



TURA

2024 SUSTAINABILITY REPORT

TURİZM

GO WITH A SMILE
SINCE 1966

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ABOUT REPORT



As Tura Turizm, we have embarked on this exciting journey since 1966, committing ourselves to advancing while adhering to the principles of sustainability. With a focus on customer satisfaction and environmental responsibility, we continuously strive to enhance our travel experiences and business practices.

Since 1966, we have made and continue to make numerous investments in both social and environmental aspects of our business's sustainability. Beginning in 2024, we have initiated efforts to share our performance with all stakeholders. We are proud to present our first sustainability report, which marks a milestone in our journey. These sustainability reports, which we aim to publish annually, are indicative of our progress.

We remain steadfast in our commitment to exhibiting an environmentally conscious and socially responsible approach in the services we offer to cruise ship passengers. In this report, we will evaluate our performance for the year 2024 and demonstrate how we have progressed towards our sustainability goals. We will present the steps taken and the results achieved in detail, adhering to the principle of transparency.

As Tura Turizm, we are excited to continue our journey towards sustainability, and we are pleased to share this report with you.

ABOUT US

Tura Turizm was founded in Istanbul in 1966. Over the past decades, the company has significantly expanded, becoming one of Turkey's largest inbound and outbound tour operators. To date, it has served more than 3 million customers nationwide, including tour operators, travel agencies, conference organizers, and cruise lines from 30 different countries worldwide. The company continually enhances its organizational structure and product range to exceed its customers' expectations and meet the demands of the 21st century.

With over 50 years of experience in the travel industry, Tura Tourism is dedicated to professionalism. Headquartered in Istanbul, with offices in Kuşadası and Miami, Tura Tourism is strategically located to provide both domestic and international guests with unique travel experiences. Whether cultural, scenic, adventurous, or a combination of all three, we take pride in offering our customers the best solutions tailored to their needs.



OUR VISION&MISSION

Our Mission; To provide customer oriented, creative and high-quality tourism services for cruise passengers.

Our Vision: To offer innovative, technology supported, creative, quality oriented and customized products that meet the everchanging customer profiles and demands.

OUR PRINCIPLES

Teamwork

Unique Services

Reliability

Award Oriented



SUSTAINABILITY MANAGEMENT POLICY

As of Tura Tourism quality of a tour product is the basic element to achieve our goal. Quality is the measure of excellence or state of being free from defects and deficiencies and significant variations. Our approach to quality is the total of all characteristics of a product or service which are based upon meeting determined or possible necessities. According to ISO 8402 -1986 standard which defines quality as totality of the features and characteristics of a product or a service that bears its ability to satisfy stated or implied needs. The quality of a tour product is the basic element to achieve our goal, which we measure to enrich their quality levels either by Travelife or by in house trainings. Shore excursions being an intangible product "Total Quality" of a tour product can only be measured by quality survey forms filled by the guests. Learning the complaints and satisfactions of the customers through objective criteria is our way to make corrections and adjustments accordingly and the note of excellence of these surveys will show us where we stand quality-wise. Tura customer satisfaction surveys provide the tools to improve organizational performance. Customer loyalty and satisfaction levels can be determined by analyzing the data gathered from the survey closed end questions. The responses undergo optical screening, they are recorded to the program combined with the available date and put in form. Special comments are recorded separately and the general reports are submitted to overseas tour operators. Local and international experiences, quality concerns as well as innovating for the best solutions allow Tura Turizm to create better values for the customers and to build cordial relations with them.

SUSTAINABILITY MANAGEMENT POLICY

For Tura Turizm, quality refers to all of the characteristics that reveal the abilities of a good or service to meet a specific need. Our quality management is a management approach to long-term success through customer satisfaction. In this effort, all members of Tura Turismo participate in improving process, products, services and the culture in which they work. Tura Tourism uses sound measures helping to identify the outputs and gaps, to provide feedback, to identify performance and to continuously improve. Increase awareness amongst our staff, guests and the community of environmental sustainability and its importance to the wellbeing of current and future generations.

