

# DESIGN AND HERITAGE IN BUSINESS WORLD

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## ABSTRACT

Creative industry involves the exploration of intellectual properties such as knowledge and information which have potential of creating wealth and job. Therefore, design and heritage which makes-up the creative industry is believed to have great influence on the economy well-being of businesses. In the light of this, this paper seeks the knowledge regarding design and heritage, areas where they have been widely used, and also the kind of brain needed to be a good designer. Finally, the paper illustrates the involvement of creative industry in business world, using the tourism and hospitality business as the case study.

**Keywords:** Design, Heritage, Creative Industry, Tourism and Hospitality

## 1.0 INTRODUCTION

Design is a plan for arranging elements in such a way as to accomplish a particular purpose (Eames, 1989). It is an expression of the purpose which may (if it is good enough) later be judge as art. According to Archer (1973), design is that area of human experience, skill and knowledge which is concerned with a man's ability to mould his environment to suit his material and spiritual needs. It initiates change in man-made things (Jones, 1970), that is, it is essentially a rational, logical, sequential process intended to solve problems. Ralph & Wang (2009) also define design as a specification of an object or using a set of primitive components. A specification can be manifested as either a plan or a finished product while primitives are the elements from which the design object is composed.

The design process begins with the identification and analysis of a problem or need and proceeds through a structured sequence in which information is researched and ideas explored and

evaluated until the optimum solution to the problem or need is devised. However, design is not a total process, the work of participants in the process is often compartmentalized, each having little inputs in matters which fell outside the boundaries of their specific expertise. Also, users want their own individuality, person style and personal self image through what they use and purchase. Thus, design is not an activity solely for engineers and designers but is a shared activity between those who design artefacts, systems and environment, those who make them and those who use them.

Heritage is full range of our inherited traditions, monuments, objects and culture. Most important, it is the range of contemporary activities, meanings and behaviours that we draw from them. Heritage includes both tangible and intangible, in that, ideas and memories of songs, recipes, language, dances and many other elements of who are and how we identify ourselves are as important as historical buildings and archaeological sites.

Heritage is an essential part of the present we live in and the future we will build; is a contemporary activity with far-reaching effects. It can be the platform recognition, a medium for intercultural dialogue, a means of ethical reflection and the potential basis for local economic development. It is simultaneously local and particular, global and shared.

## **2.0 AREAS WHERE DESIGN HAS BEEN WIDELY USED**

***Science and Engineering:*** Science is the intellectual and practical activity encompassing the systematic study of the structure and behaviour of the physical and natural world through observation and experiment. While engineering is the science, skill and practical knowledge in order to design and also build structures, machines, devices, systems, materials and processes (Wikipedia, 2012). Therefore, design has been widely used in science and engineering for structural design, road design, electrical circuit, production plant, fluid design, mechanical design etc. However, designs used in science and engineering are problem solving biased, they lack aesthetic consideration.

***Social Science:*** This is concern with society and human behaviour (Malcolm, 1999). One of the areas design has been employed in social science is questionnaire design. However, the design used here is action plan and management biased.

***Environmental Design:*** This involves addressing surrounding environmental parameters, when devising plans programs, policies building or products. It can also refer to the applied arts and sciences dealing with creating the human-designed environment (Wikipedia, 2012). Therefore, design is widely used here in building design, urban design, landscape design, interior design, product design, and textile and fashion design. Aesthetic and technology are equally important in environmental design

***Communication Design:*** This is a mixed discipline between design and information-development which is concerned with how media intermissions such as printed, craft, electronic media or presentations communicate with people (Wikipedia, 2012). Its approach is not only concerned with developing the message aside from the aesthetics in media, but also creates new media channels to ensure the message reaches the target audience. Some of the areas in communication design where design is widely used are graphic design, multimedia, event design. Design here emphasis on aesthetics.

***Heritage Studies:*** This is a multifaceted area that examines the means by which society attributes specific aspects of the past with particular values (Graham, 2002). Therefore, design is used in this area for; management of artefacts and built environment with art and design values.

### **3.0 THE KIND OF BRAIN NEEDED TO BE A GOOD DESIGNER**

Based on Ned Hermann's theory, our brain is divided into four quadrants; left cerebral, left limbic, right cerebral and right limbic (Fig. 1). Left cerebral is meant for theorist, left limbic for organizers, right cerebral for innovators and right limbic for humanitarians.

