

Comparison of Work Values between Staff in Tourism Industry and Students in Tourism Universities

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Abstract: Adopting the WVI (work values inventory) by Ning Weiwei, the author carried out a research about the work values among the students of four tourism universities and staff in 35 tourism enterprises. From the perspectives of the related influencing factors and priorities, this paper has found that the work values of tourism students are mainly affected by their major and attitude towards major while those of the tourism staff are affected by their professional titles and job positions. The influential factors are prioritized as life style, academic achievement, economic payment, colleague relationship and independence for the former, while career achievement, colleague relationship, supervision relationship, life style and reputation for the latter. The differences of work values between these two groups lie in the following influential factors: achievement, independence, altruism, colleague relationship and supervision.

1. Introduction

2017 national tourism work conference was convened in Changsha on January 12. According to the measurement and calculation of UN World Tourism Organization, in 2016, the comprehensive contribution of China's tourism to national economy reached 11%; the comprehensive contribution of China's tourism to social employment exceeded 10.26%, basically the same with world average level. "Tourism leisure upgrading action" in China has become an important content of "top 10 consumption expansion actions". Peng Decheng - the director of Planning Finance Department of National Tourism Administration said, "Tourism has become a new engine to stimulate economic growth". The rapid development trend of tourism should have brought the expansive employment prospect, but tourism talent development in China presents the following features: shortage of talent supply, lack of senior talents, too fast talent turnover and insufficient talent training, etc. These features seriously hinder the healthy development of China's tourism. High-level talents do not want to enter in this industry, which also becomes an important problem troubling administrators of tourism enterprises. Understanding vocational values of tourism talents is the precondition of attracting excellent talents in the tourism and improving quality of tourism talents. Vocational choice is determined by individual vocational values.

2. Research object and method

2.1 Research object

The research objects include students and employees. The students majoring in tourism were chosen from four universities. 750 questionnaires were distributed, and 697 effective questionnaires were collected.

The enterprise employees were chosen from different types of tourism enterprises. 35 tourism enterprises of four types were visited. 250 questionnaires were distributed, and 197 effective questionnaires were collected. The sample composition is shown in Tab.1: Sample Composition Table.

Tab.1: Sample Composition Table

Total samples			Number of samples	Proportion
Students (697)	Gender	Male	206	29.6
		Female	491	70.4
	Senior class Junior class	Fresh year	121	17.4
		Sophomore year	201	28.8
		Junior year	340	48.8
		Senior year	35	5.0
	Major	Hotel	108	15.5
		Tourism management	342	49.1
		Leisure	71	10.2
		Foreign language	103	14.8
		Traffic	43	6.2
		Scenic area planning	30	4.3
Internship	No	343	49.2	
	Yes	354	50.8	
Employees (197)	Gender	Male	77	39.1
		Female	120	60.9
	Position	Common employee	92	46.7
		Supervisor	54	27.4
		Manager	28	14.2
		General manager	23	11.7
	Post	Hotel	66	33.5
		Scenic area	57	28.9
		Golf	31	15.7
		Second-level department	43	21.8
Total number			894	

2.2 Research tool

Questionnaire method was applied. The test tool is work values inventory (WVI) modified by Ning Weiwei. He divided occupational values into three dimensions (internal value, external value and external remuneration) and 15 scales. There were 15 value scales under each dimension. Each value scale included 4 items.

SPSS17.0 for Windows was used for statistical analysis of data.

3. Survey result

3.1 Evaluation of vocational value dimensions by tourism-related college students under different individual background

Tab.2 shows that, in T test, tourism-related college students have no difference in the three dimensions (internal value, external value and external remuneration) under the background of gender, grade and internship. The mean value shows that different gender and grade have no difference in the sorting. The order (descending order) is as follows: external remuneration, internal value, external value. Seeing from the internship, the sorting has differences for the students with and without internship experience. For the students with internship experience, their value dimension

sorting is as follows: internal value, external remuneration, external value. For the students without internship experience, their value dimension sorting is as follows: external remuneration, internal value, external value. The students after the internship more value internal value.

