

CURRICULUM VITAE

DR GEORGE OTIENO OBONYO

Personal Profile:

Gender: Male
Nationality: Kenyan
ID Number: 23800344
Religion: Christian
Occupation: Lecturer
Organisation: Maseno University
Address: P.O. Box 333 – 40105
Maseno, Kenya

Contacts and Digital Footprint



+254 708 598 511, +254 758 486 544



goobonyo@maseno.ac.ke or georgetieno60@gmail.com



<https://twitter.com/@GeorgesOtieno>



www.linkedin.com/in/George Otieno



YouTube @georgesotieno



<https://www.adscientificindex.com/scientist/obonyo-george-otieno/96057>



<https://www.researchgate.net/profile/George-Obonyo>



<https://scholar.google.com/citations?user=VRjmbKwAAAAJ&hl=en>

Education Background:

May 2013 – Dec 2016:	PhD in Hospitality Management , Maseno University. Research title: “Adoption- Application ICT Model as a Potential Predictor of Performance of Three to Five Star Hotels in Nairobi and Coast Regions, Kenya”. Supervisors: Dr Kambona Oscar Ouma and Dr David Omondi Okeyo.
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	Graduated on December 16 th 2016.
Sep 2009–Aug 2012:	<i>Master of Science in Hospitality Management</i> , Maseno University. Research title: “Factors Determining Gastro-Tourism Promotion of Indigenous Foods in Hotels within Western Tourist Circuit, Kenya”. Supervisors: Prof Ayieko Monica A. and Dr Kambona Oscar O. Graduated on November 16 th 2012.
Jan 2005 – Aug 2008:	<i>Bachelor of Science in Hotel and Institution Management</i> (First class honours), Maseno University. Graduated on December 17 th 2008
Jan 1999 – Nov 2002:	<i>Kenya Certificate of Secondary Education (KCSE)</i> , Uasin Gishu High School, Kenya Grade attained, B+ (plus).

Work Experience:

Aug 2016 – to Date:	<i>Lecturer</i> , Department of Eco-tourism, Hotel and Institution Management, Maseno University. Responsibilities undertaken: <ul style="list-style-type: none"> ▪ Lecturing at postgraduate, undergraduate and diploma level ▪ Complaints officer at the departmental level ▪ ICT championship (IT coordinator) at the departmental level ▪ Postgraduate coordination at the department ▪ Postgraduate supervision ▪ Industrial attachment Coordination and assessment ▪ eLearning coordination and facilitation
Sept 2018 to Date:	<i>Online Course Facilitator</i> for master and undergraduate hospitality and tourism programs offered at eCampus, Maseno University,
Jan 2011 to Date:	<i>Part-time Lecturer</i> at Maseno University (City Campus, Kisumu).
Jan 2013 to 2021:	<i>Part-time lecturer</i> at Jaramogi Oginga Odinga University of Science and Technology.

<p>Jan 2018 – December 2022:</p>	<ul style="list-style-type: none"> ▪ <i>eLearning Program Development, Review and Facilitation.</i> Consulted to develop and facilitate online postgraduate and undergraduate learning modules in hospitality and tourism management offered at the eCampus, Maseno University. ▪ Activities included: <ul style="list-style-type: none"> ▪ Program design ▪ Coming up with relevant units for the program ▪ Developing learning outcomes based on Bloom’s taxonomy ▪ Designing learning activities including assignments, discussions and quizzes that synch with the learning outcomes ▪ Identifying and packaging relevant content for each learning outcome on a topical basis ▪ Uploading the content in form of word files, pdf files, PowerPoints, videos and relevant external links. ▪ Embedding various platforms including Zoom, Google Meet, Microsoft Teams and BigBlue Button for virtual classes. ▪ Online exam setting and administration through the use of a lockdown browser ▪ Grading the learning activities including online exams
<p>Dec 2012 – July 2016:</p>	<p><i>Tutorial Fellow,</i> Department of Eco-tourism, Hotel and Institution Management, Maseno University.</p> <p>Responsibilities undertaken include:</p> <ul style="list-style-type: none"> ▪ Lecturing at undergraduate and diploma level ▪ Complaints officer at the departmental level ▪ Time table coordinator ▪ Industrial attachment assessments ▪ Academic field trip coordination ▪ ICT championship (IT coordinator) at the departmental level
<p>Mar 2010 – Nov 2012:</p>	<p><i>Graduate Assistant,</i> Department of Eco-tourism, Hotel and Institution Management.</p> <p>Responsibilities included</p> <ul style="list-style-type: none"> ▪ Facilitating course aspects as assigned by the departmental lecturer. ▪ Timetabling ▪ Performing other duties as assigned within the department.



