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CHANGES IN FIRST-TIME TRAVELLERS' MOTIVATIONS FOR SHARED ACCOMMODATIONS: INSIGHTS FROM SELF-DETERMINATION THEORY

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Article Info:	Abstract:
	In recent years, more and more travellers have chosen shared accommodations as their tourism accommodations, and their initial motivations tend to be different from their motivations after participation. However, beyond anecdotal evidence, there is a dearth of understanding of changes in motivations for first-time travellers. Therefore, this study aims to investigate how first-time shared accommodation travellers change over time (hereafter referred to as first-time travellers) by employing Self-Determination theory (SDT) as the theoretical foundation. The data was collected with the purposive sampling approach from 30 first-time travellers' interviews, before and after their first experience of shared accommodations. The results indicate that changes in first-time travellers' basic needs are found to internalize or externalize their motivations in repeat participation. This study adds to the literature on the dynamic motivation process for first-time travellers, identifies the underlying reasons behind the motivational changes, and provides marketing strategies for shared accommodation practitioners to target and attract this group of travellers to use shared properties repeatedly. **Keywords:** First-Time Travellers; Motivation Dynamics; Self-Determination Theory; Shared Accommodations

Introduction

As one of the forms of sharing economy (also labelled as collaborative economy, collaborative consumption or peer-to-peer consumption), shared accommodations (SA) have received an increasingly extensive attention from scholars in the tourism industry, particularly in the

literature exploring travellers' motivations for shared accommodations (Guttentag et al., 2018; Kabadayi et al., 2022; Lang et al., 2020; Paramita et al., 2020; So et al., 2018; Tran & Filimonau, 2020). Shared accommodation is a type of sharing economy that builds on the basis of mutual trust, which is driven by the low accommodation cost and opportunities to communicate with locals (Kabadayi et al., 2022). However, in comparison with traditional hotels, shared accommodations have exhibited a number of weaknesses, among which the most notable one is that travellers need to trust an unfamiliar host in relation to the quality, safety and cleanliness of the properties, rather than simply relying on a mature tourism accommodation with formal service and well-known global brands (Guttentag et al., 2018; Tussyadiah & Pesonen, 2018). Therefore, it is of great significance to seek the reason why so many travellers select shared properties instead of traditional tourism accommodations. In other words, it is important to understand travellers' motivations for using shared properties.

Despite that the existing studies have provided some valuable information on travellers' motivations for SA, they often assume that travellers' motivations are homogeneous (Guttentag et al., 2018; Kabadayi et al., 2022; So et al., 2018; Tran & Filimonau, 2020). However, several researches have proposed that first-time travellers and repeat travellers are different in motivations (Guttentag & Smith, 2020; Jun, 2020; Meleddu, 2015; Tussyadiah & Pesonen, 2018). First-time travellers are more easily motivated by novel cultural experiences, lower price and positive recommendations (Mahadevan, 2018). In contrast, repeat travellers are more easily attracted by comfortable social atmosphere, satisfactory previous experiences and emotional attachment (Meleddu, 2015). SA cannot be tested before the trip, which may generate problems with psychological uncertainty (Tussyadiah & Pesonen, 2018). Nevertheless, the psychological uncertainty tends to decrease when the travellers actually stay in shared properties with good experiences (Jun, 2020; Meleddu, 2015). In this regard, the first experience is crucial to travellers' subsequent tourism accommodation choices. Therefore, it is essential to have a significant study on first-time travellers' motivations for SA.

Previous studies generally considered motivations for SA including price, functional attributes, novelty, local authenticity and shared accommodation ethos as stable factors over time (Guttentag et al., 2018; Kabadayi et al., 2022; So et al., 2018; Tran & Filimonau, 2020). However, limited considerations of dynamics in motivations tend to yield insufficient understanding of travellers, especially for the first-time travellers who have not used shared properties previously, resulting in less effective tourism marketing strategies. Motivation is indeed in a dynamic process that can change over time. Travellers at different participation stages tend to exhibit different motivations (Ryan & Deci, 2017).

This study investigates how first-time travellers' motivations for SA change over time. 30 respondents were interviewed twice, before and after the trip. Each interview continued for at least 30 minutes, a subsequent directed content analysis was adopted to investigate the underlying reasons of changes of motivations. The result of interview supports that satisfaction or frustration of these basic needs play a crucial role in internalizing or externalizing travellers' motivations, which tends to influence travellers' repeat participations.

Studies focusing on the first-time travellers' dynamic motivations are very limited. China is currently in the post-COVID-19 recovery stage, thus the exploration of motivations for SA is more important than ever in recovering this industry (Gao, 2021). From theoretical perspective, this study contributes to extend a dynamic motivation framework by using Self-Determination

theory (SDT), to understand the relationship between need satisfaction (frustration) and motivation internalization (externalization), and to extend the application of theory-based directed content analysis approach in tourism studies (Hsieh & Shannon, 2006; Ryan & Deci, 2017). From practical perspective, on the one hand, hosts can benefit from this study to have a better understanding of the shared accommodation market and the underlying reasons for travellers to use the SA. On the other hand, this study provides a reference for policy-makers by contributing to formulating the relevant regulations on tourism development and making tourism marketing strategies accordingly.

