

TOURISM STUDENTS – WORK VALUES AND COMMUNICATIVE SKILLS

RADNE VRIJEDNOSTI I SOCIJALNO-KOMUNIKATIVNE VJEŠTINE STUDENATA TURIZMA

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Abstract

When it comes to work, tourism is very difficult and complex activity. In comparison to other sectors, tourism work is characterized by relatively low wages, the unfavourable working time that impoverishes family and social lives of employees, distinct subordination in labour relations, limited opportunities for advancement and due to all that high rates of turnover. Education of employees in tourism certainly mitigates these harsh conditions, and what is very important, education means a change in the values associated with the work. Transferring work values occurs intergenerational; it is the result of intergenerational communication. This research has thus focused on the extent to which the work values of the students studying in the field of tourism are similar to, or different from the values of the students from other academic areas. The results have shown that the current generations of students who are studying to work in the field of tourism activities are not any different from previous generations concerning those values that allow personal growth and development. However, a major difference has occurred in the area of utilitarian values. Modern generations have valued utilitarian values much higher than those generations 30 years ago, when the research which served as the basis for the study presented here was carried out.

Introduction

The tourism and hospitality sector, in terms of labour, is a very difficult sector to work in. It is characterized by high rates of turnover, relati-

Sažetak

Turizam je, kada se govori o radu, vrlo teška i kompleksna djelatnost. Rad u turizmu karakteriziran je relativno niskim plaćama u usporedbi s drugim sektorima, nepovoljnim radnim vremenom koje osiromašuje obiteljski i društveni život zaposlenih, izrazitom podređenošću u radnim odnosima, malim mogućnostima napredovanja i zbog svega toga visokim stopama turnover. Obrazovanje radne snage svakako ublažava ove teške uvjete rada. Obrazovanje znači i promjenu u vrijednostima povezanim s radom. Prijenos radnih vrijednosti događa se međugeneracijski; on je rezultat međugeneracijske komunikacije. Inters ovog istraživanja bio je usmjeren prema tome u kojoj su mjeri radne vrijednosti studenata koji studiraju na području turizma slične ili različite studentima drugih akademskih područja. Rezultati su pokazali da se sadašnja generacija studenata koji se obrazuju za rad u području turističke djelatnosti ne razlikuje od ranijih generacija u području onih vrijednosti koje omogućuju osobni rast i razvoj. Bitna je razlika u području utilitarnih vrijednosti. Suvremene generacije vrednuju te vrijednosti znatno više nego one prije 30 godina, kada je izvedeno istraživanje koje je poslužilo kao osnova za istraživanje koje se ovdje prikazuje.

vely low wages compared to other sectors, extremely unfavourable working hours that radically impoverish the social lives of employees, extreme submissiveness in relation to work performance and, one of the most important

factors, there is very little opportunity for career advancement. These statements are generally accurate when it comes to mass employment in the tourism and hospitality sector consisting of employees who are relatively uneducated people accustomed to performing relatively low-skilled jobs. However, with a more educated workforce, the situation, according to the research, is somehow different /1/.

Even though the tourism industry is a labour intensive sector, it is appealing to young, unemployed people in Southeast Europe. Furthermore, in spite of general unfavourable employment opportunities, due to the global economic crisis, the tourism sector in Southeast Europe continues to employ people. It is likely that this is the reason that working within the sector is popular and in demand. Moreover, due to the high rates of unemployment, particularly among young people, the tourism sector is able to employ better educated, more experienced and motivated staff than would otherwise be possible in more normal economic circumstances.

Slovenia, located in South Central Europe, is one of Europe's smallest countries, and tourism is one of its most important branches. In 2013, slightly more than 2 million people earned more than 2.09 billion from tourism activities. Tourism represents more than 12% of the GDP, from nearly 3.3 million arrivals and slightly more than 9 million overnight stays /2/. The total number of beds in hotels and other types of accommodation is 122,000. Although there is no precise information on the number of employees in the Slovenian tourism industry, the estimated total number of employees in 2014 amounted to 100,000 /3/.

The hotel sector itself makes a significant contribution to tourism as a whole. However, as services in the hotel sector in Slovenia are in many ways similar, hotel staff has to be able to offer guests an exceptional experience. Being able to provide such an experience presupposes, above all, that the staff has adequate education and training in the hospitality industry. Pizam /4/ claims that employees in the hospitality industry are not only the "cost of operation," but also human capital. By introducing the concept of employees as human capital, planning and control of human resources can be more comprehensive.

