



International Federation
for IT and Travel & Tourism

IFITTtalk@ Nairobi

THEME: "THE ROLE OF ICTS IN AFRICA'S TRAVEL & TOURISM
COMPETITIVENESS".

VENUE: KENYATTA UNIVERSITY AMPHITHEATRE

DATE: 9TH NOVEMBER, 2017

PROGRAM

Time	Event	Moderator
8.00am -8.40am	Arrival and Registration	Ms Nyabisi Mengo, Karatina
8.40-am 9.00 am	Opening Ceremony (MKU Band)	Mr. Kevin Nyamai, Mount Kenya University
9.00am - 9.45am	Introduction /Opening remarks: 1) Kenyatta University 2) Mount Kenya University 3) Karatina University	Dr Mary Mutungi, Kenyatta University
9.45am – 10.30am	Introduction to IFITT and IFITTtalk (IFITT Board Member)	Dr Mary Mutungi, Kenyatta University
10.30am – 11.00am	Current state of knowledge in ICTs for Travel, Hospitality and Tourism Industry (Dr Ray Mutinda, Mount Kenya University)	Dr. Albert Kariuki, Kenyatta University
11.00am – 11.30am	Tea break	
11.30am – 12.00pm	Place of ICTs in Kenya's Tourism Blueprint (Ministry of Tourism)	Dr. Albert Kariuki, Kenyatta University
12.00pm – 1.00pm	Panel discussion: (IFITT, Academia, Ministry of Tourism).	Convenor: Dr Kihima, Technical University of Kenya
1.00pm – 2.00pm	Lunch and networking	
2.00pm – 2.30pm	ICTs in Tourism Destination Marketing- (Kenya Tourism Board)	Mr. Lwarence Wangombe, Mount Kenya University
2.30pm – 3.00pm	ICTs in Travel and Tourism Distribution- Case study 1 (e-Tourism Frontiers)	Dr. Munyiri, Kenyatta University
3.00pm – 3.30pm	ICTs in Travel and Tourism Distribution- Case study 2 (Bonfire Adventures, Kenya)	Dr. Munyiri, Kenyatta University
3.30pm – 4.30pm	Panel discussion: (e-Tourism Frontiers, Kenya Tourism Board, KATO, Bonfire Adventures, Kenya, KAHC)	Convenor: Dr Eng. Senaji, Kenya Methodist University
4.30pm-4.50 pm	Awards ceremony	Dr Mary Mutungi, Kenyatta University
4.50pm-5.00pm	Vote of Thanks and closing	Ms Nyabisi Mengo, Karatina

MC: DR. MARY MUTUNGI, Kenyatta University

