



## **SOCIAL MEDIA AS A CATALYST FOR REVENGE TOURISM AND OVERTOURISM IN BANYUMAS REGENCY IN THE POST-COVID-19 ERA**

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**ABSTRACT.** Following the conclusion of the COVID-19 pandemic, there has been a notable increase in travel interest within the global tourism industry, commonly referred to as 'Revenge Tourism'. This trend has been particularly observed in the scenic Banyumas Regency. The objective of this study is to provide a comprehensive understanding of the impact of social media platforms in magnifying the emerging phenomenon of overtourism and its subsequent consequences. The MAXQDA research tool was utilized to conduct a comprehensive analysis that incorporated quantitative metrics derived from social media interactions, as well as qualitative insights obtained through discussions with local stakeholders and visitors. The results of our study highlight the significant impact of social media on local travelers from Banyumas and nearby areas, as it has effectively motivated them to visit popular tourist destinations. The recent surge in tourist numbers has resulted in a phenomenon known as overtourism, which has raised concerns about the negative impacts on the untouched natural surroundings of these beloved destinations. Given the aforementioned developments, this investigation underscores the importance of shifting towards a sustainable tourism model. This study provides valuable insights into the complex relationship between social media and current travel preferences. It offers crucial information for relevant stakeholders, allowing them to develop effective management strategies that enhance the long-term sustainability of popular tourist destinations.

**Keywords:** Revenge Tourism, Post-COVID-19, Overtourism, Social Media, Banyumas Regency Tourism

### **1. Introduction**

The period following the pandemic has observed a notable societal phenomenon known as 'Revenge Tourism,' a term that has been coined to describe the surge in travel activities as a response to extended periods of lockdowns and travel limitations [1],[2]. The emerging phenomenon has transformed into a cultural discourse, especially in areas characterized by scenic landscapes like Banyumas Regency [3]. The current prevailing pattern indicates a shift in the collective mindset toward travel, which has sparked a worldwide discourse on its long-term viability [4]. The current situation not only showcases the resilient nature of human beings but also brings attention to the urgent need to address the unintended consequences of excessive tourism on local ecosystems and communities [5]. Therefore, the proposition of sustainable



tourism models emerges as a feasible approach to address the adverse consequences, thereby fostering a harmonious cohabitation between tourism and the indigenous ecological and social systems [6],[7].

The existing body of scholarly literature on the subject of tourism dynamics suggests a significant relationship between social media platforms and contemporary travel behaviors [8]. Previous research has extensively examined the significant influence of digital social networks in promoting tourist destinations [9]. The phenomenon of 'Revenge Tourism' is closely linked with the digital domain, signifying a significant shift in the way destinations are promoted and encountered [10],[11]. The need to comprehend this interplay stems from the increasing prevalence of overtourism, which serves as evidence of the influential impact of social media [12],[13]. The existing body of literature proposes that the implementation of a comprehensive digital management strategy is crucial in addressing the issue of overtourism. It emphasizes the significance of involving various stakeholders in order to promote sustainable tourism practices [14].

This study aims to explore the intricate connection between 'Revenge Tourism,' social media, and the subsequent phenomenon of overtourism in Banyumas Regency. The aim of this study is to examine the operational methods employed by social media platforms in promoting this emerging tourism trend and to analyze the intricate network of relationships involving local stakeholders, tourists, and the digital domain. The objective is to provide a thorough comprehension that enables individuals with vested interests to navigate the unfamiliar territory of contemporary tourism discourse, thus aiding in the development of practical approaches for the management of sustainable tourism.

The underlying hypothesis of this study suggests that the extensive impact of social media greatly amplifies the occurrence of 'Revenge Tourism', resulting in overtourism in highly sought-after destinations like Banyumas Regency. The central point of contention revolves around the assertion that the digital promotion of these destinations fosters a self-reinforcing pattern of heightened tourist arrival, subsequently intensifying the burden on indigenous ecosystems and communities. Through the analysis of the intricacies of this interaction, the research aims to present a practical framework for effectively managing digital influence in order to facilitate sustainable tourism. This framework seeks to tackle the emerging challenges presented by the narrative of 'Revenge Tourism'.

## 2. Methods

The primary focus of this study is to analyze the relationship between social media platforms and the emerging phenomenon of 'Revenge Tourism' in Banyumas Regency. The objects of analysis encompass digital content disseminated on social media platforms, promotional materials related to tourism, and observable tourist behavior in specific locations within the regency. The analysis primarily focuses on the complexities surrounding the amplification of travel interests through social media and its contribution to the phenomenon of overtourism.

This study aims to gain a detailed understanding of the subjective experiences of stakeholders and the contextual dynamics driving the 'Revenge Tourism' narrative by employing a qualitative research paradigm. The utilization of a case study methodology is utilized to conduct an in-depth analysis of the situation in Banyumas Regency, facilitating a comprehensive comprehension of the interconnected dynamics between social media, tourism patterns, and the phenomenon of overtourism.

