

Senior Appointment at Gürok Tourism Group

A senior-level appointment has taken place within Gürok Group, one of Türkiye's largest private sector conglomerates, in the marketing and communications functions of its tourism brands. Duygu Tatar, who has been serving as Marketing Communications Director at JOALI, a brand operating in the ultra-luxury segment, has been appointed as Acting Brand and Marketing Communications Director of Gürok Tourism Group.

In addition to her current role, Tatar will now be responsible for the brand and marketing communications processes of JOALI, as well as Ali Bey Hotels & Resorts an established brand with nearly 35 years of experience in the tourism sector and BIJAL, positioned as the Mediterranean's first villa hotel.

With over 15 years of experience in marketing and communications, Duygu Tatar began her career at LAV, a brand under Gürok Group. She has played an active role for many years in the marketing and communications efforts of JOALI Maldives and JOALI BEING, contributing significantly to JOALI's strong global positioning.

Throughout her tenure, Tatar has been instrumental in JOALI's international achievements, including its recognition among Asia's best resorts and its inclusion in prestigious lists of the world's most luxurious hotels. She has also contributed to the concept development and brand design of the hotel's award-winning restaurant brands, which have gained international acclaim.