



*Glorious
Experience*

| COMPANY
CULTURE

dujahotels.com

▀ Vision

Conducting innovative and sustainability-oriented studies with our commitment to our stakeholders and our fair, reliable, respectful and environmentally conscious management approach in all our activities; creating more jobs in the industry, leaving a livable world for future generations, creating a lasting international brand value that leads with the values it adds to global tourism and the trends it sets.



▀ Mission

With our quality-driven, transparent, respectful and fair management approach, our commitment to our team spirit and corporate values, our satisfaction-based service activities, our human and environmentally conscious approaches; we achieve to minimise the negative impact on the environment, create unforgettable memories and keep the loyalty of our guests and employees to our brand at the highest level by ensuring their continued satisfaction.





Our Obligation

As employees of DUJA HOTELS, each of us is; obliged to understand and comply with our policies, corporate culture, values, management approach, environment, nature and human approach, as well as all applicable laws, regulations and professional business standards, and to report any violations.

Our Values

RESPECT & HONESTY ARE
ESSENTIAL

WE ARE VALUABLE & WE GIVE
VALUE

WE ARE RELIABLE & FAIR

WE VALUE GREETINGS &
FAREWELLS

POLITENESS IS OUR FIRST
PRIORITY

WE ARE PROFESSIONAL &
FRIENDLY

WE GREET & SMILE &
ACCOMPANY

WE HELP & PROTECT

WE ARE OPEN TO
CONTINUOUS DEVELOPMENT
THROUGH INNOVATION

Our Values

RESPECT & HONESTY ARE ESSENTIAL

Respect and honesty are our basis in communication with all our colleagues and stakeholders. We are fair with our correct respectful behaviour structure and build trust with our honesty structure. We act sensitively by being respectful to all our employees, nature and our environment.

WE ARE VALUABLE & WE GIVE VALUE

First and foremost, we respect and trust ourselves; we are valuable as individuals. With this feeling, we treat people, the environment, living beings, nature, our company, our stakeholders and our property sensitively, appreciate life and let our value be felt in every moment.

WE ARE RELIABLE & FAIR

We ensure our reliability through the consistency of our words and behaviours. By gaining people's trust and helping them, we uphold values and thus shape our lives by helping people to mature, be happy and peaceful and live a fair life.

WE VALUE GREETINGS & FAREWELLS

We welcome our new friends and guests as if they had come into our own home, and we say goodbye warmly and sincerely with a professional approach.

POLITENESS IS OUR FIRST PRIORITY

Courtesy always comes first when communicating with our colleagues and stakeholders.

WE ARE PROFESSIONAL & FRIENDLY

In all our business approaches, we take a professional approach with a pluralistic perspective and participatory approaches. In doing so, our positive and peaceful style is essential.

WE GREET & SMILE & ACCOMPANY

We always greet our guests and colleagues with a smile. If someone asks us for directions, we accompany them with our customary politeness until we are sure that the person will find their destination.

WE HELP & PROTECT

When we feel that all our guests and especially our needy guests (pregnant women, elderly people, disabled people and small children) need help, it is our priority to help. We help by putting our current activities aside. A family's most precious asset is its children, and with this in mind we always take care of them. For sustainable living, we protect our natural resources by trying to minimise our sources of pollution.

WE ARE OPEN TO CONTINUOUS DEVELOPMENT THROUGH INNOVATION

Knowing that development (change) and innovation are complementary concepts, we have a perspective that is open to continuous innovation to ensure continuity in this fast, fluid and variable atmosphere of the business world.

A photograph of a white lighthouse with a glass-enclosed lantern room, situated on a rugged, light-colored rock cliff. The lighthouse is positioned on the left side of the frame, with the sea visible in the background. A thin cable or rope extends from the cliff top towards the lighthouse. The sky is a pale, hazy blue.

■ Our Guiding Principles

- Orientation towards people and nature
- Continuous improvement
- Appreciation

- Sharing and Cooperation
- Rationalisation
- Sustainability
- Contact

' DUJA HOTELS MANAGEMENT & QUALITY POLICY

We recognise our guests, staff and the natural environment as our focal points; the main purpose of Duja Hotels' existence is to create more and more unforgettable memories through the planning and realisation of appropriate services, to provide a safe working environment, offering products that comply with food safety, to reduce our negative impact on the natural environment, the efficient use of our energy resources, to ensure sustainability at every stage in parallel with continuous improvement and to bind guests and employees to the Duja Hotels brand.

