



***IFITTTALK@Nairobi 2019***

***Information Booklet***

The Local organizing committee is excited to welcome you to the third installment of IFIT-Talk@Nairobi hosted by Karatina University.

IFITTalk@Nairobi are award winning workshops organized jointly by Karatina (KarU), Kenyatta (KU), Mount Kenya (MKU) and United States International (USIU) Universities every November with the aim of sparking conversations around ICTs in the Tourism industry, introducing new technological approaches in Travel and Tourism, and enabling the transfer of knowledge between academia and the industry.

This year's event takes place over the course of two days - Thursday 7th and Friday 8th November at Karatina University's Main Campus in Kagochi.

In addition to the main event, a pre-event will be held. The Postgraduate Colloquium will be held on 6th November 2019 with the aim of contributing towards a transformative journey for Postgraduate students in East Africa. It will also include panelists and tutorials from renowned Tourism scholars.

**Welcome to IFITTalk@Nairobi 2019!**

## **WORKSHOP THEME “TRANSFORMATIVE TECHNOLOGIES IN HOSPITALITY AND TOURISM**

IFITTalk@Nairobi 2019 is organized around the theme Transformative Technologies in Hospitality and Tourism.

Transformative technologies are disruptive technologies that are changing the ways in which service providers are delivering value while meeting the needs of clients. These technologies enhance the provision of products and services to clients and disrupt the tourism value chain.

The purpose of this workshop is to present stakeholders with scenarios where transformative technologies can be discussed with a view of informing, educating and enriching the knowledge of participants on how these

technologies can influence the competitiveness of the tourism industry in Kenya and beyond.

Thematic areas will include:

- Transformative technologies in Marketing
- Transformative technologies in Attractions
- Transformative technologies in Amenities
- Transformative technologies in Activities
- Transformative technologies in Accommodations
- Transformative technologies in Tourism Policy

## ABOUT IFITT

The International Federation for Information Technologies and Travel & Tourism is a global community for the discussion, exchange and development of knowledge about the use and impact of new Information and Communication Technologies (ICTs) in the travel and tourism industry and experience.

The IFITT mission is to share knowledge, experience and a true passion for ICT in travel and tourism, being relevant for the industry and responsible for society at large, as well as ensuring scientific excellence.

IFITT vision is to create THE global eTourism knowledge network and community.



IFITT community is highly active at all levels and comprises of many leading experts in the field as well as those entering the area for the first time! You will find it a friendly and easily accessible community and we welcome you to be a part of it.

## ABOUT THE HOSTS

Located at the foot of snow capped Mt. Kenya, Karatina University is a Chartered public University located 15km North of Karatina town and 140km north of Nairobi. The University derives its name from Karatina town, which during the pre-colonial era was a vibrant trading centre, which evolved to become the biggest agricultural market in Eastern and Central Africa. It is in close proximity to the MauMau trench, a symbol for the struggle of independence for Kenya.



The University has five Academic Schools: School of Agriculture and Biotechnology, School of Business, School of Education and Social Sciences, School of Natural Resources and Environmental Studies and School of Pure and Applied Sciences, located in three campuses: Kagochi (Main Campus), Town Campus and Itiati Campus.

It is surrounded by large green carpets of tea plantations and is in close proximity to Mount Kenya forest. It also boasts a botanical garden with indigenous trees where students and visitors can enjoy an evening breeze in the resting park.

*The  
green  
university*

# IFITTtalk@Nairobi 2019

presents

## the Postgraduate Colloquium

### *COLLOQUIUM AIM*

*To contribute towards a transformative journey for Postgraduate students in East Africa*

### *SYNOPSIS*

The Postgraduate Colloquium is a pre-event to IFITTtalk@Nairobi 2019 and will provide an opportunity for MSc and Ph.D. students to interactively present and discuss their research with peers and mentors, who are experienced supervisors and leading scholars in their field. Students will also get a chance to engage with one another and improve their research idea, proposal and structure of their work in a relatively informal setting that allows a meaningful and constructive scholarly exchange. Participants will get support questions related to academic and research careers and extend their network with peers, researchers, industry, and other universities.

