

ACADEMIC STAFF PROFILE – DR ESTHER MUNYIRI

1.1 PERSONAL PROFILE

Name: Dr Esther Kagure Munyiri (PhD)
Title/Qualification: PhD (Climate change and Tourism)
Department: Global Tourism Resilience and Crisis Management Centre – Eastern Africa and Department of Hospitality and Tourism Management
Designation/Position: Director / Lecturer
Email: kagure.esther@ku.ac.ke
Contact Address: P O Box 43844 – 00100, Nairobi
Area of Specialization: Tourism Resilience and Crisis Management, Climate change and Tourism; Destination competitiveness and Tourism marketing
Research Interests: Vulnerability and adaptation of tourism to climate change, GIS and Tourism
Google Scholar:
<https://scholar.google.com/citations?user=9fU7U5gAAAAJ&hl=en>
ORCID ID: <https://orcid.org/0000-0002-6522-0173>



1.2 ACADEMIC & PROFESSIONAL QUALIFICATIONS

POST GRADUATE (2010 – 2015)	Kenyatta University PhD in Tourism Management
POST GRADUATE (2006 – 2009)	Moi University (Chepkoilel Campus) Master of Tourism Management
UNIVERSITY (2000 – 2004)	Moi University (Chepkoilel Campus) Bachelor of Tourism Management (First Class Honours)

1.3 EMPLOYMENT HISTORY

November 2020 to date: Working as the Director, Global Tourism Resilience and Crisis Management Centre – Eastern Africa, Kenyatta University

October 2018 – October 2020: Working as the Chairman of the Department of Hospitality and Tourism Management, Kenyatta University

April 2016 – October 2018: Working as the Chairman of the Department of Tourism Management, Kenyatta University

April 2014 – April 2016: Working as the Examinations Coordinator in the Department of Tourism Management, Kenyatta University

November 2010 – to date: Working as a Lecturer in the Department of Hospitality and Tourism Management, Kenyatta University

Responsibilities

- Lecturing Tourism Courses to Masters, Bachelor and Diploma Students
- Teaching Geographic Information System (GIS) to tourism students Departmental
- Examinations coordinator
- Postgraduate Thesis supervision and examination
- Curriculum development and management
- Students' Mentor

July 2009 to November 2010: Working as a Part-time Lecturer in Moi University – Nairobi and Central Kenya Campuses.

Key Responsibilities

- Lecturing Tourism Courses to Bachelor of Tourism Management students and Diploma Students
- Organizing timetables

March 2009 to July 2009: Working as part-time volunteer at St. Martin, Nyahururu
Dec 2004 - Aug 2005: Worked as the Manager in Wilderness Trails (K) Ltd

Aug – Oct 2004: Worked as Hosting Assistant in Aigas Field Centre, Scotland

May – July 2003: Attached to Wilderness Trails (K) Ltd, Hotel Management and Accounts

May – July 2002: Attached to Samburu Intrepids Club, Hotel Operations Departments

May – Aug 2001: Worked as Front Office Assistant in Wilderness Trails (K) Ltd

Mar 1999 – Aug 2000; Dec 2000; Dec 2001; Dec 2002; Nov 2003 – Jan 2004: Worked as Assistant Accountant for both Wilderness Trails (K) Ltd and Lewa Crafts Ltd

Jan 1999 – Feb 1999: Worked as Tour Operations Assistant in Bushhomes of East Africa Ltd.

1.4 POLICY CONTRIBUTION

2022 to 2023: Sustainable Destination Branding and Communication Training Manual for the Kenya Tourism Board with KTB.

2022 to 2023: A Comparative Study on Sustainable Destination Branding with KATO and EK.

2022 to 2023: White Paper on Sustainable Tourism in Kenya with KATO and EK.

2022 to 2023: Culture and Heritage Inventory in Kenya for KTB.

2020 to Date: Co-Principal Investigator: Project on Gendered impact of COVID-19 on Tourism.

2020-2022: Tourism Products and Experiences Inventory in Kenya for KTB.

March to June 2020: Policy Guidance on Impact of COVID-19 on Tourism, Action taken and Recovery Strategies in Kenya for Ministry of Tourism and Wildlife.

