

1.1 Personal Profile

1.1.1 Personal Details

Name: Tabitha Njeri Mugo

Title/Qualification: PhD

Department: Hospitality & Tourism Management

Designation/Position: Lecturer

Email: (official) mugo.tabitha@ku.ac.ke

Contact Address:

Area of Specialization:



Research Interests: My research interests encompass sustainability, sustainable tourism, landscape governance and restoration, Conservation-tourism-development linkages, community and rural tourism, domestic tourism, policy issues, qualitative research among others. Specifically, I examine partnerships as forms of governance tools for sustainable tourism landscapes for sustainable development.

Google Scholar:

https://scholar.google.com/citations?view_op=search_authors&mauthors=tabitha+mugo&hl=en&oi=ao

ORCID ID: <https://orcid.org/0000-0003-2018-5375>

LinkedIn Profile: <https://www.linkedin.com/in/tabitha-mugo-phd-5a46402b/>

Research-gate: <https://www.researchgate.net/profile/Tabitha-Mugo-2>

1.1.2 Academic & Professional Qualifications

2021: PhD. Tourism, Wageningen University, the Netherlands

Thesis title: “Governing landscapes through partnerships: Lessons from Amboseli, Kenya.”

2008: Masters in Tourism Management, Moi University, Kenya

Thesis Project: “An Assessment of Tourism development in Keiyo District, Kenya.”

2000: Diploma; Information Technology, Brisbane Institute of TAFE, Australia

Diploma: PC and Network User Support

1993: BSc. Forestry, Moi University, Kenya

1.1.3 Employment History

January 2024-Current: Lecturer, Department of Hospitality & Tourism Management, Kenyatta University, Kenya

2010 - January 2024: Lecturer, Department of Tourism and Tour Operations Management, Moi University, Kenya.

2004 - 2009: Chief Technician, Department of Tourism Management, Moi University, Kenya

2003 - 2004: Lecturer, Department of Computer Science, Eldoret Polytechnic, Kenya.

1.1.4 Achievements

1.2 Publications

1.2.1 Refereed Journals

- Mugo, T. N.** (2021). Governing landscapes through partnerships: Lessons from Amboseli, Kenya (Doctoral dissertation, Wageningen University and Research).
- Mugo, T.,** Visseren-Hamakers, I., & van der Duim, R. (2021). Contributions of partnerships to conservation and development: insights from Amboseli. *Tourism Review International* 25, (2-3), 189-208. DOI: <https://doi.org/10.3727/154427220X16064144339200>
- Mugo, T.,** Visseren-Hamakers, I., & van der Duim, R. (2022). Landscape governance through partnerships: lessons from Amboseli, Kenya, *Journal of Sustainable Tourism*, 30(10), 2391-2409. DOI: 10.1080/09669582.2020.1834563
- Rop W., Masambu W., **Mugo T.,** Ng'eno V., Burugu R., (2015). van der Duim R., Klep G., Konstantinidou E., Ahebwa W. The efficacy of photographs in marketing of sustainable tourism products "Sustainability, Tourism and Africa: A natural link Thematic proceedings of ATLAS Africa Conferences".
- Kieti D., Wamaitha A. **Mugo T.,** & Manono G. (2013). Measuring Tourist Satisfaction with Service Quality in Marine Protected Areas, Kenya. *African Journal of Tourism and Hospitality*. Volume 1 no. 1 pp 101-120.
- Nyakaana J., Kieti D., **T. Mugo** (2012). Embracing Pro-poor strategies in community Tourism Enterprises: the case of Il Ngwesi Community Group Ranch. *MAWAZO*. Vol. 11, No.2 1-15.
- Odiara, B., Kibe, J. & **Mugo, T. N.,** (2009). An Investigation of ICT Diffusion and utilization among the SMTEs in Kenya, a case study of Bamburi-Shanzu region. *East African Journal of Information Sciences (EAJIS)*, ISSN: -1442, Vol.2: No. 2 pp 95-104.
- Ndunda E., Gacii S., **Mugo T.,** Ipara H., & Odunga P. (2010). The Effects of Service Quality and Visitor Satisfaction on Loyalty of Park Recreation Facilities: A Case of Uhuru Park in Kenya. *International Journal of Sustainable Development*. Volume 3, Number 7 pp 50-60.

