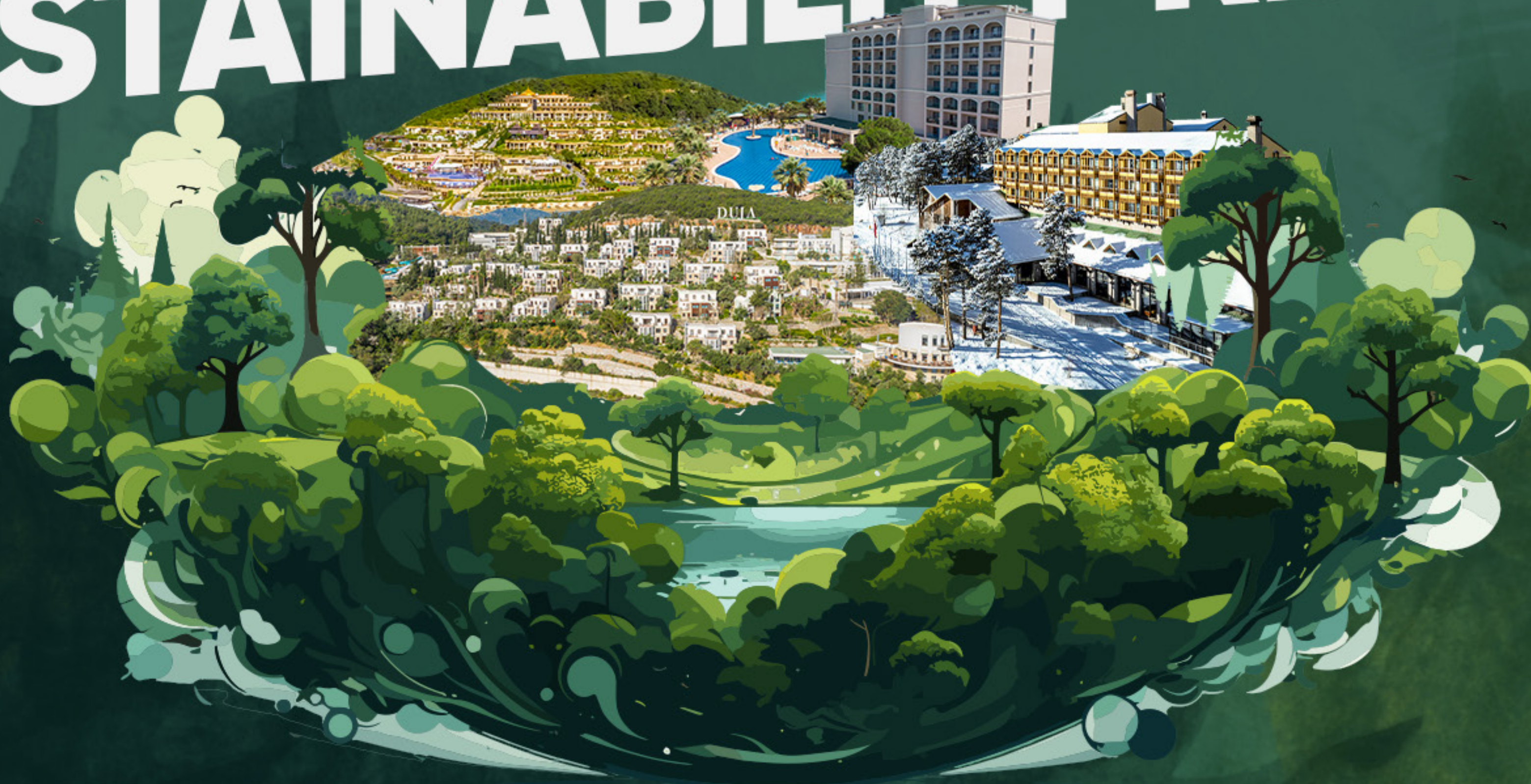




# SUSTAINABILITY REPORT





# ABOUT THE REPORT

The Sustainable Development Goals (SDGs), also known as the Global Goals, provide an international framework and guidance for addressing various challenges facing the world. These goals call for collective action to reduce poverty, protect our planet, and improve the quality of life for all people. The primary aim of these efforts is to build a fairer, healthier, and more sustainable world.

The 17 Goals were primarily developed and expanded upon from the United Nations' Millennium Development Goals. They encompass not only fundamental issues such as poverty, hunger, health, and education but also newer and more inclusive areas such as climate change, economic inequality, innovation, and sustainable consumption and production. There is a strong connection and interaction among the goals; achieving one goal can influence and strengthen others.

An important feature of these goals is that they encompass not just a specific country or region but the entire world. Achieving each goal paves the way for a better global future. However, to accomplish this, international cooperation, policy implementation, effective resource management, and broad societal participation are required. This is a call for everyone to contribute and work together towards making the world a better place.



# SUSTAINABILITY MANAGEMENT

Today, the global climate crisis and economic inequalities have led to changes in management models of companies and the development of sustainability management practices based on sensitivity. As Duja Hotels, a company operating in the tourism and agency sectors, we embrace a sustainability management model where not only economic factors but also environmental and social values play a significant role in decision-making processes. Within this framework, considering environmental impacts and observing social responsibilities in the planning and execution of our business strategies and operations are among our primary goals. We aim to contribute to the conservation of natural resources and the development of local communities by promoting sustainable tourism practices. Additionally, we develop various programs and projects to support the welfare and occupational health of our employees, promote diversity, and contribute to social development by interacting with local communities. As part of this approach, we manage our business processes based on principles of transparency, accountability, and continuous improvement. In this way, we work towards a sustainable future, taking into account not only the needs of today but also those of future generations.

