

CURRICULUM VITAE - SHEPHERD NYARUWATA

SUMMARY OF KEY COMPETENCES

- Excellent management and leadership skills
- Experience in developing Community Based Tourism Strategies and Programmes
- Experience in the development of Tourism Strategic Development Plans
- An outstanding record in crafting Strategic Marketing Plans for tourist destinations and private sector companies
- Expertise in Institutional Framework and Human Resource development
- Experience in tourism policy formulation and development at national and regional levels
- Excellent ability to lead multidisciplinary consultancy teams
- In-depth knowledge in community based tourism research
- Ability to engage at different levels in government, the private sector and communities
- A passion for teaching and research in the tourism field
- Ability to develop learning materials and initiate new courses in tourism and leisure studies
- Experience in the production of on time quality consultancy reports
- Excellent workshop facilitating skills

AREAS OF RESEARCH INTEREST

- Destination Marketing and Promotion
- Community Based Tourism and Natural Resource Utilization
- Tour operations Management and Technology
- Regional Tourism Planning and Development
- Tourism Management and Gender Mainstreaming

PART B: EDUCATION

2013-present	PhD Candidate: University of Zimbabwe; Faculty of Commerce
1983-1984	UNIVERSITY OF STRATHCLYDE:SCOTLAND Master of Science:(TOURISM) Thesis: Tourism Marketing in Kenya and Zimbabwe: A Comparative Analysis
1976-1980	OXFORD UNIVERSITY:ENGLAND BA Hons; Geography, MA.Post Graduate Certificate in Education. Undergraduate Thesis: The Influence of Tourism in the Urban Environment of Oxford
1988	World Tourism Organization: Diploma in Tourism Planning
1987-1988	Institute of Chartered Secretaries:CIS Parts A and B
1969-1974	Mzilikazi Secondary School: Bulawayo School Head boy; School Athletics Captain and School Football Vice Captain

1967-1968	St Patrick's Primary School: Bulawayo
1961-1966	Eastern Highlands Tea Estate School: Nyanga

PART C WORK EXPERIENCE

August 2009- Present	<p>Lecturer in Tourism at the University of Zimbabwe I lecture both undergraduate and masters programme students. Main areas of interest are: Tourism Planning and Management, Tourism Marketing and Promotion, Regional Tourism Development, Tour Operations Management Community Based Tourism Development.</p>
Jan 2006- July 2009	<p>INDEPENDENT TOURISM CONSULTANT Associates were hired as per project requirements</p>
	<p>My main role has been that of sourcing and bidding for projects, supervising partners and junior staff and ensuring quality and efficient delivery of projects undertaken. In January 2006 I was subcontracted by CHL of Ireland to carry out the EU/SADC Tourism Investment Promotion Initiative in Zimbabwe, Malawi, Zambia and DRC. The initiative generated a substantial number of projects from project promoters from the four countries looking for potential partners from EU and third countries.</p>
May 1997- Dec 2005	<p>EXECUTIVE DIRECTOR: REGIONAL TOURISM ORGANIZATION OF SOUTHERN AFRICA (RETOSA) The job involved the overall management of the organization. This entailed being accountable for the organization's financial resources, its personnel, its programs and its projects.</p> <p>During the first year of operation I was able to organize a public/private sector workshop that assisted in identifying the priority areas that the organization needed to focus on. Subsequently a five year business plan was developed and approved by the board of directors of the organization.</p> <p>I was instrumental in the development of public/private sector partnership marketing programs in the region. From 1998 onwards I successfully organized the participation of the organization at the major travel exhibitions like WTM in London, ITB in Berlin and Top Resa in France. I was also instrumental in the development of partnership marketing programs with overseas tour operators who sell holidays to the region.</p> <p>As the Chief Executive Officer of the organization it was my responsibility to serve as secretary to the board of directors of RETOSA. This entailed among other things coordinating with national authorities hosting the meeting and presentation and defending of the organization's budget and projects brought before the board.</p> <p>The position enabled me to interface with the key stakeholders at the highest level in the industry in the region and globally. These have included chief executives of companies, heads of ministries of governments, heads of international organizations and government ministries</p> <p>To date RETOSA has been established as the most creditable regional tourism organization in Africa coordinating the overall development of tourism.</p>