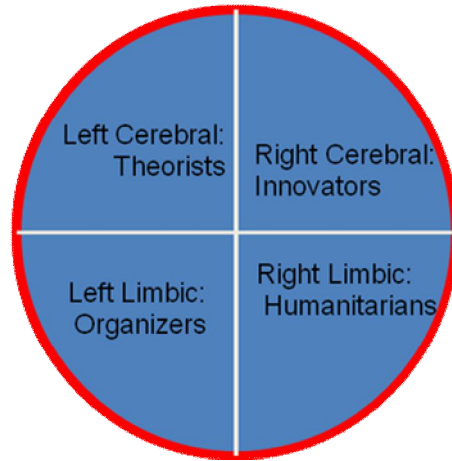


Figure 1: The four quadrants of brain based on Ned Hermann’s theory

Theorists are people who can adapt and integrate observations into complex and logically sound theories. Organizers are people with ability to rally together resources such as people, materials and funders to create more efficient process, smarter solutions and better business. An innovator is one with ability to introduce into reality something better than before (Wikipedia, 2012), while humanitarians are people with ethic of kindness. The characteristics of the four quadrants of brain are analyzed in Table 1 below.

Table 1: The characteristics of the four quadrants of brain(Aly, 2007)

<b>Left Cerebral: Theorist</b>	<b>Left Limbic: Organizers</b>	<b>Right Cerebral: Innovators</b>	<b>Right Limbic: Humanitarians</b>
<ul style="list-style-type: none"> <li>• Realist</li> <li>• Critical</li> <li>• Quantifies</li> <li>• Theorizing</li> <li>• Analyzes</li> <li>• Likes being challenged</li> <li>• Logical</li> <li>• Likes</li> </ul>	<ul style="list-style-type: none"> <li>• Plans</li> <li>• Organizes</li> <li>• Reliable</li> <li>• Gets things done</li> <li>• Establishes procedures</li> <li>• Likes sequencing, evaluating &amp; practising</li> <li>• Likes structured agenda</li> </ul>	<ul style="list-style-type: none"> <li>• Infers</li> <li>• Imagines</li> <li>• Conceptualize &amp; syntheses</li> <li>• Curious</li> <li>• Break rules</li> <li>• Speculate</li> <li>• Takes risks</li> <li>• Sees the big picture</li> <li>• Deals with the future</li> </ul>	<ul style="list-style-type: none"> <li>• Feels</li> <li>• Internalizes</li> <li>• Emotional</li> <li>• Expressive</li> <li>• Supportive</li> <li>• Sensitive to others</li> <li>• Getting groups to work well together</li> <li>• Likes</li> </ul>

<ul style="list-style-type: none"> <li>clarifying issues</li> <li>Struggles with vague, imprecise concept or ideas</li> <li>Likes putting things together</li> </ul>	<ul style="list-style-type: none"> <li>Detail</li> <li>Good at follow up</li> <li>Struggles with risk</li> <li>Struggles with ambiguity</li> <li>Likes an orderly environment</li> </ul>	<ul style="list-style-type: none"> <li>Create metaphors</li> <li>Likes to experiment</li> <li>Struggles with time management &amp; deadlines</li> <li>Struggles with administration &amp; details</li> </ul>	<ul style="list-style-type: none"> <li>working with people</li> <li>Struggles with lack of personal feedback</li> <li>Likes coaching &amp; counselling</li> </ul>
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Someone who possesses a creative mind is a person that loves beautiful objects, love creating them and also gets upset by negative people. Therefore, a balanced mind, using the four quadrants of brain, coupled with the universal values (Eco-centric) makes a good designer.

#### 4.0 CREATIVE INDUSTRY IN TOURISM AND HOSPITALITY BUSINESS

Creative industry refers to a range of economic activities which are concerned with the generation or exploration of knowledge and information (Wikipedia, 2012). They can also be referred to as cultural industry (Hesmondhalgh, 2002) or creative economy (Howkins, 2001). According to Florida (2002), creative industries have been seen to become increasingly important to economy well-being; that is, human creativity is one of the ultimate economic resources. Therefore, the 21<sup>st</sup> century industries will depend greatly on the generation of knowledge through creativity and innovation (Landry & Bianchini, 1995).

