



ARTICLE

Local Wisdom-Based Tourism Development Strategies and Policies

Mechanism of *Isen Mulang* Cultural Festival (FBIM) Towards Sustainable Tourism

Muhammad Zusanri Batubara ¹, M. Syaeful Anam ², Atem ³, Iman Irawansyah ⁴

^{1,2,3,4} Universitas Palangka Raya, Palangka Raya, Indonesia

✉ mz.batubara@fisip.upr.ac.id

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Abstract: Strengthening tourism is expected to increase the economy and increase tourist visits. Local wisdom-based tourism development strategies and policies significantly impact the sustainability of tourism towards sustainable tourism. This research analyses the strategies and policies for developing the *Isen Mulang* Cultural Festival as a local wisdom-based tourist destination towards sustainable tourism. A qualitative research method with a descriptive approach was used to describe the phenomena that occurred, understand the dynamics of festival development in a socio-cultural context, and capture the perspectives of various stakeholders. Data collection techniques were conducted through in-depth interviews, direct observation, and document analysis of policies and practices related to the festival to get a picture and answers to the research objectives. The results showed that the *Isen Mulang* Cultural Festival development strategy towards sustainable tourism was carried out through promotion and collaboration with the private sector. The *Isen Mulang* Cultural Festival development policy towards sustainable tourism is implemented through training and empowerment of tourism human resources, local economic empowerment, infrastructure development, and promotion of local wisdom. The Central Kalimantan Provincial Government has regulated tourism promotion through Regional Regulation Number 3 of 2013 concerning the Tourism Development Master Plan. The *Isen Mulang* Cultural Festival is a featured event in Karisma Event Nusantara 2024, curated by the Ministry of Tourism and Creative Economy. Karisma Event Nusantara 2024 is an event to promote the *Isen Mulang* Cultural Festival to local and foreign tourists so that this festival has sustainability towards sustainable tourism.

Keywords: Strategy; Policy; Local Wisdom-Based Tourism; *Isen Mulang* Cultural Festival; Sustainable Tourism.

1. Introduction

Tourism development is moving towards a more complex and multidimensional direction that involves strategic issues and uses social, environmental, cultural, and economic approaches by prioritizing local wisdom and preservation of the natural environment (Pardosi et al., 2024; P. M. A. Saputra et al., 2023). This direction of tourism development is part of a global agenda aimed at sustaining culture and the environment. The tourism sector must be able to make a positive contribution to addressing various environmental problems, especially climate change, which has a significant impact on local communities. Therefore, implementing sustainable development in the tourism sector is necessary, leading to the emergence of sustainable tourism (Anam, Thareq, et al., 2024; Bauer, 2017; Malta et al., 2019; Maryani & Indrianty, 2024; Rasyid et al., 2024; Riungu, 2015; World Tourism Organization, 2019; Yan, 2017; Zambo, 2022). Local wisdom-based tourism is one of the tourism sectors that is highly prioritized for sustainable tourism (Pardosi et al., 2024; Widyaswari et al., 2025). Local wisdom-based tourism must create communities that are ready and aware of the potential of their respective cultures and local wisdom so that tourism is more integrated with the community to achieve sustainable tourism (Angelevska-Najdeska & Rakicevik, 2012; Dychkovskyy & Ivanov, 2020; Fatimah & Ramadhan, 2019; Mayuzumi, 2022; Stoica et al., 2022). Local wisdom-based tourism is engaged in a tourist destination that has beauty, uniqueness, and value derived from the culture of human groups that have unique potential and characteristics that can be sold to tourists (Adiwijaya et al., 2023; Batubara et al., 2024; Batubara & Fila, 2023; Hutasoit et al., 2024; Idrus et al., 2023; Juniarti et al., 2023; Kaharap et al., 2023; Patricia et al., 2024).

Local wisdom-based tourism is encouraged to become one of the alternative sectors of sustainable tourism development, aiming to attract tourists to Indonesia through various policies and initiatives. Tourism policy must align with the country's social and economic objectives, integrating social and financial goals with state intervention to enable the country's direct impact on the tourism market (Humalangi et al., 2023; Ihwandi & Khoirunurrofik, 2023; Panasiuk, 2020; Ramaano, 2021). Local wisdom-based tourism policy is a policy in the field of tourism that prioritizes the uniqueness of the community or region that contains cultural values and local wisdom in material and non-material forms (Jupir, 2013; Simandjorang et al., 2023; Tuthaes et al., 2024).

The Indonesian government pays serious attention to the tourism sector so that it is more empowered to encourage an increase in foreign exchange. The Indonesian government has designated the tourism sector as one of the key sectors in achieving national progress and enhancing people's welfare, to foster rapid development in Indonesia's tourism sector (Kementerian Pariwisata dan Ekonomi Kreatif, 2020; Ohorella & Prihantoro, 2021; Suprobawati et al., 2022). Local wisdom-based tourism is one of the tourism sectors developed by the Ministry of Tourism and Creative Economy of the Republic of Indonesia to realize Indonesia's vision as a world-class, globally competitive, and sustainable tourism destination (Paramita, 2024; Soesanta et al., 2023; Widen et al., 2024).

The four primary keys to strengthening tourism and local wisdom are contained in the strategic plan, which is the policy of the Ministry of Tourism and Creative Economy of the Republic of Indonesia through the Regulation of the Minister of Tourism and Creative Economy of the Republic of Indonesia Number 11 of 2022 (Kementerian Pariwisata dan Ekonomi Kreatif, 2022). Additionally, policies aligned with local wisdom-based tourism have been regulated in Law No. 10 of 2009 concerning Tourism and Government Regulation No. 50 of 2011 concerning the National Tourism Development Master Plan 2010-2025 (Soebiantoro et al., 2023). The World Tourism Organization

(UNWTO) encourages Indonesia to increase village-based tourism and local wisdom (Farhan & Anwar, 2016). The encouragement and enthusiasm in advancing local wisdom-based tourism carried out by the government and other parties provide an opportunity for sustainable tourism.

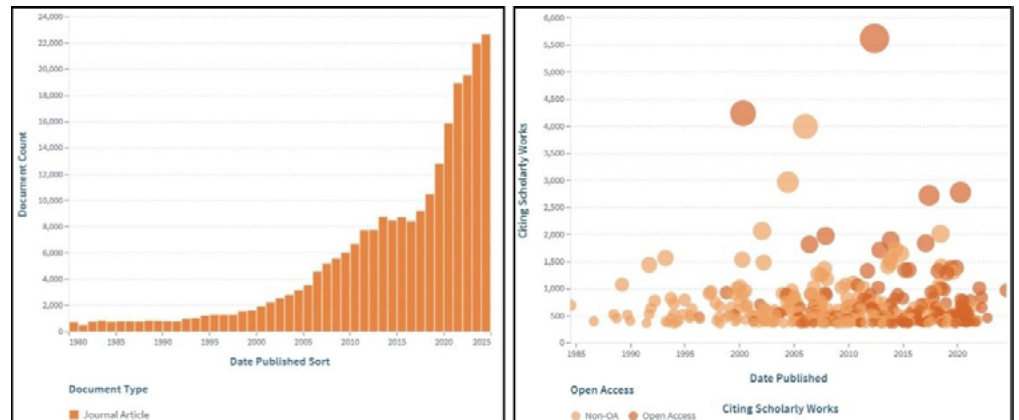
The *Isen Mulang* Cultural Festival (FBIM) is one of the local wisdom-based tourism in Central Kalimantan Province. The FBIM is a cultural attraction event in commemoration of the anniversary of Central Kalimantan Province and part of cultural and tourism events in Central Kalimantan (Dinas Kebudayaan dan Pariwisata Kalimantan Tengah, 2024; Harvianto & Abeng, 2021; Widen et al., 2024, 2025; Wilantari, 2023). The FBIM is included in the 110 flagship events of the 2024 Karisma Event Nusantara (KEN), curated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia (Kementerian Pariwisata dan Ekonomi Kreatif, 2024).

