1. INTRODUCTION

1.1 The Background of the Study

Tourism is now a global industry involving hundreds of millions of people in international as well as domestic travel each year. In the early 1980’s, Matthieson and Wall (1982:1) indicated that tourism comprised: The temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during the stay in those destinations, and the facilities created to cater for their needs.

In 1991, the WTO created a definition, primarily to assist those whose responsibility it was to compile statistics in tourism. This definition reads: The activities of a person travelling outside his or her usual environment for less than a specified period of time whose main purpose of travel is other than for exercise of an activity remunerated from the place visited.

Most definitions of the term tourist are based on the concept of tourism. Usually, the tourist spend at least one night in a destination to which he or she has travelled. Tourists can be distinguished from excursionists in such definitions, as an excursionist is someone who visit and leaves without staying a night in a destination. However, it is relatively common today for the two terms to be combined. The term visitor is often used in preference to either tourist or excursionist.

Generally, Indonesia has many potencies of tourism object. The potency of tourisms object spreads in all districts in Indonesia. Every district of tourism
object offers different attraction to the visitors. Therefore the visitors usually want to come in that district, for example, in North Sumatera, like Sipiso-piso waterfall, Lake Toba, Samosir island, Brastagi, and the other interested places.

Some visitors feel interested to visit some religious place in North Sumatera. For example, Istana Maimoon, Masjid Raya, Iman Dairi Tourism Park, Church of Annai Velankanni – Medan, Nature park Lumbini – Brastagi, and the other religious places. Nature Park Lumbini is one of them. Actually, nature park Lumbini is a pagoda which is a place for Buddhism to worship, but there are many people or the visitors feel interested to visit this religious place.

Nature park Lumbini was a new place to visit at Brastagi-North Sumatra. It is located in Tongkoh Village, Dolatrayat district, Karo regency, near the Berastagi Tourism Destination Region, 67 kilometers from Medan, North Sumatra. The architecture was similar with Thailand pagoda, all in gold, also the elephant statue, and the other ornaments. That is the reason the writer want to discussed why Nature Park Lumbini can attract the tourists.

1.2 The Problem of the Study

The problem from this paper is why many people or visitors feel interested to visit Nature Park Lumbini, a pagoda in Brastagi. As we know, Nature Park Lumbini is a Pagoda, which is a place for Buddhism to worship. In addition to Buddhism, many visitors visit this place.

1.3 The Scope of the Study

Scope of the study has important purpose in writing this paper. It used to limit the problem so the topic in this paper is more focussed. To make the discussion
focussed and isn’t widespread, the writer needs to make scope of the study. The writer just focussed about the Pagoda in Brastagi, nature park Lumbini can attract the tourisms, not all of the Pagoda in North Sumatera.

1.4 The Method of the Study

1) Library research

Library research needs to get the information in solving a problem, to fulfill an academic assignment or for our own purpose. This method is used to find a certain data by collecting some books that relevant to the theme.

2) Field research

Some of the most valuable information in the world isn’t located in a library or online. Field research is a way of unearthing that information. Field research can be an extraordinarily exciting and rewarding experience leading to important discoveries and breakthrough ideas. It is used by having observation to the place that we need to know. The writer has done this method by direct observation to nature park Lumbini to get some information about that pagoda.

1.5 The Reason for Choosing This Topic

The writer has reason for choosing this topic. It is because this topic is new and exciting, has not been written by anyone in this program studies. The problem in this topic makes the writer feel interested to discuss this topic.

1.6 The Purposes of the Study

a) To introduce the reader about the nature park Lumbini as new tourism object in Brastagi.
b) To inform the readers about the reasons of nature park Lumbini can attract the tourisms.

c) To explain the reader about a little culture of Buddha.