



## OVERALL QUALITY MANAGEMENT POLICY

We have no subjective initiatives other than fairness and good humanity towards our guests, the values stipulated by our state, our solution partners who supply, our employees and our employers.

Through our innovative and total quality management approach that follows international standards, we will always strive to do better. We will provide better service by consistently optimising and enhancing ourselves with this belief. The way to progress by developing is through education. Our duty is to provide theoretical and practical training activities to our subordinates; to provide the sector with successful individuals who love their job and are ready to take responsibility.

Establishing respect, trust and understanding towards each other will provide the basis of our team spirit, and keeping our communication channels open, healthy and ethical will ensure the continuity of our team spirit.

The marketing policy starts within the facility and reaches the global world conditions from this point. We strongly believe in the impact and power of domestic and international advertisements and promotions as well as promotional activities carried out within our facilities. The most correct address to share the successful results we will achieve by researching and developing with our guests is our own facility.

We will be guided by tourism legislation, international regulations, agreements and even trends. However, we will never under any circumstances ignore that the main factor is the guest wishes and needs that may vary. Depending on the location, season, profile and situation; finding solutions to guest requests without compromising basic standards is the golden key of the sector.

The superior service understanding we will show to our guests will make us a big family full of respect and love that grows every day with its loyal guests.

We conduct our services in an integrated manner with Sustainability, Food Management Systems, Environment, Occupational Health and Safety Management Systems and we work with all our strength to be an exemplary organisation with our leadership.

Thanks to our understanding of service to everyone under equal conditions and our staff trained in their fields, we serve our disadvantaged guests not only in their rooms, but also in all our service areas with all our sub-services to provide them with the comfort of their homes.

FİKRET FIRAT KÜÇÜKTEZCAN  
GENEL MÜDÜR