

Prof. Eddy Kurobuza Tukamushaba
Ag. Vice Chancellor
Uganda Technology And Management University
Plot 6, Erisa Road, Kiswa, Bugolobi;
P.O Box 73307 Kampala Uganda
E-mail: etukamushaba@utamu.ac.ug
WhatsApp/Mob:+256780407615

[Summary]

I am an experienced and accomplished Hospitality and Tourism Business Management and Marketing educator with over 20 years of teaching and research experience.

Some selected outstanding contributions include:

- Developed over 10 programs in hospitality, tourism and marketing
- Supervised and trained over 1000 diploma, undergraduate and master's students
- Chaired a committee to accredit Hospitality and Tourism Programs in Namibia
- External examined exams in the School of Hotel and Tourism Management, Chinhoyi University of Science and Technology-Zimbabwe
- Provided academic and administrative leadership to 34 staff in the department of Leisure and Hospitality
- Published 43 journal articles, book chapters and conference papers with three best paper awards.
- Developed and tested a model that explains the effect of tourists' perceptions and travel motivation on memorable travel experiences.

[Career Experience]

Professor and Ag. Vice Chancellor Uganda Technology And Management University (UTAMU) (1st November –Present).

- Responsible for academic, administrative and financial affairs of the university
- Chief academic and administrative officer of the university as well as the accounting officer of the university.

Associate Professor, Stenden University of Applied Sciences-Qatar (2014-October 7, 2021)

- Improved quality of research by reviewing manuscripts for Tourism Management, Journal of International Entrepreneurship, European Journal of Tourism, Hospitality and Recreation.
- Facilitated teaching of marketing courses at the College of North Atlantic-Qatar and achieved high student satisfaction ratings.
- Developed and delivered course on “empirical business research methods” for Munich University of Applied Sciences as Visiting Professor.
- Mentored academic staff on research (such as offering research seminars, workshops on the choice of statistical analysis for different research objectives, generation of research ideas for funding and PhD, Masters, and undergraduate student supervision).
- Conducted academic workshops for academic staff.
- Collaborated with local and international teams on research projects such as Emerald-ALCS Research Fund Award 2008: Public Sector Management in Africa.
- Supervised and trained research students and enabled them to graduate with good grades and on time.
- Developed study materials for teaching for courses such as services marketing, current topics in marketing.
- Coordinated and improved the delivery for strategic hospitality management, Human resources management and research project modules.
- Supervised PhD candidates and enabled them to master the use of SPSS to analyze quantitative data.
- Improved the quality of education in Department of Tourism and Hospitality at Chinhoyi University of Technology Zimbabwe as an external examiner.
- Chaired a panel of experts for Hospitality program accreditation on behalf of National Council for Higher Education Namibia.
- Contributed as panel member of the accreditation committee to the accreditation of a Hospitality Undergraduate Program for a private University in Namibia on behalf of

Namibia Qualification Authority.

- Private Practice as Hospitality and Tourism operations consultant, Timel Hospitality and Tourism Consults Ltd Uganda <https://www.linkedin.com/in/eddy-tukamushaba-b82aaa26/>
- Providing consultancy services in Hospitality and Tourism Business operations
- Facilitating PhD and Masters research students under private tutoring arrangements from different universities

Lecturer, Makerere University Business School, Uganda (2001–2013)

- Designed curriculums for programs such as Diploma in Hotel and Restaurant Business Management, Diploma in Events Management, Bachelor of Travel and Tourism Management, Bachelor of Leisure and Hospitality Management and a Masters in Hospitality and Tourism Management at Makerere University Business School, and defending the programs and their respective curricula before Makerere University senate
- Developed course outlines for different courses for Bachelor of Travel and Tourism Management leading to its approval by Senate of Makerere University Kampala.
- Teaching and examining of students leading to high pass and graduation rates.
- Supervised undergraduate and postgraduate students research projects and dissertations
- Conducted research and disseminated findings at local and international conferences and seminars
- Supervised industrial training students in different Hotels and tour and travel related businesses.

