

Career and Promotion Policy

Our company aims to be a preferred and encouraging employer at all times, enabling our employees to take a step ahead in their professional and personal lives. Human Resources Management adopts fair systems that make employees feel valued, supported, and developed in an organization powered by its people.

Our HR policy prioritizes growing leaders from within the organization. We invest significantly in personal development and leadership. We believe that managers who can reveal employees' potential and create effective and productive environments are the key to success. Therefore, we emphasize leadership development programs.

Recruitments are made in line with company strategies and approved budgets. Applications are handled by the HR department, and job postings are also announced by HR. Consultancy firms may also be involved when necessary.

We value the recruitment of new graduates to contribute to our company and the sector. Regardless of age, gender, or other differences, equal career opportunities are offered to everyone.

Key aspects of this approach include:

- Attracting the best and most talented individuals,
- Recruiting people from diverse backgrounds,
- Encouraging internships for students with various academic backgrounds,
- Being an attractive employer for students from different fields.

We support recruitment efforts by increasing our visibility and preference among potential candidates, and we participate in university and vocational high school career days. Our top HR selection criteria prioritize individuals who are inquisitive and open to learning. All HR processes are designed to be performance-oriented, fair, transparent, and equitable.

We determine our goals and strategies with the participation of our employees. We value their thoughts and ideas equally and provide communication channels where they can freely express their opinions. We ensure employees take active roles in all projects and contribute to every success of the organization.

Our company carefully evaluates employees' performance, strengths, developmental needs, tendencies, and aspirations, offering roles that best match their potential. We invest in employees' personal and professional growth through Career Path Programs that encourage cross-department transitions, supported by concrete and measurable indicators.

From their first day, employees are supported with continuous training. On-the-job and off-the-job training is provided to enhance knowledge and skills relevant to current or future roles. These programs aim to develop both technical and personal competencies within career planning.

Each year, a structured performance evaluation process is implemented, starting with the setting of goals and competencies, followed by mid-year and end-of-year reviews to ensure fairness, transparency, and consistency.

We implement Mentorship and Coaching Programs to help employees enhance their performance, develop competencies, and discover and realize their full potential.

Promotion processes are designed to ensure that all employees who exhibit high performance, professional knowledge, skills, education, and a sense of responsibility can be promoted to higher positions within available roles.

Career Management

We prioritize announcing career opportunities internally, giving our employees the chance to apply for different roles.

Assignments are made to ensure the right people are in the right roles at the right time.

Following performance evaluations, we provide employees with the opportunity for promotion once a year before the season begins. We create professional and personal development plans for our future leaders and employees, tailored to their titles and competencies.

In our aim to become the most desirable hotel to work for in the region, we support our employees not only through training and career opportunities but also by providing a better working environment.

