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The Socially Aware Baby Boomer: Gaining a Lifestyle-Based Understanding of the New Wave of Ecotourists

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Members of

the Baby Boom generation are currently experiencing middle age; the psychological

implications of this life stage for ecotourism activity are also given. Strategy pointers are offered for the ecotourism manager, given the growing importance of the Socially Aware Baby Boomer as an ecotourist. Related research 1 People also read Cited by 28 Recommended articles X



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