

Overtourism in Lokawisata Baturraden, Banyumas After the Covid-19 Pandemic

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Research Article

Overtourism in Lokawisata Baturraden, Banyumas After the Covid-19 Pandemic

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Abstract.

Many nations with advantages in the tourist industry have encountered the overtourism issue since the COVID-19 epidemic. The term "revenge tourism" or "revenge traveling" refers to a secret desire to travel or a desire to travel that has been hindered for the previous two years by limitations on community social movements due to the COVID-19 epidemic. Overtourism is a problem that travel destinations face, and it may have a detrimental effect on sustainability and environmental concerns. This problem also affects Banyumas Regency, which counts tourism as one of its primary industries. This study aims to evaluate the local government's efforts to curb overtourism in the Banyumas region. In order to combat the problem of over-tourism caused by retaliation tourism and overpromising, the Banyumas district administration has adopted several initiatives. The Banyumas district government's strategy for coping with the overtourism situation is described analytically using public policy analysis and the ideas of sustainable and responsible tourism. This article's technique is descriptive-analytic, drawing on secondary data from sources including academic journals, sessions, reference books, the internet, and other supplementary resources. This study offers a fresh perspective on overtourism in the Banyumas area, showing that once COVID-19's development slowed, people's desire to visit tourist spots generally increased, leading to an excessive mass accumulation at each destination. Due to the buildup of too many visitors, Banyumas, a location that caters mainly to nature tourism, is in danger of suffering environmental harm as well as other problems that come along with it.

Keywords: overtourism, environmental damage, public policy, sustainable tourism

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1. Introduction

The popularity of travel has been rising for several years. The global tourism market was estimated to be worth \$2.7 trillion in 2011 and is projected to increase by 6% a year until 2021. This development is attributable primarily to an increase in the number of visitors from outside, which reached 246 million in 2016 (1). However, the rise in visitors has also had some unfavorable consequences, including congestion and pollution. The number of unsustainable visitors may lower the population's standard of living and harm the ecosystem. In order to address these concerns and develop long-term solutions that will reduce the adverse effects of tourism on local communities, the government and other

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stakeholders must collaborate. Creating and executing a city tourist plan is one method for doing this. Governments may manage their tourist industry more effectively with the aid of city tourism plans, ensuring that it is inclusive and sustainable. Additionally, it may support local companies in adjusting to shifting tourist demands by pointing out possible locations for local tourism growth (2).

The formulation and implementation of such strategies can also aid in lowering unemployment and empowering underprivileged areas. The creation of such plans can help communities safeguard and conserve their natural and cultural resources. Additionally, it might increase employment and strengthen the local economy. Additionally, this strategy may offer a better approach to dealing with neighborhood issues like traffic, shoddy infrastructure, and pollution brought on by tourism-related activities. Stakeholders will be a part of an effective strategy, and each one should be consulted during its development. The plan should ideally result from close cooperation amongst all parties involved, with community needs and interests as its guiding principles. To ensure that the plan fits their requirements and will improve their well-being and quality of life, it is crucial to include the community in its creation (3)

Participating in the planning process will help the community take ownership of the project and ensure it benefits the community. The local government must be involved in tourism planning to guarantee that the project suits the region's particular requirements. Additionally, it will provide local communities with a voice in the processes of decision-making and community development. Creating a holistic strategy for the entire community instead of concentrating on just one or two regions is also crucial. This will ensure that while making strategies, all relevant societal segments and places are considered (4) A strategy should be supported by research and consider the neighborhood's demands as well as any holes in the current system that may have been found.

With careful planning, tourist regulations may lessen the industry's adverse effects on society and the environment, one of which is the overtourism phenomenon. Because overtourism can occur for several reasons and have various adverse effects on visitors, facilities and infrastructure, the local community, and the environment, it is essential to be on the lookout for any symptoms that have emerged since the COVID-19 pandemic (5) The author of this paper will discuss the possibility of overtourism in Banyumas Regency and the measures taken by the local administration to prepare for it.