- Ingrain environmental sustainability and environmental responsibility into our institutional culture and across all of our campuses.
 - Lead by example in the way we manage our natural environment, through achieving environmental compliance and adopting best practice.
 - Strive for effective pathways and partnerships across the Tura Turizm's organizational structure, and with local and state government, business, industry, research, and community leaders to achieve environmental management solutions.
 - Tura Staff engagement for implementation is weekly update about our tours and organizations sustainable policies including for all tours and transfers as of Istanbul and Kusadasi
 - Tura offices at Istanbul and Kusadasi is using per tours waste controller staff and giving information to the suppliers and participant guests for environmental waste control,
 - For tours we are minimizing waste and energy usage for the buildings and the busses instead of big buses smaller ones according to tour expectations
 - Tura purchase local products where we can and limit the use of small packaging.
 - Tura Turizm respect our employees, their diversity and advance their wellbeing.
 - Also we share best practices and raise awareness on sustainability among our teams and partners.
 - Tura communicate on our achievements against our sustainable goals, internally and externally through thorough reporting at least once a year to our management.
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SUSTAINABILITY MANAGEMENT POLICY

Quality is totality of the features and characteristics of a product or a service that bears its ability to satisfy stated or implied needs. The significant point is providing all this quality in sphere of sustainability. In this direction, Tura Turizm has always aimed to create maximum value for all countries and regions where it operates and generating social benefit since the first day it was established. The principles required to achieve sustainable growth are at the core of all company operations. Our operation prefer to work with locally owned businesses reflecting local cultures (hotels, lodges, restaurants, handicraft outlets, arts and culture centers).

- As of Tura Turizm we drive and travel life basic training to positive change within our supply chain, monitor and their sustainable practices, share best practices and organize training
- Tura Turizm cruise department ensure that our guests do not have adverse effects on the environment or society, especially sensitive activities that may bring travelers into contact with animals, children or ancient historical environment.
- Tura Turizm ensures that, through its accommodation supply chain, the rights of children are respected and safeguarded. If the supplier employs children below the age of 14, the business should ensure that there are special working conditions put in place to safeguard them.
- Tura Turizm give back to neighboring communities by supporting handy craft products addressing local development challenge, encouraging fair employment opportunities and wellbeing advancement.
- Tura Turizm promote Responsible Tourism in our industry and to suppliers we engage with in our destination(s).

As the quality of our tour products is the basic element to achieve our goal, we take measures to enrich their quality levels either by ISO support or by in house trainings. Tura Turizm is proud of being the first Tour Operator in Turkey having ISO 9001-2008 certification and continue sustainability principles since 1966.

ENVIRONMENTAL PROTECTION AND WASTE MANAGEMENT POLICY

As Tura Turizm, we are committed to being an environmentally conscious and sustainable business. We adopt the following policies to ensure the highest standards of environmental protection and waste management: *Compliance with Environmental Laws and Regulations*: Our company will fully comply with all applicable environmental laws and regulations in all areas of operation. In addition to complying with these laws and regulations, we will take additional measures to protect the environment.

- *Waste Reduction and Recycling*: We will continually work to minimize waste generation. By developing waste management strategies, we will promote waste reduction and recycling at the source. Staff training sessions will be organized to ensure proper segregation of waste and directing them to recycling facilities.
- *Environmental Impact Assessment*: Environmental impact assessments will be conducted for all new projects, and appropriate measures will be taken to minimize adverse effects on the environment. We will regularly evaluate the environmental impacts of our existing facilities and identify opportunities for improvement.
- *Green Energy and Efficiency*: We will prioritize the use of renewable energy sources to increase energy efficiency and reduce our carbon footprint.
- *Stakeholder Collaboration*: We will collaborate with stakeholders on environmental protection and waste management issues to share best practices, develop joint solutions, and continuously improve our environmental performance.

This policy outlines our company's commitments and objectives in the areas of environmental protection and waste management. The success of this policy relies on the support and participation of all our employees.

PURCHASING POLICY

Tura Turizm's sustainable purchasing policy outlines an environmentally and socially conscious purchasing practices. We show our commitment to and support of green, responsible, and local business. . We manage the supply chain in accordance with our commitment to sustainability and partner only with vendors and suppliers who share our interest in triple bottom line management. We evaluate products for toxicity, durability, emissions, recycled content, performance, price, availability, packing minimization, manufacturing location, and disposal options (reusable, returnable, biodegradable).

