



## CORPORATE PROFILE

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Marie-Andrée Delisle has been working in the tourism industry, studying trends on a national and international level for the last 25 years. Her travels through close more than 60 countries as a traveler, consultant, speaker, trainer and travel writer have given her opportunities to meet numerous challenges and to occupy various positions among tourism businesses and organisations.

Her knowledge of the industry, her global understanding of the tourism market and her expertise on promotion and distribution channels have dictated practical strategies that she applies in her work and specifically in the tourism development plans she helped design. Her research and interest in the concept of quality in the development of tourism products and services, as well as in the training of human resources to deliver them professionally, have been put to use in her latest contracts.

Senior consultant, accomplished facilitator, lecturer and journalist for the tourism industry, Marie-Andrée Delisle is well known for her competence, her professionalism and her creativity. Strategic planning, project development and commercialisation are her main strengths.

## CORPORATE EXPERIENCE

Since 1988 ***MARIE-ANDREE DELISLE, Tourism Consultants***

Consulting firm specialized in the tourism and hospitality industry, for public and private organisations:

- Business research, analysis, diagnosis and recommendations
- Strategic orientations
- Tourism development plans
- Marketing plans
- Marketing tools: packaging, promotional tools, distribution channels and business partnership building
- Design and commercialisation of tourism products and services
- Development, implementation and facilitation of various training programs
- Papers and articles on a wide scale of topics on tourism.

*See a list of achievements hereunder.*

## ACHIEVEMENTS

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You will find hereafter an overview of the various projects and clients with whom Marie-Andrée Delisle has worked for over 25 years.

The information is divided into the following sections:

- Planning, management and marketing consulting work
- Training sessions and workshops
- Projects with Aboriginal / Indigenous communities
- University mandates and projects
- Teaching experiences
- Speaking engagements and presentations
- Publications
- Canadian and International undertakings

It is completed by the following:

- Education and training
- Memberships
- Languages

### PLANNING, MANAGEMENT AND MARKETING CONSULTING WORK

#### **Réseau D'Arbre en Arbre Inc.**

Development of a three-year marketing plan for this network of high adventure recreational parks.  
[www.arbreenarbre.com/en/home.html](http://www.arbreenarbre.com/en/home.html)

#### **Hospitality Village in the Upper Laurentians**

Orientations review, restructuring, management tools and marketing support. [www.villagedaccueil.com](http://www.villagedaccueil.com)

#### **Hydro-Québec / Eeyou Istchee**

Feasibility study for Cree tourism and cultural development in the Ruppert River region.

#### **Québec Outfitters Federation**

Establishment of a quality standardization program for caribou hunting outfitters of Northern Québec.

#### **Chapais Economic Development Corporation**

Business Plan for the Adventure Tourism development project along Road 113 in James Bay.

#### **Kuururjuaq National Park – Nunavik Parcs**

Business Plan for recreational tourism development of a new park in Québec's Great North.

#### **Tourisme Laurentides (Laurentians Tourism Association)**

Development and writing of the proposal for the *Chemin du Terroir* tourism route in the Southern Laurentians.  
[www.cheminduterroir.com](http://www.cheminduterroir.com)

#### **Suroît Tourism Office**

Tourism development strategy for the Chateaugay River axis.

**Archéo-Québec** (Association of archeological sites of Québec)

- Collaboration on the implementation and accreditation guide for Archéo. Tours
- Collaboration in the production of a marketing plan for Archéo. Québec.

**Tourisme Montérégie, Tourisme Laval, Tourisme Abitibi-Témiscamingue**

Review of SME applications for the 2010 regional *Grands Prix du Tourisme*.

**Gestion Conseil J.P. Corbeil**

Design of programs and packages for a group of outfitters offering bear and wildlife observation activities on behalf of the client.

**SOCODEVI – Cooperation Society for International Development**

- First mission in Guatemala for the creation of a community tourism development plan.
- Second mission for the first implementation phase of the development plan.

**Aanischaukamikw Cultural Institute – Oujé-Bougoumou, James Bay**

Marketing research and strategy for the economic impact study of the Cree Nation Cultural Institute.

**Tourisme Québec** (Québec Ministry of Tourism)

Evaluation and findings reviews into the supply and demand for international cruises, specifically for the St. Lawrence River case study.

**Timiskaming First Nation Project – Notre-Dame-du-Nord, Témiscamingue**

Marketing research and strategy for a feasibility study for an Algonquin Cultural Inn.

**Longueuil CRÉ** (Regional Council of the Elected)

Action plan for cultural tourism for the CRÉ territory of Longueuil.

**Miner Heritage Farm — Granby**

Market study and strategies for a feasibility study in respect to the development and implementation of a tourism attraction.

**World Centre of Excellence for Destinations (CED)**

Participation in the evaluation of the Riviera Maya (Mexico) destination based on the System of Measures for Excellence in Destinations (SMED). [www.ced.travel](http://www.ced.travel)

**Jolicoeur & Associés**

Participation in the evaluation of Tourisme Québec policy on tourism information service centres.

**Centre local de développement (CLD) Brome-Missisquoi** (Local Development Center)

Structuring and planning of outdoor and nature development in Brome-Missisquoi (Eastern Townships region).