Literature Review

Motivation Theory
Motivation is driven by a set of factors and plays a significant role in encouraging an individual to perform certain actions (Ryan & Deci, 2017). It has, therefore, been an inevitable focus in the studies on tourism and hospitality (Guttentag et al., 2018; Kim et al., 2016; So et al., 2018). Two-factor Theory (TFT), Maslow's Hierarchy of Needs Theory (MHN) and Self-determination Theory (SDT) are three pillars of motivation theories, showing different priorities. TFT divides motivations into two categories, namely motivations that yield satisfaction and motivations that cause dissatisfaction. Kim et al., (2016) used TFT to compare satisfiers and dissatisfiers on the basis of consumers' online hotel reviews. Despite a positive way to investigate motivations from the perspectives of satisfaction and dissatisfaction, TFT is not capable of providing an appropriate method to explore how motivations change over time.

Maslow's Hierarchy of Needs (MHN) classifies basic needs into five hierarchic classes, from the most basic to the most complex motivation (e.g. physiological needs, safety needs, social needs, esteem needs and self-actualization needs) (Amani & Shabahang, 2017). MHN makes it possible to classify motivations in more details, however, changes of motivations for first-time travellers cannot be fully acquired, as travellers' needs might overlap with each other and motivations are difficult to be identified and measured.

A number of criteria including dynamic, multi-motive and measurable criteria have been specified for a significant motivation theory. From this point of view, SDT provides a conceptual articulation of the dynamic process by classifying motivations into intrinsic and extrinsic motivations, which has been employed as an appropriate theory for this study. The most important reason is that motivations in a dynamic process are likely to be internalized or externalized (Ryan & Deci, 2017), but there is still no clear explanation have been made on how this works.

Self-Determination Theory and Self-Determination Continuum
SDT, a motivation theory that focuses on the innate psychological needs of human beings, categorises motivations into intrinsic and extrinsic motivations. Intrinsic motivations relate to the interest, enjoyment and inherent satisfaction while extrinsic motivations are associated with the external pressure (Ryan & Deci, 2017). The earlier studies of SDT stressed on the comparison between intrinsic and extrinsic motivations (Abdulrazak & Quoquab, 2018; Hamari et al., 2016; Thibault-Landry et al., 2018). With the better understanding of the dominant position of intrinsic factors that influence human behaviour, internalization has been used to emphasize the transformation of an extrinsic motivation into intrinsic motivation (Deci & Ryan, 2000). Furthermore, autonomy (the integration of experience and self-sense),

relatedness (interaction, connection and experience related to the others) and competence (the requirement of controlling outcomes) are classified as three basic needs in SDT, which allow travellers to internalize their motivations and enable further participations (Ryan & Deci, 2017).

Individuals are likely to be driven by external motivations initially, and as time passes by, they might integrate behaviours with their norms, values and beliefs when their needs are satisfied (Ryan & Deci, 2017). Extrinsic motivations are transformed into intrinsic ones when the basic psychological needs are satisfied, whereas intrinsic motivations can be externalized when the basic psychological needs are frustrated. (Bidee et al., 2016). Intrinsic motivations are crucial in predicting a variety of important outcomes (e.g. psychological health, behavioural intentions and effective performance), for stronger intrinsic motivations yield greater psychological health, more effective performance in heuristic activities and greater long-run persistence (Ryan & Deci, 2017).

Applications of Self-Determination Theory in sharing economy research
SDT has been widely adopted in the fields of psychology (Ryan & Deci, 2017), management (Thibault-Landry et al., 2018) and consumption (Abdulrazak & Quoquab, 2018). However, studies applying SDT in the field of tourism and hospitality are still limited. Among those studies of this area, Nov et al., (2010) conducted a first attempt in the online photo-sharing community by dividing intrinsic motivations into enjoyment and sustainability, and classifying extrinsic motivations into reputation and economic benefits. Hamari et al., (2016) illustrated the motivational factors that influence consumers' attitudes (sustainability and enjoyment) and behavioural intentions (enjoyment and economic benefits) with a conclusion that the attitude-behaviour gap exists in the sharing economy.

Kuhzady et al., (2022) revealed that SDT is an appropriate theory to answer what motivate travellers to use SA. However, few studies have highlighted the dynamic process (internalization and externalization process) that unfolds over time, especially in exploring travellers' motivations in SA. On the one hand, as an example of internalization, travellers are likely to book SA because of the low accommodation cost (extrinsic motivation) initially. However, during the communication process with hosts, the enjoyment and knowledge they can obtain will yield interesting and pleasant experiences (intrinsic motivation) (Hamari et al., 2016). On the other hand, as an example of externalization, travellers are willing to book SA because of the novel and pleasant experiences (intrinsic motivation) they heard from friends or social media. However, limited opportunities to communicate with the locals and unsatisfied household facilities will frustrate travellers' re-booking decisions (extrinsic motivation) (Guttentag et al., 2018). This study would have a fully consideration of how first-time travellers' motivations change.

