

CHAPTER IV

DESCRIPTION OF RESULT AND DISCUSSION

4.1 Main Description

Field observations were conducted on November 19 as the first day, where we came to Bunratty Castle to experience the signature Medieval Banquet. It only took 10 minutes by walking since it is near to our college accommodation. When we arrived there, we scanned our online tickets and walked through the folk park to get to the castle. The medieval dinner started at 17:30 until 19:30, and it is also the only session per-day. We then continued to shoot some videos and did an interview with the Medieval Staff, named Chris. On November 23, we went to Bunratty Castle again but this time we strolled around the Folk Village Park, did an interview with the Bunratty Tour Guide, and went inside Bunratty Castle itself to shoot the interior of the Castle. To add to that, we also arranged an interview session on November 27 with one of the Lecturers from Shannon College of Hotel Management, Dr. Sean T Ruane, who is our management lecturer. We did the video shooting inside the Imro class, one of the classes in the main building of Shannon College at 2 P.M. Last but not least, we did the last interview shoot with Bunratty Castle's Manager, Mr. Mark O'Shaughnessy on 6 December. It is quite hard to get an appointment with Him since the management team is currently busy during the Christmas event. Hence, we asked Dr. Ruane when we were doing the interview if He knew someone from Bunratty Castle that could connect us with the Bunratty Manager. He referred us to Mr. Mark and thankfully He is available to do an interview for this Capstone Project.

4.1.1 Scene 1: Opening Video

This scene shows an Opening video with iconic green landscape views of Shannon from the highest floor level of Bunratty Castle, and "Capstone Project - Bringing History to Life: a Journey Through the Culture & Heritage of Bunratty Castle" as the opening font title. It is also paired with an ancient themed instrument, and voice over of our team. (00:00 - 00:15)

4.1.2 Scene 2: Bunratty Castle Entry

This scene shows clips of Bunratty Castle front entree, followed by the Capstone team walking through the main gate, and still with background music and voice over from our team.

4.1.3 Scene 3: History of Bunratty Castle

This scene shows an interview session with the Bunratty Medieval Banquet Tour Guide, Inigo Marcos, about the history of the Castle and how the restoration went that time. This interview scene is interspersed with a few scenes of Bunratty Castle to add a touch of variations to the documentary.

4.1.4 Scene 4: How Bunratty Castle Preserve History

This scene shows the result of an interview session with Dr. Sean T Ruane about how Bunratty Castle managed to preserve the history of the castle, and how the management team uses their property as a cultural tourism site. This scene also shows a lot of Bunratty Castle's interior and old furniture.

4.1.5 Scene 5: Bunratty Castle Folk Park

This scene is started by clips of the team walking around the Folk Park, accompanied by the voice over of our team describing about the Folk Park shortly. On to the next scene that was followed by an interview session with the Bunratty Castle Project Manager, Mark O'Shaughnessy about the full history of Bunratty Folk Park.

4.1.6 Scene 6: Folk Park Role in Preserving 90s Irish Culture

This scene is a continuous interview session with the Bunratty Castle Project Manager, talking about how Bunratty Folk Park brings up the ancient theme, followed by scenes of the old properties of Bunratty Folk Park.

4.1.7 Scene 7: Bunratty Castle Medieval Banquet

This scene is started by a welcome greetings from the Medieval Banquet Staff, followed by the highlights of the wonderful choir, great ancient foods, and clips of the Capstone team enjoying the night.

4.1.8 Scene 8: The History Behind Medieval Banquet

This scene is an interview session with the Bunratty Medieval Banquet Team, Chris, along with the clips of how the night went and previous interview session with Dr. Sean T Ruane, which talking about the same topics, Medieval Banquet.

4.1.9 Scene 9: How Bunratty Castle Overcome Challenges

This scene shows the result of the interview session with Mr. Mark O'Shaughnessy about the challenges that they face and how they overcame it. Other extra clips are the Medieval Banquet instrument show and the Folk Park itself.

4.1.10 Scene 10: Bunratty Castle's Impact to Society

This scene is about the results of the interview session with Mr. O'Shaughnessy and Dr. Sean T Ruane about how Bunratty Castle boosts the economy of the locals around them, followed by the surrounding clips of the Folk Park during the Christmas event.

4.1.11 Scene 11: What Makes Bunratty Castle Important

This scene shows the result of the interview session with Dr. Ruane, with clips of the festive seasons around Bunratty Castle. Followed by interview results with Luca Dietl Gonzalez, who is the visitor of Bunratty Folk Park.

