

PERSONAL PROFILE

Name: Albert Chege Kariuki Title/Qualification: Dr./PhD Department: Hospitality and Tourism Designation/Position: Senior Lecturer and Academic Leader – Tourism Management Option Email: kariuki.albert@ku.ac.ke Contact Address: P. O. Box 43844-00100 Nairobi, Kenya Area of Specialization: - Tourism management - Wildlife management Research Interests: - Tourism policy and planning - Sustainable tourism management Google Scholar: https://scholar.google.com Orcid : https://orcid.org/0000-0003-0392-2003	
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1.1 PERSONAL PROFILE

1.1.1 Personal Details

1.1.2 Academic & Professional Qualifications

- a) Doctor of Philosophy in Tourism Management [PhD] - Kenyatta University
- b) Master of Science in Tourism Management [MSc] - Moi University
- c) Post Graduate Diploma in Education [PGDE] - Kenyatta University
- d) Bachelor of Science in Wildlife Management [BSc] - Moi University

1.1.3 Employment History

- a) 2010 to 2025: Kenyatta University
- b) 2008 to 2010: Kenya Coast National Polytechnic

1.1.4 Achievements

- a) Participant in Tourism Policy development for Nairobi City County in February 2025
- b) Developer Tourism Policy development for Murang'a County in February 2025
- c) Establishment of the Kenya Hospitality and tourism scholars – that brings together all PhD level holders in Kenya.
- d) Operationalization of Mama Ngina University College in terms of curriculum, personnel and facilities support
- e) Establishment of Global Tourism Resilience and Crisis Management Center (GTRCMC): Member of establishing committee of the center at Kenyatta University.
- f) International Federation for Information Technology and Travel and Tourism (IFITT)
- g) Conference – member of organizing committee
- h) Information and Communication Technologies (ICTs) for promotion and development of sustainable tourism around UNESCO World Heritage Sites. A game for the high school youths in Kenya. A joint project between Kenyatta University and National Museums of Kenya (NMK).
- i) UNWTO.TedQual Certification coordinator of tourism programme under United Nations World Tourism Organization (UNWTO) in Kenyatta University.
- j) Developed Tour guiding Proficiency Course for Chinese Market Segment jointly between Erdemann Chinese Full-Time School and Kenyatta University

- k) Kenya Utalii College (KUC) as trainer in the annual Management Development Programmes (MDPs)
- l) Premier Hospitality Services Limited trainer in human resource and general management at Stedmak Hotel, Karen –Nairobi.
- m) Kenyatta University as school examination coordinator in the Digital School of Virtual and Open Learning (DSVOL)
- n) Kenyatta University as a Teaching Practice (TP) supervisor under School of Education (SOE) and Center for Teacher Professional Development and Excellence (CTPDE)
- o) Kenyatta University as curriculum developer at Diploma, Bachelors, Masters and PhD levels
Ecotourism Kenya (EK): Adjudicator and judge in the annual Ecowarrior certification and award
- p) The Technical and Vocational Education and Training Curriculum Development, Assessment and Certification Council (TVET /CDACC) under Tourism Sector Skills Advisory Committee (SSAC) and Ministry of Tourism developer of tourism curriculums.
- q) Kenya Institute of Curriculum Development (KICD) formerly Kenya Institute of Education (KIE) as Tourism and Hospitality syllabi and curriculum developer
- r) Tourism Fund (TF) formerly catering and Tourism Development Levy Trustees (CTDLT) as Tourism Curriculum at Certificate and Diploma levels.
- s) Chuka University as a curriculum developer in undergraduate level in Hospitality and Tourism at all levels
- t) Technical University of Mombasa as a curriculum developer in Hospitality and Tourism at all levels.
- u) Kenya Methodist University as a curriculum developer in undergraduate Hospitality at all levels of Tourism courses

