



Jeff Dalley

I have enjoyed a 40 year career in the tourism sector, occupying a variety of roles in business, academia, and government. During this time, I have been a constant consumer and provider of travel and tourism research, coming to appreciate the critical importance of research that addresses the sector's knowledge needs of today, as well as tomorrow.

I have 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, I established my own tourism management and research consultancy, undertaking research and developing strategies for a variety of private and public sector organisations and communities. I am a former Associate Director of the New Zealand Tourism Research Institute, have sat on the board of several Destination Marketing Organisations, taught tertiary-level tourism management programmes, and presented at numerous conferences, seminars and universities.

I currently lead the visitor research programme for one of New Zealand's largest tourism operators, the Department of Conservation. A core focus of my work is reconciling expanding the public's enjoyment of natural and human heritage while at the same time preserving and regenerating that heritage. To this end, I develop new research tools and methods to generate applied knowledge products that enable better management of tourism impacts on the environment and host communities.

I am a founding board member of the Asia Pacific Chapter of the Travel & Tourism Research Association (TTRA), have been Chapter President since 2017, and in 2021 became a Director of TTRA. In 2019, my contribution to research was recognised by my peers through conferment of the TTRA 'Distinguished Researcher Award'.