

## "Bosara": Preserving Sustainable Tourism Based on Local Wisdom (A Case Study of the Makassar Hospitality Industry)

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### Abstract

This research aims to identify the needs of the hospitality industry and explore the role of Bosara in achieving sustainable tourism for the hospitality industry. The current trend in tourism is to explore unique local potential. The nature and diversity are geared towards authentic cultural, artistic, and culinary experiences. *Bosara* is a typical Bugis-Makassar food service tradition. Data collection methods were through interviews and observations to document, record, visualise, and uncover the meaning of *Bosara*. The research findings are 1) The need for excellent service through hospitality to guests, customer-oriented, and hotels must be environmentally friendly 2) Informants believe that *Bosara* is a manifestation of the message of kindness from Bugis-Makassar ancestors to appreciate guests 3). *Bosara* has environmentally friendly raw materials, namely bamboo and rattan, to implement go-green hotels. This research implies that it is expected to contribute to realising sustainable tourism through dishes in hotels that adopt *Bosara*. Innovation in form and design is needed, without reducing the meaning, so that it is relevant to the development and aesthetic needs of the hospitality industry.

**Keywords:** *Bosara*, Hospitality Industry, Sustainable Tourism

### Abstrak

Penelitian ini bertujuan untuk mengidentifikasi kebutuhan industri perhotelan dan mengeksplorasi peran Bosara dalam mencapai pariwisata berkelanjutan untuk industri perhotelan. Tren pariwisata saat ini adalah mengeksplorasi potensi lokal yang unik. Alam dan keanekaragaman diarahkan pada pengalaman budaya, seni, dan kuliner yang otentik. *Bosara* adalah tradisi pelayanan makanan khas Bugis-Makassar. Metode pengumpulan data melalui wawancara dan observasi untuk mendokumentasikan, merekam, memvisualisasikan, dan mengungkap makna *Bosara*. Temuan penelitian adalah 1) Perlunya pelayanan prima melalui keramahan kepada tamu, berorientasi pada pelanggan, dan hotel harus ramah lingkungan 2) Informan meyakini bahwa *Bosara* merupakan perwujudan dari pesan kebaikan dari leluhur Bugis-Makassar untuk menghargai tamu 3). *Bosara* memiliki bahan baku yang ramah lingkungan yaitu bambu dan rotan untuk mengimplementasikan hotel go-green. Implikasi dari penelitian ini diharapkan dapat memberikan kontribusi dalam mewujudkan pariwisata berkelanjutan melalui hidangan di hotel yang mengadopsi *Bosara*. Diperlukan inovasi bentuk dan desain, tanpa mengurangi makna, sehingga relevan dengan perkembangan dan kebutuhan estetika industri perhotelan.

**Kata kunci:** *Bosara*, Industri Perhotelan, Pariwisata Berkelanjutan



## INTRODUCTION

Sustainable tourism encourages every element to innovate in reducing carbon emissions. Innovation development plays an essential role in facilitating sustainable tourism. The hospitality industry is one of the leading industries with high growth rates in the tourism sector (Rodríguez-García et al., 2023). As a significant carbon emitter in the tourism industry, hotel management promotes using high-quality and sustainable green technologies (Shanshan et al., 2023) and utilising green technology and orientation towards customer satisfaction as a strategic move for hotels. (Nguyen et al., 2020) Revealed that hotel businesses should utilise environmentally friendly technology equipment because customers have a positive response to environmentally friendly hotel equipment.

The hospitality industry is one of the carbon emitters. Resources and energy are consumed to meet guests' expectations regarding services offered and comfort conditions (Crespi et al., 2021). (Wang, 2023) suggests that the reduction of carbon emissions implemented by the hotel industry has a positive effect on increasing fresh oxygen levels for residents living around the hotel. Steps that can be taken in low-carbon hotel management include energy conservation measures, substituting environmentally friendly equipment, and employee training on recycling (Tang et al., 2013). Thus, hospitality governance requires innovation in the utilisation of environmentally friendly equipment.

