



Marie-Andrée Delisle Tourisme-Conseil

Corporate Profile pp.2-11

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MARIE-ANDRÉE DELISLE

Academic Profile pp.12-14

SHORT BIO



Marie-Andrée Delisle has been studying trends on a national and international level for over 30 years. Her travels through over 65 countries as a senior consultant, speaker, facilitator, traveler and travel trade writer for the tourism industry have given her opportunities to meet numerous challenges and conduct various assignments, while having the privilege to learn about wonderful cultures.

She started her own firm in 1988, *Marie-Andrée Delisle Tourisme-Conseil*, as a tourism development consultant for public and private organisations. Her website www.madelis.com gives a brief description of her accomplishments and more precisely of her projects pertaining to tourism product enhancement, development

and marketing.

While working as a consultant, she earned a master's degree in tourism planning and management in 2004 from Université du Québec à Montréal (UQAM). She is currently working on her PhD on creative tourism and carries out research work and projects pertaining to cultural, creative, and experiential tourism, as well as creative tourism local development.

Her expertise also involves teaching ad hoc courses at UQAM, and tutoring graduate and undergraduate students on tourism business strategies at TÉLUQ, the distance learning university within the Université du Québec network. She has been teaching a Tourism Business Management course to First Nations students at Université du Québec en Abitibi-Témiscamingue from 2008 to 2018.

She co-authored a book on alternative tourism, *Un autre tourisme est-il possible?* published by the Presses de l'Université du Québec in 2007 and translated into Spanish in 2012. Recent publications include the following:

DELISLE, M.-A. (2020) *Marketing Creative Tourism Experiences* IN *Creative tourism: The CREATOUR Recipe Book*. A. Rodrigues Gonçalves, J.F. Marques, M. Tavares, S. Moreira Cabeça, S. (eds.). Faro. CinTurs University of Algarve.

DELISLE, M.-A. (Forthcoming 2021) *Generating Market Strategies to Reach Creative Tourism Travelers: A Tourism Industry Perspective*, IN *Creative Tourism: Entrepreneurship, Cultural Resources and Engaging Creative Travellers*. Duxbury, N., S. Albino, and C. Carvalho (eds.). London: CABI International.

She speaks and writes French and English fluently and has a working knowledge of Spanish.



CORPORATE PROFILE

Since 1988 **MARIE-ANDRÉE DELISLE, Tourism Consultants** www.madelis.com

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

- Business research and analysis; Strategic orientations and planning; Tourism development plans
- Design and marketing of tourism products and services including market readiness analysis
- Marketing tools: packaging, distribution channels, business partnerships building; media relations
- Development, implementation, and facilitation of training programs for tourism professionals

Creative Tourism expertise:

- PhD thesis on Creative Tourism; schooling completed
- Publications: book, book chapters, academic articles, travel trade magazine articles
- Speaking engagements and workshops
- Member of CREATOUR Advisory Council, a Portuguese university project
- Creative workshops devotee! (Québec, Vietnam, Portugal, Turkey, Japan)

PLANNING AND MANAGEMENT ACHIEVEMENTS

Réseau des villes francophones et francophiles des Amériques (Network of Francophone and Francophile cities of the Americas)
Research, content development and drafting of a step-by-step approach to develop a tourist route based on French history and heritage.

Culture Mauricie (Cultural association – Mauricie region)
Coaching and supervision of cultural tourism businesses within an experiential tourism program: business analysis and vision. Development and review of promotional materials.

Conseil de la Culture des Laurentides (Cultural council - Laurentians region)
Assistance with the development of cultural tourism strategies following their sectoral diagnosis.

Aventure Écotourisme Québec (Adventure and ecotourism association of Québec)
Analysis and recommendations for the selection of a strategic distribution network to promote the members' products and services.

Tourisme Laurentides (Laurentians regional Tourism Association)
Development and design for the accreditation of *Chemin du Terroir*, as a tourism route suggesting visits to local producers in the Southern Laurentians, north of Montreal.

Kuururjuaq National Park – Nunavik Parks
Business Plan for recreational tourism activities development for this new park in Québec's Great North.