To achieve that:

1. Buy from local vendors.
 2. Source products from women or minority-owned businesses.
 3. Use minimal packaging.
 4. Transport products via ground instead of air.
 5. Choose environmentally-friendly products;
 - Products that reduce greenhouse gas emissions or are made with renewable energy
 - Products that reduce the use of chemicals that are hazardous to the environment and employee and public health
 - Products that contain the highest possible percentage of postconsumer recycled content
 - Products that reduce air and water pollution
 - Products that reduce waste Suppliers who strive to improve their environmental performance and provide environmentally preferable products, and who can document the supply-chain impacts of their efforts
 - Reusable products
 - Products that are recyclable or compostable.
 - Products that serve several functions (e.g., copier/printers, multipurpose cleaners) and reduce the overall number of products purchased
-

LABOR PROTECTION POLICY

Our employees are our most valuable assets. We will not discriminate on the basis of race, color, religion, ancestry or national origin, sex, age, marital status, sexual orientation, disability, or any otherwise unlawful use of characteristics. We are aware that commercial exploitation of women, children, and other minorities is a global problem and we take active part in combating this situation by undertaking the following measures:

- In all our business activities and client relations we strongly renounce all forms of sexual exploitation of children.
 - We prohibit all tourism premises from becoming a front for sexual exploitation of minors by reporting obvious or suspected cases of child sexual exploitation to the local police.
 - When marketing our tours, the advertising material shall not in any way allude to or in other ways depict children in a sexual manner.
 - We raise awareness on the criminal activity of sexual abuse of children by undertaking preventive measures such as training of and information to our staff.
 - We assume responsibility to abide by existing laws, rules and regulations in Turkey and the EU.
 - We boycott products produced with child labor or from vendors who practice discriminatory or abusive practices.
 - In all our business activities and client relations, all persons are afforded equal opportunities based on their abilities and capacities not their race, color, religion, ancestry or national origin, sex, age, marital status, sexual orientation, or disability.
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HUMAN RESOURCES POLICY

It is a framework that encompasses guidelines and practices related to employees. The human resources policy regulates the processes of hiring, developing, promoting, evaluating, rewarding, and terminating employees within the company. Some of our key principles for the Human Resources Policy are as follows

- *Recruitment and Selection:* The recruitment process should be fair and impartial, based on Tura Tourism's company needs and culture. Objective criteria based on relevant skills, experience, and fit should be used. Equal opportunity should be provided to candidates with different backgrounds in accordance with the principles of diversity and inclusivity.
 - *Training and Development:* Opportunities for training should be provided to employees to enhance their skills. Training programs should be organized for learning new skills, supporting professional development, and nurturing leadership potential.
 - *Performance Evaluation:* Regular performance evaluations should be conducted for employees, providing feedback. Performance goals should be set, and support should be provided to achieve these goals. Achievements should be recognized and rewarded.
 - *Tura Brand:* The travel agency should provide employees with a fair and supportive work environment to strengthen the employer brand. Company values, mission, and vision should be communicated to employees, and their commitment to these values should be encouraged.
 - *Occupational Health and Safety:* Employee health and safety should be a priority. Occupational health and safety policies and procedures should be established, risks should be assessed, and measures should be taken. Emergency plans should be prepared, and employees should be trained.
 - *Employee Relations and Communication:* Good employee relations and effective communication contribute to maintaining a positive work environment. Internal communication channels should be provided, sharing feedback should be encouraged, and a safe environment should be created for employees to express their concerns.
 - *Resignation and Termination:* Respect should be shown to employees who resign or are terminated, and appropriate procedures should be followed. The resignation process should be managed properly, and support and counseling should be provided to employees about their future.
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SUSTAINABILITY: AT THE CORE OF OUR BUSINESS



As Tura Turizm, we guide our business in a sustainable manner with the goals we have set in areas such as environmental sustainability, collaboration with local communities, preservation of cultural heritage, transparent communication, technology, and innovation. By increasing our commitments and efforts in these areas, we continue to integrate the importance of sustainability into our operations.

Environmental Sustainability: We are committed to conserving natural resources and managing waste. We strive to increase energy efficiency, reduce water consumption, and minimize our environmental impact at our facilities.

Collaboration with Local Communities: We collaborate with local communities to make a social impact in the areas we operate and contribute to local economies. Understanding the needs of local people and interacting with them enables us to create a sustainable tourism model.

Preservation of Cultural Heritage: We make efforts to preserve our rich cultural heritage and pass it on to future generations. By supporting local cultures and traditions, we conduct our tourism activities in a culturally sensitive manner.

Transparent Communication: We adhere to the principles of reliability and transparency by establishing transparent communication with our guests, employees, and other stakeholders. By openly sharing our sustainability efforts and progress, we fulfill our social responsibility.

Technology and Innovation: We continuously follow technology trends and seek innovative solutions in our business. By supporting digital transformation, we streamline our processes and discover new opportunities in the field of sustainability.

We are aware of the importance of sustainability awareness and continue to integrate these values into our operations. We strive for continuous improvement and work towards a more sustainable future with each passing period.

