



RESEARCH ARTICLE

Local Wisdom-Based Tourism Development Model Through Exploration of Dayak Culture at the Isen Mulang Cultural Festival in Central Kalimantan, Indonesia

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ARTICLE INFO	ABSTRACT
Received: Aug 26, 2024 Accepted: Oct 12, 2024	This research project examines the cultural and local wisdom aspects of the Dayak tribe, as presented at the Isen Mulang Cultural Festival. It also considers the potential factors that could serve as a model for local wisdom-based tourism development. This research further examines the sustainability of the Isen Mulang Cultural Festival in the context of local wisdom-based tourism policies. This research employs ethnographic methods. The findings indicate that Dayak culture has significant potential as a tourist attraction, particularly for traditional arts, sports, rituals, handicrafts, and cuisine. The Isen Mulang Cultural Festival plays a vital role in promoting Dayak's local wisdom values; however, there are still challenges in ensuring this cultural heritage's sustainable management and promotion. The proposed tourism development model emphasizes the involvement of local communities, the reinforcement of institutional capacity, and the integration of culture with the creative economy. This approach is designed to encourage the growth of inclusive and sustainable tourism. This research recommends strengthening collaboration between the Government, indigenous communities, and the private sector. This may be achieved by focusing on the strengthening of tourism human resources, the empowerment of the local economy, and the improvement of promotion.
Keywords Tourism Development Local Wisdom Dayak Tribe Isen Mulang Cultural Festival Central Kalimantan	
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INTRODUCTION

In the wake of the global pandemic, the Government has implemented measures to revitalize the national economy. Among the key sectors receiving support are tourism and the creative economy. The Coordinating Ministry for Economic Affairs of the Republic of Indonesia has highlighted the Indonesian Government's multifaceted approach to fostering the recovery of these two vital economic pillars to reinvigorate the economy in the wake of the pandemic (Limanseto, 2021). Local communities must be involved in recovering and redeveloping the tourism sector at the policy and decision-making levels. David Content's conceptualization of people-centred development provides a valuable reference point for understanding the role of community involvement in tourism development. The paradigm of people-centred development primarily emphasizes the role of people and the environment as critical variables in planning and implementing development initiatives (Hergianasari et al., 2022).

The local wisdom of the community represents a distinctive feature of an area with the potential to stimulate tourism development and emerge as a valuable human-created product with economic significance (Hermawan & Hutagalung, 2023; Utomo et al., 2023). The tourism sector plays a significant role in the national economy, as evidenced by its substantial contribution to foreign exchange earnings, domestic product, and the size of the workforce employed in the tourism industry (Badan Keahlian Sekretariat Jenderal DPR RI, 2023). The Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency of the Republic of Indonesia has implemented a series of policies to encourage the development of local wisdom-based tourism. This is consistent with the vision of the Ministry of Tourism and Creative Economy/Tourism and Creative Economy Agency of the Republic of Indonesia for the period 2020-2024, which prioritizes Indonesian tourism and the creative economy based on local wisdom (Kemenparekraf/Baparekraf RI, 2022). Furthermore, the World Tourism Organization (UNWTO) has recommended that Indonesia prioritize the advancement of village-based tourism and promote local wisdom (Farhan & Anwar, 2016).

A substantial body of research has been conducted on tourism development. Giddens (2001) posits that many contemporary traditions have evolved in response to new developments. The globalization process serves as a driving force for local cultural and experiential knowledge to adapt to the evolving landscape of developments. Culture and local wisdom can be employed as countervailing forces to mitigate the effects of globalization (Batubara et al., 2023; Batubara & Fila, 2023). Another study posits that tourism can develop local wisdom, thereby facilitating inclusive development (Anam et al., 2024). Another study proposes the concept of sustainable culture and local wisdom-based tourism as a form of cultural heritage management and tourism activities integrated with the community. This approach is believed to offer all stakeholders social, environmental, and economic benefits (Duxbury et al., 2021). The field of tourism studies the impact of tourism development on regional income generation, poverty alleviation, job creation, foreign exchange earnings, and urbanization. Developing local wisdom-based tourism is a priority area of research (Ardilafiza et al., 2021). Previous research has also concentrated on the potential of cultural festivals as an effective instrument in advancing tourism (Dychkovskyy & Ivanov, 2020; Liu, 2014). Meanwhile, this research focuses on exploring Dayak culture through the Isen Mulang Cultural Festival, an essential agenda in introducing the richness of Dayak's local wisdom to the broader community. Dayak culture and local wisdom are vital in supporting sustainable tourism development that prioritizes cultural and environmental preservation in Central Kalimantan Province.

