



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 constitutes 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.

A key element in defining the managerial innovation is introduced by Mol and Birkinshaw (2009). They consider that managerial innovation is motivated driven by a desire to improve business performance. "The Managerial innovation is the introduction of new management practices for the company intends to increase business performance"(Mol and Birkinshaw, 2009).

Thus, for these authors, "Managerial innovation is the invention and implementation of new management practice, process, structure or technique compared to what is known with the objective of better achieving the organization's goals". (Birkinshaw and Mol, 2006).

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?

Managerial innovation techniques

Management innovation is perceived as an evolution of management techniques, which in itself is of real importance to companies that would end with the old modes and start with innovation techniques that respect employee well-being and achieve better performance. These techniques demonstrated the limits of the classic management mode.

Design Thinking

Design Thinking is a process of innovation based on observation

of uses and prototyping (Brown, 2009). Design thinking applies to product innovation but also to service innovation. The technique helps to teach individuals new strategies in order to solve problems. The procedure challenges are to mix empathy, originality and reasonableness and especially to create successful solutions with an innovator's mindset.

Hackathon: A hackathon is a technology event with a date of accomplishment and a defined duration. They usually have a duration of only 24 hours, but in some cases, programmers, designers and project managers can stick together to create a new product or service for up to one week.

A learning network

It is an 'a-hierarchical' exchange device aimed at freeing speech, where purpose is to deal with a subject that requires constructive participation.

The learning network is an opportunity to develop collective intelligence by putting people in situations of collective reflection and action (Autissier et al., 2014).

Peer Coaching

Two people from the same profession or with different skills (especially in digital with digital natives - people who grew up in a digital environment) exchange with each other on work situations they are experiencing and give a cross view according to the techniques of coaching. In turn, people become coachees and coaches with a results-oriented active listening posture.

Micro platform or the autonomous team

The notion of micro-plateau: It is about having small groups of people who manage themselves in their production activities without hierarchy and control processes. The group has an obligation of results and it solicits the company's hierarchy if there are problems of coordination and adequacy between the resources allocated and the results (Womack, 2009).

The focus group and co-development:

The technique consists of having people meet in groups to exchange among themselves (with or without a facilitator) their practices on a subject with a view to changing these same practices.

Practice case: Daintree National Park- Australia

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. It was created in 1988 and was designated as part of the Wet Tropics of Queensland as a World Heritage Site in the same year. It is divided into two parts by an agricultural area where the towns of Mossman and Daintree are located.

Most of the park is occupied by tropical rainforest. This forest has existed continuously for more than 110 million years making it probably the oldest in the world.

The managerial innovation techniques used in the park are:



Extended Abstract

Participative workshops, Focus group and co-development, Learning networks, and that with the objective of improving decision making as they are the ones experiencing the issues and quite often have the innovative solutions and need to be heard.

The new approaches used by the Daintree National Park-Australia is using the management and leadership, with programs such as mentoring, leadership training in thinking 'outside the box' and understanding differing personalities.

Team building, ensuring some work is different and in their field of interests, getting out onto our protected areas for field work.

The managerial innovation is created to help the innovation spontaneity and to link the peoples' connection more naturally. In this way, we need more about the collaborative dimension and cooperative modality to intense the sharing and quality time, which was the case studied of Daintree National Park.

We could say finally, that the managerial innovation is not just for companies but for all the institutions that remark the advantages of these techniques and the newness of those methods to better work and obtain an improved performance.

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Biography

Born in Rabat, Morocco. Holder of a degree in "Economy and Management of Organizations" and a Master's Degree in "Entrepreneurship and Development" from the University Mohamed V Rabat Morocco... Speaker on different themes, among others: Management, Marketing, Culture: Heritage, Tourism.... in Morocco, France, Tunisia, Spain.