Head of Department of Leisure and Hospitality, Makerere University Business School, Uganda (2006–2008)

- Provided academic and administrative leadership to both academic and nonacademic staff
- Spearheaded the development new academic programs and their Curriculum (Master's in Hospitality and Tourism Management, Bachelor of Travel and Tourism Management, Bachelor of Leisure and Hospitality Management, Diploma in Hotel and Restaurant

Business Management and Diploma in Events Management)

- Supervised 30 academic and 4 administrative staff in the department of Leisure and Hospitality
- Supervised the School guest house operations and catering Unit-a training wing for students in collaboration with the guest house manager.
- Member of Academic Board and attending senate meetings
- Improved quality of exams by moderating all examinations for the courses in the department
- Collaborated with different tourism and hospitality industry stakeholders resulting in securing industrial training opportunities for the many students
- Motivated all staff under my supervision by recommending promotion, accelerated salary increments and further education at master's and PhD level
- Conducted research for 4 research funded by Makerere University Business School

[Industry Work Experience (1995-2001)]

- Catering officer in a private hospital for 1 year- oversaw menu planning for admitted patients considering their dietary requirements and supervising a team of 10 kitchen and service staff
- Ensuring that purchases are made on time to ensure timely preparation of meals for all patients and staff on duty
- Waiter in the banqueting department and Bar tender in outlets of Sheraton Hotel Kampala for 3 years
- Restaurant operations manager and lecturer at Gourmet Institute of Catering Kampala Uganda for 2 years
- I oversaw commercial restaurant operations and training of students in practical skills in food and beverage service and food preparation.
- Tour operations manager for 1 year at KSL solution providers Limited Kampala
- I oversaw tour operations by ensuring efficient scheduling of company cars, drivers, and all the other required resources to conduct a successful tour

[Education Background]

- The Hong Kong Polytechnic University, Hong Kong (2010 – 2013)
Doctor of Philosophy in Hotel and Tourism Management
- The Dutch Purchasing Management Association, Netherlands (2006-2008)
Professional Diploma of Purchasing and Supplies by NEVI A AND NEVI B International
- Makerere University Kampala, Uganda (2003 – 2005)
Master of Business Administration (MBA-Marketing)
- Makerere University Kampala, Uganda (1998 – 2001)
Bachelor's Degree in Tourism Management (First Honors Class Degree)
- College of Professional Management – Britain (1996 – 1998)
Diploma in Tours and Travel Agency Management
- National College of Business Studies Nakawa, Kampala, Uganda (1993 – 1995)
Diploma in Hotel & Institutional Catering
- Kigezi High School, Uganda (1991 – 1993)
Uganda Advanced Certificate of Education (UACE)
- Mutolere Secondary School, Uganda (1987 – 1990)
Uganda Certificate of Education (UCE)

[Professional Certifications]

- *Certificate in Hazard Analysis and Critical Control Points and Certificate in Restaurant and Front Office Operations*, Gourmet Institute Kampala, Uganda & EUC SYD, Denmark (2000)
- *Certificate in Curriculum Design & Development*, Gourmet Institute Kampala, Uganda (2000)
- *Certificate in Food Service* by Sheraton Hotel Kampala (1997)
- Certified Higher Education Trainer (Pedagogy) by School of Education Makerere University (2003)
- Certified Problem Based Learning Trainer by Stenden University of Applied Sciences Netherlands (2014)

Selected Major Career Achievements

- Acquired skills on delivering lectures and tutorials in a clear manner (enhanced oral and written communication skills)
- Acquired the skill of working in teams with people from different cultural backgrounds.
- Developed independent thinking, conflict resolution, decision making & problem-solving skills

- Attained ability to conduct qualitative and quantitative research independently and in teams
- Acquired advanced data analysis skills in Structural Equation Modeling using Analysis of Moment Structures (AMOS), Linear Structural Relations (LISREL), and SMART PLS computer software
- Acquired the knowledge and unique skills of identifying and developing students' talents
- Developed excellent skill of counseling and guiding students to enable them excel
- Gained experience in guiding students to do research projects independently and in teams
- Gained skills of accommodating students' different learning needs

[Areas of Teaching Interest]

