Intention of Sharing Travel Experiences on Social Media:

Motivations and the Moderating Effects of Face Orientation

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Abstract

As the application of social media in tourism growing rapidly, shared contents on social media are recognized as an important information resource for tourists and tourism suppliers. This study investigates the roles of intrinsic and extrinsic motivations in order to explain travel experience sharing behaviour on social media. Moreover, this study examines the moderating effect of face orientation on the relationship between the sharing motivation and the sharing intention under Chinese cultural context. Our data were collected through an online survey and the research model was tested with 353 respondents who were social media users. The results indicate that PFO is observed to negatively moderate the relationship between intrinsic as well as extrinsic motivations and sharing intention respectively, while the moderating effect of AFO is significant on neither. Our findings extend prior literatures, and offer a theoretic guidance to tourism industry on how to improve business through social media.

Keywords

Social Media, Travel Experiences, Intrinsic Motivation, Extrinsic Motivation, Face Orientation

1. INTRODUCTION

As the social media rising and becoming popular, more and more tourists digitize and share their travel experiences on social media (Munar and Jacobsen 2014). Shared content plays a crucial role thatinfluences tourists' decision making and tourism suppliers' performance (e.g. Kang and Schuett 2013; Leung et al. 2013; Xiang and Gretzel 2010). However, in most of social media, tourists who are willing to disclose their travel experiences are just a small proportion of the entire user groups. As indicated by research, the contribution levels of group members who actually participate in sharing activities are as low as 10% to 20% in online travel community (e.g. Lee et al 2014; Ip et al. 2012). Therefore, it is important to understand what factors promote or impede tourist tendencies to engage in travel experience sharing behaviour on social media.

Previous research has suggested that intrinsic and extrinsic motivations are two critical factors that influence various behaviours (e.g. Cerasoli et al. 2014; Davis et al. 1992; Venkatesh 1999; Jiming and Xinjian 2013), including knowledge sharing behaviours (e.g. Hung et al. 2011; Kankanhalli et al. 2005; Hsiu-Fen 2007; Sun et

al. 2012). Nevertheless, our study expands the construct of knowledge sharing to encompass the overall sharing of travel experiences (Munar and Jacobsen 2014). Travel experiences include public knowledge-related aspects as well as private individual-related aspects such as personal emotions, imaginations and consumption level (Tung and Ritchie 2011). Existing studies presented two important theoretical limitations. Firstly, prior research failed to distinguish the respective roles of intrinsic motivation and extrinsic motivation in travel experience sharing behaviour. Secondly, prior research has revealed that social and cultural context regulates knowledge-related contribution behaviour (e.g. Tsai and Bagozzi 2014; Huang et al. 2008), yet it is unclear how cultural facts impact the overall sharing of travel experiences.

To address the two theoretical gaps, we investigate how intrinsic and extrinsic motivations respectively influence sharing intention based on motivation perspective of the self-determination theory (SDT). In addition, considering that face orientation is a part of nation-wide Chinese culture, we assume and examine the moderating effects of face orientation on the relationships between the sharing motivation and the sharing intention.

2. LITERATURE REVIEW

2.1 Knowledge Sharing

Knowledge sharing refers to the provision of task information and know-how to help others and to collaborate with others to solve problems, develop new ideas, or implement policies or procedures (Wang and Noe 2010). In a virtual environment, knowledge sharing can only be encouraged and facilitated (e.g. Kankanhalli et al. 2005; Wasko and Faraj 2005). Therefore, researchers have conducted enormous empirical investigations to understand the factors inducing such behaviour (e.g. Bock et al. 2005; Chang and Chuang 2011; Chiu et al. 2006; Kankanhalli et al. 2005; Sun et al. 2012; Tsai and Bagozzi 2014; Wasko and Faraj 2005). The factors associated with knowledge sharing behaviour can be generally classified into two streams: personal and social motivation. Personal motivation can be further classified into intrinsic and extrinsic motivations, whereas social motivation includes community advancement, social identity, reciprocity, and a sense of belonging (Sun et al. 2012).