1.2 PUBLICATIONS

1.2.1 Refereed Journals

- a) Binyanya, B., Wandolo, M. A., & Kariuki, A. C. (2025). Disability Demographics Factors and Employment Inclusivity: A Study of Persons with Disabilities in 4-5 Star Hotels in Mombasa City County, Kenya. *Journal of Hospitality and Tourism Management*, 8(1), 1–18. <https://doi.org/10.53819/81018102t4309>
- b) Bernard, B., Wandolo, M. A., & Kariuki, A. C. (2025). Contribution of disability infrastructure and superstructural practices to employment inclusivity of persons with disabilities in 4-5 star hotels in Mombasa City County, Kenya. *African Journal of Emerging Issues*, 7(1), 23 - 38. Retrieved from <https://ajoeijournals.org/sys/index.php/ajoei/article/view/743>
- c) Omoke, J. O., Rahab Mugambi, & Albert Kariuki. (2023). Talent Development Approaches For Competitiveness among Five Star Hotels in Nairobi City County, Kenya. *Journal of Hospitality and Tourism Management*, 6(3), 100–126. <https://doi.org/10.53819/81018102t2188>
- d) Mwawaza , S. M., Kariuki , A. C. ., & Ndubi , E. O. (2022). Examining the Influence of Push and Pull Travel Motivation Factors on Domestic Tourism Performance. A Case of Mombasa County, Kenya. *Journal of Hospitality and Tourism Management*, 5(1), 80–92. <https://doi.org/10.53819/81018102t50101>
- e) Ndambuki, E. M., Kariuki , A. C., & Bitok, J. (2022). Influence of E-Tourism Policies on Travel Business Profitability in Nairobi City County, Kenya. *Journal of Hospitality and Tourism Management*, 5(2), 59–71. <https://doi.org/10.53819/81018102t2111>
- f) Mwawaza, S.M., Kariuki, A.C. & Ndubi, E.O. (2022). Tourism Product Influence on Domestic Tourists Choice of Mombasa County, Kenya. *African Journal of Hospitality, Tourism and Leisure*, 11(3):1188-1198. DOI: <https://doi.org/10.46222/ajhtl.19770720.284>
- g) Nguya, James, Albert Kariuki, and Sisinio Muthengi. (2021). “Influence of Tour Guide Service Quality on Customer Satisfaction In Narok County, Kenya”. *African Journal of Emerging Issues* 3(1), 149 <https://ajoeijournals.org/sys/index.php/ajoei/article/view/165>.

- h) Omoke J.O ; Mugambi, R ; Kariuki, A ; (2021) Talent Engagement Approaches and Competitiveness Among Five Star Hotels in Nairobi City County, Kenya, Journal of Tourism, Hospitality and Sports www.iiste.org ISSN (Paper) 2312-5187 ISSN (Online) 2312-5179 An Vol.54,
- i) Nzomo, C. M., Maingi, S. W. & Kariuki, A. C. (2020). Wildlife conservation, visitors' preferences and habitat conditions for wildlife tourism at Oljogi Conservancy in Laikipia County, Kenya. International Academic Journal of Social Sciences and Education, 2(2), 125-136
- j) Mghoi Esther, A. Kariuki, B Kihima (2020). Assessment Of Indigenous Forests As A Tool For Product Diversification In Sustainable Tourism Development In Taita-Taveta County, Kenya, Afri-Library

1.2.2 University Level Scholarly Books

- a) Global Tourism Resilience Center (GTRMC) : Development of report on Impacts of Covid-19 on tourism in Kenya, the measures taken and the recovery pathways in 2020 (team member)
- b) Community Participation in Tourism Development in Kenya (2012) Lambert Academic Publishing [ISBN 978-3-659-20918-5]

1.2.6 Refereed Learning Modules

- a) HTM 030 :Principles of Management in Hospitality and Tourism
- b) BTM 055 : Nature and Wildlife Knowledge
- c) BTM 063: Tourism Planning and Development
- d) HTM 104 : Principles of Management in Hospitality and Tourism
- e) HTM 109 : Tourism Philosophies and Practice
- f) HTM 111 : introduction to Tourism and Travel Management
- g) HTM 216: Hospitality and Tourism Events Management
- h) BTM 371: Tour Operations Techniques
- i) BTM 372: Flora and Fauna of East Africa
- j) BTM 373 : Tourism Geography
- k) BTM 472: Sustainable Tourism Management
- l) BTM 474 : Ecotourism
- m) BTM 475 : Tourism Policy and Planning
- n) HTM 850: Sustainable Tourism Planning and Policy

