

FULL NAMES

Kambona Oscar Ouma

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EDUCATION

QUALIFICATION	INSTITUTION	YEAR
PhD (Natural Science, Geography- Dr. rer. Nat) – <i>Thesis title: Environmental Protection, Ecotourism and Rural Livelihoods: The case of the Kakamega Forest Region, Kenya</i>	University of Salzburg, Austria	2005
Certificate (European Studies)	University of Vienna - Austria	2004
M.Sc. (Environmental Science)	Bharathidasan University, Tiruchirappalli, South India	1995
Certificate (Environment Management - Economic aspects of resource use and pollution abatement)	Davidson College , North Carolina(USA) & Bishop Heber College, South India	1994
B.Sc. (Wood science & Technology)	Moi University, Eldoret -Kenya	1991

RESEARCH EXPERIENCE

He has competed and won research grants. In 2009, he was awarded a grant by the European Union through Lake Victoria Tourism Forum to formulate tourism plan for Kogelo in Siaya County. In 2010, he competed and won research grants administered by Austrian Agency for International Co-operation in Education and Research to do a comparative study on the use of Ecotourism as a conservation tool in Kakamega Forest and Berchtesgaden National Park, Germany. In 2014, he won Ernst Mach follow up grant to conduct research in Conservation and human livelihoods, Berchtesgaden National Park, Germany. Dr. Kambona through the German Academic Exchange Service & German Federal Ministry

for Economic Cooperation and Development, networked, lobbied and got funds for two staff members from Maseno University to train in Geographical Information System in Laos, South East Asia.

Dr. Kambona's research activities are further evidenced in the over 15 post graduate students he has supervised in the areas of ecological footprint of tourism & hospitality facilities as well as hospitality management, performance and marketing. His current research is focusing on Protected Area Conservation and the livelihoods of adjacent forest communities. He is also interested in recreation ecology impacts (trail impacts) as well as green supply chain best practices in tourism and hospitality facilities. As a result of his extensive research experience, he has published over 25 research articles in peer reviewed journals and book chapters. He has also participated in several local and international conferences in Africa, Asia and Europe. Dr. Kambona has initiated research collaboration between Maseno University, where he currently works as a Senior lecturer, and University of Salzburg, Austria. Through this network, research stay of a visiting student from Austria has been achieved; one staff from Maseno University has been trained in Laos, South East Asia on GIS. This research collaboration also enabled one staff from Maseno University to pursue a post doctoral research in the University of Salzburg, Austria. In the year 2020, Dr. Kambona successfully managed to have Maseno University join the AfriUninet; a research network consisting of over 30 African and 18 Austrian Universities. He is currently the University's representative in the research network.

TEACHING EXPERIENCE

He has taught at Kenya School of Governance as a trainer for 9 years in Environmental Impact Assessment, Environmental Audits, Project Planning and Management as well as Disaster preparedness and management. Since 2006, he took up a teaching position as Senior Lecturer in Tourism, Ecotourism and Sustainable tourism in the Department of Ecotourism, Hotel and Institution Management, Maseno University.

HONORS AND AWARDS

- i. Awarded the OeAD alumni scholarship in 2009 to travel and participate in the 15th International symposium on Society and Resource Management (ISSRM) conference in Vienna International Centre, Austria. This scholarship is administered by the Austrian Development Corporation.
- ii. Competed and won the Ernst Mach follow up grant in 2014 to undertake post-doctoral research in Berchtesgaden National Park, Germany
- iii. Awarded the North-South Dialogue Scholarship in the period 2002-2005 for doctoral studies in Austria. Scholarship is administered by the ministry of foreign affairs, through the Austrian Development Corporation.
- iv. Dissertation award - M.Sc. dissertation entitled *Briquetting studies on rice husk* was voted by Bharathidasan University, Bishop Heber College, South India in 1996 as one of those that had a high application value in the developing countries.