Tourisme Québec (Ministry of Tourism)

- Competitive findings and analysis about the supply and demand for international cruises, specifically for the St. Lawrence River.
- Overview and inventory of the international northern or polar destinations as competing tourism products to Québec's Great North.
- Report on adventure tourism buying habits from various markets (Europe, United States, Canada). Positioning analysis and recommendations for further marketing activities.
- Concept design 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 sectoral associations.
- 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.

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.

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

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

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

Vignoble Les petits cailloux – Montérégie

Product development and marketing plan for this vineyard.

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

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

Société d'énergie de la Baie-James/Hydro-Québec (James Bay hydro-electric energy)

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

Tourism hospitality village in the Upper Laurentians

Implementation of a community tourism concept, with the development of an interactive experience between hosts and guests, where families welcome groups of tourists in their home for dinner, overnight and breakfast. Elaboration of the development and commercialisation phases for this 'hospitality village'. Coaching for the coordinators of the project: pilot phases and training.

Conseil de développement économique des Territoires du Nord-Ouest (French-speaking Canadian Northwest Territories' Economic Development Board)

- Analysis of previous marketing activities; recommendations about positioning, promotional tools and marketing measures in the framework of a three-year development plan for francophone markets.
- Marketing analysis for this organization in charge of developing tourism aimed at French speaking visitors for their French-speaking entrepreneurs.



RDÉE Canada (Economic development network for Canadian francophones outside of Quebec province)
Research and development of a classification system to promote services in French for the tourism businesses across the provinces and territories in Canada.

Association franco-yukonnaise (French-speaking community association in the Canadian Yukon Territory)
Strategic analysis of tourism 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.

Canadian Tourism Commission (now called Destination Canada as the national tourist office)

- 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.
- Coordination 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.

Economic Development Agency of Canada

Research and elaboration of an action plan following the regional strategic development for the Northern Québec area.

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 marketing plan, branding, partnerships, community cultural impacts, financing and business set-up.

Abitibi-Témiscamingue (Regional tourism association)

- Following our Strategic Development Plan, implementation of the plan for tours and adventure products; 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.
- Updating of Tourism Development Plan and design of a three-year Marketing Plan. Planning and management of two product committees (tours and adventure).

Parks Canada

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

Canadian Tourism Human Resource Council

Participation in the design of training sessions for the Client Plus Management Level Program on customer and quality service.

Québec Ministry of Transport

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

Business Development Bank of Canada

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



SEMINARS, TRAINING SESSIONS AND WORKSHOPS ¹

Bienvenue Québec Marketplace and Foundation

- Content design and facilitation of an annual seminar aimed at maximizing the participation of tourism business suppliers in national and international marketplaces; comprehensive exercises about how distribution channels work and about strategies to capitalize on appointments with national and international buyers.
- 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.
- Maximising the suppliers' participation to Bienvenue Québec: Design and facilitation of a one-hour webinar (2020)

Outaouais Outfitters Association

Training sessions about the new business models and current issues for hunting and fishing outfitters of the Outaouais region.

Tourisme Québec (Ministry of Tourism)

- Content design and facilitation of a seminar for the regional directors and product specialists of the Ministry, on market development, tourism marketing and industry key issues.
- Content design and facilitation of seminars for travel agents in selling the Québec destination.
- Content design and facilitation of seminars for industry professionals on press relations.

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.
- 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*.

Conseil de la culture de la Gaspésie (Gaspésie region Cultural Council)

Training session on cultural tourism development and marketing for 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.

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.

¹ The complete list of available workshops can be found in the following page (French only):
<http://www.madelis.com/formation/>



Parks Canada

Content design and facilitation of seminars about Pricing and Packaging for Parks and Heritage Sites of Canada.

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 (now called Destination Canada as the national tourist office)

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.

PROJECTS WITH ABORIGINAL AND INDIGENOUS COMMUNITIES since 1996

Hydro-Québec / Eeyou Istchee

Feasibility study for Cree tourism and cultural development in the Rupert River region of James Bay, Northern Québec.

Aanischaukamikw Cultural Institute – Oujé-Bougoumou, James Bay

Marketing orientations and economic impact study for this new Cree Nation Cultural Institute.