Based on data from the Ministry of Tourism and Creative Economy of the Republic of Indonesia, Karisma Event Nusantara 2024 increased tourist visits by 8.5 million, resulting in an economic turnover of Rp13,57 trillion, and providing additional turnover for business actors by 67 percent (Hendriyani, 2024). This data shows that organizing the Karisma Event Nusantara 2024 event has a significant impact on tourist visits and economic growth. Hence, the FBIM is one of the events that can continue to be developed towards sustainable tourism. Based on the explanation above, the research objectives can be formulated to analyze the strategies and policies for developing the FBIM as a local wisdom-based tourist destination towards sustainable tourism.

To date, we have not found any research on FBIM within the framework of local wisdom tourism development strategies and policies towards sustainable tourism. The results of our observations on previous research regarding the FBIM are still limited, and none of them align with the focus of this research. The development and implementation of sustainable tourism policies must be able to answer environmental challenges and sustainable development globally; therefore, research must be able to (1) analyze the process and progress of sustainable tourism policy development, (2) summarize the evolution of sustainable tourism policies and the interaction between them; (3) explain the meaning and role of sustainable tourism policies and the ideological principles behind them; and (4) evaluate, revise, and improve sustainable tourism policies based on social practices, and guide the implementation of sustainable tourism policies (Guo et al., 2019).

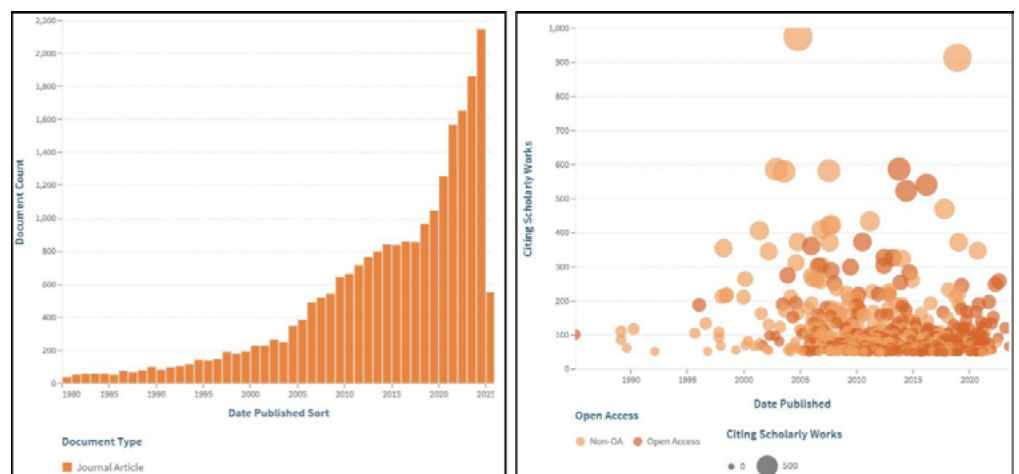
Based on the results of the search conducted, we found research written by (P. W. Saputra & Suparta, 2023), with the research results highlighting the FBIM as a means of promoting Central Kalimantan tourism. In addition, we also found research written by Wilantari (2023), with the research results highlighting the promotion carried out at the FBIM activities. Compared to our writing, there are differences; namely, our writing is more focused on the strategies and policies for developing the FBIM towards sustainable tourism. A study that reviews in depth the plan for developing a cultural festival to introduce tourist destinations and attract tourist visits. In addition, this research explores FBIM development policies to facilitate the balance of nature, environment, and humans, paying attention to local communities and creating prosperity to realize sustainable tourism.

Figure 1. (a) Publication of Tourism Development Topic Articles; (b) Citation of Tourism Development Topic Articles



Source: Authors' bibliometric analysis using lens.org

Figure 2. (a) Publication of Cultural Festival Topic Articles; (b) Citation of Cultural Festival Topic Articles



Source: Authors' bibliometric analysis using lens.org

Based on our bibliometric analysis of articles on tourism development from 1980 to 2024, there are 242,917 articles and 3,971,363 citations. Additionally, our bibliometric analysis of articles on cultural festivals from 1980 to 2024 yielded 23,205 articles and 217,957 citations. Research with tourism development studies continues to experience an increasing trend (Niñerola et al., 2019; Sharpley, 2020; Soh et al., 2023; Streimikiene et al., 2021; Telfer & Sharpley, 2015). This analysis underscores the importance of tourism development research topics, as they can significantly impact the economy, state revenue, and enhance the welfare of local communities (Raza et al., 2017). In addition, this research can add references and enrich the study of tourism development.

2. Methods

This research focuses on the strategy and policy of developing the *Isen Mulang* Cultural Festival as a local wisdom-based tourism destination for sustainable tourism in Central Kalimantan. The research uses descriptive qualitative methods to describe in depth the phenomena that occur, understand the dynamics of festival development in a socio-cultural context, and capture the perspectives of various stakeholders. The data used is qualitative, with information obtained from in-depth interviews, direct observation, and document analysis of festival policies and practices. Observations were conducted directly following the *Isen Mulang* Cultural Festival activities to document various aspects of the festival, such as art performance forms, traditional rituals, and interactions between participants and visitors. Field notes obtained from

the observations helped describe the festival's atmosphere and assess the extent to which local wisdom values were reflected in the activities.

This study also conducted in-depth interviews with stakeholders directly linked to the *Isen Mulang* Cultural Festival. In-depth interviews were conducted in an unstructured manner to provide flexibility in exploring information according to the informants' experiences and perspectives (Anam et al., 2024; Atem et al., 2024; Batubara, Atem, et al., 2023; Tumiwa et al., 2024). Questions were open-ended and evolved during the interview process (Batubara, Ikhwan, et al., 2023; Hutasoit et al., 2024). Research informants comprised the Central Kalimantan Provincial Culture and Tourism Office, who provided information on tourism development policies and strategies, legislative and executive figures who explained policy and regulatory perspectives, and traditional leaders (Damang) who provided insight into Dayak's local wisdom values. In addition, business actors also provided information about the festival's economic role, while academics and tourism observers presented critical analyses and recommendations for tourism development. Document analysis was conducted by exploring various relevant written sources, including official reports from the Culture and Tourism Office, previous research results, journal articles, books, and policy archives related to the development of the *Isen Mulang* Cultural Festival.