**Vignoble Les petits cailloux – Montérégie** (Vineyard)

Product development and marketing plan.

**Tourisme Québec**

Overview and inventory of the international northern or polar destinations as competing tourism products to Québec's Great North.

**Société d'énergie de la Baie James**

Collaboration in the framework of a feasibility study with regards to the tourism development potential of the Eastmain River sector 1.

### **Tourist hospitality village in the Upper Laurentians**

Implementation of the community tourism concept, starting with the development of an interactive experience between the hosts and guests. Preparation of the development and commercialization phases for the hospitality village. Coaching for the coordinators of the project: pilot phases and training.

### **Université du Québec à Montréal and Universidad de Los Americas**

Preparation of a pilot project for tourism development in the Cholula region of Mexico, in the framework of the economic development of the religious heritage and the human history.

### **Nunafranc** - Francophone association of Nunavut

Development of a cultural tourism concept with an Inuit village in Nunavut: vision, mission, analysis framework, development phases for the proposal. Evaluation of the tourism potential, consultations with the community, development of the concept, development plan, marketing plan and training program; planning of the commercialization activities.

### **Conseil de développement économique des Territoires du Nord-Ouest** (Northwest Territories economic development board . for the francophone community)

Analysis of previous marketing activities; recommendations with regard to positioning, promotional tools and marketing measures in the framework of a three-year plan for francophone markets. Awareness exercise and positioning proposal.

**RDÉE Canada** . a network for the development of the economy and employability for Francophones outside Quebec  
Research and development of a classification system for services in French for the tourism sectors of the provinces and territories in Canada

### **Tourisme Québec**

Research work on the profile of adventure tourism and ecotourism enthusiasts and their purchasing habits.

### **Conseil local de développement de l'Abitibi-Ouest** (Local development centre)

Analysis of the destination with a view to consolidating the positioning; marketing plan and recommendations for commercialization tools.

### **Events of Maskinongé**

In collaboration with another firm, analysis of three festivals in this region with a view to rationalizing the activities, the sponsors and the commercialization/ for these events.

### **Camping La Jolie Rochelle**

Analysis of the business and the competition. Marketing and budgeting plan.

**RDÉE Canada** (Réseau de développement économique et d'employabilité) (network for the development of the economy and employability for Francophones outside Quebec)

Preparation and animation of training sessions on product development and on evaluating marketing activities and their return on investment.

### **Société d'aide au développement de la collectivité de Beauce-Etchemins**

Preparation and facilitation of two training workshops for tourism product development and commercialization.

### **Bienvenue Québec Foundation**

Preparation and animation of a workshop on creativity in regard to tourism products and seeking out exclusive services for groups, with a view to prospecting new clientele. For tourist businesses, as well as those responsible for product development in regional tourist associations and local development councils.

### **Tourisme Québec**

Design and preparation of training on market developments and tourism marketing for product managers and regional delegates from the Ministry

### **Bienvenue Québec Market place** . Since 1990

Annual seminar on maximizing the tourism suppliers participation to a professional marketplace for meetings with national and international buyers.

### **Corporation de développement économique des Territoires du Nord-Ouest**

Marketing analysis for this organization in charge of developing tourism aimed at French speaking visitors for their French-speaking entrepreneurs.

### **Quebec Ministry of Tourism**

Report on adventure tourism buying habits from various markets (Europe, United States, Canada). Positioning analysis and recommendations for further marketing activities.

### **Association franco-yukonnaise** (Association for the French-speaking community in the Yukon)

Strategic analysis of the tourism situation in Yukon with regards to the French speaking market (actual and potential), statistics analysis, market opportunities, product development and tourism strategic plan on a five-year basis.

### **Tourisme Mauricie** (Regional tourism association)

Product analysis and design of three specific itineraries illustrating the Chemin du Roy (the King's Road), the Cradle of Industry on the St. Maurice River and the St. Maurice River Valley, with a commercialization plan, signpost and marking plan, partnerships, community cultural impacts, financing and business set-up.

### **L'Arche des Papillons** (Butterfly Farm)

Strategic development plan and marketing orientations for this small natural science museum specializing in butterflies and hummingbirds.

### **CECI** (Canadian Centre for International Studies and Cooperation)

Research and drafting of a document for the board of directors of this non-governmental organization, to evaluate the feasibility of community tourism projects in Latin America.

### **Tourisme Cantons-de-l'Est** (Regional tourism association)

Optimization plan for regional information centres with regard to their localization, equipment, operating costs, impacts and levels of services.

### **Société de développement économique AMIK** . Algonquin community of Pikogan

Product development and marketing plan for their canoe-camping, slides and trails, and exhibition of artefacts.

### **Conseil québécois des ressources humaines en tourisme**

(Quebec tourism human resource council - QTHRC)

Research for and drafting of a document on trends and phenomena pertaining to the tourism industry and their impact on human resources, businesses and tourism in general.

### **CALDO**

Commercialization and marketing plan for this group of regional recreation organizations in Duhamel-Ouest, Témiscamingue.

### **Centre local de développement de Brome-Missisquoi** (Local Economic Development Centre)

Up-date of the development plan and re-evaluation of the positioning of the region, selecting the vineyards as the major attraction for the region.