PROFESSIONAL MEMBERSHIP

- i. IUCN World Commission on Protected Areas – Expert member in Tourism and Protected Areas Specialist Group (TAPAS)
- ii. World Trails Network – Expert member in Sustainable Trails taskforce member
- iii. International Board Member, World Trails Network, Switzerland

- iv. Mountain forum – African Chapter
- v. Ecotourism Kenya

SKILLS AND TRAINING

1. Green Flag Trail Auditing
2. Environmental Impact Assessment and Audit
3. Training of Trainers

LEADERSHIP EXPERIENCE

August 2008 – April 2017

Appointed Chairman, Department of Ecotourism, Hotel and Institution Management, Maseno University. As a chairman, my work involves working on all academic and administrative issues that relate to the Department in close liaison with the University management.

March 2009 – August 2012

Appointed by the Vice Chancellor, Maseno University, to sit in the Kisumu Hotel Management Board

July 2013 – July 2014

Appointed by the Vice Chancellor, Maseno University, to sit in the Maseno University Botanical Garden working committee whose mandate is to come up with strategies of revamping the garden as a leading research and tourist site within the Western tourist circuit. A report was subsequently presented to the University management for implementation.

August 2005 – September 2006

Appointed by the Director, Kenya School of Government to represent the School at the National Technical Training Committee, Directorate of Industrial Training, Nairobi.

CONFERENCES AND WORKSHOPS

1. Presented a paper entitled: *Trails as key determinants in Conservation of Protected Areas* during the Closing Events: The Mountain to Sea National Greenway Project, National Taiwan University, **Taipei, Taiwan, December 2nd 2019.**
2. Participated in Trail Building organized by Taiwan 1000 miles Mountain to Sea National Greenway Project, **Taiwan, December 30th November 2019.**
3. Participated in Trail Audit training. The training was jointly organized by the Green Flag Trails, World Trails Network, Paths of Greece and Trail based organizations in Kythira, Greece. The training was conducted in **Kythira Island, Greece** in October 2019.
4. Presented a paper entitled: *“Perceptions of tourists on trail use and management implications for Kakamega Forest, Western Kenya”* in the 7th World Trails Conference in **Santiago de Compostela, Spain, 26th – 29th September, 2018.**

5. Participated in Visitor use Management Framework webinar jointly organized by IUCN/WCPA Tourism and Protected Areas Specialist Group (TAPAS), Inter-agency Visitor Use Management Council (IVUMC – USA) and Ecoturismo Genuino, **South America** June 22nd & July 5th, 2017.
6. Presented a poster entitled: *Traditional ecological knowledge, forest conservation and recent management changes in the Kakamega Forest Region, Western Kenya* in the 13th Ecotourism and Sustainable Tourism Conference organized by The International Ecotourism Society, Safari Park Hotel, **Nairobi, Kenya**. September 24th- 27th 2013.
7. Participated in Sustainability Management training for Tour operators. This course was jointly organized by Ministry of Foreign Affairs of the Government of the Netherlands, The International Ecotourism Society, Ecotourism Kenya, The Travel Association (ABTA), Kenya Association of Tour Operators and Travel life, Safari Park Hotel, **Nairobi, Kenya**. September 23rd. – 24th. 2013.
8. Appointed as an external evaluator for posters presented during the 15th International Symposium on Society and Resource Management (ISSRM) in Vienna International Centre, **Vienna, Austria**. July 5th. – 8th. 2009.
9. Presented a paper entitled: *Traditional ecological knowledge, forest conservation and recent management changes in the Kakamega Forest Region, Western Kenya* in the 15th International symposium on Society and Resource Management (ISSRM) in Vienna International Centre, **Vienna, Austria**. July 5th. – 8th. 2009.
10. Presented a paper entitled: *The role of Water Research in Policy change for increased uptake of Millennium Development Goals in Developing Countries*. A paper presented at the First National Environment Management Authority Conference, **Nairobi-Kenya**. May 19th. - 21st 2008.
11. Presented a paper entitled: *Needs and Challenges for the application of GIS: The Kenyan Experience*. A paper presented in an international GIS Summer school conference organized by Forum network for urban future and supported by DAAD, **Vientiane, Laos - South East Asia**. September 21st. – 4th. October 2008.
12. Presented a paper entitled: *Agriculture as a business in Africa: The case of Kenya* in an International conference organized by Afro-Asia Rural Development Organization (AARDO), **Illorin, Nigeria**. December 18th – 22nd, 2006.
13. Attended an International conference on bridging research, technology and development for sustainable water resource management in Eastern Africa. The Conference was organized by East African Water Association, Austrian Development Co-operation, African Water Facility, and Austrian Academy of Science, **Mombasa, Kenya**, November, 2006.

