



GÜRAL PREMIER TEKİROVA

SUSTAINABILITY REPORT 2024

TABLE OF CONTENTS

INTRODUCTION.....	5
1. ABOUT THE HOTEL.....	6
2. SUSTAINABILITY	7
2.1. Quality Management	7
2.1.1. Awards and Certificates	7
2.1.2. International Standards	7
2.2 Quality Policy	8
2.3 Sustainability Policy	10
3.ENVIRONMENTAL IMPACT.....	12
3.1 Goals / Objectives / Plans	12
3.1.1 In accordance with our objective of reducing our carbon footprint;	12
3.1.2 Sustainable Practices – In line with our objective of protecting natural life;	14
3.1.3 In line with our objective of protecting water resources;	18
3.1.4 In line with our waste management and minimisation policy;	20
3.1.5 In line with our chemical reduction and management targets;	22
3.2 Waste Counter for 2023.....	25
3.3 Waste Counter for 2024	26
3.4 Conclusion.....	27
4.EMPLOYEE & HUMAN RIGHTS	29
4.1 Aims / Goals / Plans.....	29
4.1.1 Recruitment and Promotion Process:	30
4.1.2 Facilities Offered to Our Employees:.....	30
4.1.3 Special Days and Activities:	30
4.2 Results	31
4.3 Training Programmes	32
5.COMMUNICATION WITH OUR STAKEHOLDERS.....	33
6.COMMUNITY INTEGRATION & SUPPORT.....	33
6.1 Aims / Goals / Plans.....	33
6.2 Results	38
7.OUR GUESTS.....	45
7.1 2023–2024 Guest Overnight Stays	45
7.2 Repeat Guest Rate by Year	45

7.3	Guest Satisfaction	46
7.4	Conclusion	47
8.	ACCESS FOR SPECIAL GROUPS AND ALL	48
9.	CULTURAL HERITAGE	49
9.1.	Experiencing Cultural Heritage at Our Facility	49
9.2	Selected Cultural Sites in the Vicinity	50
10.	RESPONSIBLE ACCOMMODATION RECOMMENDATIONS	52
11.	SUMMARY OF RECOMMENDED ACTIONS	53

ABOUT THE REPORT

Güral Premier Hotels & Resorts hereby declares its intention to disclose the outcomes of the progress attained within the framework of its sustainability initiatives to its senior management, employees, guests, suppliers, and all other stakeholders, and to transform the shared objectives into accomplishments through the active participation of all parties.

Reporting period: 01 January 2024 – 31 December 2024

The coordination of sustainability practices within Güral Premier Hotels is carried out by the Hotel Quality & Training Managers, and such practices remain open to the views, expectations, and contributions of stakeholders.

For any requests or feedback, please contact:

Burcu ESEN CERİT

Quality & Training Manager

Güral Premier Tekirova Hotels&Resorts

Tekirova Mah. Şehit Er Hasan Yılmaz Cad.No:4 Kemer/Antalya

T +90 242 813 55 55

M +90 535 491 14 67

e-mail : besen@guralpremier.com



INTRODUCTION

Tourism, which has evolved into a significant global industry, constitutes one of the principal sources of revenue for many nations, and in certain jurisdictions even assumes a leading position. It is stated that approximately one billion individual movements occur worldwide annually as a consequence of tourism. These statistics demonstrate that an extensive population engages in travel, accommodation, and the utilisation of substantial natural resources within the framework of tourism activities.

The environment represents the fundamental resource of tourism. Accordingly, such a resource must be managed in a sustainable and balanced manner, with an emphasis on enhancement rather than depletion. In the course of tourism activities, destruction of natural resources arises both during the establishment of facilities and in the subsequent operational phases. Such adverse effects are predominantly observed on four environmental components, namely: water, soil, air, and biodiversity in flora and fauna.

In nearly all Mediterranean countries, including Turkey, tourism activities are primarily concentrated along coastal regions. The initiation and development of tourism movements generally occur in areas where ecological balance is highly fragile, and in the absence of adequate protective measures, this balance is readily disturbed.

In Turkey, the tourism sector is predominantly concentrated on the coasts. Therefore, the cleanliness of seawater and beaches is regarded as the primary indicator of environmental quality. Conversely, factors such as noise and air pollution caused by traffic, unplanned urbanisation, concretisation of fertile agricultural lands and ecologically sensitive coastal areas through secondary housing developments, insufficient infrastructure in the event of forest fires, all contribute to ecosystem imbalance, thereby diminishing the values constituting the tourism potential.

On the basis of the foregoing, in order to ensure the sustainability of tourism, it is of paramount importance that tourists and tourism enterprises, which constitute the central actors of tourism activities, be integrated into national and international environmental protection programmes such as Travelife, Green Key, Sustainable Tourism, and GSTC.

1. ABOUT THE HOTEL



Figure 1. General View of the Facility

Founded in 1989 and having achieved export activities to 52 countries, Güral Porcelain entered the tourism sector on 19 May 2010 under the Güral Premier brand, designed to establish a reputable presence in the Antalya/Kemer/Tekirova region. The Güral Premier establishments, namely Güral Premier Tekirova, which commenced operations in 2010, and Güral Premier Belek, which underwent renovation in 2014, were constructed over a large, tree-covered area, adopting an architectural approach inspired by traditional Turkish design, situated away from urban noise and integrated with nature, while maintaining the highest comfort standards.

The facilities, operating under the 5-Star Ultra All-Inclusive Hotel concept, provide services to guests for a period of six (6) months annually. The complex, situated on a 200,000 m² parcel of land with a 450-metre beachfront consisting of a sand and pebble mixture, comprises two- and three-storey detached buildings arranged within landscaped gardens. The two-storey deluxe units with pool access are connected directly to communal swimming pools.

With a workforce of approximately six hundred (600) employees, organised under twenty (20) management units and forty-five (45) managerial staff, the facilities serve an annual average of two hundred and sixty-five thousand (265,000) guests originating from thirty-six (36) countries.

- Six hundred seventy-four (674) Rooms, One thousand six hundred (1,600) Beds
- Twenty-two thousand (22,000) m² Aquapark, Twenty-four (24) Outdoor Pools
- Five (5) Restaurants, Four (4) À la Carte Restaurants, One (1) Patisserie, One (1) Children's Restaurant
- Fourteen (14) Bars
- Three thousand six hundred (3,600) m² "Happyland" Kids Club and Survivor Park
- Three thousand five hundred (3,500) m² Quu Spa
- Five hundred (500) m² Fitness Centre
- Thirteen (13) Clay Tennis Courts

2. SUSTAINABILITY

2.1. Quality Management

Our hotels, having embraced Environmental Sustainability as a core mission, conduct all operations in compliance with the highest recognised social and environmental standards, through the coordinated efforts of a specialised team and under the authority and support of the Management.

Pursuant to our long-term vision and objectives, Sustainable Tourism constitutes the principal framework guiding our activities; accordingly, we have established our own Sustainable Development Goals in conformity with our internal policies and are endeavouring to contribute to the advancement of our country..

2.1.1. Awards and Certificates



Figure 2. Awards of the Facility

2.1.2. International Standards





2.2 Quality Policy

TOTAL QUALITY POLICY

- ❖ To establish, as the primary objective, the status of being recognised among the leading brands within our sector.
- ❖ To ensure the continuity of change and improvement by systematically reviewing and revising business processes.
- ❖ To consistently enhance the quality of services and products for the benefit of both guests and employees.
- ❖ To guarantee the highest degree of satisfaction by adopting a guest-oriented approach, identifying guest needs and expectations, and fulfilling them within this framework.
- ❖ To enhance the quality of services by ensuring compliance with all applicable legislation and regulatory requirements relating to food safety, energy management, environmental protection, and occupational health and safety.
- ❖ To recognise environmental health as being on par with human health, to regulate the consumption of natural resources and management of waste, to minimise environmental pollution, and to prioritise the use of environmentally sustainable products.
- ❖ To administer all energy expenditures of the enterprise under a professional framework, to utilise energy resources in the most efficient manner, to select technologies that promote energy saving, and to ensure employee participation in energy-conscious initiatives.
- ❖ To implement measures for the identification and control of greenhouse gas sources arising from business operations, particularly those of secondary level.
- ❖ To provide guests and employees with products that are healthy, reliable, and tailored to diverse preferences, by ensuring adherence to hygiene requirements throughout the process, commencing from raw materials and extending to final presentation.
- ❖ To prevent occupational accidents and diseases by continuously improving employee working conditions and pre-emptively identifying potential hazards and risks to which employees may be exposed.

Güral Premier Executive Management
Levent TOPER
General Manager

ENVIRONMENTAL PROTECTION AND SOCIAL RESPONSIBILITY POLICY

FOR THE PROTECTION OF THE ENVIRONMENT:

- We identify potential environmental risks arising from the activities of each department and implement precautionary measures aimed at reducing the volume of waste generated.
- We ensure that waste materials are properly segregated and recycled throughout the facility, including within guest rooms.
- We guarantee that non-recyclable and medical wastes produced within our facilities are disposed of and rendered harmless exclusively through entities duly licensed by the Ministry of Environment and Urbanisation.
- For the sustainability of natural resources, we regularly monitor water and electricity consumption and adopt preventive measures to avoid excessive usage.
- To minimise chemical consumption, we provide continuous training to our personnel regarding the obligation to utilise chemicals in sufficient and appropriate quantities.
- We give priority to biological control methods in the maintenance of gardens and employ the drip irrigation system to achieve water conservation.
- We conduct regular exercises with Emergency Response Teams in order to mitigate the risks of emergencies and potential environmental disasters.
- We duly comply each year with the requirements of the Blue Flag certification, which symbolises a clean sea and a safe, well-maintained, and healthy beach.
- We contribute to the protection of biodiversity by safeguarding the caretta sea turtles frequenting our beach and by preserving the endemic plant species within our premises.

SOCIAL RESPONSIBILITY:

- We support all initiatives and projects that may contribute to the socio-economic development of our region.
- We cooperate with foundations, associations, and unions lawfully established for the purpose of regional development.
- We regularly take part in events and activities organised with the aim of advancing tourism within the region.
- We attach particular importance to maintaining a harmonious relationship between the local community and our personnel.
- We continuously raise awareness among our guests and employees to ensure that the balance between tourism and the environment is preserved at the highest level.
- We procure external training services in order to eliminate individual deficiencies and to enhance the competencies of our employees.
- In cooperation with the Provincial "Regional Directorate of Child Services", we contribute to the protection of national and moral values within the framework of the best interests of children.
- We authorise designated employees to safeguard the physical and psychological well-being of our child guests and ensure that any non-conformities are duly monitored and addressed.

Güral Premier Executive Management

2.3 Sustainability Policy

SUSTAINABILITY POLICY



❖ To strengthen the resilience of disadvantaged and vulnerable groups, to provide social support to those affected by climate-related extreme events and other economic, social, and environmental shocks and disasters, to ensure equal employment opportunities, and to reduce vulnerability.

❖ To create employment and internship opportunities for employees originating from various cities of our country and to extend such opportunities internationally, supported by our strong corporate culture.



❖ To ensure the provision of Safe Food through our expert teams by implementing hygiene controls at every stage from procurement to service, while undertaking efforts to minimise waste.

❖ To give due consideration to the nutritional requirements of our employees and stakeholders, and to provide balanced menus and safe foods prepared under the supervision of qualified nutritionists.

❖ To select plant species that contribute to ecosystem preservation, enhance resilience to climate change, extreme weather, drought, floods, and other disasters, and improve land and soil quality over time, while prioritising afforestation practices.

