

## **ABSTRACT**

Tourism is the world's greatest industry and a major contributor of the increased economic activity in many countries all over the world. However, the development of tourism results in various negative sociocultural impacts on the destination's host community. Despite the numerous studies undertaken in this area, there has been very little effort to understand the real effects of tourism development on the social and cultural fabric of the host community. This research is directed towards assessing the negative sociocultural impacts of tourism development in Mtwapa town, a popular town in the Kenyan coast. The research used qualitative research design where interviews were administered to participants in the study area coupled with observations. This study used semi-structured interviews and open-ended questions. The results of this study may be useful to the host of Mtwapa in dealing with the negative sociocultural effects arising from tourism development. In addition, the findings will the county government of Kilifi to design policy and laws to reverse the negative trends identified by the study and remedial actions to address the same. Finally, the results may as well benefit the tourism sector players in Mtwapa and environs.