### **Mawandoseg**

Feasibility plan and commercialization plan for this Anishinabe tourist trail for the Kitigan-Zibi community in the area of Maniwaki, Québec.

### **Auberge Le Bôme**

Repositioning and commercialization plan for this inn located in the Mauricie region.

### **Tourisme Mauricie** (Regional tourism association)

Consulting with the regional committee on applying Tourisme Québec's new policy for tourist information bureaus: research, grids for analysis purposes, harmonization and recommendations

### **Abitibi-Témiscamingue Regional Tourism Association**

- Updating of Tourism Development Plan and design of a three-year Marketing Plan. Planning and management of two product committees (tours and adventure).
- Following our Strategic Development Plan, implementation of the plan for tours and adventure products; needs analysis, planning, design and facilitation of a series of 7 workshops and training sessions with suppliers for the region's international commercialisation plan and export readiness.

### **Le Baluchon, Inn, Spa & Seigneurie**

Marketing and Development Plan for the international market.

### **CLD Rouville**

Diagnosis, positioning, signature, promotional material and communication plan with regards to agrotourism of this regional area in the vicinity of Montréal.

### **Tourisme Québec**

Design and facilitation of a training session for the regional directors and product specialists on market development, tourism marketing and industry key issues.

### **Québec City Tourism Office**

Design and facilitation of training sessions for hoteliers on pricing and packaging for the Québec and U.S.A. markets.

### **Tourism Montréal**

Design and facilitation of training sessions for the directors of cultural sites, and for the Québec Music Council, on information and distribution channels of the tourism industry.

### **Canadian Tourism Commission**

- Design and facilitation of the Market Development and Partnership Building Workshop for the ecotourism and adventure operators of Canada, in co-operation with Mountain Quest and Earth Rythms.
- Co-ordination of the 2000 Canadian Tourism Commission Adventure Travel and Ecotourism Best Practices Tour for the Québec programme, in co-operation with Economic Planning Group.
- Research for the Catalogue of Exemplary Practices in Adventure Travel and Ecotourism, in co-operation with Pam Wight and associates.
- Research and survey on Partnership Best Practices among Product Clubs in Québec, in co-operation with Pam Wight and associates.
- Facilitator for a national meeting with the Industry Key Issues Sub-Committee.

### **Economic Development Agency of Canada**

Research and writing of the tourism chapter for the Northern Québec area in relation with a regional strategic development plan.

### **Les Grands Ballets Canadiens de Montréal**

Design of their tourism development plan.

### **Société des Musées Québécois**

Design and facilitation of a training session on tourism packaging and partnering.

### **Québec Business Women's Network**

Mentor and trainer on business relations among firms, clients, staff, partnerships and networks.

### **Haute-Yamaska and Brome-Missisquoi Regional Tourism Centres**

Tourism development plan over a five year calendar, including an analysis and a diagnosis of the major tourist sites and export-ready products of both regions, research and recommendations on marketing mix, an evaluation of the actual and potential demand, the layout of development axes and strategies.

### **Tourism Québec (Government Agency)**

- Concept and development of a Quality Service Program for the various sectors of the tourism industry businesses, in view of certification. Research and designing of a generic Code of Ethics for the industry and elaboration of a Quality Policy for tourism suppliers and sectorial associations.
- On-going mandate to identify Aboriginal tourism businesses ready for export: analysis, field evaluation, content evaluation, market evaluation. Research, writing and designing of a promotional tool for the consumer and the trade on Aboriginal tourism.

### **Canadian Tourism Human Resource Council**

Senior trainer for the Client Plus Program on customer and quality service, for the management level.

**Pash Travel**

Analysis, diagnosis and recommendations for structuring an incoming tourism operations business, for this Aboriginal operated travel agency.

**Parks Canada**

Coaching sessions on facilitating a Pricing and Packaging training seminar for Parks and Heritage Sites of Canada.

**UQAM – Atikamekw Nation of Manawan**

Tourism development plan for the Atikamekw community of Manawan, for Manawan and Lake Kempt area, in collaboration with the Université du Québec à Montréal.

**Nunavik Tourism Association**

Research on national tourism education and training programs. Assessment of training needs for Aboriginal tourism businesses. Training programs recommendation.

**Parks Canada**

Evaluation of the various tourism publications and promotional tools on the national and provincial levels in order to present recommendations and standardisation of documents.

**Tours Innu**

Marketing plan and commercial approaches for the set-up and implementation of an aboriginal receptive agency.

**Ouje-Bougoumou Eeunou Companee**

Tourism Development plan for an aboriginal village, including the set-up of a tourism office, a marketing plan and its implementation, and various training sessions. Ouje-Bougoumou has received an United Nations Award in the category of sustainable development.

**Tourism Québec (Government Agency)**

Facilitator for the Hospitality and Customer Service Workshop during the first Tourism Industry Forum.

**Canadian Tourism Commission**

Research and inventory of aboriginal tourist sites in Québec - Analysis of aboriginal products and businesses and writing of a trade manual for international marketing purposes.

**Ministry of Tourism Québec**

Seminars for the professional business people of the tourism industry :  
Planning of marketplace approaches - Packaging product or service for tourists - Accreditation program for travel agents - press relations.

