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Tourists' Perception of the Implementation of Sustainable Visitor Management as an Effort to Overcome Overtourism in Greater Bandung

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Abstract

Overtourism in the Greater Bandung area, particularly during peak holiday seasons, has strained infrastructure capacity, environmental quality, accessibility, and the overall tourist experience. This study examines tourists' perceptions of Sustainable Visitor Management (SVM) as a systemic strategy for addressing overtourism. The study used a qualitative case study approach with in-depth, semi-structured interviews, field observations, and document analysis at Situ Patenggang, Farmhouse Lembang, and Jalan Braga. The study purposively selected tourists based on their direct experience visiting the study destinations during periods of high visitor pressure. The findings indicate that tourism pressure is concentrated spatially and temporally, while SVM implementation remains predominantly reactive. The four SVM dimensions examined were spatial management, temporal management, behavior management, and technology-based management and facilities. Tourist perceptions were analyzed in relation to visitor density, travel experience and comfort, environmental conditions, and accessibility. The findings also indicate that tourists generally support adaptive visitor-management measures when they improve comfort and reduce congestion, although preferred instruments differ by destination typology. The study contributes a tourist-centered perspective for evaluating SVM implementation and proposes an adaptive approach to visitor management in Greater Bandung.

Keywords: Sustainable Visitor Management, Overtourism, Greater Bandung, Tourist Perceptions, Sustainable Tourism.

JEL Codes: L83, Q01, Q56.

1. Introduction

The tourism sector plays an important role in Indonesia's economy by contributing to economic activity, employment, and regional development. Recent evidence also indicates that domestic tourism is closely linked to regional economic growth in Indonesia (Mardhani et al., 2024). The post-pandemic recovery of domestic travel has therefore increased the importance of destination capacity and visitor management, particularly in destinations that receive

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concentrated visitor flows.

West Java is one of Indonesia's major tourism regions, while Greater Bandung functions as an important tourism cluster because of the concentration of natural, urban, and artificial attractions. The study therefore treats Greater Bandung as a destination system rather than as a single tourism site, with attention to Situ Patenggang, Farmhouse Lembang, and Jalan Braga.

Greater Bandung's main attractions include natural landscapes, protected areas, volcanic features, agricultural landscapes, and urban-cultural attractions. Bandung's tourism sector is an important regional economic sector, but the concentration of attractions can intensify visitor flows at particular locations and periods (Sukriah, 2014).

An increase in tourism activity, if not balanced by adequate visitor management, can create environmental, social, and experiential pressures. Overtourism is associated with overcrowding, environmental pressure, and declining destination quality when visitor intensity exceeds the capacity of destination systems (Damnjanović, 2020; Milano et al., 2019). In Greater Bandung, these pressures are especially relevant on weekends, during school holidays, and in other peak periods.

The study focuses on overtourism as a spatial-temporal visitor-pressure problem. Rather than relying on a single incident or media report, the analysis examines observed crowding, congestion, facility pressure, and tourist perceptions across three destination typologies. This approach is consistent with research that evaluates overtourism through visitor perceptions and destination conditions (Vetitnev & Chigarev, 2021).

Overtourism creates environmental pressure when visitor intensity exceeds the capacity of destination resources and facilities. Research on Indonesian tourism destinations has similarly highlighted the need to manage visitor distribution and carrying capacity to reduce the negative consequences of concentrated tourism activity (Linggarwati & Yamin, 2023; Widarmanti et al., 2024).

From a social and experiential perspective, overcrowding can reduce comfort, create congestion, and affect visitors' relationships with destination spaces. Visitor perceptions are therefore important for understanding how crowding is experienced and how management interventions are received (Vetitnev & Chigarev, 2021).

Economically, tourism can generate income and support regional development, but unmanaged visitor concentration may also reduce destination quality and long-term sustainability. Overtourism should therefore be understood as a destination-management issue rather than simply as a high number of visitors (Damnjanović, 2020; Milano et al., 2019).

In this context, Sustainable Visitor Management (SVM) offers a relevant strategic approach to responding to visitor pressure systematically. Visitor management emphasizes organizing visitor flows, distributing use, considering carrying capacity, and managing visitor impacts (Ervina et al., 2020; Zelenka & Kacetl, 2013).

The SVM framework used in this study covers four dimensions: spatial management, temporal management, behavior management, and technology-based management and facilities. These dimensions reflect established visitor-management tools such as zoning and spatial distribution, timing or quota arrangements, visitor education, monitoring, and infrastructure management (Zelenka & Kacetl, 2013; Ervina et al., 2020).