2. Method

The research approach employed in this study is qualitative. The qualitative research technique is a scientific research approach that prioritizes the process of deep communicative contact between researchers and the topic under investigation in order to naturally grasp a phenomenon in a social context. The results of qualitative research are those that cannot be reached or attained through the use of statistical or quantification (measurement) approaches. Research on people's lives, histories, behaviors, organizational functionalization, social activities, and other topics can all be studied using qualitative methods in general. According to the researchers' expertise, qualitative research can be utilized to uncover and comprehend the underlying causes of occurrences that are occasionally challenging to comprehend (6). Bogdan & Biklen (7) emphasized that qualitative research is a method of inquiry that generates descriptive data in the form of spoken or written words as well as perceptible human behavior. The qualitative technique is anticipated to be able to generate a detailed account of the speech, writing, and observable behavior of a specific person, group, community, or organization in a specific environment that is researched from a complete, comprehensive, and holistic point of view. The goal of qualitative research is to get a broad understanding of social reality from the viewpoint of the participants. This understanding is not predetermined, but rather developed via examination of the social reality that serves as the research's main subject of study.

3. Results and Discussion

3.1. Tourism Policy in the Time of a Pandemic

During the Covid 19 Pandemic, specific government initiatives concentrated more on limiting Covid 19's spread. Policies significantly impacted the tourist business during the Covid 19 Pandemic. The Indonesian government has announced several policies, including Regulation of the Minister of Law and Human Rights Number 7 of 2020, regarding the temporary suspension of granting visit visas to individuals who have lived in or visited China within 14 days, which is then followed by Minister of Law and Human Rights Number 8/2020 with the expansion of the scope of stopping the granting of a visit visa on arrival. Following the prohibition on foreign travel to Indonesia, Permenkumham number 27/2021 placed limits on foreigners entering Indonesian territory while emergency community activities were prohibited. Implementing this strategy might result in a considerable drop in foreign visitors to Indonesia. According to data from the Central

¹⁰ Statistics Agency (BPS), the number of international tourists visiting Indonesia in the first half of 2020 declined. 1.27 million visitors instead of the projected 1.37 million in 2019, and hotel occupancy rates also fell in popular tourist destinations like Bali. The occupancy rate of Bali's five-star hotels was 45.98% in February 2020. The percentage dropped to 25.41% by March 2020 and kept going down in 2020 and 2021. Things started to get better gradually in the last quarter of 2021 (8).

⁵ A domestically enforced policy that governs temporary closures is the Instruction of the Minister of Home Affairs Number 30 of 2021 About the Implementation of Restrictions on Community Activities Level 4, Level 3, and Level 2 CoronaVirus Disease 2019 in the Java and Bali Regions. Public buildings (public spaces, parks, tourist destinations, and other public places. This policy has a very detrimental effect on the tourism industry, as it has worsened the industry overall and temporarily closed public facilities and tourist attractions. Other adverse effects include limiting the number of occupancy rates and restaurant operating hours. On the other hand, psychologically speaking, people also experience a sense of unease while in public spaces, visiting tourist attractions, and engaging in other ancillary activities like dining and lodging. As a result, these circumstances make the tourism industry even more challenging.

Activating virtual tours were used to respond to the highly challenging situation (virtual tours). As defined by (9) virtual tours are recreations of actual places that often include video or still photographs. Because panoramas can be a collection of images or panning video, the term "virtual tours" is frequently used to cover different video and panoramic-based photography media that present uninterrupted vistas. Although they obviously cannot appreciate it entirely when they travel, travelers may travel without actually traveling by taking this virtual tour. Another tactic is applying the CHSE (Cleanliness, Healthy, Safety, and Environment) certification. ³ The Ministry of Tourism and Creative Economy launched to assure visitors that hygiene, health, safety, and environmental sustainability are being implemented. CHSE Certification awards certificates to tourism businesses, destinations, and other products (10). ⁷ The Ministry of Tourism and Creative Economy provides CHSE certification requirements, which comprise standards that must be satisfied to provide clean, healthy, safe, and environmentally friendly tourism for players in the tourism industry and supporting sectors.

In Banyumas Regency, where there was a sharp decline in tourist arrivals from 1,191,126 individuals in 2019 to 522,263 people in 2020, these varied situations were also present (11). The number of tourists that visited again fell to 476,978 in 2021 (12). The number of tourists visiting the Eid al-Fitr festival in May 2022 indicates that it began to rise again in mid-2022, however, as the epidemic began to diminish. Asis Kusumandani, the head of

the Youth, Sports, Culture, and Tourism (Dinporabudpar) Banyumas Regency, reported that several tourist destinations in Banyumas started to be crowded with visitors on the second day of Eid 2022. One such destination was Baturraden Lokawisata, where 1,600 tourists visited on the first day of Lebaran and increased on the second day until 3,000 people visited at noon(13). Among the other tourist spots in Banyumas Regency, Baturraden continues to receive the most visitors thus far.