**Québec Ministry of Transport**

Conception and production of "Taxi Ambassadeur ", a Customer Service Program for taxi drivers.

**Greater Montréal Convention and Tourism Bureau**

Customer service program for their front-line personnel.

**Parks Canada - Québec region**

Marketing approaches and packaging of products and services with nearby inns for the Mauricie National Park - Training sessions for Parks managers - Customer training session for Cap Bon-Desir Park for front line staff and supervisor levels.

**Regional tourism associations:** Abitibi-Témiscamingue, Saguenay-Lac St-Jean, Outaouais, Chaudière-Appalaches, Bas-St-Laurent, Gaspésie  
Seminars on marketing, commercialisation and customer service to staff and members.

**Tourism Offices and Convention and visitors Bureaus:**

Joliette, Magog-Orford, Rouyn-Noranda, Megantic, Vaudreuil-Soulanges  
Seminars on customer service to staff and members.

**Palais des Congrès de Montréal** (Montréal's Convention Centre)

Design and facilitation of a Customer Service Program for 80 front-line employees.

**Régie des Installations Olympiques** (Montréal's Olympic Site and Stadium)

Hospitality techniques and approaches to difficult situations for front-line staff.

**Société des Fêtes, Festivals et Attractions**

Several seminars for the professional members of the Festivals and Attractions Association.

**Cossette-Communications**

Seminar for Tourism New-Brunswick on the Québec market - Approaches on how to welcome visitors from Québec.

**Ministry of New Brunswick - Tourism Division**

Seminar on maximizing the travel suppliers participation to a professional marketplace (for various European and North American Tourism Exchange Events).

**Business Development Bank of Canada**

Strategic planning for small tourism businesses: a three-month seminar program including training sessions and individualised "coaching" sessions and visits to each participating organisation.

**Pointe-à-Callière** (Montréal's Museum of Archeology and History)

Customer service assessment, diagnosis and recommendation report; customer service training program.

**Gites du Passant** (Québec's B&B Association)

Seminars on marketing techniques.

**Municipality of the Lower North Coast**

Training sessions on product packaging and on the co-ordination of tourist services - Planning of the opening of a tourist office in the villages of Harrington Harbour and Tête-à-la-Baleine.

## TRAINING SESSIONS AND WORKSHOPS

### **CLD de la Haute-Gaspésie**

Training on the structure, organisation and networks of the tourism industry.

### **Tourisme Chaudières-Appalaches et Eastern Townships Tourism**

Training session on the improvement of candidates proposals for the *Grands Prix du Tourisme*.

### **Conseil de la culture de la Gaspésie** (Gaspésie Cultural Council)

Training session on cultural tourism development and commercialisation for the Visual Arts Circuit members.

### **Office du tourisme de Québec** (Québec Tourism Office)

Training session on the business relationships with tourism industry buyers for the Québec City tourism office.

**RDÉE Canada** (The national Francophone economic development network) Training session on cultural tourism opportunities for the tourism agents of RDÉE working throughout the Canadian provinces and territories.

### **Nunafranc** (Francophone association of Nunavut)

Design and facilitation of training sessions on hospitality and customer service for home-stay families and community members of Kimmirut.

### **Tourisme Abitibi-Témiscamingue**

Needs analysis, planning, design and facilitation of a series of seven workshops and training sessions with suppliers for the region's international marketing plan and export readiness.

### **CAADRQ** (Council for agriculture and agro. food of Québec City area)

Training session on pricing and packaging for agrotourism entrepreneurs.

### **Réseau des Villes et villages d'art et de patrimoine** (Art and Heritage Towns and Villages Network)

- Training session on product development for the network's cultural coordinators
- Training session on designing and pricing cultural packages for the local and regional cultural coordinators.

### **Conseil de développement bio-alimentaire de Lanaudière** (Lanaudière Bio-Food Development Council)

Two-day training session on pricing and packaging tourism offers for the agrotourism entrepreneurs of the region.

### **Tourisme Québec**

- Design and facilitation of a training session for the regional directors and product specialists on market development, tourism marketing and industry key issues.
- Seminars throughout the years for the professional business people of the tourism industry: planning of marketplace approaches; packaging product or service for tourists; accreditation program for travel agents, media relations.

### **RDÉE Canada** (The national Francophone economic development network)

- Design and facilitation of a training session on *Product development*.
- Design and facilitation of a training session on the *Evaluation of marketing activities and their impact on investments*.

### **Société d'aide au développement de la collectivité de Beauce-Etchemins**

Design and facilitation of two training workshops on tourism product development and marketing.



### **Bienvenue Québec Foundation**

Design and facilitation of a workshop on creativity related to tourism products, seeking out exclusive services for groups in view of prospecting new clientele. That workshop was aimed at tourist businesses, as well as those responsible for product development in regional tourist associations and local development councils.

### **Bienvenue Québec Marketplace**

Since 1990, design and facilitation of an annual seminar aimed at maximizing tourism suppliers' participation in national and international marketplaces.

### **Québec City Tourism Office**

Design and facilitation of training sessions for hoteliers on pricing and packaging for the Québec, Canada and U.S.A. markets.

