

**EFFECTS OF TOURISM ON THE BIODIVERSITY WITHIN MARA TRIANGLE IN
MAASAI MARA GAME RESERVE, KENYA**

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ABSTRACT

The Kenyan tourism industry has over the years relied heavily on tourism in areas such as Parks and reserves. This has put a lot of pressure on these regions leading to negative environmental and social impacts as a result of unsustainable tourism management that will help reduce the negative effects. To overcome the negative impacts, there is need to develop sustainable ways of using the resources sustainably in the Mara Triangle which is frequently visited.

This project research aimed at exploring these effects of tourism on the biodiversity, specifically within Mara Triangle by evaluating the activities of tourists who are visiting.

The research project used a mixed method approach, where both qualitative and quantitative data collection techniques were used in order to arrive at a valid conclusion

The research project used pie chart tables and histogram for data presentation and interpretation.

The data was analyzed, quantitatively using tables and charts relying on the data collected.

The research project also gave a summary, conclusion, and recommendation of the study. This is based on the research findings presented and discussed.