

## **CHAPTER III**

### **SCENARIO OF FIELD OBSERVATION**

#### **3.1 Storyline Scenario and Target Audience**

The main topic of this story telling is Bunratty Castle, as a popular cultural tourist spot in Ireland. The documentary will open with a brief description of Ireland as a popular cultural tourist destination in the world, by the nickname "Island with thousand castles", where one of the castles that still stands today and is popular to visit is Bunratty Castle. The opening of the documentary will also briefly showcase what's inside the castle environment, as well as fun facts.

The documentary will then focus on Bunratty Castle. This segment will feature project implementers touring the castle with a guide, as well as showcasing the contents of Bunratty Castle. This segment focuses on the history from its inception to the restoration process, the history of the shape of the castle building, the legacy left behind, and the current utilization of the castle building.

Then proceed to Bunratty Folk Village Park, where project implementers will tour and try out the events and rides at the folk park. This segment will open with a brief history and information about the Folk Park, such as existing rides inside the Folk Park, complemented by interviews with managers, staff and tourists around there.

The next segment, Medieval Banquet, where the project implementer will enjoy the banquet and show the continuity of the Medieval Banquet. In this segment, we will observe how the banquet is carried out, from the preparation, the food menu provided, the choir and dance performances, and the content of the banquet event. In addition, interviews will be conducted with staff and tourists, discussing the history as well as the experience of the banquet.

The final segment of the documentary will discuss the impact that Bunratty Castle as a cultural tourist attraction has had on the local community. Interviews will be conducted with Bunratty Castle Managers and Tour Guides, discussing the role and impact of Bunratty Castle as a cultural tourist attraction on the development of Shannon city, as well as Bunratty Castle visitors. Furthermore, interviews with one of the lecturers at the Shannon College of Hotel Management, as well as residents around Bunratty discuss the impact given to them.

This interview is expected to be an insight for our target audience to those who are interested in historic cultural tourism and historic buildings. Also for visitors who are planning to visit Ireland and Bunratty Castle, and tourism operators.

Medieval and fantasy themes, which are influenced by popular culture (e.g., TV series like Game of Thrones or The Witcher), draw many young adults around age 19-25. The medieval atmosphere of the castle, along with banquets and castle tours, resonates with fantasy lovers, adding fun and escapism to the visit. The research on Bunratty Castle is expected to be a comparative example of the implementation of cultural tourism in Europe and Indonesia, so that it can advance local cultural tourism.

### **3.2 Field Observation Implementation Plan**

Field observations were conducted on 3 different days in the place where Bunratty Castle is located, Bunratty Village. The first field observation planning was carried out with the process of taking videos of Medieval Banquet. The next following day will be Village Folk Park, as well as interview sessions with Bunratty Manager and tour guides, also Bunratty Castle visitors. The final observation will be carried out the following day at Shannon College of Hotel Management, to take video interviews of Shannon College of Hotel Management lecturers.

### 3.3 Field Observation Rundown

**Table 3.1 Rundown Table**

| Day                         | Location                            | Time          | Activities                                                                  |
|-----------------------------|-------------------------------------|---------------|-----------------------------------------------------------------------------|
| Day 1<br>(19 November 2024) | Bunratty Castle                     | 17:30 - 19:30 | Medieval Banquet Experience and video shooting                              |
| Day 2<br>(23 November 2024) | Bunratty Castle                     | 10:00 - 11:00 | Come to Bunratty Castle and shoot a video of the entrance and surroundings. |
|                             |                                     | 11:30 - 12:00 | Bunratty Castle indoor video shoot                                          |
|                             |                                     | 12:00 - 14:00 | Shoot video of Folk Village Park, interview visitors, tour and rides.       |
|                             |                                     | 14:00 - 17:00 | Shoot video interviews with tour guide and some visitors                    |
|                             |                                     | 17:00 - 18:00 | Shoot the closing video                                                     |
| Day 3<br>(27 November 2024) | Shannon College of Hotel Management | 11:00 - 12:00 | Shoot interview video with lecturer of Shannon College of Hotel Management. |
| Day 4<br>(6 December 2024)  | Bunratty Castle                     | 11:00 - 12:00 | Shoot interview video with Bunratty Castle Manager                          |

### 3.4 Data Collection

In the Capstone Project on Storytelling, data & information are gathered through the following methods: Interview and Observation. Interviews were conducted to obtain further information about Bunratty Sean T Ruane who is a Management Lecturer at Shannon College of Hotel Management. So that information can be obtained clearly and tangibly, to become the basis of the story of this documentary.

**Table 3.2 Question List**

| Source                  | Question List                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                        |
|-------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| Tour Guide              | 1. The history behind Bunratty Castle and how it is utilized as a cultural tourism?                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                  |
| Medieval Banquet Staff  | 1. What is the history, theme, and rationale for utilizing the Medieval Banquet as the castle's main attraction                                                                                                                                                                                                                                                                                                                                                                                                                                                                      |
| Bunratty Castle Manager | <ol style="list-style-type: none"><li>1. History and reasons for using the 90s theme as the main theme of Folk Village Park</li><li>2. How does the Folk Park manager invite tourists to feel the nuances of life in the 90s?</li><li>3. Is there a tour package that can be offered to tourists? Factors supporting the success of Folk Village Park</li><li>4. How do management and planning banquet keep the authenticity of medieval and keeping up with the latest trend?</li><li>5. What programs or activities are offered at Bunratty Castle to promote Ireland's</li></ol> |