### **Tourisme Montréal**

Design and facilitation of training sessions for the directors of cultural sites and for the Québec Music Council, regarding information and distribution channels of the tourism industry.

### **Canadian Tourism Commission**

Design and facilitation of the Market Development and Partnership Building Workshop for ecotourism and adventure operators of Canada, in co-operation with Mountain Quest and Earth Rhythms.

### **Société des Musées québécois (Québec Museums Society)**

Design and facilitation of a training session on tourism packaging and partnership development.

### **Quebec Tourism Human Resource Council**

Senior trainer for the Client Plus Program on customer and quality service, employee and management levels.

### **Parks Canada – Québec region**

Training sessions and facilitating of a Pricing and Packaging Seminar for Parks and Heritage Sites of Canada.

### **Regional Tourism Associations: Abitibi-Témiscamingue, Saguenay-Lac St-Jean, Outaouais, Chaudière-Appalaches, Bas-St-Laurent, Gaspésie**

Seminars on marketing, commercialisation and customer services to staff and members.

### **Tourism Offices' Conventions and Visitors Bureaus: Joliette, Magog-Orford, Rouyn-Noranda, Mégantic, Vaudreuil-Soulanges**

Seminars on customer service to staff and members.

### **Palais des Congrès de Montréal (Montreal's Convention Centre)**

Design and facilitation of a Customer Service Program for 80 front-line employees.

### **Régie des Installations Olympiques (Montréal's Olympic Site and Stadium)**

Series of training sessions on hospitality techniques and approaches in difficult situations for front-line staff.

### **Société des Fêtes, Festivals et Attractions**

Several seminars for the professional members of the Festivals and Attractions Association.

### **Cossette Communications**

Seminar on New-Brunswick tourism for the Québec market, including approaches on how to welcome visitors from Québec.

**Department of Tourism and Parks of New Brunswick**

Seminar on maximizing travel suppliers' participation in a professional marketplace in the framework of various European and North American Tourism Exchange events.

**PROJECTS WITH ABORIGINAL AND INDIGENOUS COMMUNITIES**

**Hydro-Québec / Eeyou Istchee**

Feasibility study for Cree tourism and cultural development in the Rupert River region.

**Vietnam**

Ecotourism journey in the north, center and south of the country; hiking and home-stay with northern ethnic communities; university exchanges on community tourism projects (Sapa and the Mekong Delta).

**Aanischaukamikw Cultural Institute – Oujé-Bougoumou, James Bay**

Marketing orientations in the framework of the economic impact study for this new Cree Nation Cultural Institute.

**Guatemala - SOCODEVI**

Analysis and elaboration of a development plan in community tourism for the region of the Lake Atitlan, for a non-governmental organization.

**Timiskaming First Nation, Témiscamingue**

Analysis of the tourism product potential for a cultural village along with marketing strategies.

**Nunafranc** (Francophone association of Nunavut)

Development of a cultural tourism concept in Nunavut with local communities of Kimmirut and Qikiktarjuaq: development plan, training, product development, marketing.

**Mexico** . UQAM and Universidad de Las Americas

Elaboration of a pilot project in the Cholula region of Puebla (Mexico), for the development and valorization of the religious and human pre-Spanish and Spanish heritage.

**Société de développement économique AMIK** (Algonquin Community of Pikogan, Abitibi)

Product development and marketing plan for cultural, archeological and adventure tourism activities.

**Mawandoseg**

Feasibility plan and commercialization plan for this Anishinabe tourist trail for the Kitigan-Zibi community in the area of Maniwaki, Québec.

**Atikamekw Community of Manawan**

Tourism development plan and commercialization plan for the, in collaboration with the Université du Québec à Montréal.

**Aboriginal Tourism Team Canada (ATTC):**

Research and development of export-ready criteria for Aboriginal tourist products, in the framework of ATTC's national development strategy.

### **Cree Nation at Oujé-Bougoumou**

Tourism development plan including analysis of supply and demand, diagnosis, marketing strategies, tourism office setup, networking with distribution channels, commercialization plan and training sessions for front-line staff.

### **Tours Innu, an Aboriginal Receptive Agency**

Marketing plan and commercialization approaches for updating Montagnais and Atikamekw tourism products, in collaboration with the Université du Québec à Montréal.

### **Nunavik Tourist Association**

- Research on training methods for tourism;
- Groundwork for a training scheme;
- Recommendations for the Aboriginal Nations of the Nunavik region.

### **Canadian Tourism Commission**

Research, development and administration of a range of Québec Aboriginal tourist products, for commercialization for the international market.

### **Tourisme Québec:**

- Research and groundwork for a promotional tool for Aboriginal tourism aimed at local and international markets, for consumers and distribution networks.
- Research for and production of specification sheets for Aboriginal tourist products ready for export.

### **First Conference on Aboriginal Tourism in Québec**

Lecture on the commercialization of Aboriginal tourist products.

### **Pash Travel, the main Aboriginal Travel Agency in Canada**

Analysis, diagnosis and recommendations for receptive operations.