Numerous studies, such as by Akbaba, Albacete-Sáez, Mar Fuentes-Fuentes and Llorens-Montes, Briggs, Sutherland and Drummond, Johnson and Vanetta and Papageorgiou, support Pizam's ideas and attitudes about the importance of the human factor in the hotel industry and tourism in general. Newer concepts of human resource development in the tourism and hospitality industry rely primarily on so-called person-organization fit or "stacking persons and organizations." This concept has been widely written about and used since the end of the eighties and the beginning of the nineties. According to some authors who deal with human resources in the tourism and hospitality industry, the concept is especially suitable when analysing the position of young, educated people and their socialisation to the tourism sector /5/.

Social-communicative and work values

One of the important components of human resources is work values. Work values have been a subject of interest to many social scientists over the past forty years or more. Research has been carried out on what people expect from their work experience and how these expectations build their careers. Moreover, studies have been done on which work values are linked to other dimensions. For example, one study /6/ explores the connection between work values and heart disease. In the international comparative study, researchers investigated the relationship between acute heart disease (heart attack) and the working environment. The study identified two values that are highly predictive of the occurrence of heart disease: 1) stress at work and 2) fear of expressing an opposing opinion.

Keller et al. /7/ went much further in their study. They investigated the work values of 23 pairs of monozygotic and 20 pairs of fraternal twins. Their hypothesis was that work values are associated with genetic factors. They found that genetic factors can be attributed to 40% of the variance, while the remaining 60% of the variance is associated with environmental factors.

There is, furthermore, plenty of research on the relation between work values and political relations. For instance, work values were investigated in connection with politics and work,

and other studies examined the politics and work values of political immigrants. In Germany, at the time of the unification of West and East Germany, the research on work values of the population in the Eastern and Western part of the state was carried out, while in China the research on work values was undertaken after the acceptance of a market economy. In the USA, researchers explored the connection between work values and the initial difficulties of developing a professional career in the context of the economic recession. This shows the extent to which the concept of work values is still relevant and alive long after its conceptualization.

Work values are conceptualized as general and relatively meaningful goals that an individual wants to achieve through her/his work role. People's work values are developed as part of the socialization process, through education in the narrowest family circle, and remain relatively unchanged during their lifetimes. In this context, work values are actually communicated inter-generationally and are, therefore, highly associated with many forms of communication activities. In this inter-generational sense, work values play an intermediary role between the work environment and the individual. Moreover, strong work values reduce uncertainty and anxiety in young people when they go into the workforce /8/. As such, the role of the communication factor between generations is not only a means of communicating information, but also can instil behaviours in young people that can help reduce uncertainty in real work environments. Research on the communicational role of work values in inter-generational relations is important because the findings can aid managers in ensuring that the work environment is more comfortable, less frustrating and more productive /9/.

We can assume that the choice of a profession is related to individuals' efforts to realize their productive work-values orientation. In a work environment, individuals direct their activities and ambitions towards specific targets that are partly related to intrinsic values (achievement, altruism, creativity, autonomous, etc.) and the results (such as salary, prestige, lifestyle, etc.) that include a group of extrinsic values. In many studies, the most common area examined is

precisely this division between intrinsic and extrinsic values.

Probably the earliest research on work values among students in the field of hospitality and tourism was conducted by Pizam and Lewis /10/. Basing their study on Super's earlier instrument of 15 dominant work values from 1970, they explored their students' hierarchy of work values. Pizam and Lewis were particularly interested in the relationship between work values of hospitality students, on the one hand, and their attitudes to economic security on the other. Therefore, they examined the relationship between work values and wages in the hospitality industry. According to the results of this research, students in the hospitality industry have a very high set of values related to economic security, relations with superiors, altruism, social relationships/ interactions, characteristics of the work environment and values of management, which summarizes the desire of the individual to organize not only the work of others but also their own work. Researchers found that the working profile of the American hospitality students included an emphasis on good wages, good working conditions, and managerial positions. Apart from these utilitarian orientations, American hospitality students, in the hierarchy of work values, rated social values and aspirations, labelled 'to be available to others' and 'concern for users', highly. What is particularly interesting is that they found that students in the field of tourism and hospitality vary from students who are studying business management in that they have more humanistic values. The results of our study cannot be directly compared with the results obtained by Pizam and Lewis because their instrument was conceptually much different. The instrument that they used was indeed the inspiration for the later development of research on work values in tourism. Their study, based on a concept similar to that of Donald Super's, was conducted among students at four tourism faculties in Taiwan. The results are important for planning employment strategies in this area of economic activity. They could help: 1) In the development of practical research programs to guide students in building a positive perception of work values in tourism careers and 2) In gaining an understanding of how different work activities