Research Experience:

<p>Jan 2022 to Date:</p>	<p><i>Africa-UniNet Research Cooperation Project</i> Part of the collaborative team working on the Africa-UniNet Research Cooperation Project titled “Marine spatial planning for sustainable use of Lake Victoria” This is collaborative research between Maseno University in Kenya, the University of Natural Resources and Life Sciences in Austria and Nkumba University in Uganda.</p> <p>My capacity in this project is to provide relevant expertise in project research design, methodology and data analysis about anthropogenic tourism activities around Lake Victoria.</p>
<p>Jan 2017 to Date</p>	<p><i>Ad hoc Reviewer.</i> Reviewer for research articles and manuscripts for the following journals:</p> <ul style="list-style-type: none"> ▪ Tourism Management Journal ▪ Journal of Hospitality Marketing & Management
<p>Sep 2009 – Aug 2010:</p>	<p><i>National Council for Science and Technology</i> Research assistant for NCST-sponsored research projects within Lake Victoria Basin.</p> <p>Responsibilities included:</p> <ul style="list-style-type: none"> ▪ Conducting fieldwork ▪ Attending meetings ▪ Reconciling and compiling reports ▪ Procuring materials for the research whenever requested, ▪ Taking samples for lab tests among other duties. <p>Skills acquired and developed include:</p> <ul style="list-style-type: none"> ▪ Research skills and techniques, ▪ Knowledge and understanding of the research environment, ▪ Research management ▪ Personal effectiveness ▪ Communication skills ▪ Networking and teamwork ▪ Innovation skills among others.
<p>Sep 2009 – Aug 2010:</p>	<p><i>Lake Victoria Research Initiative (VicRes)</i> Research assistant for VicRes-sponsored research projects within Lake Victoria Basin.</p> <p>Responsibilities included:</p> <ul style="list-style-type: none"> ▪ Conducting fieldwork ▪ Attending meetings ▪ Reconciling and compiling reports

	<ul style="list-style-type: none"> ▪ Procuring materials for the research whenever requested, ▪ Taking samples for lab tests among other duties. ▪ Reviewing the literature for article publication ▪ Making corrections from manuscript review comments <p>Skills acquired and developed include:</p> <ul style="list-style-type: none"> ▪ Research skills and techniques, ▪ Knowledge and understanding of the research environment, ▪ Research management ▪ Personal effectiveness ▪ Communication skills ▪ Networking and teamwork ▪ Innovation skills among others. ▪ Manuscript writing
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Responsibilities:

Mar 2022 – to Date:	<p><i>Head of Department (HOD)</i>, Department of Ecotourism, Hotel and Institution Management (ECOHIM), Maseno University.</p> <p>Roles and responsibilities:</p> <ul style="list-style-type: none"> ▪ Chair departmental meetings ▪ Spearhead academic program reviews ▪ Plan and coordinate teachings and academic activities at the departmental level ▪ Counsel and guide students ▪ Attend senate meetings ▪ Attend other university administrative works as assigned
May 2022 – August 2022	<p>Spearheaded <i>Curriculum Review</i> for the following programs in the School of Business and Economics, Maseno University:</p> <ul style="list-style-type: none"> ▪ BSc in Hotel Management with IT ▪ BSc Travel and Tourism Management with IT ▪ MSc Hospitality Management ▪ MSc in Tourism Management <p>The reviewed programs have since been approved by the senate of Maseno university</p>
Jan 2020 – to Date:	<p><i>Member of the Tourism Professional Association (TPA) finance committee.</i></p> <p>Roles and responsibilities:</p> <ul style="list-style-type: none"> ▪ Attending meetings ▪ Recommending sources of funding for the association, ▪ Budgeting, ▪ Vetting and approving the association's financial statements and audit reports.

