

Preserving Culinary Heritage Through Sustainable Gastronomy Event: A Lesson Learn From The 101 Fontana Seminyak

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ABSTRACT

Purpose: This study investigates the development of a sustainable business model tailored for the convention and event industry within a gastronomy tourism destination context. Focusing on the case study of Gastronomy Feast at The 101 Fontana Seminyak, the research aims to identify key factors contributing to sustainability and propose actionable strategies for enhancing the economic, social, and environmental aspects of the business model.

Research methods: A qualitative research approach was employed, utilizing semi-structured interviews, observations, document studies, and literature review. Interviews were conducted with stakeholders involved in organizing and managing Gastronomy Feast events, while observations provided firsthand insights into event operations. Document studies were conducted to supplement primary data, and a comprehensive literature review was undertaken to contextualize the findings within existing knowledge.

Results and discussion: The analysis revealed significant findings regarding the sustainable aspects of the business model for Gastronomy Feast at The 101 Fontana Seminyak. Economic sustainability is supported through partnerships with local businesses and revenue diversification. Social sustainability is emphasized through community engagement and cultural preservation. Environmental sustainability is promoted through waste reduction and eco-friendly practices. The discussion explores the interconnectedness of these dimensions and proposes integrated strategies for enhancing overall sustainability.

Implication: The findings provide practical insights for stakeholders in the convention and event industry, particularly within gastronomy tourism destinations. By understanding the key factors driving sustainability in the business model of Gastronomy Feast at The 101 Fontana Seminyak, practitioners can adapt similar strategies to promote sustainable development. Additionally, policymakers and destination managers can utilize these insights to formulate supportive policies that encourage the adoption of sustainable practices across the tourism and hospitality sectors. Overall, this study contributes to advancing knowledge and fostering sustainable development in the convention and event industry within gastronomy tourism destinations

Keywords: Sustainable Business Model, Convention, Event Industry, Gastronomy Tourism Destination.

INTRODUCTION

The convention and event industry, as a significant contributor to economic growth, cultural exchange, and sustainable development, is uniquely positioned to lead the way in fostering environmentally and socially responsible practices, particularly in the context of gastronomy tourism destinations. As the global demand for distinctive and immersive experiences continues to escalate, it becomes essential for businesses and stakeholders within this industry to prioritize sustainability, striking a balance between economic prosperity and environmental and social integrity (UNWTO, 2021).

In response to this pressing challenge, this study endeavors to develop a comprehensive sustainable business model explicitly designed for the convention and event industry, with a focus on the unique context of gastronomy tourism destinations. By exploring the case study of Gastronomy Feast at The 101 Fontana Seminyak, this research aspires to identify and examine the key factors that contribute to sustainability and propose actionable strategies for enhancing the economic, social, and environmental dimensions of the business model.

The selection of The 101 Fontana Seminyak Hotel as the research site is particularly significant due to its recent recognition as the winner of the ASEAN Green Hotel Standard 2025.



Figure 1. The Awarding Event of The 9th ASEAN Green Hotel Standard 2025 at Vietnam

[Source: The 101 Fontana Seminyak, (2025)]

This prestigious accolade underscores the hotel's unwavering commitment to sustainability and positions it as a frontrunner in environmentally responsible practices within the hospitality industry. By studying sustainability practices at The 101 Fontana Seminyak, the research aims to draw insights from a real-world example of exemplary sustainability initiatives, contributing valuable knowledge to the broader discourse on sustainable event management.

Delving into the experiences and practices of stakeholders involved in the organization and management of Gastronomy Feast events, this study aims to uncover invaluable insights applicable to similar contexts. In doing so, the

research seeks to elucidate the sustainable business practices that can effectively cater to the sophisticated needs and preferences of the modern-day consumers, who are increasingly seeking authentic and responsible travel and event experiences.

In pursuing this objective, the study adopts a qualitative research approach, incorporating a variety of data collection methods that include interviews, observation, and document studies. This approach allows for a rich and nuanced exploration of sustainable practices within the convention and event industry, while extensive literature review and robust data analysis lend a comprehensive understanding of sustainable business models in the tourism and hospitality sectors. The significance of this study lies in its potential to offer actionable, practice-oriented insights and solutions for stakeholders within the realm of gastronomy tourism destinations, where the fusion of culinary experiences and cultural and natural heritage serves as a unique selling point. By identifying and scrutinizing the sustainable practices employed in the business model of Gastronomy Feast at The 101 Fontana Seminyak, this research seeks to make a substantial contribution to the advancement of knowledge and foster sustainable development within the convention and event industry.