3.2. Overtourism Phenomenon

When the influence of tourism surpasses the physical, ecological, socioeconomic, psychological, and political capacity threshold at a particular moment and place, it is said to be occurring in overtourism (14). In this instance, overtourism is a complicated issue that affects people, the environment, and policy in various ways. Overcrowding is caused by more than just a high visitor volume. The number of visitors, the sorts of visitors, the time of the visit, and the carrying capacity of already popular places are all strongly tied to the overtourism issue. This overtourism viewpoint involves several stakeholders, including travelers, communities, and businesspeople.

Overtourism, according to UNWTO, is the effect of tourism on a destination or a portion of it that negatively impacts the quality of the tourist experience and how inhabitants perceive their quality of life. As a result of the inconveniences experienced by tourists, excessive tourist waves are, in this case, no longer seen as consistent with the goal of travel, which is to enhance the quality of life by engaging in leisure activities. Instead, excessive tourist waves are seen as interfering with the daily lives of locals. For this reason, it is necessary to develop the idea of good tourism carrying capacity under UNWTO recommendations regarding tourism carrying capacity, which is the maximum number of visitors that can travel to a particular location within a predetermined period without negatively impacting the environment, the local economy, or the socio-cultural characteristics of the community, but also without lowering tourist satisfaction (15).

The term "tourism carrying capacity" refers to a capacity for tourism that takes into account not only the number of tourists but also their distribution, their activities, and behaviors, as well as the state of the infrastructure already in place for the industry. Inadequate accommodations and unruly visitors' conduct while traveling can disrupt the neighborhood and make travel uncomfortable. If this occurs, the perception of tourists will be negatively impacted, which will lead to a decline in the number of visits, and a new phenomenon in society called tourism phobia, which is the rejection of visitors by locals as a result of tourism activities that interfere with socioeconomic life and the

environment, will emerge (16). With consideration for the integrity of the object and visitor convenience, the ideal number and distribution of visitors must be adjusted to the area, physical facilities, objects visited, and objects that must be specifically managed and do not allow many people to visit at one time (such as museums, botanical gardens, and flower gardens).

Particular issues with tourists' behavior can also bring on Overtourism. Negative opinions of tourists and tourism are closely related to the adverse effects of their presence in the form of waste and waste generated, rising living costs, polarized culture and customs that harm residents, damage to public facilities, historic sites, and the natural environment to the point of disturbing comfort, and rising costs of living. Locals, visitors' arbitrary invasion of public places, rising costs for access to tourist sites, escalating feelings of insecurity and upsetting people's way of life, and wasteful resource consumption. (17) Due to several initiatives aimed at tourism development and attracting tourists, local inhabitants frequently have to stand aside or lose assets and relationships in the community in terms of the number of buildings and physical amenities, all of which are meant for the completion of tourist services. as many visitors as you can.

Overtourism is frequently seen as a warning sign for policymakers to reevaluate or replan their tourism growth by considering both the industry's positive aspects and the potential adverse effects. Hyper-overtourism is a concerted attempt to protect local inhabitants from being drowned out by governmental and corporate interests that seek to boost visitor numbers, revenue, and other measurable outcomes. These interests have previously absorbed locals who live in tourist areas. Locals are the only ones whom the planning and development of tourism will impact in their area (18). Creating tourist development policies that follow the ideals of responsible and sustainable travel is a step that policymakers can take.

Sustainable tourism development, according to the UNWTO, requires the use of environmental resources, which are essential components in the development of the tourism industry, the maintenance of ecological processes that help preserve the ⁶ natural heritage of biodiversity, respect for the socio-cultural authenticity of the host community, cultural heritage and traditional values that are built and contribute to understanding and intercultural tolerance, as well as long-term viable economic operations, providing equitable While the idea of responsible travel relates to the idea that tourism should be developed while taking into consideration the sustainability of the environment and local populations. For policymakers responsible for promoting tourism in their area, these two concepts serve as guides.

3.3. Overtourism potential in Banyumas

Banyumas Regency's tourist sites rely primarily on ecotourism. The Serayu River, the numerous waterfalls, and the region's geographic location on Mount Slamet keep natural tourism in Banyumas Regency at the top of the list of tourist destinations.