Tab.3 shows that, in terms of major background, tourism-related college students have differences in the three dimensions (internal value, external value and external remuneration). For the college students of hotel major and traffic major, their sporting is as follows: external remuneration, external value, internal value. For the college students of tourism management major and foreign language major, their sporting is as follows: external remuneration, internal value, external value. For the college students of leisure major and scenic area major, their sporting is as follows: internal value, external remuneration, external value. Under the background of attitude to the major, the students liking and disliking the major have significant differences in remuneration dimension. Seeing from the sorting, the students liking the major value internal value more than those disliking the major.

Tab.2: Comparison of vocational value dimension evaluation by tourism-related college students under different background

Personal background		Internal value mean	External value mean	External remuneration mean
Gender	Male	3.8226	3.7427	3.8741
	Female	3.9677	3.9439	4.0502
	sig.	.053	.076	.534
Grade	Senior class	3.9428	3.8838	3.9607
	Junior class	3.9038	3.8851	4.0417
	sig.	.071	.229	.528
Internship	Yes	3.9500	3.8933	3.9476
	No	3.9049	3.8774	4.0379
	sig.	.791	.466	.304

Sig. is concomitant probability in T test; the value * <.05 **<.01 ***<.001

Tab.3: Comparison of students' vocational value dimension based on different major and attitude to the major

Personal background		Internal value mean	External value mean	External remuneration mean
Major	Hotel	3.9573	4.0440	4.1071
	Tourism management	3.8652	3.8257	3.9578
	Leisure	4.0135	3.8706	3.9111
	Foreign language	3.9577	3.8786	4.0273
	Traffic	4.0947	4.1017	4.2122
	Scenic area planning	3.9202	3.7208	3.8646
	sig.	.050*	.001**	.006*
Attitude to major	Like	3.9639	3.9069	3.9998
	Dislike	3.7516	3.7753	3.9766
	sig.	.187	.090	.019*

3.2 Evaluation of vocational value dimensions by tourism enterprise employees under different background

Tab.4 shows that, under gender background, tourism enterprise employees have no significant difference in the three dimensions (internal value, external value and external remuneration). Seeing

from the sorting, male employees more value internal value, while female employees more value external remuneration.

Under position background, tourism enterprise employees have significant differences in the two dimensions (external value and external remuneration). Seeing from the sorting, grassroots employees pay more attention to external remuneration, while the employees with the position of manager or above pay more attention to internal value.

Under post background, tourism enterprise employees have significant differences in the two dimensions (external value and external remuneration). Seeing from the sorting, hotel, golf and second-level employees pay more attention to external remuneration, while scenic area employees pay more attention to internal value.

Tab.4: Comparison of vocational value dimension evaluation by tourism enterprise employees under different background

Personal background		Internal value mean	External value mean	External remuneration mean
Gender	Male	3.9525	3.7881	3.8929
	Female	4.1314	4.0896	4.1438
	Sig.	.107	.251	.043
Position	Grassroots employee	4.0297	4.0394	4.1250
	Supervisor	4.1346	4.0671	4.1470
	Manager	4.1085	3.9107	3.9353
	General manager	3.9599	3.5516	3.6250
	Sig.	.425	.000***	.001**
Post	Hotel	4.0723	4.0597	4.1345
	Scenic area	4.0088	3.6820	3.7873
	Golf	4.1377	4.1331	4.1794
	Second-lien posts of various enterprises	4.0599	4.1047	4.1555
	Sig.	.703	.000***	.001**

3.3 Value dimension and scale comparison of tourism enterprise employees and tourism-related college students

Tab.5 shows that, tourism enterprise employees and tourism-related college students have no significant difference in the three dimensions (internal value, external value and external remuneration). Seeing from the sorting, students pay more attention to job remuneration than employees, while employees pay more attention to internal value.

Tab.6 shows that, the value scale sorting (descending order) of vocational values of tourism-related students is as follows: life style, achievement, economic return, relationship between colleagues, independence. The value scale sorting (descending order) of vocational values of tourism enterprise employees is as follows: achievement, relationship between colleagues, supervision relationship, life style and reputation.