1.2.7 Reviewed Conference Papers

- a) International Federation for Information Technology and Travel and Tourism (IFITT) IFIT Nairobi 2022. Kenyatta University's School of Hospitality, Tourism and Leisure Studies, Mount Kenya School of Hospitality,
- b) Assessment of effectiveness of public-private partnership arrangements among industry organizations in sustainable tourism development in Kenya. (ATLAS, Dar es salaam 2021)

1.2.10 Consultancy and Project Reports

- a) Development of training modules for GREENTOUR Kenya is a 2nd Phase Switch Africa Green project being implemented in Kenya with European Union funding.
- b) Malawi Institute of Tourism (MIT) review and development of content manuals under More Income and Employment in Rural Areas of Malawi (MIERA) under German Technical Cooperation Agency (GTZ)
- c) Development of training material at the Technical and Vocational Education and Training Curriculum Development, Assessment and Certification Council (TVET CDACC) under Tourism Sector Skills Advisory Committee (SSAC) and Ministry of Tourism developer of tourism curriculums.
- d) Development of curriculums at then Kenya Institute of Curriculum Development (KICD) formerly Kenya Institute of Education (KIE) as Tourism and Hospitality syllabi and

- curriculum developer
- e) Development of curriculums at the Tourism Fund (TF) formerly catering and Tourism Development Levy Trustees (CTDLT) as Tourism Curriculum at Certificate and Diploma levels.
- f) Development of curriculums at Chuka University in Hospitality and Tourism
- g) Development of curriculums at University of Embu in Hospitality and Tourism
- h) Kenya Methodist University as a curriculum developer in undergraduate Hospitality

1.2.15 Scholarly Presentations at Conferences/Workshops/Seminars

- a) Erasmus + Exchange Mobility Programme with University of West Attica (UNIWA), Athens, Greece. Presented a paper on: Tourism in and Kenya and Greece, a comparative study (2018)
- b) Koforidua Technical University and Kenyatta University in Koforidua, Ghana on 12th September, 2017 Presented a paper on : Tourism in Kenya and Ghana, comparison, lessons and way forward
- c) HEInnovate workshop participant under the DAAD project "Collaboration for Entrepreneurial Universities (CEPU)", jointly conducted by a consortium of 5 German Universities led by Bonn-Rhein-Sieg University of Applied Sciences, Mount Kenya University (MKU) and Kenyatta University (KU).
- d) Sustainable Travel and Tourism Agenda (STTA) seminar on tourism challenges in Kenya and way forwards 15th February, 2020
- e) Student Training for Entrepreneurial Promotion (STEP) on 9th -10th February , 2020

1.3 QUALITY TEACHING, LEARNING AND MENTORSHIP

1.3.1 Student Evaluations

- a) Consistently has scored highly in student evaluation
- b) See as attached

1.3.2 Trainings in Higher Education

- a) Training on impactful university-industry partnerships – July 2025
- b) Training in Wellness – at various annual university organized forums
- c) Training at Student Training for Entrepreneurial Promotion (STEP) – Since 2012

1.3.3 Ongoing Supervisions

1. Basheer Tijjani Shettima : Urban regeneration towards sustainable tourism: Abuja, Nigeria. (MSc)
2. David Wanyama : Assessment for viability of cultural heritage in a non- conventional safari tourist circuit for sustainable tourism development in Bungoma County Kenya. (MSc)
3. Gladys Kavuvi : Public-Private Partnerships and Tourism Crisis Management in Nairobi, Kenya. (MSc)
4. Jacqueline Syokwia Kibinda, : The Relationship between ICT adoption and operational efficiency among star rated hotels in Nairobi Country, Kenya. (MSc)
5. Jeremiah Rono : Influence of mountain tourism on sustainable tourism development in Nyeri County, Kenya. (MSc)
6. John Mwangeka Mwakima : Influence of business ethics on beach operators' profitability in Mombasa County, Kenya (MSc)
7. John Nyaga Influence of city branding on competitive performance of tourism destinations in Rwanda. (MSc)
8. Kennedy Kyalo : The role of destination marketing, planning and strategy in product development for the Kenyan coastal beaches; case of Mombasa County. (MSc)
9. Lawrence Peloewetse : Efficacy of community based initiatives on sustainable tourism development in Kgalagardi district, Botswana. (MSc)