(environments) can transform the concept of work values among students who have been working for some time in the tourism industry. The most important work values cited by the study participants were the following: 1) relationships with a superior who they expect to be a fair and understanding supervisor, 2) favourable working conditions in the working environment and workplace, and 3) a way of life that permits an individual to live their chosen lifestyle /11/.

The aim of the research

The aim of our study was to determine the hierarchical structure of work values and the communicative competencies of the students in the graduate tourism study program at the University of Primorska. Often, there is an assumption that employees in the tourism and hospitality industry have taken jobs in that sector simply to be employed rather than to further develop their professional interests. In fact, many studies have found that employees find jobs in the tourism and hospitality industry to be unattractive. However, most of these studies have been conducted on samples of employees who are a less skilled workforce and who largely lack higher education degrees. It is, therefore, worth analysing whether the work values of graduate students majoring in tourism vary from other students at the University of Primorska. Hence, the results of our study of respondents compared with the standards that have been developed in the original Super's study /12/.

Moreover, the aim of the study was to examine the communication competencies of future tourism Master's students in the context of their work values. If work values are the values that people associate with their job roles, then communicative competencies in a social and working environment should be understood as the ability to understand work processes and values associated with them. Thus, the working values of communication can be considered investments in quality of life, in general, and not limited to professional activity /13/.

The sample

The sample consisted of 81 students in the graduate study program at the Faculty of Tourism Studies Portorož, the first and the oldest academic institution in the field of tourism in Slovenia. All the students were full-time students in their first year of the Master's program. We used convenience sampling as the instrument was applied to students who attended classes on the day the survey was conducted. The sample consisted of 49 female students and 32 male students. As is well known, the tourism and hospitality industry is dominated by women for many reasons. Our students had an average age of 31.26 years. The youngest was 23 years old and the oldest was 49. The population, in general, was younger, as the median age was 28 years (meaning that half of them were younger than 28 and half older). The most common age was 26 years, which means that a large number of our students were young people who were continuing their education.

As can be seen from Table 1, 50% of our respondents were in the younger age groups, meaning that they were in the process of continuing their education at the higher education level. While this shows that people in the area of tourism are increasingly better educated, this trend may be the result of economic realities. At the time of data collection, Slovenia was in a deep recession and in the middle of a severe financial crisis that hit the area of employment the hardest. As in other European countries faced with the problems of an economic crisis, unemployment particularly affects the youngest age group. Some young people who cannot find a job make the decision to extend their education. Thus, they delay their entry into the workforce with the hope that in the meantime economic and social conditions will improve. We do not have adequate instruments in our study to take this variable into account. We mention it as part of the economic reality in Slovenia at a time when the economic crisis was still negatively impacting the economic fabric of the country.

Table 1: Students according to the age groups

Age group	No. of students	%	Cumulative %
23-25	15	18,5	18,5
25-28	26	32,1	50,6
28-35,50	20	24,7	75,3
35,50-	20	24,7	100,00
Total	81	100,0	

The fact that younger people continue their education in the hospitality industry indicates that the tourism and hospitality industry has become more attractive to a segment of the population that has a real academic interest in the subject. They are less concerned with problems of current employment and are focusing on long term employment in the field. As many as 70 students or 86% of students in this study had previously completed undergraduate (or higher education and tourism studies) degrees. In our sample, only 11% of those studied at higher education institutions outside the area of tourism and hospitality.

When students were asked how they learned about the faculty in the tourism department, 66.7% of respondents claimed to have been informed about the faculty from the department in which they studied, 27.2% answered that the source of information was from some other source (friend, relative, teacher), only 5% mentioned the Internet as a source of information, and only 1.2% found out about their studies through public communication services (TV and newspapers).

