The International Ecotourism Society (TIES) 1991 defines ecotourism as 'responsible travel to natural areas that conserves the environment and improves the welfare of the local people' (TIES 1991, cited in Das and Chatterjee 2015). Ecotourism has emerged in recent years as a saving grace for sustainable development as it counters the detrimental effects of mass tourism, inculcates participants with an environmental consciousness and attempts the lowest possible impact on environments, ecosystems and cultures. It then introduces the main critique of ecotourism as a neoliberalisation of conservation, and shows how the contradictions between neoliberalism and conservation manifest in various ways. Contradictions in Tourism: The Promise and Pitfalls of Ecotourism as a Manifold Capitalist Fix. Article. Full-text available. This article reviews an interdisciplinary literature exploring the relationship between tourism and capitalism focused on ecotourism in particular. One of this literature’s most salient features is to highlight ecotourism’s function in employing capitalist mechanisms to address problems of capitalist development itself by attempting to resolve a series of contradictions intrinsic to the accumulation process, including: economic stagnation due to overaccumulation (time/space x); growing inequality and social unrest (social x); limitations on capital accumulation resulting from ecological degradation (environmental x); a widespread sense of alienation between humans and nonhuman natures; and a loss of “enchantment” due to capitalist rationalization. Hence, widespread advocacy of ecotourism as a “panacea” for diverse social and environmental ills can be interpreted as an implicit endorsement of its potential as a manifold capitalist x as well. The article concludes by outlining a number of possible directions for future research suggested by this review.