The insights and theoretical frameworks serve as a crucial foundation for understanding the interplay between economic, social, and environmental factors within the context of developing sustainable event management practices. By incorporating lessons learned from the gastronomy tourism sector, this research can help promote a more holistic and cross-sectoral approach to sustainability within the event management landscape, thereby paving the way for a greener, fairer, and more resilient convention and event industry. To develop a comprehensive understanding of sustainable event practices, the Model Sustainable Event MICE at Four Points by Sheraton Bali, Ungasan was adopted as a foundation for the research as below:

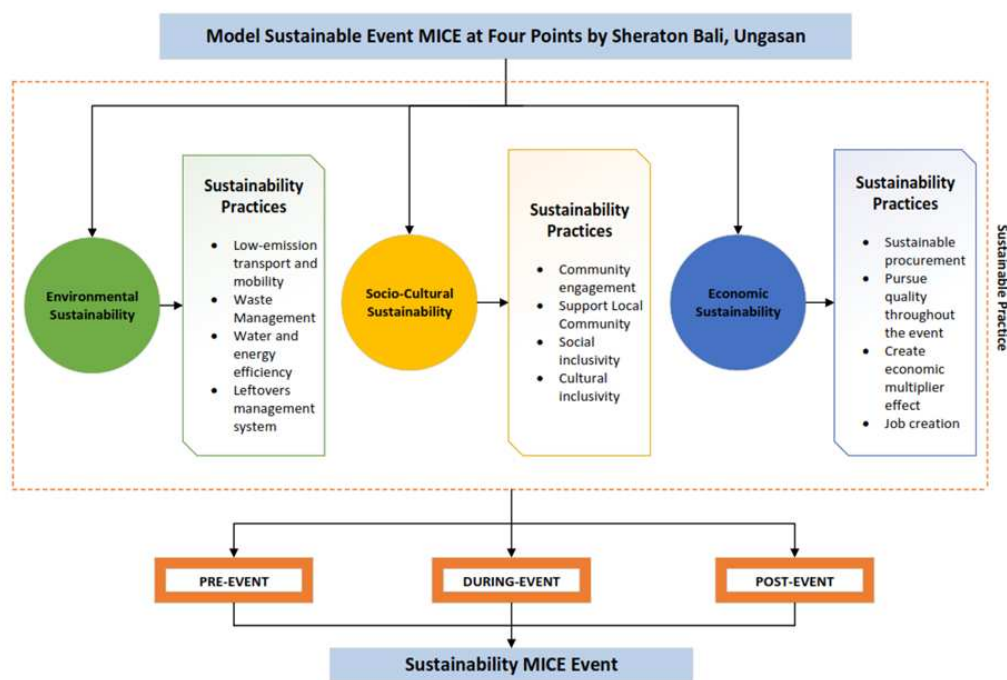


Figure 2. Model Sustainable Event MICE at Four Point by Sheraton Bali Ungasan.

[Source: Pradnyani, (2023)]

This framework emphasizes the importance of low-emission environmental sustainability, waste management, water and energy efficiency, and leftovers management in the planning and execution of events. By incorporating socio-cultural sustainability practices, such as community engagement, support for local communities, and social and cultural inclusivity, the model fosters a holistic approach to event planning.

Economic sustainability is also integral to this model, with a focus on sustainable procurement, pursuing quality throughout the event, and creating economic multiplier effects (Pradnyani, 2023). By adhering to this framework, the aim is to create a sustainable MICE (Meetings, Incentives, Conferences, and Exhibitions) event that aligns with the principles of environmental, social, and economic sustainability. To further enrich the understanding of sustainable event practices, the findings from research on the Gastronomy Feast at The 101 Fontana Seminyak were integrated into the Model Sustainable Event MICE at Four Points by Sheraton Bali, Ungasan framework. The synthesis of these two models allowed for a deeper exploration of the practical application of sustainability principles in the context of event planning and management.

By using the sustainable event model as a foundation for the research, while incorporating the insights from the Gastronomy Feast at The 101 Fontana Seminyak, the background research demonstrates an informed and thorough approach to studying sustainable event practices. This holistic approach ensures that the research is grounded in established best practices while also providing valuable new insights. Moreover, through an in-depth examination of Gastronomy Feast at The 101 Fontana Seminyak, this study seeks to build upon existing literature and contribute to the ongoing discourse on sustainable development in the convention and event industry within gastronomy tourism destinations. By doing so, it aims to offer practical guidance for businesses, policymakers, and destination managers striving to embrace sustainability as a core principle in their operations and planning efforts.

