



INTEGRATED MANAGEMENT SYSTEMS SUSTAINABILITY POLICY

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Prime Beach Hotel;

Aims to increase brand value and guest satisfaction, expand the brands it owns, provide the best service in the accommodation sector, and ensure continuous improvement.

As Prime Beach Hotel, within our sustainable tourism approach, we have adopted the objectives of the United Nations World Tourism Organization (UNWTO) and, within this framework, the following 12 fundamental principles as our model:Ekonomik Süreklilik

- ✓ Economic Viability
- ✓ Local Prosperity
- ✓ Employment Quality
- ✓ Social Equity
- ✓ Visitor Fulfillment
- ✓ Local Control
- ✓ Community Well-being
- ✓ Cultural Richness
- ✓ Physical Integrity
- ✓ Biological Diversity
- ✓ Resource Efficiency
- ✓ Environmental Purity

Within this scope;

To ensure the optimal use of environmental resources, which constitute a key element in tourism development, by maintaining core environmental processes and contributing to the protection of natural heritage and biodiversity,

To respect socio-cultural authenticity, protect tangible and living cultural heritage and traditional values, and contribute to intercultural understanding and tolerance,

To ensure sustainable, long-term economic operations, create stable employment and income-generating opportunities, provide fair socio-economic benefits to all stakeholders, including social services for host communities, and contribute to poverty reduction,

We hereby commit to and declare this as our Sustainability Policy.