

PERSONAL INFORMATION

Juho Antti Pesonen

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Sex Male | Date of birth 1985 | Nationality Finnish

WORK EXPERIENCE

01/03/2014–Present

Head of research (e-tourism)

University of Eastern Finland, Centre for Tourism Research, Savonlinna (Finland)

- Director of International Master's Degree Programme in Tourism Marketing and Management (2016–)
- eTourism research strategy
- Conducting international research
- Research topics include rural tourism, effects of socio-demographics on online behavior, market segmentation, travel motivations and use of online technologies by senior travellers.
- EU-projects
- Teaching eTourism and quantitative research methodologies.
- Developing eTourism education in Finland
- Leading national higher education networks eTourism Curriculum Finland and Finnish University Network for Tourism Studies
- Social media manager of department social media channels
- Head of research in project "Development of eTourism Business and Research Competence at the Centre for Tourism Studies" (funded by European Regional Development Fund)

01/2009–02/2014

Researcher

University of Eastern Finland, Centre for Tourism Studies, Savonlinna (Finland)

I focused on market segmentation in tourism and digital marketing in different tourism fields such as rural tourism, wellbeing tourism and cultural tourism.

06/2007–01/2008

Research assistant

University of Eastern Finland, Centre for Tourism Studies, Savonlinna (Finland)

I collected survey data from tourists in Savonlinna, studied market segmentation and lead a four person international data collection team.

01/01/2010–Present

Consultant

Self-employed, Siilinjärvi (Finland)

I have consulted many tourism businesses such as Lapland Hotels and Suur-Savo Osuuskauppa in tourism business and research. I have conducted customer research, social media training, and business development cases.

EDUCATION AND TRAINING

27/04/2009–19/12/2013

Ph.D. (Economics and Business Administration), Marketing

University of Eastern Finland, Joensuu (Finland)

- Marketing

- Topic of the dissertation: Developing market segmentation in tourism: insights from a Finnish rural tourism study

15/09/2008–27/04/2009 **M.Sc. (Economics and Business Administration), Marketing**
 University of Eastern Finland, Joensuu (Finland)
 - Marketing
 - Tourism studies
 - Statistics

01/09/2005–15/09/2008 **B.Sc. (Economics and Business Administration), Marketing**
 University of Eastern Finland, Joensuu (Finland)
 - Statistics
 - Marketing
 - Economics

2001–2004 **Matriculation examination**
 Piispanmäen lyseon lukio High School, Savonlinna (Finland)

PERSONAL SKILLS

Mother tongue(s) Finnish

Foreign language(s)

	UNDERSTANDING		SPEAKING		WRITING
	Listening	Reading	Spoken interaction	Spoken production	
English	C2	C2	C1	C1	C1
Swedish	B2	C1	B1	B1	B1
German	B1	B1	A2	A2	A2

Levels: A1 and A2: Basic user - B1 and B2: Independent user - C1 and C2: Proficient user
 Common European Framework of Reference for Languages

Communication skills I have acquired good communication and presentation skills by participating more than dozen international scientific conferences with paper presented at each conference.

Organisational / managerial skills - excellent time organization skills acquired during Phd process
 - ability to lead large working groups acquired during planning of Finnish eTourism curriculum

Job-related skills - Excellent knowledge in scientific research with focus on quantitative research methodologies.

Digital skills

SELF-ASSESSMENT				
Information processing	Communication	Content creation	Safety	Problem solving
Proficient user	Proficient user	Proficient user	Proficient user	Proficient user

Digital skills - Self-assessment grid

- Statistical analysis with SPSS
 - Excellent Microsoft Office skills
 - Statistical analysis with R

- Other skills** Academic activities:
- Overall conference chair for ENTER2020
 - Research track chair for ENTER eTourism Conference 2018-2019
 - Co-chair of Advances in Tourism Marketing 2015 conference
 - Organizing IFITT Doctoral Summer School, June 2014
 - ENTER 2015-2019 conference Scientific Committee member
 - A reviewer in more than 20 academic tourism and marketing journals.
 - Associate editor in Journal of Information Technology & Tourism
 - Editorial board member in Journal of Hospitality and Tourism Management and International Journal of Culture, Tourism and Hospitality Research
 - Numerous other scientific committee memberships.

ADDITIONAL INFORMATION

Publications

Selected journal publications

- Pesonen, J., Komppula, R., & Murphy, J. (2019). Plastic loyalty—Investigating loyalty card programs for a Finnish hotel chain. *Tourism Management*, 73, 115-122.
- Alamäki, A., Pesonen, J., & Dirin, A. (2019). Triggering effects of mobile video marketing in nature tourism: Media richness perspective. *Information Processing & Management*, 56(3), 756-770.
- Tussyadiah, I. P., & Pesonen, J. (2018). Drivers and barriers of peer-to-peer accommodation stay—an exploratory study with American and Finnish travellers. *Current Issues in Tourism*, 21(6), 703-720.
- Pesonen, J. A., & Tuohino, A. (2017). Activity-based market segmentation of rural well-being tourists: Comparing online information search. *Journal of Vacation Marketing*, 23(2), 145-158.
- Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022-1040.
- Pesonen, J. A. (2015). Targeting rural tourists in the internet: Comparing travel motivation and activity-based segments. *Journal of Travel & Tourism Marketing*, 32(3), 211-226.
- Pesonen, J., Komppula, R., & Riihinen, A. (2015). Typology of senior travellers as users of tourism information technology. *Information Technology & Tourism*, 15(3), 233-252.
- Pesonen, J. A. (2014). Testing segment stability: Insights from a rural tourism study. *Journal of Travel & Tourism Marketing*, 31(6), 697-711.
- Pesonen, J. (2013). Information and communications technology and market segmentation in tourism: a review. *Tourism Review*, 68(2), 14-30.
- Pesonen, J. A. (2012). Segmentation of rural tourists: Combining push and pull motivations. *Tourism and Hospitality Management*, 18(1), 69-82.
- Pesonen, J., & Horster, E. (2012). Near field communication technology in tourism. *Tourism Management Perspectives*, 4, 11-18.
- Pesonen, J., Laukkanen, T., & Komppula, R. (2011). Benefit segmentation of potential wellbeing tourists. *Journal of Vacation Marketing*, 17(4), 303-314.
- Pesonen, J., Komppula, R., Kronenberg, C., & Peters, M. (2011). Understanding the relationship between push and pull motivations in rural tourism. *Tourism Review*, 66(3), 32-49.
- Pesonen, J., & Komppula, R. (2010). Rural wellbeing tourism: Motivations and expectations. *Journal of Hospitality and Tourism Management*, 17(1), 150-157.