The Isen Mulang Cultural Festival is an annual event organized by the Central Kalimantan Provincial Government to commemorate the anniversary of Central Kalimantan (Harvianto & Abeng, 2021). This activity is conducted on an annual basis, comprising a series of cultural events, including the Balogo, Manewang Manetek Manyila Kayu, Sepak Sawut, Besei Kambe, local product exhibitions, and other similar events (Misnawati et al., 2021). This activity represents the cultural identity of the Dayak people, encapsulated by the phrase "isen mulang", which translates to "never giving up" (Widen, 2017). This research aims to investigate how the Isen Mulang Cultural Festival, which presents a variety of Dayak cultures, can be a model for sustainable tourism development based on local wisdom. This ethno-ecotourism-based study considers culture and nature as potential resources for tourism development, aiming to contribute to the field of tourism anthropology (Amady, 2022).

LITERATURE REVIEW

Ethno-tourism

Ethno-tourism, or ethnic culture-based tourism, is a form of tourism that prioritizes interaction between tourists and local communities, focusing on the rich culture, traditions, and daily life of an ethnic group (Kljuno & Halilović, 2022; Sarmiento et al., 2024). In this concept, tourists are invited to participate in the lives of local people, engaging in cultural activities such as traditional dances,

religious rituals, and handicraft practices. Ethno-tourism has the potential to provide a sustainable economic foundation for local communities through the empowerment of communities while simultaneously preserving traditions that may otherwise be lost. Smith & Richards (2013) posit that ethnic tourism presents a distinctive opportunity for the dual objectives of cultural preservation and economic development in indigenous communities, contingent on its sustainable implementation. Conversely, Hall and Tucker (2004) also emphasized that ethnic tourism can promote cross-cultural understanding and mutual respect between tourists and local communities.

Nevertheless, the implementation of ethno-tourism is beset with significant challenges. A reliance on tourism as a source of income can harm the authenticity of local cultures, mainly when there is excessive commercialization of the sector. Furthermore, ethno-tourism can alter the social structure and traditional values of communities. Rituals and cultural practices may be simplified or altered to attract tourists. McIntosh & Zahra (2015) posit that the commodification of culture in ethnic tourism may dilute authentic cultural practices, thereby risking the loss of intangible heritage. As a solution, Yang & Wall (2009) posit that the sustainable management of ethnic tourism necessitates a cautious approach to the involvement of local communities and safeguarding their cultural integrity while guaranteeing the fair distribution of economic benefits.

Local Wisdom

Local wisdom can be defined as a legacy of knowledge that is transmitted from one generation to the next. It encompasses a range of environmental and social practices that contribute significantly to the sustainability of ecosystems and community life (Abas et al., 2022). Local wisdom, a form of traditional knowledge developed over generations in communities, is vital in managing natural resources and maintaining ecosystem sustainability (Darmadi, 2018). A significant number of indigenous communities employ local wisdom as a means of maintaining equilibrium between human requirements and environmental sustainability. It has been demonstrated that local wisdom is frequently employed in effectively administering natural resources. Local wisdom, exemplified by water management practices in rural India, has been demonstrated to facilitate water sustainability and enhance agricultural productivity (Pandey et al., 2018).

Modernization and social change threaten the sustainability of local knowledge. Globalization often results in local communities losing access to or interest in their traditional knowledge, which can lead to environmental degradation and loss of valuable cultural practices (Lauer, 2017). According to Mcmillen et al. (2014), despite these challenges, local knowledge can be integrated with modern science to create a more holistic approach to environmental management and sustainability. The Reyes-garcía et al. (2016) study shows that traditional knowledge plays an essential role in adaptation to climate change, particularly in vulnerable tropical regions. Integrating local knowledge into environmental management policies and practices is necessary to achieve sustainable development goals in various countries (Hill et al., 2020).

RESEARCH METHODS

This research uses an ethnographic method approach. The new ethnographic method approach focuses on observations to discover how people organize their culture in their minds and then implement the culture in life (Rashid et al., 2019). This method requires researchers to interact directly with the community (informants) so that they can feel, see, hear, and be among the community's activities, social, and culture. Spradley's ethnography model was chosen as a reference in this study because it is more moderate with the idea that anthropology through ethnography should be able to be a tool to understand the development of society and multicultural society (Conroy, 2017). Spradley's ethnographic method uses a 12-step sequence in conducting field research and analysis (Jaimangal-Jones, 2014).