- Applied Statistics
- Research Methods (Qualitative and Quantitative)
- Data Analysis using SPSS and AMOS Computer Software
- Principles of marketing and Marketing Management
- Consumer Behavior
- Current Topics in Marketing-Digital Marketing
- Services Marketing

[Areas of Research Interest]

- Service Quality in Hospitality
- Destination Branding
- Consumer Behavior
- Digital Marketing- Social media
- Sports Marketing and sponsorship
- Consumer Experiences
- Volunteer Tourism

[Academic Merit Awards]

- 2017: Received a certificate of outstanding contribution in reviewing for Journal of Tourism Management, Elsevier.
- 2014: Received Best Paper Award at the VII International Tourism congress, 2-4 December 2014, Muscat, Oman.

Research Paper: Tukamushaba, K.E., Xiao, H., & Ladkin, A. (2014). The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding.

- 2012: Received Excellent Research Paper Award at the Tourism Sciences Society of Korea Conference, July, 2012

Research Paper: Tukamushaba, K. E, Musinguzi, D., Xiao, H., & Katongole. C. (2012). Modelling service quality improvement priorities in selected hotels for efficient service delivery

- 2010: Awarded a Highly Competitive International postgraduate Scholarship/Studentship by the Hong Kong Government to Study a PhD research degree for three years (2010 – 2013)
- 2010: Received Excellent Research Paper Award at the Academy of Management Annual Meeting, August 6-10, 2010 - Montréal, Canada

Research Paper: Moses Acquah, & Eddy Kurobuza Tukamushaba, (2010). Human Factor, Organizational Justice and Organizational Effectiveness in Sub-Saharan Africa

- 2009: Received the Best Paper Award of the International Academy of African Business and Development 10th Anniversary International Conference Hosted by Makerere University Business School Kampala, Uganda May 19 – 23, 2009
- 2008: Received Emerald - ALCS Research Fund Award 2008 Public Sector Management in Africa
- 2002: Was Recognized for Excellent Academic Performance for obtaining a First Class Honors Degree by the Faculty of Arts, Geography Department, Makerere University

[Courses Studied Extensively at the PhD Level]

- Statistics for Research in Hospitality and Tourism Management- Advanced statistics theory covering descriptive and inferential statistics

- Research Methods
- Qualitative Research Methods for Hotel and Tourism Management
- Quantitative Research Methods I for Hotel and Tourism Management – Practical application of statistics using SPSS to analyze data.
- Theories and concepts of Tourism- In-depth understanding of common theories and concepts used in tourism research
- Ethics in Research, Professional and Personal perspectives- a compulsory course for every University student
- Quantitative Methods II for Hospitality and Tourism Management

[Current active projects I am involved in]

- An evaluation of volunteer motivations, expectations, and experiences for Qatar 2022 FIFA World Cup. Submitted to Qatar National Research Fund for funding (**Lead Principal Investigator**)
- Factors affecting entrepreneurial intentions: A comparative study of Tourism and hospitality students from Poland, Portugal, Russia, Lithuania, Oman, Egypt and Qatar. Projected outcomes for this project are to publish 4 journal articles in the most outstanding indexed journals, and 1 collective book to be published under the auspices of Euro-Asia Tourism Studies Association (EATSA)
- Advisory Board member of the European Journal of Tourism, Hospitality and Recreation
Actively involved in Euro-Asia Tourism Studies Association

[Reviews Performed]

Research Review Assignments for Academic Journals

- October 6, 2021: Appointed as Associate Editor of Journal of African Business
- 2018: Reviewer for the Journal of International Entrepreneurship.
- 2014: Reviewer for Tourism Management:
- 2013: Reviewer for the Journal of International Entrepreneurship.
- 2012: Reviewer for a special issue of *International Studies of Management and Organization* (ISMO).