**DATE:** *6th November 2019*

**TIME:** *0900H*

**VENUE:** *Karatina University Main Campus*

### **Postgraduate Colloquium Chairs**

Prof. Patrick Mathenge Karatina University

Dr. Gesage Bichage - Karatina University

### **Postgraduate Colloquium Panel**

- 1) Prof Richard Makopondo - Technical University of Kenya
- 2) Prof Patrick Mathenge - Karatina Univeristy
- 3) Prof Pius Odunga - Kirinyaga University
- 4) Prof Damiannah Kieti - Moi University
- 5) Dr Mary Mutungi - United States International Univeristy
- 6) Dr Billy Wadongo - Maseno University
- 7) Dr Ray Mutinda - Mount Kenya University
- 8) Dr Erick Fwaya - Maasai Mara University
- 9) Dr Gesage Bichage - Karatina Univeristy
- 10) Dr Esther Munyiri - Kenyatta University

# PROGRAM

TIME	EVENT
8.00am – 8.30am	Registration
8.30am – 9.00am	<p><b>Opening speeches</b></p> <p>Dr. Bichage – HoD, THM – Karatina University            Dr. Gichuhi – Dean, SoB – Karatina UNiveristy            Dr Mutungi – Chair, IFITTtalk@Nairobi2019            Prof. Mathenge–Director, Postgraduate studies, Karatina University</p>
9.00am – 10.00am	<p><b>Workshop session I</b></p> <p>Research modelling – <b>Dr Billy</b></p>
10.00am – 10.30am	<i>Tea break</i>
10.30am – 2.00pm	<p><b>Breakout session I Graduate presentations</b></p> <p><b>Milka Wambwa</b> <i>Mediating role of motivation on effect of organisational cynicism and emotional intelligence on job attitude in small and medium class hotels in Western Region of Kenya</i></p> <p><b>Nancy Kwamboka Momanyi</b> <i>Modelling and forecasting Tourism demand in Kenya</i></p> <p><b>Fikirte Adugna Andargie</b> <i>National Parks Governance: Understanding local community, Tourism and conflict nexus in Ethiopia</i></p> <p><b>Eliza Buyeke Ogucha</b> <i>Effect of stakeholders on the adoption of homestays' Tourism program and sustainable community development in Kenya's Lake Victoria region</i></p> <p><b>Anozie Okechukwu</b> <i>Issues and possibilities in event Tourism development in IMO state Nigeria</i></p> <p><b>Wanjiku Joseph Thukia</b> <i>The efficacy of competitive strategies in Tourism firms' performance among tour operators in Nairobi City, Kenya</i></p> <p><b>Abby Murage</b> <i>Influence of emerging peer to peer accommodation on budget hotels' competitiveness in Nairobi City County, Kenya</i></p>
2.00pm – 2.30pm	<i>Lunch/Networking</i>
2.30pm – 4.00pm	<p><b>Workshop session II</b></p> <p>Research designs – <b>Prof Odunga</b>            Publishing &amp; Scientific writing – <b>Prof. Kieti &amp; Dr Mutinda</b></p>
4.00pm – 6.00pm	<p><b>Breakout session II Graduate presentations</b></p> <p><b>Grace Agnes Wanja</b> <i>Perceived effects of green practices on employee loyalty to hospitality establishments around Lake Naivasha</i></p> <p><b>Freda Murugi Muiruri</b> <i>Hotel managers' knowledge, attitudes and practices toward the provision of healthy meals</i></p> <p><b>Michael Murimi</b> <i>Determinants of revenue management practices on hotel performance in Kenya</i></p>
6.00pm	Vote of thanks and Prize giving ceremony

### Registration and Payment

Registration can be done online or at the event on arrival. For students, kindly ensure you carry your students' ID in order to enjoy discounts.

Payment may be done in cash on arrival or in advance via MPesa (contact [ifittnairobi@karu.ac.ke](mailto:ifittnairobi@karu.ac.ke) for more information on this).

Registration opens on 7th November from 8.00a.m.

### Social media

You can follow [@IFITTTalk@Nairobi](https://twitter.com/IFITTTalk) via Twitter, Facebook and Instagram.

Facebook: Karatina University  
Hashtag: #ifittnairobi2019

Twitter: @ifittnairobi  
Hashtag: #ifittnairobi2019

Instagram Hashtag: #ifittnairobi2019  
Please share your thoughts, ideas, photos and comments using the hashtag #ifittnairobi2019.