## **VISITS TO CANADIAN ABORIGINAL AND INUIT COMMUNITIES SINCE 1996**

- **Abenakis:** Waban-Aki Outfitters
- **Algonquins** of Pikogan
- **Algonquins:** Kanatha Aki Cultural Centre and Lac des Îles amerindian site
- **Anishinabe** . Timiskaming First Nations . Notre-Dame-du-Nord
- **Atikamekw**, the Community of Manawan
- **Cree** : Mistissini, Chisasibi, Nemaska and Oujé-Bougoumou villages
- **Hurons:** Wendake (Village Huron), in the Québec City region
- **Inuits:** Iqaluit, Kimmirut et Qikiktarjuaq, Nunavut
- **Mohawks:** Kahnawake Village
- **Montagnais** in Lac St-Jean: Mashteuiatsh, Pointe-Bleue - the Moar family's trapline
- **Montagnais** on the North Shore: Escoumins, Betsiamites, Mingan

## UNIVERSITY MANDATES AND PROJECTS

### **Université du Québec à Montréal (UQAM) and Universidad de Las Americas**

Elaboration of a pilot project in the Cholula region of Puebla (Mexico), for the development and valorization of the religious and human pre-Spanish and Spanish heritage.

### **UQAM – Innu Tours**

Marketing plan and commercialisation approaches of Montagnais and Atikamekw aboriginal products for Tours Innu, an aboriginal tourism receptive agency.

### **UQAM – Tourism development planning for the Atikamekw Nation of Manawan**

Marketing consultation in the framework of a tourism development plan for Manawan.

### **Speaker: Les Rendez-Vous Champlain**

Lecture on Inuit cultural tourism in the Kimmirut village, Nunavut, ***Between the Authentic and the Exotic***, in the framework of the annual convention of Les Rendez-Vous Champlain annual meeting of France and Québec researchers and academics, Québec City (2008).

### **Presses de l'Université du Québec**

Publication of the book ***Un autre tourisme est-il possible?*** - Is another tourism possible? (2007).

**Four articles published in UQAM's *TÉOROS***, the tourism research magazine of the Université du Québec à Montréal (1997. 2007).

**Tutor: *Ecotourism and Natural Spaces*** course . TÉLUQ, UQAM's university television (since 2008).

**Instructor: *Tourism Business Management*** course at the Université du Québec en Abitibi. Témiscamingue for First Nations (since 2008).

## TEACHING EXPERIENCE

### **2008–Present**

Lecturer for the *Tourism Business Management* course . ADM-9003E (in English) at the Université du Québec en Abitibi. Témiscamingue.

### **2008–Present**

Tutor for *Ecotourism and Natural Spaces* course . EUT 5110 . for TÉLUQ, UQAM's university television.

### **1988–Present**

On-going training sessions for tourism industry professionals: price structuring and packaging, marketing, press relations, design of tourism experiences, product cycle, product development, networking and partnerships.

### **1985–1997**

Lecturer . Certificate in tourism studies (Junior College) - Collège Lasalle.

## SPEAKING ENGAGEMENTS AND PRESENTATIONS

- 2010 Speaker: ***Le forfait comme outil de marketing'*** (Packaging as a Marketing Tools) at the Tourisme Lanaudière *Rendez-vous Marketing 2010*.
- 2010 Speaker: ***La création d'expériences touristiques : développer des offres uniques et rentables*** (Creating Tourism Experiences: How to Develop Unique and Profitable Offers) at the Mauricie 24-Hour Tourism Colloquium
- 2009 Speaker: ***Designing and Marketing Packages*** at the AGEX (Association of Guatemalan Exporters) Service Summit in Guatemala City.  
Presenter: ***Ecotourism perspectives for Guatemalan tourism products and services.***
- 2009 Facilitator: Conference on aboriginal tourism at the International Symposium on Sustainable Tourism Development, Tourisme Québec and Transat Chair of Tourism at the Université du Québec à Montréal.
- 2009 Speaker: ***Youth Tourism and Tourism for All***, at Hostelling International *North American Managers Meeting* in Montreal.
- 2008 Facilitator: Conference on the theme of sustainable tourism, at the Québec Society of Tourism Attractions Congress.
- 2008 Speaker: ***Between the Authentic and the Exotic***, on Inuit cultural tourism in the Kimmirut village, presented during the annual convention of France and Québec researchers and academics. Les Rendez-Vous Champlain, Québec City (2008).
- 2006 Speaker: ***The Development of an ethno-cultural concept amongst the Inuit of Nunavut***, presented during the *Forum international du tourisme solidaire* (FITS), Chiapas, Mexico.
- 2006 Speaker: ***The elaboration and implementation of a tourism and cultural development concept in Kimmirut, Nunavut***, presented during the Colloque *La recherche, un apport pour le tourisme en milieu autochtone*, organized by the Department of Urban and Tourism Studies and the International Centre for Tourism Training and Research at Université du Québec à Montréal (UQAM), and DIALOG, the Quebec dialogue network on aboriginal issues.
- 2006 Speaker: ***The development of an ethno-cultural concept amongst the Inuit of Nunavut***, presented during the *Forum international du tourisme solidaire* (FITS . Solidarity tourism international forum) in Chiapas, Mexico.
- 2006 Lecture on ***Sustainable tourism: a place for culture*** . for Canadian Heritage, Ottawa.
- 2005 Lecture on ***Aboriginal tourism: methodologies for commercialization: Canadian examples***, in the framework of the International Seminar NUEVOS DESTINOS PARA VENEZUELA in Merida, Venezuela.  
<http://www.andestropicales.org/nuevosdestinos/ponencias.html>.