Thus, implementing Sustainable Visitor Management is not limited to controlling visitor

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numbers. It also concerns the quality of visitor movement, behavior, facilities, and information systems. The effectiveness of such measures should be assessed not only from the manager's perspective but also from the experience and perceptions of tourists who directly encounter the management arrangements.

Tourist perception is an important aspect of evaluating Sustainable Visitor Management because tourists directly experience crowding, accessibility, facilities, information, and visitor-control measures. Previous research in North Bandung demonstrates that tourist perceptions can be used to evaluate visitor-management strategies and to identify improvements in visitor flow and destination management (Ervina et al., 2020).

Although previous studies have examined visitor management, carrying capacity, and overtourism, fewer studies have combined a qualitative assessment of SVM implementation with tourists' perceptions across different destination typologies in Greater Bandung. This study addresses that gap by comparing natural, artificial, and urban tourism settings and examining how tourists perceive spatial, temporal, behavioral, and technology-based management measures.

Based on this description, this study aims to examine tourists' perceptions of the implementation of Sustainable Visitor Management as an effort to overcome overtourism in Greater Bandung. The study focuses on three destination typologies: natural tourism at Situ Patenggang, artificial tourism at Farmhouse Lembang, and urban tourism at Jalan Braga. The results are expected to contribute to sustainable tourism research and provide evidence for destination managers and local governments in designing visitor-management measures that are responsive to tourist experience, destination capacity, and spatiotemporal visitor pressure.

2. Literature Review

2.1. Sustainable Tourism

Sustainable tourism is a strategic approach that balances tourism benefits with the protection of natural, cultural, and social resources. In this study, sustainable tourism is treated as the broader context in which visitor management operates. The analysis focuses on environmental sustainability, traveler comfort, and destination sustainability as contextual dimensions for interpreting the implications of SVM implementation (Ervina et al., 2020; Buckley, 2012).

1. Environmental sustainability: The extent to which management pays attention to the protection of the ecosystem.
2. Traveler comfort: The ability of policies to maintain the quality of the experience without lowering the standard of comfort.
3. Destination sustainability: Projection of current management capabilities to maintain the existence of the destination in the long term.

2.2. *Sustainable Visitor Management (SVM)*

Sustainable Visitor Management is defined as a strategic approach to managing tourist flows and visitor impacts so that tourism activity remains compatible with the environmental, social, and experiential capacity of a destination. Based on the visitor-management framework of Zelenka and Kacetl (2013), this study operationalizes SVM through four dimensions: (1) spatial management, referring to the distribution of visitors across destination spaces; (2) temporal management, referring to visiting times, sessions, quotas, or reservations; (3) behavior management, referring to visitor information, education, and codes of conduct; and

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(4) technology-based management and facilities, referring to digital monitoring, information systems, sanitation, and supporting facilities.

2.3. Overtourism

Overtourism refers to a condition in which visitor intensity creates pressure that exceeds a destination's physical, environmental, social, or experiential capacity. In this study, overtourism pressure is examined through four analytical dimensions: (1) perceived visitor density, (2) impact on travel experience and comfort, (3) environmental and facility pressure, and (4) accessibility pressure, including congestion and queues. These dimensions are consistent with the visitor-centered overtourism literature (Damnjanović, 2020; Vetitnev & Chigarev, 2021; Vourdoubas, 2024).

1. Perception of tourist density: Assessment of the number of visits, especially during peak seasons.
2. Impact on the travel experience: The effect of density on the decline in travelers' personal comfort.
3. Impact on the environment: Problems of cleanliness, garbage, and damage to facilities due to the burden of visitors.
4. Impact on accessibility: The emergence of physical constraints such as significant traffic congestion and long queues in public facility areas.

Tourist Perception Theory

Tourist perception refers to the way visitors interpret and evaluate the conditions they encounter at a destination. In this study, tourist perception is not treated as a separate statistical variable but as the analytical lens for assessing SVM implementation. The interview guide therefore addressed four perception domains: perceived visitor density, travel experience and comfort, environmental and facility conditions, and accessibility. These domains correspond to the overtourism pressures identified in the literature and to tourists' direct experiences of visitor-management measures (Ervina et al., 2020; Vetitnev & Chigarev, 2021).

