

ABSTRAK DAN KATA KUNCI

Overtourism menjadi hal yang harus diantisipasi di Bali, khususnya di kawasan seperti Kuta, Seminyak, Canggu, Ubud, Kintamani, dan Desa Penglipuran. Lonjakan wisatawan pascapandemi memberikan dampak ekonomi, namun menimbulkan tekanan pada lingkungan, infrastruktur, dan kehidupan sosial budaya masyarakat lokal. Penelitian ini menggunakan metode kualitatif deskriptif dengan teknik wawancara, observasi, dan dokumentasi untuk menganalisis kondisi *overtourism* dan pengelolaannya di Bali. Hasil penelitian menunjukkan bahwa pengelolaan *overtourism* masih belum optimal. Diperlukan penerapan strategi *visitor management* melalui pembatasan jumlah wisatawan, penyebaran kunjungan, serta pelibatan masyarakat lokal. Rekomendasi mencakup integrasi pendekatan fisik, regulatif, dan edukatif dalam tata kelola destinasi guna mewujudkan pariwisata yang berkelanjutan.

Kata Kunci: *Overtourism*, *Visitor management*, Bali, Pariwisata Berkelanjutan

ABSTRACT

Overtourism is something that must be anticipated in Bali, especially in areas such as Kuta, Seminyak, Canggu, Ubud, Kintamani, and Penglipuran Village. The surge in post-pandemic tourists has had an economic impact, but has put pressure on the environment, infrastructure and socio-cultural life of local communities. This study uses descriptive qualitative methods with interview, observation, and documentation techniques to analyze the condition of *overtourism* and its management in Bali. The results showed that the management of *overtourism* is still not optimal. It is necessary to implement *visitor management* strategies through limiting the number of tourists, spreading visits, and involving local communities. Recommendations include the integration of physical, regulatory, and educational approaches in destination governance to realize sustainable tourism.

Keywords: *Overtourism*, *Visitor management*, Bali, Sustainable Tourism