

Rating Rationale

Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of Ambara Homestay, Katakari village, Thalathamane post, Madikeri Taluk, Kodagu, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA- D**”[#] (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating to Ambara Homestay, Katakari village, Thalathamane post, Madikeri Taluk, Kodagu, Karnataka**, which indicates that the organization provides/delivers **Average 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:

Ambara Homestay (AH), Katakari Village, Thalathamane Post, Madikeri Taluk, Kodagu District was established by Mr. C.G. Pemmaiah and his family. AH is located in a coffee estate (~0.50 acres) at survey number 194/20 in Katakari village, Madikeri Taluk, Kodagu District, Karnataka. The built up area of the homestay is ~2000 Square feet. AH commenced operations on May 1 2016 to accommodate the needs of leisure travellers. AH is around 100 metres from Katakari Bhagamandala main road and 5 km from Madikeri Town. Madikeri Town is 120 kms from Mysore. The nearest police station, post office, govt hospital, Medical dispensary/pharmacy, local govt offices, Bank, A T M are available in Madikeri Town. Madikeri town is ~120 kms from Mysore. Ambara Home stay is suitable for single, couples and groups.

OPERATIONS, FACILITIES AND SERVICES:

AH has locational advantages, as it is situated in Madikeri, Kodagu District in Western Ghats. The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc. are available in Katakari village. Madikeri town is 2748 feet above sea level and attracts tourists throughout the year. Harangi reservoir (38kms), Abbey falls (13 kms), Mandalpatti hills (26kms), Dubare river rafting (42 kms), Nisargadhama (30 kms), Talacauvery (40kms) are the nearest attractions.

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KA stands for Karnataka

***Please refer to www.brickworkratings.com for definition of the rating & rating scale. The rating assigned is not a credit rating.**

AH has 3 rooms (non a/c), attached bathroom and common sit out. Each room has amenities like 24 hours hot water, television, 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 Kodava cuisine breakfast with complimentary tea/coffee and dinner. Lunch is provided on request at extra cost. AH also offers other facilities like campfires, chess, carom, and play area for kids.

The standard tariff is Rs. 1,000 per person 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's card or passport. AH provides assistance with luggage, wakeup call service on request and 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 natural fencing with lockable gate. The doors of the rooms are fitted with ordinary locks. There are only 2 CCTVs for monitoring the entrance/ exit areas. The homestay also offers uninterrupted power supply with inverter backup and each room has geyser facility for hot water.

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 only.

MANAGEMENT:

Mr. C.G. Pemmaiah, an agriculturist and an ex-serviceman is the proprietor of Ambara Homestay. The proprietor along with his wife, Ms. K M Kamamma take care of the day to day operations.

STATUTORY COMPLIANCES

Ambara Homestay has the following documents viz., Land Use Permit dt. June 06, 2016, Police verification certificate dated November 30, 2016, No Objection Certificate from the village panchayat dt. June 22 2016 and Property tax paid receipts for FY15 & FY16. 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 16120746 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 Ambara Homestay positively factors the nearby tourist attractions and the average facilities offered. However, the rating is constrained by the limited track record of operations, inadequate fire safety and security measures, inherent seasonality risk associated with the homestay industry and competition from other homestays in the vicinity.

Ambara 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 fire safety measures, first aid kit, fire extinguisher and ensuring 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-Accommodation.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 : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 24-6-2016, ಸಂಖ್ಯೆ : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 13/10/2016 (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.