3. Research Method

3.1. Qualitative Approach

This study uses a qualitative approach with a case study design. The approach was selected to obtain an in-depth understanding of overtourism and the implementation of Sustainable Visitor Management (SVM) in different destination contexts in Greater Bandung. The research was conducted at Situ Patenggang, Farmhouse Lembang, and Jalan Braga, representing natural, artificial, and urban tourism typologies. The researchers purposively selected informants because they had direct experience with visitor conditions and management practices at the study sites. The informant groups comprised destination managers, local community members, and tourists. The exact number of interview participants was not stated in the original manuscript and must be completed from the researchers' field records before submission.

Participant reporting requirement: Before resubmission, replace the bracketed participant-count placeholders with the verified numbers from the interview log or field notes. Do not estimate or reconstruct the sample size.

3.2. Data Collection Techniques

Data collection used three complementary techniques. First, I conducted semi-structured, in-depth interviews using an interview guide developed from the study focus and the four SVM

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dimensions. Questions addressed how tourists and other informants experienced visitor density, spatial distribution, visiting times, visitor behavior, facilities, information systems, and possible visitor-control measures. For tourists, purposive selection required that participants had directly visited one of the three study destinations and had experienced the destination during periods of relatively high visitor pressure. The exact number of tourists interviewed must be reported from the field records because the original manuscript does not provide it. Second, the study conducted field observations to examine physical destination conditions, visitor-flow patterns, congestion, queues, facilities, signage, and visitor-management practices. Third, the study examined policy documents, destination-management reports, tourist-visit statistics, and relevant regulations to support contextual interpretation.

Table 3.1. Research Constructs, Dimensions, and Data Collection Focus

Analytical Construct	Dimensions	Focus of Interview/Observation
Sustainable Visitor Management (SVM)	1. Spatial management 2. Temporal management 3. Behavior management 4. Technology-based management and facilities	Visitor distribution, routes, visiting times or quotas, visitor education, monitoring systems, signage, sanitation, and supporting facilities.
Overtourism pressure	1. Perceived visitor density 2. Travel experience and comfort 3. Environmental and facility pressure 4. Accessibility pressure	Crowding, noise, queues, congestion, facility saturation, cleanliness, environmental pressure, and effects on visitor comfort.
Tourist perception	Perceived experience of SVM implementation across the four SVM dimensions	Tourists' experiences, acceptance of visitor-management measures, perceived benefits, and concerns regarding restrictions or reservations.

3.3. Data Analysis Techniques

Data were analyzed using thematic analysis in an interactive and iterative process. The study coded and grouped interview transcripts or notes, observation records, and documents into themes related to overtourism pressure and the four SVM dimensions. The analysis proceeded through data familiarization, coding, thematic grouping, comparison across the three destinations, and interpretation. The study used triangulation to compare interview accounts with observations and documentary evidence. The findings presented below explicitly identify the interview-derived perceptions and compare them with observed management practices.

3.4. Data Validity Test

To ensure credibility, the study used triangulation of sources, techniques, and timing. Statements obtained from interviews were compared with field observations and documentary evidence. The researchers also re-checked the interpretation of key findings against the available field records to ensure that the reported themes represented the experiences and conditions observed at the study sites.

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4. Findings and Discussions

4.1 Characteristics and Pressures of Overtourism in Greater Bandung

The combined interview and observation evidence indicates that overtourism pressure in Greater Bandung is concentrated spatially and temporally. Across Situ Patenggang, Farmhouse Lembang, and Jalan Braga, participants described or experienced higher visitor pressure during weekends and holiday periods. The interview findings are presented below together with the observed conditions so that the relationship between tourist perceptions and destination-management practices is explicit.

The combined interview and observation evidence indicates that overtourism pressure in Greater Bandung is concentrated spatially and temporally. Visitor pressure increased during weekends and school or year-end holiday periods. This finding aligns with the definition of overtourism as a condition in which visitor intensity creates pressure beyond a destination's physical, environmental, social, or experiential capacity (Damnjanović, 2020; Vourdoubas, 2024).

A. Physical Stress and Degradation of the Travel Experience

Physical pressure is distributed according to the characteristics of each destination:

1. Situ Patenggang (Nature Tourism): The accumulation of tourists in the lakeside area causes the essence of natural tranquility to be disturbed by crowds and noise.
2. Farmhouse Lembang (Artificial Tourism): The accumulation of tourists occurs concentrated in iconic spots such as the Hobbit House and the milk exchange area.
3. The interview findings indicate that perceived visitor density was closely associated with reduced comfort. At Situ Patenggang, participants described crowding and noise around the lakeside and Pinisi Ship area. At Farmhouse Lembang, participants identified concentration around popular photo spots, including the Hobbit House and milk-exchange area. At Jalan Braga, participants experienced crowding around popular cafés, photo locations, and pedestrian spaces. These accounts are consistent with visitor-centered overtourism research showing that perceived crowding can affect tourists' experience and destination evaluation (Vetitnev & Chigarev, 2021).

