





Note: The items placed to the same dimensions of Lyons et al. [5] by the factor analysis of the student data are shown in bold typeface.

For the standardization test of the LVWS-T, an alternative form of the questionnaire was given to 14 tourism sector professionals to establish the norm scores of a relevant reference group. In this alternative form, it was aimed to establish the opinions of MICE professionals, in regard to their ideal employee's work values profile. The professionals were sampled judgmentally from MICE sector to achieve some level of uniformity of the sample. Through the comparison of the student and professional samples, it was expected that work value differences would be revealed in most items. This expectation was based on the fact that the professionals have possibly assumed the work value norms of their sector due to immersion in business life over long years, unlike the student group. Moreover, this second group was substantially older, and belonged to Generation Xers and Baby Boomers Generations, compared with the student group that consisted of Millennials. To illustrate the overall results of the comparisons, it could be reported that the conducted Independent Samples t-tests (see Table 3 for the summarized results) showed that on slightly more than half of the items (19 out of 37) there was a statistically significant difference. The comparison of the student and professional samples partly supported the expectation that the scale discriminates the groups who are known to be different. This result provided some evidence for concurrent validity [10] of the scale and there were some marked differences between the managers' and Millennial samples' values. In all variables (e.g. contribution to the society, importance of freedom, value of workplace benefits, etc.) that showed a significant difference the averages of Millennials were higher.

TABLE III.

SUMMARY RESULTS OF THE INDEPENDENT SAMPLES T-TESTS ON ALL 37 ITEMS

Significantly Different	Not Significantly Different
COS*, FRE***, BEN***, FAR*, FUN***, IND*, INT***, BAL***, SSU**, fl***, woe**, ADV*, SAL***, PRE***, VAR*, SOC***, IFL*, trv*, HLP**	AUT, CHA, cor, CRE, FBK, COW, CLN, HRS, IMP, IST, SEC, CSU, REC, ABI, MVL, ach, INF, TRG

Note: The items marked (\*) are significantly different at 0.05, marked (\*\*) are significantly different at 0.01 and marked (\*\*\*) are significantly different at 0.001 levels.

### III. DISCUSSION AND CONCLUSIONS

In view of economic contributions of MICE activities to the destination, identifying essential competences for professionals, many destinations around the world have invested in the industry [8]. The congruence of future event manager's work values with those desired in the MICE industry can be deemed essential. The present results provided support to Severt, Fjelstul, and Breiter [11] who reported that although generations were alike in some respects, they were substantially different in others. In fact importance attributed to the work related values were higher in the Millennial group as suggested by Ng. et al. [7], compared with the MICE professionals' view about whether those values should be of first priority for a prospective employee.

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