

# JOELLE MH. SOULARD

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Department of Recreation, Sport, and Tourism  
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[Publons](#)

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## Mission Statement

To give back to the community through impactful and interdisciplinary research focused on investigating empowering travel experiences that are community-based, inclusive and experiential teaching, and services that foster community health, social power, and public values.

## Research Area

My research areas focus on investigating the roles of travel experiences in fostering transformation, well-being, and activism.

## Education

**August 2016-May 2020: Ph.D., BHTM - Business, Hospitality and Tourism Management**  
Virginia Tech University Blacksburg, VA  
Dissertation: An Investigation of Transformative Tourism Outcomes and Strategies.  
Advisor: Dr. Nancy McGehee

**August 2013- August 2015: Master of Science, Recreation, Park and Tourism Sciences**  
Texas A&M University College Station, TX  
Thesis: Service Recovery for Severe Crises in The Cruise Industry.  
Advisor: Dr. James Petrick

**August 2011- August 2013: Bachelor of Science, Recreation, Park and Tourism Sciences**  
Texas A&M University College Station, TX

**August 2008- May 2011: Associate of Arts**  
Lone Star College Tomball, TX

## Journal Articles (Refereed)

(\*) publication that has undergone peer review.

(^) publication that included a student among the authors.

(+) publication that was invited and carries special prestige and recognition.

\***Soulard, J.,** McGehee, N. G., Stern, M., and Lamoureux, K. (2021). Transformative tourism: Tourists' drawings, symbols, and narratives of change. *Annals of Tourism Research*, 87, 103141.

- \***Soulard, J.**, McGehee, N.G., and Knollenberg, W. (2020). Developing and Testing the Transformative Travel Experience Scale (TTES). *Journal of Travel Research*, 0047287520919511.
- \***Soulard, J.**, McGehee, N. G., and Stern, M. (2019). Transformative tourism organizations and glocalization. *Annals of Tourism Research*, 76, 91-104.
- \***Soulard, J.**, Knollenberg, W., Boley, B. B., Perdue, R. R., and McGehee, N. G. (2018). Social capital and destination strategic planning. *Tourism Management*, 69, 189-200.
- \*Stone, M. J., **Soulard, J.**, Migacz, S., and Wolf, E. (2017). Elements of Memorable Food, Drink, and Culinary Tourism Experiences. *Journal of Travel Research*, 0047287517729758.
- \***Soulard, J.** and Petrick, J. F. (2016). Messages in the Bottle: Customers' Reactions to Expertise, Blame, and Compensation After a Severe Cruising Crisis. *Tourism in Marine Environments*, 11(2-3), 192-200.

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#### **Manuscripts Under-Review**

- \***Soulard, J.**, and McGehee, N. G. (2021). Re-Conceptualizing Transformative Travel: From Inner to Social Change. Submitted on 04/01/21 to *Annals of Tourism Research*.
- ^\*Brooks, C, and **Soulard, J.** (2021). Contested Authentication and Event Cancellation: The Impact of Event Cancellation on Transformative Experiences, Existential Authenticity, and Identity at Burning Man. Submitted on 04/02/21 to *Annals of Tourism Research*.

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#### **Book Chapter (In press)**

- +\* **Soulard, J.** and Salazar, N. (2021). Glocalization and Tourism Experiences. In Handbook Of Culture And Glocalization. Editors: Roudometof, V. and Dessi, U.

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#### **Grants**

Co-PIs: **Soulard, J.**, Zou, S. and Russel, J. Title: "I-Rural: Reimagining Illinois Rural Tourism through Community and Extension Collaboration" funded by the Extension Collaboration Grants for 2021- 2023 for \$59,907.

Co-PIs: **Soulard, J.**, and Santos, C. Title: "Transformative Museum Experiences: From Self-Reflection to Social Change" funded by the Research Board for 2021- 2022 for \$28,415

**Soulard, J.**, Pamplin Summer Resear.ch Grant, \$6,000 Virginia Tech University, Pamplin School of Business, 2016 and 2017.

