Research on Sharing Behavior in Tourism Sharing Platform  
—Take "Breadtrip" APP as an Example* 

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Abstract. With the development of the Internet, tourism sharing has become a universal behavior in 
the virtual world. When users share tourism strategy, suggestions, scenic spots or delicacy in the 
tourism sharing platform, others can obtain asymmetric information and facilitate decision-making. 
On the other hand, sharing behavior also increases the value of tourism sharing platform. Breadtrip 
APP is a place where consumers can record information, share information and make friends, making 
travel life rich and colorful. Taking Breadtrip APP as an example, this paper explores the motivations, 
intention, behavior and consequences of sharing in the tourism platform, and then putting forward 
some suggestions to management practices. 

1. Introduction 

Nowadays, tourism gradually becomes the necessity of life. During the May Day Holiday of 2017, 
a total of 134 million tourists came to China, which increased by 14.4% since last May. Meanwhile, 
tourism revenue was 79.1 billion Yuan with a 16.2% growth than last comparing term. With the rapid 
development of the domestic tourism market, various tourism platforms come into the market. 
Compared to the traditional travel platform, Breadtrip combined with the mobile Internet and social 
network comes into the tourism planning and sharing areas. Breadtrip has five prominent functions: 
① Downloading travel notes offline. ② Tracking travel routes. ③ Providing various editing module. 
④ Providing the application of “reward” and “like”. 
Recording travel notes is also the process of sharing. On one hand, others can obtain asymmetric 
information and facilitate decision-making. On the other hand, sharing behavior also increases the 
value of tourism sharing platform. Based on theory of Internet sharing, self-determination theory and 
extended-self theory, this paper explore the motivations, intention, behavior and consequences of 
sharing on tourism platforms, and then putting forward some suggestions to management practices. 

2. Theory Background 

2.1 Internet sharing behavior 

The survival of the sites depends on consumers' sharing, and meanwhile Internet sharing has 
become common and basic behavior. In the study of the utility of Internet sharing, Chang and Lewis 
studied the role of network sharing for consumer loyalty about the global music sharing website; 
Tang, Guand Whinston studied the role of network sharing for enterprise performance, focusing on 
social media; in studies of influence factors of network sharing, scholars have studied the knowledge 
sharing of social media. Yin Hongjuan et al. deduced the influence of "relationship" on knowledge 
sharing, pointing out that the closer relationship between knowledge contributor and receiver is, the

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higher willingness of sharing knowledge users have; Tang, Gu and Whinston found that self-disclosure and reputation are important factors of Internet sharing in social media.

2.2 Self-determination theory

Self-determination theory suggests that individuals tend to be driven by a need to grow and gain fulfillment. This theory has been applied to human motivation in a wide range of situations such as sport, education, and health care [1]. Gagne further states that individual motivation can be formalized as intrinsic and extrinsic motivation[2]. Thus, there is a strong possibility that one will share thoughts, feelings, experiences, and information with others because some intrinsic motivations. In the context of information sharing, extrinsic motivation is related to user perception of the value of association, with information exchange based on cost-benefit analysis, comparing the rewards (benefit) expected from an exchange with the effort (cost).

2.3 Sharing intention

The theory of planned behavior suggests that behavioral intention is a strong predictor of actual behavior [3]. Liska also states that intention is a better factor for predicting behavior in an experimental situation, because intention is more dependent on social environment and conditions than is attitude[8]. In the past literature, many studies have provided empirical evidence to support the link between behavioral intention and actual behavior[4,5].

2.4 Extended-self

In 1988, Belk proposed the concept of extended-self. Based on some research with his colleague, Belk concluded that "the main categories of self-extension are (our) body, internal processes, thoughts, experiences, and the people, places, things that we are attached to [6]. Consistent with the narrative of Tuan, we support the fragile self-consciousness by acquiring or possessing property, because our property is, to a large extent, our self-consciousness. The function of extension of self seems to be an undeniable fact in modern life, and we understand, define and remind ourselves of whom we are through property. The wave of digital technology produces significant influence on the formation of the extended-self: ① Dematerialization; ② Reembodiment; ③ Sharing; ④ Co-construction of self; ⑤ Distributed memory [7].

3. Research hypotheses

In Fig.1, we propose a research model to investigate the motivations, intention and consequences of Internet sharing behavior in tourism sharing platform.

