# ABSTRACT

This study aims to analyze the governance strategies implemented by the City Government of Barcelona in addressing the phenomenon of overtourism during the period of 2022–2024. The main focus of this research is to examine the government's efforts in balancing tourism sector growth with urban sustainability, as well as identifying the impacts of overtourism on the environment, society, and the daily lives of local residents. The research employs a qualitative-descriptive approach, with data collected through literature review. The data is analyzed using the conceptual framework of tourism governance and sustainable tourism, emphasizing the role of the government in formulating, implementing, and evaluating tourism policies in Barcelona. The discussion explores the dynamics of overtourism in Barcelona, including its driving factors and various impacts on infrastructure, the environment, and local communities. It also examines how management strategies were implemented by the city government through a multi-actor governance model that involves public, private, and civil society sectors. The findings reveal that the City Government of Barcelona has introduced several strategic policies, such as limiting tourist accommodations, banning short-term rental apartments, regulating tourist zones, restricting cruise ship arrivals, and imposing a tourist tax. These measures have proven effective in controlling tourist concentration in overcrowded areas and demonstrate the city’s political will and paradigm shift toward a more sustainable, inclusive, and socially just tourism model.

***Keywords:*** *Barcelona, governance tourism, overtourism, sustainable tourism.*