

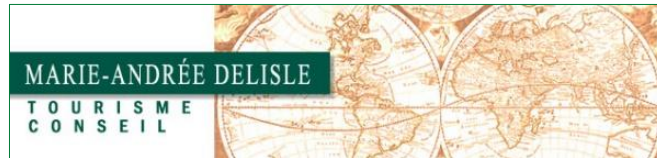
MARIE-ANDRÉE DELISLE, PhD

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CORPORATE AND ACADEMIC BACKGROUND



CORPORATE PROFILE

Marie-Andrée Delisle has been studying trends on a national and international level for more than three decades. 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 (mostly in French).

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 engaging with vibrant and inspiring cultural communities.

In 2024, she earned her PhD on the development of a creative tourism hub aimed at enhancing the attractiveness of a local destination.

As an analyst, strategist and researcher, she now carries out work and projects pertaining to the development of cultural, creative, and experiential tourism for local destinations.

She recently started her E-Nouvelles, a blog aimed at professionals in the culture and tourism sectors. They are archived at this URL : <https://madelisle.substack.com/archive>

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



ACADEMIC PROFILE

PhD (2024) – Department of Urban and Tourism Studies, School of Management Sciences, Université du Québec à Montréal (UQAM)

Master's in Tourism Management and Planning (2004) – Department of Urban and Tourism Studies, School of Management Sciences (UQAM)

Bachelor of Arts, Humanities – Université de Montréal

UNIVERSITY ASSIGNMENTS AND PROJECTS

Les Rendez-vous Champlain sur le tourisme - Annual Academic Conference for Researchers from France and Quebec, 10th edition (2025) – Conference on the development of a creative tourism hub to increase a local destination's level of attractiveness – the case of Val-David

- *Le développement d'un pôle de tourisme créatif à des fins d'attractivité locale- Le cas de Val-David*

University of Coimbra, Portugal – CREATOUR Project (2017–2021)

- Speaker at the 3rd CREATOUR International Conference (2019) on '*Creative Tourism Dynamics: Connecting Travellers, Communities, Cultures, and Places*', in Faro, Portugal. Seminar entitled: 'Marketing: a challenging word? Linking creative tourism products to the market: target marketing, promotion, and market readiness'
- Speaker at the 2nd International Conference (2018) on 'Emerging and Future Trends in Creative Tourism' and presenter of a workshop entitled '*Creative Tourism Workshops: a 'Canadian' researcher's perspective*', in Braga, Portugal
- Member of the CREATOUR advisory committee – a university project for the development of creative tourism in Portugal <https://creatour.pt/en/about/overview/>

Université Quisqueya, Port-au-Prince (Haïti), in collaboration with UQAM and Têluq (2013)

Training sessions modeled after the Têluq distance learning program of Université du Québec, designed for faculty members tasked with developing a new certificate program in tourism.

Les Rendez-vous Champlain sur le tourisme - Annual Academic Conference for Researchers from France and Quebec – June 2008. Lecture on Tourism among the Inuit of Kimmirut (Nunavut): between authenticity and exoticism,

- *Le tourisme chez les Inuits de Kimmirut (Nunavut) : entre l'authentique et l'exotique.*

Université du Québec à Montréal (UQAM) and Universidad de Las Americas (2007-2008)

Elaboration of a tourism development project for the Cholula region (Mexico), as part of an initiative to promote religious and cultural heritage.

EXPERIENCE IN UNIVERSITY TEACHING

- 2016-2024 Tutor : **Stratégies des entreprises touristiques et hôtelières** (EUT-5045) - Téluc, the long distance learning courses of Université du Québec
- 2008-2018 Lecturer : **Tourism Business Management** - ADM-9003E, (undergraduate level- in English) for First Nations students, at Université du Québec en Abitibi-Témiscamingue – 45-hour course
- 2008-2016 Tutor : **Écotourisme et Espaces naturels** (EUT-5110)- Téluc, Université du Québec
- 2016 Lecturer : **Projet de stage d'intervention de recherche appliquée au tourisme**, (postgraduate level) at Université du Québec à Montréal – 45-hour course
- 2012 Lecturer : **Séminaire sur le tourisme autochtone** - MDT-843B (postgraduate level) at Université du Québec à Montréal – 45- hour summer seminar

PUBLICATIONS

Khomsî, M. R. et Delisle, M.-A. (2023). *Le tourisme créatif à l'épreuve des particularités territoriales. Le cas des villes de Montréal et de Marrakech*. *Marché et organisations*, n° 47(2), 45-72 : L'Harmattan

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

Delisle, M.-A. (2020) *Marketing Creative Tourism Experiences* DANS *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?* DANS Duxbury, N. et Richards, G. (eds) *Creative Tourism: A Research Agenda*. London : Edward Elgar Publications.

Delisle, M.-A. (2009) *Planeación estratégica para el desarrollo turístico de la región de Cholula*. Capitulo IV, DANS *El turismo cultural en la región de Cholula, La riqueza patrimonial como factor de desarrollo económico y social*, sous la direction de Raul VALDEZ M. et Louis JOLIN, pp. 81-101. Puebla: Universidad de las Américas et Université du Québec à Montréal.

Delisle, M.-A. (2008) *Le tourisme chez les Inuits de Kimmirut (Nunavut), entre l'authentique et l'exotique*, DANS *Destinations et Territoires, Vol.2 Tourisme sans limites*, sous la direction de Jean-Pierre LEMASSON et Philippe VIOLIER, pp. 132-141. Québec : Éditions TÉOROS, Presses de l'Université du Québec.

Delisle, M.-A. (2008) *Élaboration et mise en œuvre d'un concept de développement touristique et culturel à Kimmirut, Nunavut*, DANS *Le tourisme indigène en Amérique du Nord*, sous la direction de Katia IANKOVA, 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. (Traduit en espagnol en 2011 *¿Es posible otro turismo? Ética, protagonistas, conceptos y dificultades* – Volumen 1. Facultad Latinoamericana de Ciencias Sociales. Sede Académica, 189 p.)

Delisle, M.-A. (2007) *Un lieu, des gens, la vie d'une communauté dans les Hautes-Laurentides : Un projet de village d'accueil "nouvelle génération"* DANS *Tourisme et Solidarité - TÉOROS* Vol. 26, no.3, pp.46-50