Methodology

In this research, we used the widely known WIS (Work Importance Study) questionnaire. The questionnaire contains 20 work values: 1. Ability Utilisation, 2. Achievement, 3. Advancement, 4. Aesthetics, 5. Altruism, 6. Social Interaction, 7. Social Relations, 8. Authority, 9. Autonomy, 10. Creativity, 11. Economics, 12. Working Conditions, 13. Life-style, 14. Personal Development, 15. Prestige, 16. Risk, 17. Variety, 18. Cultural Identity, 19. Physical Activity, 20. Participation in Organizational Decisions. In the first version of the instrument, there were 19 values /12/, but the Croatian team led by Šverko constructed a twentieth, labelled Cultural Identity, which we use here. The 20 values were linked in the original study by five value orientations (factors): 1 Orientation to-

wards Self-Actualization, 2. Individual Orientation; 3. Social Orientation, 4. Utilitarian Orientation, and 5. Adventure Orientation /14/. Today, 30 years after its creation the questionnaire is in practical use. It is used by the Croatian Employment Service in the process of individual diagnostics. Its application is regular in the process of professional orientation of future employees. For practical use Prof. Šverko has prepared a special manual for the use of questionnaires /15/. Such a long-term use of the questionnaire is indicative of its high stability.

The instrument is relatively comprehensive. It contains 100 questions that were formulated by the model: "is important to me or it would be important (making progress)." The measuring scale is four points. Each value is represented by five questions. The determination of the results for each value is obtained by simply summing the five respective items of any value. This yields 20 results which theoretically can vary between 5 and 20 points. Means of individual values should then be arranged in hierarchical order. When analysing the value orientations one should add up the points achieved on scales that some factor determined unambiguously and salient. The questionnaire was relatively easy to handle, which is the reason for its popularity in a variety of social research.

In the analysis and interpretation of the structure of work values, it is important to consider their position within the overall structure (i.e., hierarchy). The less important is the arithmetic mean of the individual values. The Work Values Questionnaire was administered in groups during regular lectures in the Master's program at the Faculty of Tourism Studies, Portorož. The goal of the research was explained to the students and they were invited to participate voluntarily. Questionnaires were individually administered. No student refused to participate.

Results and interpretation

As can be seen from Table 2, the fundamental concept that working values are relatively permanent, that they become part of the socialization process in the family circle relatively early in the life-span, and that they remain relatively permanent throughout one's life can be confirmed. In our case, it is evident that the hierarchy of work values has remained relatively unchanged for almost 30 years. The first study of the work values under this concept was conducted in 1984. Based on this study the manual for use of the instrument was made that is valid until today /15/. This first study involved a total of 2564 respondents. A group of students consisted of 348 students from all Croatian university centres (Zagreb, Rijeka, Split and Osijek). There were 119 male students and 229 female students. They were students who studied at various faculties and study groups, so that the sample was in this sense a representative one. Some changes in the hierarchical order have happened, but the content of the concept has basically remained the same.

What is most important is the fact that the values that are classified as Self-actualization remained hierarchically in the same order as they were 30 years ago among the student population. This research found that the stereotype that employees in tourism, due to work conditions and their position in the structure of work values are mainly interested in the economic function of labour is probably inaccurate. But for more precise information on that topic, more detailed research is needed. The findings from our research are only clues that point to the direction of necessary future research. Generally, nowadays young people who decide to study tourism have the same set of values associated with work as all other young members in the academic community. This emphasizes that the tourism industry is definitely considered an important economic activity and that it is worth investing in for the future. However, some differences do exist and are worth noting.

As can be seen from Table 2, the most dramatic change was the value of Altruism, which saw a drop of 11 places. Altruistic value is completely inconsistent with liberal capitalism

which, in this region, has been intensely prevalent since the 1990s. It should be said that such a high place of value of Altruism in the first study was certainly not the result of socialist ideology, as superficial analysts might hastily conclude. In addition to psychologists from former Yugoslavia, the international project was attended by experts from 13 countries, mainly capitalist (except Poland), and the value of Altruism in all these areas remained more or less in the same or a very similar place. In Australia, the value of altruism placed 5th /16/, in Israel /17/ it remained in the same place and in the USA it placed 7th /18/. The average rank of Altruism in the overall study (13 countries with a total of 30 samples and a total of 18 218 respondents) was 7.4 /19/, which means that it is relatively highly ranked. Very similar changes occurred in the present study with the value of Participation in Organizational Decisions, which also experienced a significant drop in rank. In the preliminary examination this value did not rank as highly in other countries as it did in Croatia, which may be due to the existence of a self-governmental system, which is conceptually different from other forms of participation that appear in some of the western democracies. Way down in the hierarchy of work values was the value of Aesthetics, which alone among the values orientation toward Self-actualization, experienced a decline. All other values and orientations remained more or less in their original positions. The transition process in former socialist countries has affected not only the basic economic infrastructure, but almost all dimensions of social and personal life. In a very short period of time the population has had to adapt to a new form of social organization and adopt an entirely new normative system where some aspects of the old system no longer have a place or are given relatively little space. One of the most important norms that were radically terminated was the norm of social security; it was replaced by the utilitarian norms of Economics, Advancement, and Social Prestige.

