

## **Rating Rationale**

**Brickwork Ratings assigns “BWR-KA- C” (Provisional) for the Tourism – Homestay Rating of Amara Home Stay, Chinchkhand village, Gund post, Joida, Uttara Kannada district, Karnataka.**

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA- C**”<sup>#</sup> (**Provisional (Pronounced BWR Karnataka C ) Tourism – Homestay rating** to **Amara Homestay, Chinchkhand village, Gund Post, Joida, Uttara Kannada district, Karnataka**, which indicates that the organization provides/delivers **Moderate Quality of Facility**. This Provisional Rating is valid for 6 months and will be considered as a regular rating at the discretion of BWR, upon submission of the Original Homestay Registration Certificate issued by the Department of Tourism, Government of Karnataka.

### **HOMESTAY PROFILE:**

**Amara Homestay (AH)**, Chinchkhand village, Gund post, Joida, Uttara Kannada District was established by Mrs. Mangala R Hegde and her family. AH is located near a dense forest at survey number 10/2 in Chinchkhand village, Gund Post, Joida Taluk, Uttara Kannada District, Karnataka. The homestay is situated on a land area of ~1.00 acre and the built up area of the homestay is ~0.50 acres. AH commenced operations on March 1 2009. AH is around 23 Km from Joida Town. Joida Town is ~95 kms from Hubli and around 56 kms from Alanvara Junction in Karnataka. Amara Home stay is around 200 meters away from the main road connecting Gund and is suitable for single, couples and groups.

### **OPERATIONS, FACILITIES AND SERVICES:**

AH has locational advantages, as it is situated in Gund Post, Joida Taluk, Uttar Kannada District in Western Ghats. The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc. are available in Joida town. Joida town is 1548 feet above sea level and attracts tourists throughout the year. Kali River (70km), Syntheri Rock (5kms), Supa Dam (41kms), Anshi National Park (29 kms), Sykes Point (53kms), Kavala Caves (53kms) and Shirol Peak (91kms) are nearby tourist attractions.

**# KA stands for Karnataka**

***\*Please refer to [www.brickworkratings.com](http://www.brickworkratings.com) for definition of the rating & rating scale. The rating assigned is not a credit rating.***

AH has 3 Cottages (non a/c) with bedrooms, attached bathroom and a separate sit out. Each cottage has 1 bedroom each and amenities like 24 hours hot water, tables, wardrobe, dressing mirror, pedestal fans, towels, newspapers and basic toiletries etc. The rooms are spacious, clean and well maintained. The sizes of the rooms in the homestay are adequate. AH has parking space for around 10 cars. AH offers homemade breakfast with complimentary tea/coffee, lunch and dinner. AH also offers other facilities like campfires, indoor games and play area for kids.

The standard tariff is Rs. 1400 per person and Rs. 1800 for single rooms for 23 hours of stay. AH also takes copies of ID proofs of guests during check in time. The identification proof accepted is driver's license/ voter identity card or passport. AH provides assistance with luggage, wakeup call service on request and key information like nearby Government Hospital and local Police station contact details etc. AH has displayed information on nearby tourist destinations in the homestay and also provides paid transportation facilities to tourists.

The homestay property has electric fencing. The doors of the rooms are fitted with ordinary locks. There are 3 CCTVs for monitoring the entrance/ exit areas. The homestay has a security guard. Fire extinguisher has been installed. The home stay has maintained registers like guest register, bill book and complaint/ suggestion book. Bookings are made through word of mouth/ website/ e mails/ telephone. The homestay accepts payments in cash.

### **MANAGEMENT:**

Mrs. Mangala R. Hegde is the proprietor of Amara Homestay. The proprietor along with her husband, Mr. Ramachandra Hegde take care of the day to day operations.

### **STATUTORY COMPLIANCES**

Amara Homestay has the following documents viz., Land Use Permit dt. November 14, 2016, Police verification certificate dt. November 12, 2016, No Objection Certificate from the village panchayat dt. May 17, 2016 and Property tax paid receipts for FY16 and FY17. AH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, AH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that AH's Application number is 16110292 and that they would be notified by the department officials in case they need clarifications or if they find discrepancies in the submitted application.

## **RATING RATIONALE**

The Tourism-Homestay rating assigned for Amara Homestay positively factors the nearby tourist attractions, moderate facilities offered, the track record of operations and adequate power backup facilities. However, the rating is constrained by inherent seasonality risk associated with the homestay industry and competition from other homestays in the vicinity.

Amara Homestay's ability to cater to the requirements of guests by offering services of good quality with emphasis on guest comfort and security thereby providing value for money stay options would be the key rating sensitivities. Adoption of better security arrangements, ensuring first aid facilities and better services for differently abled guests with special needs is necessary.

## **METHODOLOGY ADOPTED**

BWR Tourism Ratings reflects BWR's current opinion on the quality of the specific Tourism Product or Service in Karnataka. Department of Tourism (DoT), Government of Karnataka has issued Tourism Products Rating Guide – Karnataka 2015 ([http://karnatakaturism.org/policy/Tourism\\_Products\\_Rating\\_Guide-Accomodation.pdf](http://karnatakaturism.org/policy/Tourism_Products_Rating_Guide-Accomodation.pdf)) which has defined the Quality Standards which shall be applied by the empanelled Rating Agencies for assessing the quality of tourism products in Karnataka. Guidelines for registration of Homestays in Karnataka have been issued vide GO (Government order) No. TD 429 TTT2015 Bengaluru, dated 31-3-2016. (<http://karnatakaturism.org/policy/go-dated-31.03.2016-kan-eng-agency-address-parameters.pdf>), ಸಂಖ್ಯೆ : ಪುಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 24-6-2016, ಸಂಖ್ಯೆ : ಪುಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ : ಪುಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ :13/10/2016 ([http://karnatakaturism.org/policy/Homestay\\_Governmentorder.pdf](http://karnatakaturism.org/policy/Homestay_Governmentorder.pdf)) . In addition, BWR has drawn up several qualitative and quantitative parameters, based on its own research and in consultation with various experts in this field and in the “user industries”, to make a comprehensive assessment of the quality of Tourism Products/Services. The DoT parameters constitute 80% weightage of the Rating while BWR parameters constitute 20% weightage. The rating is carried out on a scale of A to E with (+) or (-) modifiers for A through C except D and E, to reflect comparative standing within the category. Rating Parameters are broadly



categorized as Infrastructure, Services, Safety and Security, Statutory Compliances, Good Design Practices, Evaluation of business model, Promoters/Management analysis, Location analysis, Scale, diversification and coverage, Brand strength and Networking and Developmental efforts.

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**Important Note:** Brickwork Ratings (BWR) has assigned the rating based on the information and documents provided by the homestay management. BWR has taken considerable steps to avoid any data distortion; however, it does not examine the precision or completeness of the information obtained. And hence, the information in this report is presented “as is” without any express or implied warranty of any kind. BWR has not verified the authenticity of the documents submitted by the homestay and does not make any representation in respect to the truth or accuracy of any such information. The rating assigned by BWR should be treated as an opinion and not a recommendation to use or not to use the specified homestay facility and BWR shall not be liable for any damages/losses of any kind suffered by users of the homestay facility or users of this report or from any use of this report or its contents. BWR has the right to change, suspend or withdraw the rating at its discretion, at any time for any reasons.