The individuals involved in this study served as the primary sources of information. The participants recruited for this study consist of a diverse range of stakeholders, which includes local authorities, officials responsible for tourism management, local residents, and tourists. Furthermore, the presence of social media influencers and digital marketing professionals involved in the promotion of tourism in Banyumas Regency plays a vital role as a significant



source of information. The diverse range of perspectives and experiences offered by individuals contributes valuable insights that are essential for understanding the phenomenon known as 'Revenge Tourism'.

The process of data collection occurs through a multifaceted approach. Semi-structured interviews and focus group discussions are employed to obtain in-depth understanding of the perceptions and experiences of the identified participants. Simultaneously, a comprehensive analysis is conducted on social media content and tourism promotional materials in order to identify the prevailing digital narrative. Field observations conducted in various tourist destinations within the Banyumas Regency offer a firsthand perspective on the phenomenon of overtourism and its associated consequences.

The MAXQDA tool is used to perform a thematic analysis on the collected data, taking advantage of its robust analytical capabilities. The qualitative data obtained from interviews and focus groups undergoes a rigorous coding process to systematically identify and analyze recurring themes, patterns, and relationships. In a similar vein, the examination of digital content is conducted in order to identify the narrative structures that underlie the phenomenon of 'Revenge Tourism' and assess their implications for the issue of overtourism. The utilization of triangulation, which involves the integration of data from multiple sources, contributes to a comprehensive and reliable comprehension of the research phenomena. This approach facilitates the generation of well-informed recommendations for the effective management of sustainable tourism.

### 3. RESULT

The research conducted in Banyumas Regency has revealed a noteworthy escalation of 'Revenge Tourism' facilitated by various social media platforms. The proliferation of digital platforms has transformed into virtual spaces where individuals share captivating visuals and personal narratives of picturesque destinations, thereby stimulating a profound longing for travel among people. The examination of social media content revealed a significant increase in the number of posts and engagements concerning tourist destinations in Banyumas Regency after the pandemic. This finding confirms the crucial influence of social media in promoting the phenomenon known as 'Revenge Tourism'.

The engagement metrics observed on social media platforms demonstrated a clear and direct relationship with the increase in tourist arrivals to Banyumas Regency. The appeal generated by digital narratives has resulted in a rise in physical visits, as evidenced by the growing popularity of hashtags associated with Banyumas tourism. The available data indicates a strong correlation between digital engagement and physical visitations, aligning with the prevailing discourse on the impact of social media on contemporary tourism.

The concerns surrounding the significant increase in tourism were revealed through interviews conducted with local stakeholders. The increase in visitors to Banyumas Regency can be attributed to the compelling imagery and narratives disseminated on social media platforms, which have portrayed the region as an appealing destination following the lifting of lockdown measures. The insights provided by the individuals support the observed trends in social media engagement metrics, thereby strengthening the narrative surrounding the phenomenon known as 'Revenge Tourism.'

The phenomenon of overtourism observed in certain areas within Banyumas Regency has resulted in evident pressures on local ecosystems. The abrupt and substantial increase in tourist numbers, motivated by the allure of social media, has resulted in the exacerbation of waste management challenges and environmental degradation. The empirical support is derived from conducting a comparative examination of environmental data prior to and



subsequent to the surge in 'Revenge Tourism', thereby emphasizing the pressing need for the implementation of sustainable tourism frameworks.

The conversations with community members unveiled a range of opinions. While certain individuals acknowledged the positive impact of tourism on the economy, others voiced concerns regarding the negative consequences such as the disturbance of peaceful environments and the alteration of societal structures. The presence of divergent viewpoints highlights the complex and varied effects of 'Revenge Tourism,' thereby emphasizing the need for a well-rounded approach to the management of tourism.

The rise of social media influencers has played a crucial role in promoting Banyumas Regency as an attractive tourist destination. The observed engagement rates on posts made by influencers have demonstrated a significant impact in promoting the phenomenon of 'Revenge Tourism.' The extensive influence and compelling storytelling of digital influencers play a substantial role in shaping the travel aspirations of their audience, thereby highlighting the significance of these influencers in the contemporary dynamics of tourism.

The integration of sustainable tourism practices into the local tourism framework remains incomplete, according to statements made by tourism management officials. The absence of well-established sustainable tourism models has further intensified the difficulties presented by the phenomenon of overtourism. The situation necessitates prompt action to implement sustainable practices in order to guarantee the long-term sustainability of Banyumas Regency as a tourist destination.

One noteworthy phenomenon that was observed involved the tendency of tourists to congregate in particular 'viral' destinations, resulting in a relative neglect of other potential tourist attractions. The phenomenon of localized overtourism has been attributed to the concentration of tourists, which can be attributed to the influence of popular social media posts. This highlights the impact of digital narratives on shaping destination preferences in a skewed manner.

