



Tourism beyond limits: A systematic review on the challenges and mitigation strategies of overtourism

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ABSTRACT

Background: Tourism in Bali has grown rapidly, driving economic growth but exacerbating overtourism, where visitor numbers exceed capacity. This leads to environmental damage, resource depletion, and socio-economic problems. **Methods:** This study uses a Systematic Literature Review (SLR) approach, focusing on publications from 2020 to 2024 from both international and national journals, identifying dominant themes such as environmental, economic, and cultural challenges. **Findings:** The results reveal that overtourism in Bali significantly affects environmental, economic, and cultural aspects. Strategies such as equitable tourist distribution, infrastructure development in less-developed areas, and sustainable tourism policies are crucial to addressing these challenges. Policies such as tourist limitations (enforcing visiting hours) and restrictions on tourist business development can also help reduce overtourism in Bali. **Conclusion:** A case study of Nusa Dua highlights capacity management efforts, including event access limitations and stakeholder collaboration, which have been implemented effectively. Nusa Dua not only cooperates with the government and surrounding entrepreneurs, but also with the local community, especially when there are big events being organized. **Novelty/Originality of this article:** Additionally, this study provides a new perspective by examining how overtourism impacts local communities' connection to their traditions culture, while emphasizing the balance between economic growth, preserving nature and cultural preservation in sustainable tourism.

KEYWORDS: literature review; overtourism; tourism in Bali.

1. Introduction

Tourism is evolving globally in line with changing times. The Industrial Revolution marked the beginning of significant changes in human civilization. This era brought advancements across various major sectors, such as technology, economy and trade, transportation, and manufacturing. These developments also drove the evolution of tourism. The initial surge began with European nations experiencing significant population growth, urbanization, and mobility (Utama et al., 2024), primarily influenced by advancements in transportation. Even since the times of Egypt, Greece, and Rome, people have traveled for pleasure rather than for other purposes such as trade, government cooperation, or military affairs. The more sophisticated these developments became, the more accessible and frequent travel became, involving both land and sea journeys. Long before World War 1, traveling abroad also was a trend in Western especially Europe

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(Mahagangga et al., 2021). Basically, travel was first undertaken for the purpose of trade, gaining knowledge of ways of life, political systems, and economics. Travel for pleasure was first practiced by the Romans in the first century to the fifth century. This triggered the appearance of a travel agency, because this activity is believed to have the potential to grow rapidly in the years ahead. Thomas Cook & Son Ltd. 1840 (UK) & American Express Company 1841 (USA) were the first travel agents in the world (Pendit, 2003). Consequently, the history of travel by Western nations is closely linked to the evolution of the tourism industry in different countries, spanning from the modern to postmodern era, and continuing to the present day. Until today, Europe is synonymous with history, architectural uniqueness, and various culinary delights into a country that has its own charm through the development of historical tourism due to the influence of the tourism revolution (Hastomi & Wahyunengseh, 2022). The phenomenon of tourism that occurred in Europe also influenced the development of surrounding countries. This happened because Europeans traveled and brought this influence.

The expansion of travel also has significantly impacted the destinations visited, often leading to further development in those areas. According to Leiper's (1979) theory, the tourism system comprises three main elements: the origin area, the transit area, and the destination area. This theory highlights that development occurs not only in destination areas but also in origin and transit regions. However, as destinations develop, they inevitably experience both positive and negative impacts, affecting the local environment, infrastructure, and communities. The influx of tourism to Indonesia was historically influenced by travelers arriving via shipping routes. Apart from its appeal due to its rich spice resources, Indonesia possesses immense potential in natural resources and traditional cultural heritage. Bali, in particular, has become a major draw for tourists in Indonesia. According to Hanna (1976), in his book *Bali Profile: People, Events, Circumstances (1001–1976)*, the pivotal moment in Bali's tourism development occurred when Henri Van Kol, a Dutch Parliament member, visited Bali for leisure in 1902. Van Kol was considered the first tourist to Bali, traveling independently rather than on official duty. He documented his journey in 826 pages of notes (Sunjayadi, 2019), which later inspired other foreign readers with descriptions of Bali's unique beauty and charm.