The informants of this research are the parties involved in the Isen Mulang Cultural Festival activities, such as the Central Kalimantan Provincial Government, participants, traditional leaders, and the community. Data consisted of field studies through observation and interviews. In addition, a literature review was used to complement the research information. Field studies were conducted through participant observation, where researchers followed and observed the Isen Mulang Cultural Festival activities. Observations were conducted in two ways: non-participation, where there was no researcher involvement in the activity, and moderate participation, where the researcher participated. Observations focussed on all the activities of the Isen Mulang Cultural Festival. In addition, ethnographic interviews were conducted with various parties who were considered to have information on the research data. In conducting ethnographic interviews, several critical informants with a good understanding of the research focus were determined. The interview techniques followed a predetermined interview guide.

RESULTS AND DISCUSSION

The Central Kalimantan Isen Mulang Cultural Festival

The Isen Mulang Cultural Festival is a series of activities to commemorate and revitalize the birthday of Central Kalimantan Province. Based on Emergency Law Number 10 of 1957 concerning the Establishment of the Central Kalimantan Province Swatantra Region, which was promulgated on May 23, 1957, the Central Kalimantan Province was officially formed so that the Central Kalimantan Province Anniversary falls on that date. The Isen Mulang Cultural Festival was held in 1993 and aims to introduce a variety of cultural attractions and local wisdom in Central Kalimantan. The Isen Mulang Cultural Festival is used as a means of preserving regional culture and a form of tourist attraction in Central Kalimantan.

Isen Mulang comes from the Dayak language and etymologically means *ise* (count), *isen* (calculation), and *mulang* (return). In general, Isen Mulang means never going backwards, while philosophically, Isen Mulang means that Dayak people prioritise thought, calculation and caution in their actions and steps. The Isen Mulang Cultural Festival has an essential meaning for the people of Central Kalimantan, namely as a symbol of 'meeting' various kinds of cultural practices and a place of creativity for regional artists based on artistic practices that already exist and live in every aspect of the lives of Dayak people in Central Kalimantan. The Isen Mulang Cultural Festival is included in the Kharisma Event Nusantara, which has 110 excellent events in Indonesia curated by the Ministry of Tourism and Creative Economy of the Republic of Indonesia.

The Provincial Government of Central Kalimantan is again conducting the Isen Mulang Cultural Festival 2024, which will be held in Palangka Raya City on 18-23 May 2024, with the theme 'The Power of Culture'. This theme presents the rich cultural diversity of Central Kalimantan, which can become a force for Central Kalimantan to be more advanced and cultured. The purpose of the Isen Mulang Cultural Festival is to increase the cooperation and togetherness of the Province with the Regency / City to preserve and develop the arts, culture, and tourism of Central Kalimantan; preserve the traditional sports of the Dayak people of Central Kalimantan; introduce local cultural wisdom; as a forum for artists to be able to display the distinctive creativity of each region so that it can motivate to continue to create and excel; as a means of promoting culture and tourism in the Regency / City in Central Kalimantan; and increase the number of tourist visits to Central Kalimantan (Dinas Kebudayaan dan Pariwisata Kalimantan Tengah, 2024).

The Isen Mulang Cultural Festival carries out various activities and competitions that adopt the culture and local wisdom of Central Kalimantan, especially the Dayak tribe. Eighteen competitions are closely related to the culture and local wisdom of the Dayak tribe held at the Isen Mulang Cultural Festival in 2024. Among these competitions are traditional boat races, which test participants' agility in sailing on the river, and chopstick competitions, which test their skills in using conventional

weapons. In addition, traditional dance and Dayak music competitions showcase the beauty of local performing arts. Traditional cooking competitions and culinary exhibitions were also an attraction, introducing a variety of delicious specialities. Handicraft skills were showcased through wood carving and rattan weaving competitions. Sack races, tug-of-war competitions and pencil-in-a-bottle competitions added to the festival's excitement with a touch of folk games. In addition, there was also a fashion show competition in traditional clothing and a cultural knowledge competition that educated participants about the history and values of Dayak culture. All these competitions not only celebrate local traditions but also strengthen the sense of community and pride of the people of Central Kalimantan.

