

TOUR6002/TOUR7004 TRAVEL & TRANSPORT SYSTEMS

Airline Simulation Task 2: Reflective Blog Guidelines

Due Date: Fridays, 5pm, Weeks 6-11

Weight: 15%

Word Limit: 200 words per entry

TASK DESCRIPTION

From weeks 6-11 you should post a reflective blog entry about the airline business simulation. You must post one entry of not more than 200 words per week. Your entry could include one or all of the following:

- The performance of your airline
- Any challenges you faced during the week
- Your reflections on what competing airlines are doing
- Your contribution(s) to the simulation for the week (i.e. what you did, how you responded to a challenge or issue, what decisions you have made)
- Your reflections on the outcomes of actions taken last week
- What you have learned from the simulation during the week
- Reflections about your team/team members (only the course coordinator can see your blog)
- Reflections on any assessment tasks related to the simulation (i.e. proposal, performance analysis, annual report)

Each blog entry should be a reflective and well thought out response. Your blog should be written in the first person (from your perspective) and should be free from spelling and grammatical errors. There shouldn't be any typos. You may add photos/images and references to make your blog interesting.

SUBMISSION

Your blog can be completed and submitted online by going to the Course BlackBoard Website and following the links to Assessment > Airline Business Simulation.

CRITERIA

Your entries will be monitored and evaluated on a weekly basis. Each entry will be assessed using the following criteria.

- 4 **Exceptional.** The blog post is focused and coherently integrates examples with explanations or analysis. The post demonstrates an awareness of limitations or implications of actions, and considers multiple perspectives when appropriate. The entry reflects in-depth engagement, conveys extensive evidence of a personal response to the simulation, and demonstrates the author's growth through reflection on learning. Entries show a very good command of Standard English and have some flair and originality.
- 3 **Satisfactory.** The blog post is reasonably focused, and explanations or analysis are mostly based on examples or other evidence. Fewer connections are made between ideas, and though new insights are offered, they are not fully developed. The post reflects moderate engagement, conveys evidence of a personal response to the simulation, and demonstrates that the author is capable of reflecting on learning. Blog entries show a good command of Standard English. No problems for your audience.
- 2 **Developing.** The blog post is mostly description or summary, without consideration of alternative perspectives, and few connections are made between ideas. The post reflects passing engagement and conveys little evidence of a personal response to the issues/concepts raised in the simulation. Blog entries demonstrate some evidence of correct spelling, grammar, punctuation, etc. Audience will have little trouble reading your blog.
- 1 **Limited.** The blog post is unfocused, or simply rehashes previous comments, and displays no evidence of student engagement with the topic. Blog entries show no personal response is made to the issues/concepts raised in the simulation. Blog entries use incorrect grammar and syntax consistently, making it difficult for others to follow.
- 0 **No Credit.** The blog post is missing or consists of one or two disconnected sentences. Very poor use of grammar and syntax.