This condition aligns with visitor-centered overtourism research showing that perceived crowding is a key dimension of how tourists experience destination pressure (Vetitnev & Chigarev, 2021).

B. Impact on Environmental Infrastructure

Interview and observation evidence also identified pressure on environmental infrastructure and facilities during peak periods. At Situ Patenggang, heavily used supporting facilities showed signs of wear, while sanitation and waste-management capacity became more difficult to maintain under high visitor loads. These observations support the broader argument that visitor concentration needs to be managed in line with destination capacity and sustainability considerations (Damnjanović, 2020; Linggarwati & Yamin, 2023).

Interview and observation evidence also identified pressure on environmental infrastructure and facilities during peak periods. At Situ Patenggang, heavily used supporting facilities showed signs of wear, while sanitation and waste-management capacity became more difficult to maintain under high visitor loads. These observations support the need to align visitor intensity with destination capacity and sustainability objectives (Damnjanović, 2020;

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Linggarwati & Yamin, 2023).

C. Accessibility and Carrying Capacity of Transportation

Accessibility pressure was evident in congestion on access roads to Lembang and Ciwidey and in limited pedestrian and parking capacity around Jalan Braga. Interview participants associated congestion and queues with uncertainty in travel time and reduced convenience. These findings reinforce the relevance of accessibility as an important component of visitor-management assessment (Ervina et al., 2020; Vourdoubas, 2024).

Accessibility pressure was evident in congestion on access roads to Lembang and Ciwidey and in limited pedestrian and parking capacity around Jalan Braga. Interview participants associated congestion and queues with uncertainty in travel time and reduced convenience. This study therefore treats accessibility as one dimension of overtourism pressure, consistent with visitor-management research in North Bandung (Ervina et al., 2020).

4.2 Evaluation Analysis of the Sustainable Visitor Management (SVM) Dimension

A. SVM Matrix Evaluation

The implementation of Sustainable Visitor Management (SVM) in Greater Bandung is evaluated based on four main dimensions according to the theoretical framework of (Zelenka & Kacetl, 2013). To provide a comprehensive comparative overview, the evaluation of the four dimensions of SVM is presented in the following matrix table:

Table 2. SVM Matrix Evaluation

SVM Dimensions (Zelenka & Kacetl, 2013)	Situ Patenggang (Natural Tourism)	Lembang Farmhouse (Artificial Tourism)	Braga Street (Urban Tourism)
A. Spatial Management)	Tendency to Weak: Excessive concentration in the Pinisi Ship area; Alternative route signage (tea walk) is not optimal.	Pretty Good: The arrangement of scattered photo spots to break up the crowd of visitors.	Innovative: The Braga Beken program expands pedestrian space, but the sidewalks are still congested.
B. Temporal Management	Not Yet Implemented: There are no restrictions on quotas or visiting hours.	Not Yet Implemented: Travelers suggest flexible reservations due to congestion.	Not Implemented: Accessibility is spontaneous with no time constraints.
C. Behavior Management	Passive: Hygiene appeals are limited to static warning boards.	Active: Periodic education through loudspeaker announcements (public address).	Passive: A written appeal on an information board that is often overlooked.

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SVM Dimensions (Zelenka & Kacetl, 2013)	Situ Patenggang (Natural Tourism)	Lembang Farmhouse (Artificial Tourism)	Braga Street (Urban Tourism)
D. Technology-Based Management & Facilities	Very minimal: Facilities are not yet adaptive, and there is no real-time flow monitoring yet.	Limited Capacity: Facility availability has not been balanced with peak load.	Very Minimal: Haven't used digital sensors/systems for visitor flow.

B. In-Depth Analysis of Each Dimension

1. Spatial Management
   a) Farmhouse Lembang was quite successful in breaking down the density by designing the layout of the photo spots separately.
   b) Situ Patenggang experienced flow constraints due to the absence of adequate signage to secondary zones (such as tea plantations/tea walks), so that the masses were concentrated on the Pinisi Ship.
   c) Jalan Braga implements the Braga Beken (Vehicle-Free Braga) program as a step to expand the movement of pedestrians. However, there is no one-way flow so that the sidewalks continue to experience bottlenecks.

