

Academic Staff Profile

Personal Profile

Personal Details

<p>Name: Bitok Kipkosgei (PhD) Title/Qualification: Dr. Department: Hospitality and Tourism Management Designation/Position: Lecturer Email: bitok.kipkosgei@ku.ac.ke; kipsabi02@gmail.com Contact Address: P.O Box 43844-00100 Nairobi Area of Specialization: - Tourism management</p> <p>Research Interests: - Sustainable tourism development - HRM development and tourism - Climate change - Entrepreneurship - Policy and planning</p> <p>Google Scholar: https://scholar.google.com/citations?user=FRcoyQQAAAAJ&hl=en ORCID ID: https://orcid.org/0000-0003-4017-354X</p>	
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Academic & Professional Qualifications

- 2015 – 2019: PhD in Tourism Management, Kenyatta University
2007 – 2014: Master of Philosophy in Tourism Management, Moi University
2003 – 2007: Bachelor of Tourism Management, Moi University
March 2007: Diploma in French, Alliance Francaise-Nairobi

Employment History

- 2019 to date: Lecturer, Department of Hospitality and Tourism Management, Kenyatta University
2015 - 2019: Tutorial Fellow, Department of Hospitality and Tourism Management, Kenyatta University – Mombasa Campus
2008 - 2014: Part-Time Lecturer; Department of Tourism Management, Moi University, Eldoret and Kitale campuses
2010 - 2012: Lecturer; Department of Tourism and Hospitality Management, African International College (AICO)

Achievements

- Coordination of Sustainable Travel and Tourism Agenda seminars between KU and other collaborating institutions

- Participated in the framework of Our Common Collaboration to create networking and partnership opportunities between African and European institutions, University of West Attica (UNIWA) and Youthmakers Hub (YMH) in Athens, in the context of Erasmus+ International Credit Mobility Program.

Publications

Referred Journals

Bitok, K. (2020) Sustainable tourism and economic growth nexus in Kenya: policy implications for post-Covid-19. *Journal of Sustainable Tourism and Entrepreneurship*, 1(2), 123-138. <https://doi.org/10.35912/joste.v1i2.209>.

Bitok, K. (2019) Relationship between Extrinsic Motivations and Career Sustainability among Travel and Tour Company Employees. *Global Journal of Management and Business Research: F Real Estate, Event and Tourism Management* Volume 19 Issue 3 Version 1.0. Online ISSN: 2249-4588 & Print ISSN: 0975-5853.

Bitok, K., Munyiri, K.E., & Nzioka, M.A. (2019) Influence of Employee Intrinsic Motivations on Career Sustainability in the Travel Agency and Tour Operator Companies in Mombasa County, Kenya. *African Journal of Hospitality, Tourism and Leisure*, Volume 8 (3) - (2019). ISSN: 2223-814X.

Bitok, K., Nzioka, M.A., & Munyiri, K.E. (2019) Relationship between Employee Retention Strategies' Employee Retention Strategies and Career Sustainability in Travel and Tour Firms in Mombasa County, Kenya. *International Tourism and Hospitality Journal* 2(3): 1-13 (2019). Print ISSN: 2616-518X. Online ISSN: 2616-4701.

Rotich, K. L., Bitok K., & Mainah, I. C. (2015) Influence of Climate Change on Biodiversity, Human health and Sustainable Livelihood. *African Journal of Tourism Hospitality and Leisure Studies*, [Vol 1, No 2](#).

Bitok, K., Kivuva A., & Muiruri, J. (2015) Perceptions of Tourism Students towards Career Choice in the Kenyan Tourism Industry: A Comparative Study of Moi University and Kenya Utalii College. *African Journal of Tourism, Hospitality and Leisure Studies*, Vol 1 (2).

Books and Books Chapters

Bitok, K. (2022) Ethical Consumption of Ecosystem Services in Tourism: A Jurisprudence Approach in Gowreesunkar, V.G.B., Maingi, S.W., & Ming'ate, F.L.M. (Eds.). (2022). *Management of Tourism Ecosystem Services in a Post Pandemic Context: Global Perspectives* (1st ed.). Routledge. Pp 170-189. DOI: 10.4324/b23145-14.

