

**JONATHAN R. OLIVEIRA**

Assistant Professor

Hart School of Hospitality, Sport and Recreation Management  
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[Google Scholar Profile](#): 55 citations  
[ResearchGate Profile](#): 46 citations

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**EDUCATION**

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2021 – Present Champaign, IL, USA	Ph.D. Candidate in Recreation, Sport and Tourism University of Illinois Urbana-Champaign Dissertation: Leveraging social impacts of hosting college sports events in the local community: understanding residents' perceptions
2019 – 2021 Curitiba, PR, Brazil	M.S. in Physical Education Federal University of Paraná Thesis: Sport Tourism: Futbol Club Barcelona's structure as a tourist attraction in the city of Barcelona
2014 – 2017 Curitiba, PR, Brazil	B.S. in Physical Education Federal University of Paraná Thesis: Violence Football Club: The Martial Arts in the organized fans

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**RESEARCH INTERESTS**

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**Research Interest Areas**

- Sport Management
  - Sport Events Social Impacts
  - Sport Facility Operations and Management
- Sport Tourism
  - Stadium Tour, Sport Museums, and Match-Days
  - Socio-Cultural Tourists' Event Impacts
  - Consumer Behavior of Sport Tourists

## CURRICULUM VITAE

JONATHAN R. OLIVEIRA

### Methodological & Theoretical Expertise

- Qualitative Research (e.g., Interviews and document analysis), Mixed-Methods (e.g., Exploratory Sequential Design), Case Studies
- Stakeholder Theory
- Legacy Framework (applied to sport events)
- Social Leverage Framework (applied to sport events)
- Community Development Framework

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## RESEARCH EXPERIENCES

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### Book (Peer-Reviewed)

1. **Oliveira, JR**; Capraro, AM. (2024). *Sport Tourism: Futbol Club Barcelona's structure as a tourist attraction in the city of Barcelona*. Brasilia: Brazilian Ministry of Sports.

### Book Chapter

1. **Oliveira, JR**; Tobar, FB. (forthcoming). Exploring the Intersection of Identity and Motivation: Women Sport Fans at the 2023 FIFA Women's World Cup. In Beissel, A. *The 2023 FIFA Women's World Cup: Events, Issues, and Controversies*. Routledge.
2. Tobar, FB; Petersen-Wagner, R; **Oliveira, JR**. (2024). A Dark Side of Social Media: Cancel Culture in Sports Organizations. In Scheinbaum, AC. *Cancel Culture and Brand Boycotts: The Dark Side of Social Media for Brands*. Routledge. ISBN: [9781032670492](https://doi.org/10.1080/17430437.2024.2306900).

### Peer-reviewed Journal Articles

1. **Oliveira, JR**; Uvinha, RR; Silveira, CE; Capraro, AM. "Football Tourism": building and managing the Camp Nou Experience as a tourist attraction. *PODIUM Sport, Leisure and Tourism Review*, 13(2), 221–249. <https://doi.org/10.5585/podium.v13i2.23069>
2. Tobar, FB; Ramshaw, G; **Oliveira, JR**. (2024). Conceptualising the Global Touristic Football Club. *Sport in Society*. DOI: <https://doi.org/10.1080/17430437.2024.2306900>
3. Tewari, K; Lundin, E; Cho, S; Du, X; **Oliveira, JR**; Fernandez, M. (2024). International Graduate Students' Perspectives on Sense of Belonging in Leisure Spaces. [Accepted for publication in *Journal of Hospitality, Leisure, Sport & Tourism Education*].
4. **Oliveira, JR**; Souza, MTO; Capraro, AM. The media coverage and public opinion of hosting a women's football mega-event: the English bid for UEFA Women's Euro 2021. (2022). *Sport in Society*. DOI: <https://doi.org/10.1080/17430437.2022.2025778>

