

DR. SHEM WAMBUGU MAINGI

BIO-DATA

Name: Dr. Shem Wambugu Maingi
Profession: Lecturer, Department of Tourism Management
Age: 37 years
Marital status: Married with one son
Nationality: Kenyan
Residence: Nairobi
Religion: Christian
Mobile: +254726120011
E-mail: shem.maingi@gmail.com; maingi.shem@ku.ac.ke;
wambugumaingi@yahoo.com

PERSONAL PROFILE

A proactive and enthusiastic individual with tangible experience and knowledgeable in Sustainable Tourism management practices and philosophies. Has boldness and vision to initiate new ideas and implement innovative approaches to Tourism management education, practice and research through strategic direction.

CAREER OBJECTIVE

To be a motivated academic, researcher and consultant with an urge to transform individuals, resources and societies for the sustainable development of all.

ACADEMIC AND PROFESSIONAL VALUES

- ❖ A person of integrity with a respect of institutional ethics, policies, regulations and the rule of law
- ❖ Committed to life-long learning of skills and knowledge with a variety of experiences in training tourism and tour operations management;
- ❖ Excellent communication and presentation skills underpinned by an enthusiastic and proactive approach;
- ❖ Skilled in report writing and editing, process documenting, newsletters and publicity materials and provision of relevant training;
- ❖ Proactive, quick to learn and in adjusting to the need of the work environment;
- ❖ Willing to work with minimum supervision;
- ❖ Able to maintain high standard of work ethics and professionalism under pressure.

ACADEMIC AND INDUSTRY EXPERIENCE

Jan 2015 – Date – Kenyatta University: Lecturer, Department of Tourism Management, Kenyatta University

Responsibilities:-

- Teach, assess, examine and award grades for the respective postgraduate and undergraduate units taught as per the requirements provided by the university;
- Engage with educational stakeholders and students creatively in scholarly activities that include but are not limited to curriculum development, quality assurance procedures, research, external linkages and collaborations;
- Actively be involved in research, grant writing and conferences;
- Undertake to enhance and improve quality standards in course delivery, research and examination within the PhD programme;
- Involve the students creatively in problem-based learning and case studies that allow the students solve academic and industry problems creatively;
- Integrate and develop innovative teaching methods and approaches involved within the unique subject areas.
- Provide interactive e-learning integration within my teaching approaches and pedagogy.

Key achievements:

- Spearheaded curriculum development of PhD Curriculum by coursework, examination and thesis;
- Delivery of teaching and administrative assignments effectively
- Engaged with regional development institutions such as IGAD and UNECA – SRO (EA) within a Committee of Expert for developing the IGAD Sustainable Tourism Master Plan

September 2010 to 2014 - Kenyatta University: Tutorial Fellow and PhD Candidate, Department of Tourism Management, Kenyatta University

Responsibilities:-

- Conduct a scientific PhD research project within the time of studentship;
- Participate in academic conferences, PhD Colloquiums, seminars and workshops;
- Disseminate research findings, concepts and methodologies in academic conferences, workshops and seminars;
- Teach specialized units as prescribed by the university within the scheduled semester;
- Examine students and provide grades that are a clear reflection of the students abilities and competence;
- Be involved in academic meetings to review examinations set as well as the results provided in the course of the semester;
- Perform other duties assigned by the Chairman of the Department;

September 2010 to Date - USIU – Kenya Chapter: Adjunct Faculty – Tourism Management Department Areas of specialization: Tourism Economics and Tourism Planning and Development

Responsibilities:-

- Teach specialized units as prescribed by the university within the scheduled semester TOU 3030: Tourism Development and Planning;
- Examine students and provide grades that are a clear reflection of the students abilities and competence;
- Be involved in academic meetings to review examinations set as well as the results provided in the course of the semester;

Aug 2009 – Sept. 2010 - Kenya Wildlife Service: Lecturer II – Stationed at the Kenya Wildlife Service Training Institute, Naivasha.

