Protected areas between management and managerial innovation: Case of daintree national park – australia

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Abstract

The Management is a tool to assist in the planning of protected areas. They relate to the objective of land management. It's about referring to the objective of the protected area to know its management category. The managerial innovation is perceived as an evolution of the management techniques that constitute in itself a real importance towards the companies that would finish with the old modes and begin with the innovation techniques respecting the well-being of the employees and reaching a better performance. Daintree National Park is an Australian national park located in the far north of Queensland, 1,500 km northwest of Brisbane and 100 km northwest of Cairns. How the protected areas are managed? And is it possible to apply the managerial innovation inside the natural and protected areas such as parks, here, we'll study the case of Daintree National Park – Australia, and we will figure out how these areas are managed and the efficiency of the managerial innovation?

The four types of innovation

Managerial innovation

Strategic innovation

Products and services innovation

Processes innovation

Biography

Ikrame Selkani is born in Rabat Morocco. She is a holder of a degree in "Economy and Management of Organizations´" and a Master´s Degree in "Entrepreneurship and Development" from the University Mohamed V Souissi Rabat Morocco. She is a speaker on different themes, among others: Management, Marketing, Culture: Heritage, Tourism in Morocco, France, Tunisia, Spain. She is author of book in french: Le role du marketing dans la reussite des projets entrepreneuriaux. Editions Universitaires Europeennes. (2015)

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