

Rating Rationale

Brickwork Ratings assigns “BWR-KA-B-” (Provisional) for the Tourism – Homestay Rating of Ashirwad Homestay, Madikeri Taluk, Kodagu District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-B-”[#] (Provisional) (Pronounced BWR Karnataka B Minus) Tourism – Homestay rating to Ashirwad Homestay**, Madikeri Taluk, Kodagu District, Karnataka, which indicates that the organization provides/delivers **Adequate 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:

Ashirwad Homestay (AH), Madikeri Taluk, Kodagu District was established by Mr. B. S. Muthappa and his family. AH is located at ward no 14, Stuart Hill, Race Course road, Madikeri Taluk, Kodagu District, Karnataka in Madikeri Town. The home stay is built on land area of ~4791 Sq Ft and the built up area of the homestay is ~ 1491 sq ft. AH commenced operations on April 30 2016. The homestay is maintained and run by the Ashirwad family to accommodate the needs of leisure travellers with their families and friends with comforts of homestay. AH is around 0.5 Km from Madikeri Bus stop, 0.2 kms from Raja's seat, a famous sunset point in Madikeri and around 144 kms from Mysuru in Karnataka. AH is suitable for single women, couples and travelers.

OPERATIONS, FACILITIES AND SERVICES:

AH enjoys locational advantages, as it is situated in Madikeri with tourist attractions like Omkareshwara Temple, Raja's seat & Madikeri Fort, which are less than a km from the home stay and Abbey Falls(around 5 km). Other essential services such as Police Station, Government hospital, Medical dispensary/ pharmacy, local government office, convenience stores, post office, bus stand, bank, ATM etc are well accessible from the homestay.

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.***

The Rooms at the homestay are comfortable and homely. AH has 2 separate rooms viz., Ashirwad Suite (AS) and Ashirwad Compact (AC). Each room offers single/double accommodation with amenities like attached bathroom with 24 hours hot water, tables, furnitures, wardrobe, dressing mirror, fans, towels, basic toiletries, electric kettle, beverage sachets, Television and Wifi connectivity etc. AS is spacious and has one additional bed, open kitchen, dining table, mini refrigerator and micro oven.

The rooms are clean and well maintained. The sizes of the rooms and bathrooms in the homestay are adequate. The doors of the rooms are fitted with ordinary locks. AH has parking space for around 2 cars. AH provides complimentary tea/ coffee, toiletries, snacks, chocolates, food on request without additional charge. AH also provides items required for trekking and cycling etc.

The standard tariff is Rs. 1,500 per couple for AC and Rs. 1,800 per couple for AS and Rs. 800 for single women for 22 hours of stay. AH also takes copies of ID proofs of guests during check in time. AH is expected to provide assistance with luggage, information on nearby tourist destinations and critical information like nearby hospital contact details etc.

The homestay property has a compound wall with lockable gate. One CCTV is fixed at the entrance of the homestay. UPS is available to address power supply issues and each room has boiler facility for hot water. The bookings are made only through travel website - Airbnb. The home stay has maintained registers like guest register, feedbacks, manuals etc. First aid facility is available, digital locks/ safety lockers are not provided, also there is no security guard and fire extinguisher as part of the security and safety measures.

MANAGEMENT:

Mr. B. S. Muthappa is a retired Joint Labour Commissioner and the proprietor of Ashirwad Homestay. The proprietor stays in the homestay with his family. The day to day operations of the homestay are taken care of by the proprietor's son Mr. Subbaiah and daughter-in-law, Ms. Pavita Subbaiah.

STATUTORY COMPLIANCES:

Ashirwad Homestay has the following documents viz., Land Use Permit dt. 25 March 2016 from Municipal Council, Police verification certificate dt. November 16 2016 issued in the name of the proprietor Mr. B. S. Muthappa and the approval from Municipal Council dt 25 March 2016 for operating a homestay and Property Tax paid receipts for 2014-15, 2015-16 and 2016-17. 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 16110446 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 Ashirwad Homestay positively factors the customer’s feedback on various travel websites, nearby tourist attractions, good hospitality, clean, spacious rooms and adequate facilities. However, the rating is constrained by the limited track record of the homestay, need for improvement in security and fire safety measures, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Ashirwad Homestay’s ability to sustain its good quality services and ensure value for money stay options would be the key rating sensitivities. Provision of additional amenities, improvement in safety and security measures 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/godated-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>) . 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.

Analyst Contact	Relationship Contact
analyst@brickworkratings.com	bd@brickworkratings.com
Phone	Media Contact
1-860-425-2742	media@brickworkratings.com

Important Note: Brickwork Ratings (BWR) has assigned the rating based on the information and documents provided by the Home Stay 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 home Stay 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 home Stay facility and BWR shall not be liable for any damages/losses of any kind suffered by users of the home stay 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.