Responsibilities:-

- Teach specialized units as prescribed by the university within the scheduled semester;
- Examine students and provide grades that are a clear reflection of the students abilities and competence;
- Be involved in academic meetings to review examinations set as well as the results provided in the course of the semester;
- Planning, Logistics and implementation of field training programmes
- Training of Short-courses in Wildlife management, Tour guiding, Ecotourism Management

Jan 2009 – Sept 2009; Feb 2008 – May 2008 Moi University (Nairobi Campus): Part- Time Lecturer – School of Business and Economics

Responsibilities:-

- Teach specialized units as prescribed by the university within the scheduled semester;
- Examine students and provide grades that are a clear reflection of the students abilities and competence;
- Be involved in academic meetings to review examinations set as well as the results provided in the course of the semester;
- Implementation of Problem-based learning modules through lectures, seminars, workshops and PBL sessions

Academic Units:

- BBM 436: Hospitality marketing;
- BTM 105: Service Marketing;
- BTM 104: Introduction to Service management (PBL tutor);
- BTM 106: Human Resource Management (PBL tutor);
- BTM 105: Service Marketing;
- BTM 104: Introduction to Service management (PBL tutor);

- BTM 106: Human Resource Management (PBL tutor)

Jan 2009 – April 2009; Aug 2008 – December 2008 Kenyatta University (Main Campus)
Part- Time Lecturer – Department of Hospitality & Tourism management.

Responsibilities:-

- Teach specialized units as prescribed by the university within the scheduled semester;
- Examine students and provide grades that are a clear reflection of the students abilities and competence;
- Be involved in academic meetings to review examinations set as well as the results provided in the course of the semester;

ADMINISTRATIVE APPOINTMENTS

2010 to 2014 - Kenyatta University: School ODEL Coordinator

Responsibilities:-

- Advising the Dean, School of Hospitality and Tourism on ODEL matters;
- Training staff and students on the use of the Kenyatta University Learning Management Systems and platforms;
- Improve the quality of modules developed in the School of Hospitality and Tourism;
- Enrolling staff and students within the Learning Management Systems
- Supervising ODEL tutorials, timetables as well as CATs and Examinations administrations;
- Ensure prompt submission of CATs and Examinations as well as moderations;
- Working in collaborations with the Chairmen of Departments to ensure a smooth delivery of the programmes;
- Handling student issues, complaints and feedback effectively.

2015 to date - Kenyatta University: School eLearning Coordinator

Responsibilities:-

- Advising the Dean, School of Hospitality and Tourism on eLearning matters;
- Training staff and students on the use of the Kenyatta University Learning Management Systems and platforms;
- Improve the quality of eLearning in the School of Hospitality and Tourism;
- Enrolling staff and students within the Learning Management Systems
- Working in collaborations with the Chairmen of Departments to ensure a smooth delivery of the eLearning programmes;
- Handling student issues, complaints and feedback effectively.

ACADEMIC BACKGROUND

2010 to 2014 - Kenyatta University: PhD in Tourism Management.

Area of Specialization: Destination Marketing and Strategy

PhD research title: The efficacy of Park Branding in influencing Choice behavior of Tourists to Kenyan Parks.

Published articles based on PhD thesis:

1. Maingi, S., Wadawi, J and Ondigi, A (2015) Market profiling and positioning of park brands in Kenya. (Case of Premium and Under-utilized parks in Kenya). *Int. Journal of Tourism Res*, 18: 91-104. DOI: 10.1002/jtr.2036.
2. Maingi, S., Wadawi, J and Ondigi, A (2015) Kenya's Park branding flagship programme and its influence on Visitor Recreational Choice Behavior. (Under review)
3. Maingi, S., Wadawi, J and Ondigi, A (2014) Towards a Competitive framework for Park branding in Kenya (Case of Premium and Under-utilized parks in Kenya). *J Tourism Res Hospitality*, 2014 3:2. DOI: <http://dx.doi.org/10.4172/2324-8807.1000141> 3:2

2005 to 2007 - Moi University: Masters of Philosophy Degree (M.Phil.) in Tourism Management.

Area of Specialization: Destination Marketing, Information Technology and Strategy

Msc Thesis title: Operational Challenges facing the transactional usage of the Internet by Travel agents and Tour Operators in Kenya.

Publications based on Msc Thesis:

1. Maingi, S, Odunga, P and Ongaro, S (2007) Challenges facing eTourism adoption in Kenya's Tourism sector. *African Journal of Business and Economics*, Volume 2, No.1, 2007. ISSN 1990-9217

1999 to 2002 - University of Nairobi: Bachelor of Commerce (B.Com) Degree, Specialized in Management Science Option. Graduated with a Second Class Honors, Upper Division Honors.