Books and Books Chapters

- Mugo, T.** (2018). Community participation in Tourism Planning in Kenya. In Korir J. (Ed). *Tourism Issues in Kenyan Perspective*. Utafiti Foundation, Eldoret, Kenya.
- Kieti, D. M. and **Mugo, T.** (2017). Tourism Planning, Policy Formulation and Community Based Tourism. In Jones, E. and Wishitemi, B. E. L (Eds). *Community-Based Tourism Initiatives: Lessons for Best Practice in Sub-Saharan Africa*. Moi University Press, Eldoret, Kenya

1.2.3 Conference/Workshop Papers

1.2.3.1 Conference presentations

- Burugu R. & Mugo T. (2024). Policy Directives, Hospitality Jobs Post Covid-19 and Students' Intentions to Pursue Hospitality Related Courses. **International Conference On Tourism, Travel And Hospitality (ICTTH)**, Moi University, 14th -15th May 2024.
- Nthiga R., Kamwea J., Akunja L. & **Mugo T.** (2024). Content Analysis of Website Representation of Sustainable Initiatives in Eco-Rated Hospitality Establishments in Kenya. **International Conference on Tourism, Travel and Hospitality (ICTTH)**, Moi University, 14th -15th May 2024.
- Burugu R., Mugo T., Mwenesi A. & Sawe B. (2024). Lessons Learnt Post Covid-19 And Their Effects to Kenya's Hotels Recovery Models. **ATLAS Africa ONLINE Conference 2024 Tourism after freedom: Democratic Africa** April 26, 2024.
- Mwangi, Z. Kieti D. Burugu R. & **Mugo T. (2023)**. Factors Influencing Hotel and Tourism Graduates Employability in Kenya. Presented at the African Interdisciplinary Studies Association (AISA) & Multimedia University of Kenya 14th Annual International Interdisciplinary Conference June 26 to 30, 2023, held at the Multimedia University of Kenya, Kenya.
- Magio E., **Mugo T.**, Imbaya B., (2019). Effectiveness of Public-Private Partnership in Wildlife Conservation in Kenya: The Case of Ol Pejeta Conservancy. **ATLAS Africa Conference Themed: Tourism and Innovation**, Makerere University, Kampala, Uganda, 12-14 June, 2019.
- Mugo T.**, (2017). Sustainable human resource management and sustainable tourism: a symbiosis? Presented at the Sustainable Tourism in Africa: 'The Employment and Human Capacity Development Dimension' Workshop held at the University of Johannesburg, South Africa, 26th – 29th September 2017.
- Mugo T.**, van der Duim R., Visseren-Hamakers I., & Kieti D. (2016). Governing landscapes through partnerships: Lessons from Amboseli, Kenya. Presented in the 11th Annual international conference, Aligning Training, Research and Service to Sustainable Development Goals. Moi University, Kenya, 13th-16th September, 2016.
- Mugo T.**, van der Duim R., Visseren-Hamakers I., & Kieti D. (2014). Governing landscapes through networks of partnerships: Lessons from Amboseli, Kenya. The XXXIV Sunbelt Social Networks Conference, Tradewinds Beach Resort, St. Petersburg, Florida, U.S.A. 18 -23, February, 2014.
- Mugo T.** (2013). Partnerships for conservation and livelihoods: Lessons from Amboseli Ecosystem, Kenya. A pitch and poster presentation at the NVA Africanana, ASC Leiden, 23rd November 2013, Rijksmuseum Volkenkunde Leiden, the Netherlands.
- Mugo T.**, van der Duim R., Visseren-Hamakers I. (2013). Evolving Natural Resource Governance: Lessons from Amboseli Ecosystem, Kenya. Presented at the 8th ATLAS Africa conference. African Tourism in Global Society: Central or Peripheral? Kigali, Rwanda, 3-5 June, 2013.
- Matiku S., Dr. Kieti M., & **Mugo T.** (2013). Is "Iweto" a solution for barrenness? Woman to woman marriages (Iweto) among the Kamba Community in Kyanzasu Village in Machakos County. Presented at the 8th ATLAS Africa conference. African Tourism in Global Society: Central or Peripheral? Kigali, Rwanda, 3-5 June, 2013
- Mugo T.**, (2011) Partnership Arrangements for conservation, tourism and sustainable livelihoods in Amboseli ecosystem. Presented at the 3rd Young Leaders 3-ASTEP Workshop. Windhoek/Erongo Region, Namibia April 4 – April 11, 2011

- Mugo T.**, and Nthiga W., Wahungu G. (2011). Environmental Education and Sustainable Development: Lessons from the Laikipia Wildlife Forum, Kenya. Presented at the 7th ATLAS Africa conference 2011 Sustainable Tourism and Environmental Education: A natural link. Kampala, Uganda, 6th- 8th June 2011.
- Micheal K., Niwai F., **Mugo T.** and Wendy R., (2009). Challenges of Tourism Development in Kapenguria Municipality, West Pokot. Presented in the 5th Annual international conference, Moi University 4th-8th August, 2009.
- Mugo, T. N.**, Mugambi I., Gacii, S., Odunga, P. (2007). Poverty alleviation through pro-poor tourism. A case study of Mwalunganje Elephant Sanctuary. Presented at the Africa ATLAS Conference (October, 2007)-Kampala, Uganda. Theme: Tourism and wealth creation.

