

ABSTRACT

This research discusses the involvement of local community in tourism development in Kenya using a case study of local community within Naboisho conservancy in Narok County. To explore this research topic, the researcher examines three key concepts: community involvement in the tourism development; community perception towards tourism development and the tourism benefits received by the locals in the area. To gain a rich understanding of the context of the research, the researcher employs a case study approach which was used under the qualitative research approach to gather information.

The study used primary data which was collected by use of interviews from the area chief and the local community. The researcher used both semi-structured type of interview and opened ended questions. Qualitative data generated from this technique was analyzed, using coding as a method of analyzing qualitative data.

The field notes were compared with the information in the interview script to ensure consistency. Qualitative data was analyzed through categorization and the use of tables.

Based on the findings this research concludes that the majority of the respondents 66.67% were involved in tourism and the involvement of the community in the decision-making process as a good way of involving them in tourism development. The study also revealed that the local community saw tourism in the area as a great opportunity to better life and that tourism development has benefited the local community in many ways. However much has to be done to ensure active participation of the local community: Communication and availing information regarding tourism to the community, involving the community in decision-making processes, local community benefiting and feeling the impacts of tourism first hand and the local community again to be allowed to actively and fully participate in tourism developments