3. THE REVIEW OF RELATED LITERATURE

2.1 The meaning of Tourism and Tourist

The first time Tourism entered English Oxford dictionary in 1811, which describes the activity or journey of hope or weekend, the concept was made by the ancestors of the Romans and who used to travel to find the beautiful places in the Europa. Tourism as Pariwisata in Indonesia comes from two syllables in sanskrit, 'pari' which means many or many times and 'tours' which means trip or travel. So can be interpreted tourism is a travel done many times. There are some theories about the meaning of Tourism:

1. Marpaung (2000) says that Tourism is everything related to travel, including managers or organizers of the object as well as the attractiveness of the business so that people / tourist come to visit.

2. An Austrian Economist Norval says that Pariwisata or Tourism is the sum total of operations, mainly of an economic nature which directly relate to the entry, stay and movement of foreigners inside and outside a certain country, city or region.

3. Oka A. Yoeti (Irawan, 2010:11) says that tourism comes from sanskerta language, “...pari yang berarti banyak, berkali–kali, berputar–putar, keliling, dan wisata yang berarti perjalanan atau bepergian”.

(... pari which means many, many times, circling, traveling, and tour which means traveling or traveling).
4. Nyoman S. Pendit (1999:35) says that Pariwisata adalah salah satu jenis industri baru mampu menghasilkan pertumbuhan ekonomi yang cepat dalam penyediaan lapangan kerja, peningkatan penghasilan, standar hidup, serta menstimulasi sektor-sektor produktivitas lainnya. (Tourism is one type of new industry capable of generating rapid economic growth in the provision of employment, income generation, living standards, and stimulate other productivity sectors).

From some of Tourism theories above Tourism can be defined as all activities related to the tourist object and tourist attraction and done from one place to another place in many time.

Instruksi Presiden RI No. 9, 1969 bab 1 pasal 1 “wisatawan ialah setiap orang yang bepergian dari tempat tinggal untuk berkunjung ke tempat lain dengan menikmati perjalanan dan kunjungan itu”. (travelers are everyone who travels from a place of residence to visit elsewhere by enjoying the journey and the visit). According to A.J Norval (Pendit:1999) “ Every person who comes to a foreign country for a reason than to establish his permanent residence or such permanent work and who spends in the country of his temporary stay, the money he has earned elsewhere”.

Tourist is people who wants to have some activities and wants to know about somethings that they haven’t know before in the tourist attraction that makes them satisfied.
2.2 Types of Tourism

The types of tourism are important to classify in order to compile the data for tourism review. Types of tourism can be added in accordance with the times in an area or country. Nyoman S. Pendit (2000) said that there are thirteen types of tourism:

1. Culture tourism

The journey is done because of the art-cultural attraction of a place to broaden the outlook of life and know the customs by making a visit to that place. Examples of traditional dance.

2. Health tourism

Travel is done for treatment or refresh for health somewhere. For example, treatment by mineral water.

3. Sport tourism

A trip that aims to exercise or participate in a sporting event somewhere or country. Examples of Asian games.

4. Commercial tourism

This tour is often associated with trading tours because visitors usually come to visit exhibitions or fairs. Not infrequently the exhibition is enlivened with various attractions or performances and arts. For example, fireworks show in Japan.

5. Industry tourism
The journey undertaken by a group of students or students to an industrial area or factories to conduct a study.

6. Politic tourism

Trips made to visit or witness a political event or activity of a country. Example of Indonesia's August 17 anniversary celebration in Jakarta.

7. Social tourism

It is a cheap and easy journey for those financially limited. For example study tour.

8. Farm tourism

Trips made to agricultural projects, plantations and so on where travelers can make excursions for study purposes or for vacations only.

9. Maritime tourism

Types of tourism are often associated with water sports activities, such as fishing, surfing and a variety of marine recreation in the areas or maritime countries.

10. Nature Reserves tourism

This tour is usually held a lot of special trip to the area of nature reserves, parks protected, and so on whose sustainability is protected by the Law.

11. Hunt tourism

This tour is mostly done specially in countries that do have area or forest where hunting permitted by government and travel agency.
12. Pilgrim tourism

Tourism whose destination is to see religious ceremonies, customs or beliefs of a community group. For example a visit to the ceremony of borobudur temple.

13. Honeymoon tourism

The trip is done for the honeymoon with special facilities, usually traveling for a month.

The most popular tourism in Indonesia are Culture tourism and Honeymoon tourism.