RESEARCH METHODS

This study employs a qualitative research approach to explore and understand the sustainable business practices within the convention and event industry, focusing specifically on the case study of Gastronomy Feast at The 101 Fontana Seminyak. Qualitative methods are chosen for their ability to provide rich and detailed insights into the complex interactions and dynamics inherent in sustainable business models (Miles et al, 2014). The primary data collection method utilized in this research is semi-structured interviews. These interviews are conducted with key stakeholders involved in organizing and managing Gastronomy Feast events, including event planners, venue managers, suppliers, and local community representatives. The semi-structured nature of the interviews allows for flexibility in questioning while ensuring that relevant topics related to sustainability are thoroughly explored. In addition to interviews, observational techniques are employed to gather firsthand information on the operational practices and dynamics of Gastronomy Feast events. Observations

may include attending event planning meetings, observing event setup and execution, and documenting interactions between stakeholders.

Furthermore, document studies are conducted to supplement the primary data collected through interviews and observations. Documents such as event reports, sustainability policies, marketing materials, and financial records are analyzed to gain insights into the formalized strategies and practices implemented by The 101 Fontana Seminyak in organizing Gastronomy Feast events. To contextualize the findings and provide a theoretical framework, this study also incorporates an extensive literature review. Academic articles, books, reports, and industry publications related to sustainable tourism, event management, gastronomy tourism, and business model development are reviewed to identify existing theories, concepts, and best practices in sustainable business modeling within the convention and event industry.

The combination of qualitative methods allows for a comprehensive exploration of the sustainable business model employed by Gastronomy Feast at The 101 Fontana Seminyak. By triangulating data from interviews, observations, document studies, and existing literature, this research aims to uncover the key factors contributing to sustainability and propose actionable strategies for enhancing the economic, social, and environmental dimensions of the business model.

RESULTS AND DISCUSSION

RESULTS

Gastronomy Events at the 101 Hotel Fontana Seminyak

To extend the understanding of the Gastronomy Feast at The 101 Fontana Seminyak and the sustainable practices employed in its business model, it is essential to delve into the spectrum of events and experiences offered by this esteemed destination. In the following section, a detailed explanation and elaboration of the diverse range of gastronomy events at The 101 Fontana Seminyak.

Table 1. Gastronomy Events at The 101 Fontana Seminyak

Documentation	Gastronomy Event	Explanation
	Balinese Dinner Buffet	The event displaying varieties of balinese cuisine start from the appetizer to dessert
	Picnic Box	The picnic box inspired by the culture of youngsters in indonesia, the 101 fontana seminyak providing a indulgence picnic box consist of pastries, local fruit and snack.



Megibung
Package

Megibung is a way of eating that famous in north Bali, where a group of people eating together in a big bamboo plate, this culture bring togetherness of all group member, as this concept of eating providing philosophy unity in diversity.



Traditional "Mix
Rice" or Nasi
Campur

Mix rice or nasi campur consist of protein varieties like chicken satay, beef rendang, salad, soup and sambal



Ramadhan Festive

This event held annually every year to celebrate ramadhan, showcasing all the menu to break fasting during ramadhan month.



The Famous Nasi Tekor

Nasi tekor or consist of mixed vegetables called sayur urap, satay lilit, fried egg, shredded chicken in balinese spices and sambal. The serving style using green product made from bamboo used as plate.

[Source: Author, (2025)]

As the study explores the nuances and complexities of these events, the list of gastronomy event help to uncover potential areas for enhancement and innovation in the field of sustainable event management, paving the way for a more responsible and mindful approach to culinary experiences within the tourism sector. This detailed examination inherance with scholar's findings that theoritical framework & practices in a real-world context will shed light on the practical implications of sustainable gastronomy events (Jones, 2017; Sinaga et al., 2022), by delving into both the theoretical underpinnings and the tangible practices of sustainable gastronomy events, uncovering a wealth of insights into how such events operate, their impact on local economies and communities, and their role in promoting environmental stewardship. Moreover, this comprehensive approach allows for a nuanced understanding of the challenges and opportunities inherent in implementing sustainability principles within gastronomic endeavors. Through empirical analysis and theoretical synthesis, a valuable finding can

contribute to the advancement of knowledge in this field, offering valuable guidance for practitioners and policymakers seeking to foster more sustainable practices within the gastronomy industry.