## CURRICULUM VITAE

## JONATHAN R. OLIVEIRA

5. **Oliveira, JR;** Tobar, FB; Capraro, AM. (2021). Football tourism: a bibliometric analysis of published works in the tourism-based journals (2003–2019). *Journal of Sport & Tourism*, 25(4), 317-335. DOI: <https://doi.org/10.1080/14775085.2021.1965010>
6. **Oliveira, JR;** Pereira, BO; Lise, RS; Capraro, AM. (2021) Sports tourism: a case study about the Ultimate Fight Championship (UFC) 198 in Curitiba – Brazil. *Tourism in Analysis Journal*, 32(1), 19-39. DOI: <https://doi.org/10.11606/issn.1984-4867.v32i1p19-39>
7. Vargas, PPI; **Oliveira, JR;** Capraro, AM. (2021). “I have missing of that time”: memories about after school sports of Curitiba (1980-1990). *Brazilian Journal of Sport Sciences*, 43(1), 1-8. DOI: <https://doi.org/10.1590/rbce.43.e005520>.
8. **Oliveira, JR;** Capraro AM. (2020). The implications of the COVID-19 pandemic on a sports tourist attraction: A Case Study on Fútbol Club Barcelona. *Iberoamerican Journal of Tourism*, 10(2), 165-186. DOI: <https://doi.org/10.2436/20.8070.01.184>
9. **Oliveira, JR;** Capraro, AM. (2020). Catalan independence, identity and globalization at the Fútbol Club Barcelona. *Motrivivência*, 32(61), 01–21. DOI: <https://doi.org/10.5007/2175-8042.2020e64993>
10. **Oliveira, JR;** Vargas, PPI; Capraro, AM; Zaniol, GE. (2020). Narratives of organized supporters practicing martial arts about the violence in the football of Paraná. *Licere*, 23(2), 393–425. DOI: <https://doi.org/10.35699/2447-6218.2020.24054>
11. **Oliveira, JR;** Vargas, PPI. (2020). Sport as an object of research in social sciences – reflections on the book "methodological possibilities for the approach to sport in social sciences". *The Journal of the Latin American Socio-cultural Studies of Sport*, 12(2), 191-202. Retrieved from: <https://revistas.ufpr.br/alesde/article/view/70896>
12. Heuer, S; Navarro, RT; **Oliveira, JR;** Capraro, AM. (2020). Fiction, “factions” and power: looks at the area of Physical Education from the work “Divergente”. *The Journal of the Latin American Socio-cultural Studies of Sport*, 12(1), 141– 157. Retrieved from: <https://revistas.ufpr.br/alesde/article/view/72120>
13. Nemitz, CE; **Oliveira, JR;** Capraro, AM. (2020). The 4-1-4-1 tactic in football: its variations used by the Germany’s National Team in the 2014 Football World Cup. *Brazilian Journal of Futsal and Football*, 12(48), 218-229. Retrieved from: <http://www.rbff.com.br/index.php/rbff/article/view/927>

### Submitted Manuscripts

1. Warwick, L; **Oliveira, JR;** Sato, M. Investigating the Climate Vulnerability of Ultra-Endurance Running Events. [Major revisions required in *Sport in Society*].
2. **Oliveira, JR;** Tobar, FB; Romano, FS. Football Tourism: a multidimensional evaluation of the visiting experience of the stadium tours and museum. [Submitted to *Sport Management Review*]

## CURRICULUM VITAE

## JONATHAN R. OLIVEIRA

### Academic Conferences and Seminars

#### *Oral Presentations*

1. **Oliveira, JR;** Tobar, FB; Sato, M. Exploring the Intersection of Identity and Motivation: Women Sport Fans at the 2023 FIFA Women's World Cup. North American Society for Sport Management [NASSM]. May-June: 29-1, 2024. Minneapolis, Minnesota, United States.
2. **Oliveira, JR;** Tobar, FB; Romano, F.S. Evaluating visitors' experiences with sport facilities operations: Expanding the Multidimensional Assessment Model (MAM) stadium and museum tours. Applied Sport Management Association [ASMA]. February: 13-17, 2024. Knoxville, Tennessee, United States.
3. **Oliveira, JR;** Zou, S; Sato, M; Welty-Peachey. Visitor satisfaction and experiences with sports facilities: Consumers' online reviews on visiting FC Barcelona's stadium. North American Society for Sport Management [NASSM]. May-June: 31-3, 2023. Montreal, Canada.
4. **Oliveira, JR.** Resident's perceptions on social outcomes from hosting sport events in Brazil. International Congress of Qualitative Inquiry [ICQI]. May: 18-20, 2023. Champaign, Illinois, Canada
5. Jang, I; Simms, J; **Oliveira, JR.** Exploring campus recreation center's responses to the COVID-19 pandemic: From employee perspective. The Academy of Leisure Sciences [TALS]. February: 2023. New Orleans, United States.
6. **Oliveira, JR;** Romano, F.S.; Tobar, F.B. (2022). Football Tourism: a multidimensional evaluation of the visiting experience in stadiums and museums of soccer. Brazilian Association of Sport Management [ABRAGESP in Portuguese]. October: 18-22, 2022. Uberlândia, MG, Brazil.
7. **Oliveira, JR;** Capraro, AM.; Welty-Peachey, J. (2022). The impacts of Camp Nou stadium's operations in Barcelona (Catalunya, Spain): an analysis of the managerial operations and its stakeholders. North American Society for Sport Management [NASSM]. June: 2-4, 2022. Atlanta, GA, United States.
8. **Oliveira, JR;** Cruz, EG; Capraro AM. (2019). Football Tourism: mapping the production of knowledge in journals with impact factor of Journal of Citation Reports (JCR). 16th Seminar of National Association of Research and Graduate Studies in Tourism [ANPTUR in Portuguese]. September: 18-20, 2019. Curitiba, PR, Brazil.
9. **Oliveira, JR;** Capraro, AM. (2019). The tourist experience in a Football stadium: the tour in Arena da Baixada of the Clube Atlético Paranaense Paranaense. 1st Academic Week of Physical Education at the Federal University of Paraná. October: 21-25, 2019. Curitiba, PR, Brazil.

