**CURRICULUM VITAE**

**DR. METHUSELAH BICHAGE GESAGE**

DATE OF BIRTH: 4th July 1970

NATIONALITY: Kenyan

MARITAL STATUS: Married

CURRENT ADDRESS: Karatina University, Department of Tourism and Hospitality

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KEROKA

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LANGUAGES: ENGLISH: Excellent

KISWAHILI: Excellent

EKEGUSII: Excellent

**Skills and Achievements**

* I currently possess **ten years** of continuous university teaching experience. I teach both graduate and under-graduate students.
* I have an earned **Doctor of Philosophy Degree in Hospitality and Tourism Management at Kenyatta University.** I have specialized in Cost Control and efficiency in hotel operations which was also the subject matter my thesis.
* I am professionally trained in open and distance teaching (E-learning). I am able to write modules in my area of specialization, upload them on-line and conduct interactive on-line teaching
* I have successfully coordinated examinations at the departmental level in a public university.
* I was able to profitably run the Hospitality and Tourism Department of Mt. Kenya University. The Department by then had 354 trainees, 8 members of the teaching staff and 1 subordinate staff.
* Together with others, we successfully established the institutional management department, of the Kenya Institute of Highways and Building Technology (Ministry of Roads and Public works).
* I have a panel member of the committee of experts designing curriculum for the Kenya Institute of Education (KIE) and the Catering and Tourism Development Levy Trustee (CTDLT). In this regard I have participated in various workshops on curriculum design hosted by the two bodies.

**Area of Specialization**:

Hotel efficiency, Food and Beverage Control, Hospitality Law, Management

**Research Interests**:

Technical Efficiency of Hotel Operations, Food and Beverage Control

**Work Experience**

1. **November 2017 to Date**: **Senior Lecturer** and **Head of Department** of Tourism and Hospitality, K**aratina University**.
2. **April 2014 to Nov. 2017**: **Head of Department** and **Lecturer** in the Department of Hospitality and Tourism of **Kenya Methodist University**.

**Responsibilities**

* Directing Hospitality training in the University
* Liaising with the relevant professional bodies in hospitality and Tourism.
* Conducting research, attachments and getting external resource persons to provide topical presentations whenever need arises.
* Development and amendment of new and existing programs that are market driven

1. **June 2012to March 2014**: **Lecturer** in the Department of Hospitality Management in the School of Hospitality and Tourism of Kenyatta University.
2. 2008 to June 2012: **Tutorial Fellow** in the Department of Hospitality Management in the School of Hospitality and Tourism of Kenyatta University.

**Responsibilities**

* Teaching and research
* Development and amendment of new and existing programs that are market driven
* **Departmental Examination Coordinator**
* Member of the School Board of Post Graduate studies

1. **September 2005 to 2008**: **Head of Department**, Department of Hospitality and Tourism of **Mt. Kenya University/Thika Institute of Technology**.

**Responsibilities**

* Directing Hospitality training in the University
* Ensuring timely and effective coverage of the approved syllabi.
* Preparing termly progress reports.
* Liaising with the relevant professional bodies in hospitality.
* Conducting research, attachments and getting external resource persons to provide topical presentations whenever need arises.

1. September 2006 to April 2007: **Acting Dean**, Faculty of Hospitality, Institutional Management and Tourism of **Mt. Kenya University/Thika Institute of Technology**.

**Responsibilities**

* Chairing the Faculty Board meetings and coordinating all matters related to the Board.
* Chairing the Faculty Board examiners meetings and coordinating exams.
* Administrative and Academic head of the Faculty.
* Assuring quality training by implementing the University’s working practices to the staff and students.

1. September 2006 – August 2008: Part-Time lecturer, Department of Hospitality and tourism Studies of **Kenyatta University**.
2. May 2007: to date: Part-time lecturer, **Gretsa University**, Thika in the Department of Hospitality and Tourism.
3. February 1998 to October 1998: Tutor/Lecturer, **Amboseli Institute of Hotel and Travel**, Thika.
4. November 1998 to July 2005: Lecturer, Kenya Institute of Highways and Building Technology; Ministry of Roads and Public Works, Pioneered and established the Institutional Management Department and later appointed Deputy Head of Department.
5. December 1996 to may 1997; Industrial attachment at Silver Springs Hotel. Trained in large scale food production, restaurant and bar service, housekeeping, laundry, front office and the stores Department.
6. July to December 1995: Industrial attachment at the Institute of meteorological Training: Trained in large scale food production, restaurant and bar service, housekeeping, laundry, front office and the stores Department.

