

Theme park service innovation and importance of humanities approach

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Abstract

The humanities perspective refers to the view of things as a whole. It is a humanities perspective to look at things from an overall perspective that considers not only the person who uses it, but also the activities related to it and the surrounding environment. While humanistic design is the meeting of humanities and design. In other words, it refers to a design that interprets meaning and conceptualizes thoughts. It is an activity that first considers the source of humans and tools, away from familiar technology and trend-oriented thinking. Humanities as "Liberal Arts" is a source of new thinking. Humanities is to dismantle the existing framework of thinking and provide a framework for looking at the world from a new perspective. In this regard, today's humanities craze can be an opportunity for innovation in the service industry such as theme parks.

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1. Introduction

Currently, the service industry accounts for 80% of GDP in many developed countries. The service industry is currently a very important part of economic development for OECD countries. Different services create value in their respective ways, but most services in common seek to provide the best value for both users and providers. Good service design means coordinating superficially different interests between providers and users to

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create the best value for both. Apple, which created the iPad and iPhone, is a company that combines engineering, humanities, technology and art, imagination and reality. Apple founder Steve Jobs said, "Apple was born at the intersection of humanities and technology," and "Apple's design philosophy is Simple."

The 'humanities' Steve Jobs refers to Heidegger's philosophy. Heidegger is considered the best philosopher of the 20th century. After a long study, he concluded that the ontology of Western philosophy 2500 years after Plato was wrong, established his own new ontology through "Think Different," and included it in his book "Presence and Time."

In other words, if it were not for Heidegger's Think Different, there would be no Ubiquitous Computing and Apple's iPhone and iPad. And there will be no 'wearable computers' and 'Internet of Things' that are emerging as the core of the global computer industry.

Xerox Palo Alto, which has already hired humanities to develop a copy machine technology that customers can easily use since the 1970s, developed the first GUI (graphic user environment), mouse, computer folder, PC object, laser computing, etc., which were commercialized by Microsoft and Apple, respectively. And humanities and scientists who went through the institute entered leading U.S. computer companies such as IBM, Microsoft, and Apple in the early 1980s and created most of the core technologies they boasted.

Mega trends such as 3A (film Avatar, electronic publishing Kindle's Amazon, iPhone's Apple), T.G.I.F (Twitter, Google, iPhone, Facebook), and 3S (smartphone, social network, software power) that hit Korea and other countries in 2010 are all products of humanistic imagination.

2. Humanities and design

In the 19th century, art became popular due to the influence of the art and craft movement and art nouveau in the era of practical aesthetics, emphasizing splendor and classics. The 20th century was divided into the first and second centuries, and

mass production was possible in the early industrial era, pursuing simplicity and emphasizing functionality. In the late period, consumerism arrived as the information age. The current 21st century is an era of digital aesthetics, and the Internet revolution has entered an era of pursuing complexity and emphasizing creativity.

Design exists because it is necessary for a human to live like a human. Most people are touching when they encounter beautiful designs. Functional design creates convenience and it is connected to comfort. Comfort also creates a sense of trust. Non-functional designs are inconvenient to use, and unmanageable designs sometimes lead to accidents. On the contrary, excellent design indirectly makes a person's mind healthy, creates an opportunity to act, and exerts the power to live like a human. Design can be used as a tool to solve problems. Design should be said to be "an indispensable being for a human to live like a human."

There are more and more situations in modern society that are no longer solved by technology alone. Humanities reveal the nature of the invisible world and create prospects for coping. It is the consumer public who chooses the design, not the provider. Competent designers and companies now focus on securing attractions that captivate the public, not mechanical methodologies or objective data.

Worldwide, design is being transferred to the realm of humanities, not science and technology or management. In all industries, understanding of universal humans, not marketing or semiotics, is becoming an essential knowledge, and the study to understand such universal humans is humanities.

Design changed its role as the times changed, but humanities were always at the center of it. In 1979, Britain's former Prime Minister Margaret Thatcher said at her first cabinet meeting, "Design or Resign." This is a declaration that the state will lead design as the driving force for industrial innovation, and can be said to be state-led design management. Since then, Thatcher's design management has been a great success. Currently, more

than 20 million people are employed in service companies in the UK, and the service industry accounts for 72% of UK GDP.

As such, the design industry has been in the spotlight as a part of the corporate innovation engine in the 20th century, and its limitations have also been revealed in recent years. It has become difficult to release differentiated products only with technology and appearance-oriented industrial design. Technology is being leveled around the world, and technology-biased designs are sometimes dangerous. In addition, visual styling alone is difficult to present a new paradigm due to its inherent limitations. There is a reason to pay attention to the role of humanities.

The humanities perspective refers to the view of things as a whole. It is a humanities perspective to look at things from an overall perspective that considers not only the person who uses it, but also the activities related to it and the surrounding environment. On the other hand, conventional industrial design mainly understood design from an instrumental or external perspective. Design existed to make more convenient tools and better looking objects. As a result, I missed the 'person' who used it.

Lego, which has been a huge success with block toys in the past, is in recession with the advent of computer online games. As a result of paying attention to "Why do children play?" rather than "What toys do children like?" it was found that children felt a sense of accomplishment in difficult play rather than easy play. In response, Lego has released complex and time-consuming products that adults can enjoy together. In addition, it succeeded in making a comeback through the combination with a theme park called Legoland and became the "second Lego" today.

The reason why able to get this insight was because we paid attention to the 'person' who uses it rather than the tool itself. If 'what' is a question from an instrumental point of view, 'why' is a question at the humanities level. The revival of Lego can be seen as a representative example of human design in which the fundamental question led to innovative products in that it

approaches the tool of "toy" in connection with the human act of "play."

Humanistic design is the meeting of humanities and design. In other words, it refers to a design that interprets meaning and conceptualizes thoughts. It is an activity that first considers the source of humans and tools, away from familiar technology and trend-oriented thinking. Humanities as "Liberal Arts" is a source of new thinking. Humanities is to dismantle the existing framework of thinking and provide a framework for looking at the world from a new perspective. In this regard, today's humanities craze can be an opportunity for innovation in the service industry such as theme parks.

3. The industrial contribution of the humanities

The OECD "Frascati Manual" included knowledge of social sciences, humanities, behaviors, and organizations as well as natural sciences and engineering in the R&D areas. The OECD included service innovation activities in R&D by explicitly defining 'services' in the definition of R&D.

Major OECD countries, similar competitors and latecomers are increasing their investment in R&D in science and technology to efficiently respond to these environmental changes and preoccupy future technologies. At the same time, they are very interested in human and social issues and are investing a lot in the humanities sector, where humans, society, and science and technology play an important role in the process of forming a trinity. In particular, the humanities and social sectors are newly recognized as the source of social capital and cultural capital that promote national and social development in the future, and are recognized as a key content of brand value that improves national competitiveness as well as its importance as a growth infrastructure in the 21st century.

Modern humanities and social sciences are facing various challenges surrounding self-identity by failing to meet the demands of the times and maintaining a very passive attitude in solving social problems. In the era of the Fourth Industrial

Revolution, this approach is no longer valid, and in post-chasing innovation, knowledge and ability of technology and society must be equipped at the same time, and humanities perspectives must be reflected.

Science and technology and the humanities occupy the extremes of human intellectual activities to the extent that they are called "Two Cultures." As such, the distance between the two extremes and the division between the humanities and science, as well as each field of humanities and science, is a challenge that must be solved in the era of the 4th Industrial Revolution.

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