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**Value co-destruction in the peer-to-peer accommodation: A dyadic analysis among guests
and hosts of Airbnb**

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Abstract

While customer-perceived value and value co-creation have received considerable attention in the hospitality management and marketing literature, emerging research demonstrates that the opposite can happen, that is, one or more actors in a service system experience value co-destruction (VCD). Yet, few studies have adopted a dyadic and service eco system perspective. The purpose of this study is to explore drivers of VCD resulting from dyadic interactions in the sharing economy, specifically in peer-to-peer (P2P) accommodation from the service ecosystem perspective. Data were collected from Airbnb guests, hosts and online reviews within the context of Australia. The result reveals that six types of guest-host VCD activities that occur on micro, meso, and macro levels to understand the dynamics of dyadic actor interactions across multiple