Methodology and Data Analysis

Methodology
Due to the complexity of the dynamic process within a time frame (e.g. internalization and externalization), it is necessary to track first time travellers' pre-and-post trip motivations. Semi-structured interviews were conducted to provide a more flexible way for researchers to explore more detailed contents and to ensure the reliability of the respondents' selections (Adams et al., 2014). Moreover, the interview content has been summarized and classified into

a range of motivations with the method of the directed content analysis (Adams et al., 2014). Motivations were captured before and after respondents' trip period with manually identifying and extracting semi-structured interview data. The research design is shown in Figure 1.
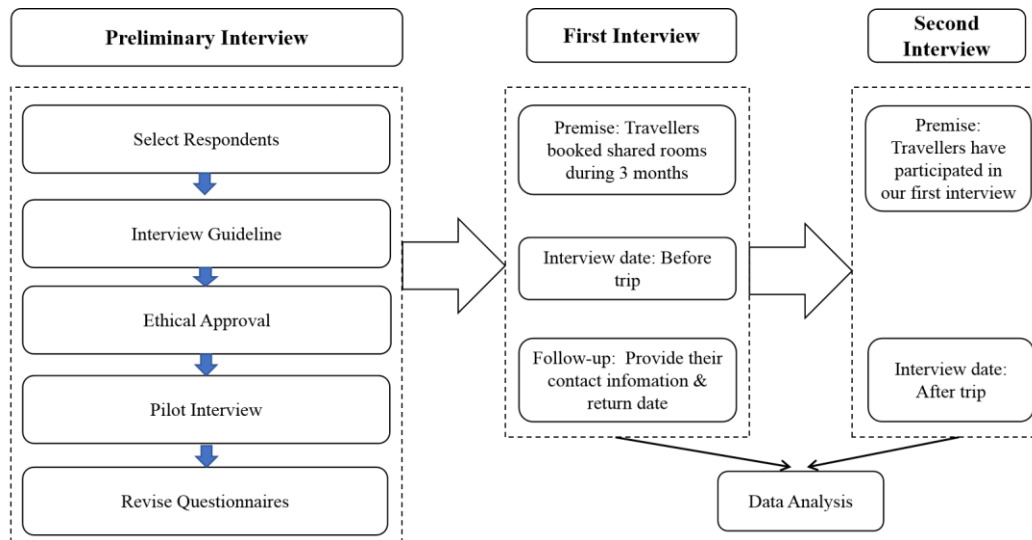

Figure 1: Research Design Flow Chart

Respondents received information sheets and signed the informed consent form of research aim and the confidential terms before interviewing. This study was submitted and approved by the Ethical Committee of XJTLU (Xi'an Jiaotong-Liverpool University) in May 2018. Pre-and-Post travelling interviews lasted around 30 minutes for each respondent and were conducted via mobile phone call or WeChat call, which were audio recorded and transcribed. The interviewers completed interview notes with reflective information after each phone interview and the recordings were transformed into words by IFLYTEK (a transcription software in China), followed by verbatim checking and manual translation into English.

In the process of data collection, the purposive sampling was used because not all individuals were considered as equally informative (Neuendorf, 2017). Advertisements were posted on social platforms including weibo.com and WeChat groups to call for participants from Qingming Festival (in April) to National Day (in October) in 2018. Given the importance of sample selection, a set of criteria was developed and the selected respondents were required to satisfy the following criteria simultaneously:

1. Individuals who do not have the experience of SA
2. Individuals who have already booked SA.
3. Individuals who are going to live in shared accommodation for the first time within the next 3 months – a second interview was conducted post-trips.

The questions were developed based on the existing studies and five pilot interviews. The interview question consisted of three sections: a) introductory questions, e.g. introduce yourself and this trip; b) motivation questions, including a variety of motivations related to basic needs; c) demographic questions, including age, gender, education background, etc.

This study contained a final sample of 30 first-time travellers for the interview on SA when no new themes emerge and a saturation result is obtained (Adams et al., 2014). The participants were recruited when they had booked SA before participating in the interview and 100 RMB was paid as a reward for two interviews per person (25RMB after the first interview and 75RMB after the second interview). The selection of respondents is in line with previous studies. The respondents are composed of younger travellers (Lau & McKercher, 2004), whose average age is 21.5, ranges from 18 to 30; they prefer to travel with friends (Guttentag et al., 2018) and their main travel purpose is leisure (Kim et al., 2012).

Data Analysis

The qualitative software NVivo.11 was adopted as a tool to link, seek and explore pattern of ideas and data (Richards, 1999). To ensure the validity of the findings, the researcher and two other investigators first identified the themes separately and then jointly re-read the transcripts to refine and verify the overall themes.