*The Bosara base material contains a memorable aesthetic for hotel customers.* *Bosara* is a traditional plate used by the Bugis Makassar tribe (Zulham, 2018) to serve food, such as traditional cakes, at formal events like weddings, celebrations, or aqiqah (Ayuningtyas et al., 2023). The *Bosara* structure consists of a disc to hold the food, a cover called '*Pattongko*,' and a decorative cloth wrapper. According to (Muhammadiyah et al., 2020), the *Pattongko* is typically made of rattan, sharpener, bamboo, or palm leaves. The completed skeleton is then wrapped in a coloured velvet or soap cloth, typical of the Bugis Makassar tribe. Each end of the cloth is punctured with a needle and then sewn using thread and a sewing needle to create a batik motif. *Bosara*, derived from trees, can potentially support using environmentally friendly furniture in the hospitality industry. An aesthetic experience allows guests to take home memories and experiences that remind them of their stay at the hotel (Aguirre, 2023). Similarly (Xie et al., 2022), the context of the cultural background of the hotel directly influences guests' aesthetic knowledge in the form of memorable experiences. *Bosara* is full of materials that have unique cultural content, such as

(Laksitarini et al., 2023) Rattan can be used as hotel furniture, contributing to the creative industry and the go-green movement. Similarly, (Suriani, 2017) highlights bamboo as an environmentally friendly material for industrial use. *Bosara* is also commonly used in the hospitality industry, particularly for serving food and cakes to guests. Wood can help hotels create a comfortable atmosphere for their customers. According to (Papadopoulos et al., 2019), 98% of hotel guests in Greece believe that environmentally friendly hotels should be furnished with ecological and wooden furniture. Bamboo plants are grown in low to high altitudes, and bamboo is even easy to obtain because it lives in areas with four seasons, geographically speaking. Bamboo can be preserved between the age of 3 Years Maximum of 7 Years is the age of good quality bamboo to be harvested (Yuuwono, 2016). Rattan plants can be easily cultivated using specific planting techniques. Planting holes are made, and distances are determined based on the presence of the parent tree. (Rotinsulu et al., 2017) Rattan is typically planted in mixed or rubber gardens. Harvesting involves cutting the rattan trunk about 1

metre from the base and pulling it without damaging the parent tree when the plant is 5-7 years old.

Tourists tend to choose a place to stay, such as a hotel with a local feel. A hotel is a temporary tourist stopover facility that provides room, food, and beverage services. The most important thing about a hotel product is the human factor in the form of services (Dias et al., 2023; Wu et al., 2023). In other words, the hotel can be said to be a tourist attraction because the main product of the hotel in the form of services plays a role in determining the overall tourist experience so that it can be classified as a human tourist attraction (Raynard & Sutanto, 2023). In addition, tourists who visit hotels do not just stay overnight but also carry out various activities such as recreation, relaxation, culinary, watching cultural arts performances, shopping, and educational activities. Even the current tourism trend that offers products integrated with cultural activities has been linked and developed to support creative tourism and become an alternative activity for some tourists who have a particular interest in culture (Amirullah & Ridwan, 2021; Jasman et al., 2023; Singsomboon, 2014). Therefore, it is necessary to foster creative innovation to ensure that hotel services meet the expectations of tourists and prevent any potential dissatisfaction.

Sustainable tourism in the hospitality industry can be applied through the involvement of local elements and the use of environmentally friendly furniture. (Hastuti & Assriyani, 2021) The application of sustainable tourism is pursued through the use of environmentally friendly building materials, energy-saving culture, availability of green spaces and water bodies, recruiting local labour, purchasing from local suppliers, economic cooperation in the service sector with local communities, adoption of local culture in interior and exterior design. One of the approaches in regulating the tourism business today is an approach where tourism management and services are based on the values of human spirituality, which is directed and contains authentic experiences with participatory learning on art, heritage, or unique character in a place (Piqué & Richards, 2022). Internalising local culture in corporate management activities is one form of organisational management innovation. Local culture, which generally positively influences human life, can be used as an organisational culture. This is indicated by the strong influence of organisational culture on a company's survival. The current trend in travel is the desire for meaningful experiences. (Rani et al., 2020) revealed that culture-based tourism is a way to facilitate personal development through the collection of knowledge or experience, forming opinions and ideas, and better understanding of the historical background and roots of various customs and traditions.

There have been many studies on efforts to develop the service system of companies or service providers. However, research that links hospitality with local wisdom in a business is still very minimal. This research seeks to support the Go Green programme in the hospitality industry by offering Bosara, made from natural raw materials. Thus, variety and diversity are needed to create authentic cultural, artistic, and culinary experiences. This research aims to identify the needs of the hotel industry and explore Bosara's role in achieving sustainable tourism for the hotel industry. This is the background to the research on the internalisation of Bugis-Makassar "*Bosara*" values in hospitality, given the significant influence of culture in human life and the important role of the service system applied to competitiveness, even the survival of a company that is friendly to the social and human environment.