Today, Bali continues to garner numerous awards ranging from national to international recognition. Tourists are drawn to Bali's culture and traditional local wisdom, which offer a unique and authentic experience. Tourism and culture complement each other, creating a meaningful and vibrant travel experience, as culture enriches tourism (Fan & Zhang, 2024). However, this popularity has contributed to increased population density, particularly in major areas such as Kuta, Ubud, Sanur, and Nusa Dua (Suyadnya, 2021). The main attraction of these areas to the whole of Bali itself lies in the local wisdom of the people, their sacred culture and also well-known for its beautiful coastal scenery as in Kuta. In Badung Regency, precisely South Badung is familiar to tourists because it has many attractions, tourist areas, accommodation and Bali tourism supporting facilities are many (Kuta beach, Nusa Dua, Uluwatu temple area, Jimbaran and many others) (Mahagangga et al., 2021). The most popular destination visited by local and foreign tourists is the Monkey Forest in Ubud, even based on reports of daily visits that can reach 5,000 tourists during the high season (Yanti et al., 2022).

The Nusa Dua area is famous for being an area where national and international events are held, such as when organizing the G-20 summit in 2022, Nusa Dua became one of the 3 locations chosen for this big event (Amalika et al., 2024). Each region in Bali has its own characteristics, and it has the potential to be used as a tourism product for what the tourist segment is looking for which also could cause a large number of tourist arrivals. The figure below is data that displays the number of tourist visits in the category of domestic tourists and foreign tourists. 2019 has a very high total number so there is density in several tourist areas. Then it can be seen that the number of visits had experienced a drastic decline in 2020-2021 due to the Covid-19 pandemic. However, the post-pandemic period began to show a recovery period and the number of visits has increased over time until now with a total prediction of more than 10 million per year.

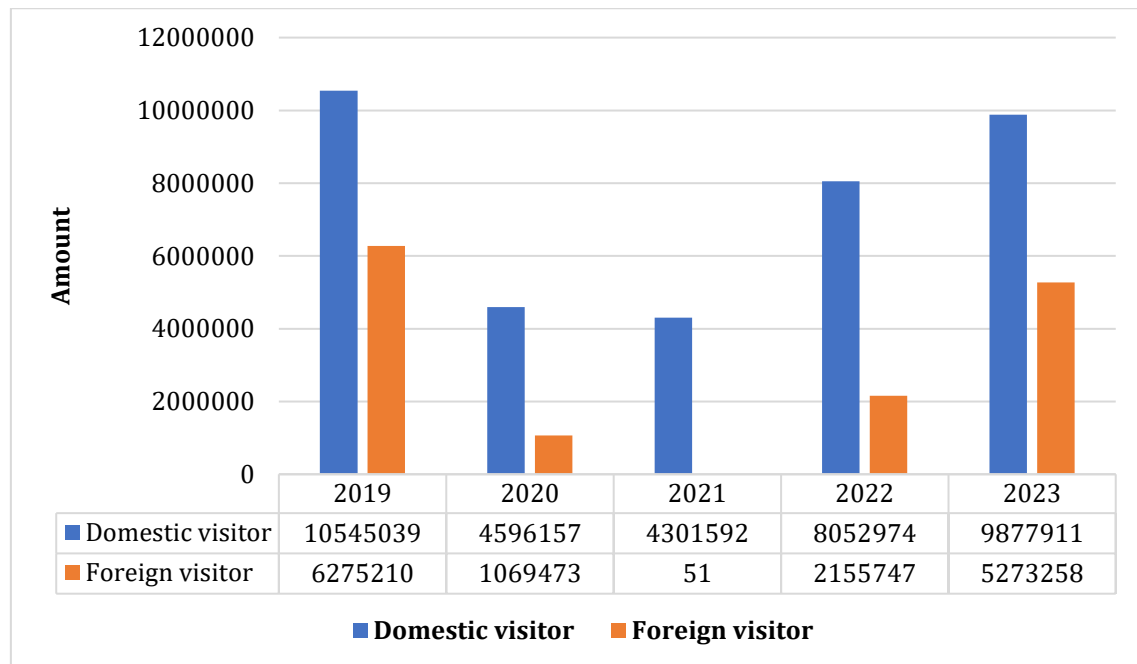


Fig. 1. Total number of tourist visits in Bali Province 2019-2023
(Statistics Indonesia Bali Province, 2024)

