Analyzing the Influence of Animated Cartoon Series on Enhancing Cultural and Tourism Awareness among Egyptian Schoolchildren

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ARTICLE INFO	Abstract
	Animated productions are among the most effective storytelling tools, especially for children, as they are naturally attracted to animated content. As a result, these productions have the potential to shape children's awareness of various aspects of life. For generations, storytelling has served as a key means of transmitting knowledge. Therefore, animated films and series can serve as powerful tools for educating children about history, heritage, traditions, folklore, and tourist landmarks. Accordingly, this study aimed to analyze the impact of the Egyptian animated series *Yahia and Kenoz Adventures* on enhancing cultural and tourism awareness among Egyptian schoolchildren in the primary and middle stages. To achieve this, the study utilized the content analysis method to examine the series' episodes, along with an analysis of textual comments from parents who watched it. Additionally, focus groups were conducted to gather responses from a sample of schoolchildren who viewed the series. All data were analyzed using *Nvivo 15*, a software specializing in qualitative data analysis. The study concluded that animated productions play a significant role in enhancing children's cultural and tourism awareness by delivering entertaining educational content that reflects cultural, heritage, and tourism aspects of the country.

1. Introduction

Stories have the power to influence people across generations and engage them in various cultural issues. Different forms of media, such as movies, television series, and online videos, utilize storytelling techniques to convey values and concepts related to identity and heritage.

Among these, animated cartoons serve as a widely consumed form of edutainment, which means merging entertainment with educational content to introduce audiences to diverse topics (Zin & Nasir., 2007).

The core value of media is not only to represent various cultural aspects but also to build a deep understanding of culture and heritage (Chen, 2024). Hence, media tools could create tourism and cultural awareness, as Sardarabadi et al. (2003) clarified that media has a tremendous impact on shaping the views and awareness of society members about different cultural spheres (Danesh & khiltash, 2018).

Furthermore, Stories have a powerful impact on building the character of children and also on shaping awareness about various aspects of life (Trostle-Brand & Donato, 2001). Thus, edutainment media plays a crucial role in educating young generations according to a specific story plot while keeping an entertaining atmosphere. Since children are particularly drawn to animated content, including movies, television series, and advertisements (Li et al., 2020), such media can shape their cultural awareness and understanding of heritage.

The research gap is reflected in the fact that despite the increasing number of studies exploring the impact of movies and television dramas on tourist behavior and individuals' intentions to visit destinations featured in these productions, research on the influence of animated movies and series remains relatively limited. Furthermore, the majority of existing studies have focused on adult behavior (Florido-Benítez, 2023). Relatively few studies have examined children's perspectives within the tourism industry (Poria et al., 2005; Hilbrecht et al., 2008; Rhoden et al, 2016; Wu et al., 2019; Li et al., 2020), largely due to the ethical considerations involved in researching minors and the unique methodological challenges associated with this demographic.

In light of this gap, this study seeks to contribute to a deeper understanding of how animated cartoon movies and series influence cultural and tourism awareness among Egyptian children. The research aims to provide valuable insights into the intersection of animation media and tourism, particularly regarding its role in shaping children's perceptions of culture and heritage. To address this research gap, the study will answer the following research questions:

1.   What cultural and tourism-related themes are represented in Egyptian animated series?

2.   To what extent do locally produced animated series enhance Egyptian children's cultural and tourism awareness?

The study will address the research questions through a content analysis approach, interpreting the content of the Egyptian animated series *Yahia and Kenoz Adventures,* which was specifically produced for children and portrays various stories, symbols, values, traditions, and locations related to Egyptian history through the ages. Additionally, the study will analyze the textual comments from parents who viewed the series. Furthermore, focus groups will be conducted with a sample of schoolchildren who watched the animation to explore the influence of this series on them. Due to the sensitivity of dealing with children in

academic research, it is critical to note that parental consent will be taken before conducting the focus groups.

Based on the above, this study is designed to provide deeper insights into the impact of animated and cartoon series that highlight cultural and tourism themes on children's perceptions of tourism and cultural awareness, with a particular focus on Egyptian society.

2. Literature Review

Stories are a powerful medium for interpreting major societal issues (Solomon et al.,2022). Animation and cartoon movies and series, in particular, are highly effective tools for conveying narratives related to culture and tourism, especially for children, whose development can be significantly affected by frequent exposure to such media.

