

Education in Personality Development and Grooming for Airline Business Program's Students of International College, Suan Sunandha Rajabhat University

Authors : Taksina Bunbut

Abstract : Personality and grooming are vital for creating professionalism and safety image for all staffs in the airline industry. Airline Business Program also has an aim to educate students through the subject Personality Development and Grooming in order to elevate the quality of students to meet standard requirements of the airline industry. However, students agree that there are many difficulties that cause unsuccessful learning experience in this subject. The research is to study problems that can afflict students from getting good results in the classroom. Furthermore, exploring possible solutions to overcome challenges are also included in this study. The research sample consists of 140 students who attended the class of Personality Development and Grooming. The employed research instrument is a questionnaire. Statistic for data analysis is t-test and Multiple Regression Analysis. The result found that although students are satisfied with teaching and learning of this subject, they considered that teaching in English and teaching topics in social etiquette in different cultures are difficult for them to understand.

Keywords : personality development, grooming, Airline Business Program, soft skill

Conference Title : ICESD 2016 : International Conference on Economic and Social Development

Conference Location : London, United Kingdom

Conference Dates : March 17-18, 2016