## METHOD

The qualitative research uses a phenomenological approach (Lexy J, 2019). The phenomenological approach thinks that human action contains many meanings. The meaning behind a phenomenon called "noumena." Everyone's actions always contain something "unique" in line with the culture and traditions in society. The implications of this research are expected to contribute to realising sustainable tourism through dining at hotels that adopt Bosara. To uncover the meaning of Bosara, this study follows the steps of qualitative research (Lexy et al., 2019). As long as the researcher is in the field, the role of the researcher as the primary instrument is objective. This is as explained by (Jones et al., 2012), that "understanding the meaning (on its perceptions) towards a phenomenon that an individual shows becomes the main pressure, but the objective conditions around it are not excluded." Data is collected in a structured manner, coded, and then interpreted to reveal Bosara's values. This research was located in Makassar City, South Sulawesi, Indonesia. Research conducted in October-December 2023. The subjects chosen as informants were Culturists, Bugis Cultural Activists, Academics, and Hospitality Industry Players. In addition to interviews, data collection was carried out by observation of documentation tracking. Checking data validity using data triangulation techniques, member checking, and audit trail. Data analysis uses interactive models, as suggested by Miles and Huberman (Lexy J, 2019).

## RESULT AND DISCUSSION

### 1.1. *Bosara* as a Society Tradition

During the traditional Bugis-Makassar party, *Bosara* is a place to serve food. It is a symbol of respect and manners. Foods in *Bosara* are closed before and after the banquet. *Bosara* is often used during Buginese weddings. It started from the procession of the letters (application), mappetuada' (marriage agreement), maduppa' (inviting), mappacking' (cleaning), and wedding days. *Bosara* is now used for formal and non-formal events, such as government, thanksgiving, religion, etc.

Based on observations in the field, the characteristics of *Bosara* in the form of plates are that they have legs and are accompanied by a cover (*Pattongko*) made of rattan sharpener or bamboo. Today, with the development era, *Bosara* has been modified (made shiny).



Figure 1. *Bosara* Basic Plaiting



Figure 2. The finalised *Bosara* display



Figure 3. *Bosara* made of Rattan



Figure 4. *Bosara* is made of Bamboo

Figure 1 shows the process of making *Bosara*. Firstly, the woven bamboo is cooked and coloured naturally. Then, the woven bamboo is shaped like a circle and wrapped with a cloth that has a motif. Figure 2 is the final look of the bamboo-based *Bosara*. Both images are the handicrafts of the people in Tuwung village, Barru sub-district, Barru district, South Sulawesi province, Indonesia (Observation, 4 December 2023). Figures 3 and 4 show views of the *Bosara* made from bamboo. Both *Bosara* are used as practice materials for students in the Makassar Tourism Polytechnic's Catering Study Program (Observation, 23 November 2023). Innovation in form and design is needed, without reducing meaning, so that it is relevant to the development and aesthetic needs of the hotel industry. The utilisation of locality elements in hotel dining activities through *Bosara* is expected to create uniqueness for visitors. Characteristics of millennial activities in hotel accommodation include favouring dining in a local setting (Adikampana, 2021). Karakter generasi milenial cenderung memilih akomodasi yang tradisional (Ketter, 2020). The unique *Bosara* motif made from bamboo and rattan can attract the attention of millennials, and it can then be photographed and become a collection on their social media, such as Instagram. (Nyoman Sirayayasa et al., 2024) Suggests that millennial travellers' inner satisfaction is when they successfully upload content that steps and gets many "likes" or comments from followers.