2.1   The Main Concept of Animation Productions

The term animation originates from the Latin word anima, meaning "Giving life to solid objects" (Buckingham & Scanlon, 2005). The first animation production was introduced in Japan in the early 1960s. By the 1990s, anime had gained worldwide recognition, particularly in the United States (Pelz, 2016; Backer, 2023.). It is important to highlight that Japanese animation productions differ from cartoon productions in the United States and other countries, primarily in terms of character design techniques and visual style. Moreover, one of the fundamental differences between Japanese anime and American cartoons lies in the themes they explore. Japanese anime frequently addresses complex and mature topics such as war, death, nature, and love, often reflecting Japan's historical and contemporary societal issues. In contrast, American cartoons tend to feature lighter themes (Pelz, 2016).

The process of creating animation involves transforming static images into dynamic, voiced sequences using various multimedia software (Zin & Nasir.,2007). Animated content can be produced either in 2D or 3D formats. The 3D format closely resembles realistic motion images, whereas the 2D format is more stylized and typically associated with traditional cartoons (Kerlow, 2009; Buckingham & Scanlon, 2005). In recent years, advancements in technology have significantly streamlined the animation production process (Singthongchai et al., 2012).

The core concept of animated productions can be effectively conveyed to the audience through storytelling techniques. Storytelling aims to engage viewers with the story's central idea and immerse them in its meaning (Zin & Nasir, 2007; Jo et al., 2022; Moreira et al., 2024). Additionally, Yang (2011) and Choi (2016) emphasized that effective storytelling must incorporate five key dimensions: educability, understandability, interestingness, uniqueness, and sensibility.

It is crucial to highlight that animation studios, creators, and professional screenwriters have successfully designed anime characters that closely resemble humans in emotions and psychological depth (Pelz, 2016). As a result, a strong emotional connection often develops between anime characters, scenes, and their audiences. Additionally, story development serves as the foundation of any animated production, requiring the creation of narratives that

resonate with viewers' interests and the careful development of character profiles. This phase also includes storyboarding, a visual representation of the animated project that outlines key scenes and sequences (Arafaat et al., 2023).

Pelz (2016) further clarified that Japanese anime has been successfully exported to other countries through the concept of "glocalization", a hybrid of globalization and localization. This approach ensures that anime movies and series are adapted to suit the cultural backgrounds of foreign audiences while preserving the original country's cultural identity and distinctive artistic elements. Consequently, the concept of glocalization has successfully reduced cultural barriers between international audiences and original content creators. This approach allows anime creators to modify certain elements, such as character costumes, native accents, and local expressions, to better align with different cultural contexts. As a result, glocalization has enhanced the adaptability of animated productions, extending their application beyond the realm of entertainment.

The essence of anime lies in its ability to interpret cultural and heritage traits of society through a consistent, evolving, and engaging storyline. This approach allows audiences to connect with the characters and their cultural backgrounds. For instance, some Japanese anime productions depict the historical background of samurai culture and other heritage aspects (Pelz, 2016; Backer, 2023), making it easier for international audiences to grasp the essence of Japanese culture. Consequently, anime movies and series have evolved from being mere sources of entertainment into valuable tools for educating audiences about different destinations.

2.2 The Impact of Animation Productions on Children's Cultural and Tourism Awareness

Media productions have a significant impact on shaping behaviors and attitudes across all age groups. However, their influence on children is particularly crucial in developing awareness (Powell, 2012; Backer, 2023; Shadaan, 2024). Today, animated cartoons are among the most popular forms of media entertainment for children, making them highly susceptible to the messages conveyed through these productions (Zin & Nasir, 2007).

Children are frequently studied in scientific research across various fields; however, their opinions are not commonly explored in tourism research (Nickerson & Jurowski, 2001; Van Niekerk & Saayman, 2013). Few studies have investigated the impact of anime on children's behavior and awareness. For instance, Mahmoud (2019) examined how anime enhances creativity among children. Additionally, Alghamdi and Almutairi (2022) explored the effects of anime on children's behavior in Saudi Arabia. Moreover, Backer (2023) investigated the impact of Japanese animation on the behavior and awareness of children in the Arab region. These studies revealed that animated movies play a crucial role in promoting cultural and moral values that children may adopt.