However, there are a few studies on knowledge sharing in tourism domain, and mainly focused on social-related motivation (e.g. Lee et al 2014; Wang and Fesenmaier 2004). For instance, Lee et al. (2014) examined the role of community identification on knowledge sharing in an online travel community. For travel experience sharing behaviour, the minority of researchers have focused on the antecedents of such behaviour on social media (e.g. Ip et al. 2012; Kang and Schuett 2013; Munar and Jacobsen 2014; Yoo and Gretzel 2011), but they did not distinguish the differences of intrinsic motivation and extrinsic motivation in such behaviour.

2.2 Intrinsic and Extrinsic Motivations

Motivation has been identified as a key determinant of general behaviours (Deci and Ryan 1985). According to SDT, motivation has been divided into intrinsic motivation and extrinsic motivation (Deci and Ryan 1985; Ryan and Deci 2000). Intrinsic motivation refers to doing something because it is inherently interesting or enjoyable (Deci and Ryan 1985), whereas extrinsic motivation is a construct that pertains whenever an activity is done in order to attain some separable outcome (Ryan and Deci 2000). Two broad classes of motivation influence individuals' intentions as well as their actual behaviours (e.g. Cerasoli et al. 2014; Davis et al., 1992; Ryan and Deci, 2000; Jiming and Xinjian, 2013). For example, Jiming and Xinjian (2013) confirmed that, in the context of utilitarian systems, extrinsic motivators are more important than intrinsic motivators, whereas, in the context of hedonic systems, intrinsic motivators play a more critical role than extrinsic motivators.

The relationship between the two types of motivator and knowledge sharing behaviour has been examined by numerous researches. While intrinsic motivation has steadily positive influence on knowledge sharing (e.g. Kankanhalli et al. 2005; Hsiu-Fen 2007; Sun et al. 2012), the effect of extrinsic motivation, especially monetary rewards, on the intention of knowledge sharing is controversial: it has been observed as positive (e.g. Hung et al. 2011; Sun et al. 2012), as negative (e.g. Bock et al. 2005), or even as not significant partly (e.g. Hsiu-Fen 2007; Liu and Fang 2010). In the field of tourism, however, prior research merely examined social-related motivation and the intrinsic motivation within personal-related motivation, and few studies investigated the role of extrinsic motivation in travel experience sharing.

2.3 Face Orientation

In Confucian culture, "face" can be defined as a person's cognitive response to social evaluation of his conduct in a particular situation (Hwang 2006). Although face is not confined to a Chinese specific culture, Chinese people tend to have stronger face consciousness due to their collectivism culture and Confucian philosophy (Bao et al. 2003; Hwang 2006). Chinese concept of face contains social and moral aspects separately (e.g. Hwang

2006; Zhang et al. 2011). The social aspect of face is in general a function of one's social status standing for the prestige and honour (Ho 1976), whereas the moral aspect of face represents mainly the confidence of society in the integrity of ego's "moral character" (Zhang et al. 2011). Furthermore, the social aspect of face has two dimensions, namely negative face and positive face, in general (Ho 1976; Chou 1997; Hwang 2006; Zhang et al. 2011). This study adopts the idea of protective and acquisitive face orientations (PFO and AFO), which are divided according to individuals' different levels of awareness (Chou 1997).

Prior research have found that social face is relevant to many behaviours including conflict behaviour, gift-giving behaviour, learning behaviour, consumer decision-making styles (Zhang et al. 2011). Because knowledge sharing is a complicated process binding to specific contextual settings, face consciousness, as a typical cultural phenomenon in Chinese society, is supposed to influence individuals' knowledge sharing behaviour to some extent. Based on such reasoning, Huang et al. (2008) testified that face saving negatively impacts sharing intention in employee share knowledge, whereas face giving positively impacts the sharing intention. Nevertheless, empirical study has paid a little attention to examine the impacts of face on travel experience sharing behaviour.

