

APPENDIX

Appendix 1. Interview Questions

Questions for Tour Guide:

1. The history behind Bunratty Castle and how it is utilized as a cultural tourism?

Question for Medieval Banquet Staff

1. What is the history, theme, and rationale for utilizing the Medieval Banquet as the castle's main attraction?

Question for Bunratty Castle Manager:

1. History and reasons for using the 90s theme as the main theme of Folk Village Park
2. How does the Folk Park manager invite tourists to feel the nuances of life in the 90s?
3. Is there a tour package that can be offered to tourists? Factors supporting the success of Folk Village Park?
4. How do management and planning banquet keep the authenticity of medieval and keeping up with the latest trend?
5. What programs or activities are offered at Bunratty Castle to promote Ireland's cultural and historical heritage?
6. How does Bunratty Castle utilize its history as an element of cultural tourism?
7. What efforts are made by managers in maintaining the historical authentication and cultural heritage of Bunratty Castle?
8. What challenges does Bunratty Castle face as a cultural tourist attraction in promoting and authenticating the castle's history and cultural heritage?
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?

10. Are there any programs or initiatives that involve the local community in the development of Bunratty Castle as a cultural tourism site?
11. What role does Bunratty Castle play in preserving Irish culture and history?
12. How does the castle's tourism impact the local community economically, socially, and culturally?
13. What strategies does management use to attract more visitors through cultural events and activities?
14. What challenges and opportunities arise when promoting Bunratty Castle as a cultural attraction?
15. Are there specific initiatives in place to involve the local community in Bunratty Castle's tourism efforts?

Questions for Bunratty Folk Park Visitor:

1. Did the experience at Bunratty Castle meet your expectations from what you had seen or heard online?

Questions for Dr. Ruane:

1. From your perspective, how does Bunratty Castle contribute to the preservation of Irish culture and heritage?
2. How has Bunratty Castle impacted the local community, both positively and negatively?
3. What economic and social benefits does Bunratty Castle bring to the area surrounding it?
4. How might the presence of Bunratty Castle influence the educational focus on cultural heritage and tourism management at Shannon College?
5. In your opinion, does the castle offer learning opportunities that could serve as a model for cultural tourism management elsewhere?

Questions for Closing Remarks:

1. In your view, what lasting impact does Bunratty Castle leave on future generations regarding the importance of cultural preservation?
2. How can Bunratty Castle serve as an educational example for the sustainable development of cultural heritage sites worldwide?
3. What is your long-term vision for Bunratty Castle in balancing cultural heritage preservation with modern tourism demands?

Appendix 2. Expenses (3 people)

Expenses	Amount
Videographer	Rp 500.000
Bunratty Castle Tickets	Rp 688.500
Medieval Banquet Tickets	Rp 3.672.000
Total Expenses	Rp 4.860.500

Appendix 3. Video



[Capstone Video Final Result.mp4](#)

<https://drive.google.com/file/d/1ntKNowhBxL09u8f6v5ab0BYn2Rv9vTYv/view?usp=drivesdk>

Appendix 4. Poster



PODOMORO
UNIVERSITY



HOTEL BUSINESS

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

BUNRATTY CASTLE

is one of the top five best castles in Ireland according to TripAdvisor (2024), dates back to the 14th century and has a complete and authentic interior (Anna Marie, 2023). The castle has been awarded "Family Venue of the Year" and "Tourist Attraction of the Year" in 2022 (The Irish Hospitality Award). After numerous restorations, Bunratty Castle retains its 16th-century interiors and art, and has function rooms that are still in use today.





BUNRATTY EAST, COUNTY CLARE, IRELAND

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 FOLK PARK

Bunratty Castle is the only castle in Ireland to have a Folk Village Park, with traditional Irish cottage and country house buildings as well as shops, and a Victorian Irish street scene.

A variety of characters, from the traditional 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.



MEDIEVAL BANQUET

The Medieval Banquet at Bunratty Castle is considered one of Ireland's oldest and most prestigious banquet experiences. 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.



ANDREW CHANG - NANDALIA VIOLETA - RACHEL TAN

Appendix 5. Booklet



Bringing History To Life : A Journey Through The Culture and Heritage of Bunratty Castle



ANDREW CHANG - NANDALIA VIOLETA - RACHEL TAN
31210075 - 31210042 - 31210039



ABOUT BUNRATTY CASTLE

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01

LOCATION

BUNRATTY EAST, COUNTY CLARE, IRELAND

Bunratty Castle & Folk Park is located in the center of Bunratty village, on the N18 road between Limerick and Ennis, near Shannon City and Shannon Airport. It is located in front of Shannon River, the longest river in Ireland.