Additionally, Arafaat et al. (2023) discussed the role of animated series in raising cultural awareness about Islamic history and civilization, comparing animations featuring Islamic figures created by Western studios with those produced by Muslim creators. Besides,

Boubezari and Belkheiri (2022) found that television programs significantly influence children's social development. However, their study also noted that the local identity of the Arab region has been negatively affected by foreign animation and cartoon channels. Hollywood-produced animations have been cited as evidence of this negative influence, as they transmit foreign concepts that can shape attitudes and awareness regarding critical issues (Shadaan, 2024). Also, Zin and Nasir (2007) developed an animated software program designed to promote Malay folkloric stories. This edutainment tool aims to both educate and entertain younger generations about sociocultural topics.

Furthermore, Young generations are increasingly exposed to animated movies and series from various cultures, shaping their perspectives and understanding of the world (Jaber & Marzuki, 2019; Arafaat et al., 2023). Besides, Sarraj et al. (2015) emphasized that developing a multicultural educational curriculum with a collective vision is a key element in fostering cultural and tourism awareness among children.

While most popular anime movies and series are produced in Japan, the USA, and South Korea and primarily address general themes related to life, morals, and human emotions (Trostle-Brand & Donato, 2001), some well-known animated works from other regions have successfully depicted cultural and historical elements. For instance, *Islamic Golden Age*, a Turkish anime, presents various aspects of Islamic civilization, including architecture, science, philosophy, and education. Additionally, *1001 Inventions and the Secret Library* is a British short documentary that highlights the contributions of Arab and Islamic scientists in fields such as medicine, science, and astronomy (Arafaat et al., 2023).

On a national level, there are only a few animated cartoon productions in Egypt that highlight aspects of Egyptian culture and heritage. One notable example is *Bakkar*, which was produced in 1998 and remains one of the most popular cartoon series among Egyptians of all age groups. In 2018, *Nour and the Gate of History* was produced through a collaboration between the Academy of Scientific Research and Al-Azhar Al-Sharif. It is recognized as the first Egyptian animated series to showcase the achievements of pioneers in science, chemistry, astronomy, and medicine within Islamic civilization (Arafaat et al., 2023). More recently, in 2022, a national production company produced *Yahia and Kenoz Adventures,* an animated cartoon series*,* and released it on an Egyptian digital platform specializing in television series.

Based on the previous review, there is a notable gap in research specifically addressing the influence of anime's cultural elements on children's tourism and cultural awareness. Therefore, further practical exploration of this area in the next sections would provide a more comprehensive understanding of its impact.

3. Methodology

The study employed a descriptive-analytical methodology, where data related to the animated series and its impact on cultural and tourism awareness among children were collected and analyzed. Additionally, qualitative content analysis was applied to interpret the data collected from the animated series' dialogue, feedback from parents of children who

viewed the series, and responses from the children themselves. The analysis was conducted using *NVivo 15* software, a tool specifically designed for analyzing qualitative, semi-structured, and unstructured data (Lumivero, 2025).

The study population comprised all 90 episodes from the three seasons of the locally produced Egyptian animated series *Yahia and Kenoz Adventures*, which aired between 2022 and 2024, as well as textual comments posted by parents who viewed the series. Additionally, feedback was gathered from primary and middle school children.

The study focused on analyzing the content of the 32 most-viewed episodes across all three seasons, based on YouTube statistics. Moreover, Backer (2023) emphasized that parental guidance should be applied to all forms of entertainment aimed at children, as it helps them critically analyze what they hear and see rather than passively accept all presented concepts. Consequently, the study employed a purposive sampling technique to analyze parental comments on these episodes. Specifically, it examined comments mentioning the word *children*, posted between March 2022 and April 2024 on the series' official social media channels.

Furthermore, six focus groups were conducted, involving 60 children aged between 6 to 12 years from Egyptian primary and middle schools, as previous studies have shown that children within this age range are capable of understanding, recognizing, and critically evaluating messages conveyed through various forms of visual media (Acuff, 1997; Calvert, 2008; Li et al., 2020). The sample was selected based on recommendations from school principals, following the necessary approvals, making it an expert sampling approach.

