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# DEVELOPING A WELL-BEING MODEL FOR GASTRONOMIC TOURISM ENTRE-PRENEURS USING A EUDAIMONIC DIMENSION APPROACH

By

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## ABSTRACT

*Gastronomic tourism has rapidly developed as a subsector of tourism that not only offers culinary experiences but also represents local cultural identity. However, gastronomic entrepreneurs face complex challenges ranging from intense competition to external pressures, which affect their well-being. This study aimed to develop a well-being model based on the eudaimonic dimension for gastronomic tourism entrepreneurs through a case study of Hardadi, the owner of Singkong Keju D-9 in Salatiga. The research employed a qualitative approach with phenomenological methods, using in-depth interviews, participatory observation, and documentation, analyzed through thematic analysis with the support of NVivo software. The findings revealed nine core components of eudaimonic well-being: generosity, sincerity, self-introspection, spirituality, inner peace, usefulness to others, gratitude, humility, and optimism. These components demonstrate that entrepreneurs' well-being is not solely determined by economic factors but also by life meaning, social relationships, and spiritual values. The conceptual model developed in this study shows that eudaimonic well-being functions in two ways: as an outcome of entrepreneurial activity and as psychological capital to face business challenges. The findings provide practical implications for entrepreneurs in integrating meaningful well-being into business practices, academics in enriching studies on the relationship between well-being and entrepreneurship, and policymakers in designing programs that support the sustainability of gastronomic tourism in Indonesia.*

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## 1. INTRODUCTION

Gastronomic tourism has become a fast-growing subsector of tourism in many countries, including Indonesia. Culinary tourism trends offer food consumption experiences and represent the cultural identity and local wisdom of a region [1]. In this context, the role of local entrepreneurs is crucial, as they not only contribute to regional economic growth but also maintain the sustainability of global culture through culinary innovation [2].

Despite their potential, gastronomic entrepreneurs still face complex challenges. Intense competition, continuous demands for creativity, and external risks such as economic crises and pandemics have posed serious pressure on business sustainability [3]. Thus far, studies on entrepreneurs' well-being have mainly focused on economic and material aspects [4], while psychological and emotional dimensions have

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received less attention. Yet, psychological well-being has been proven to influence entrepreneurs' quality of life and resilience in facing business dynamics [5]; [6]

In well-being studies, the eudaimonic approach offers a deeper perspective by emphasizing life meaning, self-actualization, and usefulness to others as key indicators of the quality of life [5]; [7]. For entrepreneurs, eudaimonic aspects are not only the result of business success, but also serve as the foundation that fosters intrinsic motivation, creativity, and resilience in facing risks and challenges [8]. Therefore, it is essential to develop a well-being model that specifies the eudaimonic dimension of gastronomic tourism entrepreneurship.

This study aimed to fill this gap by developing a well-being model for gastronomic tourism pre-neurs based on the eudaimonic dimension. The model is expected to enrich the academic literature on well-being and entrepreneurship and provide practical implications for entrepreneurs, academics, and policymakers in supporting the sustainability of gastronomic tourism in Indonesia.

## 2. LITERATUR REVIEW

### Concept of Well-being

Well-being is a multidimensional concept encompassing psychological, emotional, social, and physical aspects [6]. Two main approaches are commonly used: eudaimonic and hedonic approaches.

### Eudaimonic and Hedonic Approaches

The eudaimonic approach, as developed by Ryff (8), emphasizes life's meaning, self-actualization, personal growth, and usefulness to others. Conversely, the hedonic approach focuses on pleasure, happiness, and life satisfaction [7].

### Eudaimonic and Hedonic Approaches

Eudaimonic well-being plays a significant role in entrepreneurship. Entrepreneurs who can find meaning in their business activities, develop their potential, and contribute positively to society tend to be more resilient, innovative, and consistent when facing business challenges [8]. This aligns with broaden-and-build theory, which posits that positive emotions and meaningfulness expand cognitive capacity and build long-term psychological resources [9].