2002 – 2004: Won **BP Bronze Award** and carried out a research project on ‘Options in the Yala Wetland Management for Sustainable Development and Biodiversity Conservation’.

1.6 Publications

Thukia, W. J. Munyiri, E. K, Maingi, S. W (2023). [Prospects of Cost Leadership Strategy for Tourism Performance: Are Cost-Reduction Techniques a Solution?](#) Journal of Hospitality and Tourism Management.

Ondigi, A Munyiri, E (2023) [Foreign Scholars Activities and their Impacts on Sustainable Tourism Development in Nairobi Metropolis, Kenya](#). Journal of Hospitality and Tourism Management.

Edmond O, Munyiri, E. Nzioka, A. (2021). Neo-ethnic plagiarism of Maasai cultural practices and its threat to sustainable tourism in Mombasa County, Kenya. *The Strategic Journal of Business & Change Management*, Volume 8 (4), 531 – 543.

Kipkosgei, B., Munyiri, E. and Nzioka, A. (2019). Influence of employee Intrinsic Motivations on career sustainability in the Travel Agency and Tour Operator companies in Mombasa County, Kenya. *African Journal of Hospitality, Tourism and Leisure*. Volume 8 (3) - (2019) ISSN: 2223-814X.

B Kipkosgei, AM Nzioka, EK Munyiri (2019). [Relationship between Employee Retention Strategies and Career Sustainability in Travel and Tour Firms in Mombasa County, Kenya](#). *International Tourism and Hospitality Journal*. Volume 2(3): 1-13.

Diana Chebotibin, Dr.Esther Munyiri, Jane Bitok (2018). [Influence of cultural festivals and custom artifacts on tourism development in Baringo County, Kenya](#). *Journal of Hospitality and Tourism Management*

Diana Chebotibin, Dr.Esther Munyiri, Jane Bitok (2018). [Traditional Rituals and Cattle Rustling Influence on Tourism Development in Baringo County, Kenya](#). *Journal of Hospitality and Tourism Management*. Volume 1 No 1.

Munyiri, E et. al. (writer of a chapter in the book) (2016). *Tourism and Development in Sub-Saharan Africa: Current issues and local realities (Contemporary Geographies of Leisure, Tourism and Mobility)*. Book, ISBN-13: 978-0415812344, ISBN-10: 0415812348.

Wanjohi, L, Kipkoech, A., Mwaura, F., Muiyiri, E., Magdaline Makala, M., and Otieno. J. (2011). Valuation of Yala Swamp for biodiversity conservation and poverty reduction Payment for Environmental Services (PES). 228-248.

1.7 PROFESSIONAL TRAINING

No.	Area of study	Training Body	Period
1.	Technology Trends in Travel and Tourism	Murang'a University of Technology	17th – 18th Nov 2022
2.	Heritage and Cultural Tourism Diversification – Kenya, Global Tourism Resilience and Crisis Management Centre – Eastern Africa	Kenyatta University	12th November, 2021
3.	Training of Scientists and Journalists on Reporting Scientific Research	Wanon Media	16-18 December 2020
4.	Application of GIS in Tourism	GTRCMC-EA	17 th November 2020
5.	Training on Flood and Drought Hazard Assessment Using Earth Observation and GIS for Kenya, KU PG8	IGAD, ICPAC and KU	9 th -13 th September 2019
6.	Amadeus Electronic Ticketing Training	Amadeus Global Travel Distribution Ltd	3 rd to 7 th June 2019
7.	Global Mobility & ERASMUS+: Promotion of ERASMUS+ Programmes and Fostering Cooperation in Higher Education in Under-represented Countries in Eastern Africa, KUCC	Erasmus+	11 th and 12 th April 2019
8.	European Union Exchange Programme Erasmus+ KA1 International Credit Mobility Project workshop	University of Piraeus, Greece	20 th - 28 th January 2019

1.8 CONFERENCE/WORKSHOPS/SEMINAR PAPERS

1.8.1 CONFERENCE PAPERS

S/No	Presenter	Title of Paper presented	City/Country	Date of Conference	Event
1.	Esther Munyiri	Environmental Sustainability in Tourism in Kenya	Russia	13 th October 2023	Geographical Space: Balanced Development of Nature and Societies
2.	Esther Munyiri	Global Tourism Resilience and Crisis Management in Eastern Africa	Jamaica	15 th to 17 th February 2023	Global Tourism Resilience Conference 2023