❖ To safeguard endemic, local, and endangered flora and fauna, and to ensure their care, protection, and healthy development within their natural habitats.



❖ We guarantee reliability by giving priority to occupational safety and quality standards in the provision of our services.

❖ We conduct training sessions delivered by professional experts in order to ensure the motivation and psychological well-being of our employees.

❖ Through our health unit, which is equipped with essential medical instruments available and accessible on a continuous basis, we provide uninterrupted health support to our guests, employees, and the local community in emergency situations.



❖ In addition to safeguarding the health and safety of our principal stakeholders, namely our employees, we support their access to quality vocational and technical education and allocate investments for their professional development.

❖ We implement environmental awareness programmes concerning ecology, flora, and fauna in collaboration with our guests.



❖ We guarantee that women are afforded equal opportunities for leadership, ensuring their full and effective participation at all levels of management.

❖ We recognise that every individual in our country enjoys the right to freedom of opinion and belief, and we do not engage in any form of discrimination based on language, religion, ethnicity, gender, social class, age, or union membership. The protection of human rights constitutes a fundamental principle of our policy, and we require the same commitment from our stakeholders.



❖ We provide safe drinking water to all persons and support the local community by promoting fair and equitable access.

❖ For the efficient use of water, we regulate garden irrigation schedules, upgrade our equipment in line with technological advancements, and conduct regular maintenance of installations.

❖ Our wastewater is discharged directly into the authorised sewerage system, and we ensure the decomposition of oils by means of auxiliary bacteria to reduce the pollution load of wastewater.



❖ For the use of clean energy, we select our energy suppliers based on their renewable energy ratios.

❖ We closely monitor technological innovations, including hybrid systems, and update our facilities accordingly.



❖ We guarantee equal pay for equal work to all employees, irrespective of gender.

❖ In line with our objective of reducing our carbon footprint, we monitor our emissions and take measures to achieve our established targets.

SUSTAINABILITY POLICY



- ❖ We provide our guests with information regarding the use of public transportation and cycling options available in the immediate vicinity.
- ❖ We ensure that all stakeholders are informed for the purpose of safeguarding and promoting cultural and natural world heritage.



- ❖ We produce in accordance with actual demand and necessity, in order to guarantee the sustainable management and efficient utilisation of natural resources, and to prevent food waste.
- ❖ For the environmentally responsible management of chemicals and all categories of waste throughout their life cycle, and to minimise their adverse impact on human health and the environment, we ensure their proper storage and transfer to duly licensed facilities, thereby preventing the release of such wastes into air, water, and soil.



- ❖ We conduct environmental drills to enhance resilience and adaptive capacity against hazards and natural disasters associated with climate change.
- ❖ Acknowledging our contribution to the local economy, we select suppliers and raw materials from the local region. For the purpose of sustainable tourism, we prioritise environmentally responsible procurement practices that minimise energy, water, and waste generation.



- ❖ We maintain cleanliness of our coastal shore and marine areas at an optimum level and safeguard biodiversity by respecting the habitats of aquatic species.
- ❖ In cases where Caretta Caretta turtles, which have the genetic tendency to lay eggs in their birthplace, lay eggs on our coast, we place them under protection and monitor their developmental processes while ensuring their safety.



- ❖ For the protection of terrestrial ecosystems, we promote and preserve endemic plant species within our facilities in order to raise awareness.
- ❖ We utilise eco-labelled paper products as part of our commitment to sustainable forest management.



- ❖ To reduce the occurrence of violence in all its forms, our Security Department cooperates with local authorities to ensure the provision of a safe environment.
- ❖ Recognising that children are the future, we prioritise their upbringing in conditions of freedom and security, free from any form of exploitation. We conduct awareness-raising training programmes for our personnel and collaborate with local authorities and non-governmental organisations in the prevention of child abuse and harassment.
- ❖ The United Nations Convention on the Rights of the Child and the principles of UNICEF constitute our guiding standards.
- ❖ Any conduct, whether verbal, non-verbal, or physical, directed towards children that conveys or implies sexuality, is deemed a violation of children's rights and is expressly prohibited and condemned by us.
 - ❖ No child labour is employed at any level within our facilities, and we expect our stakeholders to demonstrate the same diligence and sensitivity.



- ❖ We make use of effective partnership opportunities, including organisations, fairs, and similar platforms, to facilitate access to science, technology, and innovation.
- ❖ Through our promotional activities, both domestically and internationally, we represent our country and destination and actively support eco-tourism initiatives.

Güral Premier Executive Management

3. ENVIRONMENTAL IMPACT

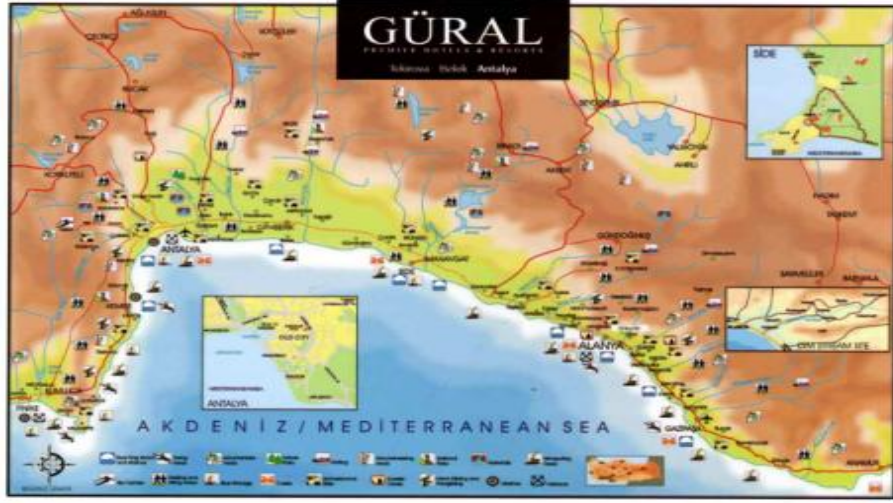
3.1 Goals / Objectives / Plans

3.1.1 In accordance with our objective of reducing our carbon footprint;

- To mitigate exhaust emissions, it is ensured that procured products are sourced from the nearest possible locations.
- By conducting audits of our suppliers at designated intervals, we ensure their compliance with environmental practices, waste management requirements, and water and wastewater policies.
- Our Green Purchasing Policy governs our product and equipment preferences in accordance with the Purchasing Procedure; accordingly, we prioritise environmentally friendly electrical appliances classified as Class A or above.
- We ensure that the lighting systems in our hotel are energy-efficient and sensor-operated. Energy-saving systems are installed in all rooms, including lodgings, and presence sensors are utilised in renovated rooms to enhance energy efficiency.
- Our air conditioning systems are managed through automation, within the framework of established thermal comfort standards.
- Solar panels are employed throughout the facility as a renewable energy source for water heating.
- Emissions of cooling gases into the atmosphere are prevented through continuous technical maintenance.
- In line with our environmental protection objectives, 72% of our personnel have been provided with environmental training.
- Within the facility, 68.7% of our vehicles consist of electric club cars.
- Electric bicycles (Ginger) are utilised, brochures are distributed to guests to promote the use of public transportation, bicycle parking areas are available, and an electric vehicle charging station has been installed.
- Warnings are placed within the facility requiring the ignition of fuel-powered vehicles to be switched off if the waiting period exceeds two minutes.
- To promote awareness regarding the protection of the ozone layer, educational activities are conducted with children on World Ozone Day, raising awareness of atmospheric layers.



Figure 3. Awareness Event on the Occasion of World Ozone Day



Değerli Misafirlerimiz,
Dolmuş/ Otobüs ile çevredeki tüm turistik yerlere rahatlıkla ulaşabilirsiniz. Ayrıca otelimizde bulunan "Rent a Car" bölümünden araç kiralayabilirsiniz.

Tahtalı/Phaselis
Tekirova'dan her 15 dakikada bir Antalya istikametine dolmuş imkanı bulunmaktadır. Tahtalı Teleferik, Phaselis için bu dolmuşlar tercih edebilirsiniz.

Çıralı
ekirova ana yoldan Kumluca-Kaş istikametine giden Çiçek Tur veya Antalya Tur otobüslerine binip Çıralı yol kavşağında inebilirsiniz. Oradan Çıralı dolmuşlarına binerek Çıralı'ya gelebilirsiniz.

Olympos
Tekirova ana yoldan Kumluca-Kaş istikametine giden dolmuşlar ile Olympos aktarma noktasına kadar gidip oradan Olympos dolmuşu ile ulaşabilirsiniz.

Adrasan
Tekirova ana yoldan Kumluca-Kaş istikametine giden dolmuşlar ile Adrasan aktarma noktasına kadar gidip oradan Adrasan dolmuşu ile ulaşabilirsiniz.

Figure 4. Informative Brochure on Nearby Locations Provided to Our Guests

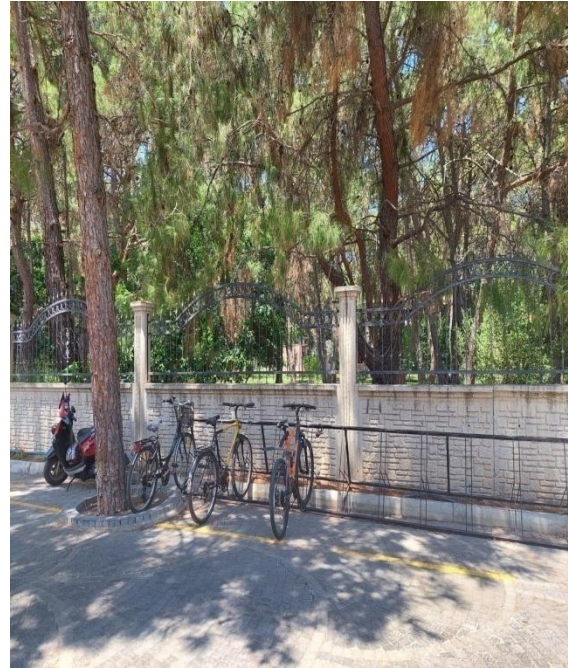


Figure 5. Electric Bicycle and Designated Bicycle Parking Areas

3.1.2 Sustainable Practices – In line with our objective of protecting natural life;

- On our 200-acre property, the existing flora is preserved, and afforestation works are carried out in all feasible areas.
- To safeguard biodiversity, plant identification studies are conducted throughout the facility in order to protect endemic species and to raise awareness among employees and guests on this matter.
- Endemic species such as the Sweetgum Tree and Flush Trees are maintained, and awareness is promoted through QR-coded name tags providing information.
- Houses and coops are established in designated areas for stray animals, and their feeding and care are undertaken in cooperation with the municipality.
- Bird nests are placed in the facility garden to provide shelter.
- Water and food containers are positioned in the facility garden for animals.
- As part of our contribution to biodiversity, sapling donations are made to the TEMA Foundation.
- Within the framework of awareness and educational activities, guests are encouraged to decorate their rooms with various animal figures on significant environmental days.
- A "CATBOX" donation box is located in the guest area of the reception building for the collection of contributions to support the feeding and care of stray animals.
- To ensure and support animal welfare, surplus food is donated to Kemer Municipality and discarded textiles are delivered to the local animal shelter.
- Continuous monitoring is carried out on the beach for Caretta Caretta turtles; their nests are placed under protection, and their safe access to the sea is secured. Guests are informed through brochures and warning signs, and lighting directions on the beach are adjusted to avoid interference.
- Expert diving teams conduct seabed cleaning operations to preserve underwater ecosystems, and regular physical cleaning of the beach is performed by volunteer employees.
- Animal welfare within the facility is supported through the care and feeding of cats, peacocks, Iranian chickens, ducks, chickens, and roosters, in cooperation with the District Municipality Stray Animals Care Centre.
- Natural green fences are used to provide separation in applicable areas.
- Wood and biodegradable materials are preferred for relevant equipment.
- Damaged plants are rehabilitated and reused in the "Güral Plant Rehabilitation Greenhouse."
- A Water Tank Truck for Firefighting Purposes is maintained in the region against the risk of forest fire, and it supports the wider area when necessary.
- Landscaping incorporates drought- and disease-resistant grass species, thereby reducing the use of water and pesticides.
- To minimise paper consumption and protect natural resources, savings are achieved through the intranet document system established by the Quality-Training Department, resulting in a reduction of 38%.