### Gastronomic Tourism and Entrepreneurial Well-being

Gastronomic tourism as an entrepreneurial arena has unique characteristics. Gastronomic entrepreneurs not only create culinary products but also construct authentic and meaningful cultural experiences for tourists [2]. Okumus et al. [1] highlight that gastronomic innovation goes beyond food products to include values, identity, and social experiences.

### Conceptual Framework: Eudaimonic Well-being in Gastronomic Entrepreneurship

The eudaimonic dimension of well-being is highly relevant, as it influences both the entrepreneur's quality of life and the quality of tourist experiences. Thus, eudaimonic well-being among gastronomic entrepreneurs can be understood through indicators such as life purpose, personal growth, positive relationships with others, self-acceptance, autonomy, and social contributions [5]; [10]; [7]). These elements formed the conceptual framework underlying the development of the well-being model proposed in this study.

## 3. MATERIAL AND METHODS

This study adopted a qualitative approach with a phenomenological method to understand the subjective meaning of eudaimonic well-being among gastronomic tourism entrepreneurs. Phenomenology was chosen because it allows an in-depth exploration of personal experiences and uncovers emotional and spiritual dimensions often overlooked in quantitative studies [11].

The research subject was Hardadi, the owner of Singkong Keju D-9 in Salatiga, a culinary entrepreneur who successfully expanded his small-scale business into a local gastronomic icon. Informant selection was conducted purposively, considering his extensive experience, contributions, and influence on the development of gastronomic tourism in Salatiga.



Data were collected through in-depth interviews with Hardadi, participatory observations of daily business activities at D-9, and documentation of archives and media publications related to his entrepreneurial journey. The interviews focused on personal experiences of well-being, life meaning, challenges, and strategies to cope with business pressures. Observations examined interactions between Hardadi, employees, customers, and the community, while documentation provided both historical and contextual information.

Data were analyzed using thematic analysis with NVivo software. The process included data transcription, open coding to identify initial themes, categorization based on eudaimonic well-being dimensions, and conceptual model development. Data validity was ensured through method triangulation, expert discussions, and member checking with Hardadi.

#### 4. RESULTS

Thematic analysis revealed nine interrelated components of eudaimonic well-being among gastronomic tourism entrepreneurs: generosity, sincerity, self-introspection, spirituality, inner peace, usefulness to others, gratitude, humility, and optimism. These dimensions emerged from the lived experiences and reflections of Hardadi, the owner of Singkong Keju D-9. Generosity and a sense of usefulness for others were at the heart of his entrepreneurial motivation. He shared, "If my business can help others earn a living, that's already a blessing for me." His business philosophy emphasizes social contributions rather than profit maximization. He continued, "Many of my employees started from zero. If they can now support their families, I feel my effort has meaning." Sincerity and spirituality were central to his approach to life and work. He reflected, "I always remind myself that this business is not only about money; it's part of my worship and responsibility before God." His religious faith provided a moral compass and emotional stability when facing uncertainty. Self-introspection and humility shape daily decision-making. When challenges arose, he said, "Whenever something goes wrong, I do not blame others right away. I think maybe there's something I need to improve in myself first." This reflective attitude helped him build trust and respect among the employees. Inner peace, gratitude, and optimism appeared as emotional anchors that sustained resilience during difficult periods. He recalled, "There were times when sales dropped, but I stayed calm. I believe that as long as we do things sincerely, results will follow in their own time."

This mindset reflects his ability to transform pressure into patience and faith. Overall, the narratives show that eudaimonic well-being among gastronomic entrepreneurs like Hardadi extends beyond material success. This arises from a deep sense of meaning, moral purpose, and connectedness to others, which together form the foundation of psychological and spiritual resilience in entrepreneurship.

