

## **ABSTRACT**

The project consist of five major chapters. The first chapter discusses about the; background of the study- short overview of ecotourism and how other authors have defined it. It also discusses about the ecotourism trend from globally to Kenyan ecotourism

The second subsection is the, problem statement- the reason behind ecotourism research is to investigate how ecotourism have empowered local community, if not what are the causes of dispowerment. Again what is the purpose that made researcher to carry out the research; it is to find out the extent to which ecotourism contributes to the economic empowerment of the local community, to investigate the extent to which ecotourism contribute to the social empowerment of the local community, to assess the degree to which ecotourism contribute to the political empowerment of the local community and to determine how ecotourism contribute to environmental empowerment of the local community.

Apart from this the researcher also reviewed, the coverage area of Loisaba area, population, target group and how long it took for data to be collected. He went ahead and identified who benefited from the research, this time them being the Samburu community in northern Kenya. Researcher's challenges will also be identified and possible solutions.

Discussion on chapter two will be on theoretical revive of literature i.e. what other authors have said about ecotourism. Not only that there will also be the gap summary i.e. what is it that the researcher will do and have not been done earlier.

Conceptual framework work shows how objectives of the research have been put into or have not been put into place. Chapter three there will be more discussion on the research design which was used in data collection, the population of the target group i.e., the Samburu people. On top of that the researcher gave more information on; sampling procedures, data collection instrument and data analysis. Budget and work plan is be also included.

Chapter four dealt mostly with the presentation of findings from the area of study i.e. What the researcher got while collecting data while chapter five discusses the summary of major findings in accordance to research questions. It shows whether the research objectives were met or not.