10. Levis Kibet Cheptoo : Attitudes and perceptions towards tourism development among pastoral communities in Laikipia county, Kenya. (MSc)
11. Lillian Wanza Kasyoka : Influence of soft skill trainings on employee performance in non-star rated hotels in Nairobi city county, Kenya. (MSc)
12. Limo Sylvia Jepkosgei : Assessing the determinants of urban tourism development in Eldoret City in Uasin Gishu County, Kenya. (MSc)
13. Margaret O. Nyamwaya : Acquisition of dual competency-based education and learners performance in food and beverage service among the TVET institutions in Nairobi County, Kenya. (Phd)
14. Matayo Mwenesi : Pottential for rugby as a tool of sports tourism development in Kakamega County. (MSc)
15. Miriam Wanjiku Maina: Influence of stakeholder engagement on the performance of cultural tourism in Nairobi County, Kenya. (MSc)
16. Mwituria John Mwita : The role of monitoring and evaluation in the management of tourism projects in Nairobi , Kenya. (MSc)
17. Ndugi Matheri : Perceived contribution of competency-based curriculum towards hospitality & tourism training in Nairobi County. (MSc)
18. Ogeto N. Edinah : Assessing the viability of religious tourism as a strategy for niche tourism development in Nairobi County, Kenya. (MSc)
19. Sheila Chebor Kutto : Effect of licensing regulations on the growth of the tourism SMEs sector in Nairobi City County. (MSc)
20. Doreen Mwikali Muthina : Effectiveness of Social Media Promotion Strategies on the Performance of Tour Operators in Nairobi City County, Kenya. (MSc)
21. Obegi Miriam : Green practices and sustainable operations among eco-rated hospitality facilities in samburu county, Kenya. (MSc)
22. Dorice Morongo : Influence of knowledge management practices on organizational resilience among travel firms in Nairobi City County, Kenya. (PhD)
23. Binyanya Bernard : Disability mainstreaming strategies in employment inclusivity among 4-5 star hotels in Mombasa city county, Kenya. (PhD)
24. Juliet Magoma Mesa : Crisis management strategies in building the resilience among tourism organizations during crises in Nairobi city county, Kenya. (PhD)
25. Mark Lari Letoluo : Influence of partnership arrangements on successful community-based tourism initiatives among wildlife conservancies in Narek County, Kenya. (MSc)
26. Ngogoyo Ezekiel Gicheha : Influence of operational strategies on charter airline operators' competitive advantage in Nairobi city county, Kenya. (MSc)
27. Ronald Mutie : Impact of rural based tourism on Kajiado County, K. (MSc)
28. Valene Aluoch Otieno : Contribution of adventure tourism product to sustainable tourism development in Nakuru County, Kenya. (MSc)

1.3.4 Supervision of Postgraduate Students – Graduated

1.3.4.1 Masters

1. Bernard Amaya : The viability of tourist low potential regions in sustainable tourism development in Kakamega County, Kenya (Msc)
2. Dorice Ronoh Morong : The contribution of adventure product to sustainable tourism development in Elgeyo Marakwet County (Msc)
3. Esther Mghoi Mwamburi: Diversification of tourism in Kenya: A case of forest tourism and tourism products in Taita-Taveta County
4. Evelyne Mueni Ndambuki : Influence of e-tourism on travel business profitability in Nairobi City County, Kenya (Msc)
5. Fatima Ladi Aliyu : Analysis of determinants of customers satisfaction of banquet services in hotels in Kaduna metropolis, Kaduna State Nigeria Msc