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#### **Technical Reports**

- Soulard, J.**, McGehee, N. G., Stern, M., and Lamoureux, K. (2020). What travelers want: marketing transformative tourism in a post-covid world. Executive report for transformative tourism tour operators, p.1-7.

**Soulard, J.** and McGehee, N.G. (2020). Via International Summer Project: Collecting Empowering Story of Changes. Report for Via International, p.1-50.

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**Publication in Newsletter of Tourism Practitioners**

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+McGehee, N. G., and **Soulard, J.** (2020). Transformative Tourism: Positive Changes through Education and Travels In A Post Covid-19 World. July Newsletter article.

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**Teaching and Instruction**

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\*Appeared on the UIUC’s list of instructors ranked as excellent by their students

Course Number	Course Title	Role	Enrollment	Semester
*RST 350	Tourism and Culture	Instructor	26	2021, Spring
RST 570/ ANTH570	Cultural Aspects of Tourism	Instructor	5	2021, Spring
		Instructor	11	2020, Fall
RST 450	Tourism Planning and Development (online course)			
HTM 2454	Travel and Tourism Management (online course)	Instructor	24	2019, Summer I
		Instructor	122	2018, Spring
		Teaching Assistant	135	2019, Spring
		Teaching Assistant	115	2018, Fall
		Teaching Assistant	87	2017, Fall
		Teaching Assistant	196	2016, Fall
HTM 3484	Socio-cultural Impacts of Tourism (face-to-face course)	Instructor	40	2019, Fall
		Instructor	26	2019, Spring
		Teaching Assistant	35	2018, Fall

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**Awards and fellowships**

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*Olsen Graduate Memorial Fellowship*, Virginia Tech University, Howard Feiertag Department of Hospitality and Tourism Management, 2018.

*Travel Grant*, Virginia Tech University, General Student Assembly, 2018, 2017, and 2016.

*Business General Scholarship*, Virginia Tech University, Pamplin School of Business, 2016.

*Gene Phillips Memorial Scholarship*, Texas A&M University, Department of Recreation, Park, and Tourism Sciences, 2014.

*Travel Grant*, Texas A&M University, Department of Recreation, Park, and Tourism Sciences, 2014.

*Academic Excellence Award*, Texas A&M University, Department of Recreation, Park, and Tourism Sciences, 2013.

*Dean's Honor Roll*, Texas A&M University, Department of Recreation, Park, and Tourism Sciences, 2011.

*President's List*, Lone Star College, 2009, 2010, 2011.

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### **Invited speaker and panelist**

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Served as a panelist for RST 590 Doctoral Research Seminar's panel discussion (December 12, 2020) on "How to Form Cross-Disciplinary Collaborations"

Guest Lecturer (March 17, 2021). Sustainable Tourism. Invited lecture at the Hospitality & Tourism Management Student Association, Appalachian State University, North Carolina.

Guest lecturer (November, 2020). *Event, Tourism, and Culture*. In RST 460 Event Management. Instructor: Robyn Deterding.

Guest Lecturer (March, 2018 & October, 2017). *Volunteer Tourism*. Virginia Tech University, Howard Feiertag Department of Hospitality and Tourism Management, HTM 3484 Socio-Cultural Impacts of Tourism.

Guest Lecturer (April, 2018). *Trends in Tourism*. Virginia Tech University, Howard Feiertag Department of Hospitality and Tourism Management, HTM 3484 Socio-Cultural Impacts of Tourism.

Guest Lecturer (December, 2017). *Future of Tourism*. Virginia Tech University, Howard Feiertag Department of Hospitality and Tourism Management, HTM 3484 Socio-Cultural Impacts of Tourism.

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### **Conferences**

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Yeager, E., & **Soulard, J.** (2021). Peer-to-Peer Accommodations in Rural Communities. American Association of Geographer Annual Meeting.

**Soulard, J.**, & McGehee, N. (2020). Early Analysis of Transformative Symbols and Narratives. Presentation at the Qualitative Workshop. Paper accepted at the 51<sup>st</sup> TTRA International Conference. Victoria, British Columbia, Canada. Accepted on 03/02/2020. Withdrawn on 06/16/2020. Conference Cancelled.