- 2005 Conference on the **Profile of adventure tourists and ecotourists**, on their purchasing habits and their sources of reference, during the annual convention of the *Aventure Écotourisme Québec* association.
- 2004 Facilitation of an international conference on the Internet: **Rethinking Certification for Tourism Communities**, with the organization Indigenous Tourism Rights International. This conference took place over a period of more than six weeks. Proceedings from the conference available on request.
- 2003 Lecture on **Marketing connections between the product and the client** during the annual convention of the Quebec Hoteliers Association.

## PUBLICATIONS

Recent publications on which Marie-Andrée Delisle has collaborated:

VALDEZ, M. Raul, JOLIN, Louis . *El Turismo Cultural En La Región De Cholula, La Riqueza Patrimonial Como Factor De Desarrollo Económico Y Social* – Universidad De Las Américas Puebla, 2009

- My chapter's title: **Planeación Estratégica Para El Desarrollo Turístico De La Región De Cholula** (Strategic action plan for the tourism development of the Cholula region).

Collective of the *Rendez-vous Champlain sur le tourisme* - Québec 2008, Destinations et territoires, Vol. 2, Tourisme sans limites . Téoros Publishers, Presses de l'Université du Québec.

- My chapter's title: **Le tourisme chez les Inuits de Kimmirut (Nunavut), entre l'authentique et l'exotique** (Tourism with the Inuits of Kimmirut: between the authentic and the exotic).

VARMA, Anil. *Emerging Trends in Tourism*, ICFAI University Press, Hyderabad (India), 2007

- My chapter's title: **Culture and Tourism in Focus**.

Supervised by Katia IANKOVA, *Le tourisme indigène en Amérique du Nord* (Aboriginal Tourism in North America) Collective . L'Harmattan Publishers, 2008.

- My chapter's title: **Élaboration et mise en oeuvre d'un concept de développement touristique et culturel à Kimmirut, Nunavut** (Elaboration and implementation of a cultural tourism development concept in Kimmirut, Nunavut).

- 2007 **Un autre tourisme est-il possible ?**, non-fiction book co-written with Louis Jolin, about the ethics and alternate forms of tourism. Published by the Presses de l'Université du Québec.
- 2006 Paper on **New Avenues for Tourism**, presented in the framework of a seminar on sustainable tourism, *Université du Québec à Montréal (UQÀM)*.
- 2005 **Culture et tourisme en perspective**: articles on the themes of tourism and culture for the Canadian Cultural Observatory website: - [www.culturescope.ca](http://www.culturescope.ca)

- 2004 Facilitator for a six-week Internet International Conference on ***Rethinking Certification for Tourism Communities***, with the Indigenous Tourism Rights International Foundation.
- 2003 Paper on ***The New Forms of Tourism***, presented in the framework of a Seminar on Responsible Tourism, organized by UQÀM.
- Since 2003 ***E-Nouvelles*** newsletters posted on [www.madelis.com](http://www.madelis.com) (News tab: trends, statistics, thoughts, reading, photographs and projects).
- 1998 TEOROS, Tourism Research Magazine of the University of Québec in Montreal ***Supply and demand for the Aboriginal tourism product*** - Vol. 17, n° 2
- 1997 TEOROS, Tourism Research Magazine of the University of Québec in Montreal ***Women and Hospitality in the tourism industry*** - Vol. 16, n° 3
1994. 1998 Festivals & Attractions, Québec Quarterly Magazine
1985. 1995 TOURISME +, Québec Trade Magazine - By-monthly column
1990. 1993 QUÉBEC QUARTERLY, Newsletter for the international trade published by Tourism Québec (Government Agency)
- 1992 TEOROS, Tourism Research Magazine of the University of Québec in Montreal ***The value of training in the tourism industry*** - Vol. 11, n° 1
- 1992 QUÉBEC INTERNATIONAL : ***Tourism investments in Québec***  
Québec International Affairs Ministry's monthly publication

## CANADIAN AND INTERNATIONAL UNDERTAKINGS

**Vietnam** (2010): Ecotourism journey in the north, center and south of the country; hiking and home-stay with northern ethnic communities of Ta Phin and Ta Van; university exchanges on community tourism projects (Sapa and the Mekong Delta). Alternative and ecotourism experimentations.

**Guatemala** (2009 and 2010): Community tourism project in the area of Lake Atitlan. Meetings with communities, development of an inventory and a diagnosis of the tourism offerings and potential developments.

**China** (2009): Market analysis; social and cultural observations.

**Mexico, Riviera Maya** (2008): Evaluation of the destination with regards to the World Centre of Excellence Measurement System.

