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Item Type	event;event
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Download date	2026-03-16 08:10:45
Link to Item	https://hdl.handle.net/20.500.14394/49540

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Introduction

Nature tourism destinations, such as national parks, have received much attention since the start of the COVID-19 pandemic. Growing concerns about the declining health of national park destinations have risen. Contributing to these problems are destructive human behaviors that violate National Park Service protocols. Residents of communities near these National Parks have shown their concerns on social networking sites such as Twitter and Facebook, using imagery to visualize their concerns. The limited literature on residents' perception of these destructive human behaviors shows that despite such access to information, tourism scholars have paid little attention to the issue or relevant concepts such as Value Co-destruction.

Value Co-destruction is a growing concept in hospitality and tourism literature that observes interferences toward a service exchange. The term is derived from Value Co-creation, which theorizes that value is created through a dyadic exchange between more than one type of actors in a service exchange. There is limited work exploring VCD in tourism, and only some have explored the antecedents to VCD that is contextually specific. Thus, this study will explore evidence of VCD by observing destructive human behaviors in Yellowstone National Park.

Literature Review

Value Co-destruction

VCD is a concept that is widely used in management research, a concept that concerns the loss of resources. Plé and Chumpitaz Cáceres (2010) conceptualize VCD as "...an interactional process between service systems that result in a decline in the well-being of at least one of the systems." M. Smith (2013) believe that VCD is a "resource loss during interaction between service systems that result in a decline in the well-being of at least one of the systems." Others believe that it is the misuse of resources in resource integration, especially regarding service systems (Robertson, Polonsky, & McQuilken, 2014; Stieler, Weismann, & Germelmann, 2014). From these definitions, it can be inferred that value co-destruction is simply the loss of resources that takes place in one system during an exchange with other actors or systems.

As VCD becomes more developed, constructs of VCD emerge. Value Co-creation, the concept that inspired value co-destruction, believes that there are more than one actor that contributes to the entire experience within a service exchange. The continuous interaction initiates a dyadic exchange which heightens the value of the service. The opposite happens in VCD where the interaction between multiple actors diminishes resources and therefore impedes the system and the value it creates. Becker, Aromaa, and Eriksson (2015) believe that lack of motivation, the energization of behaviour and power balance are antecedents leading to VCD, while Vafeas, Hughes, and Hilton (2016) - who is more comfortable calling the concept value diminution – believe that examples of antecedents include conflicts, goal incongruence, misdirected

groupthink, the absence of trust and inadequate coordination. As VCD is explored in more disciplines, the antecedents grow and evolve and become observable in-service exchanges such as those in tourism.

Value Co-Destruction in Tourism

Tourism, being a service-centered industry, is a constant subject of discussion in VCD literature. Limited works in the literature discuss various aspects of the industry that has presented a value co-destruction to the system. For example, Dolan, Seo, and Kemper (2019) look into *complaining* or negative feedback through social media posts where the follow-up to the post could either create a VCC or VCD. In showing VCD, the authors showed a dyadic exchange of bad customer service alongside the negative experience. While VCD applies here, further destruction to the larger system through this exchange was not explained. In Arica et al. (2022)'s work on eWOM (electronic word of mouth), a more thorough empirical examination on VCD and the weight it possesses toward a customer's perceived value is explored. In Kirova (2021)'s paper, a more exploratory VCD discussion emerge as the study observes the themes and subthemes of the role of technology in the service exchange through online reviews. This allows an understanding of VCD antecedents in this context using the components of Artefacts, People and Process. Kirova (2021)'s work allows an understanding of different aspects of the system that would contribute to the larger system through for a fairly new process in the literature. There is a limited amount of exploration of VCD in tourism even though it has been researched in the hospitality literature much more widely. The observation of VCD research in a service exchange that is much more specific is also limited, as little qualitative research has been done in creating new themes and antecedents for more unique systems.