3.	Esther Munyiri	Enhancing Destination Resilience And Tourism Crisis Management In Eastern Africa Through GTRCMC EA	Greece	18 th - 22 nd July 2022	Staff Week, University of Piraeus
4.	Esther Munyiri	--	Strathmore University	31 st October – 2 nd November 2018	3 rd African Conference On Sustainable Tourism (ACOST)
5.	Esther Munyiri	(a) Adoption of Geographic Information System (GIS) for Sustainable Planning and Development of Mice Tourism in Kenya (b) Enhancing Wildlife Management In Kenya Using Geographic Information System	Strathmore University, Nairobi, Kenya	3rd - 5th November 2016	The 2nd African Conference On Sustainable Tourism
6.	Esther Munyiri	---	Safari Park Hotel, Nairobi, Kenya	September 28-29, 2016	SEED Africa Symposium 2016
7.	Esther Munyiri	Application of GIS in wildlife management in Kenya	JKUAT, Kenya	10-11 Sept 2015	3rd Esri Eastern Africa Education GIS Conference
8.	Esther Munyiri	Community Participation In Tourism: <i>The Case Of Lewa.</i>	Strathmore Kenya	23 rd – 25 th October 2014	The 1 st African Conference on Sustainable Tourism
9.	Esther Munyiri	---	Marrakech Morocco	12 th – 16 th October 2014	Ninth African Development Forum
10.	Esther Munyiri	Towards reducing vulnerability of Agriculture to climate change through legislation. The case of Kenya	Marrakech Morocco	8 th – 10 th October 2014	Fourth Conference on Climate Change and Development in Africa (CCDA-IV)
11.	Esther Munyiri	Coping with Climate Change In Kenya: An Analysis of Policy Achievements	Addis Ababa, Ethiopia	October 21 st – 23 rd 2013	Third Annual Conference on Climate Change and Development in Africa (CCDA – III)

12.	Esther Munyiri	Climate Change And Tourism In Sub-Sahara Africa: The Case Of Kenya	Haramaya University, Ethiopia,	20 th -22 nd December 2012	International Conference on Biodiversity Conservation and Ecosystem Services for Climate Change Mitigation and Sustainable Development
13.	Esther Munyiri	--	Arusha, Tanzania	15 th – 18 th Oct 2012	UNWTO, 1 st Pan-African Conference on Sustainable Tourism in African National Parks conference,
14.	Esther Munyiri	The challenges of climate change on tourism development in sub-sahara africa: the case of kenya	Nairobi, Kenya	22 nd -23 rd August 2012	1 st COMESA sustainable tourism development forum
15.	Esther Munyiri	Opportunities and challenges of carbon trading in Africa Climate change and tourism in Kenya	Karatina, Kenya	25 th -28 th July 2012	1 st International Conference on Natural Resources
16.	Esther Munyiri	-	Nairobi, Kenya	<i>March 29th to 30th 2012</i>	<i>3rd E-marketing East Africa conference, Intercontinental Hotel</i>
17.	Esther Munyiri	-	Nairobi, Kenya	<i>March 6th to 7th 2012</i>	1 st School of Hospitality and Tourism workshop, KU
18.	Esther Munyiri	Climate change and Tourism; towards a new methodology and conceptual model of vulnerability assessment	Nairobi, Kenya	<i>February 20th to 22nd 2012</i>	<i>4th Annual Ecotourism Conference 2012, AMREF Training Centre</i>

19.	Esther Munyi	-	Durban, South Africa	Nov 26 th to Dec 11 th 2011	UNFCCC Conference of Parties COP 17
20.	Esther Munyi	<i>Climate change and Tourism; towards a new methodology and model of vulnerability assessment</i>	Eldoret, Kenya	Sept 6 th to 10 th 2011	7 th Annual International Conference Moi University
21.	Esther Munyi	<i>Community Participation in Tourism; the case of Lewa area</i>	Eldoret, Kenya	August 2010	5 th Annual International Conference, Moi University
22.	Esther Munyi	Community Participation in Tourism; the case of Lewa area	Eldoret, Kenya	August 4 2009 – August 7 2009	5 th Annual International Conference