The decision to conduct six focus groups was guided by the findings of Guest, Namey and McKenna (2017), who suggested that three to six focus groups could yield approximately 90% of a study's key insights. Thus, six was deemed the optimal number for this study. Additionally, Nagle and Williams (2013) recommended that each focus group should consist of 7 to 12 participants. However, in this study, each group included 10 children, as managing more than 10 participants could pose challenges in maintaining control over discussions, especially with children, and could also be time-consuming.

It is important to acknowledge that conducting academic research involving children presents several challenges, particularly in obtaining parental consent. Furthermore, organizing focus groups within schools required formal approval from the relevant authorities.

4. Results

Analyzing the content of the selected episodes using *Nvivo 15 software* required several steps. First, the dialogue lines of various characters from each episode were manually extracted while watching the episodes and imported into the software. It is important to note that the dialogue extraction was done manually, as the software does not support Arabic audio. Second, the textual comments from parents who watched the episodes, along with the reactions and interpretations of schoolchildren, were also imported into the software.

Using *Nvivo 15*, the study examined the relationships between the series' dialogue, parents' comments, and children's responses by generating five codes that reflected the key concepts that emerged during the analysis. The following section provides details of the analysis:

4.1 Analysis of The Series Content

This study first examined how the animated series incorporates cultural and tourism-related themes. The following presents an analysis of the key features that contribute to this representation.

The series features a variety of historical and cultural themes that reflect Egyptian identity through the ages. The main character, Yahia, is a child who frequently complains about the difficulty of studying history and its relevance to him and his classmates. However, an incident occurs during a school trip to the iconic Pharaohs' Golden Parade, where Yahia accidentally enters the royal cabin of King Ramses II. This event marks the beginning of Yahia and his sister Kenoz's adventures through ancient times. The historical themes introduced throughout the series can be categorized as follows:

▪ **Historical Events**: The series showcases various famous and significant historical events. For example, it highlights the war between Egypt and the Hyksos and discusses how King Ahmose won the battle. The series also covers the construction of the Djoser and Khufu pyramids, as well as other events involving famous Egyptian kings and queens and their governance of Egypt. Additionally, episodes explore significant events from the Greco-Roman period, including the reigns of Alexander the Great and Queen Cleopatra. Furthermore, the series accurately portrays key events from the Islamic era, such as the battle between Sultan Qutuz and the Tatars. The series also references the Mustansirite Hardship at the end of the Fatimid era and how Amir Badr al-Jamali saved Egypt from this crisis.

Source: The images were captured as screenshots from the episodes of the series

Figure (1) Building Khufu's pyramid   **Figure (2)** King Ahmose in battle against the Hyksos

▪ **Cultural Events**: Since the first season of the series debuted in 2022, the Pharaohs' Golden Parade was prominently featured in the early episodes, as mentioned earlier. The creators of the series placed significant emphasis on the importance of the parade. Additionally, the series highlighted the Opet Festival, which was recreated through the Sphinx Avenue in Luxor.

Source: The images were captured as screenshots from the episodes of the series

Figure (3) A scene from the series featuring the Opet Festival.

▪ **Costumes and Local Traditions**: The characters in the series are depicted wearing the historical attire of ancient Egyptians throughout various episodes. The customs are also differentiated based on the era of the scenes, with notable representations from the Greco-Roman and Islamic periods as well.

Source: The images were captured as screenshots from the episodes of the series

Figure (4) on the left: The characters wearing ancient Egyptian attire.
Figure (5) on the right: Mamluk Sultan Qutuz, dressed in Mamluk armor during battle.

The series showcased aspects of Egyptian local traditions, particularly traditional foods like beans. Additionally, there are scenes that emphasize how many current Egyptian oral expressions have origins in ancient times. Furthermore, traditional games such as "Goaaran" and "Sowlagan," which resemble the modern game of "Seega," were featured in a few scenes.
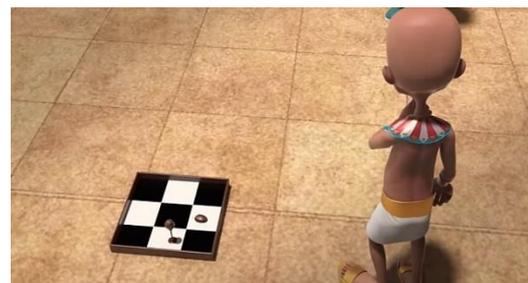
Source: The images were captured as screenshots from the episodes of the series

Figure (6) On the left, a scene depicting one of the most famous traditional meals in Egypt: Beans.
Figure (7) On the right, a traditional game from ancient Egypt: "Goaaran and Sowlagan."