We strengthen our management practices, which are carried out with a multi-layered and participatory structure, with long-term goals and widespread duties and responsibilities within the entire organizational structure. In this context, with the support of the Duja Hotels Board of Directors and central management, we have established Sustainability Committees in each hotel to ensure the full integration of sustainability principles within Duja Hotels and accelerate the process. These committees provide an effective platform for determining relevant policies and approaches. In our committees, we aimed to ensure active participation of all staff members by including all department managers under the Management Directorate. The purpose of these committees includes determining sustainability priorities and strategy development efforts, communication with internal and external stakeholders, and defining sustainability goals for committee working groups and monitoring their performance.









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Our goals include all our stakeholders in all our hotels.

**"PROTECT YOUR NATURE",  
"STRENGTHEN YOUR LIFE",  
"TRANSFORM YOUR FUTURE"**  
created as.



# STAKE HOLDER'S PARTICIPATION

At Duja Hotels, we are conscious that the foundation of sustainability lies in the philosophy of “Protect Your Planet”. We conduct our efforts in line with this philosophy for a better future and world. To combat climate change and other global challenges, we must take strategic, powerful, and global actions instead of individual or indecisive steps. We understand that sustainability is a path that requires the participation of all stakeholders. Therefore, we prioritize stakeholder engagement in every step we take. Because sustainability is not an individual effort but a societal collaboration. Every year, we will continue to transparently and accountably present our report to all stakeholders and strive for continuous improvement based on their feedback.

Our Teammates		Our Management Team	Stake-holders	Our Guests	Local Residents
Near Miss Reporting System, Recommendation System, Training Activities, Management Meetings, Communication Meetings, (Company Internal TV Screens), Announcements and Notices (continuous); Occupational Health and Safety Committees, Working Groups and Committees (varying intervals); Performance Management (once a year), Social Events (at least twice a year), Sustainability Report, Email, WhatsApp, Work Life Assessment Survey, Hotel Management System		Board of Directors Meeting, Opex-Capex Investment Meetings, Email	One-on-One Meetings (Upon Request), Supplier Business Ethics Principles (Continuous), Supplier Evaluation Platform (Seasonal and Annual), Email, Phone	Guest Satisfaction Surveys, Gues-feedbacks' Reports, WhatsApp, Hotel Management System, Online Platform Reviews, Email, Phone, Call Center	Social Media, Website (Continuous), Traditional Media
Local Governments	Public institutions and organizations	CSOs	Universities and Academics	Media	
Meetings and Interviews	Meetings and Interviews (upon request); Information Reports (at various intervals); Public Audits (at various intervals/instantaneous)	Memberships (continuous); Working Groups, Committee and Board Memberships (periodic); Joint Projects and Initiatives, Meetings and Discussions (upon request)	Scholarships and Internship Opportunities, Sponsorship and Support; Support for Academic Research and Publications; Meetings and Discussions (upon request)	Interviews and Talks (upon request), Meetings and Interviews	



P R O T E C T   Y O U R   N A T U R E



**PROTECT YOUR NATURE**

 **DUJA**  **HOTELS**



A clean environment and a livable world are the greatest legacy we can leave to future generations. Therefore, in line with our 'Protect Your Planet' ethos, we consider the preservation of natural resources and the execution of our activities with minimum environmental impact as one of our fundamental responsibilities. In addition to our direct environmental impact, we also undertake efforts to control and improve the indirect environmental effects generated throughout our value chain. Within this framework, we are committed to continuously reducing adverse environmental impacts.

- **Preservation of Natural Resources and Reduction of Pollution**
- **Waste Management to reduce our waste**
- **Preservation of Biodiversity**
- **Supporting the Conservation of Environmental Purity**
- **Creating new projects without compromising physical integrity**
- **We continuously work to raise environmental awareness among all our stakeholders.**





# MEETINGS AND TRAININGS

Under the goal of 'Protect Your Planet,' we primarily aim to raise awareness among our stakeholders. In this direction, our first step for raising awareness among our guests and other stakeholders is to educate our management teams and colleagues and involve them in the processes.

Detailed information is provided to the Duja Hotels Board of Directors and management teams on topics such as sustainable tourism criteria, sustainable living, energy saving, environmental protection, conservation of natural resources, waste management, the greenhouse effect, and carbon footprint. Meetings are held at regular intervals to discuss sustainability goals and investments.

In each of our hotels, environmental awareness training is organized by our environmental consultant. General information is also provided by our hazardous materials consultant on the storage, transportation, and disposal of hazardous chemicals.

Additionally, the Quality Department and all Department Managers organize training on waste management, environmental protection, and conservation measures.

