

## **ABSTRAK**

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*Judul* : *Bringing History to Life: A Journey Through The Culture and Heritage of Bunratty Castle*

*Penelitian ini mengeksplorasi makna budaya dan sejarah Bunratty Castle, salah satu situs warisan paling ikonik di Irlandia, yang dianugerahi penghargaan "Family Venue of the Year" dan "Tourist Attraction of the Year" pada tahun 2022 (The Irish Hospitality Award). Terletak di Desa Bunratty, kastil abad ke-14 ini telah diubah menjadi destinasi wisata budaya, dengan menampilkan interior otentik abad ke-16, Taman Desa Rakyat yang merekonstruksi kehidupan masyarakat Irlandia abad ke-18, serta Medieval Banquet yang terkenal—pengalaman bersantap yang telah menarik lebih dari tiga juta pengunjung.*

*Dengan menggunakan metode kualitatif, termasuk observasi lapangan, wawancara, dan storytelling, penelitian ini menganalisis peran Bunratty Castle dalam melestarikan warisan budaya Irlandia, dampaknya terhadap ekonomi dan komunitas lokal, serta tantangan dalam menjaga keaslian sejarah sambil beradaptasi dengan tren pariwisata modern. Bunratty Castle memberikan kesempatan bagi pengunjung untuk mempelajari budaya Irlandia sekaligus merekonstruksi sejarah Bunratty Castle melalui pengalaman Medieval Banquet, di mana para tamu merasakan pengalaman unik, seolah-olah mereka adalah penduduk asli Bunratty Castle yang sedang makan malam di masa lampau.*

*Hasil penelitian menunjukkan bagaimana Bunratty Castle berhasil memanfaatkan aset budayanya untuk menarik pengunjung dan meningkatkan aktivitas ekonomi lokal melalui kolaborasi dengan bisnis serta acara budaya sepanjang tahun. Indonesia dapat menerapkan strategi dan ide serupa untuk meningkatkan pariwisata budaya lokal, mengingat potensi besar yang dimiliki Indonesia dengan candi-candi bersejarah atau warisan khas lainnya yang dapat dijadikan sebagai kegiatan edukatif sekaligus menyenangkan. Indonesia juga dapat meningkatkan ekonomi komunitas lokal dengan bermitra dengan merek-merek lokal sebagai produk khas di toko souvenir, sekaligus memperkuat hubungan antara pengunjung dan komunitas lokal, serta mempromosikan situs pariwisata budaya sebagai pariwisata berkelanjutan yang terus berkembang.*

**Kata Kunci:** *Kastil Bunratty, Warisan Budaya, Folk Village Park, Medieval Banquet, Irlandia*

## ABSTRACT

Name : Andrew Chang, Nandalia Violeta, Rachel Audrey Tan  
Study Program : Hotel Business Program  
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Title : Bringing History to Life: A Journey Through The Culture and Heritage of Bunratty Castle

This research explores the cultural and historical significance of Bunratty Castle, one of Ireland's most iconic heritage sites and has been awarded "Family Venue of the Year" and "Tourist Attraction of the Year" in 2022 (The Irish Hospitality Award). Situated in Bunratty Village, this 14th-century castle has been transformed into a cultural tourism destination, featuring authentic 16th-century interiors, a Folk Village Park recreating 18th-century Irish life, and the renowned Medieval Banquet—a dining experience that has drawn over three million visitors.

Employing qualitative methods, including field observations, interviews, and storytelling, the study examines Bunratty Castle's role in preserving Irish heritage, its impact on the local economy and community, and the challenges of maintaining historical authenticity while adapting to modern tourism trends. Bunratty Castle provides a place for the visitors to learn about Irish culture and also reconstruction history of Bunratty Castle, by the Medieval Banquet where the guests' experience was one of a kind, remembering the way they treat all visitors as native Bunratty Castle having dinner in ancient times.

Findings highlight how Bunratty Castle has effectively leveraged its cultural assets to attract visitors and boost local economic activity through collaborations with businesses and year-round cultural events. Indonesia could implement the same strategy and ideas to improve the local cultural tourism, remembering how big the potential that Indonesia has with all the historical temples or any other signature Indonesian heritage that can be implemented as an educational yet fun activity. Indonesia can also boost the local community's economics by partnering with local brands as the signature product on the gift shop, and to also make a stronger connection between visitor and local community, as well as promoting the cultural tourism site as a growing sustainable tourism.

*Keywords: Bunratty Castle, Cultural Heritage, Folk Village Park, Medieval Banquet, Ireland*