Certifications

1. 2016 Certificate of Completion: Training of Integrity Assurance Officers of Kenyatta University by the Ethics and Anti-corruption Commission of Kenya.
2. 2014 Certificate of Completion: Teaching methodology. Centre for Teaching Excellence & Evaluation, Kenyatta University
3. 2014 Certificate of Completion: e-Learning Training Trainers Course, Kenyatta University

Quality Teaching and Learning

- ❖ All the courses that I teach have been evaluated highly in terms of the quality of the instructor and course
- ❖ I endeavor to develop quality Lecture materials as prescribed by CUE standards on course outlines
- ❖ I am a recognized Kenyatta University Mentor involved in Student advising and mentoring
- ❖ Training in Higher education teaching

BOOK CHAPTER(S)

Maingi, S.W. (2017) Tourism and Event Management Trends and Policies: A Regional Approach. In *Event Management: Bridging the Gap between Theory and Practice (1st Ed)* In Press

RESEARCH AND PUBLICATIONS

Articles in referred journals

1. **Maingi, S.**, Wadawi, J and Ondigi, A (2014) Towards a Competitive framework for Park branding in Kenya (Case of Premium and Under-utilized parks in Kenya). *J Tourism Res Hospitality*, 2014 3:2. DOI: <http://dx.doi.org/10.4172/2324-8807.1000141> 3:2
2. **Maingi, S.**, Wadawi, J and Ondigi, A (2015) Market profiling and positioning of park brands in Kenya. (Case of Premium and Under-utilized parks in Kenya). *Int. Journal of Tourism Res*, 18: 91-104. DOI: 10.1002/jtr.2036.
3. **Maingi, S.**, Wadawi, J and Ondigi, A (2015) Kenya's Park branding flagship programme and its influence on Visitor Recreational Choice Behavior. (Under review)
4. Akama, J, **Maingi, S** and Carmago, B.A. (2011) Wildlife Conservation, Safari Tourism and the role of Tourism Certification in Kenya: A post-colonial critique. *Tourism Recreation Research*. 36 (3); 281-291.
5. Mbuthia, S and **Maingi, S** (2010). The influence of ethnicity on leisure pursuits and tourism behavior of Somali immigrants in Leeuwarden, Netherlands. Vol1 (10, pp. 1-11, July 2010. Available online: <http://academicjournals.org/JHMT>. ISSN 2141-6575.
6. Odunga, P and **Maingi, S** (2011) The Wildlife Tourism Market to Kenya (2002-2003). *Journal of Travel and Tourism Marketing*, Vol28, Issue 1, 2011. DOI: 10.1080/10548408.2011.535444.
7. Maingi, D, **Maingi, S**, Ondigi, A. and Ondigi, P (2009) A Critique of Tourism Management sector reforms in Kenya (Results vs Value driven approach) *African Journal of Applied Human sciences*. PP, 47-52. ISSN 2070-917X.
8. **Maingi, S**, Odunga, P and Ongaro, S (2007) Challenges facing eTourism adoption in Kenya's Tourism sector. *African Journal of Business and Economics*, Volume 2, No.1, 2007. ISSN 1990-9217
9. Odunga, P., **Maingi, S.**, Nthinga, R. and Belsoy, J. (2006) Conference tourism in Kenya: Towards Tourism product development, Diversification and extension. *African Journal of Business and Economics* Volume 2, No.1, 2007. ISSN 1990-9217.

Refereed Learning Modules

1. HTM 110: Introduction to Travel and Tour Operations
2. HTM 208: Tourism Economics
3. HTM 302: Management of Information Systems in Hospitality and Tourism
4. BTM 375: Destination Management
5. BTM 471: Tourism and the Environment
6. HTM 852: Destination Management and Management
7. HTM 856: Tourism Technology and Innovation

Awards/ Recognitions

1. 2016 – Career advisor and mentor, GTTP (EA)
2. 2016 - Nominated as an Integrity Assurance Officer
3. 2015 – Judge, the Eco-Warrior Awards, 2015 – Ecotourism Kenya
4. 2015 – Commission of University Education – Review of Curricula on Tourism Management.
5. 2012 - Honorary Citation at TRR 37 (1, 2 & 3) 2012.
6. 2012 - Committee of Expert, IGAD Sustainable Tourism Master Plan
7. 2011 - Article of the Year - Tourism Recreation Research. “Wildlife Conservation, Safari Tourism and the Role of Tourism Certification in Kenya: Post-colonial critique.” TRR 36(3), 2011

Reviewed conference papers

1. Maingi, S and Ondigi, A International Interdisciplinary Business-Economics Advancement Conference (IIBA) held between 28th March – 2nd April 2015 in Ft. Lauderdale, Florida, USA. Presented a paper on “Tourism destination branding effectiveness in a developing country context.
2. Maingi, S, Ondigi, A, Wadawi, J The roles of Destination brands in influencing choices of Wildlife-based Tourists in Kenya. 43rd TTRA annual conference and PhD Colloquium held in Virginia, USA June 17-19 2012
3. Odunga, P and Maingi, S. (2011) Choice, Expenditure and Satisfaction of International Tourists in Kenya: A Structural Equations Modelling Approach Operations Research for East Africa Journal. ISSN: 1821-7567