2.3 The differences of Tourist Object and Tourist Attraction

In Indonesia tourist objects and tourist attractions have differences, all the tourist attraction that exist in nature such as landscape called tourist object. While the tourist attraction is all the activity of the artificial or human works that must be prepared first.

1. According to the Government Regulation no. 24 in 1979 explains that the tourist attraction is a manifestation of human creation, lifestyle, cultural art and history of the nation and place of nature that has the attraction to visit.

2. According to The Law of the Republic of Indonesia NO. 10 in 2009, Tourist object or tourist resources is described as everything that has a unique, convenience, and value diversity in the form natural resources, culture, and the results were subjected to man-made or tourist visit.
From the description above it can be concluded that the tourist object and tourist attraction are same and related to each other. The term tourist attraction used by the author is the translation of Attraction in English, which means anything that has attraction, both physical and non-physical objects.

Happy Marpaung (2000:42) says that there are some object that can be attract the tourist in the tourism and classified into three parts:

1. Nature attraction (The beauty of nature or everything that is in nature)
2. Cultural attraction (Everything Creation or man-made (cultural, art, religious)
3. Society attraction (The way of life of the people)

The society usually related to the culture, so it can be conclude there are two things that can attract tourist to visit tourism object, that are:

1. Nature attraction

The nature tourist attraction is everything that is associated with natural tourism that is still natural or has been developed by human. Some of the natural beauty that can be enjoyed while traveling, stretch of beach, waterfalls, grasslands, rivers, caves, mountain, forests that have a wealth of beautiful flora and fauna and the others.

2. Society-culture attraction

Society-culture attraction is a tourist attraction in an area includes traditions and customs, culture, foods, arts that became the characteristic or identity of an area or society. The culture or tradition and public confidence can
be an attractive tourist attraction because it can increase knowledge for visitors. Overall nature tourism and society culture are interconnected as a tourist attraction.

The destination called a tourist object should have 3 things to be developed, so that area is interesting to visit, that are:

1. **Something to see**

   That place should have objects that different from those destination. In other words, that place should have something special to see that can be entertain tourist, includes culture, activity, arts and tourist attractions.

2. **Something to buy**

   A tourist destination should provide facilities for shopping, especially handicraft and souvenirs from that place to take home.

3. **Something to do**

   The tourism activity is very important to proof tourist to stay longer in the place. The activities in the place are needed to make tourist more excited to come.

### 2.4 The Role of Tourism Object

The role of tourism object is a main task that must be doing by humans to develop a tourism in various ways, so that it can be a better place and maintain the place of the object remains sustainable. Then, the purpose of the role of tourism object is a duties that must be implemented by humans to maintain,
develop, expand, beautify, add facilities in the tourism object, with the aim to attract people to visit the place as a tourism destination. If we want to develop some place as a tourism object, we need to concern about:

1. The transport facilities that will take tourist from and the tourist destination wants to visit.
2. Facilities accommodation which is a temporary place to stay in the tourist destination.
3. Food and drinking facilities are complete and in accordance with the tastes of tourists.
4. Objects and tourist attractions in the destination to be visited.
5. Recreation activities that can be done in the place to be visited.
6. Shopping facilities.

2.5 Brief Description of Tongging

Merek is a region in Karo regency, North Sumatra, Indonesia. Merek total Area is 125.51 km². Based on registration Badan Pusat Statistik Kabupaten Karo (BPS Kabupaten Karo) in the year of 2014, the population of Merek Region is as many as 19,655 people. This Region is consist of Tiga Panah sub-district consisting of Sipituhuta village, Pertibi Lama, Aek Popo, Pangambatan, Tongging, Situnggaling, Pertibi Tembe, Tambusan - Garingging, plus some
villages resulted from the sensitizing of Tiga Panah sub districts: Dokan, Mulia Rakyat, Ergaji, Sukamandi.

Tongging is one of the villages in Merek region, Karo regency, North Sumatra province, Indonesia. The geographical location is between 02°53'23.6 "North Latitude (NL) and 98°31'18.8" East Longitude (EL) with the total of whole area less than 34 km². The distance is 107.7 km from Medan as a capital of North Sumatera. Tongging known as the best place to see Lake Toba because the village is located in the upstream of the Lake Toba and through the hill, so the tourist can see the beautiful Lake Toba from the heigh. Tongging also have some potential resourses as tourism object that can visit by tourist.

This is located of Tongging in the map

Source : data peta 2017 google maps