6. Gloria Waita Mumbua : Analysis of contribution of organizational culture to performance of classified hotels in Nakuru County, Kenya Msc.
7. Godfrey Odinga : Assessment of crisis management strategies among stakeholder tourism organizations in Nairobi and Mombasa counties, Kenya (Msc)
8. James Nguya Gitonga : Influence of tour guide service quality on customer satisfaction in Narok County, Kenya (Msc)
9. Japheth Omoke : The state of talent management in the few selected hotels in Nairobi, Kenya (MSc)
10. Jimada Abdulkadir : Contribution of cultural festivals on event tourism development in Kwara State, Nigeria (Msc)
11. Kassim Kweyu Ndeche : Influence of stakeholder engagement on sustainability in tourism industry in Kakamega county, Kenya. (Msc)
12. Nassib Omar Nyahi: Influence of collaborative tourism governance on beach tourism performance in Kwale County, Kenya (Msc)
13. Nzomo Cosmas Munyao : Wildlife conservation, visitors' preferences and habitat conditions for wildlife tourism at Oljogi Conservancy in Laikipia County, Kenya. (Msc)
14. Paul Musila : Efficacy of community based tourism initiatives in the development of sustainable tourism: a case of Mwaluganje Elephant Sanctuary Kwale (Msc)
15. Peter Osiako : Environmental conservation through forfeitable ecotourism ventures: a case study of Shimba hills Eco Lodge (Msc)

1.3.4.2 PhD – Graduated/

1. Mwawaza Stella Mshai: Efficacy of marketing promotion strategies on domestic tourism performance in Nairobi city County (PhD thesis)
2. Binyanya Bernard : Disability mainstreaming strategies in employment inclusivity among 4-5 star hotels in Mombasa city county, Kenya. (PhD examination)

1.4 PROFESSIONAL/CONSULTANCY

1.4.1 Networks/Collaborations

1. Tourism Professional Association (TPA)
2. Ecotourism Kenya (EK)
3. Sustainable Travel and Tourism Agenda (STTA)

1.4.3 Consulting for international/national boards

- a) United nations World tourism organization (UNWTO)
- b) International federation for information technology (IFIT)
- c) Ministry of Tourism and Wildlife (MOTW)
- d) Tourism regulatory authority (TRA)
- e) Tourism Fund (TF)
- f) Ecotourism Kenya (EK)
- g) Technical and Vocational Education and Training Curriculum Development, Assessment and Certification Council (TVET/CDACC)
- h) Kenya National Examination Council (KNEC)

1.4.5 Consulting for organizations/institutions

- a) Kenya Institute of Curriculum Development
- b) Kenya National Examination Council (KNEC)
- c) Ecotourism Kenya (EK)

1.4.6 Membership to Academic & /Professional Bodies

- a) Tourism Professional Association [TPA]
- b) Ecotourism Kenya [EK]

1.5 ADMINISTRATIVE AND RESPONSIBILITIES

1.5.1 Recognized university administrative positions

- a) Chairperson - Hospitality and Tourism Management department
- b) Examination Coordinator - Digital School of Virtual and Open Learning
- c) Coordinator – DSVOL school of hospitality and tourism

1.5.2 Other responsibilities in the University

- a) Mentor – Center for Students’ Careers center at university
- b) Member of the Global Tourism Resilience and Management Center (GTRMC)
- c) Academic leader – Tourism management option.
- d) School Coordinator - Quality Management System

1.6 COMMUNITY ENGAGEMENTS AND OTHER CONTRIBUTIONS

1.6.1 Research funding

- e) Tourism Research Institute
- f) National Research Fund
- g) Ecotourism Kenya

1.6.2 Community outreach

- a) Maragi Secondary School - member board of governors
- b) Kenya Anglican Men Association (KAMA) - Member in Anglican Church of Kenya
- c) ACK St Paul’s Mukuyuini - Chair of hospitality committee
- d) Kenyatta University Muranga Dons Association (KUMDA) – committee member

1.6.3 Professional Affiliation & portfolios

- a) Ecotourism Kenya [EK]
- b) Tourism Professional Association [TPA]

1.6.4 Recognitions awards and honours

- Best IFITT Talk to organizing committee.: Award International Federation for Information Technology and Travel and Tourism (IFITT) Conference 2017

1.7 REFEREES

1. Dr. Edgar O. Ndubi

Chair – Department of Hospitality and Tourism

Kenyatta University

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2. Dr. Perez Onono

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