## CURRICULUM VITAE

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10. **Oliveira, JR;** Pinto, MJA; Carbonell, NM. The public and private tourism management in the city of Barcelona. 26th Tourism Week of Paraná [SEPATUR in Portuguese]. November: 04-08, 2019. Curitiba, PR, Brazil.
11. Cordeiro, WM; **Oliveira, JR;** Capraro, AM. Argentine and England: opponents beyond the four lines? The media use of the Falkland/Malvinas Islands' war at the 1986 World Cup. 2nd International Seminar Interdisciplinary of Studies on Football and Society. May: 28-29, 2019. Ponta Grossa, PR, Brazil.
12. Reis, FDG; Lourenço, NL; **Oliveira, JR;** Souza, MTO; Capraro, AM. Judo and Taekwondo at the federal government program Bolsa Atleta Pódio: an analysis of the distribution of funding among male and female athletes. 4th International Seminar on Management and Policies for the sport. May: 08-10, 2019. Curitiba, PR, Brazil.
13. **Oliveira, JR.** Catalan identity and the separatist cause. 15th Congress of Sports History, Leisure and Physical Education/2nd International Congress of Sports History. Fútbol Club Barcelona. November: 06-09, 2018. Curitiba, PR, Brazil.
14. **Oliveira, JR;** Souza, MTO. "Més que un club, Més que fútbol". 5th History of Sports Congress. 5th History of Sports Congress. May: 24-25, 2018. Coimbra, Portugal
15. **Oliveira, JR;** Capraro, AM. Football organized fans: an Oral History at the Paraná state's football. 5th History of Sports Congress. May: 24-25, 2018. Coimbra, Portugal
16. **Oliveira, JR.** Reflections on ethics in sports doping. 3rd Congress of Latin Association of the Sports Philosophy [ALFID in Spanish]. May: 09-12, 2018. São Paulo, SP, Brazil
17. **Oliveira, JR.** Relationship of the subjective perception of effort with the change health in active and sedentary eutrophic children and adolescents. 25th Scientific Initiation Event for Undergraduates at the Federal University of Paraná. October: 02-06, 2017. Curitiba, PR, Brazil.

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## TEACHING EXPERIENCES

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Responsible for performing teaching and teaching-related roles to assist faculty members in the undergraduate courses. The Instructor of Record and Teaching Assistant position's roles involve classroom instruction, development of course plans, syllabus, assessments, and exams, grading tests, forum discussions, papers, quizzes, group projects, bringing guest lectures from academia and industry, and homework, as well as maintaining online platform update (e.g., CANVAS), including but not limited to posting assessments, editing and posting notes and slide shows for student access, and entering grades as assigned.

**University of Illinois Urbana-Champaign**

*Instructor of record*

**CURRICULUM VITAE****JONATHAN R. OLIVEIRA**

2024 Summer	RST 518 – Event Management [Graduate]
2024 Spring	RST 130 – Foundations of Sport Management [Undergraduate]
2023 Fall	RST 130 – Foundations of Sport Management [Undergraduate]
2023 Spring	RST 130 – Foundations of Sport Management [Undergraduate]

*Teaching Assistant*

2024 Spring	RST 430 – Sport & Development [Undergraduate]
2023 Spring	RST 199 – Business strategies for professional sport organizations [Undergraduate]
2023 Spring	RST 205 – Issues in Intercollegiate Athletics: The Big Ten Conference [Undergraduate]
2022 Fall	RST 130 – Foundations of Sport Management [Undergraduate]
2022 Fall	RST 199 – Business strategies for professional sport organizations [Undergraduate]
2022 Fall	RST 205 – Issues in Intercollegiate Athletics: The Big Ten Conference [Undergraduate]
2022 Spring	RST 242 – Nature and American Culture [Undergraduate]
2021 Fall	RST 242 – Nature and American Culture [Undergraduate]

**Federal University of Paraná***Teaching Assistant*

2020 Fall	History of Sport and Physical Education [Undergraduate, online]
2019 Fall	History of Sport and Physical Education [Undergraduate]
2018 Spring	History of Sport and Physical Education [Undergraduate]

**Guest Lecture**

2024 Spring	SMT 450 – Facilities and Events Management [Lincoln Memorial University]
2022 Fall	RST 199 – E-Sports Foundations [University of Illinois Urbana-Champaign]