Guatemala SOCODEVI - Société de coopération pour le développement international (NGO)

Mandate for the research, development, and implementation plan in community villages in Guatemala. First phase: Analysis and elaboration of a development plan for community tourism for the region of the Lake Atitlan over five years, for a non-governmental organization. Second phase: Implementation of the development plan. Third phase: Development of the action plan; inspection and evaluation of proposed community tourism activities. Fourth phase: Planning re-evaluation and production of a marketing plan and tools.

Timiskaming First Nation, Abitibi-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 highlighting 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 commercialisation plan for this Anishinabe tourist trail for the Kitigan-Zibi community in the area of Maniwaki, Québec.

Aboriginal Tourism Team Canada (ATTC) (now called Indigenous Tourism Association of Canada)

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

Cree Nation of Oujé-Bougoumou

Tourism development plan including analysis of supply and demand, diagnosis, marketing strategies, tourism office setup, networking with distribution channels, marketing plan and training sessions for front-line staff, for this Cree village in the James Bay region.

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.

Nunavik Tourism Association

Research on training methods, services and facilities for tourism activities to be provided by the Inuit nation of Nunavik. Elaboration of a training plan prioritizing the activities to correspond with their tourism target markets.

Canadian Tourism Commission (now Destination Canada, the national tourist office)

Research, development and classification of a range of Québec Aboriginal tourist products, for marketing purposes for the international market.

Tourisme Québec (Ministry of Tourism)

- 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.

SPEAKING ENGAGEMENTS

- 2019 Lecturer: ***Marketing: a challenging word?*** *Linking creative tourism products to markets: target marketing, promotion, and market readiness-* Workshop presented during the 3rd CREATOUR International Conference on *Creative Tourism Dynamics: Connecting travellers, Communities, Cultures and Places*. In Faro, Portugal
- 2018 Speaker: ***Creative Tourism Workshops, a 'Canadian researcher's perspective***, presented during the 2nd International Conference on *Emerging and Future Trends in Creative Tourism*, organised by CREATOUR. In Braga, Portugal
- 2017 Speaker: ***Comment traduire l'intangible dans une offre touristique ?*** During the 2017 Rendez-vous of Réseau des villes francophones et francophiles d'Amérique à Québec.
- 2016 Speaker: ***La Route touristiques***. Summary presentation of the research and study elaborated for a francophone and francophile cultural route under the umbrella of the Réseau des villes francophones et francophiles d'Amérique in Lafayette, Louisiana (USA)



- 2015 Speaker: ***Le tourisme peut-il être durable ?*** (Is tourism viable) at the Maison du Développement durable, Montréal
- 2010 Speaker: ***Le forfait comme outil de marketing'*** (Packaging as a Marketing Tools) for Tourisme Lanaudière at '*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) for Tourisme Mauricie 24-Hour Tourism Colloquium
- 2009 Speaker for AGEX (Association of Guatemalan Exporters) Service Summit in Guatemala City. In Spanish.
- ***Designing and Marketing Packages***
 - ***Ecotourism perspectives for Guatemalan tourism products and services.***
- 2008 Speaker: ***Cultural Tourism in Kimmirut: 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) in Chiapas, Mexico.
- 2006 Speaker: ***Sustainable tourism: a place for culture*** – for Canadian Heritage, Ottawa.
- 2005 Speaker: ***Aboriginal tourism, Commercialisation methodologies: Canadian examples***, in the framework of the International Seminar NUEVOS DESTINOS PARA VENEZUELA in Merida, Venezuela. In Spanish.
- 2005 Speaker: ***Profile of adventure tourists and ecotourists***, on their purchasing habits and their sources of reference, during the annual convention of *Aventure Écotourisme Québec* association.
- 2004 Facilitator for 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.
- 2004 Speaker: ***Tourisme durable et agrotourisme*** at the first Forum marocain sur l'économie sociale et solidaire (social and sustainable economy) In Marrakech.
- 2003 Speaker: ***Marketing connections between the product and the client*** during the annual convention of the Quebec Hoteliers Association.



