

# Tourism Insights: ESG in Lodging and Hospitality

2023 Guide

**ST&RT Lab**

Sustainable Tourism and Responsible Travel

*Primer on ESG reporting for hospitality businesses.*

responsibility. The study highlights the importance of ESG reporting to stakeholders, including customers, in an age of uncertainty and low customer loyalty in the lodging and hospitality industry.

*Research mentor Jonathon Day writes: “Emily’s work synthesizes information on the emerging issue of ESG—environmental, social, and governance—reporting in hospitality and tourism. She provides clear guidance for businesses seeking to understand these new reporting approaches, and these insights will help tourism businesses implement sustainability programs.”*

## Monon Neighborhood Livability Study

**Student researcher:** Abigail Dimmick, Senior

The Monon Neighborhood Livability Study, commissioned by the City of Lafayette, aims to holistically understand the state of livability and well-being of residents in the Monon neighborhood, located in the North End of Lafayette, Indiana. Using quantitative methods to analyze data from the Census and the Polk



*A sign indicating the Monon neighborhood in Lafayette, Indiana.*

Directory, as well as qualitative analysis of interviews with residents and community leaders, the study describes the state of livability by studying five factors: housing, transportation, life/work/play, economy, and proximity to key resources. The goal of this study is to provide the necessary information for the City of Lafayette to make data-driven, strategic improvements to the neighborhood.

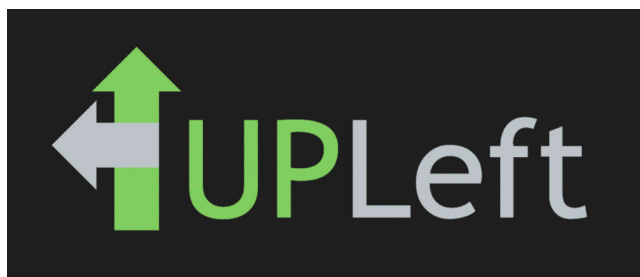
This study has helped to facilitate the formation of the Monon Neighborhood Coalition, a regular meeting of residents and leaders in the community to discuss the main challenges facing the neighborhood, as well as collectively work to formulate solutions at a neighborhood level. Additionally, findings from this study concerning areas of improvement have been presented to city leadership for potential legislative changes, including but not limited to the generation of new childcare facilities and the restructuring of incentives for landlords within the neighborhood to improve renters’ living conditions.

Research advisor Jason Ware writes: “Abby has emerged as an engaged scholar having completed this project. She presented her data to local and national audiences and has used it to host an initial asset-mapping event with Monon neighborhood residents. She has blazed a path for meaningful community impact well beyond her time at Purdue.”

## UPLeft: Pick Up Leftovers, Uplift Those in Need

**Student researcher:** Veronica Galles, Senior

Forty percent of food waste comes from restaurants, grocery stores, and food service companies in the United States, according to a 2023 study. There are 19,634 people living in poverty in West Lafayette, Indiana, according to the U.S. Census. Today, we often think food insecurity and hunger is behind us, when in fact it still affects lives every day. UPLeft hopes to solve this problem by picking “UP” “Left”overs and uplifting those in need. It is a service that picks up leftovers from restaurants at the end of the closing shift and delivers the food to homeless shelters/food pantries at their earliest convenience. The purpose of this research was to conduct further market analysis to see if this approach was best for customers. I asked the following question: “How do restaurants best donate and homeless shelters/food pantries best receive food to reduce food waste and feed the hungry (i.e., in what state—hot or cold—and at what frequency—daily, weekly, etc.)?” To answer this question, I conducted seven in-person interviews with restaurants in West Lafayette and two phone interviews with homeless shelters/food pantries in the Lafayette community. I asked them questions in addition to follow-up and contact information. My results were categorized into two actionable items: (1) On a daily basis, pick up already made food (hot) from restaurants and donate to homeless shelters. (2) On a weekly basis, pick up



This is a graphic design of the logo for UPLeft.

ingredients/nonperishable food items (cold) from restaurants and donate to food pantries.

Research advisor Lindsay Rosokha writes: “Veronica’s project addresses a global problem in a creative and meaningful way. Her work leverages food waste in order to help others. She used a problem-solving approach and implemented a solution in the local community. The implications of her work are very practical and replicable to other markets and communities.”

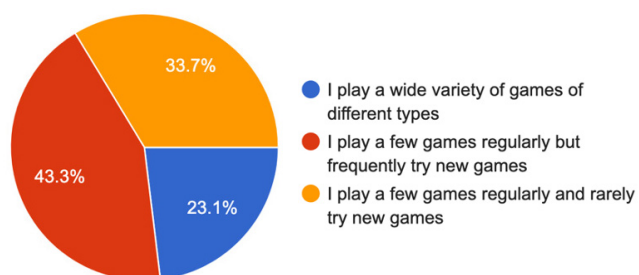
## To Innovate or Integrate: A Story of Mergers and Acquisitions in the Video Game Industry

**Student researchers:** Charlie Geis, Senior, and Dustin Rabin, Senior

Mergers and acquisitions (M&A) in the video game industry have become increasingly common over the last decade. The surge in popularity comes from an increase in the popularity of live service games and the increase in resources necessary for these large-scale projects. Intellectual property (IP) has become more valuable in consumers’ minds and plays a large role in this trend as larger publishers will acquire small studios simply for the rights to a specific IP. Our understanding of these trends came from a survey of over 100 respondents from various video game communities. The survey data and accompanying analysis have shown that gamers are increasingly playing fewer games and those games tend to follow the live service model as opposed to more

Select the statement that most applies to you:

104 responses



This is part of the data that was gathered during our survey. Respondents were asked about their habits when it comes to the variety of games they played on a regular basis. The overwhelming majority of respondents tended to play a few games regularly.