

UNDERSTANDING VALUE CO-DESTRUCTION IN TOURISM SERVICE ECOSYSTEM

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Abstract: *S-D logic is a mindset which is captured in eleven foundational premises (FPs) and five axioms, and implies the need for a revised, service-driven framework for all of marketing activities. Central in the S-D logic framework are the concepts of value co-creation and value co-destruction. Recently, the concept of value co-destruction which refers to the dark side of co-creation gains ground in the academic literature. Although in the tourism industry the concept of co-destruction is somehow examined in a micro-level (e.g. dyad interactions, zooming in), the macro-level (zooming out) remains unexplored. Therefore, drawing on a service ecosystem perspective and institutional theory the purpose of this paper is to examine a tourism environment in order to derive a deeper understanding on the underlying mechanisms which contribute to value co-destruction by also considering specific institutions.*

Keywords: *Service Dominant logic, Service Ecosystems, Value Co-Destruction, Institutional Theory.*