Figure 6. Plant QR Code Study for the Promotion of Biodiversity



Figure 7. Water Containers and Birdhouses Provided for Animals

Cins: Caretta

Tür: Caretta Caretta

Ergin Ağırlığı: 70-150 kg

Ergin Büyüklüğü: 85-105 cm

Görünüm: Sırt tarafı kırmızımsı kahverengi alt tarafı ise beyazımsı açık sarı renklidir.

Beslenme: Etçil (Deniz omurgasızları, deniz anaları vs.)

Davranış: Dişi nisan-eylül arası yumurtlar ve genellikle her sezon 3-5 yuva yapar.

Ortalama Yumurta Sayısı: 90 adet

Caretta Caretta, Akdeniz sularında üremesi en verimli olan türdür. Akdenizde yıllık kuluçkalayan sine kaplumbağalarının tahmini sayısı 2280-2787'dir. İribaş kaplumbağa genellikle 2000 Dünya Doğayı Koruma Birliği Kırmızı Listesinde nesli tükenmekte olan türler olarak kategorize edilir. Yumurtaların gelişme süresi yaklaşık olarak 2 aydır ve yavru çıkışı Ağustos ile Eylül ayında sık görülür. Yavrular yumurtadan çıktıktan hemen sonra yuvadan çıkarlar, çılgınca bir hareketlilik dönemine başlarlar ve birkaç güne kadar kıydan yüzerek açık denizlere ve okyanuslara doğru uzaklaşırlar.

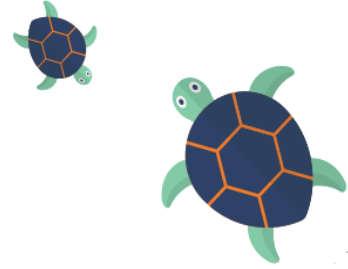
Deniz kaplumbağalarının neslinin devamı için neler yapabilirsiniz?

- Kumsalda geceleri ışık kullanmayarak, ateş yakmayarak
- Deniz kaplumbağalarının yuvalama bandında (denizden 35 metreye kadar şemsiye ve şezlong kullanmayarak,
- Kumsala ve denize çöp bırakmayarak
- Yuvalamak için kumsala çıkan deniz kaplumbağalarını korkutmamak için uzak durarak

GÜRAL
PREMIER HOTELS & RESORTS
Belek • Tekirova • Antalya


GÜRAL
GREEN

**CARETTA
CARETTA**



guralpremier /    

Figure 8. Guest Information Brochure – Caretta Caretta



Figure 9. Use of Sustainable and Biodegradable Materials within the Facility

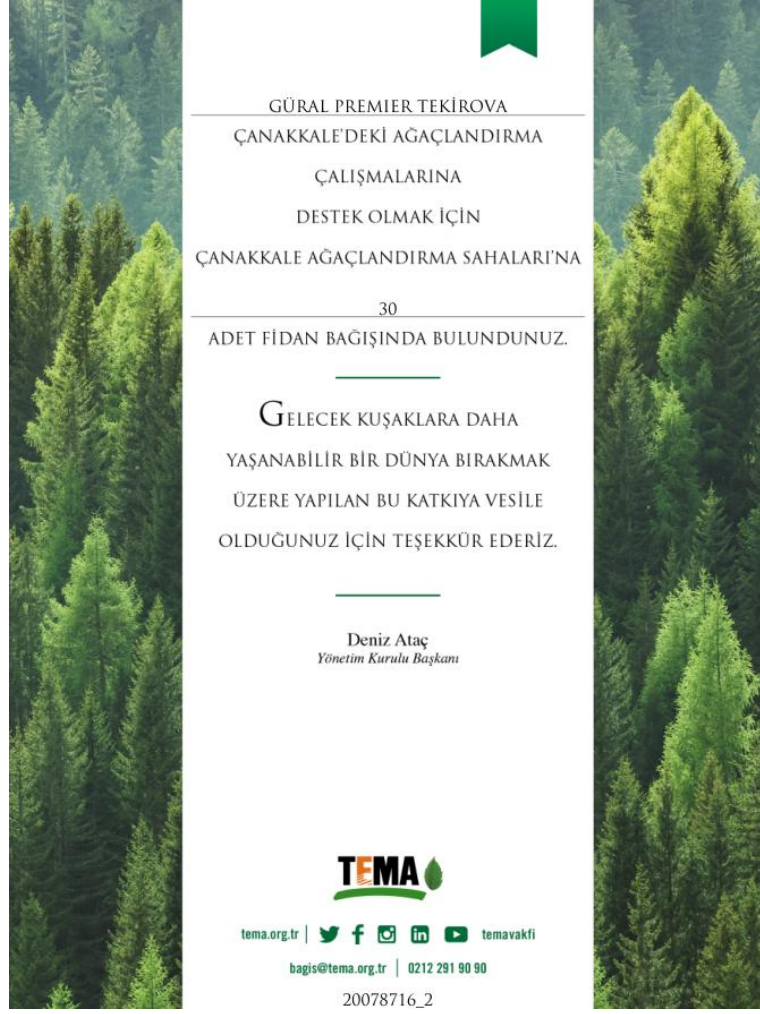


Figure 10. Contribution to Biodiversity through Sapling Donations to the TEMA Foundation



3.1.3 In line with our objective of protecting water resources;

- Water consumption is reduced through the use of sensor-operated faucets and dual-flush reservoirs.
- Efficient utilisation of water in garden irrigation is achieved through drip irrigation systems and programmed spring irrigation systems.
- Water-saving aerator systems are installed in all faucets to minimise consumption.
- Laundry operations are conducted under programmes determined by experts, taking into consideration factors such as load size and degree of pollution.
- To reduce electricity, water, and chemical consumption, bed linen and towels are changed in accordance with guest requests, and informational brochures are placed in rooms.
- In landscaping, local flora or plant species adapted to the regional climate are utilised to decrease water consumption.
- Controlled water use is ensured through the application of timer-operated showers and foot-press showers.
- Informative labels are affixed to dual-flush cisterns within the facility, indicating 3 lt – SAVE WATER – 6 lt usage options.
- In Xeriscape gardens and arid landscape areas, drought-resistant plant species are cultivated, thereby ensuring a water-efficient environmental design.
- The plant species, commonly referred to as the space plant or spider plants, located at the entrance of our reception building, is maintained due to its natural air purification qualities.



Figure 12. Guest Information Brochure – Washing on Request



Figure 13. Spider Plants



Figure 14. Xeriscape Landscaping Area



Figure 15. Practices for the Conservation of Natural Resources

3.1.4 In line with our waste management and minimisation policy;

- Through the implementation of our Zero Waste system, waste is segregated into designated categories, and recycling is actively encouraged.
- In accordance with our Sustainable Food practices, suitable food waste from the kitchen is utilised for feeding birds, chickens, and cats. Additionally, leftover stale bread is provided to staff members for use as animal feed, thereby ensuring the minimisation of waste.
- To reduce food waste, meals are presented in single-portion servings, and informative posters are displayed to raise awareness regarding food wastage.
- Within the framework of our social responsibility projects, blue plastic bottle caps are collected and forwarded to the Spinal Cord Paralytics Association, thereby contributing to the wheelchair provision project.



Figure 16. TOFD Plastic Cap Campaign

- Paper waste is reduced through the use of digital menus and QR code guides.
- In accordance with our Green Purchasing Policy, large-volume product alternatives are preferred in place of individually packaged products, thereby reducing packaging waste.
- As Gural Premier Hotels & Resorts, we contribute to the Zero Waste Project by ensuring waste segregation at source within our facilities and by cooperating with the Ministry of Environment, Urbanisation and Climate Change, with the objective of reducing the consumption of waste and natural resources.
- Paper consumption is reduced through the implementation of QR-based examination questions and a digital documentation system.
- Deposit-based products are returned to the contracted company upon completion of their use, thereby contributing to waste reduction targets.

- Within the facility, waste generation is reduced through the use of reusable, wipeable, and washable American service items in place of disposable paper alternatives.
- Monthly and per person consumption of consumables is monitored, with the objective of maintaining waste quantities under control.
- Batteries are tested with a battery measuring device, and partially depleted batteries are utilised in low-energy devices such as controllers, thereby reducing hazardous waste.
- To limit paper consumption, multi-use acetate sheets are employed for cleaning control forms.
- Plastic waste has been reduced through the procurement of polycarbonate cups, thereby diminishing the use of single-use plastic beverage containers.
- Paper consumption is reduced by digitalising forms and checklists across the facility and maintaining them online.
- In the kitchen department, food production records are digitally recorded on tablets, thereby eliminating the use of 12,180 sheets of paper. As a result, one (1) mature tree was preserved, 1.2 tonnes of water waste was prevented, 252 kWh of energy was saved, 11 kg of greenhouse gas emissions were avoided, and 0.152 cubic metres of storage space was conserved.
- In food production areas, the use of plastic and paper is minimised by replacing plastic containers and adhesive labels with environmentally friendly sampling bags that occupy less space. In one (1) season, 11,090 plastic containers and 70 paper adhesive labels were saved. Consequently, 149 kg of raw materials, 27.7 tonnes of water, 567.5 kWh of energy, 6.15 kg of greenhouse gas, 3.6 barrels of oil, and 0.345 cubic metres of storage space were conserved.



Figure 17. Switching to Sample Bag in Food Sampling

3.1.5 In line with our chemical reduction and management targets;

- Preference is given to the use of eco-labelled chemicals in all cleaning and spraying activities across the facility. In this context, eco-labelled products supplied by our chemical provider, DIVERSEY, are utilised.
- For disinfection processes, ozone and vinegar are employed as alternatives to chemicals such as chlorine and alcohol. Ozone is used specifically for disinfecting vegetables and fruits, while white vinegar is preferred for glass cleaning.
- Oils accumulated in wastewater channels are rendered biodegradable and harmless through the application of bacteria.
- The overall consumption of chemicals within the facility is reduced by monitoring usage on a per person basis.
- Dosing and refill systems are applied in the use of chemicals, ensuring that substances are used at the appropriate dosage and kept under control.
- In pest control practices, chemical usage is minimised by prioritising natural measures (such as fly catchers and adhesive papers). Where feasible, biological or physical methods using bacteria are preferred over chemical spraying.
- Chlorine consumption is monitored on a per person basis, with the aim of preventing excessive use and ensuring that chemicals are applied at optimum levels.