This step of redistribution of space is relevant to the findings of (Ervina et al., 2020) that the visitor management strategy in North Bandung requires regulating spatial movement patterns to prevent the accumulation of tourists at one core point.

2. The interview findings indicate that temporal management is the least developed SVM dimension across the three destinations. Participants reported that they had not encountered systematic daily quotas or scheduled visiting sessions. Tourists also expressed interest in flexible reservation or time-slot arrangements when these could reduce congestion without making visits unnecessarily restrictive. This finding suggests that temporal controls should adapt to destination type and visitor expectations rather than be applied uniformly.
   The three destinations have not integrated systematic daily quotas or scheduled visiting sessions. Interview participants expressed interest in flexible reservation or time-slot arrangements where these could reduce congestion without making visits unnecessarily restrictive. This finding highlights the importance of considering physical, ecological, and visitor-experience capacity when designing temporal visitor-management measures (Sihombing et al., 2022; Adam et al., 2024).
3. Interview participants also described differences in the effectiveness of visitor education. At Situ Patenggang and Jalan Braga, information was mainly communicated through static signs, whereas Farmhouse Lembang used periodic public-address announcements. Participants indicated that active, repeated information is more noticeable than passive signage. This finding is consistent with the broader emphasis on visitor education and behavior management in sustainable visitor management (Zelenka & Kacetl, 2013; Torsney et al., 2025).
   The educational pattern of tourists in Situ Patenggang and Jalan Braga is still passive (limited to prohibition boards), which empirically is often ignored. On the contrary,

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Farmhouse Lembang is going a step further through the announcement of periodic loudspeakers. Strengthening active behavioral interventions supports Torsney et al. (2025) on the importance of establishing tourist ethical norms to support destination sustainability.

4. The interviews and observations further showed that real-time visitor-flow monitoring was not yet a routine management practice at the three sites. Sanitation and waste-collection facilities were available, but participants and observations indicated that capacity was challenged during peak periods. Digital systems can support visitor-flow monitoring and destination management, particularly when combined with appropriate governance arrangements (Any et al., 2024; Mandić & Kennell, 2021; Shafiee, 2024).
   Sanitation and waste collection facilities are available, but their capacity is not adaptive to peak load surges. In addition, the use of real-time digital monitoring systems has not been implemented in the field. In fact, the integration of digital technology and smart governance has proven to be effective in monitoring capacity, predicting density, and maintaining the quality of the tourism experience (Any et al., 2024; Shafiee, 2024)

4.3. The interview findings suggest that unmanaged overcrowding affects the perceived quality of the travel experience through reduced comfort, privacy, mobility, and convenience. This interpretation is consistent with tourist-perception research in North Bandung, which emphasizes the relevance of visitor flow, accessibility, and carrying capacity to tourists' evaluations of destination management (Ervina et al., 2020).

1. Impact on Traveler Experience. The interview findings suggest that unmanaged overcrowding affects the perceived quality of the travel experience through reduced comfort, privacy, mobility, and convenience. This interpretation is consistent with tourist-perception research in North Bandung, which emphasizes the relevance of visitor flow, accessibility, and carrying capacity to tourists' evaluations of destination management (Ervina et al., 2020).

2. Impact on Long-Term Sustainability: Policies without volume and waste control risk undermining regional competitiveness. These findings strengthen the argument of Milano et al. (2019) and Yakti et al. (2024) that overtourism left without sustainable management can result in irreversible environmental damage and collapse the sustainability of the region's economy.

4.4 Tourist Acceptance of SVM Policy

The interviews indicate generally positive acceptance of more structured visitor-management measures when tourists perceived a clear benefit for comfort, mobility, and the quality of the destination experience. However, acceptance was conditional rather than uniform. Tourists preferred management instruments that matched the destination's characteristics and did not unnecessarily reduce the spontaneity of recreation.

Participants generally indicated willingness to comply with measures such as quotas, reservations, or managed visitor flows when these measures were communicated clearly and were perceived to reduce congestion. This finding should be interpreted as a qualitative pattern in the interviews rather than as a statistical estimate of the proportion of tourists supporting the policy.