May 2017– Mar 2022:	<p><i>Postgraduate Coordinator.</i> Roles and responsibilities:</p> <ul style="list-style-type: none"> ▪ Coordinate postgraduate programs at the department including postgraduate supervision, ▪ Allocation of student supervisors, ▪ Postgraduate enrolment ▪ Organising postgraduate seminars. <p>In this capacity, I also successfully spearheaded the launch and roll-out of the postgraduate master’s program online at the Maseno eCampus.</p>
Jan 2020 – Mar 2022:	<p><i>Attachment coordinator.</i> Roles and responsibilities</p> <ul style="list-style-type: none"> ▪ Coordinating student attachment by sourcing for attachment places, ▪ Placing students on attachment in liaison with the hospitality facilities in the country (Kenya) ▪ Coordinating student assessments.
Jun 2017 – Mar 2022:	<p><i>School learner support assistant (LSA) for e-learning at the City Campus, Maseno University.</i> Roles and responsibilities:</p> <ul style="list-style-type: none"> ▪ Enrolling students in various programs on the e-learning campus, ▪ Facilitating and supporting e-learning courses at the eCampus.
Jan 2017 – Dec 2017:	<p><i>Curriculum Review</i> Part of the team that developed and reviewed curriculum programmes for the department of Ecotourism, Hotel and Institution Management, Maseno University.</p>
Mar 2014 – Mar 2016:	<p><i>Departmental Complaints Officer</i> Roles and responsibilities:</p> <ul style="list-style-type: none"> ▪ Coordinating with departmental staff and students on all issues related to complaints ▪ Ensuring consistency in the documentation of complaints, ▪ Compiling and reporting complaints ▪ Taking corrective actions on the complaints in consultation with relevant authorities within the university.
Jan 2014 – Sep 2014:	<p><i>Examination Officer</i> Acted as exam coordinator and timetable officer for the department</p>

Professional Memberships and Affiliations

1. Tourism Professional Association (TPA)



Other Responsibilities:

- a) Jan 2019 – to Date: Member of the finance committee, Ojolla Town Self-Help Group
- b) January 2016 appointed departmental ICT champion for Maseno University.
- c) May 2014, appointed by the dean of the school of biological and physical sciences to be part of the team that reviewed common computer-related courses for the university.
- d) September 2013, field trip coordinator for ECOHIM students
- e) Part of the team that developed diploma and undergraduate programmes that are currently running at City Campus, Maseno University.
- f) Successfully chaired the 8th International Cuisine organized by the department of Eco-tourism, Hotel and Institution Management students 2008, at Kisumu Hotel.
- g) Participated in the 5th University Exhibition organized at Kisumu Hotel

Publications in Refereed Journals:

- 1) Beatrice Onyango, **George Otieno Obonyo** and Beatrice Chepngetich Bii. (2022). Organizational Culture Orientations and Employee Turnover Rate among Star Rated Hotels in Nairobi County. *International Journal of Scientific Research and Management*, 10(1), 4070 – 4083.
- 2) Lynette A. Ogada Onyando, Billy Wadongo and **George Otieno Obonyo**. (2022). Influence of Informal Hospitality Services on Women Entrepreneurs' Socio-Economic Wellbeing in Kenya. *European Journal of Hospitality and Tourism Research*, 10(2), 16-39
- 3) Kennedy Maithya Maingi and **George Otieno Obonyo**. (2022). Service Delivery Digitalization as a Tool for COVID-19 Recovery in Fast-Food Restaurants in Nairobi, Kenya. *Journal of Hospitality and Tourism*, 2(2), 1 – 23.
- 4) Henry Mogaka Nyamogosa and **George Otieno Obonyo**. (2022). Sustainable Business Strategies for Fast-Food Restaurant Growth: Fast-Food Restaurant Managers' Perspectives in Lake Region Economic Block, Kenya. *Journal of Hospitality and Tourism*, 2(1), 1 – 15.
- 5) Simiyu Wanyama Ronald, **George Otieno Obonyo** and Oscar Ouma Kambona. (2022). Effects of Cultural Tourism Practices on Socio-Economic Development of the Communities living in Machakos County, Kenya. *International Journal of Management Sciences and Business Research*, 11(7), 52 – 60.
- 6) **George Otieno Obonyo**, David Omondi Okeyo & Oscar Ouma Kambona. (2017). Effect of Management Practices on Actual ICT Application in Kenyan Hotels: A PLS-

SEM Approach. *International Journal of Hospitality and Tourism Administration*.
DOI:10.1080/15256480.2017.1305311

