



# KELEBEK GROUP CORPORATE ETHICS CODES



Kelebek Group

• CAPPADOCIA •



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• C A P P A D O C I A •

## ***Dear Colleagues, Valued Stakeholders and Beloved Guests,***

An ethical code, in its general definition, is a written set of rules established by an organization to identify the principles applicable in the workplace. Its purpose is to guide the behavior of the organization's management, employees, and suppliers. It is a in creating a responsible institution towards its employees, society, and the environment.

Kelebek Group is an organizational consciousness that embraces hospitality, integrity, and respect as guiding principles. The values instilled by the unique hospitality and service skills inherent to the Cappadocia region contribute to providing a more peaceful and enjoyable experience for our employees and our guests visiting our facilities. We want to establish a harmonious and collaborative atmosphere among employees and managers, fostering a positive environment.

Kelebek Group established important standards for the sustainability of corporate discipline and tolerance. These standards, which all employees, suppliers and managers must internalize as a corporate guide, are outlined in the following clauses: towards one another in a spirit of brotherhood."



## 1. Human Rights and Discrimination

1.1. Kelebek Group executives and employees embrace treating each other and guests in line with the 1st Article of the Universal Declaration of Human Rights.

**Article 1.** "All human beings are born free and equal in dignity and rights They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood "

1.2. No person within Kelebek Group can be subjected to forced or compulsory labor (ILO, No. 29).

1.3. Necessary arrangements are made to ensure that all men and women employed within our organization have been given wages and equal pay scale with their responsibilities and duties. (ILO, No. 100).

**1.4.** Within Kelebek Group, any form of sexual harassment, unwanted sexual advances, jokes, and implied actions will never be tolerated. Moreover, any acts of violence, coercion, bribery, threats, and exploitation within the organization are unacceptable behaviors.

**1.5.** Kelebek Group does not discriminate based on race, color, gender, religion, political opinion, or national identity in employment, training, and working conditions regulation (ILO, No. 111). Within the scope of this, at Kelebek Group, no distinction based on gender, LGBT status, race, color, political opinion, belief, or national identity can be made in the hiring and fulfillment of working conditions. Criteria in all activities they have undertaken and plan to undertake.

**1.6.** Kelebek Group does not employ child labor, even for a short period. Minimum age of labor is set to 16 years old. (ILO, No. 182).





## **2. Adoption of Sustainable Tourism Criteria (UNWTO, 2023)**

**2.1.** Kelebek Group executives and employees, as a guiding principle, commit to adhering to the minimum requirements of sustainable tourism criteria in all activities they have undertaken and plan to undertake.

**2.2.** The preservation, perpetuation, and prevention of degradation of the unique beauty and history of the Cappadocia region should be the primary concern of Kelebek Group and its employees.

**2.3.** Environmental conservation, waste reduction, and the selection of recyclable materials are primary priorities in all activities and tasks undertaken.

**2.4.** Supporting social responsibility projects for the preservation of local culture and the community, strengthening endangered heritage, and the conservation of cultural heritage should be positioned at the forefront of Kelebek Group's work ethos and consciousness.

### **3. The High Standards Of Character and Mentality of Managers and Employees.**

**3.1.** All employees and managers within Kelebek Group embrace the following principles:

**01** Respectful towards others

**02** Fair and trustworthy

**03** Helpful and compassionate

**04** Good and honest citizens

**05** Responsible and accountable for their actions, behaviors, and activities

**3.2.** Activities and behaviors within Kelebek Group prioritize service quality, teamwork, tolerance, and communication.

**A. Service Quality:** Each employee should aim to complete their assigned tasks in a manner that maximizes customer satisfaction and contentment. In this regard, the slogan of our employees, 'Our skill is from our desire and ability', defines the principle of providing quality service in this workplace.

**B. Tolerance:** We should greet and smile at our guests every time we see them. We should empathize with our guests' requests and desires with happy and reassuring looks and respond with the right and respectful attitude. We should humbly listen to our guests' changing requests and needs and be willing to provide solutions.





**C. Teamwork:** Employees should be highly willing to enhance collaboration and coordinate action between colleagues. Team leaders and involve the appropriate people in problem solving.

**D. Communication:** Within Kelebek Group, responsible units and team leaders should be informed about all necessary tasks and activities performed. Report to relevant authorities matters and activities that prioritize the interests and benefits of the workplace and preventing harm. Additionally, informing guests about relevant topics before, during, and after their visit is a crucial responsibility.

## 4. Honesty and Reliability

**4.1.** Kelebek Group values its guests developing a strong sense of trust with our organization before, during, and after their visits.

**4.2.** It ensures the protection of guests' personal data in accordance with the Personal Data Protection Law and takes all necessary measures for this purpose.

**4.3.** In line with the principle of honesty, employees should not provide false or misleading information to their colleagues, team leaders, and managers. In accordance with the principles of honesty and reliability, Kelebek Group management safeguards the interests of its employees in good and bad times and does not adopt a policy of laying off workers due to economic or external issues.

**4.4.** Kelebek Group prioritizes the development of systems and mechanisms that focus on the well-being and peace of its employees and takes necessary measures to protect all their rights, including transfers, meals, and salary payments. Guest questions and requests should be answered fully and promptly in accordance with the principle of honesty.





## **5. Organizational Interests and Employee Morals**

**5.1.** The confiscation or taking of organization owned property, goods, or raw materials by employees for personal use or for the purpose of sale is behavior that will not be tolerated under any circumstances.

**5.2.** Employees agree not to use any resources owned by the organization for personal gain and/or illegal activities.

**5.3.** The effective and proper use of all technological tools and applications is valued to enhance service quality in the workplace and strengthen collaboration among employees.

**5.4.** As long as their responsibilities are not neglected, and as long as there is no conflict of interest in the workplace, organization employees may become members, receive education, and participate in activities in cooperatives, unions, civil society organizations, sports clubs, foundations, and volunteer-based institutions outside of working hours.

**5.5.** Every individual within Kelebek Group does not engage in any business relationships that conflict with our Group's interests, works in a way that serves our Group's interests to the best of their ability, and does not establish special interest connections with family members, relatives, suppliers in business relationships, customers and guests, colleagues, or competitors.

**5.6.** Employees do not express opinions on behalf of Kelebek Group on their personal social media accounts or in public spaces and refrain from making statements or sharing content that could damage our Group's reputation.



## **6. Collaboration with the costumers, Suppliers and Vendors.**

- 6.1.** All necessary measures are taken by employes, vendors and suppliers to ensure that all services and goods provided meet the expected high quality standards so that guests experience complete and high-quality service.
- 6.2.** Employees, vendors and suppliers must comply with necessary hygiene, occupational safety, food safety, and appropriate storage conditions.
- 6.3.** It is important employes, vendors and suppliers to consider the environmental, cultural, economic, and social sensitivities of the region.
- 6.4.** Kelebek Group, while managing the supply chain of its member organizations, pays attention to environmental and cultural sensitivities, as well as product and service quality. In this context, it takes into account the carbon footprint and regional interests and needs during the product production and supply process."



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*Our commitments  
aim to establish  
a principled corporate  
integrity.*

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