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## The Integration of Culture in Cruise and Vessels Design

From the beginning of history, navigating was a unique opportunity for growth and expansion. Thereupon, ships became an important part of civilizations and in them were imprinted unique cultural traits that distinguished them according to geography, historical period and usage characteristics.

As civilizations evolved, so did their cultural heritage, which if successful in design and building techniques, would be spread and adopted by others. The industrial revolution changed ships' overall design and appearance; yet ocean liners represented a nation's power, lifestyle, design and technology. Therefore, following this premise, how does it apply to the contemporary design of cruising vessels?

Cruise ships are the most convenient form of transportation and leisure travel and their interiors have evolved from transportation to emphasis on accommodation. Even though voyages depend entirely on their ships and the people aboard them, as ethnic culture differs from each country so do the standards of living. This has been influenced by globalization, which plays a significant role in the homogenization of cultures and design. This paper seeks to analyze the influence of ethnic culture in cruise vessels design by identifying the differences in their design solutions according to the industry's most renowned markets and their geography.

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