CANADIAN AND INTERNATIONAL UNDERTAKINGS

France (2019): Analysis of creative tourism advances in Nantes, creative city *par excellence*: Green Line, Lieu Unique, Breton Heritage, Slavery Museum, urban planning and regeneration.

Portugal (2019): Participation in the 3rd CREATOUR International Conference: *Creative Tourism Dynamics: Connecting travellers, Communities, Cultures and Places*. In Faro, Portugal. Working session with the CREATOUR Advisory Council as a Canadian member. Workshop presentation on tourism marketing.

Japan (2018): Appointments with Japanese promoters of tourism products and services as part of the Visit Japan Travel Marketplace to identify new developments at a cultural and creative level. Visit to the island of Shikoku with an interest in contemporary art, spiritual pilgrimage and traditional ways of life including ryokan style accommodation for pilgrims and tourists. Short stay in Tokyo with various interviews and visits about creative tourism activities and innovations for individual travelers, including off the beaten track cultural itineraries based on local ambiance and lifestyle.

Portugal (2018): Participation in the 2nd CREATOUR International Conference *Emerging and Future Trends in Creative Tourism*, in Braga and speaker as a researcher and PhD candidate about creative workshops. Evaluation on the collaborative economy local impacts in Porto. Interviews with stakeholders of creative tourism in and around Loulé, Algarve.

Qatar (2018): Short stay in Doha and surroundings with a specific urban tourism attention to its Katara Cultural Village and iconic architecture.

Portugal (2017): Participation in the 1st CREATOUR International Conference, *The State of the Art in Creative Tourism*, in Curia, organised by CREATOUR. Participation in various creative workshops in Loulé village (Algarve), in line with the doctoral thesis research at Université du Québec à Montréal.

Japan (2016): Visit to Tohoku prefecture, devastated during the 2011 tsunami; observation of local communities of Rizukentakata and Kesenuma, their resilience and regained power over their daily life via creative innovations. Visit to Tokyo's artists neighbourhoods off the beaten track.

Switzerland (2016) : Analysis about the transportation facilities (train, bus, metro, boat, funicular, gondola) in various Swiss areas, including the access to and from airports.

Japan (2015): Interviews and exchanges with tourism products and services suppliers. Experimentation of creative tourism activities in the area of Kanazawa in the Ishikawa Prefecture.

Italy (2015): Research on the transportation accessibility to agritourism experiences for individuals.

Iles-de-la-Madeleine, Quebec (2014): River cruise tourism evaluation; visit to local bio-food producers with tourism activities partnerships.

Mexico (2014): Participation in a cultural tourism event in San Miguel de Allende in order to evaluate the local community tourism development potentials. Short visit to Mexico to experience cultural and culinary activities.

Massachusetts, USA (2014): Report on Boston and the Berkshires area about recent cultural developments. Interview with representatives of the Berkshires Creative Economy movement geared to help initiate and facilitate creativity amongst its citizens.



Haiti (2013): Evaluation of the level of customer service in some hotels in Port-au-Prince and on Côte des Arcadins. Teaching methods and formats transferred to Quisqueya University teachers about to elaborate the contents of a new tourism certificate.

Guatemala (2013): Evaluation of the community-based tourism activities as coordinated by the local population of selected villages around Lake Atitlan. Coordination and organisation of visits to various local, regional and international tour operators based in Guatemala for marketing purposes.

Cyprus and Istanbul (2011-2012-2013): Location tracking of outdoor sites on Republic of Cyprus and Turkish territory of the island. Evaluation of alternative tourism potential in villages, villas and homestays. Interview with local tourism businesses in Istanbul to assess the development of personalised local tourism activities.

Guatemala (2011): Third mission to Lake Atitlan area for the planning of tourism and cultural sites and activities pour the Maya Calendar celebration of 2012.

Yucatan, Mexico (2011): Participation to the Mundo Maya Fair, in anticipation of the celebration of end of the Mayan calendar in 2012. Visit to major archeologic sites in Yucatan, Chichen-Itza and Uxmal, Evaluation of the projected promotional strategy by the destination in preparation to this end of year event.

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 community leaders, development of an inventory and diagnosis of potential community-based tourism 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 (CED)/ Université du Québec à Montréal

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 Cappadocia (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 around 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.

