



ESD Undergraduate Research Symposium — Student Submission Rubric

What reviewers look for	Strong	On the Right Track	Needs More Development
Purpose & Focus	The question, problem, or purpose is clear, focused, and interesting. We quickly understand what you are exploring and why.	The overall purpose is clear, but the question or focus could be more specific.	There is a promising topic or idea, but the purpose or question needs to be clarified.
Background & Context	Relevant research, industry knowledge, or other credible sources clearly establish what is already known and why the project matters.	Appropriate background is included, but connections to the project could be stronger or more developed.	More background or engagement with relevant sources would help establish the foundation for the project.
Approach & Evidence	The approach fits the project's purpose, is clearly explained, and uses appropriate evidence.	The approach is generally appropriate, but some choices, procedures, or evidence need additional explanation.	The project has a workable foundation, but how the question was investigated or how evidence was selected needs more development.
Analysis & Insights	The project thoughtfully analyzes, interprets, or synthesizes evidence. Insights and conclusions are well supported.	Meaningful analysis is present, but some ideas or conclusions could be developed or supported further.	The project currently emphasizes description. More interpretation of what the information means would strengthen it.
Contribution & Relevance	It is clear what we can learn from the project and why it matters to hospitality, tourism, events, education, industry, or another relevant area.	The project has a useful contribution, but its importance or implications could be explained more clearly.	The project has potential; explaining what others can learn from it would help demonstrate its value.
Clarity & Organization	The submission is focused, well organized, and easy to understand.	The main ideas are understandable, but some sections could be clearer or better organized.	The ideas show promise, but clearer organization or explanation would help reviewers understand the project.

Research can take many forms. We welcome quantitative and qualitative studies, literature reviews, case studies, conceptual work, applied projects, industry analyses, viewpoints grounded in evidence, and other forms of scholarly inquiry. Reviewers will evaluate your work based on **what you are trying to accomplish**, not whether you used a particular research method.