The directed content analysis (DCA), proposed by Hsieh & Shannon (2006), usually begins with a theory or previous findings, followed by coding and data analysis. This qualitative analysis approach validates and extends the theoretical foundation, which contributes to the determination of the initial codes and the way in which a number of codes related with each other (Mayring, 2019). This study employed DCA to extract a number of main codes that were classified into five predetermined motivation types of SDT.

Interview data was recorded and transcribed initially by six research assistants, followed by a manually review of the interview transcripts by the main researcher to avoid understanding bias and ensure the reliability of the primary data (Mayring, 2019). The subsequent step was to generate the main category with the open coding system. Firstly, the initial content was transformed into a number of semantic units. Secondly, these semantic units were summarized and converted into different codes that would be compared and categorised according to the similarities or differences. Thirdly, the motivations at different stages were coded according to the predefined codes based on SDT. Finally, researchers have been allocated sufficient time to collect data and cope with the interview transcripts for a long time, in order to ensure the acceptability and reliability of the data analysis (Mayring, 2019).

Findings

Coding Process

This study follows the basic steps of "Opening coding→Axial coding→Selective encoding" for pre-trip and post-trip respectively (See Table 1 and 2). "Opening coding" is the basis of the entire coding process and this study adopts the following methods to ensure its scientificity: a) applying the widely-used qualitative research software Nvivo 11 to the coding analysis; b) using the original sentences of respondents to generalize and refine efficient concepts to avoid generating misunderstanding sentences; c) adopting a reasonable data unit to conduct the coding process. The reason for this is that a sentence is likely to comprise more than one concept and several sentences are likely to illustrate similar contents.

The coding result includes coding of travellers' motivations and basic needs. The pre-trip opening coding result (See Table 1) includes 24 codes, 11 sub-categories and three main categories. Concepts that appeared less than three times have been eliminated. One concept

corresponds to one original sentence due to the space limit. Similarly, the post-trip coding result comprises 22 codes, 11 sub-categories and three main categories (See Table 2).

Table 1: Opening Coding and Axial Coding Results (Pre-trip)

Main Category	Sub-category	Code (Frequency)	Semantic units
Controlled Motivations	External factors (14)	Cheaper Price and Discount (14)	"The hotels in Beijing are more expensive than SA. The rooms look small and there are few choices. The one that meets my expectations is very expensive." #13
	Introjected factors (21)	Relative Advantages (15)	"I feel that hotels are unsanitary since I saw the process of changing sheets by the staff in a hotel...So I'd like to try SA this time." #11
		Requirement of Facilities (3)	"My friend is a Muslim, and it's a hassle to find a Muslim restaurant, while in SA, we can cook by ourselves." #2
		Objective factors (3)	"There is seldom a hotel in Nanan Island and its accommodation selections are farmhouse and SA." #8
Autonomous Motivations	Identified factors (16)	Prior booking and service (6)	"It will be better to confirm in advance to decide how to hand over and make sure to obtain the information you want to know from the host." #14
		Atmosphere (6)	"My friends always recommend it, so I think it would give us the sense of being young and a relaxing atmosphere." #25
		Usability (4)	"I think this house is relatively new, and the location is OK. It's clean and the comments on the host are good." #5
	Integrated factors (14)	Home-feeling (11)	"I feel that the shared accommodation is a little bit similar to the atmosphere at home." #3
		Local experience (3)	"We finally decided to live in the shared accommodation to experience the life of local people." #17
	Internal factors (8)	Novelty (5)	"I usually live in a hotel without any freshness. So I want to have

			a sense of freshness and a different feeling." #29
		Interest (3)	"I find that the Airbnb is quite interesting because you can stay in a house and live with the locals. In the house you may also come across people from different places." #6
Basic Needs	Satisfaction of Autonomy needs	Interest-based free choice (8)	"I want to try something new." #19
		Humanized and non-standard accommodation choice (5)	"I think shared accommodation is more humanized and different from hotels." #3
	Frustration of Autonomy needs	Non-free choice for seeking lower price (14)	"I choose SA because I could not afford the high hotel price in European countries." #4
		Booking accommodation after soliciting advices from travel companions (3)	"I decided to book shared properties as one of my friend wanted to book it." #16
	Satisfaction of Relatedness needs	Making contacts prior to booking (9)	"It is better to contact the host in advance. I asked him if there were rooms available and whether I could add his WeChat account." #3
		Mutual respect (5)	"The host was very polite and provided the route map prior to our trip." #8
	Frustration of Relatedness needs	Less communication with hosts (10)	"I almost did not talk with the host and just followed my friend's recommendation for shared property." #16
		No need to contact (3)	"I feel it is not necessary to contact the host if there is sufficient information online." #21
		Slow or no reply from hosts (3)	"I want to communicate with the host from Airbnb online but got no reply." #23
	Satisfaction of Competence needs	Obtaining knowledge of shared properties online (7)	"I learned about Airbnb during the period of promotion and got coupons from the link provided." #15
		Simple booking process (3)	"I can pay via Alipay, which is similar to the online shopping. In

| | Frustration of Competence needs | Unfamiliar with booking process (13) | "I am not familiar with the booking process online, so I need to ask my friends for help." #7 |
| | | Identification of information and photos online (7) | "I want to take beautiful photos in the shared properties, but I am not sure if the decoration style is the same as what is shown online." #22 |

(Top row partially visible): "...my opinion, it is quite simple to book SA online." #3

First-time travellers' motivations for shared properties after trip mainly comprise two groups (shown in Table 2, the numbers in brackets stand for the frequency of effective concepts). The first group, Controlled Motivations, includes the Pros and cons (12) and Cheaper price (6). The second group, Autonomous Motivations, highlights the important roles of the Prior booking experience (15), Home-feeling (10), Decoration and Facilities (7), Good feeling (interesting, novel, relaxing, etc.) (6), Participation (6), Happiness (5), Atmosphere (4) and Local experience (3).