Table 1: List of Competitions for the 2024 Isen Mulang Cultural Festival

No	Competition Name
1	Sepak Sawut
2	Balogo
3	Panginan Sukup Simpan
4	Habayang
5	Traditional Jukung
6	Lawang Sakepeng
7	Malamang
8	Manyipet
9	Mangenta
10	Karungut
11	Besei Kambe
12	Mangaruhi
13	Jagau and Bawi Nyai Tourism
14	Maneweng, Manetek, Tuntang Manyila Kayu
15	Ornamental Boat
16	Cultural Carnival
17	Regional Dance
18	Regional Song

Potential Factors of the Isen Mulang Cultural Festival

Since the onset of the COVID-19 pandemic, global tourism trends have begun to experience significant changes, which in turn have changed the preferences and styles or behaviour of tourists. Cultural tourism is one of the tourism trends predicted to develop from 2021-2025. Thailand is one of the countries that has successfully packaged its cultural wealth into a tourism arena (commodification of culture) that attracts many foreign tourists, for example, through the Songkran festival, Thailand's most popular New Year celebration (Niko & Atem, 2019).

Tourism has become an essential source of economic survival and sustenance for many countries, including developed countries (Agarwal et al., 2024). Countries that have a wealth of diverse cultural values, such as Indonesia, have tourism potential that can be explored and developed intensively and

sustainably. Cultural tourism presents its own attraction for national and global tourists. Indonesia always strives to develop its cultural tourism sector, which is packaged through various events or activities such as art performances, art and cultural festivals, and other activities.

Efforts to increase Indonesian tourism Ministry of Tourism and Creative Economy / Tourism and Creative Economy Agency of the Republic of Indonesia through Karisma Event Nusantara make events the main attraction of tourism in Indonesia (Kementerian Pariwisata dan Ekonomi Kreatif, 2024). Events that are presented in a quality manner will have a positive impact on the economy, socio-culture and the environment. In 2024, Karisma Event Nusantara presents at least 110 quality events from 38 provinces in Indonesia, including two events in Central Kalimantan Province, namely the Isen Mulang Cultural Festival and the Babukung Festival.

The Isen Mulang Cultural Festival is listed in the national event calendar, indicating that the various cultural activities and local wisdom of the Dayak people in Central Kalimantan, which are packaged in a quality manner, have attracted the attention of the Indonesian Government so that they must be held regularly every year. One way to package various cultural practices and local wisdom is by combining the traditional with the needs of today or as stated by the informant, bringing together the past with the present, which will be an exciting activity.

The Isen Mulang Cultural Festival has potential factors that can be formulated into a local wisdom-based tourism development model to maintain the sustainability of the cultural practices of the Dayak people of Central Kalimantan. This research attempts to map some potential factors that will be developed into a model for local wisdom-based tourism development in Central Kalimantan. Some possible factors in the Isen Mulang Cultural Festival include the following: first, the diversity of local culture of the Dayak people of Central Kalimantan. The festival presents various traditions and customs of the Dayak tribe in Central Kalimantan, presented in performances such as dances, folk games, traditional music, and traditional ritual demonstrations. This diversity is essential in attracting tourists, especially those interested in genuine and authentic culture or local wisdom. Authentic experience relates to an individual's subjective feelings related to knowledge and feelings about an object, whether this object can be clothing, festivals, artworks, rituals or local wisdom of residents. Travellers' authentic experiences are essential in promoting cultural tourism (Çiftçi & Çizel, 2024).

The diversity of local cultures displayed in the Isen Mulang Cultural Festival can be the direction of tourism development where the cultural wealth of the Dayak tribe in Central Kalimantan can be packaged so that tourists not only witness Dayak customs and arts but are also invited to participate in these activities, this is an effort to preserve local culture. As revealed by Napsiah, the Isen Mulang Cultural Festival has the potential to develop local wisdom-based tourism in Central Kalimantan, where this event is one of the steps taken to attract both local and foreign tourists. She further said that the richness of Dayak culture displayed in various forms of art and tradition is the main attraction for tourists.

Second, local genius is a cultural concept related to the ability of a society to prove how strong the basis of its cultural personality is when facing cultural acculturation and managing it to be beneficial to the environment and themselves. This local ability is also interpreted by some experts as local wisdom (Alifiyah, 2023; Riyani, 2015). Local genius is a cultural concept in community life that is shared based on the formation of local culture in accepting external influences so that it can be managed into helpful something and become better for the environment and itself.