Data analysis was conducted using a thematic analysis approach that included data reduction, data presentation in the form of thematic narratives, and conclusions from the patterns and relationships found. Data triangulation was conducted by verifying information from various sources to ensure data validity. This method is expected to produce a comprehensive understanding of the *Isen Mulang* Cultural Festival as local wisdom-based tourism towards sustainable tourism in Central Kalimantan.

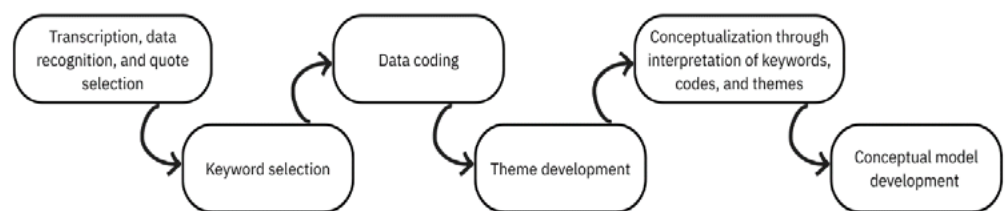


Figure 3. (a) Steps Taken in the Thematic Analysis Process

Source: (Naeem et al., 2023)

3. Results and Discussion

3.1. *Isen Mulang* Cultural Festival (FBIM) Development Strategy Towards Sustainable Tourism

The Provincial Government plays a vital role in developing Central Kalimantan's cultural potential through the *Isen Mulang* Cultural Festival (FBIM) on an ongoing basis (P. W. Saputra & Suparta, 2023). This festival is the most anticipated annual event in Central Kalimantan, as it showcases the diversity of Dayak culture and introduces local wisdom to the public. The framework of local wisdom-based tourism departs from the main idea of regional culture. All regions in Indonesia are required to have a regional cultural idea. The goal is for the area to have guidelines for developing and preserving regional culture. The main idea of this regional culture contains procedures for safeguarding and protecting regional culture. Some critical aspects of the concept, including the benefits, challenges, and implementation steps required.

Regarding cultural aspects, the tourism industry plays an indirect yet essential role in developing Indonesia's culture. This is because the emergence of tourist destinations in a country can directly introduce the country's cultural diversity, including traditional

arts, cuisine, clothing, and rituals (Sugiyarto & Amaruli, 2018). So, by establishing a policy on Regional Cultural Thoughts (PPKD) in each region, cultural development will be more massive. This means national cultural development will be carried out sustainably, including in Central Kalimantan. Then, the FBIM became one of the first steps the Central Kalimantan provincial government took to realize this policy. Seeing that the FBIM is in line with the main guidelines of regional cultural thoughts, the sustainability of the FBIM can continue to be held for a long time. However, what needs to be considered is the innovation that needs to be done in the FBIM so that it can increase the number of both domestic and foreign tourists.

The principle of Regional Culture influences the development of culture beyond mere preservation. The FBIM allows local artists to develop and introduce innovations in local culture. For example, local artists can showcase new works inspired by their local traditions so that local culture remains relevant and evolves. In addition, the FBIM helps strengthen the identity and pride of Central Kalimantan. Through this festival, local people can celebrate and appreciate their culture, foster a sense of solidarity and pride among citizens, and strengthen Central Kalimantan's identity in the eyes of both national and international audiences.

The sustainability of the FBIM as a local wisdom-based tourism in Central Kalimantan is inseparable from the policies issued by the Central Kalimantan regional government, which are derived from national policies. The national Regional Cultural Policy becomes the basis for developing cultural tourism in Indonesia. This means that this regional cultural policy can ensure the sustainability of the FBIM over a long period. In addition, the FBIM is also included in the Karisma Event Nusantara (KEN) Catalog from the Ministry of Tourism and Creative Economy of the Republic of Indonesia as one of the national routine events so that Karisma Event Nusantara mandates that the FBIM be held regularly every year.

The direction of sustainability for the FBIM as a local wisdom-based tourism in Central Kalimantan must be structured to become an advanced tourism event, impacting economic growth and increasing visitors. The development strategy of the FBIM towards sustainable tourism, namely:

3.1.1. Promotion

Tourism promotion is key to attracting more tourists and strengthening the local economy. The Chairman of DPD ASITA Central Kalimantan, Bhayu Rhama, explained that promotion is difficult because it takes time and consistency. In addition, the obstacle to promotion lies with policymakers, such as the DPRD, and the DPRD's consideration in budgeting for the FBIM is a take-and-give approach. The costs incurred must have a significant impact on regional income.

This illustrates that policyholders view promotion from a short-term perspective. They expect quick and immediate results from any expenditure and overlook the long-term benefits of promoting the FBIM. This is due to a lack of understanding of the intrinsic values of cultural preservation and tourism promotion. As a result, promoting the FBIM is considered an expense that does not generate immediate revenue; however, it does realize a long-term positive impact on the local economy and the strengthening of cultural identity. Measuring the effect of the FBIM promotion is still constrained by limited data and measurement methods related to the increase in tourists and revenue generated. While the impact of cultural promotion is not always measured in terms of direct revenue, the promotion of the FBIM also includes aspects such as increased cultural awareness, increased tourist numbers, and indirect economic impacts.

One crucial step to overcome this is to increase education and awareness of all parties about the intrinsic value of the FBIM. This can be done through presentations, seminars, and discussions involving cultural and tourism activists. Developing better measurement methods to gauge the impact of promoting the FBIM is also crucial. This includes collecting more comprehensive data on the number of tourists, tourist spending, and the indirect economic impact of promoting the FBIM. Collaboration with the private sector can help overcome budget limitations. The private sector can contribute to funding, providing facilities, and promoting cultural activities. This collaboration can also help increase the visibility of the FBIM in domestic and international markets. Developing a comprehensive strategic plan for promoting the FBIM can help account for promotional costs. This plan should include both short-term and long-term goals, promotional strategies, and specific performance indicators to measure the impact of the promotion.

Furthermore, the impact of take and give thinking is that implementing the FBIM as a cultural tourism event is carried out smoothly in accordance with established standards. There is no effort to improve quality through promotions abroad. As a result, promotions are short-term and are stopped when the promotion cost is not proportional to the revenue generated.

Ineffective promotion results in the number of tourists coming to the FBIM remaining low. This impacts the tourism sector's potential income, which is increasingly not optimal. With the low number of tourists, the festival's economic impact is also limited. The potential for increased revenue for local businesses, such as handicraft vendors, culinary providers, and accommodation providers, is not being maximized. The FBIM, which is an important event to promote Dayak culture and the cultural richness of Central Kalimantan to the outside world, is limited when promotion is not done effectively.

On the other hand, the DPRD has made various promotional efforts to attract tourists, particularly through the organization of the FBIM. Efforts have included strengthening branding and promotion through mass and digital media to increase the festival's visibility. Then, tour packages will be developed that combine visits to the FBIM with other tourist destinations in Central Kalimantan. But interestingly, another statement from the DPRD is that there must be a match between the budget and the programs and activities. To ensure harmony between the budget spent and the resulting achievements. This means whether the FBIM is directly proportional to the increase in local revenue in the tourism sector.

