

FLORENTINE KABEFU HOSPITALITY & TOURISM PROFESSIONAL CV



Born 25th April 1982
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Objective:

Seeking to leverage my extensive experience and expertise in tourism management, value chain development, and capacity building to contribute effectively to a globally focused organization. Committed to promoting sustainable tourism practices and fostering economic growth in target regions through strategic partnerships and innovative solutions.

Professional Interests:

Sustainable tourism development

Cultural heritage preservation

Community engagement initiatives

Exploring new destinations and experiencing diverse cultures

Learning languages for enhanced cross-cultural communication

Hobbies

Travelling and sight seeing

Playing Golf

Cooking

Socialising / Networking

Researching

Career Goals:

Contribute to advancing the tourism industry in developing countries

Utilize skills in project management, stakeholder engagement, and policy advocacy

Pursue further education and certifications in sustainable tourism practices and destination management

Personal Attributes:

Strong leadership qualities with a collaborative approach to problem-solving and decision-making

Results-oriented mindset, focused on high-quality outcomes and continuous improvement

Resilient and adaptable, thriving in dynamic and challenging environments

Volunteer Experience:

Volunteering with local NGOs and community-based organizations on environmental conservation, youth empowerment, and women's empowerment initiatives in the tourism sector

Technical Skills:

Proficient in Microsoft Office Suite and project management software

Data Analysis and Analytics

Revenue Management Systems (RMS)

Customer Relationship Management (CRM)

Digital Marketing and E-commerce

Hospitality Technology Solutions

Sustainability and Green Practices

Strategic Planning and Business Development

Regulatory Compliance and Risk Management

Achievements:

Recognized for contributions to the growth and development of the tourism sector in Malawi

Led and implemented capacity-building programs and training workshops for tourism entrepreneurs

Certifications:

Certificate in Capacity Building and Skills Development for MSMEs, Youth & Women Operating in the Tourism Industry (Horwath HTL Malawi, 2020)

Masterclass in Tourism Business Management (Regional Tourism Organisation of Southern Africa, 2015)

Associate Degree in Management of Hotel Operations (Ecole Hoteliere de Lausanne, Switzerland, 2003)

Certificate in Front Office Operations (Malawi Institute of Tourism, 2000)

Publications:

"Sustainable Tourism Practices for Economic Development in Malawi" - Presented at the International Conference on Sustainable Tourism Development (ICSTD), 2018

"Promoting Community-Based Tourism Initiatives in Malawi: Opportunities and Challenges" - Published in the Journal of Tourism Research, 2017

Training Programs Conducted:

Hospitality management, customer service excellence, and sustainable tourism practices training for tourism stakeholders in Malawi

Workshops and Seminars Attended:

Regular participation in workshops, seminars, and conferences on tourism development, destination marketing, and sustainable tourism practices

Education:

University of Applied Sciences, Chur, Switzerland (2023 - Present): Bachelor of Tourism (In Progress)

Horwath HTL Malawi (November 2020): Certificate in Capacity Building and Skills Development for MSMEs, Youth & Women Operating in the Tourism Industry

Regional Tourism Organisation of Southern Africa (November 2015): Masterclass in Tourism Business Management

Ecole Hoteliere de Lausanne, Switzerland (2001 - 2003): Associate Degree in Management of Hotel Operations

Malawi Institute of Tourism, Malawi (1999 - 2000): Certificate in Front Office Operations

Lilongwe Girls Secondary School, Malawi (1993 - 1997): Secondary Education, School Leaving Certificate

Language Skills:

Chichewa: Mother tongue

English: Native proficiency

French: A1 (Reading, Speaking, Writing)

German: A1 (Reading, Speaking, Writing)

Membership of Professional Bodies:

Alumni University of Applied Sciences of the Grisons

Erasmus Student Network (ESN) section in Chur, Switzerland.

Ex Chairperson, V. Chairperson, Secretary General, and Executive Member of Malawi Tourism Council

Member of Tourism Hotels Industry Professionals Association of Malawi

Member of Malawi Youth in Tourism

Member of Hotels & Lodges Association

Ex-Official Board Member of Malawi Institute of Tourism

Executive Committee Member of Tourism & Hotels Board Malawi

Alumni of Ecole Hoteliere de Lausanne, Switzerland

Member of Toastmasters International

Key Qualifications:

Extensive professional experience in the Value Chain Development Sector

Strong involvement in the development of the Malawian Tourism Sector

Development cooperation experience with international donor organizations supporting tourism in Malawi

Specific Professional Experience:

Founder & Lead Consultant, Hospitality Consult Africa, Lilongwe, Malawi (February 2019 - Present)

Executive Board Member, Lilongwe Women in Tourism Malawi, Lilongwe, Malawi (2016 - 2018)

Chairperson of the Steering Committee on Capacity Building, RETOSA, Johannesburg, South Africa (2016 - 2018)

Various Roles: General Secretary, Vice Chairperson, Chairperson, Malawi Tourism Council, Lilongwe, Malawi (2012 - 2018)

Sales and Marketing Executive, Protea Hotel by Marriott Blantyre Ryalls, Blantyre, Malawi (January 2010 - January 2019)

Sales & Marketing Manager, Crossroads Hotel, Lilongwe, Malawi (June 2008 - December 2009)

Store Manager, Starbucks Coffee Company UK, Nottingham, UK (November 2006 - May 2008)

Conference & Banqueting Coordinator / Duty Manager, Cresta Crossroads Hotel, Lilongwe, Malawi (September 2004 - June 2006)

Catering Manager, Compass Group UK & Ireland, London, UK (April 2003 - October 2003)

Other Relevant Information:

Actively involved in community development initiatives related to tourism

Demonstrated ability to adapt to diverse cultural and professional environments

Excellent interpersonal skills and strong stakeholder relationship management

References:

Hon. Vera Kamtukule, Minister of Tourism - Malawi Government, Lilongwe, Malawi. Contacts +265 999 566 648 & vkam2011@gmail.com

Mr. Charles Kachelenga, Principal Officer - Min. Of Tourism, Lilongwe, Malawi
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