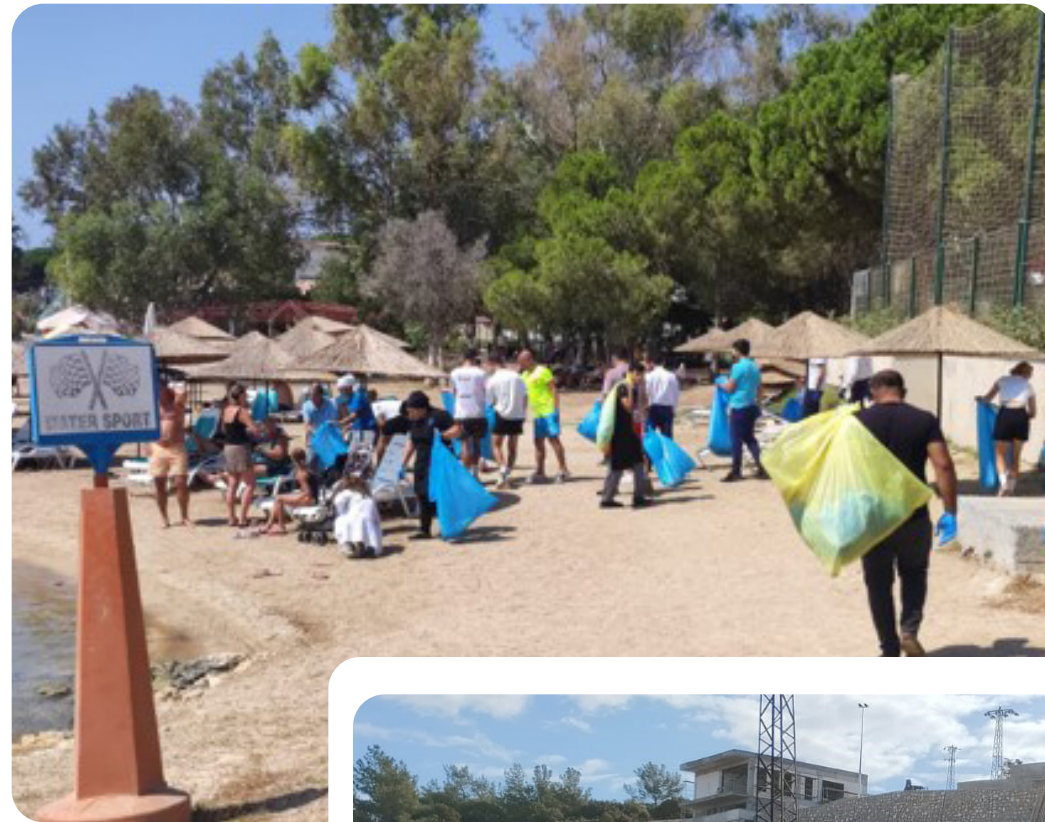




# EVENTS

We strive to maintain environmental purity and reduce our carbon footprint in our hotel and the surrounding area.

- Continuous cleaning of the beach, forest areas, and hotel surroundings, including the public beach, is conducted at our hotels.
- We engage our guests in activities such as tree planting, beach cleaning, and environmental awareness initiatives.
- We place particular emphasis on environmental activities in the mini club areas.

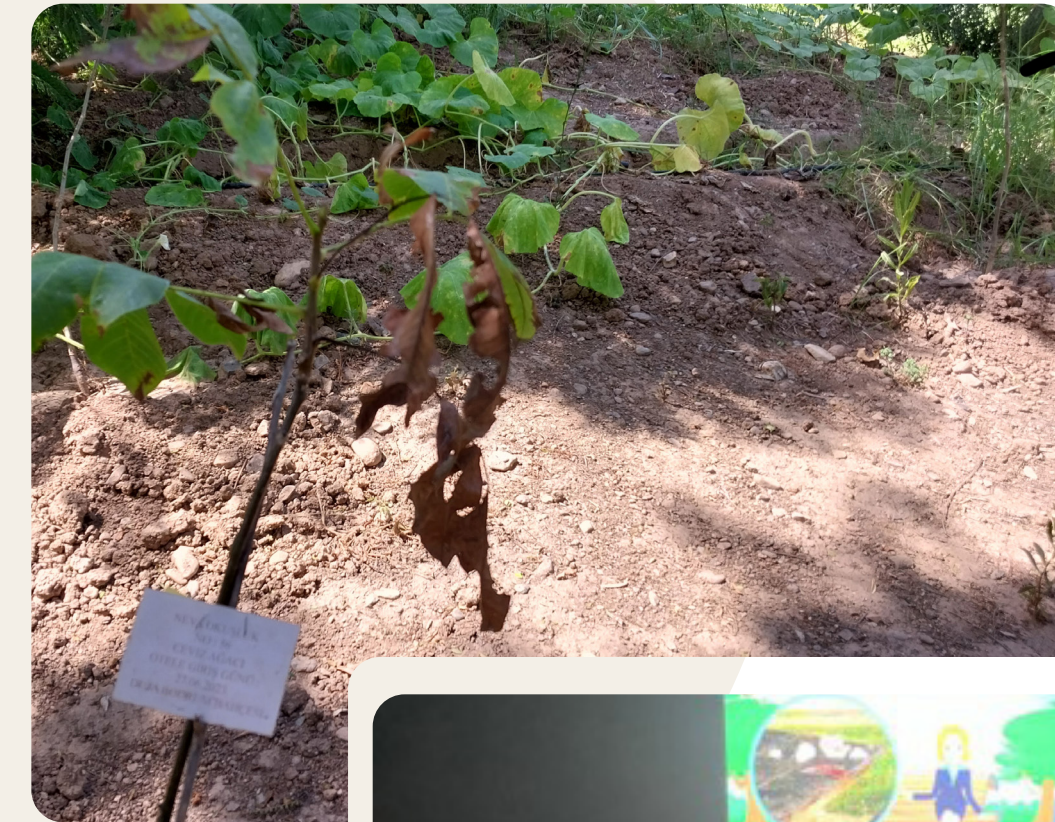
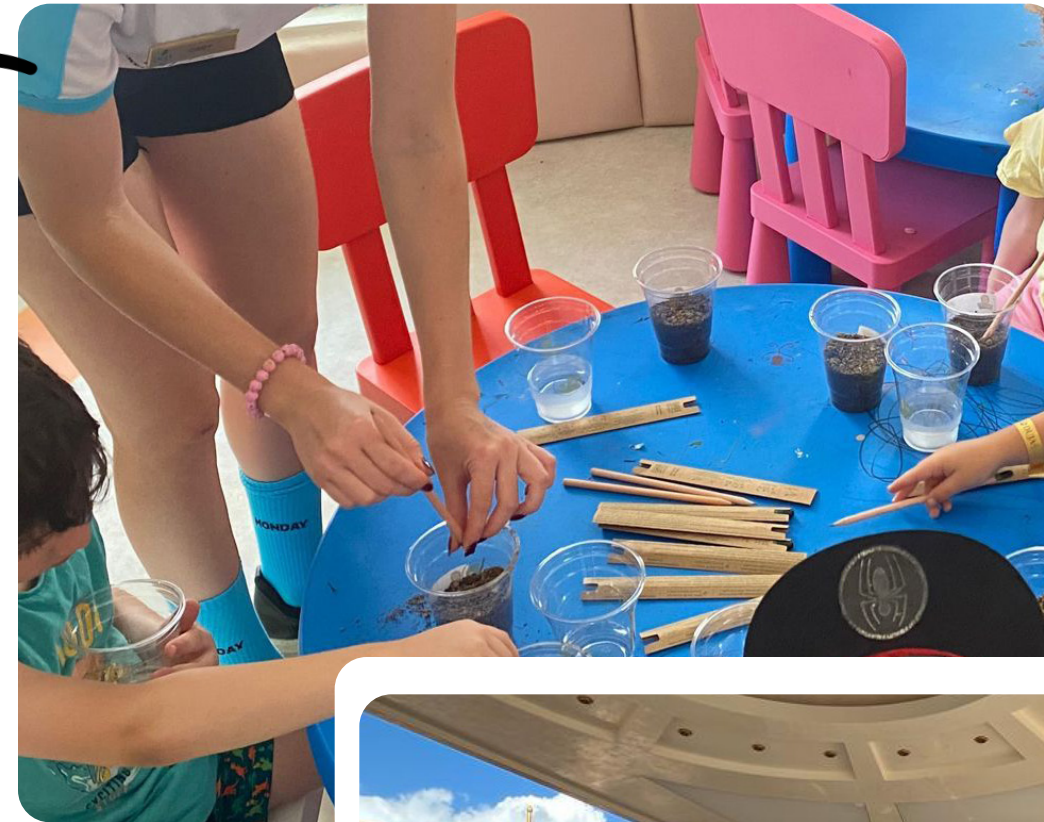


