

Jeff Dalley, PhD

Dr Jeff Dalley is a tourism practitioner and researcher. He has been involved in the hospitality and tourism sectors for over 30 years in a variety of roles in both business and academia. Jeff has established and operated a diverse range of tourism businesses, including restaurants, accommodation, information and reservation services, adventure and eco tourism activities, and transport.

Building on this rich experience, Jeff established his own tourism management and research consultancy, undertaking research and developing strategies for a variety of private and public sector organisations.. In addition, Jeff has sat on the board of several Regional Tourism Organisations, taught tertiary-level tourism management programmes, and presented at a number of conferences and seminars.

Jeff is a founding board member of the Asia Pacific Chapter of TTRA, and former Associate Director of the New Zealand Tourism Research Institute. He currently works as a social scientist for one of New Zealand's largest tourism operators, the Department of Conservation.