The findings of the study emphasize the importance of implementing a comprehensive digital management strategy. Utilizing digital platforms and collaborating with influencers to disseminate information about sustainable tourism practices, while concurrently highlighting lesser-known destinations, has the potential to address the problem of overtourism. The data supports the need for a collaborative approach among all relevant parties to promote a well-rounded and environmentally responsible tourism system in Banyumas Regency.

#### 4. DISCUSSION

The phenomenon of 'Revenge Tourism' in Banyumas Regency has experienced a notable increase in visibility through various social media channels. This occurrence highlights a paradigm in which digital platforms play a pivotal role in shaping contemporary travel patterns. The inclination of individuals to actively pursue travel experiences in the aftermath of the pandemic, as evidenced by increased engagement on social media platforms, highlights a notable societal transition towards the restoration of pre-pandemic norms. The data reveals a strong correlation between social media engagements and physical visitations, indicating that digital narratives have a significant impact on travel decisions in contemporary times.

The discourse further elucidates the ambivalent nature of the influence exerted by social media. The promotion of tourism contributes to the growth of local economies; however, the unregulated increase in tourist numbers gives rise to the issue of overtourism, which is characterized by the emergence of various adverse consequences. The evidence derived from Banyumas Regency, where specific areas are currently facing environmental and infrastructural challenges, underscores the importance of adopting a well-rounded strategy for promoting digital tourism in order to guarantee long-term sustainability.



The diverse range of opinions expressed by community members reflects the multifaceted effects resulting from the emergence of 'Revenge Tourism'. The introduction of economic stimulation is generally regarded as a positive development. However, it is important to acknowledge that it can also lead to the disruption of local tranquility and societal norms, which presents significant challenges that must be addressed. The presence of a wide range of perspectives necessitates an all-encompassing discourse among various parties involved in order to cultivate a tourism framework that effectively balances economic advantages with societal and ecological welfare.

The significant impact of social media influencers in promoting Banyumas Regency as a tourist destination exemplifies a contemporary digital marketing paradigm. The influential capacity of individuals who have a significant following on social media platforms is evidenced by the increased levels of interaction observed on their posts. This phenomenon positions them as crucial actors in the promotion of what is commonly referred to as 'Revenge Tourism.' The proposition is to encourage a potential partnership between regional tourism authorities and influencers in order to leverage their influence for the purpose of promoting sustainable tourism practices.

The absence of well-defined sustainable tourism frameworks further amplifies the difficulties presented by the phenomenon of overtourism. The discourse highlights the pressing necessity of incorporating sustainability into the management strategies of tourism to guarantee the enduring sustainability of tourist destinations in Banyumas Regency. The demand for sustainable models extends beyond local requirements and aligns with international dialogues on responsible tourism in the aftermath of the pandemic.

The concentration of tourists in certain popular destinations while neglecting other potential locations highlights a biased preference for destinations influenced by digital narratives. This text presents an examination of the potential benefits of diversifying digital tourism promotion as a means to address the issue of localized overtourism and promote a more equitable distribution of tourism benefits. The available evidence supports the implementation of a comprehensive digital management strategy that addresses the issue of overtourism while also highlighting the hidden opportunities in lesser-known areas. This approach would help establish a more balanced tourism ecosystem in Banyumas Regency.

## 5. Conclusion

The study conducted on the phenomenon of 'Revenge Tourism' in Banyumas Regency has provided valuable insights into the significant impact of social media on contemporary travel patterns. The data demonstrates a significant correlation between digital interactions on social media platforms and the remarkable increase in tourist arrivals to the regency. The increasing preference for digital-driven travel has resulted in the emergence of overtourism in specific destinations, highlighting the necessity for a well-rounded and sustainable approach to the promotion and management of tourism. The core challenges presented by the 'Revenge Tourism' narrative revolve around the dichotomy between economic stimulation and the potential disruptions to the environment and society.

This study contributes to the current scholarly understanding of the relationship between social media and tourism in the aftermath of the pandemic. Through a comprehensive analysis of 'Revenge Tourism' and its implications within a particular geographical framework, this study offers a focused examination of a broader worldwide phenomenon. In addition, the research strengthens the conversation surrounding sustainable tourism practices, promoting a comprehensive strategy to address the challenges posed by excessive tourism. The aforementioned insights play a crucial role in facilitating a worldwide discussion on the





responsible promotion of tourism via digital platforms, thereby making a substantial contribution to the developing body of knowledge on sustainable tourism.

Notwithstanding the thorough examination, this study is not without its constraints. The concentration on the geographic area of Banyumas Regency, although offering comprehensive understanding, may restrict the applicability of the results to other regions characterized by distinct socio-economic and cultural factors. Furthermore, the scope of data collection was limited to specific social media platforms and stakeholders, which may have resulted in the omission of certain aspects of the 'Revenge Tourism' discourse. The utilization of digital engagement metrics as a substitute for gauging tourism interest may also entail inherent biases. Subsequent research endeavors may seek to address these constraints through the implementation of a multi-regional framework, involving a wider range of participants, and utilizing a mixed-methods research design to offer a comprehensive comprehension of the phenomena being examined.

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