Duja Didim  
public beach  
cleaning



Duja Bodrum public  
beach cleaning

Duja Didim  
Duja Moji  
Tree planting  
event



Duja Bodrum  
Duja Moji  
Tree planting  
event



Be Premium Bodrum Beach and Forest Area Cleaning



Be Premium Bodrum Duja Moji  
Environmental Activity Film



# EVENTS

We strive to maintain environmental purity and reduce our carbon footprint in our hotel and in the region we are located. For this purpose, we actively participate in environmental cleaning and awareness activities organized by public institutions.



As Duja Hotels, we participated in the '100 Teams for Sea Cleaning in the 100th Year of the Republic' event organized by the Muğla Provincial Directorate of Agriculture and Forestry.



As Duja Hotels, we participated in the 'Didim Environmental Fest' event organized by the Didim Municipality.



As Duja Hotels, we participated in the 11 November National Afforestation Day event.



# EVENTS

In all our hotels, afforestation projects are being carried out to conserve flora and enhance biological diversity. With a priority on preserving endemic species, plant identification efforts are ongoing throughout the facilities to raise awareness among staff and guests.

To prevent uncontrolled hunting, fishing within swimming areas is prohibited, and respect is shown for the habitats of aquatic organisms to ensure the conservation of biological diversity.

The forested areas between Duja Bodrum and be Premium Bodrum hotels are equipped with hydrant and sprinkler systems to be prepared for emergencies such as fires. With these measures, rapid intervention in potential fires prevents their spread and ensures the protection of forested areas. Additionally, regular cleaning of combustible materials in forested areas minimizes the risk of fire.

As part of the conservation of endemic species, participation in events reported by Public Institutions or Non-Governmental Organizations is ensured, and necessary information is provided in our hotels.



Duja Didim Afforestation



Duja Bodrum Afforestation



There are warnings that fishing is prohibited on our beaches.



Sand lily conservation event with TURÇEV (Turkey Foundation for Environmental Education )



# EVENTS

In response to the carbon emissions released into the atmosphere, we aim to support the process by planting trees in addition to projects that save the same amount of carbon elsewhere and reduce our carbon footprint. Trees; They absorb carbon dioxide and release oxygen into the atmosphere by photosynthesis. A tree performs photosynthesis by absorbing an average of 22.5 kg of CO2 annually. A tree that lives for forty years absorbs 900 kg of greenhouse gases throughout its life. The effect of planting trees can be felt after an average of 40 years. In this case, we should primarily reduce our carbon emissions and not support tree planting. In addition to our efforts to reduce our carbon emissions, we are involved in tree planting activities with the Environmental Protection Unit.



## TEŞEKKÜRLER

Ülkemizin Orman Varlığının artması amacı ile yapılan 5 Haziran Dünya Çevre Günü Etkinliklerinde Aydın ili Didim ilçesi sınırlarında gerçekleştirilen fidanlıkımıza Siz Değerli;

## DUJA DİDİM

yöneticileri ve çalışanları adına 255 adet Çam Fidanı dikilmiştir. Sonsuz teşekkür eder, Saygılar sunarız.

ÇEVRE ETKİNLİKLERİ





## TEŞEKKÜRLER

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## DUJA BODRUM

yöneticileri ve çalışanları adına 155 adet Çam Fidanı dikilmiştir. Sonsuz teşekkür eder, Saygılar sunarız.

ÇEVRE ETKİNLİKLERİ





## TEŞEKKÜRLER

Ülkemizin Orman Varlığının artması amacı ile yapılan 30 Ağustos Zafer Bayramı Etkinliklerinde Aydın ili Didim ilçesi sınırlarında gerçekleştirilen fidanlıkımıza Siz Değerli;

## DUJA DİDİM

yöneticileri ve çalışanları adına 130 adet Çam Fidanı dikilmiştir. Sonsuz teşekkür eder, Saygılar sunarız.

