

## Procedure

# Policy and Procedure for Handling Suggestions and Complaints

## 1. FRAMEWORK

This document aims to define the methodology for handling suggestions and complaints received by the DMO within the scope of certification of Madeira, as a sustainable tourism destination.

This procedure applies to all suggestions and complaints submitted to the DMO that have been promoted by entities, residents, or visitors to Madeira Destination.

## 2. PRINCIPLES OF THE SUGGESTIONS AND COMPLAINTS POLICY

The guideline defined by the DMO, for the management of suggestions and complaints submitted, is based on handling them professionally and quickly, as well as ensuring a fair and equitable analysis.

The analysis of suggestions and complaints is essential for DMO and its partners, as a means for continuous improvement.

- The legislation in force applies is applicable in this field.

## 3. CHANNELS FOR THE PRESENTATION OF SUGGESTIONS AND COMPLAINTS

Suggestions and complaints are submitted in writing, using one of the following channels:

- The form available on the DMO website at the following link:  
<https://sustainableforall.visitmadeira.com/colaborar/>
- DMO's email: ([madeirataosustentavel@madeira.gov.pt](mailto:madeirataosustentavel@madeira.gov.pt))

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### 4. PROCEDURE

1. **Reception of suggestions and/or complaints** - All suggestions or complaints received shall be forwarded immediately to the DMO Coordinator, who must acknowledge receipt thereof.
2. **Recording of the suggestions and/or complaints** - The DMO Coordinator, or someone appointed by him/her, must register all suggestions and/or complaints.
3. **Analysis of suggestions and/or complaints** - Together with other collaborators or services, the coordinator of the DMO must analyze the suggestions or complaints and may request additional clarifications from the user/complainant, with the aim of taking the appropriate measures.

Any complaint will be dealt as soon as possible and should normally be resolved within a maximum of 15 days.
4. **Communication of the decision** - The DMO Coordinator must communicate, by email, the complainant about the decision taken. If the complainant disagrees with the decision, he/she may appeal against it, using the procedure set out in point 5-Appeal.
5. **Complaint follow-up** - Periodically and when applicable the DMO Coordinator must proceed with a follow up on the complaint.
6. **Continuous improvement** - All necessary steps will be taken within the scope of the DMO, with a view for continuous improvement of the Destination's sustainability.
7. **Registration, archiving and data analysis of complaints and suggestions** - All elements associated to the process of a suggestion or complaint should be archived in digital format, in a folder duly identified for this purpose. Based on the information collected, the DMO will draw up an annual report with a global analysis of the complaints, which will be made public.

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### 5. APPEAL

Whenever the complainant is dissatisfied with the response to their complaint, they can appeal by filling out the appeal form.

If the disagreement persists, an independent commission will be appointed, which after analysis of all the information, will communicate its definite decision to the DMO and the complainant, with no other appeal being possible under the terms of this procedure.

### 6. REVIEW AND APPROVAL

This procedure will be reviewed every two years. The DMO Coordinator is the responsible for its review.

Review	Date	Description
00	25-10-2022	Initial version of the document

### 7. CONTACTS

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