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**FELLOWSHIPS, SCHOLARSHIPS & AWARDS** (Total Awarded: \$15,750,00)

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## CURRICULUM VITAE

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2023	Christine Z. Howe Award, Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. (\$1,000 USD).
2022	Best Master's Thesis Award Brazil Thesis and Dissertation award – Soccer and fandom rights. Brazilian Federal Government
2022	2nd Best Master's Thesis Award at the 13 <sup>th</sup> Brazilian Sport Management Conference [Brazilian Association of Sport Management]
2021	Doctoral Fellowship, Department of Recreation, Sport & Tourism, University of Illinois Urbana-Champaign. (\$5,000 USD).
2019	Best Conference Paper Award at the 16th ANPTUR Seminar of National Association of Research and Graduate Studies in Tourism [Brazil].
2019	Best Conference Paper Award Finalist at the 26th Tourism Week of Paraná [SEPATUR in Portuguese].
2021-2019	Recipient of the CAPES ( <i>Coordination for the Improvement of Higher Education Personnel</i> ) Foundation Scholarship (\$5,200 USD). [Brazil].
2019	Recipient of the <i>Inteligência Esportiva Research Institute</i> Scholarship (\$3,150 USD). Federal University of Paraná [Brazil].
2017-2016	Recipient of the CNPq (Brazilian National Council for Scientific and Technological Development) Scholarship (\$1,400 USD). (Brazil).

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## SERVICE AND LEADERSHIP

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### Service to Profession

2024 Summer	Started to serve as reviewer for the <i>Journal of the Latin American socio-cultural studies of sport</i>
2024 Summer	Started to serve as reviewer for the <i>Journal of Sport History</i> in Brazil
2022 Fall	Delavan City Hall (Illinois) grant application. [US]. <b>Role: Consultant volunteer and grant writer</b>
2019 Fall	4th International Seminar on Management and Policies for the sport. Federal University of Paraná. [Brazil]. <b>Role: room moderator and organizer committee member</b>
2019 Spring	1st Academic Week of Physical Education. Federal University of Paraná. [Brazil]. <b>Role: room moderator and session panelist</b>

## CURRICULUM VITAE

## JONATHAN R. OLIVEIRA

2018 Fall	15th Congress of Sports History, Leisure and Physical Education/2nd International Congress of Sports History. Positivo University. [Brazil]. <b>Role: room moderator and organizer committee member</b>
2016	Undergraduate Student Representative Committee at the Physical Education Department. Federal University of Paraná. [Brazil]. <b>Role: President</b>

### Departmental/University Service

2024	Undergraduate Research Apprenticeship Program. University of Illinois Urbana-Champaign. <b>Role: Mentor of 2 undergraduate students</b>
2024 Spring	Undergraduate Research Symposium. Role: Volunteer judge. April 25th.
2024 Spring	Illinois Marathon.
2023 Fall	Search Committee board member in the sport management faculty open-rank (tenure-track) position in the Recreation, Sport & Tourism department. University of Illinois Urbana-Champaign. <b>Role: Student representative</b>
2023	Undergraduate Research Apprenticeship Program. University of Illinois Urbana-Champaign. <b>Role: Mentor of 1 undergraduate student</b>
2023 Spring	Undergraduate Research Symposium. <b>Role: Volunteer judge.</b> April 27th.
2023 Spring	Final project oral presentations in RST 370 Research Methods. University of Illinois Urbana-Champaign. <b>Role: Volunteer judge</b>
2022 Fall	Final project oral presentations in RST 370 Research Methods. University of Illinois Urbana-Champaign. <b>Role: Volunteer judge</b>

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### INDUSTRY EXPERIENCES

2024 Summer	CONMEBOL Copa America 2024. Soccer national teams' competition organized by the South American Soccer Confederation. <b>Position: stadium analyst at Allegiant Stadium.</b> Las Vegas, NV, United States. CPT approval obtained.
2022 Fall	Voluntary consultancy for Joinville Esporte Clube [Brazilian professional soccer team]. <b>Area: stadium operations and fan engagement.</b> November 8th.

### PROFESSIONAL MEMBERSHIPS

2024-Present	<b>Applied Sport Management Association (ASMA),</b> Member
2022-Present	<b>North American Society for Sport Management (NASSM),</b> Member



## **CURRICULUM VITAE**

**JONATHAN R. OLIVEIRA**

- 2022 **Brazilian Association Society for Sport Management**, Member
- 2020 **CBCE - Brazilian College of Sport Sciences**, Member
- 2020-2019 **National Association of Research and Graduate Studies in Tourism**, Brazil, Member
- 2020-2019 **World Leisure Organization Youth Ambassadors**, Latin America, Member

Date updated: 10/7/2024