April, 2021

**Soulard, J., & McGehee, N. (2019).** Developing a scale to measure travelers' transformative outcomes. Paper presented at the 50<sup>th</sup> TTRA International Conference. Melbourne, Victoria, Australia.

**Soulard, J., & McGehee, N. (2019).** Preliminary study on developing a scale to measure the travelers' transformative process. Poster presented at the 24th Annual Graduate Education and Graduate Students Research Conference in Hospitality and Tourism. Houston, Texas.

**Soulard, J., & McGehee, N. (2018).** Transformative Tourism and Glocalization. Presentation at the Qualitative Workshop. Paper presented at the 49<sup>th</sup> TTRA International Conference. Miami, Florida.

**Soulard, J., & McGehee, N. (2017).** Glocalization Management Strategies of NGOs Engaged in Transformative Tourism. Poster Presentation at the 48<sup>th</sup> TTRA International Conference. Quebec City, Quebec, Canada.

**Soulard, J., & Petrick, D. (2014).** The Efficacy of Crisis Marketing Methods in the Cruise Industry. 2014 TTRA International Conference. Paper presented at the 45<sup>th</sup> TTRA International Conference. Bruges, Belgium.

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#### **Conferences- Accepted abstract**

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**Soulard, J., and McGehee, N. (Accepted on 03/06/21).** Drawings as a way of expressing transformation after a trip. Presentation at the Qualitative Workshop. 2021 Travel and Tourism Research Association International Conference.

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#### **Conferences- Under Review**

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**Soulard, J., and McGehee, N. (Under-review).** Putting the Critical back into Transformative Travel Experiences. Critical Tourism Studies –North America Conference 2021.

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#### **Certificates and training**

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ACES Research Academy, Craftsmanship Workshop, January, 4-8, 2021, College of Agricultural Consumer and Environmental Sciences, University of Illinois at Urbana Champaign.

ACES Research Academy, College of Agricultural Consumer and Environmental Sciences, University of Illinois at Urbana Champaign, December to May, 2021

Thrives Seminar for incoming AHS faculty, September- December 2020, College of Applied Sciences, University of Illinois at Urbana Champaign.

Online Teaching Academy, July 2020, University of Illinois at Urbana Champaign.

Certified in Hotel Industry Analytics (CHIA), April 2018.

April, 2021

Network Learning Initiatives, Virginia Tech University, training in *Creating effective group work activities and assignments*, October 2017.

The Texas Chamber of Commerce Executives Annual Conference, training and professional development for chamber professionals, June 2015.

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## Services

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### Disciplinary Services

#### Associate Editor

*Leisure/Loisir* (11/2020)

#### Ad-Hoc Reviewing of Journal Manuscripts

*Annals of Tourism Research* (06/2020, 08/2020, 09/2020, 01/2021)

*Tourism Management* (05/2019, 06/2020, 07/2020)

*Journal of Heritage Tourism* (05/2020)

*Journal of Outdoor Recreation and Tourism* (05/2019, 08/2020, 10/2020)

*Tourism Management Perspectives* (11/2020)

*Tourism Recreation Research* (01/2021)

#### Ad-Hoc Reviewing of Conference Abstracts

- Travel and Tourism Research Association (TTRA) Abstracts Reviewer for the TTRA International Conferences (02/2020) in Fort Worth, Texas, U.S.A.

- Critical Tourism Studies- North America Conference (01/2021) in Montreal, Quebec, Canada.

- Graduate Student Conference (09/2020). Abstracts Reviewer for the 2021 Graduate Conference 2021 in Houston, Texas, U.S.A.

- Travel and Tourism Research Association (TTRA) Abstracts Reviewer for the TTRA International Conferences (05/2020) in Victoria, British Columbia, Canada. [**Canceled due the Covid-19 pandemic**]

#### Conference Organization

*Volunteer Coordinator* (06/2017 to 96/2019) for TTRA International Conferences in Melbourne, Australia; Miami, Florida; and Quebec City, Canada.

