

## **ABSTRACT**

*Overtourism at Borobudur Temple has led to significant problems, particularly the deterioration of its stones. This situation calls for policies that strike a balance between preserving heritage and promoting sustainable tourism practices. Inadequate management not only threatens the temple itself but also compromises the welfare of the local community. This issue is further complicated by asymmetrical information among stakeholders and a general lack of awareness about overtourism in Indonesia. This study aims to analyze the causes and impacts of overtourism, map the sociodemographic characteristics of tourists, explore policy preferences based on tourists' choices, and identify strategies from various stakeholders for addressing these issues.*

*A mixed-method approach was utilized, combining both primary and secondary data. Quantitative data were collected from 153 tourists through a choice experiment, while qualitative insights were gathered from interviews with residents, staff from the Tourism Management Center (TWC), and key informants. The findings indicate that overtourism is driven by factors such as technological advancements, government management priorities, peak tourist seasons, changing travel patterns, inappropriate behavior from tourists, and a limited understanding of the situation among residents.*

*The negative externalities of overtourism include cultural degradation, economic dependency, and rule violations by visitors. Most tourists—primarily from Java, male, aged 26 to 38, with higher education and stable incomes—showed low awareness of overtourism, as evidenced by their unwillingness to pay for mitigation measures. The proposed policy strategies fall into three categories: ecological (such as access restrictions, time limits, and eco-friendly transportation), economic (including ticket price adjustments, community-based economies, and sustainable investments), and social (focused on community collaboration, cultural education, and fair benefit distribution). These findings underscore the urgent need for multi-stakeholder collaboration to develop responsive policies that protect the heritage of Borobudur Temple while also supporting the welfare of the local community.*

*Keywords: Overtourism, Impact, Externalities, Choice Experiment, Mitigate Strategy*