### Internet

Free Wi-Fi connection will be available to participants at the conference venue.

### Language

The official language of the conference is English.

### Meal vouchers

Participants shall be issued meal vouchers for tea and lunch at registration. Kindly carry these meal vouchers to the service points.

### Certificate of attendance

Certificates will be issued to all participants on 8th November. Kindly ensure you pick them up from the registration desk.

### Presenter Information

#### Upload centre

Presenters are asked to upload their presentations at the upload centre to facilitate easy transitions from one session to the next. Ushers shall direct presenters to the upload centre. Presentation will last 20minutes.

### A Green Conference

In line with Karatina University's mission of being a green University, we endeavour to have a green event. In this regard we have come up with various ways to reduce our environmental impact and help reach zero/reduced waste this year.

- \* Plastic, single use water bottles are one of the largest contributors of waste at events. As such, [IFITTTalk@Nairobi](mailto:IFITTTalk@Nairobi) 2019 shall not provide bottled water at the event. We encourage participants to carry their own reusable mugs or water bottles. We shall provide water at dispensers along with glassware( for those without reusable containers).
- \* We will reduce use of paper at our event and consider more paperless and online options.
- \* We will offer a soft copy of the workshop program.
- \* We choose to have reusable banners and signs.
- \* We will provide drop off points for name tag holders to be dropped off to be reused next time.
- \* We encourage delegates to car-pool to the event

Likewise, we will have a tree planting ceremony on 8th November 2019 as our social event.

### Social program

i. There will be an excursion to Mt Kenya forest on 8th November afternoon. The Mt Kenya forest is a heritage site with a very important story of Kenya's struggle for independence.

Participants will have a chance to experience the **MauMau war trenches**. These trenches were dug to deter MauMau fighters from coming into the villages from the forests to source for food. Deep trenches were dug at the edge of the forest and filled with bamboo sticks, sharpened at each end.

There will also be visits to caves and waterfalls in the forest.

ii. A tree planting ceremony will be held on 8th November to support the biodiversity of the forest and for nature conservation. We are also committed to the strategic campaign by the Ministry of Environment and Forestry to increase forest cover to 10% by 2022.

iii. Participants are welcome to visit the botanical gardens to enjoy a serene and relaxing atmosphere.



### How to get to the venue

Karatina is 140 kms North of Nairobi on the Nairobi-Nyeri highway(A2). The most convenient ways to get there are: public means (matatus), taxi, Uber, or personal cars.

### Airports

If landing at Jomo Kenyatta International Airport (JKIA), take a taxi, Uber or bus to the City centre. Then travel to Karatina by private or public means.

### Public means

There are plenty of matatus that ply the Nairobi-Nyeri highway. Most of them are picked located in downtown Nairobi on Accra Road. The best option to use is the 2NK Sacco.

On arrival at Karatina town, make your way to Town Campus. A University bus will be available to ferry participants to the venue. The bus will depart from Town Campus every morning at 8.00a.m.

Alternatively, public vehicles are available to Main campus at Ksh 50 from the Gaikuyu Gitunduti Mata-tu Stage (you can find it easily in Google map).

### Private means

If using taxis, Ubers, or personal means, on the highway on arrival at Karatina, take a right turn at Jambo, just after Shell Petrol Station on the Nyeri-Nairobi highway and drive 15km to Main Campus.

If opting to use the bus from Town Campus, you may park your vehicle at Town Campus, and use the University bus to Main Campus. The bus will depart from Town Campus every morning at 8.00a.m.

Secure parking is available at both Town and Main Campuses at no cost.

There are plenty of taxis in Karatina town that can be used to Main Campus. The taxi rink is close to the Main Stage.

### About Karatina

Karatina is 140 kms North of Nairobi on the Nairobi-Nyeri highway(A2).

Karatina is a historically important trading hub in Central Kenya. It started out as a trading centre and subsequently grew into a vibrant agricultural market, the biggest open air market in East and Central Africa. It still is a vibrant and bristling economic hub.

### Climate

The weather in Karatina in November is cold and rainy. Temperatures range from 12°C – 20°C. Kindly plan to dress warmly.

### ATMs/Banks

There are plenty of banks within Karatina town with both banking halls and ATMS. These include: Co-operative Bank, Equity Bank, KCB, Barclays Bank, National Bank, KWFT, Postbank and Family Bank.

