

Senior Appointment at Gürok Group

Gürok Group, with over 35 years of experience and expertise in the tourism industry, has appointed Tunç Batum as the **General Director of the Tourism Group**.

Commenting on the appointment, **Vice President of the Board, Esin Güral Argat**, said:

"With our deep rooted history in tourism and our vision for sustainable growth, we are entering a new era under the leadership of Tunç Batum. We wholeheartedly believe that Mr. Batum's extensive knowledge of the industry and strategic perspective will bring significant value to our tourism investments. We wish this appointment to be beneficial for both our Group and the broader tourism sector."

Operating across a wide range of sectors from table glassware to fast moving consumer goods, from glass packaging to construction, **Gürok Group** continues to grow in the tourism sector with its sustainable and innovative vision. The Group's globally recognized tourism brands include **Ali Bey Hotels & Resorts** in Antalya home to the world's largest tennis hotel and **BIJAL**, the Mediterranean's first villa hotel. In the ultra luxury segment, the Group also owns **JOALI Maldives** and **JOALI BEING** in the Maldives.

About Tunç Batum

Tunç Batum graduated from Hacettepe University's Department of Translation and Interpretation in 1988. Throughout his career in tourism, he has held various domestic and international positions. He completed a Business Administration certificate program at METU and a hospitality management program in the United States. Batum has held management roles at prominent hotels including Hilton, Hyatt Regency, Carlson Group, and Crowne Plaza. He later served as General Manager and Director at several distinguished establishments: Hillside (2007–2013), Ela Excellence Resort (2013–2016), Hilton Dalaman Golf Resort & Spa (2016–2022), and most recently, from 2023 to May 2025, held the General Manager role at the Istanbul and Bodrum locations of the Mandarin Oriental Hotel Group. As of June, Tunç Batum has officially assumed his new position as **General Director of the Tourism Group at Gürok Group**.