1.8.2 WORKSHOPS PAPERS AND PARTICIPATION

S/No	Presenter	Area of Focus	City/Country	Date of Conference	Event
1.	Esther Munyi	Risk communication multisectoral plan for epidemics and all hazards Risk communication multisectoral plan for epidemics and all hazards	Burschs Resort in Naivasha	19th to 24th November 2023	World Health Organization
2.	Esther Munyi	Application of GIS in Tourism	Mt Kenya University, Kenya	8 th November, 2018	IFITTTalk@nairobi2018.
3.	Esther Munyi	Tourism and ICT	Kenyatta University, BSSC	9 th November 2017	IFITTTalk@nairobi2017.
4.	Esther Munyi	<i>Climate Change and Tourism in Kenya</i>	Nairobi, Kenya	20 th Sept 2012	Kenya Climate Change Adaptation plan validation workshop for SC3

1.9 FUNDED PROJECTS

S/ No	Recipient	Year	Title	Donor	Funding
1.	GTRCMC-EA	2024	3is Capacity Building	European Commission	360,042 Euros
2.	Munyiri, E	2023	Mobility Agreement Staff Mobility for Training, Girona, Spain and Greece	Erasmus +	23,280 Euros
3.	Munyiri, E	2022	Mobility Agreement Staff Mobility for Training, Girona, Spain and Greece	Erasmus +	43,560 Euros
4.	GTRCMC-EA	2022	Inventory of Culture and Heritage Products and Experiences	Tourism Promotion Fund	Ksh.10 million
5.	GTRCMC-EA	2022	Inventory of Tourism Products and Experiences	KTB	Ksh.360,000
6.	Munyiri, E	2021	Mobility Agreement Staff Mobility for Training, Girona, Spain and Greece	Erasmus +	16,940 Euros
7.	Munyiri, E	2020	Mobility Agreement Staff Mobility For Teaching, Girona, Spain and Greece	Erasmus +	15,240 Euros
8.	Women Economic Empowerment Hub	2020 - 2025	Gendered Impact of Covid-19 and other studies	BMG Foundation	Ksh. 400 million
9.	Munyiri, E	2019	Mobility Agreement Staff Mobility for Teaching, Girona, Spain and Greece	Erasmus +	5820 Euros
10.	Munyiri, E	2018	Mobility Agreement Staff Mobility for Training	Erasmus +	3880 Euros
11.	Munyiri, E	2018	Student Mobility for Studies	Erasmus +	3220 Euros
12.	Munyiri, E	2018	Workshop Hosting at KU	Erasmus +	Ksh.254,288.00
13.	Munyiri, E	2018	Workshop Grant	IFITT	1000 Euros
14.	Munyiri, E	2017	Workshop Grant	IFITT	1000 Euros
15.	Munyiri, E	2013-2016	Climate change and tourism	NACOSTI	Ksh. 1,180,000.00
16.	Esther Munyiri and group	2002 – 2004:	<i>Options in the Yala Wetland Management for Sustainable Development and Biodiversity Conservation'</i>	<i>British Petroleum Conservation</i>	US\$3000

1.10 SUPERVISION OF POSTGRADUATE STUDENTS

1.10.1 MASTERS SUPERVISION

1.10.1.1 MASTERS GRADUATED

S/No	Name Of Student	Thesis Title	Level	Year of Graduation
1.	Kamanzi Marie Rose	Assessing the Relationship Between the Level Of Professionalism And Performance Among Local Workforce In Classified Hotels in Kigali, Rwanda	MSc	2018
2.	Pauline Ngima	Influence of Tourism Marketing Strategies on Domestic Tourists Flow Patterns to Classified Hotels in Nairobi County, Kenya	MSc	2018
3.	Diana Chebotibin	Influence of Cultural Practices on Tourism Development in Baringo County, Kenya	MSc	2019
4.	Leah Wanja Kariuki	Role of Conventions in Influencing Tourism Performance in Nairobi City County, Kenya	MSc	2019
5.	Edmond Otieno	Neo-Ethnic Plagiarism on Local Community's Income From Tourism Maasai Culture Transfer In Classified Hotels In Mombasa County	Msc	2023