The population density is largely driven by an influx of foreign tourists, some of whom stay for extended periods. This phenomenon presents a challenge for Bali's tourism stakeholders in managing tourism sustainably and preventing overtourism, which poses risks to the environment and tourism's long-term viability. Overtourism refers to a situation where tourism's impact on a destination exceeds its physical, ecological, social, economic, psychological, or political capacity (Peeters et al., 2018). It arises when excessive numbers of tourists visit an area, leading to adverse effects on the environment, infrastructure, and local communities. Overtourism is especially common in destinations with significant attractions and systematic promotional efforts via social media and word-of-mouth. The negative consequences of overtourism include environmental degradation and disruptions to the well-being of local communities. In Indonesia, where tourism is a major source of national income, overtourism frequently occurs, particularly in natural destinations (Kusumah, 2022).

Bali has experienced overtourism in popular areas such as Kuta, Ubud, Sanur, and Nusa Dua (Wahyudiono, 2024). Prior to the COVID-19 pandemic, overtourism was already a concern, particularly as traffic congestion worsened (Sirait, 2024). This issue has become more pronounced in the post-pandemic era, as mobility restrictions lifted and tourists returned in large numbers. According to (CNN Indonesia, 2024), Bali was among the provinces most affected by overtourism in 2023, with 5.2 million foreign tourists and 9.4 million domestic tourists recorded between January and December 26, 2023 (CNN Indonesia, 2024). Without proper management, the unchecked influx of tourists could harm both Bali's environment and its residents. This article employs a literature review method, analyzing journal articles and news reports related to overtourism in Bali. The aim is to understand and identify the causes and impacts of overtourism while proposing strategies to address it, particularly in Bali's key destinations. This article also aims to serve as a resource for future research, encouraging further evaluation and innovative solutions to mitigate overtourism in Bali.

1.1 Concept of overtourism

Overtourism is a condition in which the number of tourists visiting a destination exceeds the carrying capacity of the local environment, society, and infrastructure, triggering various negative impacts on both the destination and local communities (Milano

et al., 2019). According to the United Nations World Tourism Organization (UNWTO), overtourism can be defined as the impact of excessive tourism activities on a destination, negatively affecting the quality of life of the local community as well as the experience of visiting tourists (Anggela, 2024). This phenomenon not only diminishes the quality of life for local residents but also puts pressure on ecosystems, increases waste, causes congestion, and even leads to a decline in the overall tourist experience (Dodds & Butler, 2019).

The term overtourism began gaining popularity in the early 2010s, as attention grew around the impact of uncontrolled mass tourism. According to (Kumparan.com, 2022), several factors contribute to overtourism in a destination, such as reduced transportation or accommodation costs (e.g., heavily discounted airfare or train tickets), viral or popular tourist destinations promoted on social media, and more. This phenomenon has significant consequences, not only for the environment but also for local communities, especially when the travel industry or tour operators focus solely on tourism growth and economic benefits without considering environmental sustainability (Kumparan.com, 2022). If left unaddressed, the impacts could become severe, not only harming local communities but also resulting in poor tourist experiences and increasing the risk of unforeseen accidents.

1.2 Tourism in Bali and the challenges of overtourism

Bali is one of the world's top tourist destinations, renowned for its natural beauty, unique culture, and the warmth of its local people. However, its immense popularity has brought significant challenges in the form of overtourism. The continuously increasing number of international tourists, driven by global promotions and improved infrastructure, has placed substantial pressure on Bali's natural resources, environment, and communities. Areas such as Kuta, Seminyak, and Ubud exemplify regions facing excessive tourism capacity, marked by pollution, traffic congestion, and increased waste. Furthermore, the commercialization of local culture is a pressing issue, as sacred Balinese traditions are often utilized as tourist attractions without adequate consideration for their spiritual significance to the local community (Suryawardani et al., 2014). Another challenge is economic inequality, where the benefits of tourism are frequently enjoyed more by foreign investors than by local communities (Milano et al., 2019).

