FACTORS AFFECTING TOURISM INDUSTRY IN KENYA

CASE OF NAIROBI NATIONAL PARK

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This Project Is Submitted For Partial Fulfillment Of The Award Of Diploma In Business Management Of The University Of Nairobi.

JULY, 2014
DECLARATION

This research project is my original work and has never been presented for a Degree or Diploma in any other institution.

Signed.......................... Date........................................

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Declaration by the Supervisor

This research project has been submitted for examinations with my approval as University of Nairobi Supervisor.

Signed.......................... Date.................................

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ABSTRACT

This study sought to find out the factors affecting tourism industry in Kenya. Tourism is a critical source of revenue generation and therefore a major component of economic development, a relationship that rewards states when positive conditions such as a strong global economy exist.

The researcher reviewed related literature in this field relating to the objectives of the study and the research questions. The researcher believes that one of the major factors affecting tourism industry in Kenya is human-wildlife conflict and terrorism. Throughout civilization, humans and wildlife have co-existed. This coexistence has over time resulted in numerous conflicts, ranging from crop damage to human health and safety. This project finds resolutions for these conflicts, through research, education and outreach.

Conflicts between humans and wildlife have occurred since the dawn of humanity. They occur on all continents, in developed as well as developing countries, yet the problems vary according to the particular environment and people’s way of life. Consequences of human-wildlife conflict can be both direct, including injury and death from encounters with dangerous animals, and indirect, including loss of crops and livestock and damaged infrastructure. Crocodiles, hippopotamuses, elephants, lions and baboons are among the main aggressors.

Human-wildlife conflicts have become more frequent and severe over recent decades as a result of human population growth, extension of transport routes and expansion of agricultural and industrial activities which together have led to increased human encroachment on previously wild and uninhabited areas. Questionnaires’ were used to collect data.