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

Megan Cleaver & Thomas E. Muller

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Abstract

As the Baby Boomers approach retirement, tourism, in general, is expected to increase among members of this generation. This increase in travel is expected to be

accompanied by a growing interest in ecotourism. This article explores the lifestyle-based understanding of the New Wave of Ecotourists. The article discusses the characteristics of the Baby Boomer generation and the impact of the CANZUS region on their lifestyle. The article also discusses the importance of ecotourism and the role of the Baby Boomer generation in the development of ecotourism. The article concludes by discussing the implications of this research for ecotourism activity and the role of the Baby Boomer generation in the development of ecotourism.

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