### **Department of Recreation, Sport and Tourism, University of Illinois at Urbana-Champaign**

09/2020 – 09/2022: Undergraduate Committee, Member

### **Public Engagement**

01/2021-present      Committee Member, The African American Cultural Heritage Trail, which was established by Jayne DeLuce from Visit Champaign County, IL.

05/2019, 12/2019      *Usher* at the Virginia Tech's Graduate School Commencement Ceremony, Blacksburg, Virginia.

12/2018, 05/2017      *Jury and Committee Member* for the organization of the 2019 Montgomery County Hospitality Award, Montgomery Tourism Office, Blacksburg/Christiansburg, Virginia.

10/2019

April, 2021

05/2017, 09/2017	<i>Tourism Representative</i> for the Virginia Tourism Corporation (VTC) familiarization trip in Montgomery County, Christiansburg, Virginia. <i>Organizer</i> for the Dayton Parents Expo, Dayton, Texas.
04/2014, 04/2015	<i>Volunteer Researcher</i> for VIA International, San Diego, California. <i>Booth presenter</i> at Aggieland Saturday, the annual recruiting event for the Department of Recreation, Park, and Tourism Sciences, College Station, Texas.
05/2013	<i>Organizer and Executive Chair</i> for the RPTS Career Fair, College Station, Texas.
06/2013	<i>Volunteer</i> at the Community Heroes Softball Game, College Station, Texas.
04/2012	<i>Organizer</i> for Imagine a Cure, College Station, Texas.

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### Press Coverage

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Shelley, T. (2021, January 29). *Havana looks to reinvent itself as an outdoor tourism destination*. Peoria Public Radio. [https://www.peoriapublicradio.org/post/havana-looks-reinvent-itself-outdoor-tourism-destination?fbclid=IwAR2cyl6DBog3c06\\_AQNkkHGOqx2GPv8\\_o9el\\_9C9CLnZYdIwhaKC5K12miU#stream/0](https://www.peoriapublicradio.org/post/havana-looks-reinvent-itself-outdoor-tourism-destination?fbclid=IwAR2cyl6DBog3c06_AQNkkHGOqx2GPv8_o9el_9C9CLnZYdIwhaKC5K12miU#stream/0)

Martin, W. (2021, January 27). *Brenda Davenport-Fornoff led visitors from the University of Illinois, Fulton County and the Greater Peoria EDC around Havana's downtown*. Mason County Democrat.

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### Work Experience

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June 2015- November 2015: *Director*, Dayton Chamber of Commerce  
Dayton, TX

- Manage tourism related activities and promotions.
- Communicate with existing and new businesses to increase membership, hear business concerns, and encourage active participation in chamber events.
- Oversee the successful completion of committee projects and Chamber events.
- Direct staff, Chamber Ambassadors, volunteers, and service workers.
- Design the monthly newsletter, website, and publications.
- Monitor and lobby on legislative issues.

August 2013 – May 2015: *Marketing Specialist* College  
Station, TX

Department of Recreation, Park & Tourism Sciences

- Assist in nurturing relationships with the Department's donors and friends.
- Maintain a current and engaging website for the RPTS Department.
- Manage social media.
- Develop promotional materials for new programs and initiatives.
- Recruit students for summer courses: Texas Tourism Attractions, International Community Sustainable Development, and Park Management.

April, 2021

May 2013-August 2013: *Intern*, Blue Bell Park at Olsen Field Station, TX College

Texas A&M University, Athletics Department

- Create advertisements promoting Blue Bell Park.
- Provide guided tours of Blue Bell Park.
- Create birthday and wedding packages.

June 2013-August 2013: *Tutor-RPTS 202 Foundations of Tourism* Station, TX College

Texas A&M University, Athletics Department

- Explain tourism concepts to students.
- Provide advice on learning strategies.

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### **Membership**

2020-Present: The Academy of Leisure Sciences	2012-2013: Aggie Representatives RPTS Leadership
2016-Present: Travel and Tourism Research Association (TTRA)	2012: Phi Kappa Phi
2015: Rotary Club	2011: Aggie Restaurant & Hospitality Club
2013-2015: Rho Phi Lambda	