

CURRICULUM VITAE



CHARLES.O. ALOO

CONTACT DETAILS

Home

P.O. BOX 51
MASENO, KENYA.
Tel: +254720727776 (Mobile)
E-mail: charlesaloo@yahoo.com

Work

Department of Ecotourism, Hotel & Institution Management
Maseno University,
Private Bag,
MASENO, KENYA.
Tel: +254 (0) 57 351224 Ext. 3286 (office)
Fax: +254 (0) 57 351221
E-mail: caloo@maseno.ac.ke

PERSONAL DATA

Date of Birth: 12th November 1976
Nationality: Kenyan
Marital status: Married
Health: Excellent; non-smoker
Driving licence: Kenyan and full UK

EDUCATION AND QUALIFICATIONS

2010-2019 - Maseno University, Kenya.

Maseno University, Faculty of Science,
Department of Ecotourism, Hotel & Institution Management.

Ph.D. in Tourism Management (Defended the Thesis)

Thesis Title: Developing a community based ecotourism model for sustainable use of Maasai Mau forest, Kenya.

(Supervisors: Dr.Kambona O. Ouma and Professor Pius Odunga)

2005-2006 - UNIVERSITY OF BEDFORDSHIRE, UK

Masters of Business Administration (MBA) in Business Administration

Major: Tourism Management

Thesis Title: Leadership in the tourism industry, the effect of the leadership skills of the hotel managers to the employee's performance, case study of hotels within the Bedfordshire County, England.

Modules Studied:

- ❖ Executive development project,
- ❖ Leading & managing people,

- ❖ Entrepreneurship & Small business management,
- ❖ Business communications,
- ❖ Marketing management,
- ❖ Strategic human resources management,
- ❖ Leadership project,
- ❖ Operation management,
- ❖ Corporate Strategy,
- ❖ Strategic Finance
- ❖ Research methods.

2002-2004 -UNIVERSITY OF BEDFORDSHIRE, UK

Department of Tourism and Hospitality Management

B.A (Hons) Travel and Tourism Management (Upper Second Class)

Project Title: Towards a sustainable tourism development in Kenya's wildlife protected areas, case study of Amboseli national park.

Modules Studied:

- ❖ Project Management,
- ❖ International Business Management,
- ❖ Strategy in the Hospitality industry,
- ❖ Airport Services Management,
- ❖ International Tourism Development,
- ❖ Conference and Events Management,
- ❖ International Air Transport Management,
- ❖ Tourist Behaviour,
- ❖ Customer services management

- ❖ Tourism ICT Planning & Operations,
- ❖ Corporate Strategy,
- ❖ Behaviour in Organisations,
- ❖ Research Methods in Tourism,
- ❖ International Hospitality Operations,
- ❖ Foundations of Business Strategy,
- ❖ Travel & tourism marketing
- ❖ Travel & Tourism Law.

1997-1999 – City and Guilds London Institute, UK.

Advanced diploma: Travel and Tourism Management (City & Guilds) Credit.

Project title: Social and Cultural effects of tourism in Kenya focus on Mombasa.

Modules Studied:

- ❖ The Tourism Industry,
- ❖ Managing People,
- ❖ Marketing Tourism,
- ❖ International Tourism Management,
- ❖ International Tourism Geography,
- ❖ Customer Services management,
- ❖ People Development,
- ❖ Business Systems,
- ❖ Marketing II
- ❖ Developing a Local Tourism Destination,
- ❖ International Marketing,
- ❖ Presentation of Tourism Products & Services,
- ❖ Developing a Visitors Attraction.

1993-1996 – MAKUYU SECONDARY SCHOOL, Kenya. (O-Level)

KEY PROFESSIONAL & I.T. SKILLS

Information Management & Analysis

Experienced in the selection & appraisal of research methodologies.
The degrees involved critical review of published research and development of new interpretation.
Developed Strategies to evaluate relevance & value of others' opinions and data

Communication Skills

Experienced in delivery of oral and written reports to academic & commercial audience. Socially confidence through conferences presentations & committee responsibility

Self-Management & Personal Qualities.

Successful at working autonomously, Adept at designing programmes to meet needs of employers through training and teaching experience.
Teaching and research responsibilities reflect trust of department in capabilities.

Information Communication & Technology Skills.

IT Skills extensive knowledge of Microsoft office programs, word, excel, access, PowerPoint, Internet & email and ability to leverage information technology, executive information systems, management techniques and tools for optimal office performance.