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1. The interviews also revealed differences in preferences by destination typology. At public or open destinations such as Jalan Braga and Situ Patenggang, participants tended to favor flow-management measures such as one-way pedestrian routes, clearer signage, and visitor redistribution. At the paid artificial destination Farmhouse Lembang, participants were more receptive to a dynamic reservation or time-slot system. The findings are consistent with the principle that visitor-management instruments should be adapted to destination context and carrying-capacity conditions (Leung et al., 2018; Buckley, 2012).
2. Strategy Flexibility Note: Travelers give different preferences based on the typology of the destination:
    a) In public/urban spaces (Jalan Braga) and wide-open areas (Situ Patenggang), tourists prefer flow management (such as one-way routes and pedestrian canalization) to rigid quota/reservation systems to maintain the spontaneous aspect of recreation.
    b) In paid artificial destinations (Farmhouse Lembang), a dynamic quota reservation system is more acceptable.

This preference is in line with the principles of visitor management according to Leung et al. (2018) and Buckley (2012), where management instruments must be adaptive balancing the conservation of the area and the flexibility of the tourist experience.

4.5 Synthesis of SVM Integration Model Discussion and Recommendations (Novelty)

1. The findings indicate that a standardized visitor-management strategy may not adequately reflect the characteristics of different destination types. Natural destinations such as Situ Patenggang require stronger attention to ecological carrying capacity, while urban public spaces such as Jalan Braga require attention to pedestrian movement, accessibility, and smart information systems. The need for context-specific visitor management is consistent with the literature on carrying capacity and smart destination governance (Adam et al., 2024; Mandić & Kennell, 2021).

The analysis indicated a mismatch due to the implementation of a standardized (one-size-fits-all) management strategy. In fact, natural destinations such as Situ Patenggang require an ecological carrying capacity approach (Adam et al., 2024), while urban destinations such as Jalan Braga require a smart mobility approach and public space management (Mandić & Kennell, 2021).

2. Proposed Framework: Adaptive Dynamic Visitor Management Framework

As a contribution to the novelty of this study, an Adaptive Dynamic Visitor Management framework was formulated that integrates the perception of tourist reception with the type of destination:

A. Artificial Tourism Destinations (Enclosed/Specialized Type - Farmhouse Lembang):
    1) Implement an app-based Dynamic Slot Reservation System to temporarily divide the burden of visitor arrivals.
    2) Strengthen the active education system through loudspeakers and rearrange queue management in the milk exchange area.
B. Natural Tourism Destinations (Open Area Type - Situ Patenggang):

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1) Implement Active Spatial Redistribution by building interactive signage facilities that direct mass flow to the secondary zone (tea walk).
2) Determine the limit of the daily ecological threshold (carrying capacity) without isolating the spontaneity of tourists to the extreme.

C. Urban Tourism Destinations (Public Space Type - Braga Street):

1) Integrating real-time flow-monitoring technology, such as crowd sensors linked to digital information displays at access points, could provide early information about congestion and help tourists make informed decisions about movement and timing. Such technology should be integrated with destination governance rather than treated as a stand-alone solution (Shafiee, 2024).
2) Integrating Real-Time Flow Monitoring Technology (Crowd Sensors) connected to digital information screens at access points outside the area to provide early warning of congestion levels to tourists (Shafiee, 2024).

This study shows that overtourism pressure in Greater Bandung is concentrated spatially and temporally, particularly at Situ Patenggang, Farmhouse Lembang, and Jalan Braga. The qualitative evidence indicates that Sustainable Visitor Management is currently more reactive than preventive, especially in relation to temporal management, visitor-flow monitoring, and peak-load facility management. Interviews also show that tourists generally accept more structured management when the measures are clearly linked to improved comfort, accessibility, and destination quality. However, preferences differ by destination type: open and public spaces are more compatible with flow-management measures, while enclosed paid attractions can accommodate reservation or time-slot systems.

The findings support an adaptive approach to Sustainable Visitor Management in Greater Bandung. Destination managers can combine spatial redistribution, flexible temporal controls, active visitor education, improved facilities, and digital visitor-flow monitoring according to the characteristics of each destination. Future research should strengthen the evidence base by reporting the complete participant profile and interview count and, where appropriate, combining qualitative findings with visitor-flow or survey data.

Based on these findings, destination managers and local governments need to strengthen the implementation of Sustainable Visitor Management through a more preventive approach, including by developing a digital reservation system, optimizing real-time monitoring of the number of visitors, improving tourist education, and strengthening coordination between stakeholders in managing accessibility and distribution of visits. This step is expected to reduce the impact of overtourism while supporting sustainable destination management.

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