

CHAPTER II

GENERAL DESCRIPTION OF STORYTELLING OBJECT

2.1 Object Review

Cultural tourism is the movement of persons to cultural attractions away from their normal place of residence, with the intention to gather new information and experiences to satisfy their cultural needs. Cultural tourism is also specified as “any movement of persons to cultural attractions, such as heritage sites, artistic and cultural manifestations and arts away from their normal place of residence”. (Richards, G., 1997). Cultural Tourism is a form of tourism where various local cultures are utilized as the main object of tourism. "Cultural tourism is a tourism activity with objects in the form of local cultural arts such as customs, arts, local people's way of life, historical heritage, religion, folk crafts, ceremonies, etc," source from Kirom., 2016. Quoted from Chiang 2015, cultural tourism is often associated with Experiential Tourism, where the goal of cultural tourism is for tourists to experience local culture and traditions through a process of authentic and meaningful interactions.

Cultural attractions are landmarks, traditions, or events that hold historical, artistic, or social significance. These sites allow tourists to explore the heritage and history of a region, therefore, cultural attraction is the main role in cultural tourism. Other than drawing tourists in, cultural tourism and attraction also hold an important role in giving impact around the local community, it is impactful to the economics, social, and cultural aspects.

Tourism is a significant economic driver for numerous regions worldwide. Its impact, however, extends beyond economics, encompassing cultural, social, and environmental dimensions. The socio-economic aspects of tourism are multifaceted. They encompass employment opportunities, income distribution, infrastructure development, and social cohesion, among others. The economic impact of tourism is often measured through indicators such as employment generation, income, and economic diversification. Numerous studies have established that tourism can boost local economies, create jobs, and stimulate the growth of local businesses. Tourism

also has social and cultural effects on local communities, such as changes in their lifestyle, values, and traditions due to exposure to diverse cultures and lifestyles. Some communities leverage their cultural heritage to attract tourists, practicing heritage tourism, this can provide unique socio-economic benefits by preserving traditions and generating income.

People attempt to repackage culture as a community identity and have discovered the way their culture can be used as economic resources then transforms them into cultural products which have economic value. This commodification of culture practice tends to locate local cultural products as economic resources beneficial for gaining more economic benefits. Tourism is a strategic sector that increases foreign exchange and has significant implications for a country's economy (Moenir et al., 2021). The increase in tourist destinations influences the improvement of the regional economy. The impact of tourism is based on the amount of tourist spending and exposure to tourism activities (Hugo & Nyaupane, 2016).

Cultural and heritage authenticity refers to something real, original, pristine or veritable. Tourism authenticity is especially important for historical, artistic, and cultural offerings since originality and uniqueness are the key qualities that attract tourists. Authentic cultural heritage experiences are a positive factor in visitor satisfaction and loyalty. As a result, authenticity is valued and is something that motivates tourists to travel to distant places and times.

2.1.1 Aspects of Cultural Tourism

Ireland is the 13th most popular tourist destination in the world with nearly 11 million visitors in 2021, according to the UN World Tourism Organization. Based on Failte Ireland's research in 2013, the biggest factors that Ireland excels in can be divided into 3 main points, namely natural heritage, built heritage, and cultural heritage. The research also proved that most tourists visit Ireland in the hope of engaging with the culture and various aspects of Ireland's ancient heritage. One of Ireland's cultural heritages that is still an object of interest in cultural tourism to date is castles. Quoted from

irishcentral.com, Ireland has more than 30,000 castles and ruins that give Ireland the title "Island with Thousand Castle". One of Ireland's castle tourist destinations that is worth visiting is Bunratty Castle. Ranked in the top five best castles in Ireland by TripAdvisor (2024) and awarded as "Tourist Attraction of the Year" & "Family Venue of the Year" in 2022 (The Irish Hospitality Award), Bunratty Castle prioritizes a unique experience for its visitors.

2.1.2 Location

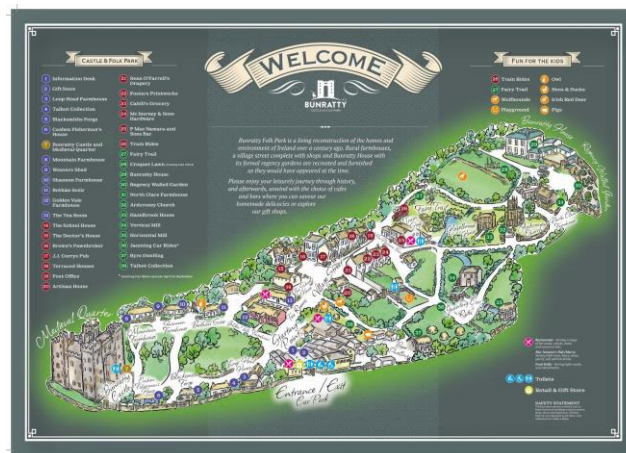


Figure 2.1 Bunratty Castle Maps

Bunratty Castle & Folk Park is located in the center of Bunratty village, on the N18 road between Limerick and Ennis, near Shannon City and the airport. Bunratty Castle & Folk Park was eventually made into a tourist attraction by Shannon Heritage.

