

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Problem

Tourism is the second largest industry in our world (Christine Ennew 2003). Tourism is an industry similar to other industries that generate revenue and contribute to a country's GDP (Gross Domestic Product) and balance of payments. In general, tourism is a trip taken by a person within a certain period of time from one place to another by making prior planning, content for recreation or for an interest so that his wishes can be fulfilled. Or tourism can be interpreted as a journey from one place to another for recreation and then back to the original place.

The notion of tourism has developed over time. However, in essence, the notion of tourism is a form of tourism that is responsible for the preservation of unspoiled areas, provides economic benefits and maintains cultural integrity for the local community. On the basis of this understanding, the form of tourism is in fact a form of conservation movement carried out by world citizens.

Indonesia is a country that has natural beauty and cultural diversity, so it is necessary to increase the tourism sector. This is because tourism is a profitable and useless sector to be developed as an asset that is used as a source of income for the Nation and State. Development a place that is used as a tourism area is expected to be a source and potential for reliable economic activity that is able to promote economic activity, including activities in other sectors so that employment, community income, regional income and state income, as well as foreign exchange earnings increase through various development and development efforts. The potential for national tourism, while maintaining the national personality and the preservation of environmental functions and culture.

In Humbang Hasundutan Regency, Tourism is the main sector that has recently received attention from the central and local governments. Humbang Hasundutan Regency is an area located in North Sumatra, Indonesia. Is a district located on the line 2°1'-2°28' North Latitude and 98°10'-98°58' East Longitude

which was formed on July 28<sup>th</sup>, 2003. Dolok Sanggul is the capital of this Regency and Geographical Location Humbang Hasundutan Regency borders on the east with North Tapanuli Regency, to the south by Central Tapanuli Regency, to the west by Pakpak Bharat Regency and to the north by Samosir Regency.

Humbang Hasundutan Regency has several natural attractions that attract the attention of visitors or tourists. But for now, there are still many local and international people who do not know about the potential of tourism objects in the area. For example: tourist locations, information, how to get to tourist attractions and facilities at tourist sites. Of course, this is very appropriate to carry out various promotions, one of which is by making a travel guide book.

Based on the background described above, that promotion and natural marketing objects greatly affect the number of visitors who will come to these tourist sites. This study try to make a tourist guide book in Humbang Hasundutan Regency , so that it can promote tourism places there.

### **1.2 Formulation of the problem**

Based on the study background above, it is formulated as “How are the processes to make a Tourist Guide Book in Humbang Hasundutan Regency”.

### **1.3 Limitation of the problem**

This study is only focused on making a tourist guide book in Humbang Hasundutan Regency there are: Sisingamangaraja Palace, Geosite of Sipinsur, Janji Waterfall, Sarchopagus, and Simamora Island.

### **1.4 Purpose of the Study**

The purpose of the study is to promote tourism destinations in Humbang Hasundutan Regency.

## **1.5 Significances of the study**

### **1.5.1 Significance for Tourism Department of Humbang Hasundutan**

This study is hope to be able to help the Tourism Department of Humbang Hasundutan Regency, especially the tourism objects to both National and International tourists.

### **1.5.2 Significance for the Tourists**

The product of this study will be useful for National or International tourists as guide for them to know more about Tourism in Humbang Hasundutan Regency.