**Other Responsibilities**

* Class Representative at Kenya Polytechnic between 1996 and 1997.
* Assistant Secretary, Representative Council Committee (RCC) Kenya Polytechnic between 1996 and 1997.

**Educational Background**

September 2008 –March 2012: Completed a Ph.D. in Hospitality and Tourism Management at **Kenyatta University.**

2002 – 2006: **Kenyatta University** – M.Sc. In Hospitality and Tourism Management.

1994-1995: **Kenya Polytechnic-** Bridging to Higher Diploma Catering & Accommodation Management

1996-1997: **Kenya Polytechnic-** Higher Diploma, Catering & Accommodation Management.

1988-1989: **Cardinal Otunga High School Mosocho**: A Level, 3 Principles and 1 Subsidiary

1984-1987: **Nyansiongo High School** “O” Level, division II, 17 points.

1977-1983: **Keroka Primary School** - CPE, Passed.

**Other Qualifications**

* A trained First-Aider and a member of St. John’s Ambulance Association
* Computer literate and proficient in Ms. Office, STATA.

**Membership in Professional Bodies**

Member of:

* 1. Tourism Research International Network (TRINet)
  2. Kenyatta University Alumni Association
  3. Tourism Kenya Group Members
  4. Hospitality Superstars
  5. Academia.edu
  6. Airline Customer Experience group (CEM)
  7. World Front office Managers
  8. St. Johns Ambulance Association.
  9. Friends of Nyanchwa

**Papers presented and workshops/seminars attended**

1. Destination Branding for Competitive advantage of Kenya's Tourism Industry*. Paper presented during* ATLAS Africa Conference 2017 in Eldoret, Kenya 7-9 June, 2017
2. Planning Expertise, Variables Influencing Performance Outcomes and Management Of Wedding Organization Firms In Nairobi County, Kenya. *Paper presented during the International Antalya Hospitality, Tourism and Travel Research Conference (IHTRC) held in Antalya, Turkey, 9-12 December 2014.*
3. A Balanced Scorecard Approach to Measuring Performance of Five Star Hotels In Nairobi, Kenya. *Paper presented during the International Antalya Hospitality, Tourism and Travel Research Conference (IHTRC) held in Antalya, Turkey, 9-12 December 2014.*
4. Hotel Product Footprint. *Paper presented during the Management Development Program held in Kenya Utalii College, Kenya 22-24 June 2011.*
5. Hospitality Entrepreneurship Financing. *Paper presented during the Management Development Program held in Kenya Utalii College, Kenya, 25-24 June 2011.*
6. Seed capital For the Hospitality Industry. *Paper presented during the Management Development Program held in Kenya Utalii College, Kenya, 25-29 June 2006.*
7. Food Cost and its Relationship to profitability. *Paper presented during the Management Development Program held in Kenya Utalii College, Kenya, 25-29 June 2006.*
8. A Roadmap to Mount Kenya University. *Paper presented during the Planning for the Establishment of Mt. Kenya University, 24-25 August 2006.*

**Publications**

Rop Wendy**,** Ogutu Martin **& Bichage Methuselah** (2017)Mediating Effect of Stakeholder Roles on the Relationship between Destination Branding and Competitive Advantage in Kenya *Journal of Tourism and Hospitality Management;* **ISSN: 2372-5125 (Print), 2372-5133 (Online) Vol. 5, No. 1, pp. 1-13**

Rop Wendy, Ogutu Martin **& Bichage Methuselah** (2017).Brand Personality and Destination Brand Competitiveness; A mediated symbiotic relationship, a study of Kenya's tourism industry; *International Journal of Research in Management (IJRM)* **ISSN No: 2249-5908 Edition: Issue 7, Vol.4**

**Gesage, M. B**. (2017). Food And Beverage Control In Selected 2-5 Star Hotels In Nairobi, Kenya. *International Journal of Research and Development Organization*. ISSN 2455- 6661

Gitau,J., K. **Gesage, B**., Mugambi, R., (2017). Underlying Determinants of Career Decision Making Of Hospitality Undergraduate Students Enrolled In Universities Within Nairobi Metropolis, Kenya. *International Journal of Social Sciences and Information Technology*. Vol III Issue IV. ISSN 2412 0294

**Gesage, M. B**., Ngui, D., Mburugu, K. (2016). Measuring Efficiency and Benchmarking Two- Five Star Hotels in Nairobi, Kenya. *Africa International Journal of Management, Education and Governance (AIJMEG)* ISSN NO: 25180827