Research Review Assignments for Academic Conferences

- 2015: Reviewer for the 21st APTA International Annual Conference to be held in Kuala Lumpur, Malaysia at Taylor's University May 14-17, 2015.
- 2013: Reviewer for the World Conference of Hospitality, Tourism and Event Research and International Convention and Expo Summit to be held at Siam University, Bangkok Thailand, May 25-28, 2013.
- 2011- Reviewer for the Annual Academy of Management meeting conference held in San Antonio, TX, August 12-16-2011.
- 2011: Reviewer of Research Papers for World Research Summit for Hospitality and Tourism held in Kowloon, Hong Kong, December 10-12, 2011.
- 2009: Reviewer for the 10th Annual International Conference -International Academy of African Business and Development (IAABD) held at Makerere University Business School May 19-23, 2009.
- 2006 –2013- Reviewer for the Faculty of Marketing and Hospitality Management funded research projects by academic staff, Makerere University Business School, Uganda.

Summary of Research Productivity and Special Trainings (please refer to Appendix 1, pages 10- 19 for details)

- 14 Research Articles Published in Academic Journals
- 12 Published Book/Book Chapters
- 17 Academic Conference Papers
- 4 Research Theses
- 2 Non-Refereed Articles
- 3 Other Academic Research Presentations
- 2 Excellence in Student Supervision
- 2 Review Assignment for Academic Journal
- 5 Review Assignments for Academic Conferences
- 4 Special Trainings Received
- 3 Special Workshops Conducted, 3 Research dissemination indicators

Appendix 1

Research Productivity:

(a) Research Articles published in Academic Journals

Belmiro D. S., & **Tukamushaba, E. K.** (2020). The effect of employees' behaviour on organisational competitiveness in hospitality. *Research in Hospitality Management*, 10(1), 43-49. <https://doi.org/10.1080/22243534.2020.1790208>

Tukamushaba, K. E., Xiao, H., & Ladkin, A. (2017). Self-transcendence: an alternative explanation for voluntourism in developing countries. *International Journal of Sustainable Society*, 9(1), 61-75

Tukamushaba, K. E., Xiao, H., & Ladkin, A. (2016). The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding. *European Journal of Tourism and Hospitality Research*, 7(1), 2-12. ISSN (Online) 2182-4924, DOI:[10.1515/ejthr-2016-0001](https://doi.org/10.1515/ejthr-2016-0001)

Acquaah, M., & **Tukamushaba, K. E.** (2015). Human factor, justice and organizational effectiveness in Africa. *Journal of Managerial Psychology*, 30(3), 320-335.

Manhas, P., & **Tukamushaba, K. E.** (2014). Understanding service experience and its impact on brand image in hospitality sector. *International Journal of Hospitality Management*, 45, 77-87.

Tukamushaba K. E., & Babu, G. (2014). Service quality assessment of tourism related transportation and government services. A study of the Hong Kong tourism industry. *International Journal of Hospitality and Event Management*, 1(1), 2-43.

Smith, S., Xiao, H., Nunkoo, R., & **Tukamushaba, K. E.** (2013). Theory in hospitality, tourism, and leisure research. *Journal of Hospitality Marketing and Management*, 22(8), 875-894.

Tukamushaba, K. E., Lin, V., & Bwire, T. (2013). Modeling and forecasting inbound tourism demand for long-haul markets of Beijing. *Journal of China Tourism Research*, 9(4), 489-506.

Tukamushaba, K. E., & Xiao, H. (2012). Hospitality and tourism education in Uganda: An integrative analysis of students' motivations and industry perceptions. *Journal of Teaching in Travel and Tourism*, 12 (4), 332-357.

Tukamushaba, K. E., & Oketch, R. N. (2012). Nature or nurture? Determination of whether

distance or destination attributes accounts for the observed differences in profiles of the markets at the destinations. *International Journal of Business and Management Studies*, 1(1), 253-266.

Tukamushaba K. E., Musiguzi, D., Katongole C., & Xiao, H. (2012). Modeling service quality improvement priorities in selected hotels for efficient service delivery. *International Journal of Tourism Sciences*, 12(2), 21-43.

Gbadamosi, A., Hinson, R., **Tukamushaba, K. E.**, & Ingunjiri, I. (2012). Children's attitudinal reactions to Television Advertisements: The African Experience. *International Journal of Market Research*, 54(4), 543-566.

Tukamushaba, K. E., Orobia, L., & Babu, P. G. (2011). Development of a conceptual model to understand international social entrepreneurship and its application in the Ugandan context. *Journal of International Entrepreneurship*, 9(4), 282-298.

