

**Influence of value co-destruction on actor wellbeing in Airbnb: the service ecosystem
perspective**

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Abstract

Purpose: Tourism and hospitality activities are meant to enhance individual and collective wellbeing. Recent research has shown that interactions between actors can sometimes lead to negative experiences for at least one party (i.e., guest, host, or any other involved actor), which is commonly termed value co-destruction (VCD). This paper explores how VCD drivers emerge within Airbnb and how they influence wellbeing from a service ecosystem perspective.

Design/methodology/approach: This study employed an interpretive exploratory research approach to examine the influence of VCD on wellbeing. Data were collected via personal in-depth semi-structured interviews and online reviews posted on public websites. The sample