Figure 18. Laundry Dosing and Refill System

Table 1. Energy	kWh Quantities				% Change
	2023		2024		
Month	Consumption	Per Person	Consumption	Per Person	
January	-	-	-	-	-
February	-	-	-	-	-
March	-	-	-	-	-
April	442.647	97,03	256.378	75,47	-22,22%
May	586.146	73,44	789.944	29,84	-59,37%
June	852.097	38,11	1.181.004	27,84	-26,95%
July	1.249.984	31,24	1.396.634	30,76	-1,54%
August	1.470.099	22,41	1.475.098	22,58	0,76%
September	1.158.418	23,85	1.256.444	22,82	-4,32%
October	839.916	27,64	833.963	30,82	11,51%
November	-	-	-	-	-
December	-	-	-	-	-
Monthly Average	1.026.110	36,115	1.155.515	27,44	-13,32%

Table 2.	Water Quantities (Per Person)		% Change
	2023	2024	
Month			
January	-	-	-
February	-	-	-
March	-	-	-
April	1,24	1,27	2,42%
May	0,92	0,69	-25,00%
June	0,57	0,41	-28,07%
July	0,49	0,56	14,29%
August	0,41	0,39	-4,88%
September	0,57	0,34	-40,35%
October	0,49	0,55	12,24%
November	-	-	-
December	-	-	-
Monthly Average	0,58	0,49	-9,91%

Table 3.	Recyclable Waste Quantities				% Change
	2023		2024		
Month	Quantity	Per Person	Quantity	Per Person	
January	-	-	-	-	-
February	-	-	-	-	-
March	-	-	-	-	-
April	-	-	-	-	-
May	2310	0,28	3750	0,14	-50,00%
June	6898	0,31	13172	0,31	0,00%
July	17556	0,45	15191	0,34	-24,44%
August	18367	0,28	15612	0,24	-14,29%
September	16630	0,34	15311	0,28	-17,65%
October	10826	0,37	9194	0,35	-5,41%
November	-	-	-	-	-
December	-	-	-	-	-
Monthly Average	12.098	0,34	12.038	0,28	-18,63%

Table 4.	Non-Hazardous Waste				% Change
	2023		2024		
Month	Quantity	Per Person	Quantity	Per Person	
January	-	-	-	-	-
February	-	-	-	-	-
March	-	-	-	-	-
April	-	-	-	-	-
May	2318	0,29	4650	0,18	-37,93%
June	6860	0,31	12753	0,3	-3,23%
July	18565	0,46	15780	0,35	-23,91%
August	28211	0,43	23979	0,37	-13,95%
September	27219	0,56	24586	0,45	-19,64%
October	14798	0,49	12578	0,46	-6,12%
November	-	-	-	-	-
December	-	-	-	-	-
Monthly Average	16.329	0,42	15.721	0,35	-16,67%

Table 5.	Hazardous Waste Quantities		% Change
	2023	2024	
January	0	0	-34,35%
February	1590	0	
March	0	0	
April	820	0	
May	0	0	
June	0	0	
July	7	2494	
August	0	7	
September	9	0	
October	2670	7	
November	0	0	
December	0	370	
Monthly Average	425	279	

Table 6.	Vegetable Waste Oil Quantities		% Change
	2023	2024	
January	-	-	-18,96%
February	-	-	
March	-	300	
April	850	200	
May	1.245	680	
June	0	900	
July	2.450	1.600	
August	585	1.100	
September	1810	780	
October	1.160	700	
November	-	300	
December	-	-	
Monthly Average	675	547	

Table 7. Month	CO ₂ e Quantities				% Change
	2023 (Annual)	2023 (Per Person)	2024 (Annual)	2024 (Per Person)	
January	3343,67	0,015235056	3618,39	0,013647661	-10,42%
February					
March					
April					
May					
June					
July					
August					
September					
October					
November					
December					
Monthly Average	3343,67	0,015235056	3618,39	0,013647661	-10,42%

3.2 Waste Counter for 2023



Figure 19. Plastic and Paper Waste Counter for 2023

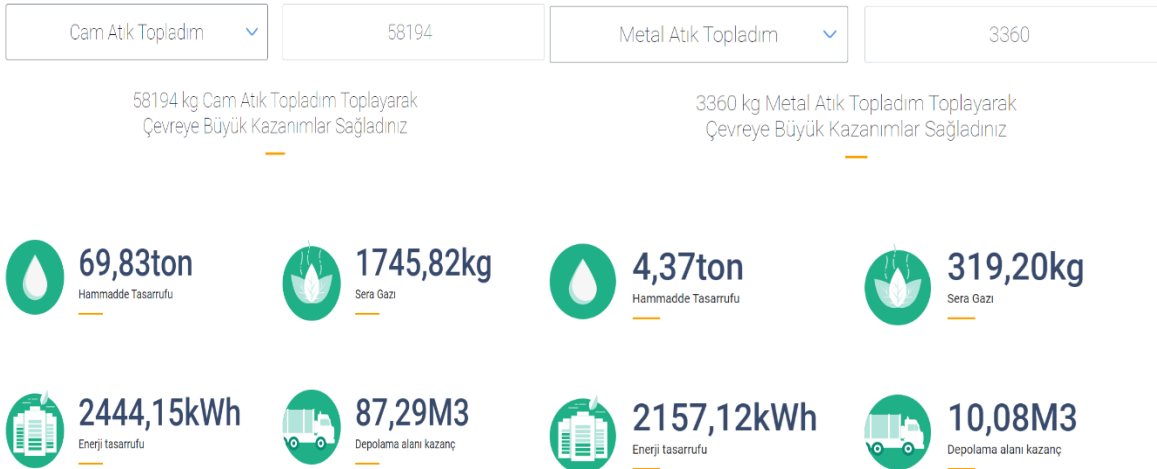


Figure 20. Glass and Metal Waste Counter for 2023

3.3 Waste Counter for 2024



Figure 21. Plastic and Paper Waste Counter for 2024



Figure 22. Glass and Metal Waste Counter for 2024



3.4 Conclusion

In 2024, the average kWh consumption per person per night decreased by **13.32%** compared to the preceding year. The kWh consumption per night is influenced by seasonal conditions and the operational status of the hotel; notwithstanding the higher occupancy rate in 2024 relative to the previous year, per person consumption was substantially reduced due to the installation of presence sensors, the replacement of in-room devices and equipment with high-efficiency equivalents, and the deployment of energy-saving systems. Our contracted energy supplier provides electricity with a renewable energy share of 35%.

Investments in land-based SPP projects with a total installed capacity of 7.2 MW have been undertaken on behalf of Gral Premier Tekirova and Gral Premier Belek Hotels. The total energy consumption of the hotels amounts to 13,147,093 kWh, while the projected SPP generation capacity stands at 12,500,460 kWh. Assuming an expected total production of 11,800,000 kWh, the renewable energy coverage rate is calculated at 89.75%.

In 2024, per person water consumption decreased on average by **9.91%** compared to the previous year. The higher number of guests in 2024 compared to the previous year influenced the per person average. To reduce water consumption within our facilities, savings are pursued through the implementation of drip irrigation systems, dual-flush cisterns, sensor-operated faucets, and timed spring systems.

In 2024, the average per person quantity of recyclable waste (paper, plastic, glass, metal) decreased by **18.63%** compared to the previous year. Notwithstanding the higher number of overnight stays in 2024 relative to the preceding year, we adhere to the principle of 100% waste segregation in pursuit of our Zero Waste targets, with the objective of reducing the amount of waste sent for disposal by 15%. Training programmes on environmental legislation and waste management are provided to our employees, while guests are informed through waste separation brochures placed in guest rooms.

In 2024, the average per person quantity of non-hazardous (organic) waste decreased by **16.67%** compared to the previous year. Despite the higher number of overnight stays in 2024, the rate of waste generation was reduced through the adoption of single-portion service presentations and the display of informational posters on food waste. Bread waste is distributed to employees upon request for use as animal feed.

In 2024, the average per person quantity of hazardous waste decreased by **34.35%** compared to the previous year. The generation of hazardous waste is influenced by factors such as medical waste, annual maintenance, equipment breakdowns, and renovation works. Emphasis is placed on timely intervention, as the regular maintenance of equipment has a direct impact on reducing the amount of chemicals, paint, and other hazardous materials required.

In 2024, the average per person quantity of vegetable waste oil decreased by **18.96%** compared to the previous year. Within the framework of our Food Safety Policy, the rate of waste oil is determined by measuring the polarity levels of frying oils. Our target for the purchased oil-to-recycled oil ratio is established at 25%. In accordance with this target, efforts are undertaken to ensure that vegetable waste oils are not discharged into the sewerage system but instead collected for conversion into biodiesel.

In 2024, compared to the preceding year, CO₂ emissions arising from energy consumption per overnight stay decreased by **10.42%**. Depending on hotel-wide occupancy levels, energy usage, and maintenance requirements, energy-efficient technologies are selected in line with our carbon emission reduction objectives, and our automation infrastructure is actively utilised.

Special care is taken to preserve the endemic plant species within the facility garden, for which an inventory has been established, in order to ensure the protection of the ecosystem. Numerous plant species located in the garden of the Gural Premier Tekirova facility are maintained pursuant to a care plan prepared by the Agricultural Engineer, in accordance with the endemic flora native to the Mediterranean climate zone.

Recommendations

Energy savings may be achieved by utilising electronic ballasts in lighting systems in place of magnetic ballasts.

Increasing the number of electricity, LNG, and water analysers throughout the facility will provide benefits in terms of obtaining more specific and accurate data.

The use of polycarbonate cups may be expanded and standardised across all service areas.

Paper straws may be adopted as a preferred alternative in order to reduce plastic waste.

Bamboo or wooden toothpicks may be selected in place of plastic toothpicks for the purpose of minimising plastic waste.

Braille room numbers may be installed at the entrances of accessible rooms for persons with disabilities.

Arid and drought-resistant plants may be preferred within the framework of water conservation measures.

Awareness-raising activities may be organised through the transformation of non-hazardous waste, such as participating in environmental events on significant days, and conducting workshops, exhibitions, and waste-free souvenir activities (e.g., X-O-X game).

Donations may be made to the TEMA Foundation on special occasions.

Sponsorship and cooperation opportunities may be pursued with eco-schools.

Blue cap collection boxes may be placed in guest areas to promote the collection and recycling of blue caps.

Museum cards may be presented to foreign personnel who demonstrate success in tournaments, as an incentive to encourage the promotion of cultural heritage.

Training programmes shall be provided to staff on the prevention of child exploitation and abuse.

Job descriptions for foreign personnel shall be prepared and submitted in their native languages.

Braille room numbers shall be affixed at the entrances of accessible rooms designated for disabled guests.

Activities involving local communities and associations shall be increased, and collaborations with new stakeholders shall be organised.

Textile waste shall be donated to support animal shelters.

Educational support and scholarship assistance shall be provided.

Workshops, exhibitions, and souvenir-making activities (e.g., X-O-X game) without waste generation shall be organised in connection with Environment Day events.

Efforts shall be undertaken to participate in UCIM initiatives or to organise donation campaigns.

Within the framework of Plastic-Free Week awareness activities, disposable plastic equipment and single-use food products in restaurants shall be removed with the objective of reducing plastic waste.

In order to raise awareness on organic and food waste and to reduce waste generation, a "Zero Waste Dining Hall Day" event shall be organised in the staff dining facilities.

Bulk products (such as jam, chocolate, honey, etc.) shall be used in place of individually packaged picnic products to reduce waste quantities.

Awareness shall be promoted through the organisation of an Orange Day event during the week dedicated to children with leukaemia.