1.3 Impacts of overtourism in Bali

The phenomenon of overtourism in Bali has gained significant attention in recent years due to its substantial impacts on the environment, economy, and local community dynamics. Overtourism occurs when the number of visitors exceeds the capacity of tourist destinations, leading to various negative issues. For example, Warren & Wardana (2018) highlight that excessive tourism and real estate development have resulted in severe environmental crises, such as water shortages and the destruction of farmland that is vital for local livelihoods and biodiversity. Similarly, Widiatedja (2022) emphasizes the importance of effective spatial planning to mitigate environmental damage caused by tourism projects, noting that the lack of regulation can exacerbate these issues. Additionally, the environmental impact extends to cultural heritage sites, where the large number of tourists threatens the preservation of sacred places and local traditions. The socio-economic implications of overtourism in Bali are equally significant. While tourism serves as a major economic driver, creating jobs and boosting local businesses, the benefits are often unevenly distributed. Krisnadi & Maharani (2021) argue that the economic gains from tourism can lead to conflicts between local communities and visitors.

1.4 Management and mitigation strategies

Managing and mitigating overtourism in destinations like Bali requires a comprehensive understanding of community involvement, stakeholder participation, and sustainable tourism practices. Rahman & Baddam (2021) emphasize that community

involvement transforms local residents from passive recipients of tourism into active participants, enabling them to influence tourism development and management. Moreover, community-based tourism (CBT) has emerged as a promising model for sustainable tourism development. Kuntariningsih et al. (2023) discusses how CBT empowers local communities by involving them in the planning, development, and management of tourism activities, thereby enhancing their capacity to address overtourism challenges. The role of local governance and policy frameworks is also critical in managing overtourism. Waligo et al. (2013) propose a management framework emphasizing the need for collaboration among tourism stakeholders, including government agencies, local communities, and private sector actors. This collaborative approach can lead to more effective tourism policies that address the specific needs and concerns of all stakeholders, thereby reducing the likelihood of overtourism. Innovative strategies, such as the implementation of tourism levies, have also been proposed as a means to mitigate overtourism. Bali's Regional Representative Council has discussed plans to impose fees on tourists, with the funds allocated for environmental conservation and waste management initiatives (Trisnawathi, 2023).

2. Methods

The method used in this research is Systematic Literature Review (SLR). SLR refers to a specific study or research methodology designed to systematically collect and evaluate studies related to a particular topic of focus (Winoto & Nuraeni, 2023). The purpose of SLR is to identify, study, evaluate, and interpret all available studies in a particular area of interest, guided by specific and relevant research questions (Marwantika, 2015; Rohanda & Winoto, 2014; Siswanto, 2010). This research aims to examine several articles related to overtourism in one of Indonesia's provinces, Bali. The data sources used in this research are a collection of articles published in reputable international and national scientific journals. The steps taken by the researchers began with formulating research questions such as: *"What is the dominant theme in the discussion about the impact of overtourism on the sustainability of tourism in Bali?"* also *"What is the relationship between tourist destination management and the increasing number of tourists in Bali?"* In the second step, these questions served as a guide for the study, which was based on articles found via Google Scholar. Keywords such as *"Overtourism in Bali," "Indonesia," "Bali," "Tourism,"* and *"Tourism in Bali"* were used to gather articles, with a time limitation focusing on publications from the last five years. This stage was conducted to collect data and identify relevant articles for the research. The collected data could not be directly analyzed but required a filtering process first. The data consisted solely of articles and reviews. The results of the data search were then narrowed down to five articles published between 2020 and 2024 that were relevant to the current research context. The following are the articles used as references in this research.

The next stage in this research method is data analysis, where the selected articles are analyzed using a thematic synthesis approach. This process begins with reading and understanding each article in depth to capture its content, context, and relevance to the research question. After that, the main themes or patterns that emerge from the data are identified through a coding process. The themes found are then grouped based on their similarities or relationships, thus forming a systematic thematic structure. After the main theme is determined, the next step is to interpret the findings by referring to relevant theories and concepts. This stage aims to connect the results of the analysis with the existing conceptual framework in order to provide a more comprehensive answer to the research question. The results of this interpretation are then compiled in the form of a systematic scientific narrative, including the presentation of findings, a critical review of the literature reviewed, and the relationship of the research results to the main question.