A rise in Nature Tourism since the COVID-19 pandemic has brought value to the tourism industry, which was experiencing a huge loss in different parts of its service offerings. One of these growing areas is the popularity of National Parks (NP). For example, one of the more popular destinations within the National Park Service (NPS) portfolio, Yellowstone NP, experienced a remarkable 4,8 million visitors in 2021, an all-time high in the history of NPS. Indeed, the NPS as a whole receives a 25% increase in visitation between 2020 and 2021 (NPS, 2021). In addition, the challenge of natural heritage site preservation increases as national parks are faced with issues such as climate change, and in national parks outside of the US, appropriate uses of the national parks (Ghazvini, Timothy, & Sarmiento, 2020). In addition, over-visitation and congestion within the National Parks also develop its own set of environmental impacts, such as changed behavior in wildlife as well as disruption to ecologically sensitive areas (Drugova, Kim, & Jakus, 2021; Muler Gonzalez, Coromina, & Gali, 2018). The variety of issues that are represented in the literature regarding national parks visit exhibit potential issues that would deteriorate the well-being of the national parks and other natural heritage sites.

Resident Opinions

The well being of a destination have been explored through residents' perception, with some addressing VCC, though the discussions have yet to regard VCD (Lin, Chen, & Filieri, 2017). Many works in tourism use resident perception to explore the respective constructs, although some have studied perceptions on the natural heritage site (Liu, Sheldon, & Var, 1987; Nicholas,

Thapa, & Ko, 2009). Others explore the perception on the holistic impact tourism has on the destination. Shijin (2021) 's work on Everest Mountain reserve highlighted the obvious impact from climate change and pollution overtime might destruct the nature area while Andereck and Nyaupane (2011) found that tourism led to the facilitation of site preservation. Jeonglyeol Lee, Li, and Kim (2007) also addressed the social and environmental costs based on resident perception, though some believed that tourism brought heightened concerns and its impact has led to more careful decision-making among residents and practitioners, which might also lead to a more positive outcome.

Some of these concerns over preservation, alongside climate change, have been expressed by residents around the U.S. National Parks. One of the more popular national parks destination, Yellowstone N.P. have shown destructions of natural heritage sites both by climate change and human behaviors. Most behaviors started with trespassing, to then lead to more serious violations and unsafe incidents. This phenomenon created a new discussion among destination residents that mean to protect their surroundings through a discussion of "Tourons" or "tourist morons," a colloquial term used to describe visitors engaging in a destructive behavior around the national parks, such as trespassing and stomping on protected sites (Vice News, 2022). Through social media mechanisms, namely hashtags on twitter #Tourons as well as a facebook page called "Tourons of Yellowstone" among many, residents have voiced concerns regarding human behaviors that are destructive to the sites. This adds another actor to the usual service exchange in value co-creation, which are residents. As residents are more aware of the quality of the land, they live by with access to information channels such as social network sites, this unpacks a perspective that visualizes concerns that contribute to value co-destruction.

In Kirova (2021) 's previous work on VCD, it is shown that the presence of online discussions can contribute to the discussion of VCD and its antecedents. Similar use of online discussions containing residents' opinions could uncover themes that would visualize the VCD phenomenon in specific contexts, though such works have yet to emerge in the literature. Thus, this study poses the following research questions:

1. Following the current definitions of VCD, does the visitor experience in Yellowstone National Park exhibits characters of Value co-destruction?
2. What are the antecedents of perceptions of VCD in the service exchange of Yellowstone National park?
 1. Based on the residents' perception, what are the destructive human behaviors that lead to resource loss that has occurred in Yellowstone National Park?
 2. What is the potential impact of VCD to the overall system?

In addressing these research questions, this study will employ thematic analysis using secondary twitter data that is gathered through information that is available on key information channels on social networking sites. "Tourons" is a colloquial term that is being used to show destructive behaviors around the national park. Through channels such as Twitter.com and Facebook.com, the researchers have access to tweets that has been posted under, but not limited to, #Tourons (specific to Yellowstone) and #TouronsofYellowstone as well as TouronsofYellowstone

Facebook group, which will contain the resident opinions toward destructive human behaviors in national parks. These entries will be obtained through the Web Scraping method.

Once obtained, the entries will be analyzed using open and axial coding in order to obtain categorization of actors and underlying issues that contribute to Value Co-Destruction. This will allow researchers to present categories and relationships if and when it exist.

Expected Results

Exact outcomes cannot be predicted, though a few expectations are in place. The study intends show evidence of destructive behaviors that interferes with the service exchange. By following the design of the study, the researchers shall acquire the behaviors that show evidence of VCD as well as how it affects the service system, as well as its potential impact. A discussion on how it parallels with seminal work on VCD is also expected.

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