

ABSTRACT

The tourism industry in Malaysia has the lofty expectation of achieving the status as the country's biggest generator of foreign exchange by the year 2010. To achieve this would require, amongst other things, a mammoth re-examination of its human assets since the industry is a highly interactive people-oriented industry. Significantly, how the industry conducts its business from an ethical point of view today may have implications of a staggering proportion in the years to come.

This paper presents and discusses the findings of a survey of employees in the tourism sector regarding certain ethical issues and concerns and its ramifications in the 21st century. Suggestions for enhancing the degree and scope of positive ethical behavior from a managerial and organisational perspective have also been attempted.