3.1 Sharing intention and Internet sharing behavior

Knowledge-sharing intention refers to the extent to which a member believes that one will engage in knowledge-sharing behavior [8]. Therefore, using the theory of planned behavior, we set information-sharing behavior as the final step in the information-sharing process, and intention is a key antecedent of human behavior. In a word, Internet sharing behavior, such as sharing scenic spots or delicacy, tourism strategy, suggestions, occurs when users intend to share information in tourism sharing platforms. Therefore, the following hypothesis is proposed:

H1: Sharing intention will positively influence Internet sharing behavior in tourism sharing platform.

3.2 Extended-self construction

In tourism platforms, people never meet each other. Travelers manage their behavior and share information in the tourism platform to show their “self”. For example, if you want to build an “interesting” self, then the consumers will share more humorous and interesting information; if you want to build a “literary” self, then the consumers will share more literary information; if you want to build a “grace” self, then the consumers will share more elegance and stylish information.

Users share a lot of travel information in the Breadtrip, such as the travel harvest, the introduction of attractions or recommended information. The content presents different “selves”, such as longing
for freedom or loving life, which constructs the extended-self in the Internet. Therefore, the following hypothesis is proposed:

H2: Internet sharing behavior will positively influence extended-self construction in tourism sharing platform.

3.3 Antecedents of sharing intention

3.3.1 Ritual propriety
On the basis of ritual theory, tourism anthropologists Graburn suggest that tourism itself is a ritual. The theory is intended to explain that tourism is not just a fancy tour, but need to participate it in practice. MacCannell and Cohen see tourism as two types, one of which is self-reflection travel.

This article believes that recording and sharing travel notes is a performance of ritual propriety in contemporary tourism. Breadtrip APP allows users to record the travel details (time, place, expenditure, etc.) to help travelers keep the travel in mind, with the significance of reflection and perception. Getting the ritual propriety increases the consumers’ willingness to share. Therefore, the following hypothesis is proposed:

H3: Ritual propriety will positively influence sharing intention in tourism sharing platform.

3.3.2 Enjoyment
Enjoyment is generally defined as the pleasure the individual feels objectively when committing a particular behavior or carrying out a particular activity. Breadtrip has three interesting functions: (1) Downloading travel notes offline. You can view others’ travel notes even when the Internet is poor, which increase the enjoyment of travel. (2) Tracking travel routes. It can track travel routes anytime, and also play the travel process on the map. (3) Providing various editing module. It has various editing modules (including text, picture, and video), so users just need to fill some information in the corresponding module.

Van further pointed out that perceived enjoyment is an important factor in predicting the intention to use a pleasure-oriented information system. Therefore, the following hypothesis is proposed:

H4: Enjoyment will positively influence sharing intention in tourism sharing platform.

3.3.3 Awards
Awards are often used as motivating measures. The rewards include internal and external motivations in the relationship between the speaker and audience [9]. Gagne further stated that individual motivation can be formalized as intrinsic and extrinsic motivation [10]. A comprehensive scholar’s view is that intrinsic motivation is the need to grow and gain fulfillments; extrinsic motivation is information exchange based on cost-benefit analysis, comparing the rewards.

There are two cases where the users get the awards. (1) Recognition and praise of others; (2) Tangible awards in the Breadtrip. These awards can be defined as intrinsic and external rewards. In the Breadtrip APP, recognition, appreciation, and tangible income meet the users’ intrinsic and extrinsic motivation, increasing the sharing intention. Therefore, the following hypothesis is proposed:

H5: Awards will positively influence sharing intention in tourism sharing platform.

![Figure 1. The psychological mechanism model of sharing behavior in the Breadtrip.](image)

Note: All hypotheses have a positive relationship. Sharing intention (SI); Sharing behavior (ISB); Extended-self (ES); Ritual propriety (RP); Enjoyment (Enj.); Awards (Awa.)
4. Summary

Innovation of this research lies in the theoretical derivation and empirical analysis of the sharing motivation, intention, behavior and consequences in the tourism platform. Based on theory of Internet sharing, self-determination theory, the theory of planned behavior, extended-self theory, this paper deduces the psychological mechanism model of sharing behavior in the Breadtrip, using the interview materials and content analysis methods.

Research on sharing in the tourism platform has some significant management practices. On one hand, enterprises should give full consideration on sharing motivation when updating phone applications. On the other hand, sharing is extension of self in digital word. Defining the individual’s internet extended self and grasping the constructional principles in the internet environment, we can predict the internet sharing behavior and internet sharing content. Hence, it can be conducive to classify internet users effectively, as well as finding the opinion leaders of network content distribution precisely.

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6. References