14. Presented a paper entitled: *Kakamega Forest, ecotourism and rural livelihoods: linkages and interactions for the Kakamega Forest region, Western Kenya* in the 2nd International conference on sustainable tourism organized by Wessex Institute of Technology, **Bologna, Italy**. December 2nd - 6th, 2006,
15. Presented a paper entitled: *Assessing visitor use of Protected Areas: The Perspectives of Forest Adjacent Community, Kakamega Forest, Kenya* in the 11th International Symposium on Society and Resource Management (ISSRM), Mid Sweden University, **Östersund, Sweden**. June 16th – 19th, 2005.
16. Presented a paper entitled: *Delicate path of ecotourism development: The Kenyan experience* at the International Café, University of **Salzburg, Austria**, December 2002.
17. Presented a paper entitled: *Linking disaster and development* in the 1st International Conference on Emergency Management in Africa, **Nairobi, Kenya**. November, 19th - 22nd, 2001.
18. Presented a paper entitled: *Information dissemination and environmental deterioration: The case of Ecotourism in Kenya*, in the Eastern Africa Environmental Network conference, **Nairobi, Kenya**, November 2000.
19. Presented a paper entitled: *Critical assessment of environmental education in Kenya* during a workshop on Networking for environmental action learning organized by the Environmental Education Centre, British Council, **Nairobi, Kenya**. March 11th – 13th, 1999.

PUBLICATIONS

1. Aloo, C.O., **Kambona, O.O.** and Odunga, P. (2019). Influence of Economic Activities of the Host Community and Community-Based Ecotourism Forest Management Models on the Conservation of Masaai Mau Forest, Kenya. *The International Journal of Humanities and Social Studies* Vol. 7(6), pp. 261-270. DOI: 10.24940/theijhss/2019/v7/i6/HS1906-030
2. Chepngetich, B., **Kambona, O.O.** and Aila, F.O. (2019). Influence of Customer Experience Dimensions on Purchase Behavior in Kenyan Hotels. *European Journal of Business and Management*. Vol. 11(21), pp. 50-62. DOI: 10.7176/EJBM/11-21-07
3. Kimeto, J., Odiwuor, W.H. and **Kambona, O.O.** (2019). Factors Determining Tertiary Tourism Education Quality in Kenya: The Perspectives of Tourism Graduate Employees and Tourism Employers. *The International Journal of Humanities and Social Studies*. Vol.7 (7) pp. 55-66. DOI: 10.24940/theijhss/2019/v7/i7/HS1907-038
4. Aloo, C.O., **Kambona, O.O.** and Odunga, P. (2019). The Influence of Social Cultural Practices of Host Community on the Sustainable Conservation of Maasai Mau Forest in Kenya. *The International Journal of Humanities and Social Studies*. Vol. 7(6), pp. 235-246. DOI: 10.24940/theijhss/2019/v7/i6/HS1906-068
5. Chepngetich, B., **Kambona, O.O.** and Aila, F.O. (2019). Mediation Role of Customer Emotions in the Relationship between Customer Experience and Purchase Behavior in the Hotel Industry. *Journal of Marketing and Consumer Research*. Vol.58, pp. 43-50. DOI: 10.7176/JMCR