ÇEVRE ETKİNLİKLERİ





## TEŞEKKÜRLER

Ülkemizin Orman Varlığının artması amacı ile yapılan 5 Haziran Dünya Çevre Günü Etkinliklerinde Muğla ili Bodrum ilçesi sınırlarında gerçekleştirilen fidanlıkımıza Siz Değerli;

## BE PREMIUM BODRUM

yöneticileri ve çalışanları adına 155 adet Çam Fidanı dikilmiştir. Sonsuz teşekkür eder, Saygılar sunarız.

ÇEVRE ETKİNLİKLERİ





## TEŞEKKÜRLER

Ülkemizin Orman Varlığının artması amacı ile 21 Mart Orman Haftası etkinlikleri çerçevesinde Orman Yangın Alanlarından Muğla ili Bodrum ilçesinde gerçekleştirilen fidanlıkımıza Siz Değerli;

## DUJA BODRUM

yöneticileri ve çalışanları adına 121 adet Çam Fidanı dikilmiştir. Sonsuz teşekkür eder, Saygılar sunarız.

ÇEVRE ETKİNLİKLERİ





## TEŞEKKÜRLER

Çevremizi ve Doğamızı Daha Yaşanır kılmak için Geri Dönüşüme Verdiğiniz Özen ve Duyarlılıklardan Dolayı

## DUJA BODRUM

Sonsuz Teşekkürler Sunar, Bundan Sonraki Tüm Çevre Dostu Çalışmalarda da Sizleri Aramızda Görmeyi Dileriz.

ÇEVRE ETKİNLİKLERİ





# CHEMICAL USAGE

- To reduce harmful effects on nature, we are replacing the chemicals used in our hotels with more environmentally friendly alternatives with ecological labels.
- We monitor chemical consumption in our hotels and transition to formulators and ozone systems to reduce chemical usage. Additionally, by providing continuous training to our team members, we ensure that chemicals are used in the correct amounts, preventing situations that could lead to soil and water pollution.
- Our chemical depots are regulated in compliance with regulations, and we take necessary measures to prevent soil and water pollution. By providing depot managers with training on emergency situations (such as leaks or spills), we aim to minimize environmental risks.
- This year, we aim to reduce chemical, energy, and water usage by changing bed linens and towels in guest rooms every 3 days unless requested by the guests.
- We aim to minimize our environmental impact by reducing chemical usage throughout the facility. In line with this, as Duja Hotels, we have reduced the total chemical consumption of all our establishments from 259,000 kg to 241,000 kg.

Hotel Name	Amount of Chemical Consumption per Person in 2022 (kg)	Amount of Chemical Consumption per Person in 2023 (kg)
be Premium Bodrum	2,02	2,01
Duja Chalet	0,33	0,28
Duja Bodrum	0,27	0,27
Duja Didim	0,54	0,28
<b>Duja Hotels (average of 4 hotels)</b>	<b>0,73</b>	<b>0,58</b>





# REDUCING CONSUMPTION

Our priority for a sustainable and clean world is to reduce the usage of all products that could generate waste and ensure that those we do use are recycled. Towards this aim, we track and work towards reducing the usage of all PET-packaged and glass products (including water, beverages, and sauces) as well as all paper products (including brochure materials, office consumables, and printed documents) in all our hotels. Here are a few examples of our efforts:

- We've changed the content of brochure materials in rooms.
- We've removed all unnecessary printed documents from our lists.
- We've transitioned to larger-packaged items for plastic products.
- In staff areas, we've switched to water coolers and porcelain cups.
- In our journey towards digitalization, paper consumption has been reduced significantly, with paper usage nearly eliminated outside of legal processes. We prefer digital tools such as email and hotel management systems, and we're replacing brochures and menus with QR codes.

These measures aim to minimize waste generation and promote recycling, contributing to a cleaner and more sustainable environment.

Hotel Name	Glass Product ConsumptionAmount per Person in 2022(kg)	Glass Product Consumption Amount per Person in 2023(kg)
be Premium Bodrum	5,75	3,90
Duja Bodrum	0,19	0,79
Duja Didim	0,16	0,25
Duja Hotels (average of 3 hotels)	2,03	1,65

Due to this year was the opening year of Duja Chalet Hotel, comparative data from previous years regarding disposable products could not be obtained, so that they have not been included in the tables.

Hotel Name	Consumption amount of pet packaged products per person in 2022 (kg)	Consumption amount of pet packaged products per person in 2023 (kg)
be Premium Bodrum	7,57	5,91
Duja Bodrum	3,50	3,55
Duja Didim	4,25	3,46
Duja Hotels (average of 3 hotels)	5,11	4,31

Due to this year was the opening year of Duja Chalet Hotel, comparative data from previous years regarding disposable products could not be obtained, so that they have not been included in the tables.

Hotel Name	Paper Group Product Consumption Amount per Person in 2022 (kg)	Paper Group Product Consumption Amount per Person in 2023 (kg)
be Premium Bodrum	15,73	15,59
Duja Bodrum	3,29	1,93
Duja Didim	1,15	0,61
Duja Hotels (average of 3 hotels)	6,72	6,04

Due to this year was the opening year of Duja Chalet Hotel, comparative data from previous years regarding disposable products could not be obtained, so that they have not been included in the tables.





# WASTE MANAGEMENT

All our hotels hold a zero waste certificate and continue their efforts in line with our Waste Disposal Directive to reduce environmental impacts. Our team members receive regular training on waste management.

Recycling bins are available in all areas of our hotels with informative signage. Our recyclable waste is delivered to authorized local government-approved companies.

Temporary hazardous waste areas are regularly inspected, and deliveries are made at regular intervals according to contracts with licensed companies. Vegetable waste oils are collected by specially designated personnel and delivered to authorized companies. Our staff are trained on bringing vegetable waste oils from their homes, and there are reward programs in place for this.

Collection points for used batteries are established, and when they are full or at the end of the year, they are sent to the TAP Association.