▪ **Historic and Tourist Attractions:** Various historical and tourist attractions were featured throughout the episodes. These include the Giza Pyramids, the Grand Egyptian Museum, the National Museum of Egyptian Civilization (NMEC), the Temple of Hatshepsut, Al-Muizz Street, Al-Aqmar Mosque, the Hunger Wall in Aswan, and the Alexandria National Museum.

Figure (8) On the left, the National Museum of Egyptian Civilization
Figure (9) On the right, the Grand Egyptian Museum

Figure (10) On the left, the Hunger wall in Aswan
Figure (11) On the right, AL Aqmar mosque in Al Muizz Street

Source: The images were captured as screenshots from the episodes of the series

Figure (12) Alexandria National Museum

Additionally, the study analyzed the content of 32 episodes of the series by extracting 300 dialogue lines between the characters, of which 244 were relevant to the research questions. These lines were categorized into five thematic codes, each representing a key concept within the selected dialogues:

a. Enhancing Children's Cultural Awareness
b. Reinforcing Local Identity
c. Preservation of Heritage

d. Encouraging Children to Visit Tourist and Cultural Sites

e. Edutainment

The following table presents the findings generated from the matrix coding query in *Nvivo*:

Table (1) Analysis of the Characters' Dialogue Lines

	Enhancing Children's Cultural Awareness	Reinforcing local identity	Preservation of heritage	Encouraging Children to visit Tourist and Historical sites	Edutainment
Characters' Dialogue lines	73	19	34	68	50

Source: Generated using *NVivo 15* software.

The analysis revealed that the characters' dialogue in the selected episodes of the series strongly emphasized enhancing cultural awareness among children, with 73 dialogue lines dedicated to this theme. Words such as *"History," "Culture," "Civilization,"* and *"Monuments"* were mentioned approximately 65 times throughout the dialogue.

Additionally, the dialogue reinforced local identity among children through 19 lines, with the word *"Identity"* appearing more than 30 times. The importance of heritage preservation was conveyed indirectly by highlighting the consequences of monument theft, historical destruction, and heritage neglect, with 34 lines supporting this theme.

Furthermore, the main characters of the series were depicted at famous tourist and historical sites, including ancient Egyptian temples, the Giza Pyramids, Saqqara Pyramid, Aswan, the National Museum of Egyptian Civilization, the Royal Mummies Hall, the Grand Egyptian Museum, and the Alexandria National Museum. These sites appeared in the show 68 times, with their historical significance woven into the storyline. Figures 8, 9, 10, 11, and 12 in the above section illustrate the presence of some of these tourist and historical sites throughout the episodes. Also, the dialogue lines mentioned phrases related to the edutainment theme 50 times throughout the episodes.

4.2 Analysis of Parents' Comments

The study analyzed approximately 200 textual comments from parents who shared their reviews after watching the series' episodes with their children. The comments were selected based on two main factors: the explicit mention of children and the timing of their publication on social media, ensuring they were posted around the same time the episodes were streamed online.

Table (2) Analysis of Parents' Comments

	Enhancing Children's Cultural Awareness	Reinforcing local identity	Preservation of Heritage	Encouraging Children to visit Tourist and Historical sites	Edutainment
Parents' Feedback	65	48	12	9	66

Source: Generated using *NVivo 15* software.

The matrix coding query generated by *Nvivo* software revealed that the **"*Edutainment*"** theme was highlighted in 66 parental comments. These comments directly emphasized the importance of integrating such entertainment programs into the educational syllabus for history and culture in schools. For instance, some parents' comments included: *"I suggest teaching the series in schools, as my child struggles to understand traditional history books."*, *"Using innovative animation techniques will facilitate the learning process and make children more interested in studying."*

According to parental reviews, there is a significant relationship between animated series that depict historical content and the promotion of cultural awareness among children. This was supported by 65 analyzed comments that reinforced this connection. Additionally, 48 comments highlighted that the series strengthened the concept of local identity and fostered a sense of pride and belonging to Egyptian history and culture among children.