2.1.3 History of the Object

Bunratty Castle dates back to 1250, and the current castle is the result of the fourth restoration of Bunratty Castle. Bunratty Castle's strategic location on the Shannon River has made it a trading and settlement site for Vikings since 920, giving it the name "Caisleán Bhun Raithe" which means "Castle at the Mouth of the Ratty". Due to its strategic location, Bunratty Castle has changed hands many times between Irish families, and has fallen to war three

times. The Studdert family were the last owners of Bunratty Castle in 1720, and occupied the castle for over a century before it was abandoned and fell into ruin. In 1945 the remains of Bunratty Castle were purchased by Lord Gort, 7th Viscount Gort, where the final restoration took place. The castle was restored to its current condition, and the relics of the castle's artwork and furnishings dating back to the 16th century were well cared for, making Bunratty Castle one of the finest castles in Ireland (BunrattyCastle.ie, 2024).

Bunratty Castle is built in the traditional Irish rectangular tower house design with three levels of floors and turrets at each corner of the building. Inside of Bunratty Castle are rooms, kitchens, a private chapel, and dungeons. The most interesting room inside the castle is the banquet and feast hall, which has been in use since 1500 until today. Bunratty Castle is filled with large windows and high walls, giving it a bright and spacious feel. The second floor of Bunratty Castle is used as a residence hall for troops and guards. The strategic location of Bunratty Castle has endured from the past to the present, located just a few miles from Shannon Airport and filled with recreational offerings such as the Folk Village Park and Medieval Banquet (Great-castle.com, 2024).

2.1.4 Object Advantages

a. Bunratty Folk Village Park

Bunratty Castle is the only castle in Ireland to have a Folk Village Park, the original village of Bunratty residents dating back to the mid-18th century. Bunratty Folk Park is approximately 26 acres, with traditional Irish cottage and country house buildings as well as shops, and a Victorian Irish street scene. With buildings dating back to 1900 including the thatched cottages of the Loop Head, the traditional Traveler's Cart of Irish nomadic society, Bunratty House, the Post Office, Grocery Store and MacNamara's Pub are typical of an Irish village. A variety of characters, from the traditional Bean an Ti (lady of the house), school teacher, farmer and policeman are on site in full period costume

to guide visitors back in time. There are also demonstrations of old crafts from bread making, butter making, stone wall building and traditional farming methods (Bunrattycastle.ie, 2024).

Bunratty Folk Park is home to a wide variety of endemic animals that have been native to Bunratty Castle since its inception. In the 1400s, Bunratty Castle was said to be surrounded by beautiful gardens, and was home to a herd of 3000 Irish red deer. Today, Irish red deer still inhabit the gardens of Bunratty Castle in smaller numbers, accompanied by other Bunratty heritage animals such as the Shetlands pony, droimeann cattle, soybean sheep, poultry, and Irish wolfhounds, to name a few. The Fairy Trail Park is a children's attraction that highlights Ireland's local mythology of fairies. Within the Folk Park there is also a walled garden, a garden that surrounds the walls of Bunratty and dates back to 1804. The gardens adorn Bunratty's residential and castle walls, with endemic Irish flowers and unique garden concepts that are part of Bunratty Castle's rich history. (Bunrattycastle.ie, 2024).

b. Medieval Banquet Experience

Banquets have been a part of human culture for centuries, evolving from medieval feasts to modern celebrations. According to Encyclopedia citations, banquets during the European Middle Ages (Medieval Banquet) were often held on important ecclesiastical feast days such as New Year's and Pentecost, and today banquets are an integral part of conferences, serving as a platform for networking, collaboration, and celebrating important occasions. First held in 1963, the Medieval Banquet at Bunratty Castle was the brainchild of local Bunratty visionary Dr. Brendan O'Regan. The idea for the Medieval Banquet came about in an effort to give cross-Atlantic passengers a reason to disembark their planes at Shannon Airport and explore the surrounding area, given Bunratty Castle's location just a few miles from the airport. (Bunrattycastle.ie, 2024)

After 60 years, the Medieval Banquet at Bunratty Castle is considered one of Ireland's oldest and most prestigious banquet experiences (IrishTourism.com). Following Bunratty tradition, the Medieval Banquet is only held twice throughout the year. The Ladies of the Castle, assisted by the Earl's Butler, have welcomed over 3 million guests from all corners of the world, including international dignitaries, celebrities, and even former President of the United States, Barack Obama. Visitors are greeted with a brief insight into the history of the castle while enjoying a taste of honey mead, followed by a guide to the Great Hall where the Medieval Banquet takes place. Entertainment featured during the Medieval Banquet such as Bunratty Singers, Irish instrumentals such as Harp and Fiddle are complementary entertainment to the unique Irish 4 course meal, which is served as it was in the mid century. The menu includes Bunratty Mead, Spiced Parsnip Soup, Spare Ribs with Honey & Whiskey Sauce, Pan Smeared Supreme Chicken with Fresh Garden Vegetable, Bramley Apple & Cinnamon with Chantilly Cream, and vegetarian options. Bunratty Medieval Banquet has limited slots of 114 pax, which is divided into 2 sessions; first session is at 17:30 - 19:45, and the second session at 20:45 - 23:00.

