

DARK SIDE CO-CREATIVE TOURISM EXPERIENCE

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There has been an exponential growth in literature on co-creation in tourism over the past decade. Grounded in marketing psychology, the concept of value is central to co-creative tourism, acquired through mutually beneficial interactions between actors. Empirical studies have focused on the positive outcomes of the co-creative tourism process for tourists, tourism businesses and destination communities. Limited empirical work has considered the potential negative implications of co-creative tourism, with an explicit emphasis on how value is co-destructed and the potential negative implications for wellbeing. Subsequently, this research will explore the dark side of co-creative tourism experiences, with an emphasis on negative impacts for tourists, tourism business and destination communities, unearthing how value is co-destructed and the potential for interactions to lead to illbeing. A sequential mixed methods design, consisting of three phases, will be used to achieve the aims and objectives of the research. Expected contributions include a descriptive conceptual model articulating the dark side of the co-creative tourism process.

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