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A GENERAL SYSTEMS APPROACH TO TARGETING AND SERVING
HUMAN NEEDS IN THE TRAVEL AND LEISURE MARKETS
(SECOND NATURE)

BY

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ABSTRACT

An attractive physical and psychological environment are important to the success of most commercial operations. These elements must be incorporated into an operation using a systematic approach. This article develops a framework to help re-think client services using such a systematic approach.

A GENERAL SYSTEMS APPROACH TO TARGETING AND SERVING
HUMAN NEEDS IN THE TRAVEL AND LEISURE MARKETS
(SECOND NATURE)

If you, as a professional in the travel and leisure marketplace, desire long-range economic growth as well as a pleasant environment for enjoying your profession, and if you are to target and serve specific "needs" of your customers/clients, then it will be helpful to be aware of two inter-related "technically natural" environments/climates which are conducive to human success and professional growth:

(1) An attractive physical environment which nurtures, grows and maintains itself ... naturally.

(2) An attractive psychological climate or atmosphere which nurtures and facilitates mental growth ... naturally.

By the word "naturally," we mean without excessive struggle and effort, without undue pain and misery, without a frantic wishing for "more time." We mean Leisurely! This combined environment/climate or (Technically) Natural Habitat is what your customers, your clients, seek. These next pages do not focus upon the systems approach to the functional design of such Technically Natural Habitats, but it is critical that certain basic environmental information be introduced before continuing with the subject of targeting and serving human needs.

In order to identify and target specific MENTAL motivations and needs of potential clients or customers it is necessary to also identify six specific PHYSICAL habitats or Natural Leisure Environments which were generic to the historical development of human habits or needs--those very same "needs" which may be profitably met. We are, therefore, looking into a general system which is generic to three Natures:

First Nature, Second Nature and (much later) Third Nature.

In brief, we are looking at creating a total environment/climate capable of, Technically, "drawing human interest" Naturally Information pertaining to "First Nature" is introduced in these ages under the heading of "Natural Leisure Environments". Details pertaining to First Nature and Third Nature are available in separate printings, but these pages focus upon targeting the human needs of Second Nature.

Two prefatory notes are in order: (1) The following materials are the result of extensive multi-disciplinary research which, for practical purposes and application, do not include the extensive footnotes and bibliographical references which normally accompany a document. Such an approach would be counter-productive to making this document a practical, useful one. Readers wishing to obtain details of documentation may contact the author. (2) These materials, as presented, conform to the rectilinear, single axis, two-dimensional and analytical Matrix-Format. Such materials are really very simplistic! But to typographically go beyond these two dimensions is, at this level of implementation (and documentation), to obliterate and confuse. To use the final matrix in the same "straight thinking" rectilinear manner as it is herein presented is to stifle, even destroy, the natural growth of your leisure service enterprise. To breathe spirited life into the science of these materials the reader is encouraged to respond, not with analysis, but with a subjective synthesis: To artistically and "whole-istically" recreate. The subjective method of delivery is multi-varied, multi-axial, multi-dimensional and consequently much more natural. Therefore, in bottom-line effect, an intuitive approach to delivery will not only be more satisfying but will surely ... draw more interest ... in every sense of the word. In summary, the reader/user of the final matrix (available in a separate printing) is reminded to

Plan as a Scientist!
Deliver as an Artist!

Furthermore, we are reminded that, in the long run of Second Nature

Good Ecology is ("Technique-ally") Good Economy.

NATURAL LEISURE ENVIRONMENTS (to be con...tinued)

Habitats are where we practice our Habits at.

Habitats are places in time ... and ... spaces ... And long

before the time that the written word "habit" was invented, humans were inhabiting the earth. We humans have evolved ecologically but still remain

Creatures of Habit.....ats!