Integrating Economic, Social, And Environmental Sustainability Principles

Through a methodical blend of semi-structured interviews, observations, document studies, and literature review, a comprehensive analysis was conducted to unravel the sustainable business model of Gastronomy Feast at The 101 Fontana Seminyak. Stakeholders interviewed consistently underscored the pivotal role of local partnerships in driving economic sustainability, citing examples such as a local organic produce supplier whose collaboration with the events significantly boosted their community visibility. This collaboration not only yielded economic benefits but also instilled a sense of pride in contributing to the event's success and showcasing the region's culinary heritage. Moreover, discussions with event organizers revealed a concerted effort to prioritize local engagement and inclusivity, fostering social cohesion and cultural pride among participants. The integration of community involvement was further supported by observations, which unveiled active participation from local communities in event planning and execution. This hands-on engagement not only fosters a sense of ownership and pride within the community but also ensures that the events are tailored to meet the specific needs and preferences of local residents. By involving community members in the decision-making process, event organizers can harness local knowledge and expertise, leading to more culturally relevant and impactful experiences (Yuli et al., 2023). Moreover, this collaborative approach strengthens social cohesion and builds stronger bonds between the event organizers and the communities they serve. As such, the active involvement of local residents emerges as a crucial component in the successful implementation of sustainable gastronomy events, contributing to their long-term viability and effectiveness in promoting both environmental and social objectives (Appiah, 2019).

Document studies illuminated how Gastronomy Feast events serve as platforms for promoting cultural heritage and gastronomic traditions, fostering appreciation and understanding among attendees. In parallel, insights from environmental consultants reinforced the commitment to minimizing environmental impact through waste reduction strategies and sourcing locally-produced ingredients. These findings collectively highlight the interconnectedness of economic, social, and environmental sustainability dimensions within the business model, where partnerships with local businesses not only strengthen social ties but also enhance environmental conservation efforts, by forging alliances with local enterprises, sustainable gastronomy events can tap into existing networks, resources, and expertise, thereby fostering economic growth while minimizing environmental impact. Furthermore, inheritance with the finding by Pipan & Gačnik, (2021) stressing the same point on partnerships, which often result in the adoption of eco-friendly practices and the promotion of local products, thus contributing to the preservation of biodiversity and natural resources. Additionally, the collaborative nature of these partnerships fosters a sense of shared responsibility for sustainability among stakeholders, reinforcing the commitment to long-term environmental stewardship. Consequently, by recognizing and leveraging the synergies between economic,

social, and environmental sustainability goals, sustainable gastronomy events can serve as catalysts for positive change, driving holistic development and fostering resilience within local communities.

Ultimately, the synthesis of data from diverse sources offers a nuanced understanding of the sustainable business model, emphasizing its holistic nature and the synergistic effects generated by integrating economic, social, and environmental sustainability principles as below:

1. **Economic Sustainability:** Insights garnered from semi-structured interviews highlighted the significance of partnerships with local businesses and stakeholders in driving economic sustainability. Through these collaborations, economic development is fostered while maintaining authenticity. Moreover, observations provided evidence of efficient resource management strategies in action, reinforcing the importance of such practices for long-term financial viability and resilience, which this finding resonance with the findings from Rinaldi, (2017) on gastronomy tourism able to contribute significantly on ecology economic which lead to significance spike on driving economic sustainability through stakeholder collaboration.
2. **Social Sustainability:** Interviews with stakeholders emphasized the prioritization of community engagement, cultural preservation, and inclusivity. These findings were further corroborated by observations, which revealed active involvement of local communities in event planning and execution. Additionally, document studies shed light on how Gastronomy Feast events serve as platforms for showcasing local cultural heritage and gastronomic traditions, thereby promoting appreciation and understanding among participants. A evidence also coming from scholars Brown et al, (2021); Naumov & Dutta, (2020); Wijaya et al, (2023) which their findings highlighting the roles of gastronomy tourism on social impact, such gastronomy heritage is such a vital social value to be preserve, and through gastronomy events, show casting gastronomy local heritage able to work as an pivotal role on preserving the social sustainability.
3. **Environmental Sustainability:** The commitment to minimizing environmental impact and promoting sustainable practices emerged as a key theme from interviews and document studies. Insights from environmental consultants underscored the effectiveness of waste reduction initiatives and the importance of sourcing locally-produced ingredients. These findings align with observations of eco-friendly practices during event management, emphasizing the integral role of environmental sustainability in the business model. Moreover, Brand-Correa et al., (2022) highlight the action to effectively maintain the economic, planet and people one is to integrate eco-friendly practices to minimize waste and promoting sustainable practice to reduce the environmental impact.
4. **Interplay between Dimensions:** The synthesis of data from interviews, observations, document studies, and literature review revealed the interconnectedness between economic, social, and environmental sustainability dimensions. Partnerships with local businesses were found to not only strengthen social ties but also enhance environmental conservation efforts. This interplay highlights the holistic nature of sustainability within the business model, where each dimension mutually reinforces the others to create a synergistic effect.