WATER MANAGEMENT

As Tura Turizm, we have aimed to reduce the per capita water consumption by installing water-saving devices on faucets in our office to decrease water usage. We track the amount of water usage from bills monthly, depending on the number of employees, and aim to identify and address the underlying reasons for any increase.

	TYPE	DATE	EMPLOYEE	Sum of m3	Sum of Sum of Avarege M3 per Employee
WATER		6.07.2023	46	22	0,48
		8.08.2023	42	23	0,55
		11.09.2023	45	21	0,47
		12.10.2023	46	21	0,46
		10.11.2023	45	19	0,42
		9.12.2023	30	19	0,63
		9.01.2024	46	20	0,43
		9.02.2024	46	20	0,43
		2.03.2024	47	16	0,34
Grand Total				181	0,46

REASONS FOR INCREASE

In December, everyone was in the office, and due to our operations, we spent more time in the office than usual.

Waste Management Plan:

- **Waste Segregation:** We provide all employees with training on waste segregation and ensure that waste bins are properly labeled to separate paper, plastic, glass, and batteries for collection.
- **Recycling Program:** We support the recycling of materials such as paper, plastic, and batteries used in our company by directing them to recycling facilities to be made reusable.
- **Reduction and Recycling Efforts:** We take steps towards reducing waste by implementing digital transformation and paperless office practices. Additionally, we continuously strive to optimize the recycling process through ongoing improvement efforts.

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ENERGY MANAGEMENT

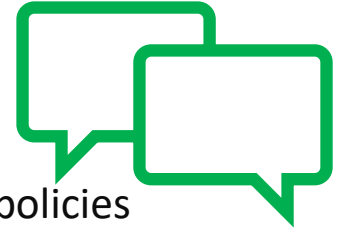
As Tura Turizm, we closely monitor and report our energy consumption to minimize our environmental impact and use resources efficiently. In case of any increases, we investigate the reasons and take necessary measures to maintain our goal of being a sustainable business.

Tracking and Control Process:

- **Energy Consumption Tracking:** We monitor our energy consumption on a monthly basis and report these data at the end of each month. We conduct detailed tracking by identifying main consumption points.
- **Reporting and Analysis:** We analyze the tracked data and report the consumption quantities at the end of each month. These reports help us understand energy consumption trends across the business and evaluate our performance.
- **Investigation and Measures in Case of Increases:** In the event of any increase in energy consumption, a detailed investigation is conducted to determine the reasons. Potential reasons may include equipment failures, inefficiencies, or improper usage. Depending on the identified reasons, measures are taken and implemented to achieve energy savings.

	TYPE	DATE	EMPLOYEE	Sum of Kwh	Sum of Avarege KWH per Employee
ELECTIRIC		7.07.2023	46	3493,25	75,94
		7.08.2023	42	5308,59	126,40
		18.09.2023	45	4941,14	109,80
		6.10.2023	46	2899,24	63,03
		7.11.2023	45	2086,28	46,36
		8.12.2023	30	2882,88	96,10
		8.01.2024	46	2247,18	48,85
		8.02.2024	46	3233,94	70,30
		8.03.2024	47	4555,92	96,93
Grand Total				31648,43	80,53

RESPECT FOR LABOR RIGHTS AND EMPLOYMENT PRACTICES



As Tura Turizm, we place great importance on labor rights and workplace well-being, and we develop various policies and practices to protect the welfare of our employees. Additionally, we strengthen a culture of loyalty and collaboration among our employees through internal events.

- **Fair Employment and Equal Opportunities:** At Tura Tourism, we respect diversity and ensure that everyone has equal opportunities. We adopt a fair and transparent approach in our recruitment and promotion processes, thus providing an environment where everyone can realize their potential.
 - **Working Conditions and Compensation:** We take all necessary measures to ensure that our employees work in a healthy and safe environment. Furthermore, we meticulously adhere to labor laws regarding working hours, holidays, and compensation to ensure that our employees are fairly compensated.
 - **Union and Labor Rights:** We respect our employees' right to unionize and collaborate to protect labor rights. Maintaining a dialogue with unions and regularly communicating with labor representatives enables us to support our employees' rights effectively.
 - **Education and Development:** We organize various training and skill development programs for our employees to enhance their careers. Moreover, we increase employee motivation and strengthen a culture of collaboration through internal events and team-building activities.
 - **Work-Life Balance:** We provide flexible working arrangements that allow our employees to maintain a balance between work and personal life. Additionally, by organizing company picnics, cultural events, and team-building activities, we encourage our employees to come together and build closer relationships.
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International Women's Day