Tukamushaba, K. E., & Oketch, R. N. (2011). Tourism training and education, Community empowerment and Participation in tourism planning and development. A case of Uganda. *Journal of Tourism*, XII (1), 1-24.

(b) Published Book/Book Chapters

Musinguzi, D. & **Tukamushaba, E.** (forthcoming 2022), 'Gorilla trekking' in D. Buhalis (ed.), *Encyclopedia of Tourism Management and Marketing*, Cheltenham, UK and Northampton, MA, USA: Edward Elgar Publishing. https://youtu.be/yQuZ3a_xKac.

Tukamushaba, K. E., & Musinguzi, D. (2021). Uganda tourism. In J. Jafari & X. Honggen(Eds.). *Encyclopedia for Tourism*. Frankfurt: Springer (*Updated under review*)

Musinguzi, D., **Tukamushaba, K. E.**, & El Khatib, R. (2021). Qatar Tourism. In J. Jafari & X. Honggen(Eds.). *Encyclopedia for Tourism*. Frankfurt: Springer (*Updated under review*)

Tukamushaba, K. E., & Musinguzi, D. (2018). Faith, religion, and young consumer behaviour. In A. Gbadamosi(Ed), *Young Consumer Behaviour* (pp.334-346).New York, Routledge.

Tukamushaba, K. E., & Musinguzi, D. (2016). Evaluation of Problem Based Learning as a Teaching and Learning Method in Social Sciences. In H. Blom (Ed.). *Learning Inquisitiveness* (Chapter: 13), Stenden University of Applied Sciences

Acquaah, M., Amoako-Gyampah, K., & **Tukamushaba, K. E.** (2016). *Organizational Justice and Employee Job Effectiveness in Family Businesses in Uganda: The Mediating Role of Organizational Support*. In Acquaah, M, (Ed.). New York; Palgrave Macmillan.

- Tukamushaba, K. E., & Musinguzi, D.** (2015). Uganda Tourism. In J. Jafari & X. Honggen(Eds.). *Encyclopedia for Tourism*. Frankfurt: Springer ([doi:10.1007/978-3-319-01669-6_538-1](https://doi.org/10.1007/978-3-319-01669-6_538-1))
- Musinguzi, D., **Tukamushaba, K. E., & El Khatib, R.** (2015). Qatar Tourism. In J. Jafari & X. Honggen(Eds.). *Encyclopedia for Tourism*. Frankfurt: Springer ([doi:10.1007/978-3-319-01669-6_533-1](https://doi.org/10.1007/978-3-319-01669-6_533-1)).
- Musinguzi, D., **Tukamushaba, K. E., Katongole, C., & Obua, J.** (2014). Rainforest primate tourism in Uganda. In B. Prideaux (Ed.). *Rainforest Tourism, Conservation and Management: Challenges for Sustainable Development* (p.275-288). London: Routledge.
- Acquaah, M., & **Tukamushaba K. E.** (2012). The human factor, organizational support and organizational effectiveness. *Management in Africa: Macro and Micro perspectives*. In T.R. Lituchy, B.J. Punnett & B. B. Puplampu (eds.) pp. 291-317. New York: Routledge
- Tukamushaba, K. E., & Ahumuza, G. I.** (2008). *Introduction to computer software applications*. Kampala: Makerere University Printery. ISBN:9970-063-08-1. 1st Ed.
- Tukamushaba, K. E.** (2000). *Nutrition and Dietetics. A handbook for teaching nutrition and dietetics in tertiary institutions*. (Monograph).