A wildlife garden shall be created with the objective of protecting biodiversity by providing a natural habitat for birds, butterflies, and other species.

Seeds cultivated and maintained within the boundaries of the hotel shall be presented to guests as part of the "Güral Green Heritage" initiative for local guests.

A World Ozone Day event shall be organised with children to raise awareness regarding the protection of the ozone layer.

4. EMPLOYEE & HUMAN RIGHTS

4.1 Aims / Goals / Plans

To safeguard the rights of our tourism stakeholders and employees, to prevent all forms of discrimination, and to provide fair working and promotion conditions together with humane living, education, and housing opportunities

4.1.1 Recruitment and Promotion Process:

Employees shall not be subjected to discrimination on the grounds of religion, sect, language, race, colour, gender, political opinion, philosophical belief, or any similar grounds.

The female employment rate in 2023 was 29.74%. The female employment rate in 2024 was 26.35%, representing a decrease of 10.8% compared with the previous year.

- The proportion of female managerial staff is 25%. The proportion of foreign national employees is 9.95%. The proportion of interns employed to gain professional experience is 5.44%.

Our hotels do not employ child labour, and we do not cooperate with any entities that employ child labour.

4.1.2 Facilities Offered to Our Employees:

- Access to laundry services
- Lodging facilities
- Personnel transportation services
- Staff cafeteria
- On-site doctor services
- Provision of work clothing and equipment
- Request and suggestion boxes
- Special discounts and privileges through corporate collaborations (e.g., banks, health services, etc.)
- Employee development through vocational qualification and mastership training programmes
- End-of-season bonus
- Round-trip flight tickets and transfer services for foreign employees

4.1.3 Special Days and Activities:

Events are regularly organised with the purpose of enhancing employee motivation and sustaining team spirit. With the participation of all managerial staff, the following activities are conducted as examples:

- Season Opening Party
- Women's Day / Mother's Day Flower Celebrations
- Barbecue Gatherings
- Women's Matinee
- À la Carte Dinner Invitations for Operation Departments
- Concert Events
- Boat Tours
- Amphitheatre Performances
- Iftar Dinners

- Table Tennis, Backgammon, and Beach Volleyball Tournaments
- Season Closing Staff Night and Gift Drawings

Outputs

Staff Satisfaction Survey

Development of Our Employees: Staff Competences

4.2 Results

The personnel satisfaction survey carried out across the facility indicated a satisfaction rate of 81.67% in 2023 and 72.32% in 2024, reflecting a decrease of 3.57% compared with the previous year.

The participation rate in the survey was 60% in 2023 and remained 60% in 2024, unchanged compared with the previous year. The number of applications submitted through the employee grievance mechanism amounted to 117. These submissions were analysed, and corrective measures were implemented.

Employees may raise their concerns through the following channels:

- Direct reporting to department managers, the human resources department, or senior management.

The identity and personal information of the employee submitting the concern shall remain confidential.

Employee Development

Through the provision of Personal Development and Legislative Trainings, personnel have acquired both professional and personal competencies.

In 2023:

- Training sessions covering 25 different subjects were conducted within the hotel, amounting to a total of 13,084 person-hours of training.
- 3,562 personnel participated in the organised training programmes.
- The evaluation and satisfaction rate of training participants was recorded at 91.77%.
- 183 personnel received training on Cultural Heritage.
- 71.80% of personnel were provided with environmental training.
- 136 personnel were trained on the subject of Child Exploitation.

In 2024:

- Training sessions covering 25 different subjects were conducted within the hotel, amounting to a total of 11,504 person-hours of training.
- 1,795 personnel participated in the organised training programmes.
- The evaluation and satisfaction rate of training participants was recorded at 95.43%.
- 161 personnel received training on Cultural Heritage.
- 60% of personnel were provided with environmental training.
- 110 personnel were trained on the subject of Child Abuse and the Subtleties of Communication.

Competencies targeted through training programmes include: communication, teamwork, guest orientation, coaching skills, analytical and reporting skills, hygiene awareness, environmental awareness, compliance with occupational safety regulations, leadership, problem-solving, emotional intelligence, quality control, and creativity.

4.3 Training Programmes

Environmental Legislation	Sustainability	Storage Conditions and Shelf Layout
Safe Working with Chemicals	Protection of Personal Data	Food Safety
English Language Education	Combating Child Exploitation	Buffet Concept and Presentation
Russian Language Trainings	Excellence in Service Quality	Security Physical and Technical Measures
Work Safety Training	Clubcar Driving Techniques	Ergonomics
Work at Height Training	Disinfection and Hygiene Practices	MS Office
Fire Training	Covid-19 Information	Sabotage Precautions
Intervention in Emergency Situations	Legionella Applications	Labour Law, E-declaration and Payroll
Hygiene Training	Use of lifeguards and equipment	Interview Techniques
First Aid Training	Slide Operation and Guest Accompaniment	Floor Trolley Layout
Dangerous Goods Safety	MSDS (Product Safety Data Sheet)	Minibar Filling and Deposit System
Vocational Qualification Trainings	Spraying Rules	Cleaning Equipment
Quality Management Systems	Types of alcohol and their properties	Zero Waste
Orientation	Bar Service and Presentation	Waste Segregation System
Professional Hotel Staff Management Skills	Receiving and Evaluating Complaints	Cleanliness and tidiness
Effective Communication	Protection of Guest Property	Lost Property Applications
Teamwork	Hot Beverage Presentations	Isolation Room Applications
Body Language	Cocktail Making	Friendliness-Eloquence
Infectious Diseases Awareness	Wine	Telephone Conversation and Addressing
Guest Satisfaction	On-the-Job Training	Guest Reception
Software Programmes Trainings	Goods and Food Acceptance	Occupational Diseases and Prevention
Collective Nutrition for Employees		Sales Policies
Cultural Heritage and Biodiversity		Spa Service Standards

Cosmetics and Massage Trainings	Waste and Waste Prevention	Energy Efficiency
Motivational Skills	Four Dimensional Leadership	Time Management
Crisis Management	Problem Solving	Communication and
Persuasion Management		
Relationship and Communication Management	Reaching from Team to Team	
Managing with Awareness		

Recommendations

Efforts can be made to increase the participation rate of employees in the survey.

5. COMMUNICATION WITH OUR STAKEHOLDERS

Our Employees: One-to-one interviews, board meetings, training sessions, surveys, and the "Write to Us" communication channel on our website.

Our Guests: Guest satisfaction surveys, Rightful Guest Line, "Write to Us" communication channel on our website, and social media platforms.

Suppliers: Purchasing specifications, supplier audits, meetings, and interviews.

Local Communities: Social projects, information requests, meetings, and the "Write to Us" contact channel on our website.

Public Organisations: Meetings, information requests, and annual reports.

Our Business Partners: One-to-one meetings, general meetings, seminars, and fairs.

Press: Interviews and press releases.

6. COMMUNITY INTEGRATION & SUPPORT

6.1 Aims / Goals / Plans

- To promote environmental awareness through cooperation with local administrations, authorities, and other facilities in the region, by organising joint projects and activities.
- Preference is given to working with local suppliers in order to reduce the carbon footprint associated with logistics. We also cooperate with local tourism associations such as KETOB, KETAV, and local schools to provide employment opportunities for local residents.
- Lunch is provided to employees of local public institutions through access to our staff cafeteria.
- Regional awareness is fostered through participation in social responsibility projects with local organisations and through activities such as environmental clean-up initiatives.
- By supporting cultural heritage activities, contributions were made to five (5) initiatives in 2024.
- In cooperation with Stray Animal Care Homes, care, treatment, and feeding are provided for an average of thirty (30) animals per month.



Güral Premier Tekirova

Antalya International Coastal Cleanup (ICC) 2024 etkinliğinde
verdiğiniz destek sayesinde oksijen kaynağı denizlerimizin
korunmasına katkıda buldunuz.

Daha mavi yarınlar için yaptığınız katkıdan dolayı teşekkür ederiz.



Figure 23. KETOB Moonlight Environmental Cleaning Activity

- Within the framework of the 23 April National Sovereignty and Children's Day celebrations, children residing in Love Homes are annually invited and hosted in cooperation with the Directorate of Family and Social Services. In addition, equipment support has been provided to children residing in the orphanage affiliated with Muratpaşa Municipality.
- Technical renovation and maintenance support is provided to the Public Education Centre located in the Tekirova region.
- Table tennis equipment has been supplied to the Tourism Vocational High School in the region for the purpose of supporting sports activities.
- Information regarding LÖSEV and UCİM has been displayed on the televisions in all guest rooms, with encouragement directed towards accessing the donation page.
- On 30 August Victory Day, students of Kemer High School participated by performing with their band team, thereby sharing in the celebrations.
- In cooperation with local artists, opportunities have been provided for them to perform at our hotel and to generate income from their work.
- Iftar dinners are organised with the participation of residents from the local community, and food and beverage support is provided on such occasions.



Figure 24. Municipality Iftar Dinner Event

- To promote natural, cultural and historical riches; we provide our guests with a map of the surrounding area to introduce them to our region.
- We are promoting our region by adding a map of Antalya and its surroundings under the heading "Cultural Heritage" on the Güral Premier Tekirova Resort website.