Bitok, K. (2022) Career Planning. In *Encyclopedia of Tourism Management and Marketing* (pp. 417–420). Edward Elgar Publishing. DOI: <https://doi.org/10.4337/9781800377486.career.planning>

Bitok K. & Njoroge, J.M. (2022) Employee Retention Strategies. In *Encyclopedia of Tourism Management and Marketing*. (pp. 78–81). Edward Elgar Publishing. DOI: <https://doi.org/10.4337/9781800377486.employee.retention.strategies>

Conference/Workshops/Seminar Papers

Conference Papers

- Job Satisfaction and Career Sustainability among Employees in Tour Firms in Mombasa County, Kenya. IBRIC. 22nd - 23rd June 2023
- Perceived costs of intention to adopt halal tourism practice among classified hotels in Mombasa County, Kenya. IBRIC. 22nd - 23rd June 2023
- Education level and age as factors influencing cultural tourism development at Kogelo, Kenya. 2nd African Conference on Sustainable Tourism, Strathmore University, Kenya. 3rd-5th Nov 2016
- Factors affecting employee safety in small and micro hospitality enterprises within Eldoret central business district, Uasin Gishu County. 2nd African Conference on Sustainable Tourism, Strathmore University, Kenya. 3rd-5th Nov 2016

Workshops Papers

- Sustainable Destination Branding and Communication for the Kenya Tourism Board, Greentour Kenya Project/European Union at Sarova Panafric -Nairobi. 13th -14th Dec 2022

Seminar Papers

- Employee retention factors on career sustainability among travel and tour companies in Mombasa County, Kenya. 38th Kenyatta University Postgraduate Seminar. 12th July 2019

Conferenced/Workshops/Seminars Attended

Conferences Attended

Windle International Kenya tertiary education scholars conference at the Sun and Sand Beach Resort, Mombasa. 7th-10th June 2022

Workshops Attended

Launch of the National Job Fairs: Towards Self-Reliance and Decent Job Opportunities at Sarova Whitesands Beach Resort. 28th June 2022

Supervision of Postgraduate Students

Masters

Mwaniki Caroline Daina Marigu - Inclusive Factors Influencing the Employment of Persons with Disability Among 3-5 Star Hotels in Nairobi City County, Kenya

Shirley Natasha Ochieng - Fundamental Aspects of Marine Tourism on Sustainable Livelihoods of the Local Communities in Mombasa County, Kenya.

Wanjiku J.X Ndirangu - Factors Influencing Domestic Tourists' Participation in the Sustainable Tourism of Protected Areas in Mombasa County

Beatrice Ngonyo Njuguna - Role of Procedural Fairness on Tour Operator's Compliance with Tourism Licensing in Nairobi City County, Kenya

Divinah Kemunto Ngare - Information Communication Technology and its Influence on the Growth of Serviced Accommodation Facilities in Kwale County, Kenya)

Ruth Nyaboke Patrick - Influence of Creative Economy on Sustainable Tourism in Nairobi County, Kenya

Knight Kemunto Matara - Influence of Motivational Factors on the Development of Homestays Among Residents of Kilifi County, Kenya

Caroline Kanana Gikunda - Influence of Information Communication Technology on Customer Satisfaction Among Four-Star Hotels in Mombasa County, Kenya

Ketura Atsieno Jesca - Influence of Beach Attributes on Resident Beach Recreationists' Preference for Beaches in Mombasa County, Kenya

Ph. D

Cosmas Munyao Nzomo - Conservation strategies and sustainable tourism development in communal group ranches in Laikipia County, Kenya.

Professional/ Consultancy (Editor/ Peer review in journals, Networks/ Collaborations, External Examiner, Patents)

- Reviewer for Asian Journal of Education and Social Studies

Community Service and Other Engagements

- Sustainable Travel and Tourism Agenda Coordinator

Affiliation of Professional Bodies

- African Students and Alumni Forum (ASAF)
- Tourism Research Information Network (TRINET) (Online)
- ResearchGate

Administrative Positions Held

Recognized university administrative positions

Departmental Postgraduate Coordinator

Member – Research, Innovation and Product Development Committee

Staff Mentor

Programme Coordinator - School of Hospitality, Tourism and Leisure Studies, Kenyatta University, Mombasa Campus

Member – Mombasa Campus Admissions Committee

Member – Mombasa Campus Marketing Committee

Member – Mombasa Campus Corruption Prevention Sub-Committee

Other administrative positions Held

- 27th Jan - 4th Feb 2022: Stand-in for Director, Kenyatta University, Mombasa Campus