Non-reviewed conference papers

1. UNECA- IGAD Sustainable Tourism Master Plan Committee of Experts meeting in Addis Ababa, Ethiopia on the 19th – 23rd June 2012
2. United Nations Economic Commission in Africa Workshop at the Lycos Regency on the 9th June 2012 on Sustainable tourism development in Eastern Africa.
3. Ondigi, A. & Maingi, S. Brand Consolidation and Strategy: The Economics of Brand Consolidation in East Africa. Hotel Summit East Africa Nairobi, Kenya August 2013
4. Maingi, S The role of tourism in driving Kenya’s socio-economic agenda Nairobi Global Travel and Tourism Partnership, Kenya. February 2014
5. Maingi, S United Nations Economic Commission in Africa Workshop on Sustainable tourism development in Eastern Africa Lycos Regency 9th June 2012

6. Maingi, S UNECA workshop on mainstreaming the role of youth and women in sustainable tourism development in Kenya. Kisumu February 2014
7. Maingi, S UNECA workshop on mainstreaming the role of youth and women in sustainable tourism development in Kenya. Mombasa March 2014
8. Maingi, S GoK - MEACTT workshop on mainstreaming the role of youth and women in sustainable tourism development in Kenya. Nairobi March 2014
9. Maingi, S Tourism stakeholder workshop: Positioning Tourism and Hospitality in Kenya's Socio-economic agenda (Vision 2030) Kenyatta University 6th and 7th March 2012
10. Maingi, S Kenya Tourism Federation FGD workshop on Single Tourist Visa awareness and challenges on the 17th February 2015
11. UNECA- IGAD Sustainable Tourism Master Plan Committee of Experts meeting in Addis Ababa, Ethiopia on the 19th – 23rd June 2012
12. Ondigi, A & Maingi S (2012) attended and presented a paper at the TTRA International Conference on the June 17-19 2012.
13. United Nations Economic Commission in Africa Workshop at the Lycos Regency on the 9th June 2012 on Sustainable tourism development in Eastern Africa.
14. FGD Invitation from Kenya Tourism Federation (KTF) on Single Tourist Visa awareness and challenges on 17th February 2015.
15. Maingi, S. East Africa Fibre Optix 2017 Conference Presented a paper on EAC Integration and Optical Communication Networks: How can EAC harness Broadband access to fast-track integration of Trade and Tourism? Dates: 23- 24 May 2017.

Consultancy and Project reports

1. Manyara G.M, Maingi, S. W and Ndivo, R.M (2012) IGAD Sustainable Tourism Master Plan for the IGAD region (2012 – 2017). UNECA
2. Maingi, S. W and Ndivo, R.M (2012) 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 UNEP
3. Manyara G.M, Maingi, S. W and Ndivo, R.M (2012) United Nations Economic Commission in Africa study on Sustainable tourism development in Eastern Africa, UNECA
4. Digital Topographical Mapping and the Preparation of a Regional & Integrated Strategic Urban Development Plans for the County Council of Masaku and its urban centres (Research assistant)
5. Evaluation report of curricula for Bachelor Degree in Tourism Management for the Commission for University Education
6. 2011 – UNEP Thematic report: 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

7. 2011 - UNECA - SRO report on Sustainable tourism development in Eastern Africa: United Nations Economic Commission in Africa

Scholarly presentations at conferences/ workshops and seminars

1. 2012 – CDTLT Product development workshop held at the Utalii College.
2. 2011 – IGAD: Committee of Expert, Development of the Sustainable Tourism Master Plan (2012 – 2023).
3. 2009 – KWS Training of GOSSWS officers: Training on Wildlife management and Biodiversity conservation for Government of Southern Sudan (GOSS) wildlife service officers.

Research Projects

1. 2014 PhD research title: The efficacy of Park Branding in influencing Choice behavior of Tourists to Kenyan Parks.
2. 2010 UNECA-SRO Study on Sustainable Tourism in the East African region: Challenges and Opportunities for Tourism Development
3. 2010 Kenya International Conference Center (National MICE Tourism Secretariat) A study on the potential of Kenya's conference tourism and the development of a promotional strategy- Kenya International Conference Centre (K.I.C.C) Tender No. KICC/275/09-10
4. 2007 MSc Thesis title: Operational Challenges facing the transactional usage of the Internet by Travel agents and Tour Operators in Kenya.