Moreover, travellers' basic needs after trip include three groups (shown in Table 2, the numbers in brackets stand for the frequency of effective concepts). The first group, autonomy needs, includes the Free choice based on interest, novelty and enjoyment (11), Relaxing atmosphere (6), Worries about facilities (7) and Non-free choice by seeking lower price (6). The second group, relatedness needs, comprises Effective or warm communicating with hosts (12), Mutual respect (6), Less communication with hosts (8) and Language barrier/ less enthusiastic attitude (4). The last group, competence needs, includes Having an in-depth understanding of SA (10), Matching travel party size, travel composition, travel purpose and the duration of journey with shared accommodation types (9), Identification of information and photos online (8) and Relying on others' recommendation (3).

Table 2: Opening Coding and Axial Coding Results (Post-trip)

Main Category	Sub-category	Code (Frequency)	Semantic units
Controlled Motivations	Introjected Factors (12)	Pros and cons (12)	"If I have money, I will live in the hotel. If I don't have much money I prefer to live in SA because they may be more convenient for us to play." #15
	External factors (6)	Cheaper price (6)	"I will reuse it because it is relatively cheaper." #13
Autonomous Motivations	Identified factors (26)	Prior booking experience (15)	"I think I need to pay special attention on booking a place that is closer to the attraction I am going to." #22
		Decoration and Facilities (7)	"It is more comfortable because the decoration style and facilities are much better." #12

		Atmosphere (4)	"Staying in SA is just like being at home and you will have more space." #17
	Integrated factors (19)	Home-feeling (10)	"It gave me a feeling of being at home." #8
		Participation (6)	"There was a lot of fun to play with friends. We played card games in the living room." #7
		Local experience (3)	"The host's attitude was good. He recommended some chain hotpot restaurants and told me what the locals would eat." #6
	Internal factors (11)	Good feeling (interesting, novel, relaxing, etc.) (6)	"After returning, I felt pretty good about this trip and accommodations!" #19
		Happiness (5)	"...we could watch movies by its projector, it was so cool and I was very pleased about it!" #25
Basic Needs	Satisfaction of Autonomy needs	Free choice based on interest, novelty and enjoyment (11)	"I am satisfied with the room and servies. When I opened the window, a most beautiful view unfolded before our eyes! I can see Daming Lake! Next time I will still choose shared properties as it is a really amazing experience for me." #11
		Relaxing atmosphere (6)	"There are great differences between SA and hotels. I felt more relaxed while staying in shared accommodation." #16
	Frustration of Autonomy needs	Worries about facilities (7)	"I am worried about the safety issue because of the dilapidated elevator in shared accommodation." #19
		Non-free choice by seeking lower price (6)	"I chose shared accommodation because its price is lower than hotels." #4
	Satisfaction of Relatedness needs	Effective or warm Communicating with hosts (12)	"The host is very nice. He gave us a warm welcome and shared tips for travelling there." #6
		Mutual respect (6)	"The host is very kind and polite. He showed us how to use household facilities." #11
	Frustration of Relatedness needs	Less communication with hosts (8)	"The host just handed over the key to us without introducing facilities and good restaurants nearby." #3

		Language barrier/ less enthusiastic attitude (4)	"The host only spoke Cantonese, so there was not effective communication between us." #9
	Satisfaction of Competence needs	Having an in-depth understanding of SA (10)	"I learn about the entire business process of SA, so I know what needs to consider next time." #7
		Matching travel party size, travel composition, travel purpose and the duration of journey with shared accommodation types (9)	"I prefer to book SA if the travelling lasts over two days." #1
	Frustration of Competence needs	Identification of information and photos online (8)	"I will be more careful, communicate with hosts prior to booking SA, and pay more attention to descriptions online, such as bedsheet quality, room cleanness and shower facilities, as such information could not be obtained from photos online." #2
		Relying on others' recommendation (3)	"I am actually more willing to follow recommendations from my friends, as they had experiences about shared properties." #16

Shift from Controlled (Extrinsic) Motivations to Autonomous (Intrinsic) Motivations
Travellers' basic needs for shared properties are likely to change more or less with the intensive understanding of shared accommodation market. Their impressions and attitudes on SA are more probable to transform by experiencing satisfied or dissatisfied services and facilities. The more satisfaction of basic needs tends to influence travellers' motivations for a repeat participation, while the more frustration of basic needs is likely to draw travellers back to use traditional hotels that they are more familiar with.

