

SUSTAINABLE TOURISM COURSE



go with a smile... Since 1966



ISO 9001:2008

Who is Tura Tourism?



**Tura Tourism Company
founded by Erkunt Öner in
1966.**



**TURA provides tourism
services to approximately
80.000 Cruise passengers
annually.**



**TURA continues its journey
with an understanding that
embraces and experiences
sustainable tourism.**



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 ever-changing customer profiles and demands.

Our Principles

- Teamwork
- Unique Services
- Reliability
- Award Oriented



OUR MEMBERSHIPS

- **ACE** (Association of Cruise Experts)
- **CLIA** (Cruise Lines International Association, Inc.) --
- **ECSA** (European Community Shipowners Associations)
- **FCCA** (Florida-Caribbean Cruise Association)--
- **GREEN GLOBE** (Membership pending)
- **GSTC** (Global Sustainable Tourism Council)
- **MED CRUISE** (The Association of Mediterranean Cruise Ports) --
- **PSA** (Passenger Shipping Association)
- **SKAL International** (International Association of Travel and Tourism Professionals)
- **STI** (Sustainable Travel International) --
- **TRAVELIFE** (Sustainability in Tourism)
- **TTYD** (Turkish Tourism Investors Association)
- **TÜRSAB** (Association of Turkish Travel Agencies)
- **UNWTO** (World Tourism Organization)
- **USTA** (United States Tour Operators Association)
- **WTO** (World Travel Organization)

What Is Our Subjects For Sustainability Tourism?



**Environmental
Sustainability**



**Local Community
Engagement**



**Cultural
Preservation**



**Transparent
Communication**



**Economic
Sustainability**



**Technology And
Innovation**

Some Of Our Eco-friendly Products



- Each of our hygiene kits is personalized to reflect our commitment to environmental responsibility. These products were distributed during the COVID period to meet hygiene requirements. Despite being specially designed, these items are single-use due to hygiene reasons and come in environmentally friendly and recyclable packaging.



- In every mosque tour, we choose to provide our guests with shoe bags, aiming to minimize their reliance on plastic bags. These uniquely designed bags not only mirror our dedication to environmental responsibility but also boast reusability and recyclability. This initiative not only fosters environmental sustainability during our cultural visits but also encourages a more eco-conscious approach to nature. Moreover, it serves as an invitation for our passengers to actively embrace sustainability.

Some Of Our Eco-friendly Products



- Each of our employees is provided with a personalized, reusable name badge, reflecting our commitment to sustainability and reducing single-use items.



- Within our guide letters, provided to guides for each tour, we include documents related to the tour, as well as necessary forms like accident reports. These papers are reusable as long as they remain unfilled. When they can no longer be reused, we responsibly recycle the documents, contributing to our commitment to sustainability.

Environmental Sustainability



- We mitigate paper waste with our tablet-based survey system, allowing travelers to evaluate our tours, guides, and visited destinations. All passengers participate in the survey via tablets at the end of the tour.
- We collaborate with accommodations that follow sustainable practices, such as energy efficiency, waste reduction, and water conservation.
- We used to do everything with pen and paper. However, today we have transitioned to working online, reducing paper consumption by 80%. As a year-end goal, we aim to further decrease paper consumption by 99% with the implementation of new software. We added caps to our sink faucets, reducing water consumption per person. When we moved into the office as tenants, regular bulbs were installed. To avoid waste, we didn't replace them all at once. Instead, we replace them with energy-saving ones as they break.
- Necessary guidance and measures for separating, recycling, and minimizing waste are being taken. In our office, everyone used to use their own bottled water, but now, with the office-filtered water, everyone uses their own glass, reducing plastic waste. Our shoe bags and hygiene kits are made from recyclable materials. Our name tags are reusable. During the season, the papers are not single-use; they are used several times before being recycled.
- We give priority to choosing suppliers who use certified and natural products. Our restaurant meals consist of natural ingredients. The items we give to our customers, like shoe bags, are made from recyclable materials.
- We have significantly reduced the use of tourist buses and continue to decrease it. If the group's age and health conditions permit, we now drop them off and walk to the old city instead of taking a bus to places we used to visit by bus. Additionally, to minimize exhaust emissions, we prefer to use boat and we choose departure points from the nearest possible location and board a group of four buses onto a single boat.
- In our museum tours, instead of individually handing out tickets to passengers, we load the tickets onto one or a few cards, providing them to the guide. Rather than giving physical copies of QR codes to guides in advance, we now share them digitally.

Local Community Engagement



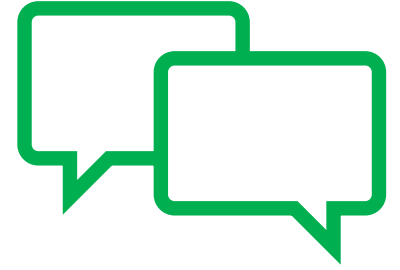
- We prioritize suppliers with local employees and actively support entrepreneurs in the destinations we visit. We also work closely with local staff and guides, emphasizing our commitment to sustainable and community-focused tourism practices. %99 of our employees are local, and we prioritize this.
- 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.

Cultural Preservation



- We take our guests to the historical regions of our province and, through our guides, they gain insights into the cultural and historical significance. Our priority is always to introduce local values.
- The sanctity of sacred and culturally sensitive sites is a priority. Our tours are crafted to minimize any impact on these areas.
- Local flavors tell a story, and we're passionate about promoting traditional cuisine and local food practices.
- Our company makes specific donations to the visited sites during the tour and records these contributions.

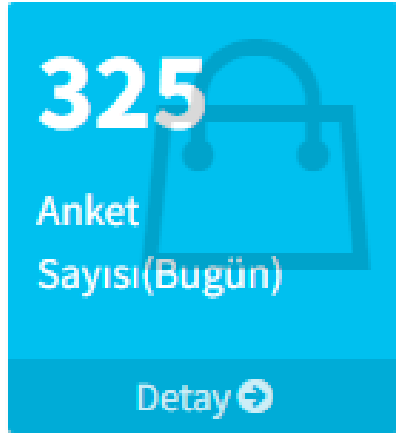
Transparent Communication



- Transparent Communication is our commitment to openness, honesty, and clarity in all interactions.
- We are engaged with Travelife system. All our staff are getting implemented to the system for the training and certified through the system.
- Engaging with local communities through transparent communication.
- We have tablet-based survey system, allowing travelers to evaluate our tours, guides, and visited destinations. All passengers participate in the survey via tablets at the end of the tour. We consider the feedback collected through our online surveys after each tour, and we act promptly in case of any issues. <https://sr.tura.com.tr/survey>



Yönetim



Tur Değerlendirme (Bugün)

Our Quality Management for Sustainable Tourism

Rehber

- **Quality as the Keystone:**

Quality is the cornerstone of Tura Tourism's commitment to achieving excellence in its tour products. Measured through Travelife, ISO support, and in-house training, Tura constantly seeks to enhance quality levels. Total quality for intangible products, like shore excursions, is evaluated through guest-filled 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.

ISO 9001: 2008



ISO 9001:2008

- Tura Turizm established its own quality standards ever since its foundation and was certified by ISO 9001:2008 Quality Management System in 2008. All departments of the company, which are regularly audited every year since 2008 and whose certificate is registered, have Quality Management System infrastructure. All processes of the company are updated in line with the developments in the sector and its service quality is continuously improved every day.

Environmental Sustainability Goals



• **Corporate Commitment:**

Tura Tourism 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 Sustainable 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 Tourism 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.



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