1.10.1.2 MASTERS ONGOING

S/No	Name Of Student	Thesis Title	Level	Year of Graduation
1.	Benson Muraguri Wanjira	Social Media Influence On Domestic Travel Choice Of Generation Y In Nairobi City County	MSc	Year 2
2.	Benard Omondi Kogola	Investigating Influence Of Information Sources On Tourists Destination Selection Of Western Kenya Circuit	MSc	Year 2
3.	Simon Leonah	Evaluation Of Economic Leakages And Linkages In The Tourism Sector In A Local Economy. The Case of Narok County	MSc	Year 2

4.	Rhoda Chebet	Inclusivity And Participation Of The Child In Leisure Travel within Nairobi County, Kenya	MSc	Year 2
5.	Reuben Alagi Ogbenya	Customer Retention Approaches And Their Influence On Visitors Patronage To Amusement Parks In Abuja Federal Capital Territory, Nigeria.	MSc	Year 2

1.10.2 Ph. D SUPERVISION

1.10.2.1 Ph. D GRADUATED

S/No	Name Of Student	Thesis Title	Level	Year of Graduation
1.	Jane Bitok	Educational Tourists' Consumer Behaviour As A Strategy To Sustainable Tourism Development In Nairobi, Kenya	Phd	2019
2.	Bitok Kipkosgei	Influence Of Employee Mobility On Career Sustainability in the Travel and Tourism Sector In Mombasa, Kenya	Phd	2019
3.	Ruth Kemunto	The Contribution Of Small And Medium Tourism Enterprises to Inclusive Growth: Perspectives of The Regulatory Framework In Mombasa County	Phd	2018
4.	Mengo Nyabisi	Role Of Online Travel Opinion Leaders In The Purchase Of Hotel Products And Services In Kenya	Phd	2021
5.	Sisinio Muthengi	Success Antecedents For Viable Tourism Planning In Nairobi City County, Kenya	Phd	2022

1.11 PROFESSIONAL/CONSULTANCY (EDITOR/PEER REVIEW IN JOURNALS, NETWORKS/COLLABORATIONS, EXTERNAL EXAMINER, PATENTS)

Established collaborations with the following institutions

1. University of Girona, Spain
2. Universitat Pompeu Fabra
3. Universitat Autònoma Barcelona (UAB)
4. Universidad Autónoma de Madrid (UAM)
5. Universidad Carlos III de Madrid
6. University of Pireaus, Greece
7. University of West Attica, Greece
8. Panteion University, Greece

9. University of Udine, Italy
10. Amadeus Ltd
11. Arizona State University
12. Placement International

1.12 AFFILIATION OF PROFESSIONAL BODIES

S/No	Name of professional body
1	Kenya Climate Change Working Group (KCCWG)
2	GenderCC
3	FEMNET
4	Ecotourism Kenya
5	Institute of Tourism and Hospitality Management (ITHM)
6	Tourism Research International Network (TriNET)

1.13 COMMUNITY SERVICE AND OTHER ENGAGEMENTS

Member BOG - PCEA Wendani Academy

1.14 NATIONAL AND INTERNATIONAL AWARDS AND RECOGNITIONS

One of the top 100 Women in Travel and Tourism in Africa, according to Akwaaba Africa Travel Market 2022.

Chief Judge Ecotourism Kenya Award 2023

1.15 ADMINISTRATIVE POSITIONS HELD

October 2018 – to date: Working as the Chairman of the Department of Hospitality and Tourism Management, Kenyatta University

April 2016 – October 2018: Working as the Chairman of the Department of Tourism Management, Kenyatta University

April 2014 – April 2016: Working as the Examinations Coordinator in the Department of Tourism Management, Kenyatta University

2012 – 2014 – Chairman, Departmental and School Board of Postgraduate Studies

1.16 REFEREES

1. Prof Caroline Thoruwa
2. Deputy Vice Chancellor, Research, Innovation and Outreach
P O Box 43844 – 00100
Kenyatta University
Nairobi
Email: thoruwa.caroline@ku.ac.ke
3. Dr Geoffrey Manyara
UN Economic Commission for Africa
P.O. Box 3001, Addis Ababa, Ethiopia
Email: manyaramasaki@hotmail.com
4. Prof. Pius Ongoro Odunga (Phd)
P.O Box 8200 00200
ELDORET KENYA
E-mail: podunga@yahoo.com podunga5@gmail.com