3. RESEARCH MODEL AND HYPOTHESES

Figure1 depicts our research model. This model is an integration of SDT and cultural factors. Firstly, relying on SDT, previous studies have emphasized that intrinsic and extrinsic motivations are two impact factors to various behavioural intentions (e.g. Cerasoli et al. 2014; Jiming and Xinjian, 2013), and have emphasized that the motivations play a role as the determinants of knowledge sharing intention (e.g. Kankanhalli et al. 2005; Hsiu-Fen 2007; Sun et al. 2012). In addition, prior researches have presented that protective and acquisitive face orientations (PFO and AFO) influence knowledge sharing intention. Therefore, intrinsic motivation, extrinsic motivation, PFO and AFO are hypothesized to impact the intention to share travel experiences on social media.
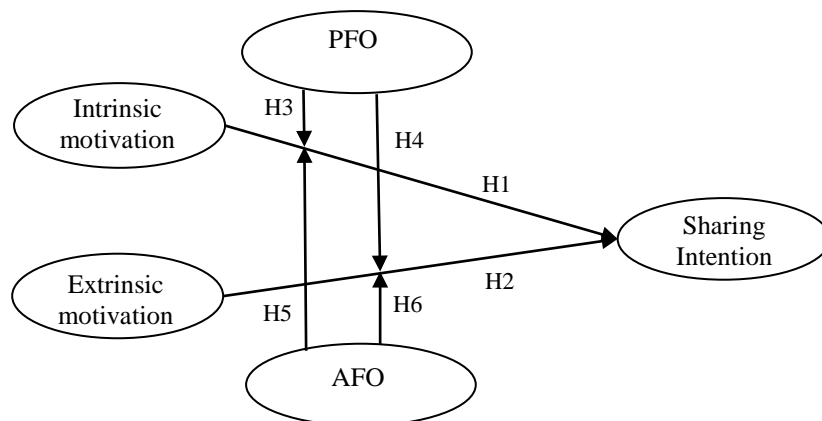

Figure 1: Research Model

3.1 The Role of Intrinsic and Extrinsic Motivations in Sharing Intention

In this study, intrinsic motivation refers to engaging in a travel experience sharing activity for the sharer's own sake, out of interest, or for the pleasure and satisfaction derived from the activity. Prior studies have suggested that intrinsic motivators could be important determinants of knowledge sharing behaviours (Hung et al. 2011; Hsiu-Fen 2007; Liu and Fang 2010; Sun et al. 2012). In the field of tourism, perceived enjoyment significantly increases travel experience sharing behaviours (Kang and Schuett 2013; Wang and Fesenmaier 2004). Additionally, Yoo and Gretzel (2011) found that tourist-generated contents are mostly motivated by altruistic and hedonic benefits. The available literatures have shown that intrinsic motivation has a positive influence on travel experience sharing behaviour. Thus, the following hypothesis is proposed:

    H1. Intrinsic motivation is positively associated with the sharing intention.

Extrinsic motivation pertains to a wide variety of behaviours performed for reasons beyond those inherent in the activity itself (Jiming and Xinjian 2013). In this study, making friends, receiving compliment, acquiring reputation, and earning monetary rewards are the potential extrinsic motivators involved in the sharing intention. Although there are controversies about the effects of extrinsic motivation on knowledge sharing behaviour, the majority of existing studies have shown that material rewards, reputation system and reciprocity are important positive factors that motivate sharing behaviours in virtual environment (Hung et al. 2011; Wasko and Faraj

2005; Sun et al. 2012; Jiming and Xinjian 2013). Prior researches have proposed that the tourists' motivation of sharing travel experiences through social media contains various extrinsic motivators such as building reputation, earning rewards and connecting with friends, and so on (Munar and Jacobsen 2014). Thus, the following hypothesis is proposed:

H2. Extrinsic motivation is positively associated with the sharing intention.

3.2 Moderating Effects of Face Orientations

Individuals with high tendency of PFO are modest, cautious, focused on getting along with others, and are inclined to keeping a low profile (Chou 1997). Individuals with high PFO are more often associated with negative perception, such as perceived magnitude of face-losing and tendency to make internal attributions for negative outcomes, and have more negative feelings in face-sensitive situations than individuals with low PFO (Chou 1997; Hwang 2006). PFO discourages knowledge sharing because people may believe that sharing experiences that reflect their weaknesses or faults results in embarrassing outcomes and ends up with being disrespected by others. In order not to lose their social face, to some extent, people would constrain their own behaviours, leading to less communication with others (e.g. Chou 1997; Huang et al. 2008; Hwang 2006; Zhang et al. 2011). Moreover, prior research has suggested that PFO impedes knowledge sharing (Huang et al. 2008). Based on previous studies, we argue if tourists feel unconfident about their tourism knowledge or consumption level, they would probably choose to be absent from sharing activities due to high PFO.

