

## **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, ISO support 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. 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 Tourism'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 Tourism 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.

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 Tourism 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 Tourism 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 Tourism 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 Tourism 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 tourism give back to neighboring communities by supporting handy craft products addressing local development challenge, encouraging fair employment opportunities and wellbeing advancement.

-Tura Tourism 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.

Cumhuriyet Cad. No: 32/7/A Elmadag- istanbul / Türkiye

Tel : {0212} 2412700

Faks: {0212} 241 2989

[www.turaturizm.com.tr](http://www.turaturizm.com.tr)

info@turaturizm.com.tr

TURA TURİZM DİS TİCARET LTD. ŞTİ

LEYLA ONER

BOARD MEMBER / COO