**Gesage, M. B**., Kuira, J., and Mbaeh, E., (2015). A Balanced Scorecard Approach to Measuring Performance of Five Star Hotels in Nairobi, Kenya. *African Journal of Tourism, Hospitality and Leisure Studies 1 (1).*

Olanga, C., **Gesage, M., B**., and Murungi C. (2015). Planning Expertise, Variables Influencing Performance Outcomes and Management of Wedding Organization Firms in Nairobi County, Kenya. *African Journal of Tourism, Hospitality and Leisure Studies 1 (1).*

**Published Books**

Gesage, M. B (2009). *Hospitality and Tourism Law: A Training Manual.* Nairobi: Kenyatta University Press

**University Curriculums Initiated and participated in Writing**

1. Bachelor of Science in Travel and Tourism for *Kenya Methodist University*
2. Bachelor of Science in Hospitality Management for *Kenya Methodist University*
3. Bachelor of Science in Hospitality Management for *Kenyatta University*
4. Bachelor of Science in Hospitality and Tourism Management for *Kenyatta University*
5. Master of Science in Hospitality and Tourism for *Kenyatta University*

**Grants and Consultancies**:

1. June and September 2010: Conducted a Guest Mystery exercise for two leading Kenyan Hotels.
2. November 2011: Conducted a Guest Mystery exercise for a leading Kenyan Hotel in Nairobi.
3. May 2011: Trained food and beverage staff of a leading five star hotel in Nairobi on:
4. Interactive marketing and up-selling.
5. Panel Member and a consultant in curriculum design at the Kenya Institute of Education and the Catering and Tourism Development Levy Trustee.
6. August 2008: Appointed and trained and worked as a national trainer in the Kenya population census.

**Post Graduate Research Supervision-PhD**

1. Destination Branding, Stakeholder Roles and Competitive Advantage of Firms in the Tourism Industry in Nakuru Nairobi and Kisumu Counties, Kenya by Wendy Rop (**completed**).
2. Role Of Socio-Entrepreneural Practices on Empowerment of Communities Within The Coastal Tourism Circuit in Kenya by Sam Ikwaye (**Completed**)
3. Determinants of Hazard Analysis Critical Control Point System Practices Uptake in Star Rated Hotels in Nairobi County, Kenya by Peninah Wanjiku Chege (expected graduation 2019)
4. Effects of Food Safety and Quality on Customer Choice of Dining Destination in Nairobi and Mombasa, Kenya by Robert Ondara (expected graduation 2019)
5. Assessment of Predictors of Financial Sustainability of Community Conservancies in Northern Kenya by David Riat (on-going)
6. Digital Divide in Tourism: Implications of Digital Exclusion for Productivity of Tourism Enterprises in Kenya by David Kiarie (on-going)
7. Customer Adaptability and Delight on selected African Traditional Leafy Vegetables Served in Restaurants in Kisumu City and Machakos Town, Kenya by Judith Inoti

**Masters**

1. The Viability Of Tourist Low Potential Regions In Sustainable Tourism Development: The case of Kakamega County, Kenya by Bernard Amaya (**Completed**).
2. The Role of Shompole Eco-Lodge in Community Development in the Magadi Region, Kenya, Master’s Thesis by John Musau. (**Completed**).
3. Challenges, constraints and opportunities in wedding organization event firms in Nairobi, Kenya, by Christine Olanga (**completed**).
4. Measuring the performance of five star hotels in Nairobi using the balanced score card approach, By Job Kuira, (**completed**).
5. Influence of internship Experiences on the Career Choice of Hotel Students in Public and Private Universities in Nairobi and Kiambu Counties, Kenya by John Kahuthu (**completed**)
6. Emerging trends in food and beverage service within classified hotels restaurants and stand-alone restaurants in Nairobi, Kenya, by Nancy Maruta, (**completed**).
7. Emergency Responsiveness for Guests with Mobility Impairments in Five star Hotels in Nairobi by Hillary Ketem (**writing thesis**)
8. An Application of Menu Engineering and Menu Design Concept, and Its Effects on Customer Choices Among Ethnic Restaurants In Nairobi County by Mary Nkinga**.** (**writing thesis**)
9. Utility Cost Management in Provision of Student Accommodation Services at the University of Nairobi by Benjamin Katuva (**proposal development**)

**Referees**

**Dr Vincent Maranga**

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**Dr Rachael Gesami**

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**Narok**