(c) Academic Conference Papers

- Acquaah, M., Amoako-Gyampah, K., & **Tukamushaba, K. E.** (2016). *Organizational Justice, POS and Employee Job Effectiveness in Family-Owned Businesses in Uganda*. A Divisional Paper session at the 2016 Academy of Management Meeting, August 5-9 in Anaheim, California.
- Tukamushaba, K. E., Xiao, H., & Ladkin, A.** (2016). Self-transcendence: An alternative explanation for voluntourism in developing countries. Research paper to be presented at the 3rd International Conference on Emerging Research Paradigms in Business and Social Sciences (ERPSS), 24-26 November, 2016, Park Hyatt Dubai, Dubai Creek.
- Tukamushaba, K. E., Xiao, H., & Ladkin, A.** (2014). The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding. Research Paper Presented at the VII International Tourism congress, 2-4 December 2014, Muscat, Oman.
- Tukamushaba, K. E., Xiao, H., & Ladkin, A.** (2013). The influence of memorable travel experience components on memorability and behavioral intention: A structural equation modeling approach. *Research Paper Presented at the 3rd International Conference on Advances in Hospitality and Tourism Marketing and Management*, Taipei, Taiwan, June 25-30, 2013.
- Musinguzi, D., **Tukamushaba, E. K., Gerkin, K., Nair, G., & ElKhatib, R.** (2013). A critique of tourism conferences. *Research Paper Presented at the 3rd International Conference on Advances in Hospitality and Tourism Marketing and Management*, Taipei, Taiwan, June 25-30, 2013.
- Tukamushaba, E. K., Musinguzi, D., Katongole, C., & Xiao, H.** (2012). Modelling service quality improvement priorities in selected hotels for efficient service delivery. *Research*

Paper Presented at The 2012 TOSOK International Tourism Conference, Ulsan, Korea, July 4 – 6, 2012.

- Tukamushaba, K. E., & Oketch, R. N.** (2012). Nature or Nurture? Determination of whether distance or destination attributes accounts for the observed differences in profiles of the markets at the destinations. *International Conference for Academic Disciplines proceedings* May 27-31, 2012, Harvard University, 10 Garden Street, Cambridge, Massachusetts 02138.
- Tukamushaba, K. E., & Xiao, H.** (2011). Hospitality training effort in universities and actual skill requirements in the hospitality industry. An analysis of Uganda's situation. *The ApacChrie Conference proceedings on Hospitality and Tourism Education*. 2-5 June, 2011, The Hong Kong Polytechnic University, School of Hotel and Tourism Management.
- Acquaah, M., & **Tukamushaba, K. E.** (2010). Human factor, organizational justice and organizational effectiveness in Sub-Saharan Africa. *Academy of Management Annual Meeting Proceedings*, (pp.1-6) [Business Source Complete. ISSN: 21516561.
- Acquaah, M., & **Tukamushaba, K. E.** (2009). Human Factor, organizational Justice and Perceived Organizational Effectiveness: An Empirical Analysis from Ghana and Uganda. *International Academy of African Business and Development (IAABD) Peer-Reviewed Proceedings of the 10th Annual International Conference: Makerere University Business School 19th-23, May 2009* (Ed): Simon Sigué, ISBN: 0-9765288-4-3 Volume 10.
- Tukamushaba, K. E., & Katongole, C.** (2009). Determining service quality improvement priorities in selected hotels in Kampala city. International. *Academy of African Business and Development (IAABD) Peer-Reviewed Proceedings of the 10th Annual International Conference: Makerere University Business School 19th-23, May 2009* (Ed): Simon Sigué, ISBN: 0-9765288-4-3 Volume 10.
- Tukamushaba K. E.** (2008). The interaction between perceived physical fitness, mood at work, Job satisfaction, and organizational citizenship behaviour. *International Academy of African Business and Development (IAABD) Peer-Reviewed Proceedings of the 9th Annual International Conference: The University of Florida Gainesville, Florida May 20- 24, 2008* (Ed): Simon Sigué, ISBN: 0-9765288-3-5 Volume 9.
- Tukamushaba, K. E.** (2008). Total cost of ownership and supplier selection: A case of Makerere University Business School catering unit. *International Academy of African Business and Development (IAABD) Peer-Reviewed Proceedings of the 9th Annual International Conference: The University of Florida Gainesville, Florida May 20-24, 2008* (Ed): Simon Sigué, ISBN: 0-9765288-3-5 Volume 9.
- Tukamushaba, K. E., Katongole, C., & Aporu, P.** (2007). The Interaction between Tourism enabling environment, investment in tourism and poverty reduction in communities around protected areas. The case study of Bushenyi district, south-western Uganda. *The 4th Annual International Operational Research Society of Eastern Africa (ORSEA) Conference*.
- Tukamushaba, K. E.** (2006). Fostering Social Entrepreneurship in Uganda. A case of Kabale District. *12th Annual International conference proceedings*. November 21st -24th.