6. Kimeto, J., **Kambona, O.O.** and Odiwuor, W.H. (2019). Perception of Graduate Tourism Employees and Tourism Employers on Relevance of Tourism Education Attributes to Effective Tourism Work Performance in Kenya. *The International Journal of Humanities and Social Studies*. Vol. 7(7), pp. 127-134. DOI: 10.24940/theijhss/2019/v7/i7/HS1907-060
7. Antoneta, N., **Kambona, O.O.** and Odhuno, E. (2017). Corporate Social Responsibility in four and five star hotels in Kenya. *American Journal of Tourism Research*. Vol.5(2) pp. 20-31 DOI: <https://doi.org/10.11634/216837861504844>
8. Antoneta, N., **Kambona, O.O.** and Odhuno, E. (2017). Enhancing competitiveness through guests' experience: A typology of customer experiences in upscale hotels. *International Journal of Hospitality and Tourism Administration*. Published online on 28th February. <http://dx.doi.org/10.1080/15256480.2017.1289137>
9. Obonyo, G.O., Okeyo, D.O. and **Kambona, O.O.** (2017). Effect of Management Practices on Actual ICT application in Kenyan Hotels: A PLS-SEM Approach. *International Journal of Hospitality and Tourism Administration*. Published online on April 25. <http://dx.doi.org/10.1080/15256480.2017.1305311>
10. **Kambona, O.O.**, Stadel, C. and Okalo, B. (2016). Social science and indigenous ecological knowledge in Kakamega Forest, western Kenya. *Journal on Protected Mountain Areas Research, eco.mont* Vol. 8(1), pp. 29-38 DOI: 10.1553/eco.mont-8-1s29
11. Obonyo, G.O., **Kambona, O.O.** and Okeyo D.O. (2016). "Determinants of ICT Adoption among Hotels in Kenya: A Multiple Case Study". *International Journal of Business and Social Science* Vol. 7(1), pp. 1-12. *Doi: 10.1007/s10729-007-9036-5*.
12. Obonyo, G.O., Okeyo, D.O. and **Kambona, O.O.** (2016). "Key Management Practices that Influence Actual ICT Application among Three to Five Star Hotels in Kenya". *Journal of Business Management & Social Sciences Research* Vol. 5(2), pp. 67-73. *ISSN: 2319-5614*
13. Fwaya, E.O., Odhuno, E., **Kambona, O.O.** and Othunon, O.L. (2016)). Relationships between Drivers and Results of Performance in the Kenyan hotel Industry. In *Hospitality and Tourism Management*, ed. P. Trent. Ingram Pub services-United States. ISBN: 9781682853184. Chapter 13, pp. 115-124
14. Antoneta, N., **Kambona, O.O.** and Odhuno, E. (2015). "The relationship between the marketing strategies and competitiveness of four and five star hotels in Kenya. *Educational Research* Vol. 6(6), pp. 118 – 131.
DOI: <http://dx.doi.org/10.14303/er.2015.050>
15. Antoneta, N.K., **Kambona, O.O.** and Odhuno, E. (2015). "An in-depth thematic analysis of customer driven factors influencing the purchase decisions of guests in four and five star hotels in Kenya. *International Journal of Marketing Studies* Vol. 7(6), pp. 61-71. DOI: [10.5539/ijms.v7n6p61](https://doi.org/10.5539/ijms.v7n6p61)

16. **Kambona, O.O.** and C. Stadel (2014). Ecotourism and rural livelihoods – linkages and interactions for the Kakamega Forest region. In *Tourism and Natural Protected Areas*, ed. M.F. Schmitz. Southampton/Boston: WIT Press. ISBN:978-1-84564-810-7 pp. 79-90

17. Obonyo, G.O., Ayieko, M.A. and **Kambona, O.O.** (2014). “Key Determinants of Food Preparation Attributes in Staging Memorable Experiences: Perspectives of Hotel Managers in Western Kenya”. *International Journal of Hospitality and Tourism Administration*. Vol. 15(3), pp. 314-331.

<https://doi.org/10.1080/15256480.2014.925733>

18. Antoneta, N.K., Odhuno, E. and **Kambona, O.O.** (2013) “Career path determinants of eco-tourism and hospitality management university graduates” *African Journal of Hospitality, Tourism and Leisure* Vol.2 (3), pp. 1–11. ISSN: 2223-814X

19. Antoneta, N.K., Odhuno, E. and **Kambona, O.O.** (2013) “Career change intentions for eco-tourism and hospitality management university graduates” *Journal of Research in Hospitality, Tourism and Culture* Vol. 1(1), pp. 15–22. ISSN: 2251-0028