Local wisdom packaged in various attractions in the Isen Mulang Cultural Festival shows a variety of Dayak cultures and traditions in Central Kalimantan that can strengthen local identity. Of course, it is essential to preserve this not only as a way to maintain local identity and always exist but also as a potential factor as an alternative tourist destination, which is currently becoming a global tourism

trend. The local wisdom presented in the Isen Mulang Cultural Festival can trigger tourists' interest in getting to know more about Dayak culture, traditions, or local wisdom, which is very diverse, considering that each region has its characteristics that distinguish one region from another. By raising the local uniqueness of the regions in Central Kalimantan through the Isen Mulang Cultural Festival, a region will be able to brand its region strongly, which can attract tourists to enrich the tourism experience. Suppose the Isen Mulang Cultural Festival is managed well. In that case, it can become a benchmark for developing sustainable local wisdom-based tourism, prioritising community participation, and integrating economic, social and environmental aspects.

Local wisdom can be packaged into a separate tourist attraction event. It can be offered in the form of tour packages that offer entertainment and authentic learning experiences for visitors. Tourists will learn the values and diversity of traditions and cultures maintained, preserved, or practised by the local community. There is also an opportunity to learn the philosophy of life of the Dayak people, especially in Central Kalimantan, and what is no less important is that tourists can directly experience the daily life practices of local communities and not just see tourist objects.

Third, community participation, namely the involvement of local community participation in its implementation, can encourage a sense of ownership for each community, especially Dayak in Central Kalimantan. Various community groups such as artists, businesspeople, craftsmen, and even cultural practitioners are involved in the Isen Mulang Cultural Festival activities, and they must be the main actors who manage and promote cultural products. As explained earlier, this concept is community-based tourism and helps strengthen local identity. The purpose of the Isen Mulang Cultural Festival is for the public or tourists to get a close look at the portrait of Central Kalimantan as a whole, which is packaged through competitions and is followed by representatives of 13 districts and one city. With an approach that focuses on cultural preservation and the involvement of local communities, this not only attracts domestic and foreign tourists but also provides a deeper understanding of the culture of Central Kalimantan.

Strengthening local identity with the active participation of local communities or communities can be used as a model that is not only for the attraction of tourist destinations but also provides education or lessons learnt for the tourists present; besides that for the local community itself, the involvement of the community is not only a tourist object but also an education for those involved, in the sense that the community is not only an object but also an essential actor in managing and benefiting from tourism activities. As expressed by the chairman of Commission III of the Central Kalimantan DPRD, Napsiah explained that the involvement of local communities in organising the festival will increase the sense of ownership of the event and, of course, the culture itself so that it can support the sustainability of the event.

Fourth, the Isen Mulang Cultural Festival presents a variety of unique traditional activities. The local wisdom displayed is a picture of the original life of the local community and is a cultural expression of the people of Central Kalimantan. Cultural expressions function in a society and provide benefits such as healing, spiritual enrichment, production and making money, and maintaining social order (Carter & Beeton, 2004). At least 18 joint and cultural competitions, such as Balogo, are presented at the Isen Mulang Cultural Festival. Traditional Jukung, Menetek Kayu, Karungut (traditional singing) and others. All competitions offer unique and authentic tours that illustrate the distinctive culture of art, tradition and Dayak culture of Central Kalimantan.

The attractions packed in the race may not be found elsewhere, so the momentum of the Isen Mulang Cultural Festival is significant to introduce the richness of the local community's arts, traditions and culture, which will be an added value for tourists interested in finding new experiences. This potential can be used as an opportunity to be further developed in other areas in Central Kalimantan not only centred on the city of Palangka Raya, the Isen Mulang Cultural Festival is an entry point for

cultural tourism by offering integrated alternative tour packages such as developing tourism villages that present unique and traditional experiences of local community life in Central Kalimantan.