Academic Conference.

Tukamushaba, K. E., and Turyakira, P. (2003). Physical fitness and Employee productivity.

10th Annual International conference proceedings. Business Conference.

Tukamushaba, K. E (2002). A sustainable Approach to the development of Community Tourism in Uganda. *9th Annual International conference proceedings.* December 3rd -6th. Business Conference. ISBN: 9970-420-19-6.

(d) Research Theses

Tukamushaba, K. E. (2013). *Tourists' perceptions, travel motivation and memorable travel experience. A case of Uganda.* Ph.D. Thesis. The Hong Kong Polytechnic University, Hong Kong.

Tukamushaba, K. E. (2008). *Total cost of ownership and supplier selection. A case of Makerere University Business School Catering Unit.* Thesis for the award of NEVI A & B International. The Dutch Purchasing Management Association

Tukamushaba, K. E. (2005). *Perceived physical fitness and organizational citizenship behavior.* Master's Thesis. Makerere University Kampala Uganda.

Tukamushaba, K. E. (2001). Hospitality manpower training requirements. Challenges and opportunities. A case of Gourmet Institute of Catering, Kampala Uganda. Undergraduate thesis. Makerere University Kampala

(e) Non-Refereed Articles

Tukamushaba, K.E. (2008). Gifted by Nature" not a destination brand. *The New vision,* Thursday, October 30, p.15.

Tukamushaba, K.E. (2004) Physical fitness and Stress. *MBA Business Magazine.* pp. 15-16

(f) Other Academic Research Presentations

Tukamushaba, K. E. (2008). Potential of domestic tourism market and implications for sustainable tourism in Uganda. A Research project funded by Makerere University Business School Faculty of Marketing and Hospitality Management Research.

Tukamushaba, K. E., Aporu, J., & Katongole, C. (2007). Tourism enabling environment, investment in tourism and poverty reduction in communities and protected areas: A case study of Bushenyi District in Western Uganda. A Research project funded by Makerere University Business School Faculty of Marketing and Hospitality Management Research.

Tukamushaba K. E. (2006). Tourism and poverty reduction in developing countries. A research project funded by Makerere University Business School Faculty of Marketing and Hospitality Management Research.

(g) Excellence in Student Supervision

- Successfully supervised over 50 students for their undergraduate research projects and all of them have graduated.
- Successfully reviewed over 40 Masters Students proposals and they have all successfully completed.

(h) Special Training Received and Workshops Conducted

(a) Special Trainings Received

(i) Special Training in University Teaching, Makerere University (2003)

- Pedagogical training- Developed skills to identify Trainee's needs in adult learners.
- Curriculum Design and Development- Skills in developing the right curriculum that suits the needs of all students in the program being offered.

(ii) Special Training in University Teaching, The Hong Kong Polytechnic University


- ❖ 2010/2011- Basic Teaching techniques for Research Staff and Research Students (BTTR) Training (*Certificate Issued*)
- ❖ 2010/ 2011. Library resources usage (*Certificate issued*).
- ❖ 2012/2013 - Helping Students to become good learners Training (*Certificate Issued*)

(i) Special Workshops Conducted

- Prepared a training programme for Uganda Wildlife Authority to train its staff and other stake holders in the areas of Tourism product development, Customer care, Tourism Marketing, Tour guiding Principles, Tourism trends and development [Workshops Funded by World Bank through Private sector Foundation].
- Trained Uganda wildlife Authority senior staff at Kyakwanzi and Bwindi Impenetrable National Park in Customer Care and Pleasantry Management in Uganda.
- Trained 25 senior staff of Central Inn Entebbe in Uganda in Customer Care, Communication Skills and Tour Operations Management.