TABLE 1

No	Tourism Destination	2018	2019	2020	2021
1	Curug Cipendok	26573	42264	26666	24975
2	Telaga Sunyi	28175	28175	19632	14303
3	Pancuran Tiga	20540	57905	6004	11393
4	Pancuran Tujuh	12620	17522	1910	2857
5	Bumi Perkemahan Baturraden			1133	6603
6	Lokawisata Baturraden	715663	742760	267445	178509
7	Kalibacin	9286	6840	2264	5995
8	Wana wisata Baturraden	63607	27251	15959	15959
9	Curug Gede	10673			
10	Curug Ceheng	12694			5533
11	Museum Wayang	6142	6436	3435	1392
12	THR Pangsar Soedirman	35706	50576	21538	38504
13	Masjid Saka Tunggal	8425	27320	28009	28009
14	TR Andang Pangrenan	209595	188310	36920	22248
15	Taman Bale Kemambang	36613	345335	94920	60198
16	Dreamland Park	304876	379261	1428	60420
17	Desa Wisata Karangsalam	2054	31171		
Total Banyumas		1.503.242	1.951.126	522.263	476.978

Source: Statistical Agency, 2022

According to data on tourist visits, the top destination is Baturraden Lokawisata, although there was a substantial increase in visitors in 2022 after a significant decline in 2020–2021. According to information from the Banyumas Sport, Tourism and Youth Office, the number of visitors to Baturraden Lokawisata on Monday, May 2, 2022, was 1,186; on Tuesday, May 3, 2022, it was 9,036; and on Wednesday, May 4, 2022, it was 14,008. There were 6,315 visits on Thursday, May 5, 2022, from 13:00 to 14:00 (19). If you take a look at the increase in visitors that have taken place at the Baturraden Lokawisata so far, you will see that it often happens around holidays, including weekends, Sundays, and other national holidays. Another example of mass tourism is Baturraden Lokawisata, which is focused on travel destinations that frequently draw big crowds of travelers (groups). Mass tourism is focused on travel that is done in groups, gathers, and engages in activities collectively. The majority of the visitors have planned mass

tourists. Organized mass tourism refers to travelers who only desire to visit well-known tourist attractions with amenities similar to those found at home and whose travels are always accompanied by tour operators (20).

Baturraden relies on mass tourism Lokawisata becomes exceptionally susceptible to the effects of excessive tourism. The suspension bridge in Lokawisata Baturraden collapsed in 2006 due to excessive people using it, causing fatalities and injuries from falling into a sizable rocky river (21). The overall land area of Baturraden Lokawisata is roughly 16.85 hectares. In comparison, the amount of land that may be visited is approximately 10 hectares, according to the secretary of ⁸the Department of Youth, Sports, Culture, and Tourism of Banyumas Regency. He claims that the 10 hectares can hold 100,000 guests, increasing to 50,000 if each visitor was required to maintain a 2-meter separation for security reasons (22) There are sometimes large lines at the entry, and a buildup of people after the entrance before the tourists spread out and choose the locations they are interested in, even if the area is still plenty.

Lack of carrying capacity results in inadequate infrastructure and services, which reduces visitor experience by increasing wait times in restrooms and distances between restrooms and other distribution locations for tourists, among other overtourism symptoms. On the day of Eid in 2022, even after Covid 19, there was a significant traffic backup on the major road to Baturraden Lokawisata. Because the Banyumas Regency government no longer enforces a policy of restricting trips to Baturraden Lokawisata, the congestion might exceed one kilometer before the Baturraden terminal roundabout (23) While some people take advantage of this situation to generate extra temporary cash, it is incredibly uncomfortable for visitors and locals. The high interest in traveling in the post-pandemic period is inevitable due to numerous constraints for about two years, and the financial situation of those affected by COVID-19 has started to recover. For residents of Banyumas and the surrounding areas, Baturraden Lokawisata is the preferred vacation spot. In addition to offering reasonably priced admission, it also features incredible natural attractions, rides for amusement, art performances, educational opportunities, shopping, and culinary tours. Because it is appropriate for visitors of all ages, this destination is ideal for family vacations.

Since 2017, the Central Java Provincial Government-owned Baturraden Lokawisata Technical Implementation Unit (UPT) of Baturraden Lokawisata has claimed that the renovation of merchant kiosks, which were also provided with numerous services, has reduced the parking area in the region. The manager uses the Bukit Bintang neighborhood, Karangmangu, and many hotel parking lots close to Baturraden to get about this (24). Given that tourists must travel a considerable distance to go to the

Lokawisata. The hotel managers and guests are inconvenienced by the entire hotel parking space brought on by the overflow from the Lokawisata, and this situation is uncomfortable for the visitors.