Banking hours for most of these banks is 8.00am-4pm.

\*It is advisable to carry out all financial transactions in Karatina town as there are no banks at Main Campus. There are, however, M-Pesa agents.

### Hotels

There are a number of hotels in Karatina that you may choose from for a comfortable stay

- i. Omega Gardens hotel (*SS Ksh 2,500; SE Ksh 3,000, all BO*)
- ii. Kings Hotel (*SS Ksh1,000; SE Ksh 1,100; DT Ksh 1,500, all BO*)
- iii. County Inn (*SS Ksh 1,350; DT Ksh 1,800, all BO*)
- iv. Aberdare Gardens (*SE Ksh 2,800*)
- v. Ol Doiyo Lengai (*SS Ksh 2,000*)
- vi. Strabucks (*SS Ksh 1,000; DT Ksh 2,000, all BO*)
- vii. Ibis (*SS Ksh 1,000; SE Ksh 1,200; DT Ksh 1,600*)

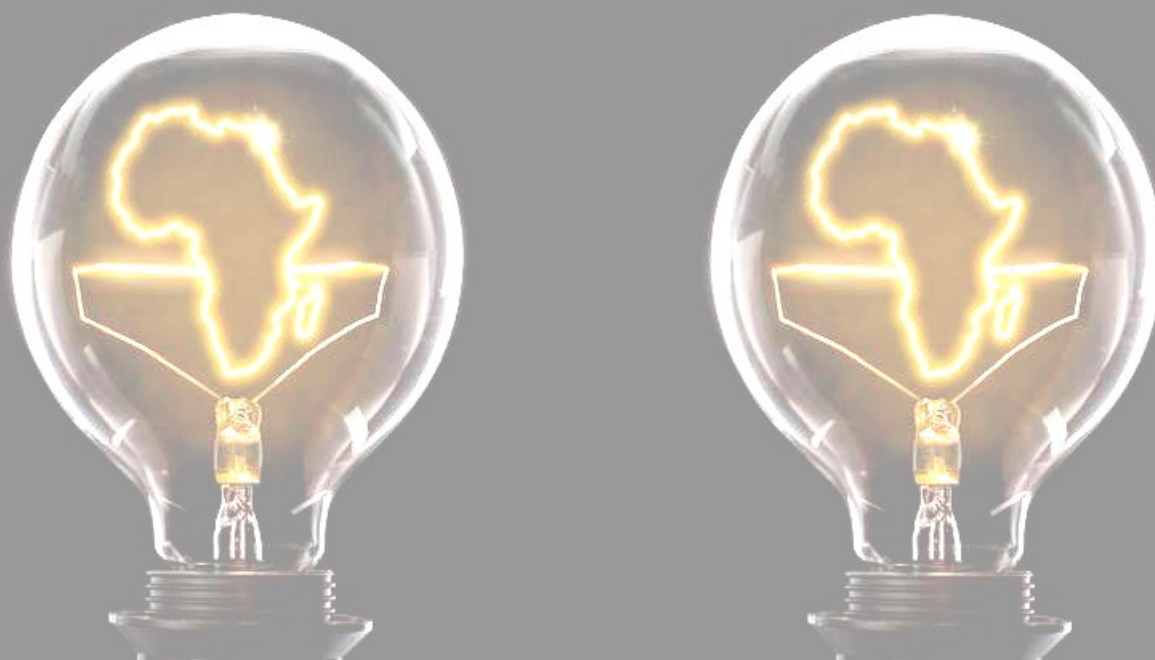
Key: SS - Single Standard; SE - Single Executive; BO - Bed Only; DT - Double Twin)

\* NB: Kindly note that hotels which offer secure parking are Omega Gardens, Aberdare Gardens, Ol Doiyo Lengai and Ibis.