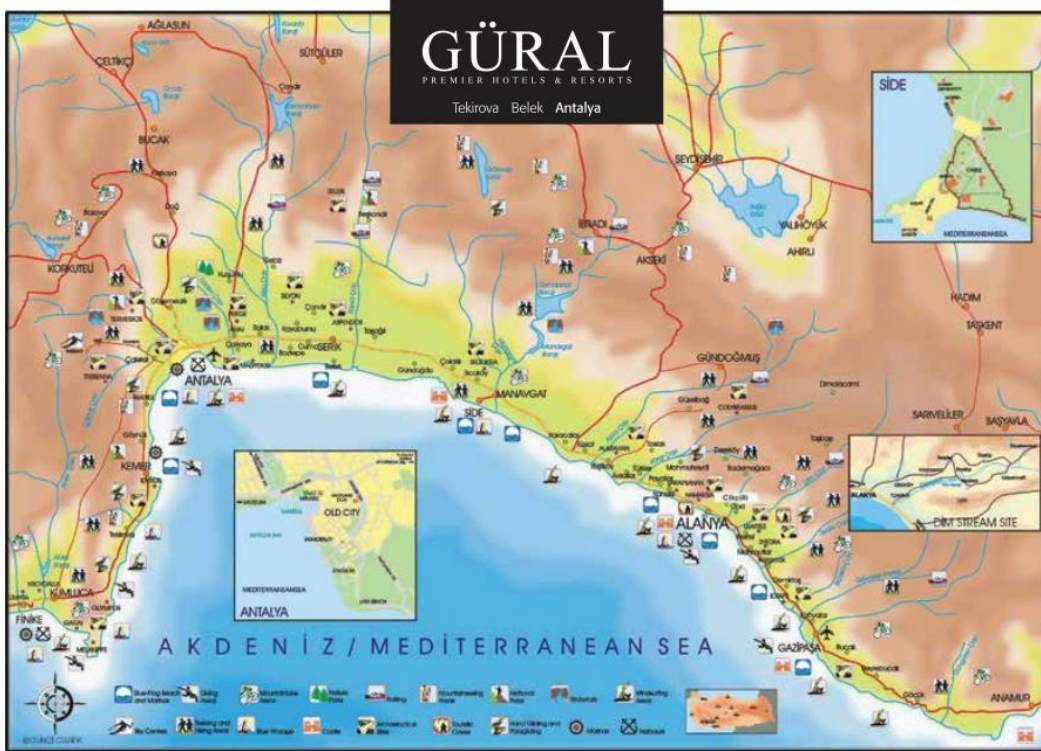


Figure 25. Map of the immediate surroundings of Kemer

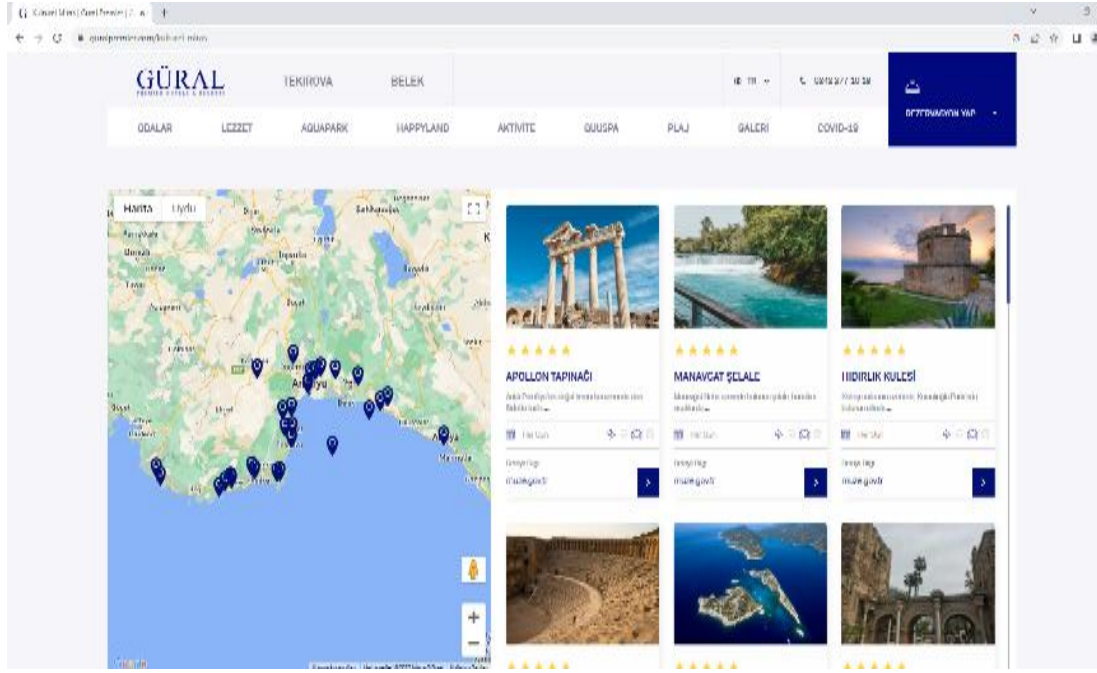


Figure 26. Our Cultural Heritage Website (<https://www.guralpremier.com/kulturel-miras>)

- We introduce our guests to Anatolian cuisine with our 'Turkish Night' events.



Figure 27. Turkish Night Event Presentation

- Staff members are invited to attend Anatolian Fire performances in the amphitheatre to promote, include and encourage cultural heritage.
- Staff members who win staff competitions are awarded tickets to ancient cities.
- 100% of our local entrepreneur shop tenants are local businesses.
- To contribute to the region's commercial volume, 67.60% of our suppliers are local suppliers.



Figure 28. Provinces of Suppliers We Work With

- We care about local employment and hire our employees from the local community. Our local employee employment rate is 23.70% and our local manager employment rate is 100%.

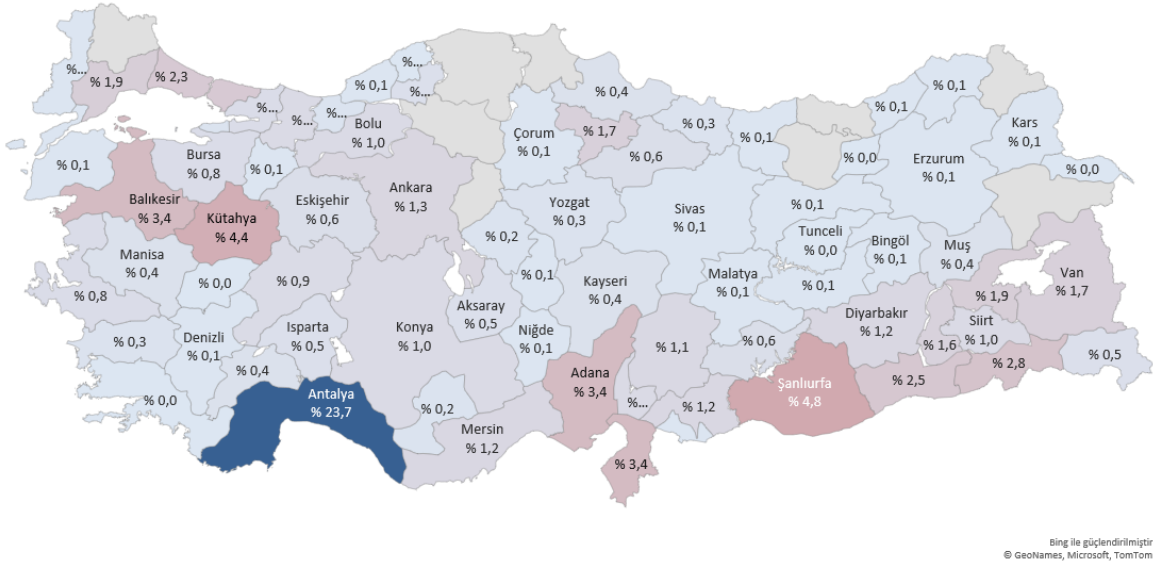


Figure 29. Employment Rate by Province

Güral Premier Tekirova Hotels & Resorts engages in joint initiatives with Alper Duru Kindergarten, which is included in the Eco-Schools Programme, an international initiative, and has been awarded the Green Flag distinction. The facility assumes an active role both in contributing to the financial needs of the school through donations and in supporting educational and awareness-raising activities for students. Donations are further provided to schools in line with the continuation of the Eco-School processes of the institution.

Outputs

KETOB events, Caretta Caretta nests, Tourism news,



6.2 Results

Güral Premier Tekirova enterprise contributes to numerous activities at both regional and national levels within the framework of environmental protection. It assumes an active role in environmental education and awareness-raising initiatives conducted in cooperation with local tourism enterprises on a regional scale, as well as in seminars and presentations where exemplary practices implemented under environmental management are shared with the sector and other stakeholders on a national scale.

- In 2024, twenty-seven (27) collaborations were established with associations, foundations, and civil society organisations, while the number of collaborations carried out with other institutions amounted to thirty-two (32).
- Links have been incorporated into our corporate website to provide direct access to the non-governmental organisations that we support.
- A seminar on “Fight Against Cancer and Awareness” was organised in cooperation with LÖSEV, with the participation of sixty-one (61) personnel.



Figure 30. Mini Club – World Environment Day Activity



Figure 31. World Ocean Day – Beach Cleaning Activity



Figure 32. Seminar on the Prevention of Child Exploitation and Certificate of Appreciation



Figure 33. LÖSEV – Certificate of Appreciation



Figure 34. Training of Trainers



Figure 35. Training on the Effective Use of Body Language in Hotel Management



Figure 36. Kemer Municipality – Environmental Cleaning Activity



Figure 37. Protection of Caretta Caretta Turtle Nests



Figure 38. Mini Club – Biodiversity Seed Box Activity



Figure 39. Kemer Municipality – World Environment Day Event



Figure 40. Mini Club – Zero Waste Activity



Figure 41. Mini Club – Zero Waste Activity (Bee Day)



Figure 42. Staff Event – Table Tennis Tournament



Figure 43. Güral Premier Tekirova – Intern Plaque Awards

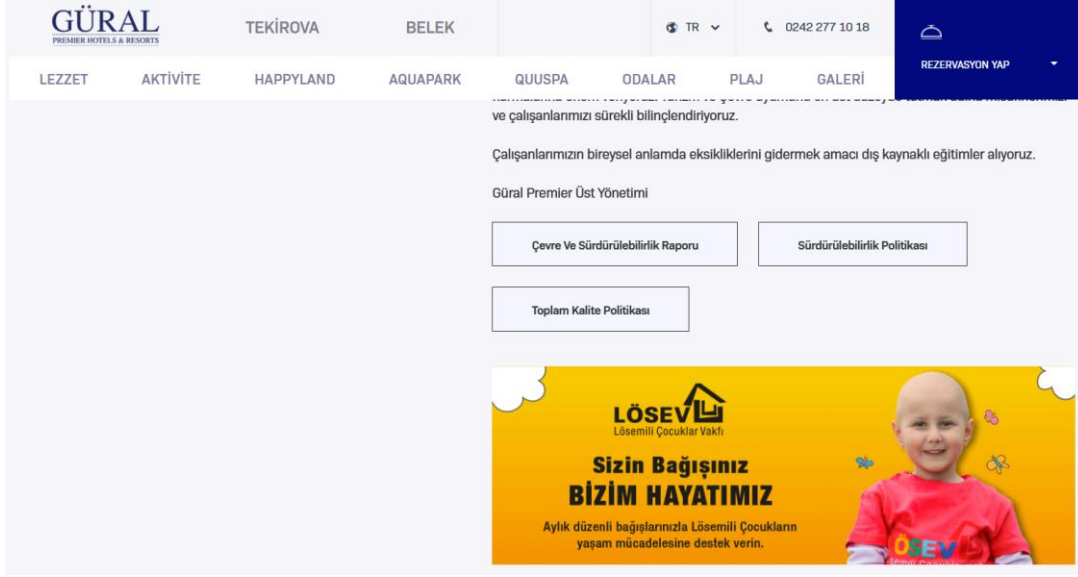


Figure 44. LÖSEV – Donation Banner Published on Corporate Website



Figure 45. 23 April National Sovereignty and Children's Day – Love Home Meeting Activities



Figure 46. Training on Balanced and Healthy Nutrition

Recommendations

Activities involving local communities and associations may be further increased, new stakeholder collaborations may be organised, and participation in UCIM initiatives or donation campaigns may be developed.

The number of local suppliers may be expanded.

Neighbourhood events with guests may be increased.

Equipment removed from inventory and surplus materials may be donated to local tourism schools or organisations.

Participation in awareness campaigns may be ensured in order to provide moral support to non-governmental organisations.

