

RACHEL L'ABBÉ *PhD*

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ASSETS

I am passionate about questions related to identity, as well as studies on Aboriginal and sustainable tourism. My expertise in community based Aboriginal and sustainable tourism stems from working as an expert-counsellor.

EDUCATION

PhD in Sociology

2009-2013

University of Quebec in Montreal

Thesis (practical approach): Impact of Aboriginal Tourism on Cultural Identity of Aboriginal Communities in Quebec: The Case of the Atikamekw of Manawan.

Master in International studies

2005-2007

University of Montreal

Exchange Program: Universidad Veracruzana, Xalapa, Mexico,
Winter 2006

Licence in tourism administration

2001-2004

University of Quebec in Montreal

Exchange Program: CERAM Sophia Antipolis, France,
Fall 2002

PROFESSIONAL EXPERIENCE

President and founder, Destination Équitable

2009-...

- Manage the business various operations.
- Promote public awareness about sustainable tourism.
- Act as a speaker at conferences on sustainable tourism.
- Establish partnerships with Aboriginal and South American communities.
- Visit most (11) of the aboriginal nations in Quebec and in other countries.

Copresident and cofounder, Kokopelli Consultants

2015-...

- Manage the business various operations.
- Promote public awareness about sustainable and aboriginal tourism.
- Act as a speaker at conferences on aboriginal tourism.

Business Consulting Division of Destination Équitable

- Develop an interactive hosting training program for aboriginal people for Aboriginal Tourism Quebec (2015)
- Action plan to develop offer structuration for Quebec Adventure & Ecotourism Association (2014)
- Sept-Îles Port of Calls Strategic Plan for the Development of International Cruises. (2014-2015)

In collaboration with GPS Tourism

2009-2015

- Design of adventure & nature tourism experiences (Best Practices Guide for the Quebec Adventure & Ecotourism Association)
- Diversification Strategy for the Outaouais Outfitters Association.
- Expert advice in developing sustainable tourism in the Laurentian region of Quebec.

In collaboration with PLANECO

2011-2012

- Expert advice and marketing - communications plan for the LIMONADE sustainable tourism project in Haiti.

<i>In collaboration with HD Marketing</i>	2011
<ul style="list-style-type: none"> ▪ Expert advice in developing sustainable tourism for “<i>La Grande Traversée de la Gaspésie</i> ». The event was validated through the 16 principles of sustainable development (Government of Quebec Legislation) as well as the 13 principles of geotourism listed as part of the National Geographic society. ▪ Analyze & compare the event with two other international sport events on both environmental and social fronts. 	
Lecturer, UQAM	2012
<i>“Seminar on aboriginal tourism”, Master in Tourism Business</i>	
<ul style="list-style-type: none"> ▪ Develop and teach a seminar on aboriginal tourism with an emphasis on practical experience on aboriginal community 	
Marketing Coordinator, IRIS Ophtalmology Clinic	2008
<ul style="list-style-type: none"> ▪ Organize and coordinate a conference tour in Quebec and developed the marketing material for the event. ▪ Conduct presentations at conferences in Quebec with the objective of keeping the public interested in IRIS merchandise. ▪ Put efforts forward to change the coffee in the cafeteria to fair trade coffee and succeeded. 	
<u><i>Achievements:</i></u>	
<ul style="list-style-type: none"> ▪ Consolidation of my competence in marketing and in project management. ▪ Comprehension of the private sector in order to be able to influence people about of sustainable tourism benefits. 	
Research Group Coordinator, Poexil / University of Montreal	2005-2007
<ul style="list-style-type: none"> ▪ Coordinate the group’s activities and organized an international colloquium. ▪ Conduct a study on sustainable tourism, with the objective of promoting it as a positive experience. ▪ Act as Poexil representative at tradeshow. 	
<u><i>Achievements:</i></u>	
<ul style="list-style-type: none"> ▪ <i>Studies</i> that confirm the positive impacts of sustainable tourism 	

Relation with the Volunteers Coordinator / CUSO-Québec	2007
<ul style="list-style-type: none"> ▪ Promote the organisation throughout Quebec and increased public awareness in regards to international development. ▪ Organize a conference on international development with other volunteers. ▪ Communicate with on-site coordinators. <p><u>Achievements:</u></p> <ul style="list-style-type: none"> ▪ Recruitment of new members. ▪ Increase in the organization's recognition in Quebec 	
Centraide Representative in the Greater Part of Montreal	2006
<ul style="list-style-type: none"> ▪ Develop a strategic plan for client-based relationships. ▪ Represent the organization for their 2007 Campaign. <p><u>Achievements:</u></p> <ul style="list-style-type: none"> ▪ A well run fundraising campaign ▪ Event objectives achieved 	

INTERNSHIPS

Quebec-Labrador Foundation	Summer 2005
Internship Young Canada Works, Bilingual Agent of Patrimonial Ecotourism Development in Newfoundland	
<ul style="list-style-type: none"> ▪ Development of a bilingual exhibition on French fishing and the story of the northern region of Newfoundland. ▪ Managed a community based sustainable tourism plan. <p><u>Achievements:</u></p> <ul style="list-style-type: none"> ▪ Successful exhibit. ▪ Increased awareness of sustainable development 	

- **Internship « Québec Sans Frontière », Costa Rica**
- Created and managed a comity responsible of the development of community based agro-ecotourism and increasing the general public environmental awareness.

Achievements:

- Development of my competencies in project management in the field of sustainable tourism
- Awareness about the fact that community based sustainable tourism must be put into practice.

LANGUAGES AND TECHNOLOGY

Languages

French: Native

English: Advanced

Spanish: Advanced

Computer skills: proficient in Microsoft Office

I would take pleasure in having the opportunity to submit my references to you to attest to the above-mentioned experiences.