Based on the above data, budgeting is a significant problem in promoting the FBIM. From ASITA's perspective, building quality tourism takes time and consistency, so a sufficiently large budget is needed to promote and introduce the FBIM both domestically and abroad. Meanwhile, the DPRD expects the budget to be effective in achieving the goals that have been set. This dilemma must be resolved through discussions in specific forums so that the expectations of all parties can realize tourism development in Central Kalimantan.

3.1.2. Collaboration with Private Parties

One of the obstacles faced in implementing the FBIM is related to budgeting. The implementation of the FBIM is not fixed to a specific date, so ASITA, as a tourism entrepreneur organization, has difficulty selling this event. One of the leading causes is that the funding source for organizing the FBIM still depends on the APBD. Some funding sources used in organizing the FBIM come from the APBD.

Several sources explained that the competitions at the FBIM are only represented by the local government because the local budget has provided funding. The private sector is not interested in being involved because the organization of activities is inconsistent. Finally, funding is only from the APBD, and the participants engage in monotonous activities provided by the local government. The important thing is that the activities are carried out.

Limited trust is the main reason the private sector is not interested in participating in the FBIM activities. The private sector is hesitant to invest in activities that are unsustainable. Festival organizers must build trust by developing long-term prospects to overcome this problem. The government, festival organizers, and the private sector require effective coordination and communication to collaborate efficiently. Determining how all parties engage and work together in planning and executing the event is challenging. Unlike festival organizers, private parties may have different goals and interests. For example, businesses may concentrate more on increasing sales and brand marketing, while festivals focus more on preserving traditions and increasing public participation. To overcome these issues, there needs to be a clear understanding and agreement on mutual goals and benefits.

Reliance on APBD and a lack of support from the private sector mean that the scale of FBIM events remains limited. More significant and exciting events require more substantial funding, which is difficult without consistent and sustained support. Uncertainty about financing also hampers innovation and event development. Without adequate funding, it is challenging to develop new and exciting event concepts and enhance the overall quality of the event.

The funding of the FBIM is heavily reliant on the local government budget (APBD). Due to the limited budget available and other spending priorities, funding that relies entirely on the local government budget is often insufficient to host more significant events with a larger number of participants. Inconsistent funding is also an issue. When funding is unstable, planning and developing more critical and exciting events becomes difficult. Additionally, this uncertainty deters potential sponsors, such as banks and private companies, from investing in events. The private sector, including banks and palm oil companies in Central Kalimantan, has not provided significant support. Distrust in the consistency and sustainability of the event was the main reason for this. Finally, the funding of the FBIM, which is limited to the regional budget (APBD) without the support of the private sector, has hampered the development of the FBIM.

More stable and sustainable funding is a key advantage of collaborating with the private sector. The private sector, such as large companies, banks, and local industries, can financially support the FBIM. This funding can improve the event's quality, provide better facilities, and attract more audiences. The private sector has extensive networks and resources to promote the FBIM, and they can work together to make the festival more effective through various platforms, such as print media, social media, and electronic media. In addition, the private sector can assist in inviting national and international media to cover the event, thus increasing the festival's visibility in the broader market. Therefore, support from private parties can improve the festival's appeal and result in a better experience for everyone. Collaboration with the private sector can result in a significant economic boost to the local community. As the number of people attending the festival increases, tourism businesses, such as hotels, restaurants, and handicrafts, will also increase. This can increase community income and create new jobs.

Increasing sponsor confidence in the sustainability and consistency of the FBIM is the solution to gaining support from the private sector. This can be achieved by

creating a long-term FBIM plan that includes the event's vision, mission, goals, and development strategy. Accurate reporting and transparency in using funds are also essential to build sponsor trust. To support the funding of the FBIM, it is crucial to develop strategic partnerships with various parties, including the private sector, non-governmental organizations, and local communities. These collaborations can help finance, provide facilities, and promote cultural activities. Strategic partnerships can also create collaboration opportunities for innovative and exciting event ideas. Effective promotion and marketing are also crucial to attracting sponsors and participants. Local governments should develop a comprehensive promotion plan for FBIM, including social media, print, and electronic media. They can also work with travel agents and tour operators to promote tour packages that include the FBIM. Local communities should be involved in developing and implementing the FBIM, and the government can provide training and empowerment to them to do so.

Most funds used to organize the FBIM come from the APBD. However, prizes are usually donated by the private sector. The Culture and Tourism Office cannot raise funds from outside because the FBIM is not a commercial activity. At the beginning of the implementation of the FBIM, funds were obtained from private parties such as Bank Kalteng, but this is no longer allowed, so the source of funding for the FBIM is purely from the APBD DPA of the Culture and Tourism Office.

Based on the data above, it was found that the FBIM was held only for regencies and cities in Central Kalimantan. The absence of private sector involvement is due to the festival's non-commercial nature and its limited public accessibility. However, this also causes the development of local wisdom-based tourism through the FBIM. The source of funding from the APBD and the exclusion of the private sector hindered the development of this activity and limited its ability to be carried out. The organisers can develop this evaluation material to guide tourism development in Central Kalimantan in a more effective direction.

In the regulatory aspect, the Central Kalimantan Regional Government has regulated tourism promotion through Regional Regulation Number 3 of 2013 concerning the Tourism Development Master Plan, specifically Chapter IV on Provincial Tourism Marketing Development. In Article 41, paragraph 2, regarding the strategy and expansion of promotional existence, point b is mentioned to strengthen the function and existence of Central Kalimantan tourism promotion at the national level.

This regulation is a tangible form of the Regional Government's commitment to promoting Central Kalimantan tourism at the national level. As a result, Central Kalimantan Tourism through the *Isen Mulang* Cultural Festival (FBIM) and Babukung Festival was successfully included in the Karisma Event Nusantara Catalog from the Ministry of Tourism and Creative Economy as one of the national events that became the main attraction of Indonesian tourism in the international arena.

3.2. *Isen Mulang* Cultural Festival (FBIM) Development Policy Towards Sustainable Tourism

The goal of the Golden Indonesia program in 2045 is a high cultural development index. One indicator of the achievement of the artistic development index in Central Kalimantan is the FBIM. The benchmark for the success of the FBIM is the presence of tourists of certain ages at art performances and similar events. This achievement is evident in the tourists who come to watch the FBIM performance, making the primary milestone of this festival an increase in tourist visits.

Discussing the direction of cultural development policy in Central Kalimantan must be done in accordance with the guidelines compiled by Disbudpar in collaboration with academics, artists, and cultural experts. Indonesia's long-term goal, "Indonesia Emas 2045", is to become a developed and prosperous country by 2045. To achieve this vision, strong and sustainable cultural development is essential. The Cultural Development Index is a measuring tool used to gauge cultural progress. The FBIM in Central Kalimantan is one of the most important cultural development indicators, particularly in terms of the number of people involved in cultural activities.

The Cultural Development Index can measure the extent to which a region's culture develops and contributes to the welfare of society. The Cultural Development Index encompasses various aspects, including the creation and preservation of arts and culture, as well as community engagement in cultural activities. A high Cultural Development Index indicates that a region's culture is well-developed and has a positive impact on its people. Community involvement in the festival is one of the critical indicators in the Cultural Development Index. Community participation, especially from various age groups, shows that the community still values local culture.