PROFESSIONAL ACADEMIC EXPERIENCE

2008 to Date - Maseno University, Kenya

Department of Ecotourism, Hotel & Institution Management.
Full-time employment as an Assistant Lecturer

Courses Taught:

- ❖ Introduction to Travel and Tours Operations (Level 1)
- ❖ Introduction to Tourism and Hospitality Industry (Level 1)

- ❖ Business Communication (Level 2)
- ❖ Travel and Tourism Marketing Management (Level 3)
- ❖ Human Resource Management & Development (Level 3)
- ❖ Public Relations (Level 3)
- ❖ Hospitality management information system (level 3)
- ❖ Principles of ecotourism (Level 3)
- ❖ Hospitality and tourism marketing II (Level 4)
- ❖ Organization behavior (level 4)
- ❖ Cultural and heritage tourism (Level 4)
- ❖ Eco and nature based tourism (Level 4)

Other responsibility

2009 – 2017 Examinations and timetable co-coordinator (Department of Ecotourism, Hotel & Institution Management)

2005-2007 - Bedford College, UK
Associate Lecturer (Tourism & Business)

- ❖ My main duty at Bedford College was:
- ❖ To support teaching and learning activities and to undertake academic administrative functions as required.
- ❖ To teach at the College upon the occasions and at the times indicated for the assigned Student groups.
- ❖ To undertake the regular preparation for lectures/seminars and to prepare cohort schemes of work and maintain records of work.
- ❖ To prepare, set and mark examination scripts as necessary and to prepare students for examinations where appropriate.

- ❖ To be responsible for the setting, correction and assessment of course work and records keeping.

PROFESSIONAL MEMBERSHIPS & FELLOWSHIPS

Full Member of the Chartered Institution of Environmental Health of the U.K (C.I.E.H, UK). Registered and Licensed Trainer & Assessor.

CONSULTING EXPERIENCE

2006- to Date: ONETIME Management Consulting

As a Management consultant I engaged in a variety of duties and tasks such as the following:

- ❖ Learn about the client's business challenges and technologies to understand their business needs; interview company personnel
- ❖ Review internal client company data such as financial statements, payroll information, or existing computer systems
- ❖ Outline the scope of the work and identify and map out schedules, milestones, and required resources to meet the project objectives
- ❖ Determine and communicate the work product or results that will be delivered to the client upon project completion
- ❖ Develop and carry out communications to the company's senior stakeholders, company staff, and internal and external project teams
- ❖ Conduct any required training classes for employees at a variety of levels
- ❖ Provide respectful feedback to company management
- ❖ Work tactfully to inspire faster adoption, greater utilization, and higher proficiency by employees regarding new ways of operating as a result of the consulting project outcomes
- ❖ Meet with client to ensure the provided solution is working

Some of the Companies that I consulted for includes the following: -

- ❖ Safari Doctors,
- ❖ Calvins Tours and Travel,
- ❖ Entrepreneurial Action Us (ENACTUS Kenya / IREN -Kenya)

- ❖ Edem Safaris,
- ❖ Dantos Tours & Travel,
- ❖ Davis car hire & tours
- ❖ Crep hotel,
- ❖ Just juice ltd,
- ❖ Instore promotions East Africa ltd,
- ❖ Gates guard Services UK,
- ❖ Luton Carnival Trust.
- ❖ Student in free enterprise (SIFE, Maseno Chapter)

PROFESSIONAL INDUSTRY EXPERIENCES

May 2001-Feb2002- Stockwood Hotel & Golf Club (UK),

Assistant Manager

- ❖ Assists the manager in the daily operations of the Golf club. These operations included:
- ❖ Ensure excellent customer service by providing information, resolving problems, and answering questions for employees and customers.
- ❖ Complete opening and closing cash handling procedures, to include-creating and verifying pre-determined banks and depositing excess monies in safe at end of shift.
- ❖ Supervising and coordinating the activities of employees to ensure friendly, professional, efficient and courteous service is provided to customers in a clean, well-maintained environment and providing guidance and motivating employees to achieve peak productivity and performance.
- ❖ Assist in training of employees to enhance sales skills and to grow with the company and to communicate any information regarding product, policies, training, sales techniques, and company promotions to employees.

**2002 –2004 - St. Lawrence Hotel, Luton
Night Audit Supervisor**

Duties included:

- ❖ computer administration of accounts,
- ❖ working at the front desk,
- ❖ reconciliation of transactions for the lounge, two restaurants and room service using computer software systems such as Lotus, and Lodgistics.

RESEARCH/SCHOLARLY INTERESTS

- ❖ Community based ecotourism projects for poverty alleviations,
- ❖ Sustainable tourism,
- ❖ Customer satisfaction in hospitality and tourism industry,
- ❖ Cultural and heritage tourism,
- ❖ Impact of information communication technology in travel and tourism industry,
- ❖ Climate change and tourism,
- ❖ International Tourism as a means of Economic Development for developing areas of the World, especially Africa;
- ❖ Economic, Social cultural and Environmental Impacts of Tourism.
- ❖ Thana tourism
- ❖ Tourism product development
- ❖ Rural tourism
- ❖ Natural resources conservation management
- ❖ Human wildlife conflict

PUBLICATIONS

Articles in Refereed Journals

Aloo, C., Kambona, 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. Vol 7 Issue 6

Aloo, C., Kambona, O and Odunga, P. (2019). The Influence of Social Cultural Practices of Host Community on the Sustainable Conservation of Maasai Mau Forest in Kenya. Vol 7 Issue 6

Kariru, A., and Aloo, C. (2014). Customers' perceptions and expectations of service quality in hotels in western tourism circuit, Kenya. Journal of Research in Hospitality, Tourism and Culture Vol.2 (1) pp. 1-12, January.