In addition to holidays, there is a risk of overtourism in Baturraden Lokawisata on important occasions like the Grebeg Suran celebration, the Baturraden Festival, and other unrelated events nearby. Thousands of people watch Grebeg Suran, held every Muharram month, surrounding Baturraden Lokawisata. Twelve villages that promote Baturraden tourism are among the participants in the yearly event sponsored by the Department of Youth, Sports, Culture, and Tourism (Dinporabudpar) of Banyumas Regency (25). Grebeg Suran starts with a parade of participants traveling 3 kilometers from the Wanawisata Campground to the Lokawisata Field. Tens of *tenong* are brought by each hamlet; some exhibit *kentongan* and *hadroh* art. The event's high point is the competition over *gunungan*, *tumpeng*, and communal dining, which is always crowded with contestants and guests.

The Baturraden Lokawisata's tourism boom not only boosts revenue but also creates environmental issues, one of which is garbage. The officials at the Baturraden Lokawisata have achieved practical advances by avoiding classifying garbage into organic and inorganic materials due to a lack of cleaning staff (26). The Baturraden Lokawisata's waste management is less than ideal since garbage sorting tasks are time-consuming, and the area that must be cleaned is quite extensive. Managers must deal with this separately because the increase in visitors will result in more trash, primarily if visitors' behavior disregards cleanliness.

3.4. Policies to Overcome Overtourism in Baturraden

Since Baturraden is part of the tourism industry, which is arguably in high demand, there is a need for suitable facilities to host travelers that come to visit. It is crucial to observe Baturraden in terms of the 4A (Attraction, Amenity, Accessibility, and Ancillary) application to determine how well it can accommodate visitors' demands for nearby amenities, which will inevitably evolve to accommodate tourists (27). The 4 A must be used in every tourism development initiative since the critical components of the 4 A serve as a gauge of the caliber of a travel destination. A resource that may draw visitors is called an attraction, and it is a tourist attraction. There are at least three attractions, including natural attractions like mountains, beaches, rivers, and others, cultural tourist attractions like traditional homes, artwork, rituals, festivals, food, and so on, and other items associated with the local culture and customs. as well as artificial attractions like

malls, sports venues, parks, exhibits, etc. The Banyumas Regency administration has thought of creating non-physical attractions at Baturaden Lokawisata concerning these attractions, which will be celebrated by the staging of the Non-Physical Tourist Attraction Product Development Exhibition in 2019. In order to lessen the amount of area needed for physical attractions, non-physical attractions such as those centered around art, culture, or cuisine might be established. According to the Regent of Banyumas, the growth of Baturraden, which is focused on ecotourism and natural tourism, is consistent with the objective of non-physical attractions. This is because popular tourist locations on Mount Slamet's southern slopes are where water is absorbed (28). As a result, the Banyumas Regency administration has considered preserving regional cultural arts and protecting the water absorption area known as Baturraden.

All amenities that make it easy for visitors to reach a destination or another tourist attraction are considered part of the tourism accessibility category. Directions, airports, stations, terminals, travel costs, the amount of time and money needed to get there, as well as the regularity of availability of public transit are just a few of the elements that affect how accessible a place is for tourists. The Dolan Banyumas application, now available from the Banyumas Regency administration, offers information about tourist sites, dining, housing, and gift shops. The Dolan Banyumas app is also linked to Google Maps, allowing it to suggest locations starting with the nearest. For instance, if travelers are looking for hotels or inns, the program will present hotel recommendations depending on which hotels are the nearest to their current location (29). This program serves as a marketing tool for various locally owned tourism-related companies, including restaurants, hotels, shops selling mementos, and other services, to boost the local economy.

Since amenities are a collection of facilities to suit lodging demands, even if they are not a draw for tourists, their interest will be affected if there is a scarcity. Several amenities suit travelers' requirements for lodging, restaurants, bars, entertainment venues, retail stores, and other services. There is plenty of accommodation in the Baturraden area, with 192 hotels (non-star) and 19-star hotels in Banyumas Regency, 53.4% of which are in the Baturraden region(8). There are already hundreds of homestays or similar villas in the Baturraden area, considering that some of the buffer villages nearby already have accommodation and dining establishments and that other villages, such as Karangsalam and Kemitug Lor, have been designated as tourist villages. It is currently possible to order services online through booking services and managers. In addition to meeting tourist needs, Banyumas Regency government policies relating to creating tourist villages also increase the availability of amenities in the Baturraden area. Both

private, individual, and tourism-aware groups can generate more income for the local community and develop their own identities through the management of facilities such as lodging and restaurants as well as other facilities—local cultural arts.

