

Feasibility to Introduce Mediation for Tourism Industry in North Sumatera

Tetty Yuliaty^{1,a}, Hanna Ambaras Khan^{2,b,*}

^aLecturer, University of Sumatera Utara. ^bSenior Lecturer, School of Business and Economics, Universiti Putra Malaysia,

*hanna@upm.edu.my, tettyjuliaty@usu.ac.id

Abstract. Conflict is not evitable to avoid conflict in the tourism industry that comprises a million employees. The court is not the choice to have the dispute quickly resolve. Alternative Dispute Resolution is the best method to be adopted (Timer, 2020). ADR comprises a few methods such as mediation, arbitration, small-claim court, negotiation and others. Mediation is defined as a process where an impartial third party assisting the disputants to negotiate and resolve their issues in an amicable way (Khan, 2017). Tourism is one of the industry associated with socioeconomic and sustainability development. Tourism is one of the fastest-growing industry that contributed to the socioeconomic and sustainability in development. Tourism generates income to the States (Maia, 2019). However, the tourism business cannot be separated from disputes, which are defined as forms of disputes in business or commercial activities against two or more parties that include broad elements, namely: income, profession, profit, and work. (Herniati and Hartini, 2019). In North Sumatera, there at least 44,400 tourist from overseas visited the tourism area in 2020 (BPSSU,2021). In resolving disputes relating to tourism, the tourists need to go for a formal dispute resolution method. The objective of this paper is to study people awareness about mediation and the possibilities to introduce mediation as the dispute resolution to tourism related issues or problems. The research method adopts is qualitative through library-based and interview. It is hoped that the government would consider establishing an institution to provide mediation services for tourism related disputes in North Sumatera

Keyword: tourism, north sumatera, mediation, ADR