Tab.7 shows that, in each scale of internal value, tourism enterprise employees and tourism-related college students have significant difference in the three scales (achievement, independence and altruism). This indicates that, employees pay more attention to achievement, independence and altruism than students.

Tab.5: Value dimension comparison of tourism enterprise employees and tourism-related college students

Value scale	Internal value mean	External value mean	Job remuneration mean
Student	3.9248	3.8844	4.0026
Employee	4.0615	3.9718	4.0457
Sig.	.199	.359	.924

Tab 6 Sorting comparison of the first 5 value scales of tourism enterprise employees and tourism-related college students

	Sorting (mean)
Student	1. Life style (4.2357) 2. Achievement (4.1815) 3. Economic return (4.0783) 4. Relationship between colleagues (4.0585) 5. Independence (4.0518)
Employee	1. Achievement (4.3693) 2. Relationship between colleagues (4.2348) 3. Supervision relationship (4.2208) 4. Life style (4.1802) 5. Reputation (4.1409)

Tab.7 Internal value dimension comparison of tourism enterprise employees and tourism-related college students

Value scale	Achievement mean	Independence mean	Altruism mean	Creativity mean	Sense of beauty mean	Intelligence stimulation mean	Management mean
Student	4.1815	4.0518	3.9032	3.8501	3.8390	3.8533	3.7952
Employee	4.3693	4.1320	4.0216	4.0635	3.9911	3.9886	3.9315
Sig.	.039*	.028*	.001**	.082	.249	.072	.509

Tab.8 External value dimension comparison of tourism enterprise employees and tourism-related college students

Value scale	Colleague relations mean	Supervision relationship mean	working environment mean	Variability mean
Student	4.0585	4.0172	3.8232	3.6388
Employee	4.2348	4.2208	3.7843	3.6472
Sig.	.001**	.033*	.339	.475

Tab.9 External reward dimension comparison of tourism enterprise employees and tourism-related college students

Value scale	Lifestyle mean	Reputation mean	Economic compensation mean	Safety mean
Student	4.2357	3.9853	4.0783	3.6930
Employee	4.1802	4.1409	4.1307	3.7310
Sig.	.958	.225	.880	.068

4. Discussion

On the one hand, this research assesses the influencing background of 3 dimensions and 15 scales; on the other hand, value scale valuing orders of employees and students are compared.

4.1 Influence of internship situation, major and attitude to major on vocational values of tourism-related college students

The survey shows that, the students with internship experience pay more attention to internal value of work in each value dimension, while the students without internship experience pay more attention to external remuneration. The possible reason is that internship experience makes students more profoundly understand the importance of work which brings people satisfaction. College students regard external remuneration as the most important factor in work, which indicates vocational values of current college students tend to utilitarianism and reality, and the ideal color weakens.

4.2 Influence of gender, position and post on vocational values of tourism enterprise employees

The survey shows that; tourism enterprise employees of different gender have no significant difference on vocational values. For both tourism-related college students and tourism enterprise employees, their vocational values have no difference. Those with higher position pay more attention to internal value, and pay less attention to external value.

4.3 Value dimension and scale comparison of tourism enterprise employees and tourism-related college students

Tourism enterprise employees and tourism-related college students have no significant difference in consistency of value scale valuing degree, life style and economic return. This result is similar to the previous research results. It reveals that current vocational value orientation tends to utilitarianism and realism, and the ideal color weakens. Meanwhile, this also indicates that people's evaluation of vocational values has certain consistency in the general social environment and common culture background.

5. Conclusion

The major and the attitude to major will influence vocational values of tourism-related students. Position and post will influence vocational values of tourism enterprise employees.

The sorting (descending order) of each value scale in vocational values of tourism-related students is as follows: life style, achievement, economic return, relationship between colleagues, independence. The sorting (descending order) of each value scale in vocational values of tourism enterprise employees is as follows: achievement, relationship between colleagues, supervision relationship, life style, reputation. The vocational value differences between tourism enterprise employees and tourism-related students are mainly reflected in achievement, independence, altruism relationship between colleagues and supervision relationship.

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