July 1994- April 1997	OPERATIONS MANAGER: Tourism Services Zimbabwe. The post entailed supervising the staff that cost all the jobs that came into the office from clients. It further involved managing the company's fleet of vehicles and ensuring that all clients booked through the company receive the services they would have paid for. The post also entailed assisting the general manager in the overall running of the company and ensuring its viability.
March 1993- June 1994	GENERAL MANAGER:RAINBOUR TOURS AND TRAVEL The post involved the overall running of the company and ensuring its viability. I took over the company when it was making losses every month. I was able to turn round the company within a period of twelve months and register profits. This resulted in the company becoming attractive to overseas investors. Serious negotiations took place at the beginning of 1994 and by midyear a joint venture company - TOURISM SERVICES ZIMBABWE - had been established. It commenced its operations in July of the same year. Part of the agreement was that the overseas partner would be given the contract to manage the company. This necessitated restructuring the management of the company.
1989-Feb 1993	DIRECTOR OF MARKETING , RESEARCH AND PLANNING;ZIMBABWE TOURIST DEVELOPMENT CORPORATION I was responsible for developing and executing the national tourism marketing plans which involved marketing of Zimbabwe internally and externally. I was also responsible for initiating, carrying out and managing research projects of the organization including supervising of consultants
1987-1988	DIRECTOR OF RESEARCH AND PLANNING The post entailed undertaking research projects for the corporation and supervising consultants working on the organization's research projects.
1984-1986	RESEARCH AND PLANNING MANAGER The post entailed undertaking similar work as above under the supervision of a director of the division.
1983	MARKETING OFFICER The post involved undertaking marketing and promotional activities of the corporation. I worked in this position for a short period as I was sent overseas on a staff development programme.

PART D PUBLICATIONS

November 2016	Impact of dollarization on the tourism industry in Zimbabwe. In A.Mukochekanwa eds: Impact of dollarization on the Zimbabwean economy: UZP
October 2016	Usefulness of tour operators' websites for the distribution and selling of holiday products and services: The case study of websites of tour operators in Zimbabwe. International Journal of Innovation and

	Research, vol 5, issue 12, pp 253-260 (2016) ISSN:2278-0211
June 2015	The adoption of social media platforms in tourism and hospitality marketing: The case of small and medium scale enterprises (SMEs) in Harare. International Journal of Development and Sustainability.vol 4 number 6(2015) pp635-649.
May 2015	Tourism Development: Experiences from the Southern African Development Community (SADC) (book manuscript accepted for publication by University of Zimbabwe Publications).
May :2015	Challenges in the Role of the Travel Agent in Tourism in Zimbabwe: University of Zimbabwe Business Review
August:2013	Impact of Political Instability on Tourism Development: A comparative Analysis of Mauritius and Zimbabwe since Independence: The Journal of Tourism and Peace Research, (3(2) pp43-56)
June: 2013	Gender Equity and Executive Management in Tourism : Challenges and Perspectives in Southern African Development Community (SADC) Region: African Journal of Business Management (vol.7:21 pp 2059-2070)
June: 2013	An Evaluation of the Value Addition Associated with Exhibiting at Sanganai/Hlanganani World Travel and Tourism Africa Fair in Harare, Zimbabwe: Research Findings from the 2011 Fair Held at Rainbow Towers in Harare; International Journal of Physical and Social Sciences(IJPSS)(vol 3, issue 6 :2013)
April:2013	Positioning the Zimbabwe Tourism Sector for Growth: Issues and Challenges; Zimbabwe Economic Policy Analysis and Research Unit (ZEPARU) Occasional Papers, ISBN No:978-0-7974-5582-5
2012	Knowledge, attitudes and practices on the contribution of solar energy to sustainable tourism development: Empirical evidence from Zimbabwe: International Journal of Development and Sustainability(vol.1 number 2,2012)
2011	Tourism, Biodiversity Conservation and Rural Communities in Zimbabwe: Journal of Sustainable Development in Africa (volume 13, No 8 2011) Clarion University of Pennsylvania:USA.
2000	RETOSA and Tourism Development Corporation in Southern Africa; In Peter Dieke: The Political Economy of Tourism Development in Africa. Cognizant Publishers. New York
1999	Southern Comfort -- In World Travel and Tourism Development THG. International Publishing holdings.
1995	The Tourism Industry in Zimbabwe; in Senior School Atlas for Zimbabwe
1987	Tourism Development and Promotion in Zimbabwe; in TABEX Encyclopaedia Zimbabwe :Quest Publishing ;Harare 1987
1986	European Market for African Destinations - Tourism Management. March 1986, Butterworth Publications, UK.