In essence, the Cultural Development Index is an essential tool for measuring the cultural progress of a region. A critical component of the Cultural Development Index in Central Kalimantan is the performance of the FBIM, particularly in terms of community participation in cultural activities. Community involvement in any artistic activity or performance has numerous benefits, including cultural preservation, creativity development, enhancing regional identity and pride, and positively impacting the local economy. Although improving the Cultural Development Index is challenging, these cultural development efforts can directly contribute to realising the vision of a Golden Indonesia 2045.

On the other hand, the FBIM can be the highlight of Central Kalimantan's cultural events every year. Every month, small cultural events need to be organised. These events are expected to be held consistently so that they become a major activity carried out every month. Finally, the FBIM becomes the peak of regional cultural events every year. By organizing small activities on a regular and consistent basis, the sustainability of cultural activities can be maintained. Regularly organized activities help maintain community spirit and participation and ensure local culture is alive and thriving. Small, regular events provide opportunities for more people to get involved. People are more likely to participate in activities held locally and regularly than significant events that may only be held once a year. High levels of community participation are crucial to cultural development in an area.

Regular small activities allow cultural actors to develop their capacities and skills. Artists, artisans, and other cultural actors can practice and improve the quality of their work through these activities. In addition, small activities can also be a place to try out new innovative ideas before they are implemented in significant activities. Public awareness and appreciation of local culture can increase with cultural activities held regularly. The community can better recognize and appreciate their cultural traditions and values, strengthening regional identity and pride.

Furthermore, regarding the sustainability of the FBIM implementation related to regulations, the Central Kalimantan Provincial DPRD explained that the policies issued by the DPRD are to develop regulations that support the development of local wisdom-based tourism through the FBIM. The Provincial DPRD fully supports preserving and promoting culture in Central Kalimantan through the FBIM.

The various policies issued regarding the FBIM are a form of commitment from the local government to maintain cultural heritage while increasing tourism attractiveness

in Central Kalimantan. Cultural preservation, improvement of the local economy, and increased community participation are some of the significant advantages of this regulation. However, appropriate steps must be taken to address coordination issues between parties, limited resources, and collaboration with various parties. Measures include comprehensive regulation implementation, socialization and education, infrastructure development, cooperation and partnership, and monitoring and evaluation. If done correctly, the resulting regulations can help preserve culture and encourage tourism in Central Kalimantan.

In the framework of tourism sustainability in Central Kalimantan that supports the FBIM, policies related to local wisdom-based tourism that need to be implemented are as follows:

3.2.1. Training and Empowerment of Tourism Human Resources

Human Resource Development in tourism is a unity process that builds humans as social beings and tourism actors (Rhama, 2013). This means that the development of human resources in tourism requires professionals who have a high level of social care for the surrounding community. The development of professional human resources in tourism must emphasize a productive work ethic, expertise and skills, creativity, and good discipline. Community involvement is the most critical element needed in the sustainability of tourism development in an area. Then, the local community becomes the main component in shaping the image of a tourist destination.

The Central Kalimantan Provincial Government has regulated Tourism Development itself in Regional Regulation Number 2 of 2013, concerning the Central Kalimantan Provincial Tourism Development Master Plan for the 2013-2028 Period, in Chapter VII, concerning Tourism Institutions, Article 59, which includes Tourism Organisation Development and Tourism Human Resources Development.

Although tourism in Central Kalimantan is still in the developing stage, it has various tourism potentials that are no less interesting than those of other regions. This is why tourism is included in the Governor's 10 flagship programs. Tourism development is a key priority in the Governor's vision and mission. Although it is in sixth place, implementing this vision and mission requires continuous efforts to explore and develop tourist attractions in Central Kalimantan.

Tourism development can provide significant benefits, including local economic enhancement, cultural preservation, and infrastructure improvement. However, challenges regarding limited resources, coordination between parties, and promotion and marketing must be addressed appropriately, including the preparation of strategic plans, infrastructure development, promotion and marketing, training, community empowerment, and collaboration and partnerships. Therefore, including Tourism as one of the Governor's flagship programs demands the availability of professional human resources in the tourism sector. Given that human resources are the most strategic asset in a tourist destination, improving the quality of tourist destinations must start with enhancing the quality of human resources.

Implementing the FBIM has become one of the tourist attractions in Central Kalimantan, and a notable increase in tourists has been observed. However, there are still some obstacles related to Human Resources. Local wisdom displayed in the FBIM is presented but not explained in terms of the meaning and values it contains. This is due to the lack of human resources who can tell the meaning of the cultures displayed. For this reason, the Regional Government and DPRD need to encourage capacity building of Human Resources that support improving the quality of the FBIM in the future.

In connection with the above problems, tourism development must begin with the development of Tourism Human Resources. Tourism human resource development can be done through community skills training in tourism and tourism counselling activities. This tourism counselling needs to be carried out in a planned and sustainable manner. In the Central Kalimantan Tourism Development Master Plan, it is stated that the direction of tourism human resource development policy CHAPTER VII article 62 covers:

- a. Optimization and acceleration of the Regional Government's human resources competence
- b. Acceleration of the quality of tourism education institutions
- c. Standardization and certification of education personnel
- d. Optimizing the quantity and quality of tourism human resources.

The problems presented above illustrate how the cultural values of Central Kalimantan, as presented through the FBIM, are not conveyed explicitly. This is due to the lack of people who can represent these cultural values well (storytelling). This means the FBIM lacks human resources and good communication techniques. Communication techniques are sometimes ignored when promoting tourist destinations. As a result, the values of tourism objects are not well described to tourists. Communication skills are essential in developing human tourism resources to strengthen the existence of these tourist destinations (Bakti et al., 2018).

To overcome these problems, each stakeholder element at the FBIM needs to consider developing the storytelling skills of the people in Central Kalimantan. This aims to describe the cultures on display and create a lasting impression of these cultures among tourists, particularly foreign tourists. The benefits gained through storytelling skills include the creative expression of ideas and feelings, improved social skills, and effective communication with diverse audiences. Thus, this storytelling skill can address the problems presented above and enhance the quality of FBIM implementation.

Furthermore, every stakeholder at the FBIM, such as the Governor, Regent, Mayor, DPRD, and Central Kalimantan tourism observers, should not only attend the ceremonial opening but can follow the festival throughout its performance. The goal is for all these stakeholders to identify and address the shortcomings during this festival. In the future, efforts can be made to improve and achieve the objectives of organizing the FBIM.

3.2.2. Local Economic Empowerment

Tourism is one of the key drivers of the economic sector and a vital solution for the government in achieving economic development. Tourism development aims to enhance and develop various national tourism potentials, which in turn impact employment, community income, regional income, and state income. To achieve these goals, the community's support and active participation are needed.

The Provincial Tourism Development Master Plan, as explained in Chapter III, Article 4, states that the vision of tourism development is to realise Central Kalimantan as a quality, organised, and environmentally sound tourist destination for the welfare of the community. While the mission set to realize the vision includes:

- a. Develop Central Kalimantan Province as one of the national tourist destinations
- b. Making Central Kalimantan Province a tourist spot that is always remembered and loved by tourists.

