2. REVIEW OF RELATED LITERATURE

Tourism is travel for pleasure. According to the theory that tourism also may mean to practice of touring. On the other hand tourism is known as a business of attracting. Tourism for the travellers need good accommodation. They are also need entertainment. Tourists and the business of operating tours are also called tourism. Tourism may be international or domestic, or within the traveler's country.

The World Tourism Organization defines that tourism is more generally, in terms which go beyond the common perception of tourism as being limited to holiday activity only, as people traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business and other purposes.

Tourism can be domestic or international, and international tourism has both incoming and outgoing implications on a country's balance of payments. Today, tourism is a major source of income for many countries, and affects the economy of both the source and host countries, in some cases being of vital importance. Since the tourism object of Namo Karang opened it can be seen that the local government income increased. The people who do business around the object become very happy because their business also got improvement.

Tourism suffered as a result of a strong economic slowdown of the late-2000s recession, between the second half of 2008 and the end of 2009, and the outbreak of the but slowly recovered. International tourism receipts (the travel item in the balance of payments) grew up. corresponding to an increase in real
terms International tourist arrivals surpassed the milestone of 1 billion tourists globally for the first time in 2012 the same year in which China became the largest spender in international tourism globally surpassing.

Historically, Sinclair (1998) suggested that the word tourist was used by 1772 and tourism by 1811. According to the fact that, the word tour is derived from the Latin, 'tornare' and the Greek, 'tornos', meaning 'a lathe or circle; movement around a central point or axis'. This meaning has changed in modern English to represent 'one's turn'. The suffix –ism found in the tour is defined as 'an action or process; typical behaviour or quality', while the suffix, –ist denotes that 'one who performs a given action'. When the word tour and the suffixes –ism and –ist are combined, they suggest the action of moving in a circle. Describing a circle implies returning to one's starting point, so a tour is a round-trip journey, i.e., the act of leaving and ultimately returning to the original starting point. Therefore, one who takes such a journey can be called a tourist.

Today, three schools discuss the roots of 'tourism'. Sinclair (1998) argues that the term 'tourism' comes from the old Aramaic Tur, which was used for the exploration and movement of people in the Bible. This word was used for the first time when Moses began his expedition to the lands of Canaán. Another school of thought, the Onomastic School, considers the origin of the concept not from a linguistic perspective but rather links it to the last name of the French aristocrat Della Tour. According to this school, after Carlos V signed a treaty with England in 1516, in celebration of this event, the future king gave the Della Tour family exclusive rights to conduct commercial transport and related businesses. Sinclair
(1998) believes that a third school focuses on the Anglo-Saxon world, and scrutinises. Surmising that the roots of the word 'tourism' lie in the ancient Anglo-Saxon term Torn, these scholars have found evidence that the term was coined in the 12th century by farmers to denote travel with an intention to return. Over the centuries, the meaning of the word has shifted. By the middle of the 18th century, English noblemen used the term 'turn' to refer to trips undertaken for education and cultural exploration. In reality, the purpose of the noblemen’s trips to the different parts of the kingdom was to acquire knowledge that was later useful for governing.

The local government does not only does the service sector grow thanks to tourism, but also local manufacturers (like those producing the strandkorb), retailers, the real estate sector and the general image of a location can benefit a lot.

Tourism is an important, even vital, source of income for many regions and countries. Its importance was recognized in the year of Visit Indonesia an activity essential to the life of nations because of its direct effects on the social, cultural, educational, and economic sectors of national societies and on their international relations.

According to the fact that tourism brings in large amounts of income into a local economy in the form of payment for goods and services needed by tourists, accounting for 30% of the world's trade of services, and 6% of overall exports of goods and services. It also creates opportunities for employment in the service sector of the economy associated with tourism The service industries which benefit from tourism include transportation services, such as airlines, cruise ships,
and taxicabs; hospitality services, such as accommodations, including hotels, and resorts, and entertainment venues, such as amusement parks, casinos, shopping malls, music venues, and theatres. This is in addition to goods bought by tourists, including souvenirs, clothing and other supplies.

Some years ago Indonesia defined a foreign tourist as "someone traveling abroad for at least twenty-four hours". Its successor, the Indonesian Government, amended this definition in 2000, by including a maximum stay of six months. In 2000 Indonesian government defined tourism as "the sum of the phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent residence and are not connected with any earning activity. Tourism is the temporary, short-term movement of people to destinations outside the places where they normally live and work and their activities during the stay at each destination. It includes movements for all purposes." In 1981, the International Association of Scientific Experts in Tourism defined tourism in terms of particular activities chosen and undertaken outside the home.

According to the tourism phenomena that tourism can be categorised into three different forms. They are:

(1). Domestic tourism, involving residents of the given country traveling only within this country,

(2). Inbound tourism, involving non-residents traveling in the given country,

(3). Outbound tourism, involving residents traveling in another country.

The terms tourism and travel are sometimes used interchangeably. In this context, travel has a similar definition to tourism, but implies a more purposeful
journey. The terms tourism and tourist are sometimes used pejoratively, to imply a shallow interest in the cultures or locations visited. By contrast, traveler is often used as a sign of distinction. The sociology of tourism has studied the cultural values underpinning these distinctions and their implications for class relations.

Leisure travel was associated with the group of people of the country to promote leisure time to the increasing industrial population. Initially, this applied to the owners of the machinery of production, the economic oligarchy, the factory owners and the traders.

The local tourists who spend their leisure to the tourism object of Namo Karang are the people of Kabupaten Karo (the regency of Karo High Land). They are not happy for the condition of transportation, accommodation or lodging, roads and restaurant.

When the tourists want to stay more than one day, they have to go to the capital city of Kabupaten Karo, Kabanjahe or Berastagi to find hotels because around the Namo Karang there is no hotel to stay in. Foods are very difficult to find because there is no restaurant. So far the tourists have to go to the city of Tiga Binanga or Kabanjahe, and Berastagi to get the food. So far the tourists usually take their foods along with them while they are going to Namo Karang. They usually do their barbecue around the river. There are many small shelter established by the society who live near the river.

Public transportation can not be found to the Namo Karang. Tourists usually use their own transportation to go there, cars or motorcycles. When the groups is big one or more than ten people, usually rent a car from their resident to
the place. Cars for rent also can not be found overthere. Wso these news make Namo Karang is not popular and not visited by many tourists.