(j) Research dissemination indicators

a) ResearchGate



Eddy Tukamushaba
i1 12.84 · Ph.D in Hotel & Tourism Mgt · [Edit your information](#)
Add your current activity

[Add new research](#) +


Overview Research Experience Stats **Scores** Following Saved List

RG Score ⓘ
12.84

Breakdown:

- 97.11% Publications
- 0.53% Questions
- 2.17% Answers
- 0.20% Followers

Percentile:
Your score is higher than 55% of all ResearchGate members' scores.



h-index ⓘ
8

h-index
8
excluding self-citations

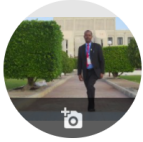
Top h cited research:
Understanding service experience and its impact on brand image in hospitality sector
Article November 2014 · International Journal of Hospitality Management
[See more](#)

Stats overview

303.5 Research Interest ⓘ More details	239 Citations ⓘ View	16 Recommendations ⓘ Show breakdown	38,545 Reads ⓘ Show breakdown
---	---	--	--

Source: <https://www.researchgate.net/profile/Eddy-Tukamushaba/scores>

Google Scholar



Eddy K. Tukamushaba

FOLLOW

Uganda Technology And Management University

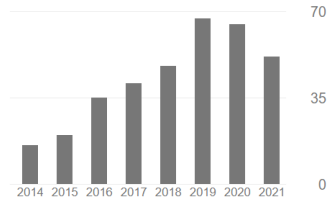
No verified email - [Homepage](#)

[Digital Marketing](#) [service quality](#) [consumer behavior](#) [destination branding](#) [Volunteer Tourism](#)

<input type="checkbox"/>	TITLE			CITED BY	YEAR
<input type="checkbox"/>	Understanding service experience and its impact on brand image in hospitality sector PS Manhas, EK Tukamushaba International Journal of Hospitality Management 45, 77-87			111	2015
<input type="checkbox"/>	Development of a conceptual model to understand international social entrepreneurship and its application in the Ugandan context EK Tukamushaba, L Orobia, BP George Journal of International Entrepreneurship 9 (4), 282-298			64	2011
<input type="checkbox"/>	Children's attitudinal reactions to TV advertisements: the African experience A Gbadamosi, RE Hinson, EK Tukamushaba, I Ingunjiri International Journal of Market Research 54 (4), 543-566			37	2012
<input type="checkbox"/>	The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding EK Tukamushaba, HG Xiao, A Ladkin De Gruyter			34	2016
<input type="checkbox"/>	Theory in hospitality, tourism, and leisure studies SLJ Smith, H Xiao, R Nunkoo, EK Tukamushaba			31	2013

Cited by [VIEW ALL](#)

	All	Since 2016
Citations	356	309
h-index	8	8
i10-index	7	6



Public access [VIEW ALL](#)

0 articles	2 articles
not available	available
Based on funding mandates	

Source: <https://scholar.google.com/citations?user=D8OzIUuAAAAJ&hl=en>

Other sources of research dissemination and impact

MOST DOWNLOADED ARTICLES



1. [The index of tourist satisfaction with Lithuania by Pilelienė, Lina and Griqaliūnaitė, Viktorija](#)
2. [Does tourism contribute significantly to the Greek economy? A multiplier analysis by Kasimati, Evangelia](#)
3. [The effect of tourists' perceptions of a tourism product on memorable travel experience: Implications for destination branding by Tukamushaba, Eddy K / Xiao, Hongqen and Ladkin, Adele](#)
4. [Cultural Tourism by Naumov, Nikola](#)
5. [Role of tour guides on tourist satisfaction level in guided tours and impact on re-visiting Intention: a research in Istanbul by Çetinkaya, Mehmet Yavuz and Öter, Zafer](#)
6. [Risk management for sustainable tourism by Ural, Mert](#)
7. [The impact of other customers and gender on consumer complaint behaviour in the Ecuadorian restaurant setting by Fan, Alei \(Aileen\) / Van Hoof, Hubert B / Loyola, Sandra Pesantez / Lituma, Sebastián Calle and Granda, Marlene Jaramillo](#)
8. [Customer delight: perception of hotel spa consumers by Elias-Almeida, Anabela / Miranda, Francisco Javier and Almeida, Paulo](#)
9. [Editors' note](#)

<http://www.degruyter.com/view/j/ejthr.2016.7.issue-1/ejthr-2016-frontmatter1/ejthr-2016-frontmatter1.xml>

END