In order to ensure visitor safety, the Banyumas district administration constantly pushes hotels and restaurants to obtain CHSE accreditation. This includes routinely checking that health precautions are followed at Baturraden Lokawisata and other tourist hotspots. Dinporabudpar, the leader of the Banyumas Youth, Sports, Culture and Tourist Agency, highlighted that his party would make it easier for tourism business players to obtain the certificate and is prepared to assist if there are problems (19). Through the CHSE website of the Ministry of Tourism and Creative Economy, users can access a number of facilities that have received this certification—connected to CHSE certification. By meeting 83 indicators of the requirements of the CHSE Certificate and receiving a perfect score, tourism objects in Banyumas Regency are considered to have met the requirements of the CHSE certificate (Cleanliness, Health, Safety & Environment Sustainability) or Hygiene, Health, Safety, and Environmental Sustainability, but obtaining a CHSE certificate is problematic due to quota restrictions from the Ministry of Tourism and Creative Economy (30).

Ancillary service describes the provision of public amenities and tourist-use facilities that help carry out tourism-related activities. According to (31) supplementary services include several organizations that support and promote the growth and marketing of tourism in the destination in question. Along with working with the academic community and other activists like the Nusantara Tourism Village Network (Dewisnu), which enables the formation of a tourism marketing network, the government collaborates with various parties to help market destinations and tourism products and services. This includes marketing media through the Dolan Banyumas application. One of the initiatives carried out in partnership with academics is training tourist players in digital marketing. In addition to the programs held at the Banyumas Regency Pendopo, which were organized by Unsoed students who participated in the 2021 independent campus program and were attended by tourism awareness groups and entrepreneurs, the Banyumas Regency Dinporabudpar offers regular digital marketing training for tourism business actors. Similar training was provided at Pekunden Village by the Banyumas Regency Dinporabudpar in coordination with the Pekunden Village Government. The training focused on digital marketing for tourist awareness groups. 2022 Banyumas Products Digital marketing is expected to more effectively and widely contact customers.

In order to lessen traffic and air pollution brought on by the enormous number of visitors to Baturraden Lokawisata, the Banyumas district administration also undertook

the acquisition of amenities. Beginning in December 2021, public transportation in Bus By the Service (BTS) was introduced. The purpose of these buses is to entice people to utilize mass transit instead of private automobiles to relieve traffic congestion and minimize air pollution. For the first few months, public transportation will be provided at no cost (32). This Bus Rapid Transit (BRT) transportation aids in mobilizing the Banyumas community and connects the Buluputu Terminal to Kebondalem Terminal, the Notog Terminal to Baturraden Terminal, the Ajibarang Terminal to Pasar Pon, and 52 fleets are already available. The three corridors are corridor 1 (Ajibarang Terminal - Pon Market), corridor 2 (Notog Terminal - Baturraden Terminal), and corridor 3 (33); prospective users must download the Teman Bus application on their mobile device in order to use BTS services; the program offers bus timetables, bus rates, and bus routes. Trans Banyumas is the company running the TEMAN BUS service in Banyumas. On the other hand, there are priorities in the Baturraden region, including in Lokawisata and Bukit Bintang, and the creation of a Botanical Garden, one of which is designed to ensure that tourists are not only focused on the Baturraden and is scheduled for completion in March 2022. Although there are alternatives, Lokawisata does not have to be overcrowded.

4. Conclusion

There is a well-known tourist location in Banyumas Regency called Baturraden Lokawisata, which attracts the most visitors annually. During the Covid epidemic, visitation declined, but it started to rise again at the beginning of 2022 and peaked around the holiday. As of now, Baturraden Lokawisata has the potential for overtourism due to the carrying capacity of tourism, as well as the quantity, distribution, and behavior of visitors, as well as the facilities already in place that may cause disruptions or lessen the comfort of visitors, business actors, and the local community. In order to achieve community welfare and ensure that the community is pro-tourism, the government has made an effort to anticipate and work to prevent the overtourism phenomenon from occurring through a variety of policies that adhere to 4A but without compromising the principles of sustainable tourism and responsible policy that still empowers the community in tourism management, paying attention to environmental sustainability, reducing pollution, and providing business opportunities.

5. Conflict of Interest

There is no conflict of interest related to the writing or publication of this article.

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