These measures ensure responsible waste management practices, contributing to environmental sustainability.





# WASTE MANAGEMENT

- Medical waste is collected daily by contracted hospitals as soon as it leaves the infirmary.
- Scrap equipment and expired tires are regularly delivered to relevant authorized companies.
- Furthermore, standard room and VIP room standards have been revised to reduce the amount of brochures and printed materials, with flexibility provided according to guest requests. Fixed products are preferred over single-use products in guest rooms. In efforts to reduce brochures and printed materials, products made from FSC-certified and bioplastic materials are preferred.
- At Duja Hotels, we regularly update total per capita consumption tables by waste type and continuously strive to improve waste management practices to minimize our environmental impact.



As Duja Hotels, total consumption table per person according to waste type;

Type of Waste	be Premium Bodrum Amount of waste per person (kg)		Duja Bodrum Amount of waste per person (kg)		Duja Didim Amount of waste per person (kg)		Total amount of waste per person (kg)	
	2022	2023	2022	2023	2022	2023	2022	2023
Recyclable Waste	0,4778754	0,4778754	0,2220388	0,204087	0,0297441	0,0164808	0,2432195	0,1862274
Vegetable Waste Oil	0,0224722	0,0224722	0,021812	0,0366162	0,0187923	0,0252376	0,0210255	0,0589927
Hazardous Wastes	0,0216528	0,0216528	0,0058148	0,0051493	0,0083632	0,0008722	0,0119436	0,0078287

Due to the concept requirements, snack kitchens have been opened and put into use at Duja Bodrum and Duja Didim, resulting in an increase in the amount of consumed oil and consequently waste oil.



# WATER SAVING

Today, at least 40% of the world's population is experiencing water scarcity. It is estimated that by 2050, water scarcity will become even more prevalent, with one in every four people being affected. It is crucial not only to avoid being part of this statistic but also to make efforts towards making the planet's resources more equitable and sustainable through water conservation.

Water is an indispensable component of every ecosystem on Earth, as essential as oxygen. When natural water sources are overexploited or when the quantity and quality of freshwater diminish, vital ecosystems are put at risk. Therefore, at Duja Hotels, we are committed to fulfilling our responsibilities to address these challenges.

We track daily water consumption and evaluate it based on data from the same period the previous year. This allows us to detect any water leaks, pipe bursts, or excessive usage and take necessary actions on the same day.

To reduce water consumption, measures such as sensor faucets, dual-flush toilets, and water-efficient showerheads are implemented. Additionally, water consumption is monitored at regular intervals in areas, and guests and team members are included in the process through informative posters.





# WATER SAVING

- We have a reverse osmosis system that purifies sea water in our Duja Bodrum hotel, and we obtain all our water from this osmosis system. Duja Bodrum and be Premium Bodrum have a biological purification system and we water the garden through the purification system. This year, we started feasibility studies for the establishment of Duja in Didim.
- We are working on projects and awareness raising projects that will save water in departments that use a lot of water, such as housekeeping and garden departments. We prioritize washing general areas with pressurized water systems and wiping instead of washing balcony areas. Water consumption is minimized by extending the irrigation systems of landscape areas to every area of the hotels, giving importance to night irrigation, and choosing plants suitable for the local flora in landscaping.

Hotel Name	Water Consumption Amount per Person in 2022 (m³)	Water Consumption Amount per Person in 2023 (m³)
be Premium Bodrum	2,95	2,89
Duja Chalet	1,76	0,44
Duja Bodrum	0,61	0,61
Duja Didim	0,60	0,80
<b>Duja Hotels (Average of 4 hotels)</b>	<b>1,15</b>	<b>1,05</b>

*Due to the demand for an aquapark from the guest portfolio preferring the Didim region, an investment was planned and our aquapark was opened in 2023. This has led to an increase in internal water consumption at the hotel.*



S T R E N G T H E N   Y O U R   L I F E



**STRENGTHEN YOUR LIFE**





**Our “Empower” philosophy forms one of the foundational principles of Duja Hotels’ policies, aiming to provide sustainable contributions to society by undertaking activities that contribute to the national economy and support local communities. In this framework:**

We strive to maximize satisfaction by ensuring access for all stakeholders.

We engage in initiatives to enhance the welfare of the local population.

We endeavor to promote social equality.

We work towards preserving the cultural richness of the destination and region, disseminating information to all stakeholders.

We collaborate with local authorities and civil society organizations.

**By embracing these principles, Duja Hotels emphasizes our commitment to fulfilling our responsibilities to society and the environment alongside our business operations**





# PURCHASING MANAGEMENT

- We prioritize our contribution to the local economy and therefore choose our suppliers and raw materials from the local area. Adhering to the principles of sustainable tourism, we prefer energy-efficient, environmentally friendly products that consume less energy, water, and produce less waste.
- With the aim of contributing to the region's commercial volume, we target selecting 65% of our suppliers from local sources. Additionally, we give preference to regional companies in the shops located within the hotel premises.
- By embracing the principle of fair trade, we evaluate all our suppliers and designate approved suppliers. We work with at least three offers containing prices and conditions in all procurement processes. Furthermore, we collaborate with local companies to obtain products from local fruits such as olives and kumquats in our hotels.
- Through centralized purchasing management, we prioritize bulk purchases and shipments. In our procurement processes, we prefer recycled products and avoid products from endangered species, opting instead for eco-friendly, MSC-certified, FSC-certified, fair trade, and geographically labeled products.



