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| KARATINA UNIVERSITY - SCHOOL OF BUSINESS STAFF DATA  |
| 1. BIODATA
 |
| Name: | **Dr. Methuselah Bichage Gesage** |
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| Designation: | Senior Lecturer |  |  |  |  |  |  |  |  |  |
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| 1. EDUCATION
 |
| Year | **Degree** | **Specialization** | **Institution** |
|  | Doctor of Philosophy | Hotel and Tourism Operations, Tourism Marketing, Tourism Policy, Hotel efficiency, Food and Beverage Control, Hospitality Law, Management | Kenyatta University |
|  | Masters | Hospitality and Tourism Management | Kenyatta University |
|  | Bachelors | Catering and Accommodation Management (HND) | Kenya Polytechnic |
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| 1. WORK EXPERIENCE
 |
| Year | **Institution** | **Designation/Position** | **Key Responsibility** |
| 2005-2008 | Mt Kenya University | Lecturer | Head of Department, Hospitality Management:* 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.

**Acting Dean**, Faculty of Hospitality, Institutional Management and Tourism Chairing the Faculty Board meetings and coordinating all matters related to the Board. |
| 2008-2013 | Kenyatta University | Lecturer | Examination Coordinator,Teaching and Research |
| 2013-2017 | Kenya Methodist University  | Lecturer | Head of Department, Hospitality and Tourism Management:* 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
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| 2014-to Date | Karatina University | Senior Lecturer | Head of Department, Tourism and Hospitality Management |
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| 1. RESEARCH PROJECTS
 |
| Year | **Title** | **Collaborators** | **Sponsor** | **Status** |
| May 2019 | Training Hospitality Service Providers in Nyeri County Kenya | The Tourism Fund | The Tourism Fund | Completed |
| 2011-2015 | Kenya Utalii College Annual Management Training Programs | Kenya Utalii College | Kenya Utalii College | Completed |
| 2006-2009 | Panel Member and a consultant in curriculum design at the Kenya Institute of Education and the Catering | Catering and Tourism Development Levy Trustee (the Tourism Fund | Catering and Tourism Development Levy Trustee (the Tourism Fund | Completed |
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| 1. PUBLICATIONS
 |
| S.No. | **Year** | **Title** | **Journal** |
| 8. | 2020 | *Effect of Food Safety and Management Commitment on Customer Choice of Dining Destination in Kenya.* Robert Orenge Ondara, Erick V.O Fwaya, **Bichage Gesage** | African Journal of Hospitality, Tourism and Leisure. ISSN: 2223-814X. **Vol 9, No 5**, pp. 1273-1283 |
| 7. | 2020 | *Service tangibility on repeat visits in two-five star rated hotels in Nairobi County*. Nancy Kaseki, Louise Ngugi, **Methuselah Bichage** | Research in Business & Social Science-**Vol 9, No 5** |
| 6. | 2018 | *Influence Of Hotel Enterprises’ Social Cultural Practices On Community Empowerment Along The Coastal Tourism Circuit In Kenya*. Ikwaye Sam, Thomas Senaji, Orero Risper, **Bichage Methuselah** | Advances in Social Sciences Research Journal – **Vol.6, No.7** |
| 5. | 2017 | Mediating Effect of Stakeholder Roles on the Relationship between Destination Branding and Competitive Advantage in Kenya Rop Wendy**,** Ogutu Martin **& Bichage Methuselah** | *Journal of Tourism and Hospitality Management;* **ISSN: 2372-5125 (Print), 2372-5133 (Online) Vol. 5, No. 1, pp. 1-13** |
| 4. | 2017 | Brand Personality and Destination Brand Competitiveness; A mediated symbiotic relationship, a study of Kenya's tourism industry. Rop Wendy**,** Ogutu Martin **& Bichage Methuselah** | *International Journal of Research in Management (IJRM)* **ISSN No: 2249-5908 Edition: Issue 7, Vol.4** |
| 3. | 2016 | Measuring Efficiency and Benchmarking Two- Five Star Hotels in Nairobi, Kenya. *Africa by* **Gesage, M. B**., Ngui, D., Mburugu, K.  | *Africa International Journal of Management, Education and Governance (AIJMEG)* ISSN NO: 25180827 |
| 2. | 2016 | A Balanced Scorecard Approach to Measuring Performance of Five Star Hotels in Nairobi, Kenya. **Gesage, M. B**., Kuira, J., and Mbaeh, E. | *African Journal of Tourism, Hospitality and Leisure Studies Issue 1 Vol).* |
| 1. | 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).* |
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| 1. CONFERENCES
 |
| S.No. | **Year** | **Conference Title** | **Paper Title** |
| 4. | *31st October – 2nd November 2018* | *African Conference on Sustainable Tourism* | Influence of Hotel Enterprises' Social Cultural Practices on Community Empowerment along the Coastal Tourism Circuit in Kenya |
| 3. | 20177-9 June, 2017 | ATLAS Africa Conference 2017 in Eldoret, Kenya | Destination Branding for Competitive advantage of Kenya's Tourism Industry |
| 2. | *9-12 December 2014.* | The International Antalya Hospitality, Tourism and Travel Research Conference (IHTRC) held in Antalya, Turkey,  | Planning Expertise, Variables Influencing Performance Outcomes and Management of Wedding Organization Firms in Nairobi County, Kenya |
| 1. | *9-12 December 2014.* | The International Antalya Hospitality, Tourism and Travel Research Conference (IHTRC) held in Antalya, Turkey, | A Balanced Scorecard Approach to Measuring Performance of Five Star Hotels in Nairobi, Kenya |
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| 1. POSTGRADUATE SUPERVISION
 |
| S.No. | **Year** | **Candidate** | **Dissertation/Thesis Title** | **Status** |
| 4. | 2021 | Robert Ondara of Technical University of Kenya (PhD) | Effect of Food Safety and Quality On Customer Choice of Dining Destination in Kenya  | Waiting for defense |
| 3. | 2021 | Peninah Wanjiku Chege of Kenyatta University (PhD)  | Determinants of Hazard Analysis Critical Control Point System Practices Uptake in Star Rated Hotels in Nairobi County, Kenya  | Defended successfully-Awaiting graduation |
| 2. | 2020 | Judith Ogolla of Kenya Methodist University (PhD) | Transformational Leadership, Strategic Agility and Performance of State Corporations in Kenya by  | Graduated |
| 1. |  |  Wendy Rop of Kenya Methodist University (PhD) | Destination Branding, Stakeholder Roles and Competitive Advantage of Firms in the Tourism Industry in Nakuru Nairobi and Kisumu Counties, Kenya  | Graduated |
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| 1. INDUSTRY/PROFESSIONAL AFFILIATION
 |
| 2. Tourism Research International Network (TRINet)1. Kenyatta University Alumni Association |