On the other hand, the series had a limited effect in emphasizing the importance of heritage preservation. While many comments acknowledged the value of understanding Egyptian civilization, only 12 explicitly mentioned heritage preservation. Furthermore, only 9 comments indicated that the depiction of tourist cities and historical sites in the series encouraged their children to visit these locations.

4.3 Analysis of Children's Focus Groups

The study conducted six focus groups with 60 children, which were arranged in schools after obtaining approval from both parents and school principals. The focus groups aimed to analyze children's reactions to the series, particularly concerning the key themes identified in the analysis of parental comments and character dialogues. *Nvivo* software played a crucial role in analyzing the content of children's verbal comments and reactions.

Overall, all participants exhibited high levels of excitement after watching various short scenes from the series' episodes. They eagerly asked questions about ancient Egyptian costumes, the main characters Yahia and Kenoz, and the reason behind their ability to travel through different historical periods. However, working with primary school children posed a slight challenge, as they required more simplification of the historical content, whereas middle school children were more engaged in discussions and critical analysis of the themes.

Children's verbal reactions and comments were recorded and coded according to the study's main themes. Additionally, a matrix coding query was conducted to determine the frequency of each theme. In total, approximately 230 relevant comments were analyzed, while other unrelated comments were excluded as they did not align with the research questions.

Table (3) Analysis of Children's Focus Groups

	Enhancing Children's Cultural Awareness	Reinforcing local identity	Preservation of Heritage	Encouraging Children to visit Tourist and Historical sites	Edutainment
Children's Reactions	50	43	29	53	55

Source: Generated using *NVivo 15* software.

The query results indicate that the majority of comments from the sample expressed enthusiasm about incorporating animation into classroom learning. Specifically, 55 comments (24%) from middle school students emphasized their hope that one day, history and social studies would be taught through animated content. These comments included phrases such as: *"I learned more about Egyptian civilization through the series", "I understood history much better than usual classes", and "I hope that the animated series will be my new history teacher".*

Additionally, reactions from both primary and middle school students indirectly demonstrated an increased awareness of ancient Egyptian kings and historical battles after watching the series. The scenes depicting museums, historical sites, and tourist cities captured the interest of all children, with 50 of their comments (22%) mentioning relevant terms like *"Names of ancient Egyptian kings and queens Kings", "Grand Egyptian museum", "Pyramids", and "ancient Egyptian temples".* Notably, 53 comments (23 %) reflected a strong desire to visit these locations, particularly the National Museum of Egyptian Civilization, the Grand Egyptian Museum, the Wall of Hunger in Aswan, and the Saqqara Pyramid.

The focus group analysis also revealed that the series had a positive impact on fostering a sense of belonging to Egyptian civilization, as reflected in 43 comments (19%). However, regarding the theme of heritage preservation, only a limited number of students fully grasped its significance. Specifically, 29 comments (13%) from middle school students indicated an understanding of the importance of preserving monuments, traditions, and customs.

4.4 The Impact of Edutainment on Key Themes

The study conducted a matrix coding query to analyze potential relationships between key themes based on the series dialogue, parents' comments, and children's reactions. Since the animated series *Yahia and Kenoz* aimed to educate children about history, the following analysis explores the relationship between edutainment and its influence on other themes.

Table (4) The Impact of Edutainment on Key Themes

	Encouraging Children to visit Tourist and Historical sites	Enhancing Children's Cultural Awareness	Heritage Preservation	Reinforcing local identity
Edutainment	80	160	70	120

Source: Generated using *NVivo 15* software.

The findings indicate a strong correlation between entertainment-based learning and enhancing children's cultural awareness, with 160 occurrences emphasizing this relationship. However, the series dialogue had a relatively minor impact on encouraging children to visit tourist and historical sites featured in the episodes, as only 80 occurrences supported this theme. A possible explanation for this limited influence is that parents serve as the primary decision-makers regarding family outings. Additionally, financial constraints or family responsibilities may delay or prevent visits to these sites.