**Matrix 1 - "*Bosara*" as a Bugis-Makassar tradition**

No	Informant	Information obtained	Theme found
1	Andi Jufri Tenri Bali, 66 years old (Expert Staff of Makassar History-Cultural Management)	<p><i>Bosara</i> part of the principle: <i>Sipakalebbi, Sipakainge, Sipakatau</i>:</p> <p>1) Used as a receptacle in food dishes and becomes a cultural life pattern that determines one's social status, society, or communities.</p> <p>2) The size of <i>the Bosara is adjusted with the dish to be served</i>. Furthermore, <i>Bosara also reflects someone's social status</i>.</p> <p>3) "<i>Sulapa Appa</i>" is a symbol of nature that contains four elements: land, water, wind, and fire. Based on these four natural elements, the black cake from the ground fills <i>Bosara</i>, such as doors, the white cake represents water, the yellow colour</p>	<p>1. <i>Bosara</i> is used as appreciation and respect for fellow human beings</p> <p>2. <i>Bosara</i> is used to express thankfulness to God through his creation of abundant natural products.</p>

		represents the wind, and the red represents fire.	
2.	Andi Hasbi, 44 Years Old (Lecturer and Cultural Activist of Bugis)	<i>Bosara</i> is filled with traditional cakes like <i>biji nangka</i> , <i>cucuru bayao</i> , <i>bolu maraeng</i> , <i>bannang-bannang</i> , <i>barongko</i> and <i>umba umbu</i> . The traditional cakes have three elements: the outermost part is made from grated coconut, then the next layer is made of starch and filled with brown sugar, which is related to nature, namely the upper (Heaven / <i>Nirvana</i> ), middle (Heaven) and bottom (Earth), contains fortune hope, health, safety in life.	<i>Bosara</i> contains the hope that leads to goodness, health, health, and safety.
3.	Fardyah Pratiwi, 23 Years Old ( <i>Bosara</i> researcher)	<i>Bosara</i> is made of rattan and woven bamboo, then wrapped in cloth.	The primary ingredient <i>Bosara</i> utilises natural products that are environmentally polite
4.	Subandri, 28 Years Old (Supervisor restaurant hotel four point by Sheraton, Makassar)	The <i>Bosara</i> concept has not been applied in the industry, but we always offer <i>Bugis</i> -Makassar traditional cakes for guests and get much appreciation. <i>Bosara</i> seems to be able to maximise customer service and satisfaction.	It is necessary to apply the concept of food dishes in the hospitality industry using <i>Bosara</i> . It is unique and full of meaning.

Based on the findings of the data presented in matrix 1, new propositions can be constructed as follows. Proposition 1 recently discovered: *Bosara* is used as a medium to respect guests (humans); it also contains hope that leads to the value of goodness, prosperity, health, and safety. The primary ingredient *Bosara* utilises is natural and environmentally friendly products. Thus, the continuity of the use of *Bosara* is maintained because of the view that it is a part of life and appreciation of fellow human beings and the Creator. This research seeks to support the Go Green program in the hospitality industry by offering *Bosara*, made from natural raw materials. This research seeks to support the Go Green program in the hospitality industry by offering *Bosara*, made from natural raw materials.

### Matrix 2 - Relations of "*Bosara*" with Sustainable Tourism

Original <i>Bosara</i>	Sustainable Tourism
<i>Bosara</i> as " <i>Pappaseng Toriolo</i> " is inherited from Bugis kings and wise men, both in oral and written form ( <i>LaGaligo</i> and <i>Lontara</i> texts). " <i>Pappaseng Toriolo</i> " means the Ancestral Message.	Preservation of natural and cultural heritage and traditions of the local <i>Bugis</i> -Makassar.
<i>Bosara</i> contains the message " <i>Siri</i> ": the expression " <i>siriemina na to tau</i> " <i>manekko de'ni sirie tau-tau mani / oloko lo ni assengnna</i> , has meaning, <i>siri</i> ' (prestige) must be attached to human beings so that he is just said to be a human being. For this reason, <i>Buginese</i> have always been based on <i>Siri</i> '(prestige)	Glorifying humans in the field of tourism is used to provide excellent service and impress visitors, guests, or tourists. (prestige).

