



MANA

International Institution
Affiliate Member Of UNWTO



UNWTO

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PARTNERS TO RESTART CHILDREN AND FAMILY TOURISM IN AFRICA

www.manaseir.com

About “MANA”

MANA international institute was established in 2018 with the assistance of some tourism experts and specialists. We are honored to be introduced as an affiliate member of UNWTO (World Tourism Organization) in September 2019. This significant event was the beginning for the international creative activities of MANA group.

In January 2020, MANA institute got successful in establishing and creating the global network of family and children tourism. A network which is able to take care of all relevant aspects of family trips and supports its common values and benefits.



Recently, some working teams and networks of MANA have been shaped in all around the world including Russia, Qatar, Oman, Iran, Cyprus ... in order to develop its activities in different fields.

Based on the vision and mission that MANA has announced to UNWTO, it is committed to have plans and programs for stable and wholistic touristy activities.

Based on MANA's membership in UNWTO and the request of this organization, we have announced to be the manager of tourism projects and activities in **Africa continent and Middle East.**

MANA has specifically found Africa continent as a suitable place for family and children tourism which can move towards reaching the goals of UNWTO in tourism and present a new product internationally.

We are interested in presenting tourists with a new form of tourism in Africa based on its nature, culture and potentials and activities.

MANA team is able to organize and empower family trips from other parts of the world to the targeted countries in Africa.

Family tourism

Family tourism as one of the important branches of tourism has a very important role in developing unity and creating family memories. The family is a big and growing market for the tourism industry and accounts for nearly 30% of all types of leisure trips. It is predicted that family trips grow faster than other leisure trips which is a way for families and their members to stay together for longer. The role of children in making decisions about tourism and gaining different travel experiences is among the most important areas studied in family tourism. The results of studies show that children are the lead role of family tourism, so caring about their attitudes and interests is very effective in developing this type of tourism. Another important point in family tourism is the unity and empathy among family members and creating mobility and physical activities, and the main product of this type of tourism is the experience that is achieved.



The most important stage of development and the formation of individual and social identity occurs in childhood. It should be considered what role children tourism will have in the formation of identity at this age. Facing animals, tasting local food and seeing the natural environment are very important for children, and all of these can be effective in extending family tourism.

The tourism industry has taken an active approach to the children's tourism market. Understanding the travel needs and desires of children which is usually associated with adults, will be crucial. For example, children's favorite places such as parks, shopping malls and cinemas are designed to promote happy family tourism to engage children therefore it can be effective in developing family tourism. Exploring children's experiences in exhibitions, galleries, museums and zoos is also very interesting. The beach, pool, park, sports facilities and exotic places are the most prominent places for children which are at the top of family tourism programs. Many tourist destinations design special activities to develop interaction between parents and children.

Through the direct experience of life beyond the ordinary one, tourism provides many opportunities for the curious and sensitive mind of children to be able to learn far more than the parents who accompany them or to create wonderful effects in their mind.

Designed tourism spaces matched with the children's situations can play the role of a suitable teacher to experience and learn a great lesson of life with its attractions. Children-friendly spaces mostly seek to make an appropriate condition for entertainment, education as well as intellectual and social development of children. Children tourism improves social relationships and interactions, preserves customs, develops education and learning, protects the environment, flourishes children's creativity, helps children participate in making decisions, protects them against violence and crime, creates security, helps children meet friends, encourages them to Play and...



Goals of Family and Children Tourism in Africa

1- Acculturation and influencing the society of tourist children (and their families) as the creators of the next generation of human societies and supporter of them.

2- Teaching ecotourism to children in the family by preparing infrastructures.

3- Increasing sustainable tourism according to local communities and unique African culture by the target community (children and families).

4- Creating new job opportunities for local African communities through education and entrepreneurship in the field of children and family and developing the tourism economy.

5- Increasing the productivity of the existing tourism infrastructures and preparing them to interact with family tourism through empowering the available work force and equipment.

6- Creating a network of services and African children-friendly centers.

7- Creating objective trips for families and children.

8. Recovering tourism in Africa after the Corona pandemic.



The Necessity of Family and Children Tourism in Africa

Why Children Tourism?

The most prominent activity to improve the quality of human life is trying to educate the future generations. The world after us belongs our children and they are the ones who have to interact with their world. The root of children's interaction is in their upbringing today. Undoubtedly, a world free from humanistic, social and environmental problem is due to the people who have been trained well in their childhood. They are the greatest builders of the next generation of human societies and the most influential supporters of the future. Once upon a time, human began using and exploiting natural resources excessively, and today they have realized that they must be the guardians of their habitat while using it properly. In this regard an effective step is education and awareness of the next generation. It is undeniable that the role of environmental interaction in order to educate children properly is very significant. Meanwhile, tourism as a suitable platform provides the conditions for the development of positive personality of children and what context can be richer and more tangible than Africa. A place where the tourist is in direct contact with natural places and the environment and comprehends its existential value. Direct contact with nature in Africa can create a good understanding of the existence of wild life and natural habitats in children's mind, while it takes years of education with different books.





