ABSTRACT

Topic - Identification of Personality Types of Thai students, studying Hospitality Management at Thailand.

The purpose of this study is to identify personality type profiles of hospitality undergraduate students in Thailand. This is the first investigation of personality type profiles of Thai students. Three hundred (300) Thai hospitality students from one major university at Thailand completed the questionnaire, which included demographic information and Personal Style Inventory (PSl). The questionnaire was translated in Thai language especially for Thai students as they have better proficiency is Thai language as compared to any other language.

Thailand is one of the most important south East Asian country with many universities offering hospitality and tourism as specialization. Understanding hospitality students' personality types can help administrators and educators to design effective curricula and lesson plans to better prepare their students for the highly competitive hospitality career market. A lot of Thai students also study at different universities around the world and this research will also assist facilitators from different parts of world to comprehend the personality of Thai students.

The dimensions considered in Personal Style Inventory are Introversion, Extroversion, Intuition, Sensing, Thinking, Feeling, Perceiving and Judging.

Submitted by

Mrs. Honey Tyagi
Ameya Ghanekar