1.2.2 Other Publications

1.3 Conferences/Workshops/Seminars Attended

27 th -28 th June, 2024	6 th International Business Research and Industrial Conference (IBRIC). Theme: ' <i>Business Intelligence and Innovations for Sustainable Development</i> '. School of Business, Economics & Tourism, Kenyatta University, Kenya.
24 th April 2024	Upscaling Sustainable Tourism in East Africa, Ecotourism Kenya and UNEP, <i>proposed draft harmonized Sustainable Tourism Standards for the East African Community for the Operation of Tour Operators, Travel Agencies and Accommodation Providers</i>
3 rd May 2024	The Inaugural National Green Jobs & Skills Workshop, KICC Nairobi
8 th & 9 th June, 2023	Participated in the 8 th Sustainable Tourism Africa Summit (STAS), Hosted by the Sustainable Travel & Tourism Agenra (STTA) at the Serena Beach Resort, Mombasa, Kenya, Themed ' <i>Tourism Value Chains and Tourism Sustainability in Africa.</i> '
3 rd November, 2022	Attended the Sustainability Policy Conference . Discussions on a draft White Policy paper titled 'Sustainable Tourism in Kenya – Policy Perspective' by Kenya Association of Tour Operators (KATO) - Green Tour Kenya Project, on 3 rd November, 2022 at the Tamarind Hotel, Nairobi.
13 th -15 th October, 2022	School Tourism, Hotel & Events Management, Moi University (STHEM) Curriculum review workshop held in Park Villa Hotel, Webuye, Kenya.

15 th September, 2022	Attended the Global Landscape Forum (GLF) Digital Conference Themed: ' <i>GLF Africa 2022: How to build an equitable, resilient food future</i> ' CIFOR/ICRAF Campus, Nairobi.
13 th -15 th September, 2022	Was a resource person in the Restoration Education Summit responsible for developing a Landscape Restoration Training Program, held at the CIFOR/ICRAF Campus, Nairobi.
2017	School of Business Curriculum review workshop held in Kisumu Hotel, Kisumu, Kenya.
14 th -19 th June 2015	Summer School 'Governing Landscape Restoration: Governance, Restoration, Privatization' organized by Wageningen University, Center for Development & Innovations (CDI), and COMMONLAND. Hotel de Wageningsche Berg, Wageningen, the Netherlands.
October, 2013	Pedagogic Skills Development Training , Minata Hotels, Webuye on 25th - 26th October, 2013.
14 th to 16 th March, 2012	Community Based Natural Resources Management (CBNRM) workshop (5-6 March 2012), facilitated by WWF. Silver Spring Hotel, Nairobi, Kenya.
March, 2012	Tourism stakeholders' forum in Kenyatta University
February 2012	4th Annual Ecotourism Conference 2012: Integrating Ecotourism Practices for the Modern Traveler. 20th to 22 February –AMREF Training Centre
June, 2009-2011	3ASTEP (Sustainable Tourism- Eliminating Poverty) Project –Research capacity building for young researchers on Pro-poor tourism - Workshops presentations and field visits in Kenya, Rwanda, South Africa and Namibia.
23 rd -25 th July 2007	'Mastering Public Procurement Workshop' by MFM International in Moi University, Main Campus.
23 rd -27 th May, 2005	'Managing change in a changing environment' a workshop by Pert International enterprise consultants held in Moi University, Chepkoilel Campus.
2004	Curriculum review workshop -Bachelor of Tourism Management (BTM), Department of Tourism Management, held in Blue York Hotel, Busia, Kenya
July 2003	'Basic Teaching Methodology - Part I at The Eldoret Polytechnic facilitated by Moi University, Faculty of Education.

1.4 Community Service and Other Engagements

- *Board of Management member, Githioro Secondary School, Nyandarua County.*

1.5 Affiliations to Professional Bodies

- *Ecotourism Kenya*

-Tourism Professional Association

1.6 Administrative Positions Held

1.6.1 Recognized University Administrative Positions