Why Africa?

When we look at the range of tourism population in Africa or even mention Africa for a traveler, who are the first age groups involved and at what age? Young people who are ready for experience and adventure or middle-aged and retired ones who want to enjoy Africa's pristine nature and its tranquility? Africa is one of the destinations which is losing a large part of its tourism market in family and children tourism. Are Africa's hotel facilities, accommodation, natural camps, national parks... ready for children and families with off-springs? These are the concerns that stop tourists traveling to Africa and spending their family holidays in many African countries which results in Africa losing this tourism market. However, by preparing the infrastructures, Africa can be a haven for family ecotourism.

Why MANA?

From the very beginning of its activities and submitting a program to the World Tourism Organization (UNWTO) to become affiliate member, Mana group introduced the Middle East and Africa as the geographical target of its activities.

We believe that with the specialized and capable team that we have organized since 2019, we can contribute to the sustainable and inclusive development of tourism in Africa, along with the support of the UNWTO.

Mana consists of technical teams for Africa that monitor the current situation on a daily basis and plan to achieve the desired goals and condition. According to the 2030 document. The purpose of the trip until 2030 is to create knowledge and empower tourism stakeholders to take the necessary steps to accelerate the movement towards sustainable tourism through policies, business operations and investments with SDGs. In line with its objectives, this project moves towards creating knowledge and empowering those involved in tourism.



Africa and UNWTO

In recent years, many actions have been taken in the international sector about Africa and many plans have been presented. Every day, many conferences, webinars and conferences on the development of African tourism are held in the context of UNWTO, and these activities have increased the efforts of these countries in the field of prosperity of tourism industry. Corona pandemic has damaged this industry, though and Africa has not been an exception in this case. As a result, today is very important for more interactions among organizations and active groups to restore the tourism prosperity.

World Community and Africa

These days, most of the world's societies have focused on Africa with its natural resources and have increased their efforts for the further development and prosperity of this land. And many companies have begun to invest in these projects, which will improve investment of economics and social value. Perhaps today is one of the best times to achieve these high rank targets.



MANA's Mission

Mana, in line with UNWTO's great goals of empowerment and adaptation, is working to establish a new tourism product in Africa with an approach to expanding family trips.

MANA's Target Community

- 1- Hotels, Accommodations, Accommodation Camps
- 2- Airlines
- 3- Restaurants
- 4- National Parks
- 5- Special Vehicles for Tourism
- 6- Shopping Centers
- 7- Tourism Agencies
- 8- Tour Operators' Community
- 9- Museums, Exhibitions and Galleries



Part of MANA's training programs and activities in each of the places

1- General programs in hotels, accommodations, accommodation camps.

Certainly hotels and accommodation are one of the most important spaces that play a key role in family trips and the quality of their services to this tourist group is very important.

- Interior design of a children friendly hotel.
- Managing the quality of services for family and children.
- connecting children effectively.
- Marketing management and attracting the target groups.
- Arranging the children host and competent hosting in the hotel.



2- Airlines

One of the important sections related to the travel of airlines and flight crews, therefore, attention to this section is among the important executive sections, including:

- Flight Crew Training
- Training of Ground Staff
- Presenting the Puppet Symbol of Each Flying
- Children's Sanitary Bag
- Special Airline Gift
- Membership of a children-friendly airline in the International Association of children-friendly airlines
- Another goal of a children-friendly airline is to pay attention to the rights of children on flights and to standardize in-flight services.



3-Restaurants

One of the fascinating and delicious parts of the trip that can convey the experience of a country's food culture are the restaurants that can follow a good pattern to better serve children and families, including:

- Restaurant Interior Design
- Food and Beverage Menu (attractiveness of food and serving - food health)
- Suitable Children Seat
- A space for children to cook for better understanding



4-National Parks

National parks are one of the most important and valuable parts of Africa as a tourist attraction, providing appropriate services in the field of transportation, establishing a controlled connection with the environment and animals for children (in lodges or defined areas). Direct and closer contact creates a unique experience for them

5- Special Vehicles for Tourism

- Adapting vehicles for children
- Introducing suitable and attractive tools for observing and touching nature to its best
- placing accessories needed to simultaneously learn information about plants and animals
- Souvenir gifts for the purpose of learning and making memories (from handicrafts)