Archeology reveals that pre-literate humans left unwritten records of their creations, of their products, of their "real estate," of their HABITATS, of their places-in-time-and-spaces where they practiced their habits at. Specialized anthropologists inform us that, regardless of where or when pre-historic inhabitants (i.e. habitues) in-habited their habitat, the physical matter and materials left behind indicate that the whole continuum of their human activities, their "human-spirit-of-the-pre-historic-times," could be divided into six discrete groupings:

- | | | |
|--------------------|---------|------------------|
| 1. Kill-Butcher... | | 4. Ceremonial... |
| 2. Quarry... | TRADING | 5. Burial... and |
| 3. Habitational... | | 6. that |

which you see in the middle/muddle of this above sextet.

These "Six Primary Habitats," then (as now?) re-present "The Spirit of the Times," the spirit of pre-historic ACTION\$ (motions and emotions). Further analysis of these habits, in terms of General Systems Theory, indicates this Generic General ization:

That which humans once wholistically (i.e. as a Gestalt) created for War, Work, and Worship are now re-experienced as leisure re-creations... but in a

"different" form different re-form different re-re-form
(ad infinitum)...

and always re-forming at a more re-refined and "higher technique-all" level. The refined treatment of Habitats is not herein covered, but the HABITS which led to the original, general creations is treated and, risk-free, Covered ... Here-and-Now:

SECOND NATURE: HUMAN NEEDS AND HABITS

If the natural environment, originally untouched and unaffected, by mankind, can be called "FIRST NATURE," then the motivations by which mankind functions within, and effects, this FIRST NATURE may be called "SECOND NATURE".

First Nature evolves...into Second Nature which evolves...into...(To be TECHNIQUEly Continued)

The Habitat of a natural environment, or FIRST NATURE ... in time trans-forms into, and is transformed by, (1) SECOND NATURE and by (2) The Techniques which humans develop ... naturally and, more often

than not, during that free-time and in that free-space called "pure" leisure.

We now place in highly simplified linear form a discrete and linear list of "Human Needs" from the continuum of evolutionary human growth. Before doing so, however, a timely and cautionary quote from Jantsch & Waddington's Evolution and Consciousness, Human Systems in Transition, followed by an explanation of two key terms, "allopoietic" and "autopoietic":

The design of allopoietic institutional structures should not be confused with the study of autopoietic organizations. To specify spatial relations between components, to create a frozen image, and pyramidal hierarchy, has probably little in common with growing an autopoietic organization.

"Allopoietic" organisms and organizations have little say-so or input into their own growth and destiny. "Autopoietic" organisms and organizations have considerable say-so or input into their own growth and destiny. With these differences in mind, here is a frozen image, a pyramidal hierarchy, an allopoietic creation which the reader is invited to autopoietically and "creatively take a-part" (that is to say, to Enjoy Wreck-Creation in order to InJoy Re-Creation). The hierarchy is essentially a modification of Maslow's Hierarchy of Human Needs. (In time, however, it may become playfully--that is to say ludicrously--obvious that, in non-rectilinear form, there may accompany Mas'low's Hierarchy a simultaneous component of synchronous "Mas'high's Lowerarchy."):

0.0 "Beginnings (and endings) of all human undertakings are untidy."

J. Galsworthy

A FROZEN HEIRARCHY OF UNIVERSAL HUMAN NEEDS

1.0 The Need to Move and Explore
Focus of Function: Active, exploratory movement while searching for higher energy.

It is second nature for humans to move, explore, travel, migrate through inner and outer spaces and places, whether it be moving with their bodies, traveling in a vessel, or "moving ahead" by achieving new status or rank through exploration of the inner-space of the mind.

It is at this point in time/space that humans explore and move forward and upward, always FIGURING.

2.0 The Need for Challenge and Disequilibrium
Focus of Function: Uncertainty of ACTION

It is second nature for humans to need to "climb a mountain," to "shoot the rapids" in the (eu)Stress-full Stream-Of-Life, whether it range from sporting/gaming, speculating stocks and "stock things," bidding at an auction, or playing any risky game of chance or competitive (antagonistic) skill in which the outcome is unknown but in which the challenge is great.

It is at this point in time/space that humans face risk...in order...to take a chance.

