and Education Handbook*, NY Elsevier
- 2005 **UNICEF/GOK Training the Trainers Worksoop on the Code of Conduct to Protect Children from Sexual Exploitation in Tourism**
11th October 2005
- 2005 **Re-Invigorating the University Mandate in A Globalising Environment: Challenges , Obstacles and the Way Forward**
Kenya DAAD Scholars Association Conference
Kenyatta University, 26-27th May
Paper: 'Regional Integration and the Prospects of Co-operation in Tourism Training and Education In East Africa'
- 2004 **Taru ADP World Vision Community Based Community Based Tourism Workshop**
Mombasa, 3rd to 5th May 2004
Paper: 'Government Policy and Community Based Tourism'
- 2002 Mayaka, M., King, B. E. M. (2002), 'A Quality Assessment of Training and Education for Kenya's Tour Operating Sector,' *Current Issues in Tourism* 5 (2), 112-133
- 2000 **Peak Performance in Tourism and Hospitality Research**
CAUTHE, Mt Buller, Victoria
Presented Working Paper
- 1995 **International seminar on Environmental Education, Conservation and Public Action**
SPNI, Israel
- 1991 **International Conference on Youth Tourism**
World Tourism Organisation, New Delhi, India
Paper: Youth Tourism in Kenya

ARTICLES UNDER REVIEW:

Tourism in Kenya: An Analysis of Strategic Issues and Challenges: JTMA-D-10-00138R1

Employment History

Current

Position:

Kenyatta University, Nairobi Kenya

Lecturer, Department of Tourism Management

Major Achievement:

Steered formation of School of Hospitality and Tourism
Co-ordinated development of 5 new curricula,
Publications

Subjects Taught:

- International Tourism
- Entrepreneurship in Tourism and Hospitality
- Strategic Management in Tourism and Hospitality
- Services Management
- International Tourism Marketing

2003- 2004:

Moi University, Eldoret Kenya

Position:

Lecturer, Travel and Tour Operations Management

Responsibilities:

- Develop, design and present curriculum for a number of subjects including:-
- Introduction to Tourism;
- Travel Operations Management;
- Tourism and Hospitality Marketing;
- International Marketing.
- Lead student demonstration and discussion during problem based learning (PBL) sessions;
- Undertake assessment of student assignments and projects.

Major Achievement:

- Developed 12 modules for Travel and Tour Operations Management curriculum.
- High achievement in excellence in teaching of Travel and

Tour Operations Management modules

2002- 2003:

The Red Bull Restaurant

Position:

Chief Executive (Consulting)

Responsibilities:

- 1 Market research planning and implementation
- 2 Developing and implementing the strategic sales and marketing plans
- 3 Developing and implementing the organisational budget;
- 4 Negotiating terms with suppliers and corporate clients;
- 5 Liasing with company lawyers an legal matters;
- 6 Supervision of management;
- 7 Recruitment, election, training and mentoring

Major achievements:

- Formulated relaunch strategy
- Revived ailing customer and supplier confidence
- Implemented a sustainable relationship marketing strategy
- Formulated new terms of service
- Reduced operational costs from a between 45%-50% to only 32% in 9 months months.

1998-2002

**Victoria University of Technology
City Campus**

Position:

Tourism Lecturer

Employment History (continued)

Responsibilities:

- Develop, design and present curriculum for a number of subjects including:-
 - Introduction to Tourism;
 - Travel Operations Management;
 - Introduction to Marketing;
 - International Marketing.
- Lead student demonstration and discussion during tutorial sessions;
- Undertake assessment of student assignments and projects.

Major Achievement:

- Through research, have designed a model for a National Tourism Training and Education Strategy for Kenya (see Mayaka and King 2002 and Mayaka 1999, Mayaka forthcoming).
- High achievement in excellence in teaching of Tourism and International Marketing—student evaluations 2001 & 2002.

2001-2002

Latrobe University (Australian Alpine Institute)

Tourism Lecturer

Develop, design and present curriculum in:

- Tourism Marketing Operations
- Tourism Operations Coordination

Major Achievement

- Redesigned the Tourism Marketing Operations and Tourism Operations Coordination courses.

2000

William Angliss Institute of TAFE

Melbourne

Position

Responsibilities

Sessional Teacher

Develop, design and present curriculum in the following modules:

Tour Guiding Procedures
Communication and Site Presentation Techniques
Organise student excursions and site visits
Prepare reports

1998-1999

City Institute of Technology

Melbourne

Position:

Lecturer

Responsibilities:

- Prepare and present lectures to students on the following subjects:-
Public Speaking, Management, Marketing.

Employment History (continued)

1997

Seaworld
Gold Coast

Position:

Attractions Attendant

Responsibilities:

- Provide courteous and friendly service to guests visiting Seaworld;
- Assist guests requiring advice or guidance about the site's attractions and facilities;
- Always ensure the safety and comfort of guests.

1990-1997

Kenya Utalii College
Nairobi, Kenya (WTO Tourism Education Centre of Excellence)

Position:

Lecturer in Tourism

Responsibilities:

- Undertake all activities associated with conducting lectures including:-
 - Research and co-ordination of program development,
 - Materials preparation and presentation,
 - Organise and administer educational tours and excursions
 - Evaluation of student work and report preparation, guidance;
 - Tourism subjects including:-
 - Tour Operations,
 - Tourism Management,
 - Professional Tour Guiding
 - Tourism and Hospitality Marketing
 - Revised curriculum, Tour Operations and Tour Guiding Carricula
- Flamingo Tours Company Limited** (defunct)

1986-1990

Nairobi, Kenya (Part of Flamingo Tours of East Africa, London)

Position:

Deputy Manager, Operations

Employment History (continued)

Responsibilities:

- Planning and developing tour programs to National Parks and Reserves within Kenya for durations of one to several days, specifically including:-
 - Client relationship management,
 -
 - Program scheduling,
 - Supervision and co-ordination of the customer service team,
 - Staff recruitment, selection and training.
 - Preparation of internal and external administration reports.

Major Achievements:

- 2 Build a strong a professional, efficient and reputable client relations team as well as a formidable network with key industry players-- sales rose by up to 50%.
Worn employee of the year award twice
- Streamlined field operations – increased air and ground transport savings by up to 30%.

Recent Projects and Consultancies

Project Description	Dates	Responsibility	Sponsor
Strategic Plan for KAG Buru Buru Church	2009	Lead Consultant	Board of Elders, KAG Buru Buru Ref: Rev. Pius Tembu
Strategic Plan for Charles New Methodist Church	2008	Consultant	Charles New Church Executive Committee Ref: Charles Miwiti
Development of National Curriculum for Diploma in Tourism Management	March 2008-Dec 2008	Consultant	Catering and Tourism Development and Levy Trustees (CTDLT) Ref: Ruth Sande
Development of National Curriculum for Diploma in Hospitality Management	2007	Consultant	Catering and Tourism Development and Levy Trustees (CTDLT) Ref: Ruth Sande
Baseline Study on Socio-Economic Situation and Tourism Activities within Taru ADP	23 rd –30 th Sept 2006	Project Co-ordinator	World Vision Kenya Ref: John Makokha
Assessment Criteria for Hospitality	21 st – 28 th March 2006	Hospitality Curriculum Expert	UNESCO PEER, Nairobi Ref: Charles Indongole

			UNESCO Office, Nairobi
Pre-feasibility assessment Proposed Tabaka Tourism Project at Tabaka, Kisii Central District	14 th - 28 th February 2006	Lead Consultant	Eurotek Refining Services, UK Ref George Blair George.blair@eurotek-refining.co.uk

Referees

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