PAPERS PRESENTED AT PROFESSIONAL CONFERENCES

- September 2009, “Opportunities for the locals in the Tourism sector, Western Tourism circuit of Kenya”. Tourism- Celebrating Diversity, Organized by the Ministry of Tourism, Kisumu, Kenya.
- October 2005, “the social and cultural impacts of Tourism in the coastal town of Mombasa, Kenya”. Bedfordshire tourism symposium, Bedford, UK.

OTHER WORK EXPERIENCES

2007 - COOMES GROUP LTD (Just juice and Instore promotions E. Africa) OPERATIONS MANAGER

- ❖ Responsible for meeting budgetary and sales targets for both Just Juice Ltd and Instore Promotion E.Africa Ltd through motivating and developing staff, consistently achieving and surpassing Key Performance Indicators.
- ❖ Reporting to the Managing Director with responsibility for operational and people (100) management within the two Companies.
- ❖ Controlling management accounts with attention to essential criteria for net profit, including sales, shrinkage, wages, write-off, cash control and the group’s expenditure.
- ❖ Liasing with all the clients both in Just Juice Ltd and Instore Promotion E.Africa working with us (Instore promotions) i.e. Colgate Palmolive, Telecom wireless and access Leo Burnet (Just Juice Ltd) i.e. hotels, restaurants, supermarkets to make sure that all their needs are met and exceeded.

Jan 1997-Dec 1997 - Carnaude Metal Box (CMB)

Worked on a contract basis for a UK based company contracted by CMB Kenya to renovate the printing department and installation of new printing and coating machines.

SEMINARS, TRAINING AND WORKSHOPS ATTENDED

22nd – 28th January 2009- SIFE Kenya (Kabarak University)

- Leadership Training

7th-9th May 2008 - JOPECOTRA & Ministry of education

- Peace-Reconciliation, Conflict Resolution & Trauma Counseling Training.

03rd -7th March 2003 – DunstableCollege

- Basic Food Hygiene, Basic Health & Safety, Total Quality Management (TQM) and Team working

10th May 2004- Excel Centre (London)

- Attended a workshop titled “the revolution of online booking, case study of lastminute.com and Opodo.com by Dr. Philip Alford.

COMMUNITY OUTREACH

As a faculty advisor of Entrepreneurial Action, Us (ENACTUS Kenya)

- ❖ implemented more than 17 successful educational community outreach projects in what are the present Vihiga, Kisumu, Migori, and Siaya Counties.
- ❖ These projects have had far reaching implications as far as the development of private enterprise and economic empowerment in these counties is concerned.
- ❖ Secondly, during this period of its existence, the team has also made landmark achievements that have earned it a reputation both within the country and globally
- ❖ Beginning with the Coca cola – entrepreneurship award in 2007, the report of the year award in 2008,
- ❖ The National Champions award in 2009, and the SIFE – World Cup semifinalist award in 2009 in Berlin Germany where we won with the Kukupreneur project.
- ❖ The team has evolved to become one of the engines of private enterprise education within and beyond the western region of the republic of Kenya.

INTERESTS, ACTIVITIES AND ACHIEVEMENTS

Reading, travelling, hiking, watching football, playing basketball, swimming, and DIY.

2003-2004 -East African Student Organization, Chairman (University of

Bedfordshire)

2004-2005-MBA student's representative (University of Bedfordshire Business School)

2009-SIFE, Maseno chapter (Faculty Advisor) under my rein, the student managed to win the 2009 Kenyan inter-Universities national competition and represented the Country at the world competition in Berlin Germany October 2009 and reached semi final stage.

2010- 2017: Chairman of the Men's Fellowship -Christ is the Answer Ministry (CITAM, Kisumu)

REFERENCES

Dr. Billy Wadongo
Chairman, Department of Ecotourism, Hotel & Institution Management
Maseno University
Private Bag
Maseno,
Kenya

Dr. Oscar Kambona
Department of Ecotourism, Hotel & Institution Management
Maseno University
Private Bag
MASENO, KENYA
Tel. : +254 (0) 57 351224 Ext. 3286 (office)
Fax : +254 (0) 57 351221

Prof. Pius Odunga
Department of Business and Economics,
Kirinyaga University,
P.O. Box 143-10300,
Kerugoya,
Kenya.
Tel:

Professor J. Netondo

Dean, School of biological and physical science
MasenoUniversity
Private Bag
MASENO, KENYA
Tel. : +254 (0) 57 351224 Ext. 3281 (office)
Fax : +254 (0) 57 351221