Table 1. Brief description of 5 referenced journal articles

No.	Article title	Writer	Results
1.	Changes in Balinese identity and culture as a result of tourism	Palar & Hewat, 2024	This article examines the impact of tourism on Balinese culture, highlighting a dualism between commercialized culture (<i>Sekala</i>) and sacred traditions (<i>Niskala</i>). Tourism enhances cultural pride through elaborate rituals but also drives commercialization, urbanization, and changes in traditional practices. Nevertheless, the Balinese people demonstrate remarkable adaptability, balancing the demands of tourism while preserving their sacred traditions, showcasing cultural resilience in the face of external pressures.
2.	Future policy implementation to balance growth and sustainability: Managing the impact of mass tourism in Bali	Salam et al., 2024	This article analyzes the impact of mass tourism in Bali through the lens of Butler's cycle model, emphasizing challenges such as overcapacity, environmental degradation, and cultural conflicts. While economically beneficial, tourism leads to environmental damage and social inequality. To promote sustainability, the government has adopted strategies including tourism diversification, environmental management, tourist education, and the empowerment of local communities.
3.	Assessing the impacts of overtourism in Bali: Environmental, socio-cultural, and economic perspectives on sustainable tourism	Utama et al., 2024	This article explores the impact of overtourism in Bali on the environment, socio-cultural aspects, and economy. While tourism supports local economies, it also causes traffic congestion, ecosystem damage, pollution, cultural commercialization, and economic inequality. A sustainable tourism approach is essential, one that involves local communities, preserves culture, and maintains the environment's carrying capacity.
4.	Tourism gentrification in Bali, Indonesia: A wake-up call for overtourism	Suyadnya, 2021	This article examines the gentrification of tourism in Bali, which has led to overtourism, particularly in areas like Sanur, Kuta, and Ubud. Foreign investment and the expansion of tourism infrastructure have increased property values but have also marginalized local residents, undermined cultural heritage, and damaged the environment. While tourism generates economic opportunities, it also contributes to social conflicts and the loss of subak agricultural land. This article emphasizes the importance of sustainable tourism management grounded in local concepts such as <i>Tri Hita Karana</i> .
5.	Effects of overtourism on residents' perceptions in Ubud District (Gianyar)	Dewi et al., 2024	The results indicate that Ubud residents, despite their reliance on tourism, express concerns about traffic congestion and overcrowding. Effective government policies, such as environmental management and security measures, enhance residents' positive perceptions, while disrespectful tourist behavior toward local culture causes discomfort. Proper destination management and raising tourists' awareness of local culture are crucial for achieving sustainable tourism.
6.	Bali gives a snapshot of what 'overtourism' looks like in the developing world	Permana, 2024	This article examines the phenomenon of overtourism in Bali, emphasizing how tourist destinations in developing countries are often unprepared to manage the social, economic, and environmental impacts of rapidly increasing tourist numbers.

To ensure the reliability of the analysis, a validation process is carried out, such as discussions with colleagues or experts and triangulation with other data sources if necessary. In the final stage, the results of the analysis are compiled in the form of a comprehensive scientific narrative, including a critical review of the existing literature, the contribution of the research to the scientific field, and conclusions that answer the research question as a whole.

3. Results and Discussion

3.1 Overtourism in Bali

Tourism is the main pillar of Bali's economy. In 2019, the tourism sector contributed 61% to the island's gross domestic product (GDP). However, heavy reliance on this sector brings a series of serious challenges, such as pollution, traffic congestion, and disruptions to local culture. Waste generated by tourists and vehicle emissions contribute to environmental damage, while congested roads strain Bali's infrastructure. According to (Utama et al., 2024), the excessive use of resources by the tourism industry and the increasing number of visitors to Bali have led to water and land pollution, ecosystem degradation, and air pollution. This threatens biodiversity, food security, and environmental quality in the area. Moreover, the influx of visitors often jeopardizes the authenticity of Balinese culture, creating tension between efforts to preserve traditions and the need to meet the expectations of international tourists.