7. OUR GUESTS

7.1 2023–2024 Guest Overnight Stays

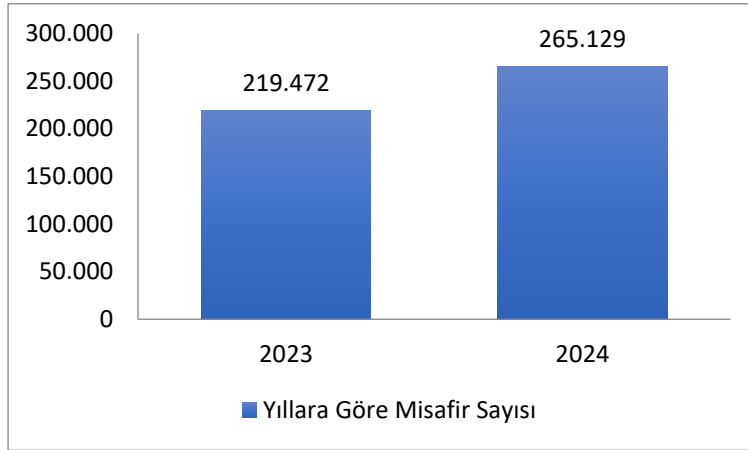


Figure 47. Graphical Representation of the Number of Guests for 2023-2024

7.2 Repeat Guest Rate by Year

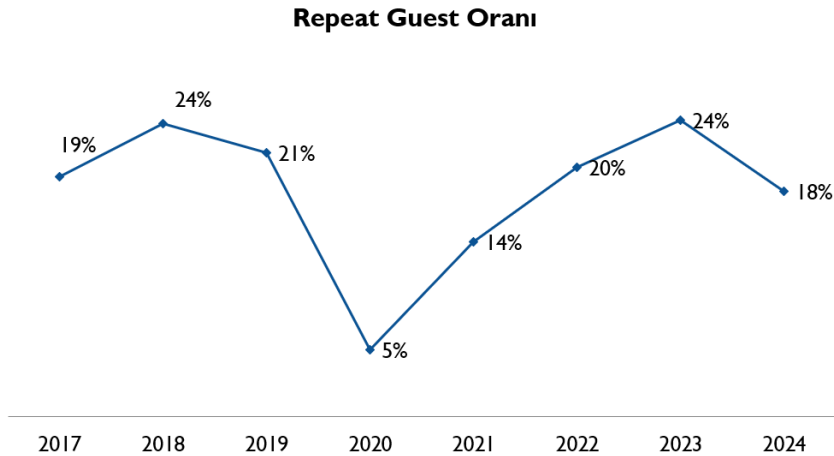


Figure 48. Graphical Representation of the Number of Returning Guests by Year

7.3 Guest Satisfaction

During the reporting period, 17.9% of guests completed guest surveys in 2023, while 19.1% completed them in 2024. Comparisons with the same period in 2024 were as follows:

Table 8. Department	Average Score Out of 5	
	2023	2024
Front Office	4,60	4,54
Housekeeping	4,55	4,58
Kitchen	4,33	4,35
Food & Beverage (F&B)	4,48	4,46
Entertainment	4,35	4,34
Aquapark	4,68	4,67
Quu Spa	4,60	4,33
Guest Relations	4,49	4,42
Children's Services	4,72	4,70
Overall Satisfaction	4,49	4,52

In the Environment & Sustainability Satisfaction Survey we sent to our guests online via email, a satisfaction rate of 90% was achieved in 2024.

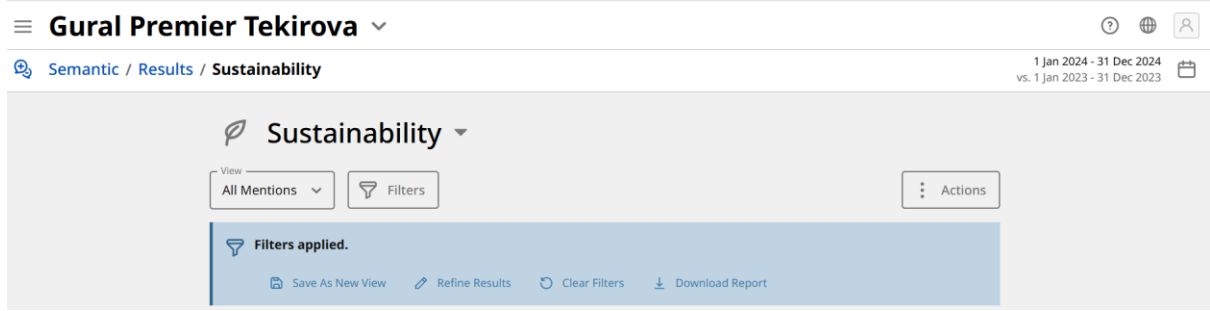


Figure 49. Online Reputation Management "Sustainability" Results

Tesisin konumu gayet güzel ağaçlar arasında doğa ile iç içe huzurlu bir ortam sunuyor.	1 Haziran 2024	😊
Doğası otel olanakları çok iyiydi özellikle akşam gösterileri çok profesyonel ve muhteşemdi bir sonraki tatilimi de bu otelde yapmak istememin büyük sebeplerindendir teşekkür ediyorum.	1 Haziran 2024	😊
harika bir tesis, harika çalışanlar, muhteşem doğa, geniş odalar, bol çeşit yiyecek içecek, muhteşem odalar geniş ve kaliteli döşenmiş, mini bar full, gece showları çok iyi amfi tiyatrodaki starlar geçidi var sanki çocuklu aileler için harika bir tesis TEŞEKKÜRLER GÜRAL AİLESİ	27 Mayıs 2024	😊
Otel deniz ve doğanın da beraber olduğu bir konumda olması herkes için çok etkileyici.	26 Mayıs 2024	😊
Çok geniş bir alana yayılmış doğası muhteşem güzel otel.	19 Mayıs 2024	😊
Otel bölgesinde çok güzel doğa.	13 Mayıs 2024	😊

Figure 50. Online Reputation Management "Sustainability" Feedback

The mention rate in the programme we use for online reputation management is 100% positive.



7.4 Conclusion

In 2024, the guest survey completion rate increased by 6.7%, while the overall satisfaction rate rose by 0.67% compared to the previous year. Factors such as language diversity, satisfaction with room services, overall services and facilities, and food service quality were identified as the principal contributors to the increase in overall satisfaction levels.

Guests are informed regarding environmental protection measures, biodiversity, and sustainability practices. All guests accommodated in our facilities are provided with informational documents and practical applications beginning from the reception area, both in support of environmental protection initiatives and with respect to the biodiversity of the region where the business operates. Examples include the display of our environmental policy at the reception desk, roll-ups containing recommended behaviours for environmental protection, and informational materials provided at information desks. In-room initiatives include bathroom and environment cards, while awareness-raising videos are displayed on information screens.

At the beach area, information is provided concerning sensitive natural areas near the Blue Flag board, as well as behavioural rules regarding caretta-caretta turtles. Furthermore, an environmental board situated at the main beach entrance, which highlights our environmental policy and awards, serves as another common-use awareness tool.

Suggestions

A mobile application may be developed to further increase guest survey participation rates. Presentations on regional bird species may be organised as part of biodiversity awareness initiatives.

A "Responsible Tourist" guide may be provided to reduce the environmental impact of guest activities during travel and to promote awareness.

8. ACCESS FOR SPECIAL GROUPS AND ALL

The objective is to provide environments and opportunities where special groups (including children, individuals with physical or mental disabilities, persons over the age of 65, pregnant women, and disaster victims) may freely express their thoughts, wishes, and feelings, and feel comfortable and secure. Accessibility features and facilities for persons with disabilities are duly provided within our establishment. All areas, buildings, and activities are designed to be accessible to individuals with physical disabilities and other special needs, in line with the operational requirements. The aim is to ensure facilities and conditions that guarantee equality in accommodation for all guests.

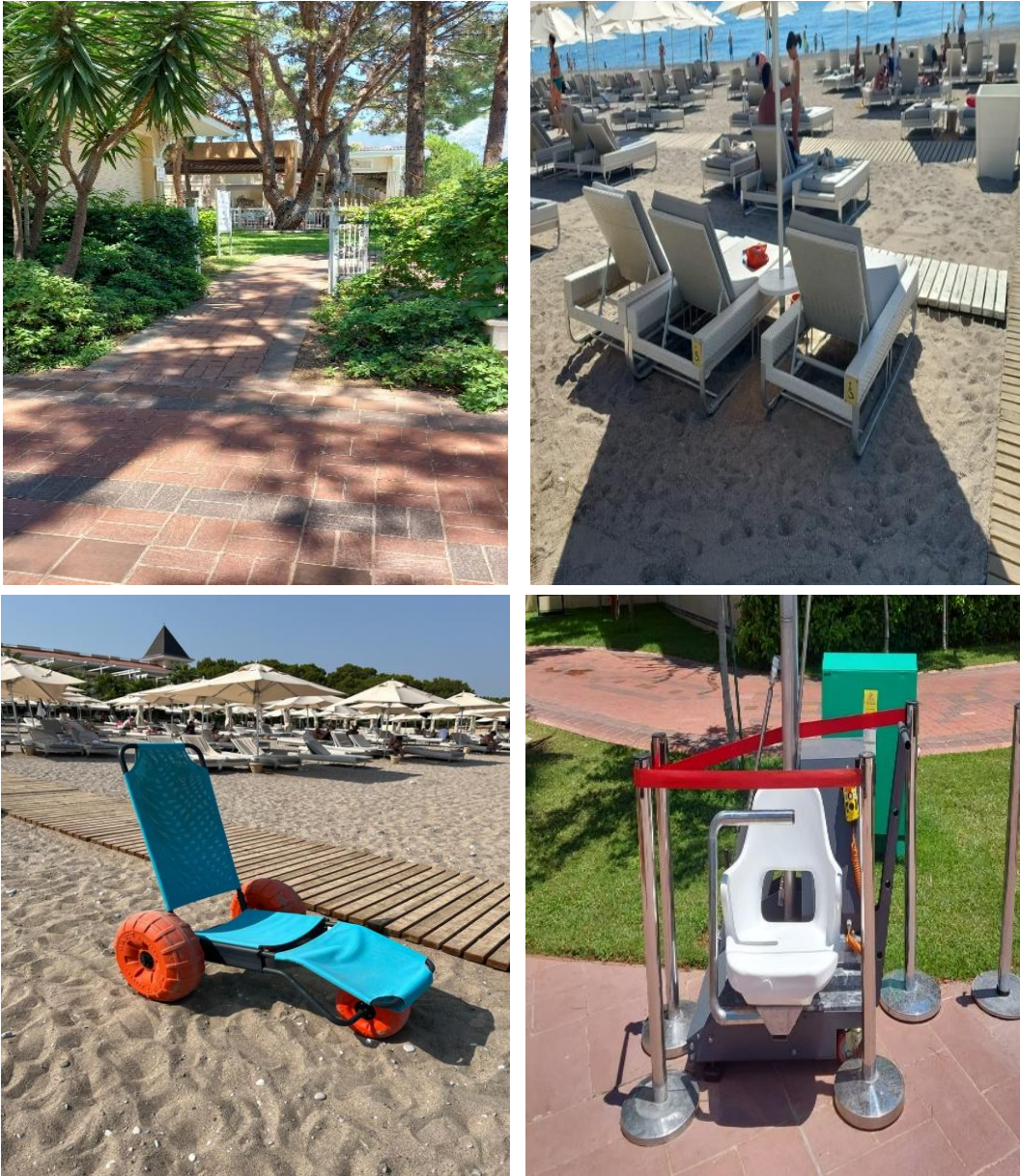


Figure 51. Facilities Available for Guests with Disabilities at the Facility

9. CULTURAL HERITAGE

9.1. Experiencing Cultural Heritage at Our Facility

Traditional Kütahya tiles and handcrafted works are incorporated into our facility as an integral part of our business activities. Motifs inspired by Seljuk architecture are applied in various areas of the premises, thereby supporting the preservation of cultural heritage.



Figure 52. Tile Patterns and Handicrafts within the Facility

Furthermore, the historical, architectural, functional, and traditional elements of the Turkish Bath are preserved and showcased within our Quu Spa, contributing to the protection and promotion of both tangible and intangible cultural heritage.