Fifth, the Isen Mulang Cultural Festival is an Intangible Heritage. In addition to displaying the diversity and uniqueness of the arts, traditions and culture typical of the Dayak of Central Kalimantan, the Isen Mulang Cultural Festival has a vital role in preserving intangible cultural heritage, which includes values, traditions and ways of life that have been passed down from generation to generation. Intangible Cultural Heritage has been defined in the 2003 UNESCO Convention as “practices, representations, expressions, knowledge, skills and instruments, objects, artefacts, and cultural spaces related to them that are recognized by community groups and, in some cases, individuals as part of cultural heritage” (Masoud et al., 2019). According to Taylor 2016 cited in (Esfehani & Albrecht, 2019), the boundaries of intangible and tangible heritage are not so clear regardless of this can be an essential force as an attraction for tourists who want to experience a different experience from most mainstream tourist attractions, alternative tourism by preserving intangible cultural heritage is one of the concepts of sustainable tourism that is in line with the Government's agenda in supporting sustainable tourism and current tourism trends. Sustainable tourism is a tourism development that can have a long-term impact not only on the environment, society and culture but also on the economy so that the benefits of sustainable tourism can be felt by all local communities and tourists who visit continuously and until the next generation.

Sixth, local knowledge-based nature conservation through the Isen Mulang Cultural Festival. The local wisdom of the Central Kalimantan Dayak community packaged in the Isen Mulang Cultural Festival is only part of the many other local wisdoms that still need to be accommodated in the event. However, the Dayak community is known for its relationship with nature and the surrounding environment; their daily activities are inseparably related to interdependent relationships with nature. The pattern of community life is described in customs, traditions and culture as a condition for the meaning of environmental and natural sustainability. Dayak people in Kalimantan are already famous for being one with nature, so indirectly, the daily activities carried out are part of the local wisdom-based nature conservation. Tourism can be used as one of the various tools to help improve the environment of degraded areas and strengthen relationships with local culture and environment (Hall, 2004).

Seventh, the support of the local Government is one of the critical factors that make the Isen Mulang Cultural Festival a successful annual event in Central Kalimantan, as well as the support and role of the local Government in the success of this event. In tourism, governance is understood as managing tourism destinations through synergistic and coordinated efforts from various actors, such as governments at various levels and local communities that carry out activities (Reina-Usuga et al., 2024). Based on the results of interviews with the head of Commission III, Napsiah explained that the Central Kalimantan Provincial DPRD has a strategic role in supporting the implementation of the 2024 Isen Mulang Cultural Festival through various planned and structured policies, including in terms of planning the Regional Budget (APBD) of Central Kalimantan Province for the 2024 Fiscal Year. In this case, The Central Kalimantan DPRD allocates sufficient funds to the APBD to support various aspects of implementing the Isen Mulang Cultural Festival. This includes the cost of organizing the event, promotion, development of supporting infrastructure, and other activities. With the proper allocation of funds, the implementation of the Isen Mulang Cultural Festival can run smoothly and achieve its goals of promoting local culture while attracting tourists.

Eighth, the Isen Mulang Cultural Festival integrates the creative economy. The presence of the creative industry is one of the pillars of the community's economy; in the performance of events, the role of the creative economy is indispensable. The Isen Mulang Cultural Festival activities accommodate and bring together various creative economy actors to be part of this event by encouraging their participation in the continuity of the event, such as providing exhibition stands or

selling typical products of the Central Kalimantan region and even sponsoring several activities that are a series of the Isen Mulang Cultural Festival. The festival also presents a variety of local handicrafts typical of Central Kalimantan, as well as local culinary items such as juhu, umbut rattan, grilled fish, and others. Local products or traditional culinary delights enliven the Isen Mulang Cultural Festival event; this is also a promotional event for creative economy actors and can be a unique attraction for tourists. In this case, the Isen Mulang Cultural Festival has promising prospects in developing the creative economy of local communities, in the sense that the Isen Mulang Cultural Festival not only functions as a cultural promotion event but also as a cultural exploitation tool that can further enhance the image of Central Kalimantan Province in the national and international arena. The festival also contributes to driving the local economy.

The development of local wisdom-based tourism through the exploration of Dayak culture at the Isen Mulang Cultural Festival in Central Kalimantan is an effective application of the concept of ethno-tourism. Ethno-tourism, which emphasizes direct experience of local culture, provides opportunities for tourists to understand and appreciate the cultural diversity of the Dayak Tribe in depth. Research shows that ethno-tourism activities can increase awareness and appreciation of cultural heritage, while providing economic benefits to local communities (Li et al., 2016). Through the festival, cultural elements such as dance, music, handicrafts and culinary are authentically presented, creating an engaging experience for tourists while strengthening the cultural identity of the Dayak people. This is in accordance with the findings expressed by Scheyvens & Momsen (2008) who stated that community-based tourism that utilizes local wisdom can increase community participation in tourism management and support cultural sustainability.