Moreover, *Yahia and Kenoz* had a positive effect on fostering a sense of belonging among children by reinforcing local identity through character dialogues. The term "identity" appeared more than 50 times across 120 occurrences in the analysis. Regarding heritage preservation, the series had a limited impact, as only 70 occurrences were relevant to this theme.

4.5 The Relationship Between Cultural Awareness, Local Identity, and Site Visits

The following matrix coding query illustrates the significant impact of cultural awareness and local identity in motivating children to visit tourist and historical sites.

Table (5) The Relationship Between Cultural Awareness, Local Identity, and Site Visits

Theme	Encouraging Children to visit Tourist and Historical sites
Enhancing Children's Cultural Awareness	90
Reinforcing local identity	60

Source: Generated using *NVivo 15* software.

The query highlights that enhancing cultural awareness through educational animated series can significantly increase children's interest in visiting the tourist and historical sites featured in the series. This relationship was supported by 90 occurrences, indicating a strong correlation.

On the other hand, reinforcing local identity had a lesser impact on motivating children to visit relevant tourist or historical locations, with only 60 occurrences supporting this connection.

5. Discussion

This study aimed to provide deep insights into animated cartoon series that depict cultural and tourism aspects, analyzing their impact on enhancing cultural and tourism awareness among Egyptian children. The findings comprehensively address the first research question: *"What cultural and tourism-related themes are represented in Egyptian animated series?"*

The analysis indicates that *Yahia and Kenoz* series highlights several cultural and tourism-related themes throughout its episodes. Specifically, the trailer features ancient Egyptian temples, the Giza pyramids, and the National Museum of Egyptian Civilization. Moreover, the episodes depict various cultural themes through visual scenes and dialogue. For example, the main characters' costumes represent different historical periods, including the ancient Egyptian, Greco-Roman, and Islamic eras. The series also emphasizes local traditions, such as traditional food and the origin of certain local expressions. Furthermore, the series was primarily based on the concept of edutainment, offering cultural and historical information through an entertaining storytelling format. Additionally, many of Egypt's historical and tourist attractions were showcased throughout the series.

Regarding the second research question: *"To what extent do locally produced animated series enhance Egyptian children's cultural and tourism awareness?"* the content analysis revealed a significant correlation between watching animated series and an increased level of cultural and tourism awareness among viewers, particularly children. This relationship was supported by 110 occurrences. Additionally, there is a positive relationship between watching educational animated cartoons and reinforcing local identity among children. 70 occurrences demonstrated that children were deeply affected by the dialogue and became more proud of their heritage. These findings align with previous studies on the impact of animation works on children (; Zin & Nasir, 2007; Powell, 2012; Pelz, 2016; Backer, 2023; Shadaan, 2024).

However, there was a minor impact of the edutainment series on encouraging children to visit tourist and historical attractions related to the series, with only 20 occurrences referencing the willingness to visit such locations. This could be explained by the fact that the series primarily aimed to educate viewers, especially children, about historical monuments around Egypt, but did not focus on explicitly encouraging them to visit these sites through clear messaging or character dialogue.

Contrary to earlier studies that indicated children strongly influence their parents' travel decisions (Foxman et al., 1989; Gram, 2007; Van Niekerk & Saayman, 2013), the results revealed that the decision to organize tours is mainly made by parents or school principals. Thus, children are not the primary decision-makers in planning these visits.

Furthermore, the content analysis revealed a strong relationship between the increasing cultural awareness among both parents and children and their willingness to visit the historical and tourist locations featured in the series. 60 occurrences clarified that the enhanced cultural awareness also led to children's desire to visit these sites, aligning with earlier studies by Oh and Ma (2018), Florido-Benítez (2023) and Ramdas et al. (2024).

In summary, this study contributes to a better understanding of how animation works that present historical and heritage themes can shape and enhance cultural and tourism awareness among Egyptian children. These findings suggest that animated cartoon series can serve as an effective edutainment tool to develop cultural and historical knowledge among schoolchildren.

However, this study did not explore the long-term impact of watching animated series on children's behavior, particularly how it might influence their choices of cultural school activities or their academic performance in history and heritage subjects. Future research could delve into this area by investigating how cultural and tourism-focused edutainment tools can further encourage both parents and children to visit historical and tourist attractions.