20. Obonyo, G.O., Ayieko, M.A. and **Kambona, O.O.**(2012)“An importance-performance analysis of food service attributes in gastro-tourism development in Western Tourist Circuit, Kenya” *Tourism and Hospitality Research* Vol.12(4), pp. 188-200 <https://doi.org/10.1177/1467358413491132>

21. Fwaya, E.V.O., Odhuno, E., **Kambona, O.O.** and Othuon, O.L. (2012). Relationship between drivers and results of performance in the Kenyan Hotel Industry. *Journal of Hospitality Management and Tourism*. Vol.3(3), pp. 46-54 DOI: 10.5897/JHMT12.003

22. **Kambona, O.O.**, Stadel, C. and Eslamian, S. (2011) “Perceptions of tourists on trail use and management implications for Kakamega Forest, Western Kenya” *Journal of Geography and Regional Planning* Vol. 4(4), pp. 243–250. ISSN: 2070-1845

23. Wadongo, B., Odhuno E. and **Kambona, O.** (2011) “Emerging Generic Managerial Competencies: A Challenge to Hospitality Educators in Kenya” *African Journal of Economics and Management Studies* Vol. 2(1), pp. 56–71. ISSN: 2040-0705

24. Wadongo, B., Odhuno, E., **Kambona, O.**and Othuon, L. (2010) ‘Key performance Indicators in the Kenyan hotel industry; A Managerial perspective’ *Benchmarking: An International Journal* Vol. 17(6), pp. 858-875. ISSN: 1463-5771.

25. Fwaya, E.O., Odhuno, E., **Kambona, O.O.** and Othuon, O.L. (2010) Performance measurement and Hotel Industry in Kenya: A Review. International Journal of Hospitality and Tourism systems Volume 3 Issue 1, pp. 86-91. ISSN: 0974-6250.

26. Wadongo B., Odhuno, E. and **Kambona, O.** (2009) “Managerial Roles and Choice of Performance Measures in Kenyan Five-Star Hotels using A Cross-Sectional Correlational Design “Managing Leisure: An International Journal Vol 15 No. 1 pp. 16-30.
<https://doi.org/10.1080/13606710903447980>

27. Wadongo B., Odhuno E. and **Kambona, O.** (2009) ‘Managerial Roles and Performance Measurement Practices in the Kenyan hotel Industry: A Structural Equation Modeling Approach.’ International journal of Hospitality and Tourism Systems. Vol.2. No.1 pp 51-81. DOI: 10.1080/13606710903447980

28. **Kambona, O.O. (2008).** Needs and Challenges for the Application of GIS in Developing Countries: The Kenyan Experience. In Geographical Information Science for Urban and Regional Development in Asia and Africa, Knie, Shahnawaz (eds.). ISBN: 978 -3- 00-030780-5, International Summer School Programme in Vientiane-Lao PDR, pp. 27-33

29. Waswa, F., **Kambona, O.O.** and Mireri, C. (2007). Principles and Practices of Environmental Auditing in Kenya. In Environment and Sustainable Development, A Guide for Tertiary Education in Kenya, Waswa, F., Otor, S., Olukoye, G. and Mugendi, D. (eds) Vol. II, 2007; ISBN: 9966-776-34-6, a book project of the School of Environmental Studies and Human Sciences, Kenyatta University, pp. 296-314

30. **Kambona, O.O.** and Stadel, C. (2006). Kakamega Forest, ecotourism and rural livelihoods: linkages and interactions for the Kakamega Forest region, Western Kenya. In Sustainable Tourism II, eds. C.A. Brebbia and F.D. Pineda. Wessex Institute of Technology, Transactions on Ecology and the Environment–eLibrary: www.witpress.com. ISBN: 1-84564-044-6; ISSN: 1746-448X-print, ISSN: 1743-3541-online, Section 4: pp.139-149. DOI: [10.2495/ST060141](https://doi.org/10.2495/ST060141)

31. **Kambona O. O.** (2005). Assessing visitor use of Protected Areas: The perspectives of Forest Adjacent Community, Kakamega Forest, Kenya. *Book of Abstracts* (<http://www.issrm2005.com>). G5: Parks and Protected Areas 2, pp. 127.