In conclusion, the multifaceted approach utilized in this research allowed for a thorough exploration of the sustainable business model of Gastronomy Feast at The 101 Fontana Seminyak, providing valuable insights into the integration of economic, social, and environmental sustainability principles.

DISCUSSION

The responses garnered from the semi-structured interviews harmonize seamlessly with the broader findings on economic, social, and environmental sustainability within the Gastronomy Feast events at The 101 Fontana Seminyak. The highlighted economic benefits of partnerships, as emphasized by the local supplier, underscore the significance of local collaborations in driving economic sustainability. This aligns with the broader theme of prioritizing local engagement, as emphasized by the event organizer, which not only fosters social cohesion but also enhances inclusivity and cultural pride. Furthermore, the stress on the effectiveness of waste reduction strategies by the environmental consultant inherance with the finding of Gössling, S., Scott, D., & Hall, (2021) whereas, the importance of environmental sustainability efforts within the business model in the current issues the effectiveness of water, electricity usage are an effective strategies to maintaince the sustainability of tourism industry. Together, these responses reinforce the interconnectedness of economic, social, and environmental sustainability dimensions, offering tangible examples that enrich the understanding of the sustainable business model of Gastronomy Feast events.

The findings also echo those of Wijaya et al, (2023), who demonstrated the strategic importance of embedding sustainability in business models to achieve long-term resilience and profitability. Likewise, Mudana et al, (2024) emphasized the interconnectedness of social, economic, and environmental dimensions in hospitality and tourism, underscoring the role of local engagement and cultural pride in enriching guest experiences. Wijaya, (2023) further emphasized that inclusive community involvement fosters a shared sense of ownership, enhancing the socio-cultural value of events. Together, these perspectives highlight the tangible benefits of integrating sustainability practices into event management and planning.

Table 2. Data synthesis

Interview Respondent	Response	Synthesis with Findings
		Reinforces emphasis on local partnerships in driving economic sustainability.
Local Supplier	Highlighted economic benefits of partnership	Partnerships contribute to economic development and foster community pride.
Event Organizer	Emphasized importance of local engagement	Validates the significance of

		community involvement in promoting social cohesion and cultural pride. Local engagement enhances inclusivity and enriches the event experience. Validates strategies for environmental sustainability. Waste reduction efforts contribute to minimizing ecological impact and align with broader environmental conservation goals.
Environmental Consultant	Stressed effectiveness of waste reduction	

[Source: Author's, (2025)]

The responses from interview respondents align closely with the current findings regarding economic, social, and environmental sustainability. They provide concrete examples and perspectives that validate the importance of local partnerships, community engagement, and environmental conservation efforts in the context of Gastronomy Feast events at The 101 Fontana Seminyak. This observation aligns with Razpotnik Visković & Komac, (2021) who emphasized the role of stakeholder collaboration in achieving sustainable outcomes in tourism. Similarly, Elkington, (1997) highlighted the Triple Bottom Line framework—economic, social, and environmental—as a guiding principle for evaluating sustainability in the hospitality sector. Moreover, findings from Sorea et al., (2022) reinforce the critical importance of fostering local identity and cultural pride to enhance the socio-cultural impact of events, resonating with the holistic sustainability approach seen at The 101 Fontana Seminyak.

CONCLUSION

In conclusion, the thorough examination of the sustainable business model of Gastronomy Feast at The 101 Fontana Seminyak, employing a diverse array of research methodologies including semi-structured interviews, observations, document studies, and literature review, has yielded valuable insights. Stakeholder perspectives gleaned from interviews underscored the pivotal role of local partnerships in driving economic sustainability, while also highlighting the importance of community engagement and inclusivity in fostering social cohesion and cultural pride.

These insights were further corroborated by observational data and document studies, which provided tangible examples of sustainable practices in action, such as efficient resource management and waste reduction initiatives. Moreover, insights from environmental consultants emphasized the integral role of environmental sustainability in the business model, emphasizing the importance of sourcing locally-produced ingredients and minimizing carbon footprint.

Overall, the synthesis of findings from these diverse sources paints a comprehensive picture of the interconnectedness of economic, social, and environmental sustainability dimensions within the Gastronomy Feast events. This holistic understanding underscores the significance of adopting a multi-dimensional approach to sustainability in event management, not only for the success of individual events but also for the long-term resilience and competitiveness of gastronomy tourism destinations.

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