The value which in the basic instrument was designated Advancement experienced a significant improvement compared to the first study: up 8 seats. This value is found in the Utilitarian Orientation and is another confirmation

of the adoption of a new normative system where Social Orientation necessarily comes under Utilitarian Orientation. Because of this change, Social Orientation has experienced a dramatic decline in the hierarchy and has been replaced with Utilitarian. Economics, as another value within the Utilitarian Orientation, experienced improvement, up 4 places in the context of economic and social change. Good wages, as the foundation of economic security

is one of the most important determinants of work values in most transition countries. Similarly, the Prestige value moved up 6 places in the rankings of work values. Thus, all the values of Utilitarian Orientation saw improvement in the rankings, except for the values of Authority, which remained almost in the same spot (Utilitarian Orientation was made up of the values: Economics, Advancement, Authority, and Prestige).

Table 2. Work Values ¹

Standardised Values from the Original Study			Current research (2013.)		
	M	SD		M	SD
1. Personal Development	17,90	1,91	1. Personal Development	18,63	1,48
2. Ability Utilisation	17,20	2,06	2. Ability Utilisation	18,02	1,70
3. Achievement	16,30	2,23	3. Achievement	17,94	1,54
4. Social Relations	16,20	2,45	4. Social Relations	17,36	2,24
5. <i>Altruism</i>	15,50	2,98	5. Economics	16,96	2,22
6. <i>Participation in Organizational Decisions</i>	15,10	2,80	6. Creativity	16,84	2,46
7. Creativity	14,90	2,77	7. Advancement	16,79	2,14
8. Life style	14,70	2,89	8. Life style	16,44	2,30
9. Economics	14,50	2,99	9. Autonomy	15,93	2,74
10. Aesthetics	14,40	2,95	10. Prestige	15,91	3,02
11. Working Conditions	14,00	3,28	11. Variety	15,53	2,64
12. Autonomy	13,70	3,03	12. Working Conditions	15,48	3,37
13. Variety	13,70	3,06	13. Participation in Organizational Decisions	14,94	2,31
14. Social Interaction	13,50	3,39	14. Social Interaction	14,81	2,96
15. Advancement	12,50	3,15	15. Aesthetics	14,52	2,19
16. Prestige	12,00	3,23	16. Altruism	14,25	2,90
17. Physical Activity	12,00	3,27	17. Physical Activity	13,19	3,11
18. Cultural Identity	10,20	3,57	18. Authority	13,07	2,25
19. Authority	9,70	2,64	19. Cultural Identity	12,30	3,49
20. Risk	9,70	3,03	20. Risk	10,68	3,71

¹ Bolded values are significantly different in comparison to the original research.

In order to ascertain whether the structure of work values remained similar to that of the basic research, we conducted a factor analysis. Previous correlation analysis showed that there was not a value that had not reached the limit value of the Pearson coefficient 50th; there was, therefore, proper internal stability in their relations. Factors were extracted using principal components analysis. All the communalities that had reached variables in the principal components analysis were of the above, 50 which again points to the stability of the instrument, because the limit for the exclusion of some variables from the further

proceeding is 30. The lowest communality achieved value cultural identity. The value of communality is 563, which is far above the critical value. The values were linked to six factors that explain 70.15% of the total variance, with the first factor explaining 31.33%, the second 11.44%, the third 8.64%, the fourth 8.02%, the fifth, 5.89 %, and the sixth factor of 5.18%. After the Varimax rotation method was employed, we obtained the following structure factors, which represent the value orientation, as this concept is called by researchers in basic research .

