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Education Ph.D. Parks, Recreation and Tourism Management
Clemson University
Clemson, South Carolina
December 2018
Thesis title: *Influence of Consumer Involvement on Tourist Information Search: Application of Economics of Information Theory at a Destination.*

Master of Tourism Management
Victoria University of Wellington
Wellington, New Zealand
May 2010
Thesis title: *Tourism Distribution Channels in the Northern Tourist Circuit of Tanzania.*

Bachelor of Science in Wildlife Management
Sokoine University of Agriculture
Morogoro, Tanzania
November 2006.
Research project: *Existing and Potential Threats to Lake Babati Wetland.*

Work history August 2019 to date: Post-Doctoral Research Fellow (Tourism Marketing & Management), Department of Recreation, Park, and Tourism Sciences, Texas A&M University, Texas - USA.

December 2018 to July 2019: Post-Doctoral Research Fellow (Tourism Marketing), Department of Parks, Recreation and Tourism Management, Clemson University, South Carolina - USA.

August 2014 – December 2018: Graduate Teaching Assistant, Department of Parks and Tourism Management, Clemson University, South Carolina.

May-August 2016: Intern Researcher in Tourism Marketing and Analytics, Cleveland Metroparks, Ohio – USA.

August 2011 – August 2014: Principal Tourism Marketing Officer, Tanzania Tourism Board, Dar es Salaam, Tanzania.

September 2010 - July 2011: Assistant Lecturer & Tourism Program Coordinator, Sokoine University of Agriculture, Morogoro, Tanzania.

January 2007 – December 2008: District Game Officer, Mvomero District Council, Morogoro, Tanzania.

November 2007: Volunteer, EarthWatch International, Great Rift Valley Baseline Studies on Local livelihoods and biodiversity baseline studies: Ewaso Njiro-Shompole Swamp-Lake Natron Ecosystem (Kenya & Tanzania).

July-December, 2006: Assistant Researcher, Apopo Rodent Project, Sokoine University of Agriculture.

2003-2006 (May-August every year): Field practical/internships in various national parks (Serengeti, Kilimanjaro, Arusha, Tarangire, Lake Manyara, Mikumi, Mount Udzungwa, Mkomazi, Saadani & Ruaha).

Research & Publications Skye Gerald Arthur-Banning, David Jameyson, Katrina Black, **Peter J. Mkumbo** (2018). An Epidemiology of Sport Injury Rates Among Campus Recreation Sport Programs. *Rehabilitation Science*. Vol. 3, No. 2, 2018, pp. 38-42.

Mkumbo, P.J., H. Schanzel, & M. Lueck (2017). Customer Co-Creation of Tourist Experiences in Safari Destinations: A Review of Tanzania Tourism Industry. The ATLAS Africa, tourism conference, June 6-9, 2017, Eldoret, Kenya.

Peter W. Metcalf, **Peter J. Mkumbo**, Zachary D. Miller, Gina L. Depper & Jenn Thomsen (2017). Into the Second Century of the National Park Service: A Synthesis of Student Perspectives for the 100 years. *The GWS Journal of Parks, Protected Areas & Cultural Sites*, volume 34 (3).

Mkumbo, P.J. (2016). The Influence of Online User-Generated Content in Destination Marketing (A short review) Presented at PhD workshop ENTER2016 Conference 2-5th February 2016, Bilbao, Spain.

John T. Mgonja, Agnes Sirima & **Peter J. Mkumbo** (2015): A review of ecotourism in Tanzania: magnitude, challenges, and prospects for sustainability, *Journal of Ecotourism*, DOI: 10.1080/14724049.2015.1114623.

Mkumbo, P.J. (2015). Linking Urban and Rural Tourism: Distribution of Accommodation Services. A paper presented at the conference about Linking Rural and Urban Tourism 12th – 15th September 2015, Fairfax, Virginia, USA.

Mgonja, J & **P.J. Mkumbo** (2015). The Nexus Between Tourism, Conservation, and Local Community Livelihoods in Northern Tanzania. A paper presented at the George Wright Society 2015 Conference, 28th March – 2nd April 2015 – Oakland, California, USA. (50% contribution)

Mkumbo, P.J. (2011). Visitor Management in Protected Areas for Sustainable Tourism. A paper presented at the 7th ATLAS Africa Conference in June 2011 (Kampala, Uganda).

Muganda, M., A. Sirima, B. Moshy & **P.J. Mkumbo** (2012). Sharing Tourism Benefits with the Local Community: Business Perspective from the Grassroots in Tanzania. *Ethiopian Journal of Environmental Management. Vol 5 (3), 2012.*

Mkumbo, P.J. (2010). Tourism Distribution Channels for Photographic Safaris in the Northern Tourist Circuit of Tanzania. A paper presented at the International Conference on Sustainable Tourism in Developing Countries (ICST-DC) 10th-11th August 2010, University of Dar-es-Salaam. Included in the conference proceedings.

Mkumbo, P.J. (2010). Master thesis “Tourism Distribution Channels in the Northern Tourist Circuit of Tanzania” thesis submitted on 1st March 2010. Victoria University of Wellington.

Mkumbo, P.J. (2008). Visitor Management in Wildlife Protected Areas: New Zealand Experience presented at the 13th Annual Waikato Management School Student Research Conference October 2009. Waikato University, Hamilton- New Zealand.

Consultancies and extension services Sirima, A., Kitasho, N., Mangewa, L., **Mkumbo, P.J.**, and Kija, H. (2017). Development of a tool to assess health and viability of Wildlife Management Areas in Tanzania. Commissioned by USAID

Kaitlin Burroughs, Janae Davis, Tian Guo, **Peter J. Mkumbo**, Ojetunde

Ojewola, Aleksandra N. Pitt, Robert Powell, Ryan Sharp, Geoffrey Riungu, Rose I. Verbos (2015). Great Sand Dunes National Park and Preserve: A Social Sciences Needs Assessment. Colorado, USA.

Mkumbo, P.J. (2013). Workshop on tourism planning, management, and marketing. Contracted as a resource person. Morogoro Municipality – Tanzania

Kashaigili, J., R. Mwamakimbullah, D. Shirima, A. Sirima, **P.J. Mkumbo** (2012). Mapping of the Coastal Forests of Tanzania and Social Economic Activities. WWF-Tanzania.

Enock Chambile & **P.J. Mkumbo** (2010). Environmental Impact Assessment for establishing a campsite in Wami-Mbiki Wildlife Management area. Wami-Mbiki Society.