TIME	EVENT	FACILITATOR
0800 - 0900	Registration of Delegates	<b>Margaret Mungai/Regina Wahome</b>
0900 - 0915	Introductions /Opening remarks	<b>MC: Dr. Methuselah Bichage</b>
0915 - 0935	Setting the Agenda: Technology and Tourism Industry today	<b>Dr Ray Mutinda</b>
0935 - 0955	Augmented Reality at Tourist Attractions <b>Nyabisi Mengo, Researcher in Tourism Technologies and eTourism, <i>Karatina University</i></b>	
0955 - 1015	Virtual Reality Use at Tourist Attractions <b>Edwin Kimata, Student, <i>Karatina University</i></b>	
1035 - 1045	Q&A Session	<b>Dr Ray Mutinda</b>
1045 - 1110	<i>Tea break</i>	<b>Dr. Methuselah Bichage</b>
1110 - 1140	Transformative Technologies in Tourism Marketing <b>Jacinta Nzioka, Director of Marketing, <i>Kenya Tourism Board</i></b>	
1140 -1150	<b>Opening Ceremony</b> Dean, Karatina University Dean, Mount Kenya University Dean, Kenyatta University Dean, United States International University	<b>Dr. Methuselah Bichage, Karatina University</b>
1150 - 1220	Keynote address: Introduction to IFITT and IFITT talk from IFITT representative <b>Patience Tropo, Director IFITT Chapters, <i>IFITT</i></b>	
1220-1250	<b>Opening ceremony</b> DVC (A,R&SA), Karatina University VC, Karatina University Principal Secretary, Ministry of Tourism and Wildlife	<b>Dr. Methuselah Bichage</b>
1250 - 1300	Photo session	<b>Dr. Methuselah Bichage</b>
1300 - 1400	<i>Lunch</i>	<b>Dr. Methuselah Bichage</b>
1400 – 1430	Transformative Technologies in Activities - Drones Photography <b>Peter Ndung'u , Travel Photographer, <i>Petersize10Phtography</i></b>	
1430 - 1500	Transformative Technologies in Attractions – The case of Aberdares National Park <b>Lillian Ajuoga, Warden-In-Charge, <i>Aberdare National Park</i></b>	
1500 - 1530	ICTs at World Heritage Sites: the case of Tanzania <b>Thereza Mugobi, eTourism Researcher, <i>Open University of Tanzania</i></b>	
1530 – 1600	Panel Discussion	<b>Dr Mary Mutungi, USIU</b>
1600 – 1640	Tea and networking	<b>Dr. Methuselah Bichage</b>
<b>END OF DAY ONE</b>		



TIME	EVENT	FACILITATOR
0800 - 0900	Registration of Delegates	<b>Margaret Mungai/Regina Wahome</b>
0900 - 0915	Introductions /Opening remarks	<b>MC: Nyabisi Mengo Karatina University</b>
0900 - 0930	Big Data Analytics - Using Big Data for Decision Making in Hospitality <b>Michael Gitau, Deep Learning Researcher, <i>Karatina University</i></b>	
0930 - 1000	Transformative Technologies in Amenities: Powering Global Tourism <b>Francis Njue , Founder and CEO, <i>HTorex Global</i></b>	
1000 – 1030	Transformative technologies in Zambia Tourism <b>Patience Tropo, Tourism Promotions Officer, <i>Zambia Tourism Board</i></b>	
1030 – 1100	<i>Tea break</i>	<b>Nyabisi Mengo</b>
1100 – 1130	Disruptive Catering Technologies : Home Deliveries <b>TBA</b>	
1130 – 1200	Blockchain and the Tourism Industry <b>TBA</b>	
1200 – 1230	Policy matters in ICTs&Tourism: Legislation in a Dynamic Technological Environment <b>Linda Bonyo, Tech and Immigration Lawyer, <i>Lawyers Hub Kenya</i></b>	
1230 - 1300	Panel discussion	<b>Discussant: Dr Munyiri</b>
1300 – 1310	Award ceremony	<b>Dr. Mary Mutungi</b>
1310 – 1320	Vote of Thanks and closing	<b>Nyabisi Mengo</b>
1320 – 1400	<i>Lunch and networking</i>	<b>Nyabisi Mengo</b>
1400	Departure for excursion	<b>Nyabisi Mengo</b>



## Sponsoring organisations



**International Federation  
for IT and Travel & Tourism**



*Inspiring Innovation and Leadership*



### IFITTtalk@Nairobi 2019 Committee

**Dr Mary Mutungi, Chair**  
United States International University

**Dr Gesage Bichage, Host**  
Karatina University

**Nyabisi Mengo, Host**  
Karatina University

**Dr Ray Mutinda**  
Mount Kenya University

**Dr Esther Munyiri**  
Kenyatta University