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Sommario/riassunto	There has been a significant increase in the number of studies investigating cultural influences on consumer behavior in tourism, hospitality and leisure, particularly in Australia, the United States, Europe, and New Zealand. However, despite the tradition of rich culture and hospitality, despite the importance of tourism to the economies of Arab/Muslim countries, and despite the natural and cultural resources with which Arab/Muslim countries are divinely endowed, and despite the popularity of tourism in these countries, studies focusing on consumer behavior in hospitality, tourism and leisure