- c. Improving the quality of life of the people of Central Kalimantan through the tourism sector.
- d. Opening more business and employment opportunities in the tourism industry.
- e. Encourage the development of a creative economy based on tourism.
- f. Tourism is an activity that involves the community and the government as catalysts, regulators, and facilitators.
- g. Maintain and preserve religious values and local culture.

The FBIM is one of the central potentials expected to increase Regional Original Revenue and the local economy in Central Kalimantan. Although the tourism sector's contribution to the Regional Original Revenue is still relatively small, the festival is expected to be a driving force for the economy through various activities involving local communities, such as culinary and handicraft sales.

The FBIM offers opportunities for local communities to increase their income by selling locally produced products, including culinary handicrafts and souvenirs. The event provides direct economic benefits for businesses and creates temporary employment opportunities for residents. The festival serves as a platform to promote local culture to both domestic and foreign tourists. The community can introduce Central Kalimantan's rich culture to the outside world through various art performances, traditional dances, and cultural exhibitions. It can also increase awareness and appreciation of local cultural heritage. The FBIM can attract tourists to visit Central Kalimantan. With the increase in the number of tourists, the tourism sector can develop more rapidly, increasing Regional Original Revenue from this sector. Tourists who come to watch the festival will also spend money on accommodation, transportation, and other expenses, which will have a positive impact on the local economy.

Furthermore, policies related to the development of local wisdom-based tourism aim to empower the local community economy by providing incentives to creative economy actors, encouraging the increase of local wisdom products. This is inseparable from their role and commitment to preserving local culture. Furthermore, it was announced that an organisation has been established to support these creative economic actors. The organization is the Creative Economy Movement (GEKRAF).

Tourism has a significant impact on the local economy. If supported by communities, entrepreneurs, and the government, tourism can increase people's economic income (Iskandar et al., 2023). This means that local wisdom-based tourism through the FBIM has met the requirements to be said as a regional economic driver in increasing the economic income of the people in Central Kalimantan.

Local economic empowerment is one of the critical aspects of sustainable tourism. The development of local wisdom-based tourism is strongly influenced by local communities' active role in tourism activities (Salendra et al., 2024). Sustainable local wisdom-based tourism policy should encourage products based on local culture and arts and crafts. This includes managing tourist attractions by local communities, culinary promotions, handicrafts, and cultural performances. In this sector, the government must provide technical assistance to local businesses to improve product quality and make them more competitive.

The Regional Government has fully supported the Creative Economy Movement in developing local wisdom-based tourism products. The Provincial Government and DPRD have shown their support for this organization through the Tourism Office. Every city and province's tourism activity can utilise products made by the Creative Economy Movement, enabling this organisation to compete internationally.

Collaboration between the Tourism Office and the Creative Economy Movement can have a significant economic impact on local communities. By involving creative economy products in the tourism industry, such as hotels in Central Kalimantan, business opportunities for creative economy actors will increase. This can create new jobs and increase community income. Through this collaboration, local products can be promoted more widely. Creative economy products, such as handicrafts, culinary, and souvenirs, can be part of the services and facilities offered by hotels in Central Kalimantan. This increases local product sales and introduces tourists to the region's rich culture and creativity. Involving creative economy products in the tourism industry can enhance the attractiveness of tourism in Central Kalimantan. Tourists will get a richer and more authentic experience, reflecting local culture and creativity. This can increase tourist satisfaction and encourage them to return.

During the FBIM, there was a significant economic turnover due to local wisdom-based tourism products. Starting from creative businesses, culinary entrepreneurs, and art studios that rent traditional clothes. Thus, the FBIM has been able to encourage local wisdom-based tourism products. Not only products in the form of goods but also local wisdom-based service products were developed during the implementation of the FBIM, such as ornamental boat building services, traditional clothing rental services, and so on. In addition, many jobs are available during the FBIM performance, both long-term and short-term.

The Provincial Tourism Development Master Plan has also regulated the development of the Creative Economy. This is outlined in Article 42, Point E. This means that the provincial government is committed to developing the Creative Economy. This commitment has been implemented through the full support of the Creative Economy Movement as an organization of the creative industry in Central Kalimantan.

3.2.3. Infrastructure Development

Tourism is currently one of the development sectors being promoted by the government. Infrastructure development will accelerate development in the tourism sector. This is because infrastructure development is the key to successful tourism development (Yunus et al., 2021). Central Kalimantan has issued a policy regarding tourism infrastructure development through Regional Regulation Number 2 of 2013 CHAPTER IV Article 10 paragraph 1 point d, which states that the DPP is determined by the criteria of having the support of accessibility networks and infrastructure that supports the movement of tourists and tourism activities.

This means that Tourism Priority Destinations must meet these criteria so that tourist access is easy and supported by adequate infrastructure. In 2024, the FBIM will be held in Palangka Raya City, which has adequate access and infrastructure. However, in 2017, the FBIM was held in Kapuas Regency. However, the infrastructure that did not support the FBIM being held in Kapuas Regency caused tourists who came to prefer Banjarmasin as their location to stop by rather than Palangka Raya City. This then made Banjarmasin the primary beneficiary of the FBIM. Revenue from supporting sectors, such as hotels, transportation, and other tourist destinations in Banjarmasin, benefits from the festival.

On the other hand, no matter how good the promotion is, if the infrastructure is not improved, it will be useless. For this reason, the DPRD and tourist destination areas then made various efforts to improve tourism infrastructure. This improvement effort typically begins 6 to 12 months prior to the FBIM. The program carried out by the DPRD aims to integrate the FBIM with other tour packages in Central Kalimantan, making the FBIM event a promotional tool for other regional tourist destinations in the

area. Considering these conditions, equitable infrastructure development is a primary concern in implementing the FBIM. Implementing the FBIM in turn in each Regency-City in Central Kalimantan is ineffective due to uneven development. The infrastructure development policy strategy in the framework of the sustainability of the FBIM can be realized through:

- a. Road Construction and Improvement:** One of the keys to the festival's success is good accessibility. The FBIM attracts thousands of visitors from various regions as a centre for tourism, culture, and art interaction. However, access from outside the area to the festival site is often a significant problem. Therefore, constructing and improving roads is crucial to ensure that visitors from various regions can attend the festival comfortably. Good roads are essential to improve accessibility. Adequate road facilities can reduce the risk of accidents by facilitating the mobility of both private and public vehicles. Conversely, damaged or narrow roads can be a significant obstacle, causing congestion, vehicle damage, or even jeopardizing the safety of visitors. This can be a factor in deterring tourists from attending the FBIM event. Additionally, it is crucial to consider whether access to other tourist destinations will be limited or inadequate if new roads are constructed. New roads can reduce the traffic load on major routes and give visitors a wider choice by opening up new paths. The aim is to make other tourist destinations in the surrounding area more accessible and inclusive with good road infrastructure. This allows more tourists to visit without worrying about travel constraints. The role of the local government is crucial in ensuring that budgets are available for repairing damaged roads and constructing new roads where necessary. If the FBIM is to have a significant economic and cultural impact on existing tourist destinations in the surrounding areas, then infrastructure improvement budgets should be prioritized. Investments in road infrastructure have both long-term and short-term effects. Local communities can benefit from improved roads after the festival, enhancing regional access and stimulating local economic growth. This shows that road infrastructure development is a strategic investment with many benefits. Thus, equal distribution of infrastructure development is the key to successfully implementing the FBIM. The purpose of holding the FBIM is to promote culture and tourist destinations in each region of Central Kalimantan. However, it becomes ineffective when infrastructure development is uneven, which benefits other regions outside Central Kalimantan.
- b. Collaboration with the Private Sector in Transportation Provision:** Partnering with the private sector, including transportation companies, can help provide efficient transportation services. The private sector can contribute through investment and the provision of quality services. In addition, this collaboration can also create new business opportunities and boost the local economy. Providing adequate transportation is an essential aspect of ensuring visitor comfort and accessibility. One effective strategy is to collaborate with travel agents. This collaboration facilitates visitor transportation and provides economic benefits for the various parties involved. As a travel business, travel agents have extensive experience and networks in providing a wide range of transportation options. Through this collaboration, FBIM organisers can ensure that transportation aspects are well-planned, including routes, schedules, and visitor capacity. Travel agents can also play a crucial role in creating a comprehensive travel package that includes transportation, accommodations, and festival entrance tickets. This makes it easier for visitors, especially first-time festival visitors who are unfamiliar with the location. These flexible packages can be customised to suit visitors' budgets and preferences. Travel agents participating in this collaboration also act as very

effective promotional partners. Using their customer networks and marketing platforms, travel agents can introduce the FBIM to a broader audience, including foreign tourists. The increased number of visitors brought by travel agents will also boost the local economy around the festival. Local businesses such as restaurants, lodging, and souvenir shops will increase as demand from tourists increases.

3.2.4. *Promotion of Local Wisdom*

Local wisdom is a culture the community owns to defend itself from global currents. Preserving local wisdom is a characteristic of a society that loves cultural heritage. In short, local wisdom is the view of the life of a particular community in a specific area in the form of activities passed down from generation to generation (Atmaji & Qodir, 2021).

Culture, as a product of local wisdom, has great potential to become a cultural tourism destination. Cultural tourism not only showcases the diversity of cultures that exist within a region. More broadly, cultural tourism becomes a person's journey to expand their knowledge about the peculiarities of the people's lives they visit. Central Kalimantan has hundreds of local wisdom that have the potential to become cultural tourism destinations. However, the uneven development of infrastructure in certain areas presents a challenge to the growth of cultural tourism in the region. Therefore, the FBIM is a promotional event for cultures from various regions in Central Kalimantan that are difficult for tourists to reach.

The people of Central Kalimantan possess a diverse range of local wisdom. This is because there are hundreds of Dayak sub-tribes, each with numerous local wisdoms within its own tribe. The FBIM event displays various cultures from various ethnicities. The festival, packaged as a carnival, features various Dayak traditions such as traditional clothing, dances, arts, Dayak ornaments, and so on. This festival not only showcases the culture of the Dayak tribe in the national and international arenas but also serves as an effort to develop cultural tourism in Central Kalimantan.

Through the FBIM, it is hoped that it can increase the community's and tourists' knowledge and insight into the culture and local wisdom of the Dayak tribe of Central Kalimantan. Gauri recognized that the beginning of the FBIM was a gathering place between regions in Central Kalimantan and then developed into a means of promoting local wisdom-based tourism.

The FBIM has excellent potential to become a role model for local wisdom-based tourism in Central Kalimantan. Through this festival, people and tourists can learn and understand the culture and local wisdom of the Dayak tribe and other cultures in Central Kalimantan. The FBIM not only plays a role in preserving local culture but also provides economic benefits, increases regional identity and pride, and develops the capacity and skills of cultural actors.

3.3. Karisma Event Nusantara (KEN) 2024 as a Strategy and Policy of the Ministry of Tourism and Creative Economy in Promoting Indonesian Tourism: *Isen Mulang* Cultural Festival (FBIM) as One of the Featured Events

Karisma Event Nusantara is one of the Ministry of Tourism and Creative Economy's programs, which aims to make events in the archipelago the main attraction of Indonesian tourism in the international arena. In 2023, Karisma Event Nusantara moved 7.3 tourists, opened tens of thousands of jobs, and empowered local MSMEs, and its economic turnover reached 12.38 trillion (Kementerian Pariwisata dan Ekonomi

Kreatif, 2024). Based on data from the Ministry of Tourism and Creative Economy of the Republic of Indonesia, Karisma Event Nusantara 2024 increased tourist visits by 8,5 million, an economic turnover of Rp. 13,57 trillion, and providing additional turnover for business actors by 67 percent (Hendriyani, 2024).

In 2024, the Karisma Event Nusantara catalogue featured two events from Central Kalimantan: the *Isen Mulang* Cultural Festival (FBIM) and the Babukung Festival, which were selected as national flagship events after a rigorous curation process involving 38 provinces in Indonesia. Related the entry of Central Kalimantan Events into the Kharisma Event Nusantara catalogue is the result of the hard work of the Central Kalimantan provincial government. The strategic policy of Central Kalimantan Province, as implemented through the Culture and Tourism Office, is to organise cultural-based events. Given that Central Kalimantan has a rich cultural heritage, mapping programs are being carried out to support tourism. It was found that the cultural resources in Central Kalimantan have the potential to be maximised, significantly increasing tourist numbers.

The inclusion of the FBIM in Karisma Event Nusantara reflects the importance of this festival as a representation of Indonesia's diverse culture. Some aspects that make the FBIM relevant to the Nusantara Event Charisma include:

3.3.1. Isen Mulang Cultural Festival (FBIM) Showcases the Uniqueness of Local Culture

The FBIM is an annual cultural event that is a source of pride for the people of Central Kalimantan. This event is not only a place to preserve local culture but also a means of introducing the richness of Dayak culture to the national and international levels. The cultural diversity displayed in the FBIM, such as traditional dances, typical music, folk games, and traditional cuisine, aligns with the spirit of the National Event Calendar to promote Indonesian culture to the world.

In addition, various Dayak handicrafts, including rattan weaving, wood carving, and ikat weaving, are showcased at this festival. These crafts not only showcase the skills and creativity of the local people but also illustrate the richness of Dayak's nature and culture. Visitors can see the process of making these crafts and even buy the products as souvenirs. The FBIM also features various Dayak traditional ceremonies full of spiritual values and beliefs. These ceremonies, such as the Tiwah and Ngaju ceremonies, provide an insight into the religious and philosophical life of the Dayak people. Visitors can witness these ceremonies first-hand and understand more about Dayak culture.

By showcasing the uniqueness of local culture, the FBIM is not only an entertainment event but also a means to preserve and promote the richness of Dayak culture to the world. The festival allows local communities to show their pride in their culture and invites visitors to get to know and appreciate Indonesia's cultural diversity.