Creative industries comprises advertising, architecture, art, craft, design, fashion, film, music, performing art, publishing, research and development, software, toys and games, TV and radio, and video games (Howkins, 2001). Also, DCMS<sup>1</sup> (2001) describes creative industries as those industries which have their origin in individual creativity, skill and talent and which have a potential for wealth and job creation through generation and exploration of intellectual property.

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<sup>1</sup> Department of culture, media and support. London, UK.

Tourism is the act of travelling for recreation, leisure, or business purpose. The term tourism and hospitality industry refers to a broad category of fields within the service industry that includes lodging, restaurants, event planning, theme parks, transportation, amusement parks, music venues, casinos, cruise line, cinema or theatre house etc.

Considering tourism and hospitality business; creative industries features in the business right from the conception stage to the inception, and also the steady running of the business (as illustrated in Fig. 2).

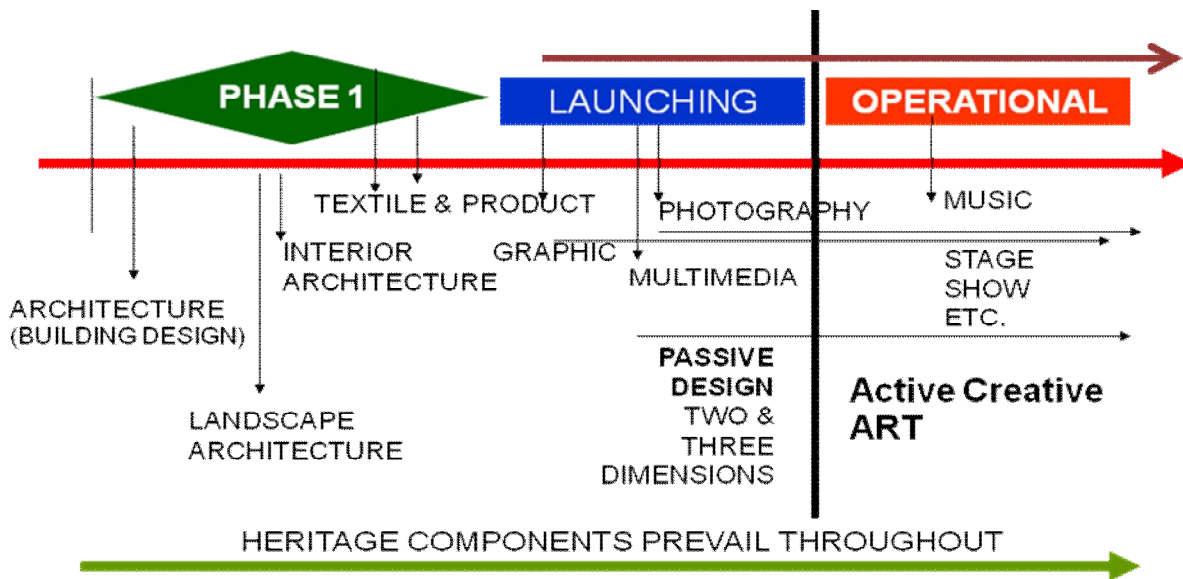


Figure 2: Illustrative diagram of creative industry in tourism and hospitality business

From Fig. 2 above, tourism and hospitality business development is divided into three stages;

**Stage One (Phase One):** This first stage includes the conceptual stage where the business idea is conceived and then developed. It also includes the building of design, construction of structure, landscaping, interior designing and also production of decorative products and textile. The creative professionals involved at this stage (phase 1) are architecture, landscape architecture, interior designers, textile designer and product designer.

**Stage Two (Launching):** the launching stage involves creating awareness and advertising the business prior to starting of operation. This is achieved by employing the service of some

creative industries which include; graphics, photography, multimedia, etc to create awareness using passive designs in two and three dimensions.

**Stage three (Operational):** This is the operation stage where the business kicks-off. The smooth running of the business lies on some creative industries which include the music, stage show etc. The involvement of creative industries at this stage gives the tourism and hospitality business an active creative art.

## CONCLUSION

Creative industry is one of the key features in tourism and hospitality business, right from the conception stage (phase 1) to the operational stage. From this, it can be concluded that design and heritage are business. This go along with DCMS (2001) definition of creative industries which says; “they are industries with individual creativity, skill and talent potential for wealth and job creation through generation and exploration of intellectual property.

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