As Duja Hotels, we target the following points in all our processes, and we commit our full support with our understanding of continuous improvement, development and participatory management while realising our activities in line with our goals;

- To anticipate our possible impacts on the natural environment and to take relevant measures, to increase environmental awareness, to protect the environmental balance and biodiversity, to protect water resources while doing this, to minimise our negative impacts on the environment by reducing our carbon footprint,
- To minimise our energy consumption by increasing the use of renewable energy in all areas and by periodic measurement and monitoring,
- To ensure the regular training and development of employees and to fulfil all relevant national and international requirements,
- To know the local and neighbouring communities well, to respect their cultural traditions, values and rights, to contribute to their socio-economic and cultural development, to be protective of cultural artefacts and heritage,
- To treat all our employees, guests and stakeholders equally without any discrimination, including age, gender, skin colour, nationality, ethnic origin, religion, disability, family status, sexual preference, discrimination arising from birth or other circumstances, to respect and protect the rights, freedoms and opinions of each individual, to apply fair working standards by recognising the inherent dignity and equal and inalienable rights of all members of the human family,
- To promote gender equality on the basis that women should be born free and have equal rights with men,
- To recognise children as individuals, not to discriminate, for the best interests of the child, for their right to life, survival and development, and to protect them against all forms of physical, psychological, commercial, etc. exploitation,
- To prioritise cooperation with local companies that provide services & products in accordance with legal regulations and Duja Hotels standards, and that are sensitive to human rights, health & safety, environment, local community, cultural heritage, protection of natural life, with the understanding of fair trade in our purchasing processes for sustainable living,
- To continuously improve and develop in the management system we carry out in order to protect all information assets with the information security organisation,
- To be recognised as a brand that is in effective communication with all our stakeholders in global tourism by improving ourselves day by day.

Business Ethics and Rules Of Business Ethics

Equal Employment

We treat our colleagues with respect and honesty.

We treat all people equally and fairly, without discriminating against them on the basis of their age, gender, skin colour, nationality, ethnic origin, religion, disability, marital status, sexual orientation or any other characteristic protected by law.

We respect the rights, freedoms and opinions of every individual.

We support the principle of equal rights for women.

A Workplace Without Harassment

We do not tolerate psychological, physical or sexual harassment towards our colleagues, hotel guests, suppliers working with Duja Hotels or any other person, we immediately inform our managers and the HR department if we notice this and we support the person who has been harassed.

We do not show racist attitudes, do not discriminate on the basis of gender and do not make ethnic comments, jokes or gestures.

We are polite, do not bully and do not behave unpleasantly towards a colleague who does not comply with the rules of politeness.

We never make offensive statements to people with our verbal, written or body language, we do not use swear words.

We prevent a contentious, restless and manipulative work environment from developing.

We report bullying behaviours that we notice towards our colleagues to the HR department without wasting time.

Conflicts of interest

We do not use DUJA HOTELS time and resources in areas that do not fit with our DUJA HOTELS responsibilities.

We do not invest in or have any other interest in any company that collaborates or competes with DUJA HOTELS.

We do not work for, advise, manage or provide any other services (paid or voluntary) to any company that collaborates or competes with DUJA HOTELS.

As DUJA HOTELS, we make transparent decisions in staff development and career planning according to people's competence and suitability for the job structure. We do not make decisions based on individuals or personal interests.

Political Events

We do not solicit donations for any political party or candidate from staff or other stakeholders.

We do not engage in influence peddling on behalf of DUJA HOTELS.

We do not donate to any political party or candidate on behalf of DUJA HOTELS.

DUJA HOTELS respects the individual political opinions of people in our working life and we definitely do not allow the creation of a debate environment.

Gifts, hospitality, Bribery, Corruption

We can accept gratuities that are sincerely offered to us by a guest. However, if we are unsure whether to accept a gift, favour or hospitality, we contact our department head.

Gifts or gestures offered as a result of our professional communication and cooperation with suppliers can never be assumed to be personal. We are in contact with our senior management.

If we receive an offer of a bribe or an offer that we believe to be a bribe, we will contact our Head of Department.

Confidential Information, Private Life And Relationship With The Media, Use Of Social Media

It is important that all non-public information about our guests, suppliers or people or organisations doing business with us is kept confidential.

We do not disclose confidential information to anyone (including a colleague) unless required to do so by law and you receive prior approval from our manager.
To prevent inappropriate disclosure of confidential information, only persons designated by DUJA HOTELS may meet with media representatives on DUJA HOTELS' behalf and share information about DUJA HOTELS via the Internet or other forums.