First-time travellers usually have worries about safety and psychological uncertainty in a brand-new tourism accommodation mode before the trip. The limited information they can obtain is the room pictures and comments from prior travellers via online shared accommodation platforms. Moreover, the first experience plays a key role in determining their future tourism accommodation options. The more the satisfied basic needs are, the more likely travellers would use shared properties continuously in the future trips. Among the 30 respondents, 17 (Respondent #4, #5, #7, #8, #11, #13, #15, #16, #18, #20, #21, #22, #25, #26, #27, #28, #30) reported a shift from controlled motivations to autonomous motivations.

The majority of these respondents visited domestic cities, except for #4, #18 and #27 who visited European countries, HK and TW respectively, which are in line with the tourism flow distribution trend in Chinese domestic and outbound market (Zhao & Liu, 2020). The initial

reasons for the three-abovementioned respondents' decisions to use shared properties in outbound destinations were similar to those for visiting domestic cities. However, all the three respondents have mentioned "cheaper price" as a crucial factor for them to use outbound shared properties compared with the relative higher prices for other tourism accommodation options. As Respondent #18 noted, "booking a hotel room in HK is super expensive, I can only afford shared properties if I want to stay in a better location". Similarly, Respondent #4 mentioned the importance of lower price that "the hotels usually have a higher price in European countries that I cannot afford because this time our trip lasts a long time, around 12 days". Respondent #27 pointed out that the decoration of SA with local characteristics is an important factor along with the price factor, for the reason that she had visited a seaside town in TW this time.

The initial reasons of those 17 first-time travellers were to some extent similar to the desire for practical benefits (e.g. lower price, better facilities, better location, etc.). Respondent #21 described these motivations as follows: "I cannot book hotels (because of room distribution problems), as we have two women and one man, and it is a bit expensive to stay in relatively large hotel rooms in Central Business District in Beijing". Similarity, Respondent #8 also stressed her initial motivation to choose SA in Nan'ao Island: "the number of hotels in Nan'ao Island is very limited and the hotels are also expensive, so I moved to book SA for lower price and better decoration style".

Interestingly, the desire to obtain non-standard services including a warm welcome (Respondent #4, #22, #28), the local tourism tips (Respondent #5, #27, #30), home-feeling along with household facilities (e.g. balcony, kitchen and living room; Respondent #7, #8, #13, #15, #26, #20, #21), as well as convenience and relaxation (Respondent #11, #16, #18) is a key factor that attract them to repeatedly participate after the first-time usage. For instance, Respondent #27, who had previously heard about shared property experiences from a number of friends, still felt surprised of the hand-made map provided by the warm-hearted host. Respondent #20, who was very satisfied with the projectors provided in the living room, was able to watch a film with her five friends together and experienced a further relaxing and enjoyable travel atmosphere. These findings echo to findings of Guttentag et al., (2018) with a high demand of both practical and experiential benefits for SA users.

These respondents also agreed that their motivations toward repeat participations had changed after using shared properties for the first time. Their motivations tend to be more autonomous because they believe that they can use SA freely with better booking skills in selecting ideal properties. Respondent #15 identified that "I have a strong intention to use SA next time, for I believe I can book a house with good location and nice decoration with this successful experience. Actually, I am free to book SA without external pressure like worries of price, location and safety issues through this travel experience".

In addition, Respondent #5 and #25 both expressed that they would book SA conditionally with a better perception of shared accommodation philosophy. Travel party size and travel purpose are two major considerations for their future tourism accommodation choices (Poon & Huang, 2017). For example, Respondent #5 reported that she would rebook shared properties when she travelled with friends instead of parents because she believed that parents would prefer traditional hotels for the standard services. Respondent #25 reported that he would reuse shared properties if his travel purpose was relaxation instead of business.

Along with the satisfactions of travellers' needs, their motivations have been internalized continuously. For example, Respondent #16 expressed a strong repeat motivation in using shared properties, which is attributed to the higher satisfaction level and lower frustration level of basic needs. Their motivations after using SA tend to be more autonomous because travellers integrate themselves into the tourism experience. Respondent #16 revealed this internalized motivation as follows by describing the changes of her basic needs from pre-trip to post-trip phase, although not all of the three basic needs were satisfied, the broader trend of satisfaction of basic needs can be a positive signal to promote repeat participations (Deci & Ryan, 2000):

"I discussed a lot with my boyfriend and finally we decided to book the shared properties recommended by my friend who had stayed here previously....thus I don't need to have some booking skills [frustration of competence needs] and I almost had no conversation with the host [frustration of relatedness needs] ...Frankly speaking, it is very convenient but I didn't have the chance to select my ideal room decoration or styles [frustration of autonomy needs]. I just followed her recommendation, haha." (Respondent #16, pre-trip)