#### 5. DISCUSSION

The findings show that the well-being of gastronomic tourism entrepreneurs is not only influenced by economic aspects, but also by psychological, social, and spiritual dimensions closely related to the eudaimonic approach.

For instance, generosity and sharing with others provide a deep sense of meaningfulness, which is consistent with Keyes' [10] findings on the importance of positive social relationships in well-being. Similarly, spirituality and sincerity highlight the role of transcendental values in subjective well-being, supporting Ryff and Singer's [2] notion that well-being integrates personal values, life meanings, and long-term goals.

Inner peace, gratitude, and optimism have emerged as crucial indicators of eudaimonic well-being, as they strengthen entrepreneurs' psychological resilience in facing business pressures. This aligns with Fredrickson's [9] broaden-and-build theory, in which positive emotions and life meaning expand cognitive capacity and build long-term psychological resources. Thus, eudaimonic well-being not only functions as an outcome of entrepreneurial activity but also as psychological capital sustaining business continuity.

When linked to flourishing theory [12]; [6], the findings align with elements such as engagement, life meaning, positive relationships, self-acceptance, and accomplishment, all of which are integrated within the

entrepreneurial experience. In practice, the identified eudaimonic dimensions can be mapped into the PERMA framework (positive emotions, engagement, relationships, meaning, and accomplishment), forming a contextual well-being model for gastronomic tourism entrepreneurs [13].

The resulting conceptual model positions eudaimonic dimensions at the core of entrepreneurial well-being. It highlights reciprocal relationships among psychological factors (optimism and self-introspection), social factors (generosity and usefulness to others), and spiritual factors (sincerity and gratitude). Collectively, these factors foster sustainable well-being, ultimately affecting the quality of the culinary products and services offered to tourists.

This study developed a well-being model for gastronomic tourism entrepreneurs using an eudaimonic approach. The findings affirm that entrepreneurial well-being is shaped not only by financial success, but also by meaningful psychological, social, and spiritual experiences. The nine identified components; generosity, sincerity, self-introspection, spirituality, inner peace, usefulness to others, gratitude, humility, and optimism—serve as the core pillars of eudaimonic well-being. The conceptual model proposed in this study demonstrates that eudaimonic well-being serves a dual role: as an outcome of entrepreneurial activity, and as psychological capital for sustaining business resilience. Therefore, eudaimonic well-being can be considered an essential element of the sustainability of gastronomic tourism.

## 6. CONCLUSION

This study developed a well-being model for gastronomic tourism entrepreneurs using a eudaimonic dimension approach through a phenomenological case study of Hardadi, the owner of Singkong Keju D-9 in Salatiga. The findings demonstrate that entrepreneurial well-being is not solely determined by financial achievement, but is deeply shaped by psychological, social, and spiritual dimensions that provide meaning and purpose to entrepreneurial life.

Nine interrelated components of eudaimonic well-being were identified; generosity, sincerity, self-introspection, spirituality, inner peace, usefulness to others, gratitude, humility, and optimism. These components form the core pillars of entrepreneurial well-being and function dually as both the outcome of meaningful entrepreneurial practices and as psychological capital that enhances resilience, emotional stability, and adaptability in facing business challenges. The conceptual model confirms that eudaimonic well-being is a crucial element in sustaining gastronomic tourism, as it influences not only entrepreneurs' quality of life but also the authenticity and sustainability of culinary products and experiences offered to tourists.

Based on these findings, this study suggests that gastronomic tourism entrepreneurs should consciously integrate meaningful values, social responsibility, and spiritual reflection into their business practices to foster long-term sustainability. Academically, future research is encouraged to expand this model through comparative, longitudinal, or mixed-method studies to strengthen its applicability across diverse gastronomic and cultural contexts. From a policy perspective, entrepreneurship and tourism development programs should move beyond economic indicators by incorporating psychological, social, and spiritual well-being dimensions to support holistic and sustainable gastronomic tourism ecosystems in Indonesia.

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