

# Co-creating value net for shadow destinations in Sweden

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**Purpose:** The purpose of the paper is to discuss the new value creation logic of value nets in the context of tourism destinations. Previous research have addressed the issue of value creation on tourism destinations. This study is focused on a particular type of tourism destinations, namely shadow destinations. Shadow destinations are destinations that exist in the shadow of a well-established tourism destination and is a new concept in tourism research.

**Study design/methodology/approach:** The study was designed as a case study where five shadow destinations in Sweden was selected. Data was collected through interviews with tourism companies, destination management organizations (DMO) and public actors from municipality and county administrative board. Data was also collected from secondary sources like home pages, social media and written materials.

**Findings:** The study have shown that value nets are applicable to shadow destinations. A value net is the relationships between its actors (like for example customers, buyers and suppliers as well as the competitors). Tourism destination are special since they co-create the value. Also, in many cases the tourists see the “destination” or “place” as one unit. By creating value net between the well-established destination and the shadow destination, this could benefit them both.

**Originality/value:** Studies on value net have not been applied to shadow destinations so this study should be seen as first attempt to address these issues.

**Practical implications:** The study could be useful for shadow destinations that would like to create value net. Value is co-created by the net of actors at the shadow destination.

**Keywords:** value net, value creation, tourism destination, shadow destination, case study