3.3.2. Isen Mulang Cultural Festival (FBIM) Becomes a Tourist Attraction

The FBIM has the potential to attract tourists who want to experience the authentic culture of Central Kalimantan. This supports Karisma Event Nusantara's goal of increasing the number of tourist visits while extending the duration of tourists' stays in the destination. With this close link between the FBIM and the National Event Calendar, the FBIM has excellent potential to continue growing and positively impacting local communities and Indonesian tourism. Support from the government, the private sector, and the broader community is crucial to ensure the sustainability and success of the festival. With its inclusion in the National Event Calendar, the FBIM can become

an example of a sustainable and highly competitive cultural festival at the national and international levels.

3.3.3. Isen Mulang Cultural Festival (FBIM) Contributes to the Local Economy

Through the participation of local communities in the FBIM as event participants, artisans, and service providers, the festival has a direct economic impact on the surrounding community. This positive impact supports Karisma Event Nusantara's mission to utilise tourism as a key economic driver. The FBIM provides economic opportunities for local communities through various activities involving MSMEs and cultural arts actors. With this festival, local communities can sell a variety of handicraft products, traditional foods, and drinks to visitors. In addition, the festival also opens up employment opportunities for local communities in various fields, such as event organization, security, and transportation.

Furthermore, in supporting the inclusion of the FBIM and Babukung Festival in the Karisma Event Nusantara catalogue, the Central Kalimantan Provincial DPRD has made various efforts, including cultural preservation and promotion. Other supporting activities to support the FBIM in the Karisma Event Nusantara catalogue have also been carried out supporting activities such as cultural seminars and improving the quality of tourism infrastructure such as improving the quality of public facilities to provide comfort to tourists and providing transportation such as cooperation with travel service providers for the convenience and ease of access of tourists.

Various efforts have been made to include the FBIM in the Karisma Event Nusantara catalogue and promote it nationally. The Culture and Tourism Office includes installing billboards and videotrons at the airport and inserting teaser videos in XXI to get help from tourism businesses such as the Indonesian Promotourism Association (HPI).

Although the FBIM is included in the Karisma Event Nusantara catalogue, the most formidable challenge is that foreign tourists still do not know Central Kalimantan. Therefore, the FBIM is still not attracting many tourists from outside Central Kalimantan and abroad. One main reason foreign tourists are unfamiliar with Central Kalimantan is the lack of international promotion. Information about the FBIM and other tourist attractions in Central Kalimantan has not been widely disseminated in the global market. Without effective promotion, it is challenging for foreign tourists to be aware of and interested in visiting this festival.

Accessibility to Central Kalimantan is still a challenge. Foreign tourists wishing to visit the festival often have to undertake a lengthy and complicated journey, including international flights to Jakarta or Bali, and domestic flights to Central Kalimantan. This limited transportation infrastructure can deter tourists from visiting. Tourism facilities in Central Kalimantan, such as hotels, restaurants, and local transportation, are still limited. Foreign tourists usually seek comfort and convenience during their trip. If tourism facilities are inadequate, this can be a barrier for tourists to visit the festival.

This means that the FBIM has excellent potential to attract foreign tourists and promote the local culture of Central Kalimantan. However, the main challenges faced are the lack of introduction of foreign tourists to Central Kalimantan, limited accessibility, and lack of tourism facilities. To overcome these challenges, appropriate measures are needed, including intensive international promotion, improved accessibility, development of tourism facilities, collaboration with the private sector, and enhanced event quality. With the right approach, the FBIM can become a more recognizable and attractive event for foreign tourists, thus having a positive impact on the local economy and cultural preservation.

Another reason the FBIM has not attracted many domestic and foreign tourists, even though it has been included in the Karisma Event Nusantara catalogue, is the difficulty of selling to tourists due to problems of consistency in time and place of implementation. ASITA explained that tourism of sale products, such as certain events, must be done a year in advance. Therefore, the event must be clear about the time and place. Because to sell events, tourists have to pay in advance to experience the event. When tourists pay for the event, it turns out that the time and place have changed; of course, adjustments must be made to both the scheme and the budget. As a result, travel entrepreneurs are at risk of suffering losses.

Based on the data described previously, it can be concluded that the FBIM has been included in the Karisma Event Nusantara catalogue. This can be positive because the FBIM has entered the National Event calendar. This means that through this event calendar, the promotion of the FBIM is on a national scale, which has the potential to attract as many domestic and foreign tourists as possible. The DPRD has also made efforts to support this program as a policymaker. Some of these efforts include holding cultural seminars, improving public facilities, and establishing cooperation with transportation to provide easy transportation services to tourists.

On the other hand, ASITA said that selling the FBIM as a tourism product is still very difficult because the time and place of implementation are inconsistent. For this reason, it is necessary to conduct an in-depth evaluation to determine the time and place of the FBIM so that the efforts made to support its promotion on a national scale are not in vain.

4. Conclusion

Local wisdom-based tourism is one of the priorities of the Ministry of Tourism and Creative Economy of the Republic of Indonesia in the tourism sector, and it requires development and optimisation. The critical direction of tourism development and the need to implement it are related to strategies and policies. The Ministry of Tourism and Creative Economy collaborates with local governments and tourism stakeholders to implement a plan and policy aimed at enhancing the image of Indonesian tourism through the Nusantara Event Charisma. The FBIM is one of the flagship events of Karisma Event Nusantara 2024, which has been curated by the Ministry of Tourism and Creative Economy from various provinces in Indonesia through data from the Ministry of Tourism and Creative Economy Karisma Event Nusantara 2024 succeeded in increasing tourist visits by 8,5 million tourists, an economic turnover of Rp. 13,57 trillion, and providing an additional turnover for business actors by 67 per cent. This data shows that Karisma Event Nusantara 2024 has a significant impact on tourist visits and economic growth. Hence, the FBIM, one of the Karisma Event Nusantara events, provides more excellent sustainability opportunities for sustainable tourism.

The framework of local wisdom-based tourism begins with Regional Cultural Thought (PPKD), which aims to provide the region with guidelines for developing and preserving its culture. Regional cultural thought served as the foundation for the sustainability of the FBIM, which integrated tourism into local wisdom-based practices. The sustainability of the FBIM as a local wisdom-based tourism initiative in Central Kalimantan is closely tied to various development strategies and policies aimed at promoting sustainable tourism. The development strategy of the FBIM for sustainable tourism is implemented through promotion and collaboration with the private sector. Tourism promotion is the key and leading force in attracting tourists to tourist destinations. In addition, cooperation with the private sector provides benefits in the context of promotion, ideas, funding, and so on.

The FBIM's development policy for sustainable tourism is implemented through the training and empowerment of tourism human resources, local economic empowerment, infrastructure development, and the promotion of local wisdom. The development of tourism human resources aims to produce professionals who have a social concern for the community and emphasise a productive work ethic, expertise or skills, adaptability, and integrity. The Central Kalimantan Provincial Government has regulated tourism development in Central Kalimantan through Regional Regulation No. 2 of 2013, which concerns the Central Kalimantan Provincial Tourism Development Master Plan for the 2013-2028 Period, specifically Article 59, covering Tourism Organisation Development and Human Resources Development. Additionally, the Central Kalimantan Provincial Government has regulated tourism promotion through Regional Regulation No. 3 of 2013 concerning the Tourism Development Master Plan. Through Karisma Event Nusantara 2024, the FBIM should be able to maximize activities to attract tourists through various policies and strategies so that this activity has sustainability towards sustainable tourism.

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