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Abstract : This paper considers the ethical implications of both tourists' and the industry's attitudes to and behaviour with respect to sustainability and examines the difficulties of operationalising its principles. It is argued that the entrenchment of the market oriented operators on the one hand and eco-tourists/environmentalists on the other, are both based on self-interest, sustaining profits for the former and gratification for the latter, and mean that the concept of sustainable tourism is

shallow. Ecotourism is perceived as a cloak for mass tourism, and although an approach to sustainability is required, this can rarely be achieved in reality. It is fundamentally seen as an instrument for self-regulation by the industry, of numbers in the world's most rapidly expanding industry. A fundamental rethinking of policy and attitudes is required.

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