"I'd like to play with children so I chatted a lot with the host's children [satisfaction of relatedness needs] ... There are big differences between SA and hotels, that is, the former one makes me feel more relaxed [satisfaction of autonomy needs] ... I guess I will use shared properties as the accommodation for my next trip and I am actually more willing to accept recommendations from my experienced friends' evaluation in a particular property [frustration of competence needs]." (Respondent #16, post-trip)

Shift from Autonomous (Intrinsic) Motivations to Controlled (Extrinsic) Motivations

Conversely, the autonomous travellers tend to use SA with an expectant attitude. Higher expectations are not easily satisfied by practical benefits, e.g. appropriate household facilities, convenient locations, lower price, etc. The experiential benefits including deeper relatedness with hosts, home-feeling atmosphere and experiencing the locals' lives, etc. become increasingly important (Guttentag et al., 2018). Among the 30 respondents, 13 (Respondent #1, #2, #3, #6, #9, #10, #12, #14, #17, #19, #23, #24, #29) described a shift in motivations from autonomous experience-oriented motivations to more controlled motivations.

Of these respondents, seven travellers (Respondent #1, #2, #3, #10, #17, #19, #24) mentioned the function of their travel companions who promote them to book SA. For example, Respondent #1 revealed that she was strongly attracted to use shared properties to experience the previous senior high school life with her old friends again. Respondent #24 pointed out that the most attractive factor of SA is that she could enjoy the relaxation time with her five friends. In addition, seven respondents (Respondent #3, #6, #9, #12, #14, #23, #29) reported novelty as the main motivation for them to use shared properties. The novel experiences can be obtained primarily from communication with hosts, unique decoration style, entertainment facilities and the feeling of being like the locals. Respondent #10, for example, pointed out that the hospitality of hosts was attractive to her because she was incredibly curious about this new experience of being welcoming by a stranger.

Travellers' initial desire for more autonomous factors has been later replaced by more controlled factors. Four respondents (Respondent #1, #2, #3, #14) identified that they tended to book SA conditionally. Respondent #1 reported: "I will only book shared properties when I have the long-haul trip that spends over two days because it is not efficient to book a room for

only 1 night". Respondent #2, #3, #14 revealed that they would not book SA if they travel alone the next time, as they have no difference from hotel rooms without other companions. Moreover, six respondents (Respondent #6, #9, #12, #17, #23, #29) complained about the differences between the real properties and their online room photos as well as descriptions on the distance to some main traffic stations (Respondent #6, #12), worse sanitary conditions (Respondent #9, #29), and insufficient household facilities (Respondent #17, #23). Additionally, three respondents (Respondent #10, #19, #24) mentioned that there were few services provided by hosts and even no communication during their entire travel process.

These abovementioned externalization in motivations tends to yield fewer repeat participations or conditional participations of these first-time travellers who initially have more autonomous and higher expectations on this new tourism accommodation mode. Respondent #3 tended to book shared properties conditionally or use it alternatively with hotels. The discontinuous participation is mainly due to the transformation from the pre-trip autonomous motivations to the post-trip controlled motivations, which is caused by the greater frustration of basic needs. Respondent #3 reported this externalized motivation as follows by describing the changes of her basic needs from pre-trip to post-trip:

"An important factor for me to book SA is that I think SA may be more humanize and different from hotels [satisfaction of autonomy needs]. It is possible to contact the host in advance. I asked him if the room is still available and added his WeChat. Then he confirmed the number of beds we need and the time we arrive in Nanjing [satisfaction of relatedness needs]… I can pay via Alipay, which is similar to the online shopping process. In general, the steps of booking SA are quite simple [satisfaction of competence needs]." (Respondent #3, pre-trip)

"Generally speaking, the host is polite. Maybe I am a bit sensitive cause I think the attitude of the host seems to be a bit different after we lived in, which is not the same as I imaged [frustration of autonomy needs] ... There is still a big gap from staying at my own room because I didn't feel too much warmth. The host just simply handed over the key to us without an introduction of the surrounding facilities and good places to eat [frustration of relatedness needs]. Nevertheless, I learned a lesson because there were so many factors that I haven't considered carefully this time [frustration of competence needs]." (Respondent #3, post- trip)

Therefore, the more the satisfied basic needs (autonomy, relatedness & competence needs) are, the stronger autonomous motivations travellers are found to have, which tend to attract repeat participations. On the contrary, the more dissatisfied basic needs are, the more controlled motivations travellers could have. Travellers are still likely to use shared properties only when the price is low or they do not have other tourism accommodation options.

Discussion and Implication
The current research emphasizes first-time travellers' motivations from a dynamic perspective by using SDT, and the results of this study provide a comprehensive understanding of first-time travellers' motivations for SA. Satisfaction or frustration of these basic needs play a crucial role in internalizing or externalizing travellers' motivations, which tends to influence travellers' repeat participations.

