

## STRATEGY FOR DEVELOPING THE KALIMAH CAVE TOURIST ATTRACTION TO BOOST THE LOCAL ECONOMY IN GALING DISTRICT

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### ABSTRACT

*This study aims to identify the tourism potential of Kalimah Cave in Galing District and formulate management strategies through the 4A approach (Attraction, Accessibility, Amenity, and Ancillary Services). The research method used is a qualitative approach with data collection techniques through interviews, observation, and documentation. Data analysis was conducted descriptively, supported by data validation through triangulation and member checking to enhance the credibility of the findings. The results of the study indicate that Goa Kalimah possesses unique historical attractions, marked by the presence of Arabic-like inscriptions on the cave entrance and the captivating natural panorama of Bukit Seburuan. However, there is a need for more varied attractions, improved accessibility, and the provision of supporting facilities such as parking areas and toilets to enhance visitor comfort. Additionally, the development of local businesses and tour guide services has the potential to positively impact the local economy. This study concludes that the implementation of a 4A-based management strategy can optimize the sustainable tourism potential of Goa Kalimah while promoting local economic growth.*

Keywords: *Development Strategy; Historical Tourism; Goa Kalimah*

### A. INTRODUCTION

Indonesia is a country rich in tourism potential, both in terms of natural beauty, culture, and history. One type of tourism that is gaining increasing attention is historical tourism. As a country with a long history, Indonesia has numerous historical sites with the potential to be developed into attractive tourist destinations. One of the historical tourist attractions in Galing Village, Galing Sub-district, Sambas Regency is Kalimah Cave. This cave not only offers natural beauty but also holds significant historical value. However, despite its great potential, its management and utilization have not been optimized. Therefore, research on the development of Kalimah Cave as a historical tourist attraction is highly important to conduct.

The development of tourism, particularly historical tourism, not only plays a role in introducing cultural heritage to the wider community but also contributes significantly to the local economy. For example, well-developed historical tourism can increase local revenue through the tourism sector, create job opportunities, and promote the growth of local businesses (Yoeti, 2006). Therefore, it is important to understand how appropriate strategies can be applied in the development of tourism in Goa Kalimah, so that the existing potential can be maximized. Goa Kalimah is a tourist attraction rich in historical stories, especially related to Arabic-like writings at the entrance of the cave. This uniqueness can be a major attraction for tourists, especially those interested in

history, culture, and mystery. However, despite its uniqueness, Goa Kalimah remains largely unknown to people outside the local area. Limited promotion and inadequate supporting infrastructure are the main obstacles in attracting tourists to visit this tourist attraction. This directly impacts the low number of visitors, which in turn affects the economic potential that could be generated from the tourism sector.

This study aims to explore the tourism potential of Kalimah Cave and identify development efforts that can be implemented. This study is also important to provide strategic recommendations that can be used by local governments, communities, and tourism managers in optimizing the development of Kalimah Cave as a historical tourist attraction. Thus, this study is not only beneficial for the academic world, but also for policy makers, tourism managers, and the local community. From an economic perspective, the development of historical tourism can have a significant positive impact on the local economy. According to (Fandeli, 2011), the tourism sector has the potential to increase regional income, create jobs, and drive other economic sectors. In Goa Kalimah, local communities can directly benefit from the increase in the number of tourists through culinary businesses, souvenirs, and tour guide services. Therefore, the development of tourism in this area can improve the local economy.

Apart from the economic aspect, the development of historical tourism also has an equally important social impact. With the development of tourism, the community will be more involved in tourism activities, either as business operators, tour guides, or as part of other service providers. This will increase public awareness of the importance of preserving the historical and cultural heritage around them. Thus, the development of historical tourism can strengthen local cultural identity and increase a sense of ownership of existing historical heritage.

The importance of this research is also related to the need to improve the quality of tourism destination management. In developing tourist destinations, there are various factors that must be considered, such as accessibility, supporting facilities, promotion, and community involvement (Musaneff, 1996). Without proper planning, the development of historical tourism sites like Goa Kalimah may fail to attract tourists, potentially leading to environmental and cultural damage. Therefore, a sustainable development strategy that involves all relevant stakeholders is essential. One of the main challenges in developing Goa Kalimah is limited accessibility. Road access to the tourist site is still quite difficult, especially during the rainy season. This is one of the factors that prevent visitors from coming to Goa Kalimah. Therefore, this study will highlight the importance of improving infrastructure, such as road repairs, providing directional signs, as well as adequate parking and lighting facilities. All these factors are part of the efforts to make Goa Kalimah more accessible to tourists.