6- Shopping Centers

- Child Care Unit
- Children-Friendly Vehicles in the same place
- Mother and Child Room
- Restaurant's Healthy Baby Food Menu
- Special Child Resting Chair
- Cafe and Restaurant Child Seats
- Children's Club
- Toilet Suitable for Children in the Lobby
- Modifying Children Accesses
- Review of HSE processes for Children

7- Travel agencies

- Package Tour training for children and family tours
- Providing protocols on how to organize children and family tours

8- Tour Leaders Community

- Training for touring children and family tours



9-Museums, Exhibitions and Galleries

Museums are one of the most important multi-purpose institutions that play a very practical role in increasing family and children tourism. Successful experiences in other countries show that if we are looking to create a tourism that cares about age groups and identities in this age group, museums will be a vital and permanent component of such a project. Among the main items that can be used in the promotion of existing museums, the following can be mentioned:

- Preparing a checklist of the requirements and needs of children and family tourists in museums
- Designing museum events for different age groups (children, teenagers, etc.)
- Improving the website of existing museums with the aim of attracting the target audience
- Designing and holding virtual tours in order to interest the audience with the African ecosystem



- Holding conferences and specialized programs in the field of museums in order to attract the attention of experts to African museums
- Introducing Africa through museums
- Networking among existing museums to develop the tourism network
- Holding a special program for children by museums, simultaneously with the presence of adults
- Making the interior design of museums suitable for different tourism groups (simple and multilingual labels)
- Using innovative technologies in museums to attract a variety of tourism groups (multilingual audio guides, interactive screens, etc.)
- Kids Science Museum: Teaching children basic science concepts with a focus on science and technology
- Kids Science Center /City: An entertaining site for children to play and enjoy learning scientific concepts

Museums and science centers will complement African tourism by focusing on children in different age groups (both as tourists and target groups living in Africa). By updating museums and adapting them for these age groups, tourism in Africa will be more attractive to more families. Educational motivations will lead to the formation of one of the largest types of tourism called educational tourism.



Advantages and Superiorities of the Plan

- MANA offers the first targeted and comprehensive package for children and families in the field of tourism.
- Involving the target community
- Involving a wide range of the global community
- Creating new job opportunities in tourism
- Improving the capability of human resources working in tourism infrastructures
- Creating opportunities for creativity and innovation in targeted trips for children and families
- Diversifying tourism products

Activities performed by MANA

- Presenting the model of children and family tourism as a new product in tourism and creating a global network of tourism for children and family trips
- Implementing the project of children-friendly hotels in Iran, Russia and Oman
- Cooperating with the Online Tourism Academy and the World Tourism Organization (UNWTO) in the development and production of scientific content in the field of hotel management and digital marketing courses
- Formation the first international associations of Children-Friendly Hotels and Children-Friendly Airlines
- Providing advice to potential countries in the Middle East and Africa on creating a supreme model of children and family tourism regions
- Performing specialized webinars and symposia on the culture of family trips and the role of children in the attractiveness of travel





MANA's Requests from the African Section of the UNWTO

- Introducing and establishing relations with governmental and non-governmental institution
- Introducing and building relationships with active sponsors in Africa
- Introducing a representative from the UNWTO's Africa Department for easier and better communication
- Holding joint webinars and symposia to create a family trip culture in Africa
- Introducing MANA to the Ministries of Tourism of African countries for interaction and review of possible cooperation
- Establishing a joint database and information on the quantity and quality of family trips to Africa
- Introducing and building relationships with honorary ambassadors of tourism



MANA's Short-Term plan for Africa

Part One

Culture building and familiarization of government beneficiaries

Part Two

Culture-building and familiarization of non-governmental organizations and activists

Part Three

Supporting Start-Ups and empowering the local community

Part Four

Performing children-friendly hotels and children-friendly airline projects

Part Five

Performing the projects of adapting tourist and wildlife camps for children

Part Six

Performing children-friendly tourism city projects and children and family special tourism destinations

September 10th to November 10th, 2021

Preparing the first simultaneous webinar of the specialized panel of Africa, the top destination for tourism and family trips

November 30th to December 3rd, 2021

Consulting with ministers and representatives of African countries at the Morocco's Assembly for cultural programs and introducing the new travel brand for Africa

November 15th, 2021 to March 15th, 2022

Introducing five special destinations for children and families in Africa on global platforms

March 30th, 2022

Introducing the first Children-Friendly Hotel in Africa

April 30th, 2022

Introducing the first Children-Friendly Airline in Africa