02

RESTORATION

1250

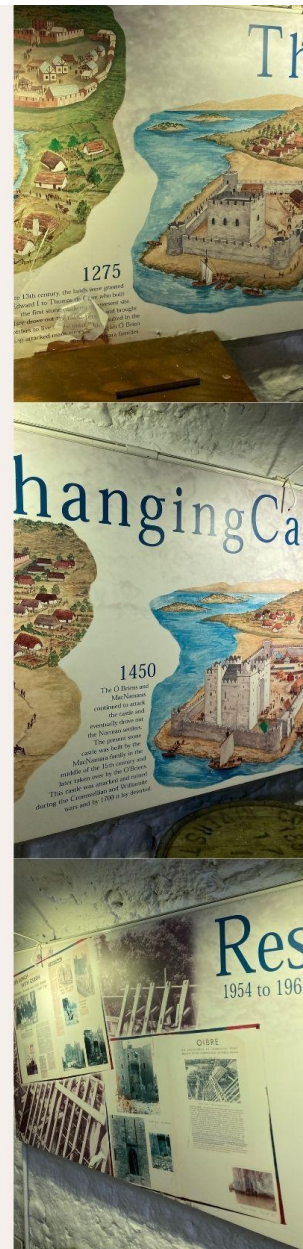
The first Bunratty Castle was a wooden structure built on high ground by the Norman adventurer, Robert de Muscegros (near the site now occupied by the Shannon Shamrock Hotel). By the end of the century, a town of about 1,000 people had developed.

1275

In the late 13th century, the lands were granted by King Edward I to Thomas de Clare who built the first stone castle on the present site.

1450

The present stone castle was built by the MacNamara Family in the middle of 15th century and later taken over by the O'Briens. This castle was attacked and ruined during the Cromwellian and Williamite wars by 1700 it lay deserted.





BUNRATTY FOLK PARK VILLAGE

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BUNRATTY CASTLE

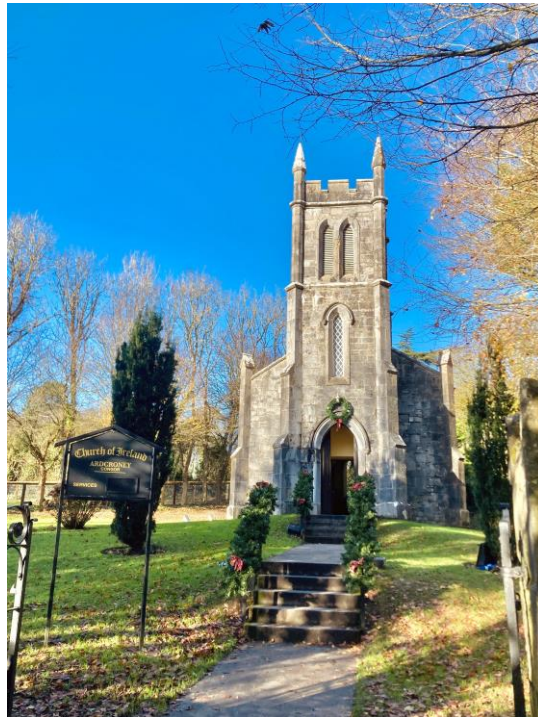


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Appendix 6. Figures

Bunratty Castle Church



The Capstone team with Mark, Banquet Staff



Bunratty Folk Village Park



The Bunratty Maps



Bunratty Castle Medieval Banquet



Appendix 7. Menu List and Prices

Table 5.1 Set Menu and Ticket Prices

First Course	Spicy Parsnip Soup served with Homemade Brown Bread and Honey Butter
Second Course	BBQ Bacon Ribs with a Honey Barbecue Sauce and Garnished with Parsley
Third Course	Roasted Chicken served with Roasted Root Vegetables and Baby Boiled Potatoes with a Herb Red Wine Gravy Sauce and a Garnish of Grapes
Fourth Course	Rastin – Apple and Cinnamon Crunch served with Chantilly Cream

Ticket	Price
Bunratty Banquet Adult	€80.00
Bunratty Banquet Child 4 -10yrs	€49.85