- 7) **George Otieno Obonyo**, Oscar Ouma Kambona & David Omondi Okeyo. (2016). Determinants of ICT adoption among hotels in Kenya: A multiple case study approach. *International Journal of Business and Social Science*, 7(1), 130 - 138.
- 8) **George Otieno Obonyo**, David Omondi Okeyo & Oscar Ouma Kambona. (2016). Key management practices that influence actual ICT application among three to five-star hotels in Kenya. *Journal of Business Management and Social Science Research*, 6(1), 67 – 73.
- 9) **George Otieno Obonyo**, M.A. Ayieko & O.O. Kambona. (2014). Key determinants of food preparation in staging guest experiences: A management perspective. *International Journal of Tourism Administration*
- 10) **George Otieno Obonyo**, Monica Awuor Ayieko & Oscar Ouma Kambona. (2013). An importance-performance analysis of food service attributes in gastro-tourism development in Western Tourist Circuit, Kenya. *Tourism and Hospitality Research* 12(4), 188–200.
- 11) **George Otieno Obonyo** & Erick Victor Onyango Fwaya. (2012). Integrating Tourism with Rural Development Strategies in Western Kenya. *American Journal of Tourism Research*, 1(1), 1 – 8.
- 12) M.A. Ayieko, **George Otieno Obonyo**, J.A. Odhiambo, P.L. Gowen, J. Cha-cha and J. Anyang. (2011). Constructing and using light trap harvester: Rural technology for mass collection of agorot termites (*Macrotermes subhylanus*). *Research Journal of Applied Science, Engineering and Technology*, 3(2), 105 – 109.

Theses/Dissertations:

- 1) George Otieno Obonyo (2016). *Adoption-Application ICT Model as a Potential Predictor of Performance of Three to Five Star Hotels in Nairobi and Coast Regions, Kenya*. PhD Thesis, Maseno University, Kenya.
- 2) George Otieno Obonyo (2012). *Factors Determining Gastro-Tourism Promotion of Indigenous Foods in Hotels within Western Tourist Circuit, Kenya*. Master's Thesis, Maseno University, Kenya.



Book Chapters:

George Otieno Obonyo & Erick Victor Onyango Fwaya. (2013). Integrating tourism with rural development strategies in Western Kenya. In K. Njogu *Citizen Participation in Decision Making: Towards inclusive development in Kenya*. Nairobi: Twaweza Communications

Post Graduate Supervision

MSc in Hospitality Management:

Name	Institution	Research Title	Graduation Year
Faith Wanjiru Nungari	Maseno University	Effects of Gender Inequalities on Employee Retention in Star-Rated Hotels in Nairobi County	April, 2021
Mogaka Henry Nyamogosa	Maseno University	Sustainable Business Strategies for Growth of Fast-Food Restaurants in The Lake Region Economic Block, Kenya	December 2022
Kennedy Maingi Maithya	Maseno University	Service Delivery Digitalization as A Tool for Covid- 19 Recovery in Fast-food Restaurants in Nairobi, Kenya	December 2022
Beatrice Onyango	Maseno University	Organizational Characteristics and Employee Turnover Rate Among Star-Rated Hotels in Nairobi County	Tentative (2023)
Moses Cliff Benson	Maseno University	Management Application of User-Generated Content in Hospitality Service Experience Enhancement among 3-5 Star Hotels in Kenya	Tentative (2023)
Akuku Joyce	Maseno University	Consumer Behaviour Characteristics and Customers Choice of Ethnic Restaurant in Nakuru Town, Kenya	Tentative (2023)
Ephraim Dawning Hawi	Maseno University	Determinants of Artificial Intelligence Service Adoption Among Star-Rated Hotels in Kenya	Tentative (2023)
Margaret Waithaka	Maseno University	Effect of Self-Service Technology Quality on Customer Experience Among Star-Rated Hotels in Kisumu County	Tentative (2023)

MSc in Tourism Management:

Name	Institution	Research Title	Graduation Year
Simiyu Ronald Wanyama	Maseno University	Effects Of Rural Tourism Practices on Socio-Economic Development of Kamba Community in Machakos County	Tentative (2023)
Consolata Onyango	Jaramogi Oginga Odinga University of Science and Technology	Developing Entotourism for Improved Food Security in Coastal Region	Tentative (2023)

MSc in Ecotourism Management:

Name	Institution	Research Title	Graduation Year
Maengwe Martha Kemunto	Maseno University	Effects of Ecotourism Activities on Livelihood Assets of Communities Living around Ruma National Park	Tentative (2023)

PhD in Hospitality Management:

Name	Institution	Research Title	Graduation Year
Rosemary Malonza	Maseno University	Moderating Effect of Contingency Variables on the Relationship between Supply Chain Management Practices and Performance of Star-Rated Hotels in North Rift Counties	Tentative (2023)
Phyllis Anyesi Walaba	Maseno University	Moderating Effect of Eco-Rating on The Relationship Between Ecotourism Practices and Non-Financial Performance of Lodges and Camps in Kenya	Tentative (2023)
Momanyi Nancy Kwamboka	Maseno University	Role Of Traveller's Characteristics, Special Event Factors, Economic and Government Interventions on International Tourism Demand in Kenya	Tentative (2023)
Lynette Akinyi Ogada Onyando	Maseno University	Effect of Business Proximity to Infrastructure on the Relationship Between Informal Hospitality Services and Socio-Economic Wellbeing of Women Entrepreneurs in Selected Counties in Kenya	Tentative (2023)

Theses/Dissertation Examination

Masters Theses:

Name	Institution	Research Title
Lorna Mary Akoth	Maseno University	Effects of Rewards on Employee Commitment in Star-rated Hotels in the Western Tourism Circuit
Omune Beryl Atieno	Maseno University	Environmental Management Practices and Financial Performance of Three to Five-Star Hotels in Kenya

PhD Theses/Dissertations:

Name	Institution	Research Title
Aloo Charles Ochuka	Maseno University	An Ecotourism Model for Conservation of the Maasai Mau Forest, Kenya
Amata Mathias Mwalo	Maseno University	Influence of Local Structural Factors on Tourism Backward Linkage with Local Micro and Small Enterprises in Kisumu County
Kamau Stephen Nguthi	Maseno University	A Model Explaining How Tourist Motivations and Perceptions Affect Destination Competitiveness in the Lake Victoria Region Tourism Circuit
Murimi Michael	Maseno University	Organisational Determinants of Revenue Management Practices on Financial Performance of Star-Rated Hotels in Kenya.

Conferences, Workshops Training and Seminars

- 1) 31st October – 4th November 2022: *Demand and Capacity Management*: Capacity building for employees working in hotels and restaurants in Migori County organised by Tourism Fund Kenya. **Role: Facilitator**
- 2) 31st October – 4th November 2022: *Customer Care and Guest Relations*: Capacity building for employees working in hotels and restaurants in Migori County, organised by Tourism Fund, Kenya. **Role: Facilitator**
- 3) 16th May 2022: Alexander Von Humboldt (AVH) Foundation Workshop, Kisumu, Kenya.
- 4) May 8th – June 14th, 2021: Pedagogical Leadership in Africa (PedaL) PedaL Online: Technology for Transformative Pedagogy PASGR- Maseno University Collaborative Training
- 5) June 6th – June 7th, 2019: Participated in a conference whose theme was “Promoting Research Excellence for Sustainable Socio-Economic Development” at Kisumu Hotel
- 6) October 2018: Participated in postgraduate supervision training organised by DAAD at Kisumu Hotel in Kisumu City
- 7) August 2017: Participated in the e-learning workshop for learner support assistants organised by eCampus Maseno University

- 8) Participated in a four-week eLearning workshop for lecturers organized by eCampus Maseno University.
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Awards and Honours

- 1) Awarded PedaL certificate in June 2021 for completing online training on Technology for Transformative Pedagogy PASGR
 - 2) Awarded tuition waiver in 2013 by Maseno University for my PhD study in the department of Ecotourism, Hotel and Institution Management, Maseno University.
 - 3) Awarded a certificate for participating in the African Graduate Student Research Paper Competition 2011 – TEEAL.
 - 4) Awarded tuition fee waiver in 2010 by Maseno University for my Master's study in the department of Eco-tourism, Hotel and Institution Management, Maseno University.
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Referees

- 1) **Dr Destaings Nyongesa**
Dean School of Business and Economics, Maseno University
P.O. Box 333 – 40105 MASENO, KENYA
Mobile: +254 721 218992
Email: ndestaings@maseno.ac.ke

- 2) **Dr Billy Indeché Wadongo**
Head of Research, Innovation & Business, Boma International Hospitality College
P.O. Box 26601 – 00100, NAIROBI, KENYA
Mobile: +254 721 615 350 or +254 721 354 089
E-mail: billy.wadongo@bihc.ac.ke

- 3) **Prof Geoffrey Netondo**
Dean, School of Physical and Biological Sciences, Maseno University
P.O. Box 333 – 40105 MASENO, KENYA
Mobile: +254 722 538 943
Email: gnetondo@maseno.ac.ke

- 4) **Dr Oscar Kambona**
Senior Lecturer, Department of ECOHIM, Maseno University
P.O Box 333 - 40105, MASENO, KENYA
Mobile: +254 725 217 105
E-mail: kaudo2002@yahoo.com

