

## **Richard O Makopondo, PhD**

Associate Professor  
Hospitality, Recreation and Tourism  
Technical University of Kenya

Bsc. Hon. Hospitality Management  
MA Recreation and Leisure Studies  
PhD Leisure Behavior (Parks, Recreation &  
Tourism)

Prof. Richard Makopondo obtained his Doctor of Philosophy degree in Leisure Behavior with an emphasis on parks, recreation and tourism management from the University of Illinois at Urbana-Champaign, Urbana, Illinois, USA. Prof. Makopondo also has a Master of Arts degree in Recreation and Leisure Studies (*Tourism Management*) from the University of Waterloo, Ontario, Canada, and a BSc. Honors degree in Hospitality Management from Florida International University, Miami, USA. Prof. Makopondo has three main areas of research interests. The first line of research interest aims to gain understanding of factors that affect the effectiveness of collaboration and partnerships as organizational forms for planning, developing, and managing parks, public outdoor recreation and tourism programs and services. The second line of research investigates how social, economic, cultural, systemic and institutional factors influence efforts to promote diversity, race/ethnicity, and inclusiveness within the National Parks, public outdoor recreation, and tourism areas. An emerging third line of research has the goal of understanding the impacts of Information and Communication Technology (ICT) Applications and Online Learning programs on the performance of Small and Medium Size Hospitality, Tourism, and Leisure Enterprises. A common agenda guiding Prof. Makopondo's research is guided by a common agenda of enhancing diversity, empowerment and inclusiveness within the fields of hospitality, recreation and tourism. Prof. Richard Makopondo has over 18 years of college and University teaching. Apart from having taught at the California state University at east Bay for the last two years, previously, Prof. Makopondo has previously taught in various capacities at the prestigious Kenya Utalii College, a UNWTO Centre for Academic Excellence, the University of Illinois, San Jose State University and the University of Florida. The course taught include: Collaboration and Partnerships in Parks, Recreation and Tourism; Diversity, Race/Ethnicity and Inclusiveness in Parks, Recreation and Tourism; Tourism Development and Marketing; Commercial Recreation and Tourism; Hospitality and Tourism Information Technologies; Hospitality and Conventions Management; Leisure Enterprises Planning and Development; Festivals and Special Events Management; and Research Methods in Parks, Recreation, Tourism, and Leisure Studies Prof. Makopondo also has a wide range of international experience having worked as a manager, administrator, and consultant within the fields of hospitality, recreation and tourism in Kenya,

Uganda, and the USA.

Prof. Richard Makopondo has three main areas of research interest guided by a common agenda of enhancing diversity, empowerment and inclusiveness within the fields of hospitality, recreation and tourism. The specific areas are:

- Effectiveness of collaboration and partnerships as organizational forms for planning, developing, and managing parks, public outdoor recreation and tourism.
- Diversity, race, ethnicity and inclusiveness within the National Parks, public outdoor recreation, and tourism areas.
- Enhancing the performance of Small and Medium Size Hospitality, Tourism, and Leisure Enterprises through Information and Communication Technology (ICT) Applications and Online Learning Programs

Infusion of online technologies into the design of online hospitality, tourism, and leisure learning programs, Kenya Utalii College, , Kenya Utalii College, Received June 30, 2008, \$42000, For July 15, 2008 to September 30, 2009, Online needs assessment and training of Kenya Utalii College Lecturers

Oakland Visitor and Economic Impacts Study, Oakland Convention and Visitor Study, , Oakland Convention and Visitor Study, Received June 15, 2008, US\$ 25,000, For July 1, 2008 to March 30, 2009, To study the direct, induced, and indirect economic impacts of spending by visitors to Oakland during the period beginning July 1 to November 30, 2008

Tennyson Garden Healthy Eating Active Living Program, South Hayward Neighborhood Collaborative, Healthy Eating Active Living, , Received September 1, 2007, US\$ 11,000, For September 1, 2007 to March 30, 2009, To help in designing, implementing and evaluating the effectiveness of physical activity, exercise and wellness programs

Makopondo, R. (2006). Creating racially/ethnically inclusive partnerships in natural resource management and outdoor recreation: The challenges, issues, and strategies. ., *Journal of Park and Recreation Administration. Volume 24, Number 1. Spring. (7-31).* Sage Publishing.

Perry, P. and Makopondo, R. (2005). Working with Non-profits 101 and Beyond. *California Parks and Recreation Magazine. (Winter Issue).*

Makopondo, R (2003). Conceptualizing Tourism in the Lake Victoria region: Constraints and Challenges to Regional Tourism Development. *Leisure in Urban Africa (Book) by Paul T. Zeleza and Cassandra R. Veney. (Chapter15).* Africa World Press Trenton, New Jersey.

Makopondo, R. (2002). • Makopondo R. (2002): Collaborative Recreation and Tourism Planning within a National Park Context: The Process, Stakeholder Identification, and Expected Outcomes. *The Proceedings of the 14th Northeastern Recreation Research Symposium*. USDA Forest Service.

Self-Determination Theory, Action Research, and the Effectiveness of a Neighborhood Healthy Eating and Active Living Program., March 6, 2009, Santa Clara, California., California and Pacific Southwest Recreation and Park Training Conference. CPRS-Leisure Education and Research Symposium.

Organizational Missions, Relevance, and Commitment to Cultural diversity as keys to Greater Minority Involvement with Outdoor recreation, Environmental education and Careers. 9th World Leisure Congress, October 15 -20, 2006. Hangzhou, China., October 18, 2006, Hangzhou, China., World Leisure Congress

Collaborative Partnerships as Effective Strategy for Enhancing Diversity in E.E., October 14, 2006, St. Paul, North American Association for Environmental Education

Taking Fisheries Extension/Outreach to the People of Florida: Focusing on Diverse Populations., March 12, 2006, March Gainesville, Florida, Florida Sea Grant: UF Extension

A Festival/Carnival within a University Setting: The Attitudes, Impacts, and Impressions of Participants. (Poster Presentation), March 12, 2005, Sacramento, California, USA., California and Pacific Southwest Recreation and Park Training Conference: CPRS-Leisure Education and Research Symposium

Diversity and Multicultural Customer Service in Parks, Recreation, and Tourism, December 10, 2004, Eastern Illinois University, Charleston, Illinois USA, The Department Of Recreation Administration

Collaborative Recreation and Tourism Planning within a National Park Context: The Process, Stakeholder Identification, and Expected Outcomes, April 16, 2002, Bolton Landing, New York, Northeastern Recreation Research Symposium.

Coordinator: California Park and Recreation Society: Leisure Education and Research Symposium (2009)

Abstract Reviewer: California Park and Recreation Society: Leisure Education and Research Symposium

**Teaching experience:**

- prestigious Kenya Utalii College, a UNWTO Centre for Academic Excellence

- the University of Illinois
- San Jose State University
- University of Florida.
- California State University, East Bay

**Courses:**

- Collaboration and Partnerships in Parks
- Recreation and Tourism; Diversity
- Race/Ethnicity and Inclusiveness in Parks,
- Recreation and Tourism
- Tourism Development and Marketing
- Commercial Recreation and Tourism
- Hospitality and Tourism Information Technologies
- Hospitality and Conventions Management
- Leisure Enterprises Planning and Development
- Festivals and Special Events Management
- Research Methods in Parks, Recreation, Tourism, and Leisure Studies

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