

ABSTRACT

Eco tourism is a form of tourism involving responsible travel (using sustainable tourism transport) to natural areas, conserving the environment and improving the environment and improving the well-being of the local people. Eco tourism is the study under investigation. To get a clear view of the constituents of eco-tourism, therefore the core study focused in Ol Pejeta conservancy. The core purpose of the study was to find out the factors that affect eco-tourism management. Objectives of the study included: how the level of education of the tour operators affects eco -tourism management, determining how the code of conduct of tourists affects eco-tourism management finding out how social responsibility affects eco-tourism management and determining how cultural heritage affects eco-tourism management. The information gathered from the study will play a vital role in responding to some discrepancies in the field of tourism, especially in eco-tourism. The study was influenced by the growth of sustainable tourism by many tourism organizations, eco-tourism being one of the leading forms. This study will also be of great importance to learning institutions by providing information concerning eco-tourism which will also act as a source document for other researchers on the same field. The study used a descriptive survey design and the target population included the tour guides, the administration, the tourists and the locals. The sample design used was purposive sampling and the convenience sampling design. The data collection instruments used included questionnaires and interviews. The quantitate data was analyzed into frequencies, percentages and mean in tables .The findings and recommendations help in identifying whether eco-tourism management is of great importance in promotion of the whole tourism product in Ol pejeta conservancy or not. The recommendations give an outlay of what should be done to make eco-tourism of greater benefit to the entire tou industry.