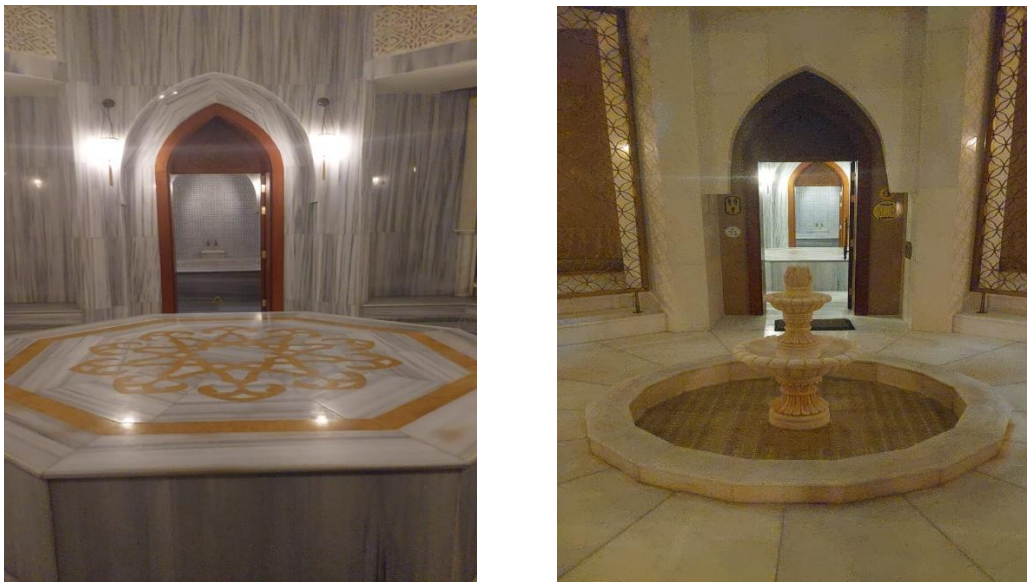


Figure 53. Quu Spa Bath Area

9.2 Selected Cultural Sites in the Vicinity

Olympos Ancient City



Figure 53. Olympos Ancient City

Located 13.1 km from Tekirova, Olympos is recognised as the second most significant port city on Antalya's southern coast after Phaselis. The city derives its name from Tahtalı Mountain, one of the western extensions of the Taurus Mountains, situated 16 km to the north and rising to a height of 2,375 metres. It lies within the boundaries of Beydağları-Olympos National Park. Most of the ruins that survive today are situated within forested areas and date back to the Hellenistic, Roman, and Byzantine periods. To the east of Olympos, approximately 300 metres inland from the coast, lies the village of Çıralı, renowned for its distinctive beach where loggerhead turtles lay their eggs and for its coastal dunes rich in diverse plant species.

Yanartaş



Figure 54. Yanartaş

Known as the Eternal Fire of Olympus, Yanartaş is a historic and natural tourist site consisting of a natural gas source located near the village of Çıralı in the Kemer district of Antalya. Situated 17.9 km from Tekirova in a scenic coastal area, the continuous flames emerging from the rocks attract significant tourist interest. The fire, which has been burning for approximately 2,500 years, is also referenced in Greek mythology.

Gelidonya Lighthouse



Figure 55. Gelidonya Lighthouse

Gelidonya Lighthouse derives its name from the Lycian word *kaledonya*, meaning “swallow,” referring to the swallows migrating to the area. The lighthouse stands on a cape known as Gelidonya Burnu or Taşlıkburnu. Constructed at an altitude of 227 metres, it holds the distinction of being the highest lighthouse in Turkey. In 2007, it was selected as the most beautiful lighthouse in the country. Located between Karaöz, Adrasan, and Kumluca, Gelidonya Lighthouse lies 45.6 km from Tekirova..

Phaselis Ancient City



Figure 56. Phaselis Ancient City

Phaselis Ancient City, also referred to as Faselis, is situated in the Kemer district of Antalya, at a distance of 5.8 km from Tekirova. Positioned along a coastal area shaded by dense pine forests, Phaselis was established as a Rhodian colony in 690 B.C. Maritime trade constituted the city’s principal source of income. The principal remains of the settlement are located along the main street, which connects the military harbour to the southern harbour.

10. RESPONSIBLE ACCOMMODATION RECOMMENDATIONS

Dear Guests, as Gural Premier Hotels, we respectfully remind you of the following matters in order to contribute to the sustainable development of tourism and to demonstrate our commitment to responsible practices.

- We encourage you to visit the cultural heritage sites located within our region.
- During such visits, you may purchase local products, participate in guided tours, and engage in authentic tourist experiences.
- We recommend that, whenever possible, you utilise low-emission modes of transportation such as public transit and bicycle rentals.
- Kindly exercise sensitivity with regard to turtle nesting areas, refraining from touching or damaging the nests.
- Please avoid direct contact with stray animals and refrain from feeding them.
- In the event of encountering a wild animal, do not disturb it, respect its natural habitat, and avoid physical contact.
- Observe and comply with the instructions of staff members as well as posted visitor rules at museums and historical sites.
- Refrain from consuming food or beverages in such areas.
- Do not touch or damage any artefacts.
- Avoid loud conversations that may disturb other visitors during your stay.
- Take photographs and videos strictly in accordance with the rules applicable to the museum or historical site being visited.
- When engaging in activities such as rafting or paragliding, use all recommended safety equipment in compliance with the applicable rules.
- Refrain from damaging, altering, or polluting the natural condition of protected forests, beaches, caves, and similar areas.
- Avoid activities that may harm wildlife, in order to preserve the balance and continuity of natural ecosystems.
- Do not litter in the areas visited and refrain from any activity that may harm nature and wildlife.
- Comply with the rules of theatres, concerts, festivals, and similar events.

We kindly request your cooperation. Please be reminded that removing any materials from tourist and historical sites and taking them outside the premises is contrary to the laws of the Republic of Turkey.

We extend our sincere appreciation for your support in safeguarding cultural and natural heritage and for your contribution to Sustainable Tourism.

11. SUMMARY OF RECOMMENDED ACTIONS

Action	Leader(s)	Deadline
<i>Preference shall be given to the use of paper straws and polycarbonate cups.</i>	<i>Restaurant & Bar Manager</i>	<i>30.04.2025</i>
<i>Bamboo or wooden toothpicks shall be preferred in place of plastic toothpicks.</i>	<i>Head Chef Restaurant & Bar Manager Quality & Training Manager</i>	<i>30.09.2025</i>
<i>Drought-tolerant plants shall be utilised for the purpose of water conservation.</i>	<i>Head Gardener</i>	<i>30.09.2025</i>
<i>Donations shall be made to TEMA on designated special days.</i>	<i>Quality & Training Manager General Manager</i>	<i>30.04.2025</i>
<i>Sponsorships and collaborations shall be established with eco-schools.</i>	<i>Quality & Training Manager General Manager</i>	<i>30.09.2025</i>
<i>Blue cap collection boxes shall be placed in guest areas to encourage recycling practices.</i>	<i>Head of Housekeeping Quality & Training Manager</i>	<i>30.09.2025</i>
<i>Museum cards shall be provided to foreign personnel who achieve success in tournaments, as an incentive to promote cultural heritage awareness.</i>	<i>Human Resources Manager</i>	<i>30.10.2025</i>
<i>Personnel shall be trained on the prevention of child labour and abuse.</i>	<i>Head of Security Travelife Lead</i>	<i>01.09.2025</i>
<i>Job descriptions for foreign personnel shall be prepared and delivered in their native languages.</i>	<i>Quality & Training Manager F&B Manager Head Chef</i>	<i>30.04.2025</i>
<i>Braille room numbers shall be installed at the entrances of rooms designated for persons with disabilities.</i>	<i>Quality & Training Manager</i>	<i>30.09.2025</i>
<i>Activities involving local communities and associations shall be increased, and new stakeholder collaborations shall be organised.</i>	<i>General Manager Travelife Lead</i>	<i>15.07.2025</i>
<i>Textile waste shall be donated in support of animal shelters.</i>	<i>Quality & Training Manager Laundry Supervisor</i>	
<i>School support and scholarship assistance shall be provided.</i>	<i>Quality & Training Manager General Manager</i>	
<i>Environment Day shall be observed through workshops, exhibitions, and waste-free souvenir production (e.g., X-O-X game).</i>	<i>Quality & Training Manager Mini Club Manager</i>	
<i>Participation in UCİM activities or donation campaigns shall be ensured (including the expansion of local community and stakeholder events).</i>	<i>General Manager Quality & Training Manager</i>	<i>01.09.2025</i>
<i>Picnic-style products shall be replaced with bulk products (e.g., jam, chocolate, honey) in order to reduce waste.</i>	<i>General Manager Head Chef</i>	<i>01.09.2025</i>
<i>Plastic waste reduction initiatives shall be implemented during Plastic-Free Week.</i>	<i>F&B Manager Head Chef Quality & Training Manager</i>	<i>30.10.2025</i>

<i>A "Zero Waste Canteen Day" event shall be organised.</i>	<i>Head Chef Quality & Training Manager</i>	<i>30.10.2025</i>
<i>Leukaemia Awareness Week shall be supported by organising an "Orange Day" event, in order to raise awareness and provide moral support to civil society organisations.</i>	<i>Quality & Training Manager General Manager</i>	<i>30.10.2025</i>
<i>A wildlife garden shall be created to contribute to biodiversity conservation.</i>	<i>Head Gardener</i>	<i>30.10.2025</i>
<i>Seed boxes shall be prepared and gifted to guests.</i>	<i>Head Gardener Front Office Manager Quality & Training Manager</i>	<i>30.10.2025</i>
<i>A World Ozone Day awareness event shall be organised.</i>	<i>Quality & Training Manager Mini Club Manager</i>	<i>30.09.2025</i>
<i>Measures shall be taken to increase staff participation in surveys.</i>	<i>Human Resources Manager</i>	<i>30.10.2025</i>
<i>The number of environmental activities involving guests shall be increased.</i>	<i>Quality & Training Manager Entertainment Manager</i>	<i>30.10.2025</i>
<i>The number of local suppliers shall be expanded.</i>	<i>Purchasing Manager</i>	<i>30.10.2025</i>
<i>Surplus or decommissioned equipment shall be donated to local tourism schools or institutions.</i>	<i>General Manager</i>	<i>30.10.2025</i>
<i>A mobile application shall be developed to enhance guest survey participation rates.</i>	<i>Guest Relations Manager</i>	<i>30.10.2025</i>
<i>Bird identification activities specific to the region shall be conducted to raise awareness within the scope of biodiversity initiatives.</i>	<i>Quality & Training Manager Head Gardener</i>	<i>30.10.2025</i>
<i>A Responsible Tourist Guide shall be provided in order to reduce and raise awareness of the environmental impact of guest activities during travel.</i>	<i>Quality & Training Manager Guest Relations Manager</i>	<i>30.10.2025</i>

Approved by

Check	Title	Initials
X	General Manager	L.G.T.
X	Purchasing Manager	O.T.
X	Quality & Training Manager	B.E.C.
X	Human Resources Manager	N.D.
X	Food & Beverage Manager	G.D.
X	Head of Housekeeping	H.S.
X	Guest Relations Manager	Z.V.
X	Technical Manager - Mechanical Engineer	F.D.
X	Night Shift Supervisor	M.Ş.
X	Head Gardener	H.A.
X	Head of Security	A.B.

Please contact us at the email address and link below with your requests, suggestions and demands.



[**info@guralpremier.com**](mailto:info@guralpremier.com)

[**https://www.guralpremier.com/iletisim**](https://www.guralpremier.com/iletisim)

(0242) 813 55 55