4.1.12 Scene 12: Closing Remarks

This scene was a closing clip with closing voice over from the team, followed by the credit scene as a sign that the video has reached the end.

4.2 Description of Results and Discussion

4.2.1 What is its role in the preservation of Ireland's cultural heritage?

Based on the interviews conducted, we gained a lot of information about how Bunratty Castle exemplifies an ancient historical place into a vibrant educational yet entertaining cultural tourism site. By providing a tour of the Castle's interior, showcasing the old real furniture from the ancient times including bed, armor, cooking utensils, and even the Folk Park with lots of entertaining old properties really make the most for the guest's unforgettable experience, and preserving Ireland's architectural legacy. From the interview session with Dr. Ruane, we can conclude that Bunratty Castle provides a place for the visitors to learn about Irish culture and also reconstruction history of Bunratty Castle through an underground hallway right before the exit gate inside the castle. The guest experience was also a one of a kind at the Medieval Banquet, remembering the way they treat all visitors as native Bunratty Castle having dinner in ancient times. All of the staff wear ancient royal costumes, welcoming us with royal greetings. We were next welcomed by a nice welcome drink, which was Irish Mead. Irish Mead is an alcoholic drink made from fermented honey, and a mixture of spices, fruits, and herbs. It was usually served at festive events and dinner celebrations in ancient times. Not only that, they also served homemade brown bread and a side of salt to dip the bread with. Brown bread and salt symbolized health and prosperity in many ancient texts, and also represent hospitality in Russian Jewish tradition. All the way from the start until the end of our banquet, we were accompanied by Irish traditional music played with Irish instruments like harp which is the symbol of Ireland, fiddle which is the Irish version of violin, and music sung by the banquet staff. The food served to us was Irish traditional food such as parsnip soup, spare ribs, and many more which got improvement to suit the taste nowadays, for example how the spare ribs served with whiskey sauce and honey now, and how they serve dessert in the banquet now which helped them keep track with nowadays trends.

The Folk Village Park was also an unforgettable long walk, through the

traditional houses which some of them were real old houses that were brought from all around Ireland, made the visitors feel like walking on a real ancient village. The Folk Park is a fully functioning small village with pubs that serve Irish drinks such as Guinness, and potter cake which are really good Irish traditional cakes, stamp store that sell vintage stamps, stable with horses and dogs, restaurants and ice cream store that serves traditional foods, a functioning train station with a working small train to take people around the park, and many more! Each visitor will get a printed site map as the guide for the individual tour that shows every spot and places inside the Folk Park, since Bunratty Castle is now providing tour guides only for big groups. The big and wild deer field, huge and beautiful white Bunratty Mansion and all the spots that were way more prettier than it already is, on Christmas theme. The Bunratty team did a great job in switching the theme into festive season, with christmas lights all over the place, Grinch and other christmas characters that strolls around the park, a local hotdog stall that sells cheap burgers and hotdogs. The castle even made a Santa Claus meet-up for the kids, and they can have a talk with Mr. Santa inside the Santa room and get a present right after. These are not just a way to safeguard the heritage, but also to educate both domestic and international visitors, in fun and interactive ways

4.2.2 What is the impact of tourism on the local community around Bunratty Castle, economically, socially and culturally?

From Mr. O'Shaughnessy, we concluded that Bunratty Castle did give a lot of impact to the surroundings, namely economically and socially. House farms were the main source of money for the local Bunratty citizens, before the existence of all the entertainment places. Since the existence of Bunratty Castle as a cultural tourism site, It's been a huge advantages for businesses to open up around Bunratty Castle such as pubs, hotels, and restaurants in the surrounding area, where all the business got their revenue from castle's visitors and local citizens have got better vacancies and work opportunities. On Christmas holiday, the Bunratty Castle still makes a festive Christmas Parade and keeps the environment busy in order to keep their staff employed, and they hired even more staff. To add to that, they also prioritized local community brands to showcase their products on the Bunratty Castle gift shop, where

they work together with local brands to also showcase their products by doing workshops such as brewing tea and coffee workshop with local tea brewer, whiskey tasting with local whiskey producer, and many more.

4.2.3 How does Bunratty Castle overcome their challenges in managing cultural activities to attract visitors?

Challenges such as limited proper accommodation, high maintenance ancient properties and the struggle to keep their integrity, and creating new experiences as well as unique tour packages that have to be made based on the latest trend and guest's feedback. These efforts show that cultural tourism can be sustainable tourism as long as they are open to critics and feedback, and also keep up with the latest trends.

In conclusion and discussion, 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. For instance, providing guided interactive workshops such as batik painting, traditional cake baking workshop, coffee making workshop from scratch, 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.