<p><i>Bosara</i> is loaded with "<i>walasoji</i>" servings in the form of traditional cakes and fruits, which are served to guests. The basic materials of <i>Bosara</i> utilise natural products in the form of rattan and bamboo.</p>	<p>Meeting the needs of local communities by being directly involved in the development of alternative tourism <i>Green Tourism</i></p>
<p><i>Bosara</i> containing <i>Sipakallebi</i>, <i>Sipakainge</i>, and <i>Sipakatau</i> means mutual appreciation, reminding each other, and mutual respect.</p>	<p><i>Hospitality</i></p>
<p><i>Bosara</i> as "<i>Pappaseng Toriolo</i>" is inherited from Bugis kings and wise men, both in oral and written form (<i>LaGaligo</i> and <i>Lontara</i> texts). "<i>Pappaseng Toriolo</i>" means the Ancestral Message.</p>	<p>Preservation of natural and cultural heritage and traditions of the local <i>Bugis-Makassar</i>.</p>
<p><i>Bosara</i> contains the message "<i>Siri</i>": the expression "<i>siriemina na to tau</i>" <i>manekko de'ni sirie tau-tau mani / oloko lo ni assengnna</i>, has meaning, <i>siri</i>' (prestige) must be attached to human beings so that he is just said to be a human being. For this reason, <i>Buginese</i> have always been based on <i>Siri</i>'(prestige)</p>	<p>Glorifying Humans in the Field of Tourism is used to provide excellent service and impress visitors, guests, or tourists. (prestige).</p>
<p><i>Bosara</i> is loaded with "<i>walasoji</i>" servings in the form of traditional cakes and fruits, which are served to guests.</p>	<p>Meeting the needs of local communities by being directly involved in the development of alternative tourism</p>

Based on the data findings presented in matrix 2, a new proposition can be constructed as follows. Proposition 2 has just been discovered: The meaning of using *Bosara* in the Hospitality Industry as a tradition of honouring guests or visitors as an indigenous Bugis person. Applying *Bosara* in the Hospitality Industry is relevant to the Principles of Sustainable Tourism. *Bosara*, made from Rattan and Bamboo, can minimise the use of carbon-emitting chemicals such as plastic. *Bosara* has unique shapes, steps, and motifs identical to the Bugis Makassar Tribe, thus producing uniqueness and creating allure for tourists or guests when dining. Hotels, as a business industry, can utilise *Bosara* as an environmentally friendly promotional medium.

Based on the research findings analysis, the values of local wisdom *Bosara* are integrated to support sustainable tourism. Following is the internalisation.

### 1.2. *Bosara* as Tradition takes care of Ancestral Message

The findings of this study indicate that the Buginese still apply the *Bosara* tradition as the inheritance from their ancestors. Such findings clarify the writing of (Sonda Yamaguchi et al., 2007). He noted that the success of the Japanese today because they still maintain the tradition of "Bushido" and become the moral education of his generation. Thus, this study makes it clear that, in fact, the ancestral form of "Pappaseng tools" contains values and messages of kindness to be preserved. The hotel can be said to be a tourist attraction because the main product of the hotel in the form of services plays a role in determining the overall tourist experience.

This research's findings align with (Nurnaningsih, 2015). His research aims to restore the elements of Bugis cultural values summarised by Pangade-ring (Ade ', Bicara, Rapang, Wari' and Syara'), as well as motivating the values of life that are integrated with the concept of "Siri" and Islamic Shari'a. What distinguishes this research lies in the meaning of *Siri* in the application of *Bosara* to glorify guests (fellow humans). Then, it is used as part of a tradition of glorifying guests to support sustainable tourism.

The use of *Bosara* in the Buginese Tribe of South Sulawesi is existence. This phenomenon implies that local traditions or knowledge about people's lives tend to care about preserving tradition. It was also known that Bugis people using *Bosara* in guest pick-up activities was caused by people who clung to the principles of *Sipakallebbi*, *Sipakainge*, *Sipakatau*, and *Sulapa Appa*. That is because the Principle is a legacy of traditional ancestral values that have been preserved until now. (Afrizal, 2020; Labenko et al., 2023) Symbols originating from within were manifested in the conceptions and structures of society. All of that is knotted in symbols related to existence. Thus, the presence of *Bosara* today is a reality that the Bugis-Makassar ancestral traditions still exist.

### 1.3. *Bosara* as the Concept of Sustainable Tourism

The *Bosara* tradition still exists and is held firmly by the people in Bugis. The tourism sector is very supportive of the concept of sustainable tourism. Based on meaning propositions found with critical informants, *Bosara* supports preserving Bugis culture.

"*Bosara*" represents "*Paaseng tools*," a legacy of Bugis kings and wise men, both in oral and written form (Galigo and Lontara texts). "*Paaseng tools*" means the Noble Message to preserve the local Bugis-Makassar community's natural and cultural heritage and traditions. Thus, preserving *Bosara* means carrying out ancestral orders.