Table 3. Structure of Work Values after Rotation

	Utilitarian Orientation	Self- Actualization	Adventure Orientation	Creative Orientation	Altruism	Orientation towards Competition
Working Conditions	0,820					
Economics	0,759					
Life style	0,722					
Social Relations	0,578					
Cultural Identity	0,569					
Ability Utilisation		0,864				
Personal Development		0,783				
Achievement		0,653				
Advancement		0,558				
Participation in Organizational Decisions		0,428				
Risk			0,721			
Physical Activity			0,658			
Variety			0,657			
Social Interaction			0,548			
Autonomy				0,787		
Creativity				0,660		
Aesthetics				0,451		
Altruism					0,759	
Authority						0,861
Prestige						0,549

The structure of orientation changed to some extent in relation to the research projects that served as comparisons. The second factor, which contained values of orientation towards Self-actualization, has changed little in the 30 years since the first survey. This is a factor that among young people allows for progression; it is an "engine" of someone's development. It is also an area of intergenerational communication. The socialization processes by which these values are communicated are essential

for development. What has changed is that in our present sample, Advancement, which in the original study was included under the Utilitarian Orientation, lost the position it had in the first study, which "covers" most of the common variance. As we have examined here, the value of Self-realization has been replaced by the value of Acquisition in terms of material status value. In the meantime, the structure of this factor has changed. In addition to Economics, Working Conditions and Cultural Identity

ty, the values that were previously projected by this factor, the current generation of young people who are prepared to work in tourism added Lifestyle (which was formerly projected in the factor of Individualistic Orientation) and Interpersonal Relationships (which was projected in Social Orientation). Factor Economics amount to 31.33% of the variance, by far the highest of all other factors. The factor that the authors of the original study called Adventurous orientation is now Variety (before it factored under Individualistic Orientation, but here it seems more logical) and value of Social Interaction, which was previously located in Social Orientation and which is not illogical here. The value of Altruism has undergone dramatic changes in the hierarchy and has significantly decreased. According to the students, Altruism is a separate factor. The value of Altruism in the original investigation was unstable and was projected at three orientations (orientation to Self-actualization, Adventurous Orientation and Social Orientation), so in a sense placing it as a separate factor is logical developmental dynamic. It is difficult, however, without additional tests, to interpret why this has happened. Authority and Prestige are values that are linked to a new factor. Authority in the original investigation was substantially projected toward Adventurous Orientation and Prestige was superimposed in Utilitarian Orientation. This relationship is somehow more logical than in the original investigation. Specifically, in the reallocation, Adventure Orientation values have been lost and been replaced with an orientation which communicates a view of social position arising from certain forms of social communication. In the culture of students of tourism, Prestige and Authority are interconnected, as indicated in some other studies. This is one of the most important factors of competition among service organizations in the service market.

Conclusions

This study is primarily related to work values and the communicative competencies of future managers employed in tourism. The main interest was directed towards the analysis of the work values of the students enrolled in a Master's program (called Bologna MA) at the Fa-

culty of Tourism in Slovenia and some of their communicative competencies. The data collected show that the hierarchy of work values in the academic population in the area of tourism and hospitality is not significantly different from the work values hierarchy of the general student population that was measured almost 30 years ago. The data has shown that the core values that make orientation toward Self-actualization (Ability Utilisation, Achievement, Personal Development and Aestheticism), Social Orientation (Social Interaction and Interpersonal Relations), Individualistic orientation (Lifestyle and Autonomy) and Adventurous Orientation (Risk and Physical Activity) have remained in almost the same place in the hierarchy of values during the past 30 years. Value orientation, which the authors call Utilitarian Orientation (Economics, Advancement, Authority, and Prestige) has undergone dramatic changes and is ranked higher but, as this and other studies have shown, these changes are in line with the overall changes related to the country's transition. There was far more emphasis on Utilitarian value, in relation to Social value.

The results of the study show that the value system of the intellectual elite has undergone no significant changes. In the area of tourism and hospitality, this is excellent news as it indicates that the most educated segment of employees in this area share almost the same work values as other intellectuals. Presently, in Slovenia, there is relatively few highly qualified staff in the hospitality and tourism industry, as the study of tourism and hospitality has only been in existence for ten years (university education in the field of tourism began in Slovenia in 2013). This study introduces an optimistic view of human resources development if the current trends in education continue in the future.

What significantly changed according to the study was the structure of these values. First of all, most of the variance reflects utilitarian interests based on economic security. This is also apparent in many other studies in the field of work values. Changes in the structure indicate a high social maturity of students of tourism and their communicative competencies, which altogether shows that the perception of tou-

rism has changed and that it corresponds increasingly to earlier established professions.

Notes

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