H3. PFO is negatively associated with the connection between intrinsic motivation and the sharing intention.

H4. PFO is negatively associated with the connection between extrinsic motivation and the sharing intention.

In contrast, AFO depends on others recognition and admiration (Chou 1997). Individuals with high AFO are more often associated with positive perception, such as perceived magnitude of face-gaining and tendency to make external attributions for negative outcomes, and have more positive feelings in face-relevant situations than individuals with low AFO (Chou 1997; Hwang 2006). For people with high tendency of AFO, the most direct way to obtain recognition and admiration is self-promotion. Revealing personal advantages would obtain recognition and respect, creating positive self-image, particularly when personal strengths and capability is corresponding with others expectations (e.g. Chou 1997; Huang et al. 2008; Hwang 2006; Zhang et al. 2011). In addition, prior research tested that AFO encourages knowledge sharing (Huang et al. 2008). Accordingly, we assume tourists are more likely to share their experiences with high AFO.

H5. AFO is positively associated with the connection between intrinsic motivation and the sharing intention.

H6. AFO is positively associated with the connection between extrinsic motivation and the sharing intention.

3.3 Control Variables

In addition to these drivers, we posit that members' contribution intention and behaviour may depend on their perceived behavioural control (PBC) or sense of control over the performance of the chosen actions to enact their decisions (e.g. Tsai and Bagozzi 2014;). Because many actions are problematic in the minds of decision makers, whether due to their perceived personal limitations or anticipated environmental hindrances, implementation intentions and behaviour often are governed by perceived behavioural control (Ajzen 1991). The existing research shows that the demographic characteristics of individuals will affect sharing intention in online context, such as gender, age, net age and membership condition on social media. Therefore, we control these effects by including control variables in our conceptual framework in Figure 1.

4. RESEARCH METHODOLOGY AND DATA ANALYSIS

4.1 Sampling and Data Collection

We collected the data through an online survey using convenience sampling and snowball sampling. Firstly, we posted the survey on the sojump.com website, which is a professional online survey platform, and we invited our friends on different social media (e.g. QQ, Renren, Microblog, Wechat and etc.) to participate in the survey. To expedite the spread of the survey, we asked them to forward the link to their friends whom are also social media users. The sample was then snowballing until we had 400 respondents. In addition, we collected another 200 respondents from the public through a recommendation system on the survey platform. Comparing samples collected from two channels, we found that the quality of these two sample groups is matched to each other. Temporarily, the entire 600 samples were retained for validity check.

To exclude invalid samples, the following rules were applied. Firstly, the respondents had to have travel experiences in the past two years (Hung and Law 2011). As a result, 37 copies of questionnaires were removed.

Secondly, the survey asked respondents whether they had any experience of using social media, and those who responded no to this question were removed from further analysis. As a result, 82 copies of questionnaires were removed. Thirdly, we eliminated questionnaires with fully indiscriminate answers in all items examined. As a result, 128 copies of questionnaires were removed. In the end, among all the questionnaires received, 353 out of 600 are completed and valid questionnaires and are eligible for further analysis.

The overall valid respondent rate is 58.8 percent. Within the total of 353 valid samples, females and males represent 42.2 and 57.8 percent of the entire valid sample respectively; the ages of the majority of the respondents lie in the sections of 16 to 25 and 26 to 35 years old (represent 21.8 and 48.4 percent respectively); 45 percent of the respondents have an Internet age of over ten years; and 81 percent of the respondents are members of tourism-based social media or communities.