Mexico, Chiapas (2006): Speaker during the Solidarity Tourism Forum. 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 with commercialisation methodologies for the *Séminario de Nuevos Destinos para Venezuela*, in Merida; tourism community sites evaluation in the tropical Andes.

Cyprus (2005): Evaluation related to 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 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.

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.

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

TRAVEL TRADE MAGAZINE PUBLICATIONS

From 1999 to 2018 : Ad hoc contributor to *Tourisme Plus*, former travel trade magazine for the tourism industry professionals such as travel agents and tour operators (daily electronic and by-monthly paper/electronic magazine editions) and occasionally for the quarterly consumer magazine *Voyager*.

Articles on Creative Tourism for *Tourisme Plus* travel trade magazine:

- *Le tourisme créatif, une alternative au tourisme conventionnel* – Electronic publication of July 28, 2017 <https://www.madelis.com/wp-content/uploads/2019/01/Le-tourisme-cr%C3%A9atif-une-alternative-culturelle-au-tourisme-conventionnel- -Tourisme-Plus.pdf>
- *Pleins feux sur le tourisme créatif en Algarve* – Electronic magazine of August 24, 2018. Vol.38 Issue 14, pp.11, 12-13 <https://issuu.com/magazinevoyager/docs/tourismeplus2018-14>

PARAPROFESSIONAL ACTIVITIES

- 2003 to 2016: *E-Nouvelles* – Newsletter published once a year about trends, statistics, reflections, readings and projects for the industry tourism professionals, published on her website www.madelis.com (under Publications, in French)
- Member of Culture Montréal NGO - <https://culturemontreal.ca/>
- Volunteer for the 'Robin Hood' charity Restaurant Robin des Bois - www.robindesbois.ca
- Occasional jury member for the *Grands Prix du Tourisme* on the regional and national levels
- Former Chairperson of the Greater Montréal Chamber of Commerce Tourism Committee



ACADEMIC PROFILE

ACADEMIC BACKGROUND

- **PhD candidate**, Department of Urban and Tourism Studies at École des Sciences de la Gestion – Université du Québec à Montréal (UQAM) and Institut national de recherche scientifique (INRS). Doctoral studies completed. Ongoing researching and writing about creative tourism and local development as thesis subject.
- **Master's degree in Tourism Planning and Management**, École des Sciences de la Gestion – Université du Québec à Montréal (2004)
- **Bachelor of Arts in Human Science** – Université de Montréal
- Diploma in **Organizational Development** – Maletto and Associates, Montréal
- **Ecotourism Planning and Management** - The International Ecotourism Society, Washington, DC
- **Professional Trainer in Tourism**, accredited by the Canadian Tourism Human Resource Council
- **International Development Aid**, a series of four courses with CECI (Canadian Centre for International Studies and Cooperation), an NGO based in Montréal.

PUBLICATIONS

DELISLE, M.-A. (Forthcoming 2021) Linking creative tourism products to markets: Target marketing, promotion, and market readiness IN *Creative Tourism: Entrepreneurship, Cultural Resources and Engaging Creative Travellers*, Duxbury, N., S. Albino, and C. Carvalho (eds.). London: CABI International.

DELISLE, M.-A. (2020) *Marketing Creative Tourism Experiences* IN *Creative tourism: The CREATOUR Recipe Book*. A. Rodrigues Gonçalves, J.F. Marques, M. Tavares, S. Moreira Cabeça, S. (eds.). Faro. CinTurs University of Algarve.

DELISLE, M.-A. (2019) Montréal, a creative tourism destination? IN *A Research Agenda for Creative Tourism*, Duxbury, N. and Richards, G. (eds.). Edward Elgar Publishing.

DELISLE, M.-A., JOLIN, L. (2011) *¿Es posible otro turismo? Ética, protagonistas, conceptos y dificultades* – Volumen 1, San Jose (Costa Rica): Facultad Latinoamericana de Ciencias Sociales. Sede Académica, 189 p.