In addition to accessibility, inadequate promotion is also a major issue in the development of Goa Kalimah tourism. As explained by Wahyudi (2021) in "The Tourism Potential of Goa Kalimah in the Village of Kalimah, Malang Regency, East Java" ( ), inadequate promotion will result in low tourist visitation. Therefore, one of the

recommendations in this study is the importance of more effective and strategic promotion. By leveraging social media, collaborating with influencers, and implementing better marketing strategies, Goa Kalimah can gain broader recognition, both nationally and internationally.

This study aims to formulate a development strategy for Goa Kalimah tourism in Galing District through an analysis of its potential and challenges based on the 4A approach (Attraction, Accessibility, Amenity, and Ancillary Services), emphasizing the role of promotion and community participation as supporting factors for sustainable tourism and local economic improvement. Theoretically, this study contributes to the enrichment of literature on the management of historical and natural tourist destinations, which is still lacking in exposure, in line with Wahyudi's (2021) view that effective promotion has a significant effect on increasing tourist visits, as well as Gamal's (2002) emphasis on the importance of community involvement in tourism development. The successful management of Borobudur Temple demonstrates that integrating facility improvements, accessibility, digital promotion, and community participation can increase tourist visits from 3.6 million in 2015 to over 4 million in 2019 (BPS, 2020), serving as a relevant benchmark.

In practical terms, this study offers recommendations for promotional strategies that utilize social media, collaboration with influencers, and integrated digital marketing to expand the reach of information about Goa Kalimah to the national and international levels. In addition, the empowerment of local communities as tour guides, culinary business managers, souvenir providers, and transportation service providers is expected to provide direct economic benefits while maintaining the sustainability of the destination. Similar practices have proven effective in the management of Taman Sari Yogyakarta, where community involvement has strengthened the local economy and the preservation of historical sites (Susanto, 2018). Goa Kalimah itself, discovered around 1980 and managed independently by the residents of Galing Village, has a distinctive feature of natural carvings resembling Arabic letters at its entrance. However, with visitor numbers still below 1,000 tourists per year ( , Sambas Regency Tourism Office, 2023), strengthening promotion and facilities has become an urgent need to optimize this tourism potential.

In addition to promotion, community participation also plays an important role in the development of tourist attractions. According to (Gamal, 2002) , the success of tourism development is highly dependent on the support and involvement of the local community. Local communities can play a role as tour guides, culinary business managers, souvenir providers, and transportation service providers. With the active involvement of the community, tourism development can provide direct benefits to them and maintain the sustainability of tourism in the area.

This study is also important to contribute to the development of tourism theory, particularly in terms of historical tourism management. In developing historical tourism, several factors need to be considered, such as cultural authenticity, site preservation, and

sustainable management. Therefore, this study is expected to enrich the study of historical tourism development strategies that are appropriate to the local context and have a positive long-term impact. Given the importance of preserving historical sites in Indonesia, the development of Goa Kalimah can serve as a model for effective historical tourism management that can be applied in other areas with similar potential. Therefore, the findings of this study are expected to inspire other regions in developing historical tourist attractions.

## **B. METHOD**

This study uses a qualitative approach with the aim of exploring the potential and development strategies for Goa Kalimah tourism in Galing Village, Galing District. A qualitative approach was chosen because this study aims to understand the social phenomena and natural conditions related to the tourist attraction. Qualitative research enables researchers to obtain in-depth and comprehensive data through direct interaction with relevant informants, such as village officials, local communities, and tourism managers. This approach provides researchers with the opportunity to explore the perspectives and experiences of the community and stakeholders in managing and developing Goa Kalimah as a historical tourist attraction.