Firstly, travellers' autonomous needs tend to be satisfied when they are able to select travel accommodations freely according to their own preferences (Deci & Ryan, 2000). The current

study emphasizes on the "front-stage" feeling of hospitality, status and normativity in the "back-stage" activities including sleeping, eating, bathing and other non-standard services provided by hosts (Daniels, 2015). Ample attention has been paid to the "interest" and "atmosphere". "Interest" refers to travellers' preferences in selecting SA, which is related to the novelty-seeking purpose from a number of non-standard services and facilities provided by hosts, including a warm welcome, tourism tips, entertainment facilities which enable travellers to feel being like the locals. "Atmosphere" compromises a range of factors including home-feeling, relaxing atmosphere, humanize atmosphere, etc.

Secondly, perception of competence focuses on three aspects: a) competence in searching ideal shared properties, e.g. travellers' ability in filtering room information among the large number of rooms with diverse qualities according to their own experience and comments from other users; b) competence in self-cognition, e.g. planning the tourism accommodations effectively by using their knowledge and experiences (e.g. determining proper tourism accommodations according to their travel purpose, travel party size, types of companions and staying nights); c) competence in error correction, e.g. travellers' ability of correcting and supplementing the problematical information provided by other travellers.

Thirdly, travellers are found to obtain a sense of belonging from experiences by building relatedness with travel companions, hosts and the locals, including a) relatedness during the trip, which means that travellers tend to build the network with hosts who provided service and facilities, other travellers who are able to share experiences and the locals who can integrate them into the local life; b) relatedness after the trip, which means that communication based on mutual benefits is an important factor in influencing travellers' repeat participations (Guan et al., 2018). When first-time travellers obtain information resources and emotional supports during the trip, they are more likely to share their travel experiences with other travellers.

From a theoretical perspective, the present study contributes to the existing tourism literature by investigating how first-time travellers' motivations change over time. The current study aims to validate and extend a theoretical framework by applying the theory-based directed content analysis approach. The theory employed in the present research contributes to the research question by developing interview questions and extracting main codes that were classified in five motivation categories of SDT, consisting of external, introjected, identified, integral and internal motivations; as well as three types of basic needs, including autonomy, relatedness and competence needs. Moreover, a dynamic motivation framework by using SDT is a new addition to the tourism and hospitality research, which provides a theoretical framework of how motivations change. Last, the present research contributes to the understanding of the link between the growth in need satisfaction (frustration) and motivation internalization (externalization) to explore how motivations change over time and lead to some thought-provoking findings for further research on SDT in tourism context.

From a practical perspective, this study explores changes of motivations in first-time travellers for SA in order to promote repeat participations. Due to the dramatic economic shock to the tourism accommodation industry resulted from the COVID-19 epidemic (Dolnicar & Zare, 2020), this study can provide a reference for the shared accommodation hosts and online platforms in the following two aspects:

The first is to enhance travellers' satisfaction of basic needs. It tends to be easier and more successful for the travellers to select ideal properties by enhancing the information symmetry and transaction safety with hosts, thus online platforms play a crucial role to implement effective measures accordingly. Moreover, the non-standard characteristics and uniqueness of shared properties are used to distinguish them from traditional hotels. Embedding the host-traveller interactions tend to affect travellers' satisfactions and perceptions of shared properties. Finally, hosts need to provide a more relaxing and comfortable atmosphere that allows travellers to communicate with each other and conduct group activities.

The second is to reduce travellers' dissatisfaction of basic needs. A majority of travellers regard hotels as their first and main tourism accommodation choices because of their limit knowledge and experiences of sharing properties (Guttentag et al., 2018). The findings suggest that shared accommodation providers can consider to eliminate the strangeness of first-time travellers by conducting more publicity (e.g. online and offline ads on experiences and stories of repeat travellers), the reason for which is that travellers usually take the issues of service quality, health and safety into consideration, and recommendations from other experienced travellers are more convincible than commercial promotions. Except for the consumption habits, the traditional Chinese society of acquaintances leads to the trust issues among strangers (Chen et al., 2017). Therefore, hosts need to provide more humanized service by chatting with travellers freely and introducing them to the locals. In addition, shared accommodation platforms also need to simplify the booking process, make clear instructions and refine a number of preventive measures against epidemics in a remarkable position on the websites.

Limitations and Future Research

First, as the project was time-and-labour-intensive and only those who had used SA for the first time were able to fully participate, future studies should involve those who used shared properties for the second, third time and so forth, and compare their dynamic motivations with first-time travellers.

In addition, this study focuses on the changes of first-time travellers' motivations for SA and adopts a public recruitment of respondents with purposive sampling. However, given the complexity of the research question and difficulties in recruiting and tracking first-time travellers' motivations, three males and twenty-seven females participated in this study, thereby resulting in an issue of "gender imbalance". A possible explanation of is that females are more willing to participate in this research, responding to the public recruitment of respondents via social media (China Internet Network Information Centre, 2021).

Finally, the project was conducted two years before the COVID-19 epidemic, thus within the timeframe this study has provided valuable primary data and ideas for the shared accommodation industry at pre-COVID-19 stage. A longitudinal study that employs additional participant interviews at post-COVID-19 stage would help understand and compare the dynamic motivation process for Chinese first-time travellers in SA after the epidemic.

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