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|  | <p>cultural and historical heritage?</p> <ol style="list-style-type: none"> <li>6. How does Bunratty Castle utilize its history as an element of cultural tourism?</li> <li>7. What efforts are made by managers in maintaining the historical authentication and cultural heritage of Bunratty Castle</li> <li>8. What challenges does Bunratty Castle face as a cultural tourist attraction in promoting and authenticating the castle's history and cultural heritage?</li> <li>9. What is the manager's strategy in dealing with changing trends and tourist preferences so that the castle's cultural event program remains attractive and relevant?</li> <li>10. Are there any programs or initiatives that involve the local community in the development of Bunratty Castle as a cultural tourism site?</li> <li>11. What role does Bunratty Castle play in preserving Irish culture and history?</li> <li>12. How does the castle's tourism impact the local community economically, socially, and culturally?</li> <li>13. What strategies does management use to attract more visitors through cultural events and activities?</li> <li>14. What challenges and opportunities arise when promoting Bunratty Castle as a cultural attraction?</li> </ol> |
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|                            | <p>15. Are there specific initiatives in place to involve the local community in Bunratty Castle's tourism efforts?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                       |
| Bunratty Folk Park visitor | <p>1. Did the experience at Bunratty Castle meet your expectations from what you had seen or heard online?</p>                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                                |
| Dr. Ruane                  | <ol style="list-style-type: none"> <li>1. From your perspective, how does Bunratty Castle contribute to the preservation of Irish culture and heritage?</li> <li>2. How has Bunratty Castle impacted the local community, both positively and negatively?</li> <li>3. What economic and social benefits does Bunratty Castle bring to the area surrounding it?</li> <li>4. How might the presence of Bunratty Castle influence the educational focus on cultural heritage and tourism management?</li> <li>5. In your opinion, does the castle offer learning opportunities that could serve as a model for cultural tourism management elsewhere?</li> </ol> <p>Last question as closing remarks before closing message.</p> |

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|  | <ol style="list-style-type: none"> <li>1. In your view, what lasting impact does Bunratty Castle leave on future generations regarding the importance of cultural preservation?</li> <li>2. How can Bunratty Castle serve as an educational example for the sustainable development of cultural heritage sites worldwide?</li> <li>3. What is your long-term vision for Bunratty Castle in balancing cultural heritage preservation with modern tourism demands?</li> </ol> |
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### 3.5 Data Selection and Analysis

The research method will be using a qualitative method, while the data and information collected will be using two methods, which are observation and interviews. The data collected is in the form of video, audio, and photo documentation.

### 3.6 Script and Storyboard Creation

**Table 3.3 Storyboard**

**PRODUCT: DOCUMENTARY MOVIE**

**TITLE: BRINGING HISTORY TO LIFE: A JOURNEY THROUGH THE  
CULTURE AND HERITAGE OF BUNRATTY CASTLE**

**DURATION: 16:28 MINUTES**

| Scene | Duration         | Narration                                                                                                                                                                                                                                                                                                                                                  | Board                                                                                                                                         |
|-------|------------------|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------|
| 1     | 00:00 -<br>00:15 | 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. |  <p><b>Figure 3.1 Opening and Landscape of Ireland</b></p> |

|   |               |                                                                                                                                                                                                                                                                                                       |                                                                                                                                                                          |
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| 2 | 00:16 - 00:31 | This scene shows clips of Bunratty Castle front entrance, followed by the Capstone team walking through the main gate, and still with backsound music and voice over from our team.                                                                                                                   |  <p><b>Figure 3.2 Main gate entree of Bunratty Castle</b></p>                          |
| 3 | 00:33 - 02:00 | 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. |  <p><b>Figure 3.3 Inigo Marcos's explanation about history of Bunratty Castle</b></p> |
| 4 | 02:04 - 02:59 | This scene shows the result of an interview session with Dr. Sean T Ruane about how Bunratty Castle                                                                                                                                                                                                   |  <p><b>Figure 3.4 Preserving the</b></p>                                             |

|   |               |                                                                                                                                                                                                                                                                                                                                             |                                                                                                                                                                              |
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|   |               | <p>managed to preserve the history of the castle, and how the management team uses their property as a cultural tourism. This scene also shows a lot of Bunratty Castle's interior and old furniture.</p>                                                                                                                                   | <p><b>history of Bunratty Castle by Dr. Sean T Ruane</b></p>                                                                                                                 |
| 5 | 03:00 - 04:15 | <p>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.</p> |  <p><b>Figure 3.5 Bunratty Castle history explanation with Mr. Mark O'Shaughnessy</b></p> |

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| 6 | 04:16 - 05:22 | 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. |  <p><b>Figure 3.6 Bunratty Folk Park Scenery</b></p>                  |
| 7 | 05:24 - 07:11 | 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.                 |  <p><b>Figure 3.7 Medieval Banquet Ancient Dinner Experience</b></p> |
| 8 | 07:12 - 08:16 | 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                                                                     |  <p><b>Figure 3.8 Medieval Banquet Staff Interview Scene</b></p>    |

|    |               |                                                                                                                                                                                                                                                 |                                                                                                                                             |
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|    |               | session with Dr. Sean T Ruane, which talking about the same topics, Medieval Banquet.                                                                                                                                                           |                                                                                                                                             |
| 9  | 08:19 - 10:48 | <p>This scene is showing 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.</p> |  <p><b>Figure 3.9 Folk Village Park</b></p>               |
| 10 | 10:54 - 13:20 | <p>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</p>          |  <p><b>Figure 3.10 Folk Village Park Food Stall</b></p> |

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|    |               | during the Christmas event.                                                                                                                                                                                                             |                                                                                                                                                              |
| 11 | 13:22 - 15:55 | <p>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.</p> |  <p><b>Figure 3.11 Interview scene with Bunratty Castle's visitor</b></p> |

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| 12 | 15:56 -<br>16:17 | 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. |  <p><b>Figure 3.12 Bunratty Castle Building and Closing scene</b></p> |
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