The data in this study were obtained through three data collection techniques, namely in-depth interviews, participatory observation, and documentation. The interviews were conducted using purposive sampling, where the informants selected had knowledge or direct involvement in tourism development in Galing Village, such as members of the Pokdarwis, tourism managers, and community leaders. Structured interviews were used to gather information about tourism potential, challenges faced, and proposed development strategies. Participatory observation was conducted by directly observing the conditions of Goa Kalimah and ongoing tourism activities, including observations of infrastructure, facilities, and tourist interactions. Documentation was carried out by collecting secondary data from archives, previous research reports, and relevant literature on tourism development in similar areas. Data analysis in this study was conducted using descriptive analysis techniques. Data obtained from interviews, observations, and documentation were systematically analyzed to identify the main themes emerging related to the development of Goa Kalimah tourism.

## **C. RESULTS AND DISCUSSION**

### **Potential of Kalimah Cave as a Tourist Attraction**

Goa Kalimah, located in Galing Village, Galing Sub-district, Sambas Regency, is one of the tourist attractions with significant potential for development. As a tourist site rich in historical value and natural beauty, Goa Kalimah offers various attractions that can make it a premier tourist destination. In developing this potential, the 3S approach (Something to See, Something to Do, Something to Buy) can be used as a guideline to explore and maximize the attractions of Goa Kalimah. The following is an explanation:

## **1. Something to See**

The uniqueness of Kalimah Cave lies in the Arabic-like writing carved at the entrance of the cave. These inscriptions hold deep meaning for the local community and are intriguing to tourists interested in historical and cultural mysteries. This adds a strong historical dimension to the tourist attraction, drawing visitors to come and learn about the origin and meaning of the inscriptions. The presence of these inscriptions not only adds aesthetic value but also enriches tourists' knowledge about the local history and culture embedded in the symbols surrounding the cave.

In addition to its historical appeal, Kalimah Cave also offers stunning visual attractions through the panoramic views of Seburuan Hill that surrounds it. Located in the middle of a lush area, this cave is surrounded by hills, forests, and valleys that create a natural and soothing backdrop. The trekking trail leading to the cave offers breathtaking views from various angles, providing a unique blend of adventure and relaxation. This beauty not only enriches visitors' experiences but also makes Goa Kalimah an ideal location for photography and nature-based tourism focused on tranquility.

However, the potential for developing Kalimah Cave tourism also needs to consider a number of obstacles that could affect the sustainability of the destination. Potential land conflicts between tourism, conservation, and local community interests could pose a challenge. In addition, the risk of environmental damage due to increased visits, especially to forest ecosystems and cave geological formations, must be anticipated through regulations and management based on sustainability principles. The phenomenon of *overtourism*, which can reduce the quality of the tourist experience and lead to excessive economic dependence on the tourism sector, also warrants attention. Therefore, development strategies must be designed comprehensively, integrating promotion, attraction management, environmental conservation, and diversification of community economic sources to ensure the destination remains sustainable in the long term.

## **2. Things to Do**

Goa Kalimah offers not only natural beauty and history but also a variety of exciting activities for visitors. One of the main activities is nature exploration. Goa Kalimah and its surroundings feature several caves and nature trails that can be explored by adventure-seeking travelers. Activities such as trekking or hiking around Bukit Seburuan, visiting Goa Kelelawar and Goa Tarup, provide visitors with the opportunity to enjoy the beauty of nature firsthand and experience the thrill of adventure. Tourists can explore the natural cave areas, enjoy the stunning natural scenery, and feel the tranquility within the caves.

According to (Mardiana, 2019) , local activities such as Student Community Service (KKM) can be a very interesting experience for visitors. The KKM program conducted in Galing Village not only provides students with the opportunity to contribute to village development but also involves local residents in various activities.

Tourists can participate in activities held during the KKM program, such as making name signs, maintaining infrastructure, and cleaning activities involving local residents. Direct involvement in these local activities not only enhances tourists' understanding of village life but also provides them with authentic and immersive cultural experiences.

### **3. Something to Buy**

In addition to offering beautiful natural scenery and exciting activities, Goa Kalimah also has economic potential that can benefit the local community through culinary businesses and souvenir sales. Local residents can open food stalls serving regional specialties, such as traditional dishes from West Kalimantan, which tourists can enjoy after exploring the cave. These local culinary offerings will serve as a unique attraction, giving tourists the opportunity to experience the authentic flavors of the region while enjoying the natural surroundings. Additionally, the presence of food stalls provides local residents with the chance to earn extra income from the tourism sector.