Postgraduate Supervision

It is my duty of the supervisor to direct and supervise the work of the student with due diligence. In particular my roles as a supervisor involved:

- ❖ Maintaining regular and effective contact with the student i.e. at least once per month.
- ❖ Responding promptly (within a period of two weeks) to any written materials from their students within the shortest time possible.
- ❖ Guiding students to relevant literature and their sources.
- ❖ Linking students to researchers working in related fields.
- ❖ Discussing and critically evaluating the student's findings and ideas.
- ❖ Advising students on the form and structure of the thesis.
- ❖ Training students in the ethics and conventions of scholarly writings and presentations.
- ❖ Enhancing the quality of the student's work.

- ❖ Ensuring that the student presents the research findings at seminars as required by the University regulations.
- ❖ Submitting every semester, the academic progress reports on the student being supervised.
- ❖ Inform the Graduate School through Departmental Board of Postgraduate Studies (DBPS) and School Board of Postgraduate Studies (SBPS) in the event that the student is not likely to reach the standard required for the award of a postgraduate degree.
- ❖ Follow up with Graduate School on behalf of the student on thesis examination.

Supervision of Masters students

NO.	REG. NO.	STUDENTS NAME	STATUS
1	T129/MSA/PT/25165/2012	WYCLIFFE OUMA	PROPOSAL WRITING
2	T129/23285/2013	VIERRA NYAKUNDI	PROPOSAL WRITING
3	T129/28664/2013	LEAH KARIUKI	PROPOSAL WRITING
4	H60/OL/10970/2007	VICTOR MAKAU	PROPOSAL WRITING
5	T129/OL/23266/2013	JOHN WAMBUA	PROPOSAL WRITING
6		KENEI KENNETH	PROPOSAL CORRECTION
7	T129F/22518/2012	DIMFWINA TONGSHINEN	COMPLETED
8	T129/OL/20272/2012	NJOKA JOHN NYAGA	COMPLETED
9	T129/NYI/PT/21320/2010	JOSEPH WANJAU	PROPOSAL WRITING
10	H60/7462/2002	EVELYN TIANY	PROPOSAL WRITING
11	T129/OL/21263/2010	PETER IRUNGU	PROPOSAL WRITING
12	T129/OL/22216/2011	ANNWINFRED MAINA	PROPOSAL WRITING
13	T129F/22507/2014	FIMBER STEPHEN	DATA COLLECTION
14	T129/OL/23267/2013	NZOMO COSMAS MUNYAO	PROPOSAL WRITING
15	T129/CTY/PT/28152/2013	PATRICK MACHARIA	PROPOSAL WRITING
16	T129/22366/2012	ROSEMARY MUGITO	COMPLETED
17	T129/23465/2012	KENNETH KABIRU	PROPOSAL WRITING
18	T129/OL/21590/10	LANGAT K JOSHUA	PROPOSAL WRITING
19	T129/OL/21943/10	ELIZABETH MUSAU	DATA COLLECTION
20	H60/OL/16033/06	MUTIE RONALD NGULU	COMPLETED
21	T129/OL/15699/08	GUYO ABRAHAM GALGALLO	DATA COLLECTION

22	T129/2061/2010	JUDITH ACHIENG YOGO	PROPOSAL CORRECTION
23	T129/OL/24736/2011	JANE A. ODENY	DATA COLLECTION
24	T129/OL/20425/2012	BENSON GAKARA	PROPOSAL WRITING

PhD Supervision

NO.	REG. NO.	STUDENTS NAME	STATUS
1	T130/26334/2013	LYDIA JERONO CHEPNG'OSWO	PROPOSAL WRITING
2	T130/29778/2014	EDGAR OTSEMBO NDUBI	DATA COLLECTION

PROFESSIONAL AFFILIATIONS AN PORTFOLIOS

1. Commission for University Education
2. Ecotourism Kenya
3. Global Travel and Tourism Partnership (East Africa)
4. Ecotourism Kenya

REFEREES

Dr. Joe Wadawi
Senior Lecturer,
Strathmore University.
P. O. Box 59857
00200 City Square
Nairobi, Kenya

Dr. Alice Ondigi
Senior Lecturer,
School of Hospitality &
Tourism.
Kenyatta University
P.O.Box 43844 - 00100
Nairobi, Kenya
Tel: 020 81-901-12 ext 57022

Prof. Martin C. Njoroge
DVC – Academic Affairs
Pan Africa Christian (PAC)
University, Kenya
P.o Box 56875 – 00200,
Nairobi | Kenya

CERTIFICATION:

I, the undersigned certify that to the best of my knowledge and believe, these data correctly describes my qualifications, my experience, and me.



Date: 9th April 2016