6. Conclusion and Recommendations

In conclusion, the study explored the impact of animated cartoon series that present historical and cultural content on enhancing cultural awareness among children. Furthermore, it discussed that anime is not merely a method of entertainment but also a powerful tool for cultural representation. Therefore, incorporating animation into educational strategies for younger generations, particularly in the areas of history, heritage, and tourism, can significantly contribute to raising their cultural and tourism awareness. However, this tool did not provide clear insights about its effect on encouraging children to visit tourist attractions that were screened throughout the series.

Based on the earlier findings and discussion, this study suggested recommendations that could be implemented through collaborations between key stakeholders in media, tourism, and education. These recommendations aim to provide a structured approach to integrating cultural, historical, and tourism-related content into educational tools that are both informative and engaging. The proposed recommendations focus on three key aspects:

6.1 Developing Comprehensive Educational Content

It is recommended that educational institutions, media producers, and cultural organizations collaborate to develop rich educational content that highlights Egypt's historical and cultural heritage. This content could cover both tangible and intangible aspects, such as historical sites, museums, traditions, and ancient languages. To ensure accuracy and educational value, consulting history and heritage experts from relevant fields would be beneficial. Moreover, adapting the content to different age groups by structuring it into varying levels of difficulty could enhance its effectiveness in engaging children.

6.2 Encouraging Creative Production through Competitions

A possible approach to enhancing the production of animated educational content is to establish national competitions for writers and animation professionals. These competitions could encourage creative storytelling techniques that make historical and cultural themes more engaging for young audiences. Providing financial incentives or production support for outstanding proposals may further motivate media creators to develop high-quality educational content.

6.3 Ensuring Quality and Testing Animated Content

It is recommended that producers of animated educational content implement a continuous review and quality control process. This could involve evaluating key elements such as the script, dialogue, animation quality, and technological aspects to ensure high production standards. Additionally, conducting pilot testing with a sample of schoolchildren may provide valuable insights into the content's effectiveness and its potential impact on young viewers. Feedback collected from these trials could help refine the content before its official release, making it more engaging and educationally beneficial.

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تحليل تأثير مسلسلات الرسوم المتحركة على تعزيز الوعي الثقافي والسياحي لدى أطفال المدارس المصريين

دعـــاء سمــير علــي عطــيـة

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المستخلص باللغة العربية

تُعد أعمال الرسوم المتحركة من أبرز أدوات السرد الفعّالة، خاصةً للأطفال الذين ينجذبون بشكل تلقائي إلى المحتوى الكرتوني. وبفضل ذلك، تمتلك هذه الأعمال القدرة على تشكيل وعي الأطفال بمختلف جوانب الحياة. ولطالما كان السرد القصصي وسيلةً لنقل المعرفة عبر الأجيال، مما يجعل من الممكن توظيف أفلام ومسلسلات الرسوم المتحركة كأداة فعالة لنقل المعرفة حول التاريخ، والتراث، والعادات، والحكايات الشعبية، والمعالم السياحية للأطفال.

بناءً على ذلك، هدفت هذه الدراسة إلى تحليل تأثير مسلسل الرسوم المتحركة المصري *مغامرات يحيى وكنوز* في تعزيز الوعي الثقافي والسياحي لدى أطفال المدارس المصرية في المرحلتين الابتدائية والإعدادية. ولتحقيق ذلك، اعتمدت الدراسة على أداة تحليل المحتوى لدراسة حلقات المسلسل، بالإضافة إلى تحليل التعليقات النصية للآباء الذين شاهدوه. كما استعانت بأداة مجموعات التركيز لجمع استجابات عينة من الأطفال الذين تابعوا المسلسل، وتم تحليل جميع البيانات باستخدام برنامج *Nvivo 15* لتحليل البيانات الكيفية. وخلصت الدراسة إلى أن لأعمال الرسوم المتحركة دورًا كبيرًا في تعزيز الوعي الثقافي والسياحي لدى الأطفال، وذلك من خلال تقديم محتوى تعليمي ترفيهي يعكس الجوانب الثقافية، والتراثية، والسياحية للبلاد.

الكلمات الدالة: الرسوم المتحركة، الوعي الثقافي، الوعي السياحي، التعليم الترفيهي، تحليل المحتوى.