

ABSTRAK

Olimpiade Tokyo 2020 diposisikan oleh pemerintah Jepang sebagai momentum strategis untuk mendorong revitalisasi sektor pariwisata melalui sinergi kebijakan lintas sektor. Penelitian ini menganalisis bagaimana kebijakan penyelenggaraan Olimpiade digunakan sebagai katalis pertumbuhan ekonomi, serta mengevaluasi warisan jangka panjangnya terhadap sektor pariwisata Jepang, terutama dalam konteks pemulihan pasca pandemi COVID-19. Menggunakan pendekatan kualitatif deskriptif dan analisis dokumen, penelitian ini berfokus pada implementasi kebijakan infrastruktur, promosi pariwisata, dan pelibatan aktor publik-swasta sejak tahun 2013 hingga 2024. Hasil analisis menunjukkan bahwa meskipun target jangka pendek terganggu oleh pandemi, warisan kebijakan Olimpiade memberikan kontribusi signifikan terhadap pemulihan sektor pariwisata, baik melalui penggunaan kembali infrastruktur maupun keberlanjutan promosi wisata. Penelitian ini memberikan kontribusi pada kajian kebijakan pariwisata berbasis mega-event dan relevansinya dalam pembangunan ekonomi berkelanjutan.

Kata Kunci: Olimpiade Tokyo 2020, kebijakan pariwisata, revitalisasi ekonomi, pandemi COVID-19, warisan kebijakan.

ABSTRACT

The Japanese government strategically positioned the Tokyo 2020 Olympics as a catalyst to revitalize the tourism sector through cross-sectoral policy integration. This study examines the utilization of Olympic hosting policies as an economic growth catalyst and evaluates their long-term impacts on Japan's tourism sector, with a focus on post-pandemic recovery dynamics following COVID-19. Employing a qualitative descriptive methodology and document analysis, this research investigates the implementation of infrastructure development policies, tourism promotion strategies, and public-private sector collaboration spanning from 2013 to 2024. The findings reveal that while short-term objectives were disrupted by the pandemic, Olympic-related policy initiatives significantly contributed to tourism sector recovery through infrastructure repurposing and sustained promotional efforts. Furthermore, the Games' legacy facilitated the modernization of tourism governance frameworks, enhancing Japan's global competitiveness as a destination. This study contributes to scholarship on mega-event-driven tourism policy frameworks and their implications for sustainable economic development strategies, particularly in post-crisis contexts.

Keywords: Tokyo 2020 Olympics, Tourism Policy, Economic Revitalization, COVID-19 Pandemic, Policy Legacy, Mega-Event Strategy, Sustainable Development