2.2 Literature Review and Reference

Research has been conducted on matters relating to Bunratty Castle. Below we describe the research in matrix form.

Table 2.2.1 Literature Review

No.	Title of Literature Reference	Link	Summary
1.	Cultural Tourism (Moh Syach L. Lasahido & Moehammad Jasim Agi Saputra, 2021)	https://media.neliti.com/media/publications/351163-cultural-tourism-cefc9878.pdf	Cultural tourism is a tourism activity with objects in the form of local cultural arts such as customs, arts, local people's way of life, historical heritage, religion, folk crafts, ceremonies, etc.
2.	Rural tourism in Europe from a landscape perspective: A systematic review (Sandeep Joshi, Sabine Panzer-Krause, Stefan Zerbe & Martin Saurwein, 2024)	(PDF) Rural tourism in Europe from a landscape perspective: A systematic review	Ireland's landscape, which combines elements of history, culture, tradition and natural heritage, is a major attraction for tourists.
3.	The Impact of Tourism on Local Communities: A Literature Review of Socio- Economic Factors (Sarika Agarwai, Tejee Isha, Tilaganji Veerabhadrapa Lrappa, Soujanya Akaremsetty & Chandra Shekar, 2023)	https://www.researchgate.net/publication/373644263_The_Impact_of_Tourism_on_Local_Communities_A_Literature_Review_of_Socio-Economic_Factors	This literature review explores the multifaceted socio-economic impacts of tourism on these local communities.
4.	Cultural Tourism in Indonesia : Systematic	(PDF) CULTURAL TOURISM IN	This review examines the challenges, contradictions,

No.	Title of Literature Reference	Link	Summary
	Literature Review (Ida Bagus Made Wisnu Parta & Ida Ayu Kartika Maharani, 2023)	INDONESIA: SYSTEMATIC LITERATURE REVIEW	and opportunities in Indonesia's cultural tourism, focusing on the interplay between heritage preservation, economic growth, community empowerment, and sustainability.
5.	Examining Cross-Border Cultural Tourism as an Indicator of Territorial Integration across the Slovak–Hungarian Border (Tamás Hardi, Marcell Kupa, Gyula Ocskay, and Eszter Szemerédi, 2021)	https://www.mdpi.com/2071-1050/13/13/7225	Cultural values, monuments, historical buildings and heritage sites are the strongest attractions for nationality-based cultural tourism.

Table 2.2.2 Video References

The table below is a list of videos that are used as references in making our Documentary video.

No.	Title of Video Reference	Link Video	Source	Video Summary
1.	Best Castles in Ireland You Have to Visit	https://youtu.be/FmZor5IwiN4?s_i=gQI-_hPlZfrtINz5	Youtube	Ireland is a land of green hills, ancient legends, and rich history, especially reflected in its majestic castles. Bunratty Castle is one of the must-visit castles in Ireland.
2.	Clare: History comes to life - Bunratty Castle & Folk Park	https://youtu.be/0KpJiqNEMkY?feature=shared	Youtube	Bunratty Castle and Folk Park is a great family destination, offering history and interactive experiences. The Folk Park is a living reconstruction of a 19th-century Irish village, which includes homes, shops, a school, a pub, and a farm, providing entertainment for all

				ages. Bunratty Castle also hosts medieval banquets at night and offers food options, including a cafe and nearby restaurants.
3.	Medieval Banquet in an Irish Castle - Bunratty Castle Dinner	https://youtu.be/mKSij1Jk3C4?feature=shared	Youtube	Sharing some tips to attend the medieval banquet. This video showed how guests are welcomed and entertained inside Bunratty Castle, such as spectacular performances, scrumptious meals which are presented in medieval style, making a memorable experience.
4.	Bunratty Castle and Folk Park	https://youtu.be/c35AsNapbr4?feature=shared	Youtube	This video shows footage of a detailed tour of Bunratty Castle and Folk Park in County Clare, Ireland. The tour includes; Irish cottages which still lack modern amenities,

				<p>Religious Influence which Ireland was very religious, Concerns for Preservation which expresses worry that important parts of Irish heritage may be lost without government subsidies, and detailed interiors of Bunratty Castle especially the old banqueting halls.</p>
5.	7 Best Castles in Ireland!	https://youtu.be/crIVEJtOKMY?feature=shared	Youtube	<p>This video described Ireland as a home to breathtaking landscapes, villages, and an astounding number of castles—around 30,000 in total. Unlike castles in England or Europe, Irish castles were not built for royalty but were still designed to impress, and Bunratty Castle is listed as the first from the top seven best castles to visit in</p>

				Ireland.
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These videos inspired us to make a documentary video, in terms of video/scene shooting, editing, sound recording, and information about Ireland and Bunratty Castle.