**Croatia** (2008): Study of the cultural and touristic aspects of the Adriatic Coast compared with the back country.

- Turkey** (2008): Study of community tourism cases in the area of Cappadoce (Anatolia).
- Maurice** (2007): Market analysis of this Indian Ocean island for a Quebec market potential development.
- Iceland** (2007): Evaluation of the destination with regards to a market potential for Quebec travelers.
- Switzerland** (2007): Evaluation and use of the mixed transport system pass throughout the country. Evaluation of agrotourism sites in the area of Montreux.
- Newfoundland, Canada** (2006): Evaluation of the adventure product on the west coast, and of the urban product on the east coast of the island.
- Nova Scotia, Canada** (2006): Evaluation of the patrimonial and agricultural routes.
- Mexico, Chiapas** (2006): Speaker during the Solidarity Tourism Forum. Visit of community-based tourism sites; comparative study of two indigenous villages with regards to their touristic development and the hosts and guests behaviors.
- Nunavut** (2005-2006-2008): Development of a cultural tourism concept with an Inuit village. Evaluation of the potential, consultations with the community, development of the concept, preparation of the development plan and training tools.
- Venezuela** (2006): Conference on aboriginal tourism in Canada and on methodologies for commercialization, at the *Séminario de Nuevos Destinos para Venezuela*, in Merida; evaluation of the community tourist product in the tropical Andes.
- Cyprus** (2005): Evaluation of the development of sustainable tourism in Cyprus . rural tourism: development of traditional houses and embellishment of villages, rural development of cultural and nature activities.
- Northwest Territories** (2005-2007): On-the-ground evaluation of positioning avenues for improved awareness of the destination within Francophone markets; visits to businesses and meetings with government organizations to evaluate the potential of the destination for the target markets.
- New York** (2005): Participation in the Adventures in Travel Expo in order to study nature and adventure tourism clientele.
- Mexico, Puebla** (2004-2006): Participation in a development mission for a community tourism project with the *Université du Québec à Montréal* (UQAM), Cholula region.
- Czech Republic** (2004): Report on and study of the various tourism phenomena offered by this destination.
- Jamaica** (2004): Report and meetings with participants on the development of community tourism.
- Morocco** (2002, 2003, 2004): Report in 2002 on the *Assises du Tourisme* (tourism conference), following an invitation from the Moroccan National Tourist Office. In 2003, evaluation of the adventure product and of community tourism in southern Morocco. Speaker at the first Moroccan Forum on the social and sustainable economy in 2004, on the themes of sustainable tourism and agrotourism.

**Jamaica** (2004): Media Report and meetings with community tourism development groups.

**Yukon** (2003): Site inspection to evaluate the destination, its products and services, in order to prepare a five-year marketing plan.

**Guatemala** (2001, 2002): Evaluation and ongoing pilot project for developing community ecotourism projects with a national NGO. Marketing development plan outlines for an ecotourism outfitter. Feasibility report for an ecolodge, for a private entrepreneur. Spanish immersion stays. Invited lecturer during the first National Colloquium on Sustainable Tourism of Guatemala.

**Dominican Republic** (1999) : Meeting with local NGOs about sustainable tourism development within community projects, Limon area. Survey and visit to local soft adventure outfitters.

**Egypt** (1998): Evaluation of security measures following the death of 58 Swiss tourists in Luxor. Study of strategic development plan and evaluation of Hurghada on the Red Sea.

**Israel and Jordan** (1997): Evaluation of a joint marketing approach and a joint historic itinerary on both sides of the Dead Sea, linking both cultures. Interview with the Minister of Tourism of Jordan.

**Barbados** (1997): Evaluation of ecotourism activities.

**South Africa** (1994): Evaluation of tourism products during INDABA, including visits to National Parks and interviews with government officials concerning the black community tourism products.

**Malaysia** (1993): Evaluation of two new beach destinations and travel through the country to report on the cultural tourism product.

**Australia** (1990 + 1991): Evaluation of aboriginal, soft-adventure and ecotourism products; meetings with operators and outfitters at the Australian Tourism Exchange marketplace (ATE).

## EDUCATION AND TRAINING

- **Masters in Tourism Planning and Management**, École des Sciences de la Gestion . Université du Québec à Montréal (2004)
- **B.A. in Human Science** . Université de Montréal
- Diploma in **Organizational Development** . Maletto and Associates, Montréal
- **Ecotourism Planning and Management** Course, International Ecotourism Society, Washington, DC
- **Professional Trainer in Tourism**, Accredited by the Canadian Tourism Human Resource Council, Ottawa
- **International Development Aid**, a series of four courses, CECI (Canadian Centre for International Studies and Cooperation, Montréal)



## MEMBERSHIPS

- Canadian Centre for International Studies and Cooperation . CECI (NGO) [www.ceci.ca](http://www.ceci.ca)
- Former Chairperson of the Greater Montréal Chamber of Commerce Tourism Committee
- The International Ecotourism Society (TIES) [www.ecotourism.org](http://www.ecotourism.org)
- Sustainable Travel International [www.sustainabletravelinternational.org](http://www.sustainabletravelinternational.org)
- Contributor to Planeta [www.planeta.com](http://www.planeta.com)
- Volunteer for the benefactor restaurant Robin des Bois [www.robindesbois.ca](http://www.robindesbois.ca)
- Occasional jury member for the *Grands Prix du Tourisme du Québec* on the regional and national levels.

## LANGUAGES

- French and English spoken and written fluently.
- Working knowledge of Spanish.