Table 1. Constructs and Items

Construct	Item	Source
Intrinsic motivation (IMO)	IMO1: I like to share my impressions through the Internet.	Munar and Jacobsen (2014), Davis et al. (1992)
	IMO2: I want to help others.	
	IMO3: Sharing my travel knowledge and information through social media is pleasant.	
	IMO4: I want to prevent people from using bad products.	
Extrinsic Motivation (EMO)	EMO1: I want to be more recognized for my experiences.	Munar and Jacobsen (2014), Kankanhalli et al. (2005)
	EMO2: My sharing would expand the scope of my association with other members in this social media.	
	EMO3: I want to contribute to websites that are useful to me.	
	EMO4: I will receive monetary rewards in return for my sharing.	
	EMO5: I will receive additional rewards in return for me sharing experiences.	
Sharing Intention (SIN)	SIN1: I intend to write articles or share photos in this social media.	Bock et al. (2005)
	SIN2: I intend to share my tourism experience with other members in this social media.	
	SIN3: I will try to share my expertise from my education or training with other members in a more effective way.	
Protective Face Orientation (PFO)	PFO1: I do my best to hide my weakness before others I always avoid talking about my weakness.	Zhang et al. (2011), Chou (1997)
	PFO2: I need to maintain a minimum of my dignity rather than to gain face.	
	PFO3: I am cautious not to make mistakes.	
	PFO4: I don't like to talk a lot to attract others' attention.	
	PFO5: I seem to be afraid of losing face more than others.	
	PFO6: I seem to be conservative and less self-promoted when talking with others.	
Acquisitive Face Orientation (AFO)	AFO1: I hope people think that I can do better than most others.	Zhang et al. (2011), Chou (1997)
	AFO2: I am happy to show my best foot.	
	AFO3: I hope that I have a better life than most others in others' view.	
	AFO4: It is important for me to get praise and admiration.	
	AFO5: I hope that I can talk about things that most others do not know.	
	AFO6: I am willing to show myself to seize an opportunity for gaining face.	

4.2 Measurement

Table 1 presents the measurement items and their original source. The measurement of the majority of the constructs was adopted based on the relevant literatures from sociology, psychology, behavioural science and tourism. For English measurement, a two-way (English and Chinese) translation process and necessary adaptations were used to ensure the accuracy in the research context. The measurement contains 24 items and 5 latent variables including intention as dependent variable, intrinsic and extrinsic motivations as independent variables, and PFO and AFO as moderating variables. For all the measurement items, a Likert five-point scale was used with anchors ranging from 1 to 5 (1 = strongly disagree, 5 = strongly agree).

4.3 Data Analysis and Results

We conducted data analysis in conformity to a two-stage methodology (Anderson and Gerbing 1988). The first step in the data analysis is to assess the convergent and discriminant validity of the multiple-item scale in our research model. Those types of validity constitute construct validation, or "the extent to which an operationalization measures the concept it is supposed to measure" (Bagozzi et al. 1990, pp. 142). We performed a Confirmatory Factor Analysis (CFA) using LISREL8.70 software. Compared to other analysis approaches, moderated multiple regression (MMR) is more appropriate for models with multiple moderating effects (Kankanhalli et al. 2005). In the second step, the hypotheses in the research model were examined using MMR operated in SPSS21.0.

Table 2. Reliability and Convergent Validity

Construct	Item	Standard Loading	t-Value	CR	AVE	Cronbach's Alpha
Sharing Intention (SIN)	SIN1	.78	17.05			
	SIN2	.93	22.41	.90	.76	.90
	SIN3	.90	21.37			
Intrinsic Motivation (IMO)	IMO1	.73	15.40			
	IMO2	.83	18.42			
	IMO3	.84	18.81	.85	.58	.85
	IMO4	.64	12.95			
Extrinsic Motivation (EMO)	EMO1	.83	18.32			
	EMO2	.76	16.16			
	EMO3	.75	15.87	.86	.51	.86
	EMO4	.63	12.63			
	EMO5	.67	13.62			
Protective Face Orientation (PFO)	PFO2	.51	8.31			
	PFO3	.67	10.30			
	PFO4	.62	10.12	.65	.37	.66
	PFO6	.57	9.38			
Acquisitive Face Orientation (AFO)	AFO1	.72	14.60			
	AFO2	.64	12.38			
	AFO3	.69	13.74			
	AFO4	.66	12.92	.79	.46	.81
	AFO5	.58	11.00			
	AFO6	.56	10.45			

4.3.1 Reliability and Validity

Reliability and convergent validity for constructs were assessed using confirmatory factor analysis (CFA) in LISREL8.70 software. In our study, the measurement model in the CFA revealed that factor loadings for PFO1 and PFO5 are lower than .5. These two items were excluded from the model and not considered in later analysis (Sun et al. 2012). After dropping these two items, the CFA showed acceptable model fit (χ^2 = 1126.24, d.f. = 265, NFI = .90, NNFI = .91, GFI = .78, AGFI = .73, CFI = .92, and RMSEA = .097). We assessed convergent validity with the reliability of items, composite reliability of constructs, and average variance extracted (AVE), which are recommended methodological procedures for measurement models (Anderson and Gerbing 1988). The results of reliability and convergent validity are shown in Table 2.