DELISLE, Marie-Andrée (2009) *Planeación estratégica para el desarrollo turístico de la región de Cholula*. Capítulo IV, IN *El turismo cultural en la región de Cholula, La riqueza patrimonial como factor de desarrollo económico y social*, Raul VALDEZ M. and Louis JOLIN (eds.) Puebla: Universidad de las Américas and Université du Québec à Montréal.



DELISLE, Marie-Andrée (2008) *Le tourisme chez les Inuits de Kimmirut (Nunavut), entre l'authentique et l'exotique*, IN Destinations et Territoires, Vol.2 *Tourisme sans limites*, Jean-Pierre LEMASSON and Philippe VIOLIER Editors, pp. 132-141. Québec : Éditions TÉOROS, Presses de l'Université du Québec.

DELISLE, Marie-Andrée (2008) *Élaboration et mise en œuvre d'un concept de développement touristique et culturel à Kimmirut, Nunavut*, IN *Le tourisme indigène en Amérique du Nord*, Katia IANKOVA Editor, pp. 115-132 Paris : Éditions L'Harmattan.

DELISLE, M.-A., JOLIN, L. (2007) *Un autre tourisme est-il possible ? Éthique, acteurs, concepts, contraintes, bonnes pratiques, ressources*, Québec : Presses de l'Université du Québec, 144 p.

DELISLE, Marie-Andrée (2007) *Culture and Tourism IN FOCUS*, IN *Emerging Trends in Tourism*, Anil VARMA Editor, pp. 71-78. Hyderabad (India) : ICFAI University Press.

DELISLE, Marie-Andrée (2007) *Un lieu, des gens, la vie d'une communauté dans les Hautes-Laurentides : Un projet de village d'accueil "nouvelle génération"* IN *Tourisme et Solidarité – TÉOROS Revue de recherche en tourisme*. Vol. 26, no.3, pp.46-50

DELISLE, Marie-Andrée (1998) *Offre et demande : un pont à consolider* IN *L'Industrie touristique autochtone – TÉOROS Revue de recherche en tourisme*. Vol.17, no.2, pp. 5-12

DELISLE, Marie-Andrée (1997) *L'accueil et les femmes : spécialité ou contrainte?* IN *Femmes et tourisme - TÉOROS Revue de recherche en tourisme*. Vol.16, no 3, pp.34-38

DELISLE, Marie-Andrée (1992) *Formation sur mesure : un outil qui bat la mesure* IN *La formation en tourisme : à la croisée des chemins*. TÉOROS Revue de recherche en tourisme. Vol.11, no 1, pp.25-28

UNIVERSITY MANDATES and PROJECTS

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

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

UQAM – Tours Innu

Marketing plan and strategies for the update of the Montagnais and Atikamekw aboriginal businesses represented by Tours Innu, an aboriginal incoming tourism agency.

UQAM – Tourism development planning for the Atikamekw Nation of Manawan

Marketing consultation in the framework of a tourism development plan for the Atikamekw Indian reserve of Manawan in the Lanaudière region.



Les Rendez-Vous Champlain (France and Québec)

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

UNIVERSITY TEACHING AND TUTORING; PROFESSIONAL TRAINING SESSIONS

2016 - Present

Tutor for *Stratégies des entreprises touristiques et hôtelières* course – EUT-5045 – for TÉLUQ, the distance learning university within the Université du Québec network.

2008 – 2018

Instructor for the *Tourism Business Management* course – ADM-9003E (in English) at the Université du Québec en Abitibi–Témiscamingue to First Nations students.

2008 – 2016

Tutor for *Écotourisme et espaces naturels* course – EUT-5110 – for TÉLUQ, UQAM's distance learning university within the Université du Québec network.

2016

Instructor for the *Projet de stage d'intervention de recherche appliquée au tourisme* course – MDT-8914 for graduate level students at Université du Québec à Montréal.

2012

Instructor for the *Séminaire sur le tourisme autochtone* (Indigenous tourism seminar) – MDT-843B, for graduate level students at Université du Québec à Montréal

1996 – Present

Training sessions for tourism industry professionals: price structuring and packaging, marketing, press relations, tourism industry marketplaces, design of tourism experiences, product cycle, product development, networking, and partnerships.