Team Breakfast

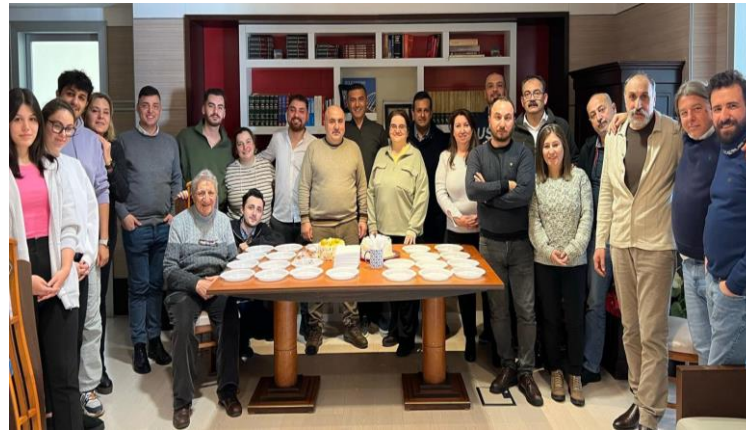


Trainings

18



Birthday



Dinner



LOCAL COMMUNITY ENGAGEMENT



- We prioritize suppliers with local employees and actively support entrepreneurs in the destinations we visit. We also work closely with local staff and guides, emphasizing our commitment to sustainable and community-focused tourism practices. %99 of our employees are local, and we prioritize this.
 - We believe in fair compensation for local service providers.
 - Our tours are designed to immerse travelers in the heart of local communities.
 - We pay attention to ensuring that the personnel providing human resources agencies and bus supplier, who are our suppliers, as well as their employees, are local.
 - We work rigorously against child abuse without compromise, emphasizing our sensitivity on this matter.
 - We regularly send donations to the Turkey Education Foundation (TEV) for children's education.
 - We ensure accessibility to all hygiene facilities for our personnel. Hygienic toilets and necessities are available in the working areas.
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OUR QUALITY MANAGEMENT FOR SUSTAINABLE TOURISM

Quality as the Keystone: Quality is the cornerstone of Tura Turizm's commitment to achieving excellence in its tour products. Measured through Travelife, ISO support, and inhouse training, Tura constantly seeks to enhance quality levels. Total quality for intangible products, like shore excursions, is evaluated through guestfilled quality survey forms.

Customer Satisfaction Surveys: Customer satisfaction is paramount. Tura utilizes customer satisfaction surveys as tools for organizational improvement. Insights from survey data, including closed-end questions and special comments, guide corrections, and enhancements. This iterative process ensures continuous improvement and excellence.

ENVIRONMENTAL SUSTAINABILITY GOALS

•Corporate Commitment: Tura Turizm actively integrates environmental sustainability into its institutional culture. Staff, guests, and communities are educated about the importance of environmental sustainability. Tura leads by example, achieving compliance and adopting best practices.

Sustainable Operations:

Tura takes concrete steps toward sustainability:

- Weekly staff updates on sustainable policies.
- Waste control measures in offices.
- Minimizing waste and energy usage during tours.
- Prioritizing local products and reducing packaging.
- Respecting employee diversity and well-being.
- Sharing sustainability awareness with teams and partners.

COMMUNITY ENGAGEMENT FOR SUSTAINABILITY PRACTICES

Tura's Approach:

- Supporting local businesses and reflecting local cultures.
- Driving positive change through supply chain training.
- Ensuring cruise activities do not harm the environment or society.
- Safeguarding children's rights within accommodation supply chains.
- Supporting neighboring communities through fair employment and local development.
- Promoting Responsible Tourism within the industry and among suppliers.

Tura Turizm is not only dedicated to delivering high-quality tour experiences but is equally committed to integrating sustainable practices. This handbook encapsulates our ethos of quality management intertwined with environmental responsibility, community engagement, and responsible tourism practices.

This report encapsulates our management approach, sustainability principles, and measures taken, reflecting our commitment to sustainability. Sustainability is a core value we embrace across all aspects of our business. Tura Turizm is not only dedicated to delivering high-quality tour experiences but is equally committed to integrating sustainable practices. This handbook reflects a philosophy encompassing our understanding of quality management, environmental responsibility, community engagement, and responsible tourism practices. By adhering to our sustainability principles, we continue to take steps towards a better future.