This results indicate that the composite reliability (CR) for all the constructs exceed the threshold values of .60, but the AVE of face orientations are less than .50, and a Cronbach's Alpha of .68 for PFO is slightly lower than the typical threshold of .70, both of which should be taken as a limitation of this research. Moreover, all t-tests of factor loadings were significant, confirming the fact that all of the indicators possessed an acceptable convergent validity (Anderson and Gerbing 1988; James et al. 2002; Sun et al. 2012).

We also assessed the discriminant validity of the measures with two approaches. First, we checked whether the correlations among the latent variables were significantly less than 1 (Bagozzi and Yi 1990) and constructed 95 percent confidence intervals for each correlation coefficient. Because none of the confidence intervals included 1, this test offered strong evidence of discriminant validity (Tsai and Bagozzi 2014). Second, we examined the discriminant validity of the measures using chi-square difference tests, we conducted pairwise constrained tests on every pair of constructs. The chi-square differences were all found to be significant. Overall, the results from data analysis show that the convergent and discriminant validity are acceptable in our instrument.

4.3.2 Hypotheses Tests

In this study, four hierarchical regression models were used to test the proposed hypotheses. Control variables were first of all entered into Model 1. Secondly, intrinsic and extrinsic motivations were entered into Model 2 respectively. Then, PFO and AFO were entered into Model 3 respectively, and the interaction terms between face orientations and motivations were entered into Model 4 accordingly.

Table 3. Results of Hypothesis Tests

Variables		Model 1	Model 2	Model 3	Model 4	Accept Hypothesis
Control variable	Gender	.027	.073*	.055	.051	
	Age	-.076	.008	.032	.028	
	Net age	-.145**	-.036	-.035	-.043	
	Membership	.324***	.176***	.168***	.180***	
Independent variable	IMO		.513***	.495***	.480***	Yes
	EMO		.254***	.165**	.170**	Yes
Moderator variable	PFO			-.013	.012	
	AFO			.179***	.176***	
Interaction	IMO*PFO				-.105**	Yes
	EMO*PFO				-.118**	Yes
	IMO*AFO				-.011	No
	EMO*AFO				.001	No
R^2		.118	.571	.592	.602	
$\triangle R^2$		.118	.453	.020	.011	
$\triangle F$		11.641	182.827***	8.374***	2.393**	

Note: n = 353; *P < .05, **P < .01, ***P < .001

Table 3 summarizes the results of the hypotheses tests. Intrinsic and extrinsic motivations were found to have significant effects on sharing intention, supporting H1 and H2. The models demonstrate that the effects of two

types of motivation on continuance intention may be moderated by other factors. PFO was observed to negatively moderate the connection between intrinsic motivation and sharing intention (β= −.105, p= .006). Furthermore, PFO was observed to negatively moderate the connection between extrinsic motivation and sharing intention as well (β= −.118, p= .005). These findings provide support for H3 and H4. Meanwhile, AFO was observed not to be positively associated with the connections between two types of motivation and sharing intention (p > .05). Thus, H5 and H6 are rejected.

The two supported moderating effects are illustrated in Figure 2 and Figure 3. In Figure 2 shows that the effect of intrinsic motivation on sharing intention is weakened under the high protective face condition. In Figure 3, the effect of extrinsic motivation on sharing intention is weakened more sharply.
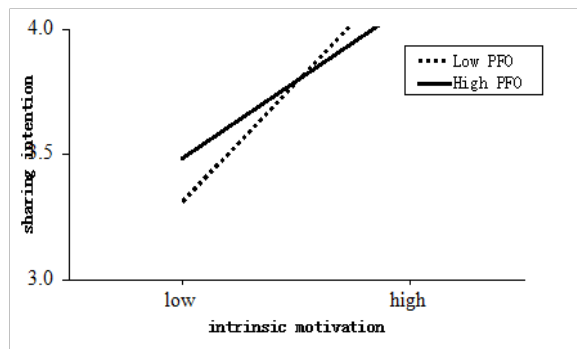
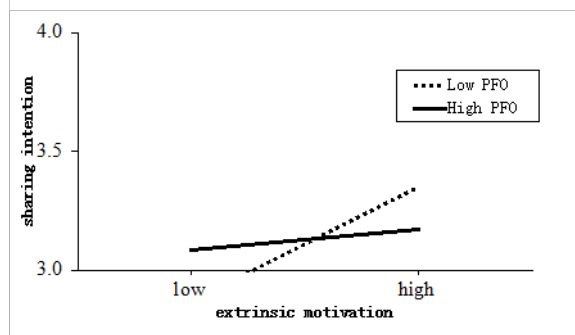Figure 2. Moderating Effect in H3