3.0 The Need to Belong
Focus of Function: Association and Touch

It is second nature for humans to need to belong whether it be sharing a family get-together, joining a club (and proudly displaying its emblem or logo), "gettin' to gather at a joint," touching an animal in a petting zoo, or lovingly caressing "a special someone."

It is at this point in time/space that humans form bonds together with "like things."

4.0 The Need for Purpose and Reason
Focus of Function: Raison d'etre (Reason for Being)

It is second nature for humans to need to be needed, to have a reasonable objective or point to strive for--whether it be working with volunteers, producing an object which "figure (i.e. it "has a point," or "really counts"), or striving to raise funds for something which "really, really matters."

It is at this point in time/space that humans (Homo faber) intentionally work toward a point which figures, which matters which counts and which is a-count-able, and which "really works."

5.0 The Need to Communicate (i.e. To Trade P.S.I. Energies)
Focus of Function: Transfer of Energy (in all of its forms)

It is second nature for humans to need to give and receive (exchange/transfer/trade) energy, whether it be in the form of a Product, a Service, or a bit of Information, whether it be sharing a communal campfire, a rural Pig Pickin' or luau, or a toast to the Space-And-Hi-Tech Information Age. AND whether it be sharing the "PSIn-formation" exchanged in conjunction with the intaking (absorption) of ALL GENERIC-ENERGY FORMS of "COMMUNICATING WITH OTHER ORGANISMATION THROUGHOUT THE UNI-VERSE."

It is at these poignant point/less times/spaces that humans trade or exchange PSI energies (and inner "G's!") through mutually beneficial transactions of motions and "e" motions.

6.0 The Need to Playfully Imagine and Dream (For No Reason)

Focus of Function: Play and Freedom (Libre) of Individual Control

It is second nature for)hue-mans(and (hue-womans) to knead together any sumthing that comes to gather into)their((and here) mynd. To play-fully yous and re-develop the light-hearted, unconscious, and un-Common dReems of Anti-Matter..ials which in the darkness and Still of the Mite..Y-big World of UniVersal Image-in-Nations. ring a Liberty Bell and Re-Bell of Free-Domes. Regardless of the forms which PLAY may assume, including amorphic ones, each form is not a physical state or stage or ground but a stage-or-state-of-mind when (in time) AND where (in space) one's "Pair-In-The't'ical" background (Sir "Realistically") figures.

It is at this point "out of" space/time that hue-mans and hue-womans (Homo luden) begin to get their PSI-Kicks by re-creating and re-playing their Day Dreams and their Knight Imaginings--regardless of their Stage of Life.

7.0 The Need to be an Individual
Focus of Function: Unique Identity

It is second nature for humans to need individuality and respect, to have personal identity, and TO BE "ME."

It is at this point "out of" space/time that humans become uniquely human "TO BE"ings.

8.0 The Need for Security and Order
Focus of Function: Obvious Discipline and Structure

It is second nature for humans to need consistency and obvious structure to things, to have rules, rhythms, disciplines, rituals, closures. To possess one's own space and to collect one's own things and to place these things in, what is to them, an orderly manner within their own area.

It is at this point "out of" space/time that humans take comfort and equilibrium in safe, familiar, and secure systems and sur roundings .

9.0 The Need for Solitude and Anonymity
Focus of Function: Secretive/Sacred Cryptic Isolation

It is second nature for humans to need to re-treat themselves in order in order to get away (in a secret and special way) from it all in order in order in order to re>turn< and get back to it all. Whether it be retreating to one's favorite retreat or anonymously re-storing one's self in a "masque-arade," either is to become oblivious to the obvious, peripheral, outer surRoundings.

(It is at this nearly-pointless central place in time 'n' space that human Figures "vacate" their surrounding backgrounds in order ... in order ... in order to re>turn, to an inner-sanctum. It is here that accountable Figures become pointles and the un-accountable background becomes meta-phorgrounded.)

("Beginnings) and endings of all human undertakings are untidy.*"

J. Galsworthy

*Untidy in the technique'l and Techno-logical sense.