Overtourism is a significant issue in Bali, threatening the sustainability of the island's tourism sector. Particularly in popular areas such as Kuta, Ubud, Sanur, and Nusa Dua, the number of tourists continues to rise each year, far exceeding the capacity of these destinations. This phenomenon is accompanied by increasing demand for destinations in Bali, which are increasingly equipped with various facilities to attract more tourists. However, without proper management, this rapid growth in visitor numbers threatens Bali's appeal as a world-class destination. According to (Dodds & Butler, 2019), overtourism occurs when the number of visitors surpasses a destination's carrying capacity, overwhelming local infrastructure and degrading the tourism experience. In Bali, this issue is becoming more pronounced with the growing number of tourists visiting major destinations like Kuta, Ubud, and Nusa Dua (CNN Indonesia, 2024). This poses a significant challenge in managing these destinations to keep them attractive and enjoyable for visitors. (Anggela, 2024) also highlights that, based on UNWTO predictions, Bali is expected to experience even greater overtourism in 2024. If not managed properly, the surge in tourists could diminish the quality of the tourism experience and Bali's reputation as a world-class destination. The substantial increase in tourist numbers raises various challenges, including uncontrolled land-use changes. Agricultural land that once supported local food production is now being converted into tourist attractions and accommodation facilities, further exacerbating food security issues for Bali's population (Dewi et al., 2024). This land conversion reduces food availability, which heavily relies on the local agricultural sector, and threatens the sustainability of local livelihoods. Another pressing issue is the water crisis. Bali is facing increasing water scarcity as water consumption in the tourism sector rises. Local communities must compete with the growing water demands of the rapidly expanding tourism industry. According to reports (CNN Indonesia, 2024), Bali is struggling to control the rapid growth of tourism, leading to a clean water crisis and threatening the island's natural ecosystems.

3.2 Impact of overtourism in Bali

Overtourism in Bali often has negative impacts that significantly affect the environment, local economy, social and cultural aspects, as well as other areas. The following are some of the impacts of overtourism in Bali.

3.2.1 Local economy

From an economic perspective, the benefits are often unevenly distributed because tourism is the primary sector supporting Bali's income. While most profits are gained by foreign investors who manage luxury hotels and resorts, local communities, especially those in agriculture and handicrafts, do not receive equal benefits. This further exacerbates socio-economic disparities. According to (Anggela, 2024), although Bali generates significant revenue from tourism, foreign investors reap the majority of the profits, leaving local communities with only limited benefits.

As is well known, the largest source of income in Bali comes from the tourism sector, contributing 60-70% of the Gross Regional Domestic Product (GRDP) (Salam et al., 2024). This growth is fueled by the annual increase in international tourist numbers. For instance, in 2023, the number of international tourists reached 5,273,258, a 144.61% increase compared to the previous year (Salam et al., 2024). The development of the tourism sector in Bali has generated substantial income and boosted economic growth, providing employment opportunities for the local population. Moreover, the growth in tourism has attracted both foreign and domestic investments, driving infrastructure development such as airports, roads, and tourist facilities (Salam et al., 2024). However, this infrastructure and tourism development has also triggered overtourism due to the rising number of visitors to popular destinations.

3.2.2 Environment

Overtourism in Bali places immense pressure on the environment, causing various issues that impact ecosystems, biodiversity, and natural resources. A tangible example is water and land pollution caused by tourism-related waste. The effects of overtourism also include damage to ecosystems, such as the coral reefs along Bali's coast (Utama et al., 2024). Excessive marine tourism activities and the exploitation of water resources to meet the needs of luxury hotels, resorts, and coastal restaurants consume significant amounts of water. The exploitation of natural resources to support the tourism industry, such as water and building materials, accelerates resource degradation (Utama et al., 2024).

Utama et al. (2024) estimate that luxury hotels in Bali use up to 65% of the total water supply. This leaves local residents with limited access to clean water and has caused droughts in some areas, threatening the agricultural sector and daily life. As the number of tourists continues to grow, the volume of waste also increases, and if waste management systems are inadequate, land and sea pollution becomes inevitable (Utama et al., 2024). Overtourism in Bali has severe environmental consequences.

Additionally, the imbalance between the number of tourists and the capacity of infrastructure and natural resources is a significant issue. Severe traffic congestion in popular areas such as Kuta and Ubud diminishes the comfort of tourists and disrupts the daily lives of residents. The uncontrolled rise in tourist numbers has also led to waste accumulation, which overwhelms local infrastructure. In this context, (Suryawardani et al., 2014) found that poor destination management can lead to infrastructure damage and increased environmental pollution.

3.2.3 Social and cultural

Overtourism in Bali has deeply impacted local communities socially and culturally, including changes to traditional practices and customs. Intense interactions between locals and tourists have triggered changes in Bali's social structure. Urbanization, driven by people moving from villages to cities to seek employment in the tourism sector, has altered the social and cultural fabric of Bali. Furthermore, overtourism leads to an increase in tourist visits, traffic congestion, and environmental pollution, all of which impact the quality of life for local residents (Palar & Hewat, 2024).

