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Dr David Jones is an Associate Professor in the School of Hotel and Tourism Management at The Hong Kong Polytechnic University where he teaches and conducts research in the areas of hospitality management, marketing and sales management, and tourism. Additionally, he serves as Undergraduate Program Director.

Dr. Jones has more than thirty years of hospitality industry experience. He joined the faculty at Hong Kong Polytechnic University in 2008. His previous academic experience includes holding the position of Associate Professor in the Department of Hospitality Management at San Francisco State University and Assistant Professor at the William F. Harrah College of Hotel Administration at the University of Nevada, Las Vegas. He also has taught in the Cornell University Professional Development Program for the past 13 years. His most recent hospitality industry experience was as Vice President of Marketing for the San Jose Convention and Visitors Bureau (SJCVB) in San Jose, CA. Previously, he held senior level sales and marketing positions with Shangri-la International Hotels in the USA and Asia, Red Lion Hotels, and Marriott Hotels and Resorts. Dr. Jones also does consulting and conducts sales training and service quality management programs for various hospitality industry companies. Additionally, he has been a speaker for a number of industry related conferences. He received his Ph.D. in Hospitality and Tourism Management from Virginia Polytechnic Institute and State University. His M.B.A. and B.S. degrees are both from Michigan State University.