From a local wisdom perspective, the Isen Mulang Cultural Festival offers a platform to integrate traditional values into tourism development. Local wisdom includes knowledge, practices and values that have been preserved in Dayak communities for centuries and play an important role in building community identity (Khan et al., 2020). The festival serves not only as a cultural promotion event, but also as an effort to strengthen social networks and collaboration between local communities and tourism stakeholders. Research shows that tourism based on local wisdom can increase tourist attractiveness and encourage active participation of communities in the preservation of their culture (Nocca, 2017; Su et al., 2015). Thus, the Isen Mulang Cultural Festival not only has the potential to improve the local economy but also to maintain and celebrate the cultural diversity of the Dayak Tribe in the context of globalization which increasingly threatens the existence of traditional culture.

Local Wisdom-Based Tourism Development Model

This model illustrates the interconnectedness of the central and supporting elements for local wisdom-based tourism development based on the exploration of the Isen Mulang cultural festival held in Central Kalimantan. Researchers found the importance of the involvement of these elements in efforts to develop local wisdom-based tourism that supports tourism sustainability and diversity. In creating this model, researchers see three main components that must exist: actor engagement, cultural adaptability (local genius), and stimulus that encourages tourism (stimulation).

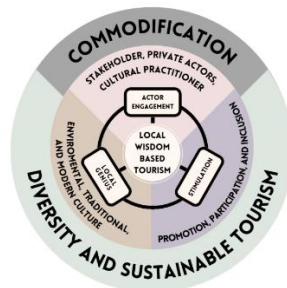


Figure 1: Local Wisdom-Based Tourism Development Model

1. **Actor Engagement:** Actors are an essential key in efforts to build tourism so that it can develop and be sustainable; in this case, the involvement of actors is not only limited to the role of formal actors such as the Government but also no less critical are actors in the private sector actors, namely business actors in the tourism sector (accommodation, transportation, F&B, and others) including communities or business and tourism organizations. In addition, it is essential to involve cultural practitioners or people with direct knowledge and experience of certain artistic practices so that the culture displayed does not dilute the meaning and entity of the culture itself. Actors play an essential role in packaging, presenting, and commodifying culture to have tourist appeal and economic value.
2. **Local Genius:** The term is translated as local wisdom or the ability of local culture to adapt when it meets with foreign cultures, or it can also be said to be a cultural personality (Riyani, 2015). Local genius in the context of tourism development is one of the essential elements that combine the traditional and modern culture of a community group without releasing the original cultural values and placing nature and environmental preservation as part of the culture itself so that it can support sustainable tourism, in the sense that tourism activities do not hurt the surrounding environment and nature.
3. **Stimulation:** Efforts are made to encourage tourism development by providing stimulus through organizing events or activities that attract tourists. Cultural festivals can be an entry point for tourists to gather for exciting and memorable experiences. Alternative tourism opens up opportunities to introduce and explore more diverse other tourist destinations (diversity tourism) that are not accommodated in the event. To increase visitor interest, it is necessary to introduce cultural activities that will be held by promoting events conventionally and digitally to encourage participation from various local, national, and foreign groups.

CONCLUSION

Developing local wisdom-based tourism through exploring Dayak culture in the Isen Mulang Cultural Festival has excellent potential to increase tourism attractiveness in Central Kalimantan. By applying the concept of ethno-tourism, the festival not only introduces the uniqueness of Dayak culture to tourists, but also strengthens the cultural identity of the local community. Activities involving traditional arts, crafts, and culinary provide an immersive experience for visitors and educate them about the values of local wisdom contained in every aspect of culture. This principle of ethno-tourism emphasizes the importance of interaction between tourists and local communities, creating mutual respect and better understanding.

Furthermore, local wisdom integrated into tourism development also plays a crucial role in maintaining Dayak communities' cultural and economic sustainability. By involving the community in the management and implementation of the festival, there is increased local participation that supports the preservation of traditions and reduces the risk of cultural homogenization due to globalization. The Isen Mulang Cultural Festival serves as a tourism promotion event and a mechanism to build collaboration between various stakeholders. As such, this approach provides economic benefits and contributes to preserving the rich and diverse cultural identity of the Dayak Tribe in Central Kalimantan.

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