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Art Tourism Resilience Strategy Towards New Era: Case of Semarandana Art Studio Munggu Badung

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ABSTRACT	<i>Keywords</i>
<p>The COVID-19 pandemic affects the continuity of art and culture teaching and learning activities at the Semarandana Art Studio. The Ministry of Foreign Affairs of the Republic of Indonesia with art activists in partner studios designed strategy as an effort to stay up in spite of the pandemic. This study analyzes the art tourism resilience strategy of the Semarandana Art Studio towards a new era. This article aims to identify the art tourism resilience strategy of the Semarandana Art Studio in the implementation of the 2021 Virtual Indonesian Arts and Culture Scholarship. The relevant research approach used in this study is a qualitative approach. Data collected through observation, interviews, and documentation. This study was conducted at the Semarandana Art Studio, located in Banjar Gambang, Munggu Village, Mengwi District, Badung Regency. Semarandana Art Studio is one of the partners of the Ministry of Foreign Affairs of the Republic of Indonesia in the Indonesian Cultural Arts Scholarship program. This article concludes that there are 3 (three) stages that can be carried out by the organizers of the Indonesian Cultural Arts Scholarship program at the Semarandana Art Studio in the face of the corona virus disease 2019 (COVID-19) pandemic, namely survival, adaptation, and innovation.</p>	resilience; COVID-19 pandemic; arts and culture scholarship