

Jeff Dalley – PhD, MBA

Greetings fellow members of TTRA.

As a founding board member and Past-President of the Asia-Pacific Chapter of TTRA, and about to complete my first term as a director of TTRA International, I want to express my deep appreciation for the gift that TTRA has been in my life. It is therefore very important to me that TTRA continues to flourish so that others may benefit as I have.

This is why I am seeking a second term as a director: to contribute my skills and experience in business and research to serve the long-term interests of both TTRA as an organisation, and its members. Furthermore, as the current Asia-Pacific representative on the board, I want to continue to advocate for my region and support the further 'internationalisation' of TTRA, an initiative that in my view has seen much progress over recent years.

As a director, I bring a strong background in organisational governance, constant focus on strategic direction and operational discipline, and a passion for the practical application of research.

I have been involved in the hospitality and tourism sectors continuously for over 40 years in a variety of roles in business, academia and government. I have established and operated a diverse range of tourism businesses, including restaurants, accommodation, information and reservation services, adventure and ecotourism 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. Along my research journey I have sat on the boards of several Regional Tourism Organisations, taught tertiary-level tourism management programmes, and presented leading-edge research at numerous conferences and seminars around the world. In 2019, I was the recipient of TTRA's highly prestigious 'Distinguished Researcher Award', a highlight of my tourism research career.

I currently lead the social research programme for New Zealand's largest tourism operator, the Department of Conservation. In addition, along with my chef wife, I own and operate an iconic hospitality business in the busy alpine spa resort of Hanmer Springs.