According to (Santoso, 2016) Souvenirs are also an important aspect in enhancing the economic potential of Goa Kalimah. Local communities can sell various handicrafts or local products that reflect the local culture and traditions. Souvenirs such as jewelry made from natural stones, handicrafts made from natural materials, or other local products will provide tourists with options to bring home mementos from their visit. Moreover, by developing souvenir shops around tourist sites, the community can establish small businesses that will boost the local economy and create job opportunities for local residents. As a result, the tourism sector in Goa Kalimah not only benefits from increased visitor numbers but also makes a direct contribution to the local economy.

### **Strategy for Developing Kalimah Cave as a Tourist Attraction**

Effective tourism development strategies require a comprehensive and integrated approach, one of which involves focusing on four key components known as the 4A framework: Attractions, Accessibility, Amenities, and Ancillary Services. These four aspects are interconnected and play a crucial role in enhancing the quality of the tourist experience and supporting the sustainability of the tourism sector in a destination. In the context of developing Goa Kalimah, the implementation of the 4A strategy is the key to optimizing the existing tourism potential.

#### **I. Attraction (Attraction)**

Goa Kalimah, with Arabic-like writing on its entrance, offers a very unique and mysterious attraction that can pique the interest of tourists interested in historical and cultural aspects. This uniqueness adds a special dimension to Goa Kalimah as a historical tourist destination, offering more than just natural beauty but also a rich and layered story involving local history and mystical potential waiting to be explored further. The cave's length, which reaches 15 meters, and the presence of a natural pool inside add an exotic and adventurous element for visitors seeking a unique travel experience.

The development of Kalimah Cave as a tourist attraction can be done by improving the visual and educational aspects of this destination. Several steps that can be taken are adding appropriate lighting inside the cave, which will not only make it easier for visitors to explore the cave but also add aesthetic value. Artistic lighting will also create a more

attractive and dramatic atmosphere for visitors who want to enjoy the uniqueness of the cave. Additionally, providing information boards and audio guides explaining the history of the Arabic-like inscriptions on the cave entrance, as well as the origins and myths associated with the cave, will enhance the educational value of this destination. This will provide visitors with a deeper understanding and simultaneously increase the appeal for tourists interested in history.

The development of supporting attractions such as nature trails around Bukit Seburuan, connecting several caves such as Goa Kelelawar and Goa Tarup, can offer an exciting trekking or hiking experience for visitors who want to enjoy the surrounding nature more intensively. The trails can be equipped with signboards and comfortable rest areas so that tourists can enjoy their trip more comfortably. The breathtaking natural scenery around the hill can also be utilized for other activities such as bird watching, nature photography, or picnicking. Providing viewing areas (viewpoints) that showcase stunning landscapes will enhance the visitors' experience and give them the opportunity to fully appreciate the natural beauty. (Wibowo, 2014)

According to (Taufik, 2015) Effective promotion is also needed to increase the appeal of Goa Kalimah. Social media campaigns using photos, videos, and interesting historical stories will attract public attention and raise awareness about this destination. In addition, collaboration with influencers or travel bloggers can expand the reach of promotion through their platforms, which can increase the popularity of Goa Kalimah. Positive reviews from influencers who have visited this destination can have a significant effect in attracting more tourists.

## **2. Accessibility**

Improving accessibility is key to increasing the number of visitors to Kalimah Cave. The current road access, which is still a rocky and yellow soil road, must be improved to make it easier for tourists to reach the tourist site without difficulty. Replacing the rocky and yellow soil road with an asphalt or paving block road will provide greater comfort and safety for tourists, as well as reduce the risk of accidents during the journey. Additionally, constructing an effective drainage system to channel rainwater and prevent waterlogging that could damage the roads is an important step that must be taken. Effective drainage will keep the roads safe and easily passable, even during the rainy season.

The installation of clear directional signs and adequate street lighting are also important factors in improving accessibility. Clear signage will guide tourists to the location of Goa Kalimah, while good lighting will ensure visitors can explore the tourist area safely, especially at night. The development of supporting facilities such as spacious and secure parking areas is also crucial, as it enhances comfort for visitors using private vehicles. Additionally, other public facilities like restrooms, resting areas, and information kiosks will meet the basic needs of tourists, providing greater comfort during their stay at the location.

