



An amusement park without rides

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What is it?

A privately owned chain of family entertainment centers located around the world that started out in Mexico in 1999. The center allows children to work at adult jobs to earn money that can be used at the any of their worldwide centers. Since it's opening, it has received more than 31 million visitors. It is only one of the fastest growing edutainment chains in the world.

KidZania's main concept is to provide a "safe, unique and very realistic educational environment that allows kids between the ages of four to twelve to do what comes naturally to them: role-playing by mimicking traditionally adult activities."

The indoor theme park is child-sized city complete with functioning real-world and kidZania establishments. Ranging from Hospital, fire station, bank, supermarkets, theaters and more. Many establishments are sponsored by real-world companies like Coca-Cola, Crest, McDonald's, airlines, and P&G's Safeguard.

Children get to complete different jobs and get to earn or use the unique KidZania currency in the process. Jobs vary from health services (doctors and nurses), retail positions (shopkeeper), civil services (fireman, policeman) to customer services (flight attendants, chefs,) and much more. Each location features nearly 100 role-playing activities with different difficulty levels for students with different abilities and interests.

Kids simply pick an occupation, learn about their job, put on a uniform and start earning and spending while having fun.

Educational Standpoint

KidZania uses role-playing as their main method of learning for children. Through the use of role-playing, children can develop skills in many aspects of child development as activities are designed to focus on creativity, critical thinking, interpersonal and intrapersonal skills. Children can also better relate their experience to real-life situations because of the authenticity of the experience.

Edutainment

This word is a coined word for Educational Entertainment, to refer to content that is meant for educating and entertaining.

It could be something that is mostly educational but has some form of entertainment or be something that's the opposite, has mostly entertainment but has some educational value. Edutainment is increasing popularity as more forms of edutainment can be found now, in media productions, museums and softwares. Some famous forms are boardgames, Walt Disney's documentaries, or toys like a miniature piano.

How does it work?

Upon arrival, child is checked in and given specific wrist tags that permit them to explore the ground but doesn't permit them to leave unless picked up by an adult with a matching tag.

Each child is also given some currency to use around the center but because the currency isn't enough to explore everything, more must be earned.

Materials provided upon entry will determine where the child can go and what job they can do next. Upon completion of each activity/job, get your earnings or rewards then move on. This motivates each child to keep going.

Benefits

Develops skills in

- Critical thinking
 - Self problem solving without adult aid and own time management.
- Language
 - Non-English speaking locations run English and local language programs for children to develop language skills.
- Interpersonal
 - Practice communicating with strangers and work with others.
- Intrapersonal
 - Practice effective positive and productive social communication.

Through the activities, children can also gain confidence and practice what they've already learned in school or get a sense of how things they learn in school can help them in real-life situations. This form of education is very important and useful for building strong foundations in early childhood development.

Multiple Intelligence Theory

A model theory of how human intelligences can be differentiated and developed specifically instead of as a whole. More and more K-12 educators are being trained to recognize this form of learning.

At Kidzania, these can be developed through role-playing and realistic experiential learning.



EVA(Educational Venture Analyst) perspective

Who is the customer?

This edutainment center is designed for K-6 children. The whole concept of the company feeds off the acknowledgement of the importance of early childhood education and the need to build strong foundations in children at a young age. Most importantly, the aim to intrinsically motivate children to learn what they want.

It's potential growth.

Since the first establishment was opened in September 1999, it has developed into a franchise that is now operating in over 24 locations worldwide and 15 more planned locations to open in the upcoming years. And of those 24 locations, 8 of them were opened within the last two years. That is averaging 1.5 centers that opened every year. With the growing interests for this business, it can be easily predicted that this growth rate will continue to stay.

In important fact is also that Kidzania has yet to arrive in many other major cities in countries like Canada as most of them are found in Asia, some major European Cities, and Mexico. This leaves a lot of room for growth globally as kids are found anywhere, everywhere.

One important part of what makes Kidzania successful are their sponsors and partnerships with various companies around the world. It is an integrated marketing strategy that gives the children an authentic experience during each activity. For example, the bank in partnership with a local bank, would teach children about saving and investing, while the airline sponsored activity would teach children how to pilot a plane or service a passenger. These partnerships also financial help support the operation of the center.

Testimonial Videos

<https://www.youtube.com/watch?v=UjyHPdN2OtE>

<https://youtu.be/WcXP2bvBdVs>

<https://youtu.be/krTtLC4CRnI>

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