Figure 3. Moderating Effect in H4

5. DISCUSSION AND CONCLUSION

The purpose of this study is to investigate the role of motivations that influences travel experiences sharing behaviour on social media, and examines how face orientations moderate the relationship between sharing motivations and sharing intention in the Chinese cultural context. A number of findings can be derived from this study. The most remarkable findings in this research are that, tourists with high PFO will weak their intention of sharing travel experiences in face-sensitive situations than tourists with low PFO. Secondly, AFO has not significant moderating effects. Based on the existing research results, we made an additional validation to find that AFO directly influence sharing intention. Thirdly, intrinsic and extrinsic motivations have respectively a significant positive impact on tourists' intention of share their travel experiences through social media.

On the one hand, this study advances theoretical implications in the field of travel experience sharing behaviour by filling two research gaps. Firstly, given the fact that a few studies have explored why tourists share their travel experiences on social media (e.g. Munar and Jacobsen 2014), our research not only explores the determinants of travel experience sharing behaviour, but also empirically examines the respective roles of intrinsic and extrinsic motivations of the sharing intention. Being consistent with the conclusions of prior relevant research (Jiming and Xinjian 2013), our findings indicate that intrinsic motivation has more significant impacts on the sharing intention than extrinsic motivation, probably because the most of our samples are derived from hedonic platforms such as WeChat, RenRen, QQ, etc. In addition, we originally introduce face orientations, namely PFO and AFO, as moderating variables to explore the sharing behaviour of Chinese tourists. Although previous researchers presented that PFO and AFO may have moderating roles of individuals' behaviours (e.g. Chou 1997; Hwang 2006; Zhang et al. 2011), there are a few empirical studies to examine their moderating effects. Our findings enrich the research on the area of knowledge sharing and theoretically verify the unique impacts of face orientation as a cultural context in the environment of new media.

On the other hand, the study has practical implications for tourism service providers in the advancement of effective communication strategies through social media. Firstly, in our research, intrinsic motivation is found to play an important role in the intention to share travel experiences. Therefore, tourism service providers and tourism-based social media are expected to acquire more contribution contents at a minimum marginal cost by improving the playfulness of the process of contribution in order to inspire tourists to share their travel experiences. Secondly, our study shows that tourists' sharing intention is also positively related to the extrinsic motivation. Thus, it is reasonable to offer proper material incentives to tourists to motivate the contribution. In practice, some business-oriented tourism social media have offered experience-sharers with bonus point, gift, rebate, free experience tour, or other material rewards, all of which are proved to be effective ways to motivate experience sharing. Finally, the protective face orientation is found to negatively moderate tourists' sharing intention on social media. The conclusion helps understand a hindrance for Chinese tourists to engage in

experience sharing activities, suggests the importance of privacy protection for experience-sharers, and facilitates the localization of international tourism service providers in Chinese market.

However, there are several limitations in our research. One limitation of the study concerns the self-reporting nature of the survey that allowed for some parts of the hypothesized relationship to be inflated. Using tourists' actual behavioural data on experiences sharing in future research may mitigate this potential bias. Another limitation is common method variance because enthusiastic tourists are more likely to participate in our online survey than less active tourists. In addition, although this study involves a typical cultural setting in China, it deals only with the impacts of face orientation and does not consider other social or cultural factors under Chinese context as a whole. For future research, neglected factors can be added to the present model for further investigation, and contrast studies can be conducted in other countries with a similar cultural setting regarding social face to verify the impacts of face orientation.

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