To overcome geographical constraints, the construction of bridges or flyovers in hilly or hard-to-reach areas can be an effective solution. With better roads, tourists can

reach Kalimah Cave more easily and comfortably. Improving public transportation services, such as tourist buses or village transport that operate direct routes to the tourist site, can also assist tourists who do not have private vehicles. Involving local communities in road improvements and maintenance, as well as in the development of tourist facilities, will accelerate the development process and enhance a sense of ownership and active participation in ensuring the sustainability of tourism.

### **3. Amenities**

Providing adequate basic facilities is an important step in enhancing the comfort of tourists visiting Goa Kalimah. These basic facilities— —must be prepared with consideration for the comfort and needs of visitors, as well as the potential to extend their stay. Some essential facilities that need to be provided include clean and well-maintained restrooms, which are one of the most important basic needs for visitors. These facilities must be available in sufficient quantities and located in strategic, easily accessible locations for tourists, with regular maintenance to ensure cleanliness.

According to (Setiawan & Dwi, 2017) A spacious and secure parking area is also an important element in basic facilities, especially for tourists who arrive by private vehicle. A well-organized parking area will make it easier for visitors to park their vehicles without causing traffic congestion or difficulties. Additionally, comfortable and shaded resting areas are also essential to provide visitors with a place to relax after activities such as trekking or cave exploration. These areas can be equipped with benches, gazebos, and small, well-maintained gardens, as well as the provision of drinking water or fans to create a more comfortable atmosphere.

Food stalls or cafes offering a variety of local food and beverages will also enhance visitors' comfort and provide tourists with the opportunity to enjoy local cuisine. The availability of easily accessible food stalls will enhance the tourist experience and give them the chance to sample local dishes without having to leave the tourist site. Information kiosks providing maps, brochures, and information about the history of Goa Kalimah will help tourists gain a deeper understanding of this destination, while also offering local souvenirs to take home as mementos. Additionally, the provision of health and safety facilities, such as first aid posts and security personnel, will ensure visitors feel safe and comfortable during their visit. (Zahra, 2018)

In the development of Goa Kalimah as a historical tourist attraction, aspects related to the 4A (Attractions, Accessibility, Amenities, and Ancillary Services) play a crucial role. In line with research conducted by the Indonesian Institute of Sciences ( , which emphasizes that these components must be managed holistically to enhance tourist appeal, integrated management of attractions, accessibility, basic facilities, and additional services is essential. For example, attractive features such as Arabic-style lettering at the entrance of a cave can be further developed by adding lighting and more comprehensive historical information, thereby capturing the interest of tourists. This aligns with findings from other studies indicating that main attractions should be complemented with educational information that enhances the tourist value (Herman, 2017) . Meanwhile, improving accessibility and providing amenities such as parking lots

and health facilities are equally important elements that will enhance tourist comfort and satisfaction, as well as support the sustainability of the tourism sector.

#### **D. CONCLUSION**

The conclusion of this study indicates that Goa Kalimah has great potential as a historical tourist attraction that can be developed through a management strategy based on the 4A approach, namely Attraction, Accessibility, Amenity, and Ancillary Services. The main attractions of Goa Kalimah, including the Arabic-like inscriptions at the entrance and the natural panorama of Bukit Seburuan, require further development through the addition of lighting, historical information, and the optimization of the natural trekking trails. Improving accessibility, including enhancing road quality and adding supporting facilities such as parking areas, restrooms, and information kiosks, is a top priority to enhance visitor comfort and safety. Additionally, the development of local businesses and tour guide services is expected to contribute positively to the local economy.

The practical implications of this study are as a reference for local governments, tourism stakeholders, and the community in designing integrated policies and programs for the development of Goa Kalimah, including effective promotion, attraction management, and sustainable local economic empowerment. Meanwhile, the theoretical implications lie in the contribution of this research to strengthening and enriching the 4A model in the context of local historical tourism management, with an emphasis on integrating natural potential and historical value as the main attractions. The comprehensive application of the 4A strategy is expected not only to enhance the image of Goa Kalimah at the national and international levels but also to serve as a benchmark for the development of similar historical tourism destinations in other regions.

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