**FAIRTRADE**  
INTERNATIONAL





# HUMAN RESOURCES MANAGEMENT

- With our strong corporate culture, we offer employment and internship opportunities to individuals from different cities across our country. We maintain communication with universities and high schools, participating in career fairs and events.
- During our recruitment processes, we ensure no discrimination occurs, and we do not tolerate discrimination throughout employees' careers. We do not employ child labor in our hotels and do not collaborate with companies that employ child labor.
- We employ nearly 2000 personnel in total, with 73% of employment coming from the local community. The ratio of female employees is 30%, and the average age of employees ranges from 26 to 30 years old.
- In an effort to increase year-round employment in the tourism sector, as of 2023, we have started operating a winter concept hotel, providing employment opportunities not only for local residents but also for employees from other hotels.





# HUMAN RESOURCES MANAGEMENT

- Our human resources management processes are conducted in compliance with legal regulations, and we have healthcare staff available 24/7 in our hotel. Additionally, with the support of our Occupational Health Physicians, we provide health support to both guests and employees.
- We ensure that employees who lack Professional Qualification Certificates complete them and support their development through personal development training. We enhance our processes with training from external firms.
- Furthermore, we aim to maintain high morale among our employees by organizing events such as Employee of the Month, birthday celebrations, picnic events, International Women's Day, Mother's Day, holiday celebrations, and end-of-season events.





# ACCESSIBILITY FOR EVERYONE

- In our hotels, necessary arrangements have been made in accordance with relevant legislation and standards to ensure access for everyone. Our Front Office and Guest Experience teams have received relevant training to facilitate access to specific public areas and provide assistance to guests. Relevant individuals are monitored through the hotel application program, and all departments are briefed accordingly. If suitable rooms are available, we upgrade guests to rooms that meet their needs during their stay.
- Our Human Resources Department collaborates with İŞKUR (Agency of Employment ) regionally to facilitate the employment of team members with physical disabilities within the group. Necessary efforts are made to determine their roles within the framework of occupational health and safety. Our Hotel Management ensures the improvement of access to and working conditions within the hotel premises.





# SOCIAL RESPONSIBILITIES

We aim to increase staff participation in volunteer-based activities in collaboration with civil society organizations.

We support regional promotions by participating in international fairs. In addition to donating to the Bodrum Health Foundation to contribute to the community, we prioritize environmental cleanliness by organizing clean-up activities to preserve our historical and forested areas.

Furthermore, we undertake various projects to support schools in our area, such as renovating a school in Muğla, providing smart boards to a school in Aydın, and meeting the basic needs of students in a school in Kars.

We participate in meetings, conferences, and events organized by local governments and civil society organizations. Additionally, as part of a youth talent initiative, we open our kitchens to high school students and participate in their competitions. Moreover, with the support of the Ministry of Labor and Social Security, we organized a 'Domestic Violence' training at Duja Bodrum, ensuring the participation of all our staff.

For destination promotion, we sponsor accommodation for events such as the Sarıkamış Rally and Bodrum Rally. We also sponsor accommodation for sailing races in collaboration with the Didim Sailing Club.

VST Tour Genel Müdürü **Volkan Gökay**

## "Deneyim, destinasyon pazarlamasının en önemli bileşenlerinden"

### Kısaca kendiniz ve VST Tour hakkında bilgi verebilir misiniz?

Ben Volkan Gökay, turizm sektöründeki 30. yılımda kariyerime VST Tour kurucu ortağı ve Genel Müdürü olarak devam ediyorum. Temelleri 2019 yılında atılan VST Tour, şirket kuruluşundan önce faaliyet alanlarını araştırarak, sektör analizleri ve deneyimlerin tamamlanmasını beklemiş, yıllarca turizm sektöründe deneyim sahibi olan yönetim kadrosu ve dinamik ekibiyle kurulmuştur. Bir seyahat acentesinden çok daha fazlası olarak, İngilizce, Almanca, Rusça ve Arapça olmak üzere 4 farklı dilde 7/24 yurtiçi ve yurtdışında bulunan otel işletmelerine çağrı merkezi ve satış pazarlama hizmetleri vermektedir. Çağrı merkezi, dijital pazarlama, marka yönetimi, iş geliştirme ve incoming gibi faaliyetlerine kendi bünyesinde bulunan Duja Bodrum / be Premium Bodrum, Duja Didim ve Duja Chalet otelleri ile başlamıştır. Geçtiğimiz yıl hizmet vermeye başlayan yeni markamız bedbox.com ile de turizmde, yenilikçi çözümler sunan yeni is ortağı olarak hizmet vermeye başlamış.

### Bu yıl sponsor olarak desteklediğiniz Rally Bodrum hakkındaki görüşlerinizi alabilir miyiz?

Rally Bodrum, Türkiye'nin ilk ve tek ödüllü rallisi olarak 4 senedir yaz sezonunun açılış simgesi haline geldi. Geçen yıl ilk kez sponsor olarak yer aldığımız etkinlik ile hem resmi seyahat acentesi olmaktan hem de sponsorlar arasında yeniden yer almaktan mutluluk duyuyoruz. Her geçen gün ilginin daha da arttığı otomobil sporlarına olan desteğimize önümüzdeki dönemde de devam etmeyi planlıyoruz. Tüm sporcu ve takımlara 2024 Türkiye Ralli Şampiyonası'nda başarılar diliyoruz.

Spor etkinliklerinin, turizme ve bölge ekonomisine katkılarını sizce nelerdir?

Spor turizmi, ülke tanıtımı ve turizmde katkısı ile en önemli alanlardan biri olarak öne çıkıyor. Sportif organizasyonların sadece turizm tesisleri değil, aynı zamanda bölge esnafına da büyük katkıları olduğunu gözlemliyoruz. Deneyim, destinasyon pazarlamasının en önemli bileşenlerinden. Biz de sportif organizasyonlar ile misafirlerimize alternatif deneyimler sunarak katma değer sağlayabiliyoruz.