PART E CONSULTANCY PROJECTS

Nov 2015-present	Development of Zimbabwe Tourism Master Plan with Keios Consulting: Community Based Tourism Expert and Project Deputy Team Leader
April 2013	Positioning the Zimbabwe Tourism Sector for Growth: Issues and Challenges; Team Leader, in association with: Sanderson, A.Nyamadyawo,&Moyo,C. Zimbabwe Economic Policy Analysis and Research Unit (ZEPARU)
Dec 2011-June 2012	SADC:Infrasture Development Master Plan(Tourism Section)
April 2011-July 2011	RETOSA —Study on the Identification of Bottlenecks to Free Trade in Tourism Services in Southern Africa Lead consultant
Sept-Oct 2008	CAMPFIRE ASSOCIATION, Zimbabwe —Skills Audit, Development and Implementation of Capacity Building Programme for Stakeholders Involved in Community Based Tourism Enterprises
Oct.2007	CAMPFIRE ASSOCIATION, Zimbabwe -Marketing and Sales Strategy for Campfire Association Eco-Tourism Enterprises.
June 2007	EU/ACP –ProInvest Management Unit (CDE) consultant to the workshop on; Enhancing Investment in Tourism, Trade Arrangements and Public-Private Dialogue in Eastern and Southern Africa. Kampala, Uganda.
Apri-Jun.2006	Zimbabwe Tourism Authority: Zimbabwe National Tourism Marketing Plan and Strategy; Lead Consultant
Jan.-March 2006	ESIPPI: Tourism Investment Promotion Initiative for the EU/SADC— investment facilitator for Zimbabwe, Malawi, Zambia and DRC.
1996	World Bank Tourism PHRD Initiative -- Zimbabwe Project.
1995	SADC Press Trust: The Year Book of Tourism in SADC-- Project coordinator and editorial consultant
1994	Zimbabwe Tourist Dev.Corporation: Tourism Development; Socio-Economic Impact Study; the Victoria Falls Area;
1993	EC: The Domestic Market (Zimbabwe) for the EC Tourism Project in Zimbabwe

PART G ACADEMIC

2012-present	Tourism course reviewer; Namibia Polytechnic
2001 - 2003	External examiner tourism - Midlands State University – Zimbabwe
2000 - 2003	Visiting Lecturer - Tourism - University of Pretoria - South Africa

Part H BOARD/COMMITTEE MEMBERSHIP

Jan 2012-present	Member: National Tourism and Heritage Advisory Council
2009-present	Board member: Sustainable Tourism Enterprise Promotion Trust (STEP)
2010-present	Committee member: National Economic Consultative Forum
2007-2010	Board member Zimbabwe Tourism Authority
2009-2011	Church Warden and Councillor: All Souls Church, Mount Pleasant
2006-present	Trustee-Shelea Family Trust