The impact of overtourism is also evident in its threat to the preservation of local culture. Sacred traditions, such as religious ceremonies, are often used as tourist attractions without regard for their spiritual significance. This creates tension between cultural preservation and the growing demands of tourism. According to research by (Palar & Hewat, 2024), the pressure of mass tourism has caused changes to Balinese identity and culture, leading to tensions between local communities and tourists and harming the spiritual and cultural aspects of Bali. Furthermore, mass tourism encourages the commercialization of Balinese culture, adapting traditions and rituals to suit tourist expectations (Palar & Hewat, 2024). Balinese people face a dilemma in balancing economic opportunities from tourism and maintaining cultural authenticity (Dewi et al., 2024).

An example of commercialization is the sacred Legong and Barong dances, which were once integral to religious ceremonies. However, with the rise of tourism in Bali, these dances are often performed as entertainment in restaurants for tourists (Palar & Hewat, 2024). This shift has altered the meaning and function of cultural practices, turning sacred traditions into tourism commodities (Palar & Hewat, 2024). Despite these challenges, Balinese people have become adept at distinguishing between culture “for us” (*Niskala*) and culture “for them” (*Sekala*) (Palar & Hewat, 2024). This reflects the dualism of Balinese cosmology in coping with tourism pressures (Palar & Hewat, 2024). For instance, Nyepi Day serves as a striking example of how Balinese people maintain sacred culture, free from tourism influence (Palar & Hewat, 2024). Although Nyepi's rituals and aesthetics attract tourists, the Balinese still uphold its sanctity by closing the airport for 24 hours, prioritizing cultural values over economic interests (Palar & Hewat, 2024). Ultimately, this presents a challenge for Bali to develop a sustainable tourism model that empowers local communities while respecting cultural heritage to minimize the negative impacts of overtourism (Salam et al., 2024; Utama et al., 2024)

3.3 Overtourism management strategy in Bali

3.3.1 Addressing overtourism in Bali: A collaborative and sustainable approach

Addressing overtourism requires various strategies implemented by tourism stakeholders, particularly through collaboration between management parties in Bali and the government. The government plays a crucial role in taking decisive actions to ensure the safety and comfort of local residents in their own areas. One of the most important strategies the government must adopt is to distribute tourists and develop sustainable infrastructure in regions that are less frequently visited by both domestic and international tourists. By planning spatial development, infrastructure, and equitable growth, overtourism in Bali—especially in South Bali, which is the most densely populated by tourists—can be effectively managed (Wahyudiono, 2024). In addition to mitigating the impacts of overtourism, this arrangement and redistribution of tourists can help stimulate the economy in other parts of Bali.

The government can also regulate and monitor each tourist destination to limit the number of visitors and ensure that tourist activities do not harm the environment or disrupt the social and cultural fabric of local communities (Kusumah, 2022). Such measures allow for controlling not only the number of tourists but also their activities, particularly those that could potentially damage destination areas and their surroundings. Additionally, the government can introduce new regulations to manage tourism development in Bali, including short-term restrictions on accommodations and limiting the construction of new hotels in already overcrowded areas (Kibarar Property, 2024). These regulations aim to reduce the influx of tourists and minimize the adverse effects of overdevelopment in densely visited regions.

Overtourism also contributes to environmental degradation, posing a significant challenge to Bali's adherence to the *Tri Hita Karana* philosophy, which emphasizes the harmonious relationship between humans, God, and nature. To address environmental damage, it is essential to implement repair, monitoring, and regulation measures to

preserve the natural environment. Effective oversight and policies are required to conserve Green Open Spaces (GOS) and to manage spatial planning with a focus on ecological sustainability, supporting conservation and sustainable development initiatives (Abidah & Irawanto, 2024). Beyond ecological management, infrastructure development in areas outside South Bali, such as West and North Bali, is critical.

The development of infrastructure in regions outside South Bali is expected to alleviate overtourism in the south while promoting economic equity across Bali. For instance, in 2018, the West Bali National Park Office conducted outreach activities to support ecotourism development in West Bali by preparing a Nature Tourism Master Plan (RIPA) to ensure more focused natural tourism efforts. This included enhancing facilities and infrastructure in various regions (KSDAE, 2018). The Ministry of Tourism has also emphasized the development of West and North Bali with a focus on quality tourism that is community-based to ensure sustainability. This was highlighted during the launch of the 3B tourism package (Banyuwangi, West Bali, North Bali) on September 25, 2024 (Irwan, 2024). Such initiatives aim to prevent excessive overtourism in specific areas while promoting balanced development across the island. These efforts are vital to ensuring the sustainable growth of Bali's tourism industry while preserving its environment, culture, and local communities.