#### 1.3.1. Hospitality

*Bosara* contains *Sipakallebi*, *Sipakainge* and *Sipakatau*. This means mutual appreciation, mutual reminder, and mutual respect. If done in the hospitality industry, this concept means excellent service and satisfying guests, tourists, or customers. The Hotel is a temporary transit facility for tourists by providing room service and food and beverage services, so the most important thing about a hotel product is the human factor in its service (Athanasopoulou et al., 2023; Hussein et al., 2023). Therefore, hospitality can be realised by applying *Bosara* to hospitality industry facilities such as hotels, restaurants, and other accommodation facilities. Applying environmentally friendly local nuances can be achieved if stakeholders contribute according to their roles and responsibilities. The collaboration of tourism actors plays an important role (Ansell & Gash, 2008; Volgger et al., 2021). The government enforces regulations on the utilisation of environmentally friendly local materials in the hospitality industry (Kim et al., 2015), local communities as *Bosara* providers are equipped with skills so that the products produced are appropriate and contextual, while hotel entrepreneurs are equipped with information and assistance on an ongoing basis, so as not to cause a failure of perception about the utilisation of environmentally friendly local materials.

#### 1.3.2. Local Community Involvement

In Indonesia, the application of sustainable tourism is carried out with the involvement of local communities. This means meeting the needs of local communities by being directly involved in developing alternative tourism. Artisans from several regions in South Sulawesi carry out the production of *Bosara* raw materials. Among them, Soppeng, Palopo, Toraja, Wajo, Bone, Gowa and Makassar City. In addition, cakes filled in *Bosara* are the original products of the people of South Sulawesi and the basic materials for making these traditional cakes. Traditional cakes in *Bosara* include *biji nangka*, *cucuru bayao*, *bolu maraeng*, *bannang-bannang*, *barongko* and *umba-umba*, all



of them utilize natural products in South Sulawesi. In some developing countries, the surrounding environment has been used to support the tourism industry. Research (Phengphol, 2011) in Thailand uses local wisdom to apply Isan food. Isan is an herb that is easily found in the local area. Isan seasoning is used as a decoration to give taste and taste that arouses consumers. Furthermore, Research (López-Guzmán et al., 2011) in El Salvador, Central America. They pointed out the perception of the local community that tourism development could create employment and produce for the welfare of the people there. Because there is complementary collaboration, traditional activities are mainly based on agriculture, fisheries, and livestock, which are the essential ingredients in the tourism industry.

### 1.3.3. Environmentally Friendly

The primary ingredient, *Bosara*, is made of woven bamboo and rattan. The process of making it strongly supports the concept of sustainable tourism, namely the application of Green Tourism. The image built is related to environmental issues, in line with the opinion (Wang, 2023), which states that the quality environment is a significant indicator in measuring tourism competitiveness. In the tourism industry, the term represents the concept of developing sustainable tourism development, specifically related to aspects of tourism marketing. Sustainable tourism development supports responsible tourism activities. As a significant emitter of carbon emissions in the tourism industry, hotel management promotes using high-quality and sustainable environmentally friendly technologies.

This research has limitations for the *Bosara* trial in the hospitality industry. It is necessary to disseminate *Bosara* products to the hospitality industry and conduct evaluations to get feedback from hotel guests. In addition, the observation sites of *Bosara* handicrafts are minimal; it is necessary to explore different places of handicraft enterprises making *Bosara* so that it can reveal more about the characteristics and essential ingredients of *Bosara*.

## CONCLUSION

The public believes the Bugis tribe guards their customs and traditions very well. This is in line with *Bosara*'s tradition. To glorify humans as fellow God's Creations. The Buginese, in their communal life, are very obedient to tradition. They know and understand the principles of *Sipakalebbe*, *Sipakainge*, and *Sipakatau*, which manifests in the tradition of picking up guests using *Bosara*. Today, the representation of *Bosara* has the potential to be used in the hospitality industry. Among them is the presentation of dishes in restaurants using traditional cakes wrapped in *Bosara*. Then, the procession welcomes guests to the hotel and other accommodation facilities. This concept strongly supports sustainable tourism as it can be applied to the hospitality industry.

Finally, the main conclusion can be drawn from this survey: society's involvement in the hospitality industry through the application of *Bosara* is still minimal. So, a resolution is needed to overcome this problem. Training, education, and competency certification face challenges in building good quality tourism products. With this situation, academic institutions, actors in the hospitality industry, restaurants, government, and non-governmental organisations, both national and foreign, can lead to realising tourism based on local culture.

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