We avoid doing these things:

- To chat about developments at DUJA HOTELS,
- To talk about DUJA HOTELS business with family and friends,
- To post photos that are not available to guests, taken in the back of the facility, and that are not appropriate

- for corporate identity on social media, to distribute via email or text message, or to share via video online interviews (we will contact our department manager to determine the appropriateness of any images or text we wish to share for corporate identity),
- To share information about our guests, including their names and roles, with third parties.
- To open accounts on social media (except for authorised persons) in the name of Duja Hotels,
- To not post job advertisements in the name of Duja Hotels (except for authorised persons) that use the Duja Hotels name, information and/or logo,
- To publish stories in the name of Duja Hotels (except for authorised persons), using the name, information and/or logo of Duja Hotels,

Protection and Proper Use of DUJA HOTELS' Property and Electronic Means Of Communication

The property of DUJA HOTELS is only used for the fulfilment of our tasks, which are part of the work of each of us.

We avoid doing these things:

To not protect and damage any tools, equipment, electronic devices and all movable and immovable assets of DUJA HOTELS provided by DUJA HOTELS for the performance of our duties and not to respect the property right.

To use the property, information or position of DUJA HOTELS for personal gain,

To destroy, sabotage, steal or misappropriate the property of DUJA HOTELS (without prior authorisation),

To use the vehicle of DUJA HOTELS for personal purposes,

To connect from the workplace to chat or gambling websites that contain derogatory or disturbing photos, videos or other information,

To enter hotel rooms for our own guests without paying for the room or without obtaining prior permission from the Head of Department,

Correct Registration, Information, Document Applications

It is of great importance that information is recorded and reported honestly and accurately.

We avoid doing these things:

- To not record the transactions correctly,
- To display dates that do not correspond to realisations,
- To falsify or alter cheques, signed documents or other records,
- To incorrectly complete expense reports, timesheets or invoices,
- To provide false, inaccurate or exaggerated information in emails, presentations or other documents,
- To eliminate documents before the content and future requirements of the documents and our foresight are correct,
- To falsify review and approval procedures,
- To implement inadequate routines for reviewing documents that may relate to suspended, threatened or anticipated litigation,
- To fail to make controls to protect assets from the risk of loss,
- To keep inaccurate records.

Our Attitude Towards The Guests

We treat every guest with respect and do not discriminate against any guest for any reason.

Our interaction with guests is regardless of their age, gender, colour, nationality, ethnic origin, religion, disability, marital status, sexual orientation or other protected characteristics.

Even if the guest takes the initiative, we do not treat any guest disrespectfully, do not use unpleasant words, do not make physical contact and do not engage in sexual acts or expressions.

Our communication with our guests is based on respect, professionalism and limited honesty in line with the corporate culture.

The personal areas and belongings of our guests are entrusted to us. With this in mind, we approach with limited reverence and protection understanding without creating discomfort.

We never secretly take photos, videos, audio or similar recordings of our guests. Regardless of their status or reputation, we do not offer to take photos or videos together. We do not behave in a way that asks for private phone numbers, marital status and similar personal information.

We may accept tips that are sincerely offered to us by a guest. However, we never ask for a tip, nor do we display any behaviour that indicates this.

Children's Rights & Our Attitude Towards Children

As defined in both international law and Turkish legislation, every person under the age of 18 is a child.

- By recognising children as individuals, we protect them against all forms of physical, psychological, commercial and similar exploitation for the best interests of the child, for their right to life, survival and development.
- We respect the ideas, beliefs and thoughts of children.
- We respect the privacy of the child.
- We pay attention to the language used.
- We try to be aware of the attitudes and behaviour of parents towards their children, signs of physical-verbal-psychological violence or neglect, and to be alert to such cases.
- We make sure that our child guests are under adult supervision in the activities they participate in.

- We make sure that we know how to reach their parents or another trusted adult in environments where we entrust our child guests (babysitting service, mini club, etc.).
- We organise trainings and support related projects to raise awareness on the protection of children's rights.
- When we witness any suspicious activities related to children, we first inform the hotel management and ask for help from the Social Support Line when deemed necessary.
- We do not give gifts or offer food and beverages to children without parental consent.
- Being aware of the different approaches to children in each culture, the indicators of affection, and the approaches that may be perceived as harassment, we exhibit conscious and limited protective behaviours and avoid physical contact.

Glorious Experience

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