Table 2. Description of factors, impacts and strategies from management overtourism

Overtourism factors	Impact of overtourism	Strategy can be implemented
Behavior <i>Vandalism</i> , namely throwing rubbish and destroying offerings in the temple.	Damage to the surrounding environment, especially near the temple	Making Bali clean and green for environmental sustainability (Salam et al., 2024)
Many destinations are uneven	Disturbing the local community and decreasing the visiting experience of tourists	Diversify tourism offers so they don't pile up
The influence of western cultural flows brought by foreign tourists (tourists)	Causing potential shifts and acculturation/assimilation to local culture	Strengthening the role of religion in each region, especially busy areas in Bali
High levels of investment (especially in property) and land buying and selling	Inequality and functional mismatch in land use, due to the phenomenon of massive property investment	Providing direction in the form of policies regarding spatial planning and land use as well as restricting local residents from renting/selling their land
Some behavior damages infrastructure and there are no signs/boards warning against damage	Much of the infrastructure is damaged and inadequate	Improve infrastructure better and disseminate information to visiting tourists

3.3.2 Example of a crowded management strategy in the Nusa Dua Area, Bali

An example of a crowded management strategy can be seen in the Nusa Dua area, one of Bali's most popular tourist destinations. Located in the southern part of Bali, Nusa Dua is renowned for its expansive beaches and is home to the ITDC (Injourney Tourism Development Corporation), a national company operating in the tourism sector. This area spans 350 hectares and includes 19 four- and five-star hotels and resorts, as well as four major tourist attractions: (1) Water Blow Nusa Dua, (2) Pasifika Museum, (3) Devdan Show, and (4) Bali Collections. Interviews with ITDC representatives revealed that despite its large area, the Nusa Dua region, particularly the ITDC area, often faces overcapacity issues. The area's popularity as a venue for prestigious national and international events attracts significant numbers of foreign and domestic tourists, leading to frequent overcrowding.

To address this challenge, ITDC has implemented strategies such as opening entry points for MICE (Meetings, Incentives, Conferences, and Exhibitions) events during the low season to ensure that nearby hotels continue to generate income. According to ITDC

sources, certain events significantly increase tourist visits, resulting in issues like traffic congestion around the ITDC area and complaints from local residents. One measure taken by ITDC to mitigate congestion is limiting access to specific visitors, such as those with event passes or invitations, who are permitted to enter the ITDC area. Additionally, ITDC collaborates with local communities and government agencies to further develop and enhance the Nusa Dua area, aiming to improve its infrastructure and ensure better management of tourist activities.

4. Conclusions

Overtourism in Bali poses a major challenge to the island's tourism sector, leading to environmental degradation, pollution, and socio-cultural disruptions. The excessive use of resources, coupled with a surge in visitors, has resulted in water and air pollution, ecosystem damage, and cultural shifts. Economically, overtourism can increase unemployment and strain local infrastructure. Socially, it affects traditional practices and community dynamics, potentially leading to conflicts over cultural preservation. Despite these challenges, Bali's tourism sector remains a key driver of economic growth, providing income for local communities. However, rapid infrastructure development has further fueled overtourism, highlighting the urgent need for effective management. Destination managers and governments at all levels play a crucial role in implementing sustainable tourism policies.

A key strategy to mitigate overtourism is dispersing visitor traffic by promoting less-visited areas and developing sustainable infrastructure. Crowd management techniques, such as monitoring tourist activities in high-risk areas, can help minimize environmental and cultural damage. For example is the launch of a tourism package by the Bali government, namely the 3B (Banyuwangi, Bali Barat dan Bali Utara) tourism package, which connects Banyuwangi, West Bali, and North Bali. With this 3B tourism package, it is hoped that tourist congestion can be reduced, especially in the southern part of Bali. By adopting these measures, stakeholders can protect Bali's heritage while ensuring long-term sustainability in its tourism sector.

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Author Contribution

All authors contributed equally to the study's conceptualization, methodology, data collection, analysis, and manuscript preparation, ensuring comprehensive coverage of overtourism impacts and sustainable tourism strategies in Bali.

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