# CULTURAL VALUES AND HERITAGE

- We have added our Cultural Values Preservation and Promotion policy under the “Our Values” section of our company policy. The purpose of this policy is to promote our company values to a wider audience, thereby preserving our societal values and transmitting them to future generations.
- To preserve societal values, visual presentations related to the destination are conducted in our hotels, and artistic works designed by our art experts and related to the destination are supported. Additionally, we offer local products in our food and beverage departments to introduce our guests to the local culture.
- During national and religious holidays, we organize events at our hotels to involve our guests in these celebrations. By supporting destination-related excursion activities, our Concierge unit and Guest Experience department inform our guests, while guided tours to historical sites are arranged for our staff.
- We promote destination awareness through our website, in-room televisions, public area televisions, email communications, QR codes, and brochures. Furthermore, we conduct these promotions through collaborations with local governments, civil society organizations, and participation in national and international fairs, as well as supporting promotional activities in rallies and sailing competitions.
- We collaborate with local governments, Museum Directorates, or organizations to support regional promotion and cultural processes.



T R A N S F O R M   Y O U R   F U T U R E



**TRANSFORM YOUR FUTURE**





**With our “Transform” approach, we aim to combat climate change by reducing our carbon footprint and greenhouse gas emissions, increasing the use of renewable energy, and implementing innovative services through digitalization.**

In line with this goal:

- We conduct various initiatives to reduce our carbon footprint and continuously research new methods to further decrease it.
- We support the use of renewable energy and take necessary steps to research potential initiatives and implement them.
- We prioritize innovation in our digitalization processes and utilize the opportunities provided by technology to optimize our operations and enhance efficiency.
- Through these steps, we are increasing our environmental awareness and continuing our efforts towards a sustainable future.





# DIGITAL TRANSFORMATION PROCESS

- Guest requests and/or guest-related requests are made through the hotel management system.
- Fault management is also carried out through the hotel management system, and records are kept of how long it took to resolve issues, by whom, and how frequently they occurred.
- Processes such as procurement, human resources, front office, and accounting are conducted through the hotel application program.
- We have established Duja Academy to manage all information and training follow-up processes for our teammates through a common network application.



# REDUCING OUR CARBON FOOTPRINT AND GREENHOUSE GAS EMISSIONS

- In Denizli, our solar energy field established in 2022 generates 5.5mWH of energy. 80% of the electricity for our 4 hotels is sourced from renewable energy. Feasibility studies for new solar energy projects have begun as of 2024.
- In our procurement process, environmental awareness and energy efficiency, along with water conservation, are prioritized factors for product and service acquisitions. Starting this year, we have begun opting for Class A energy-rated electric equipment instead of gas-powered equipment due to our preference for renewable energy.



Hotel Name	Electricity Consumption per Capita in 2022 (kWH)	Electricity Consumption per Capita in 2023 (kWH)	Hotel Name	LNG consumption per capita in 2022 (kg)	LNG consumption per capita in 2023 (kg)
be Premium Bodrum	71,13	66,13	be Premium Bodrum	3,00	1,77
Duja Chalet	45,02	30,98	Duja Chalet	185,78	8,25
Duja Bodrum	22,41	21,86	Duja Bodrum	0,81	0,91
Duja Didim	18,99	18,79	Duja Didim	19,60	18,61
Duja Hotels (Average of 4 hotels)	32,90	29,65	Duja Hotels (Average of 4 hotels)	7,30	7,30



# REDUCING OUR CARBON FOOTPRINT AND GREENHOUSE GAS IMPACT

- In order to prevent exhaust emissions, we reduce our environmental impact by procuring the products we supply from as close distances as possible and by purchasing in bulk.
- We prefer public transportation for our guests and teammates.
- We prefer lighting that is economical, has sensors and solar energy systems. We increase energy efficiency by automatically adjusting our lighting systems according to sunrise and sunset. Additionally, we turn off all lighting during periods when our hotel is closed.
- Most of our rooms have energy-saving systems. We aim to raise awareness by informing our guests about energy saving in the rooms. We reduce our impact on the environment by saving energy in cleaning and controls. In this context, during the cleaning and inspection of the rooms, only the lighting at the room entrance is left on, taps and shower heads are left in cold water position and air conditioning is turned off.





# REDUCING OUR CARBON FOOTPRINT AND GREENHOUSE GAS IMPACT

- We optimize energy consumption by adjusting our climate control systems in all public areas and rooms according to weather conditions. Additionally, we reduce energy consumption by using energy obtained from solar panels for preheating processes.
- To minimize our environmental impact, we use environmentally friendly refrigerants and regularly perform maintenance and repairs with gas collection devices.
- We reduce our environmental impact by preferring electric models for our buggies. We encourage the use of electric vehicles by installing charging stations for electric vehicles in designated areas of our hotels. Additionally, our hotels are equipped with charging stations for electric vehicles.
- To reduce waste, we keep up with innovations and measure our waste. We provide waste management training to our staff to ensure that all waste is disposed of or recycled in accordance with regulations. We monitor our food waste and send it to local authority-owned feeding facilities.





# BALANCING OUR CARBON FOOTPRINT;

- We take care in planting trees in our hotels and increase the number of plants as much as possible.
- We follow and support tree donation campaigns in our hotels.
- We prefer the use of renewable energy and we follow the innovations in this regard and do the necessary work to implement them in our businesses.
- We started negotiations with Tema Foundation (the turkish foundation for combating erosion reforestation and the protection of natural habitats) in order to balance our carbon footprint and increase our contribution to nature. We plan to create the “Duja Forest” by planting 10,000 trees in an area deemed suitable by the Tema Foundation. In this context, the process is aimed to start in August 2024. By implementing this project, we aim to contribute to the protection of natural life and balancing carbon emissions.





**"PROTECT YOUR NATURE"  
"STRENGTHEN YOUR LIFE"  
"TRANSFORM YOUR FUTURE"**

 **DUJA** HOTELS

