

Rating Rationale

Brickwork Ratings assigns “BWR-KA-C+” (Provisional) for the Tourism – Homestay Rating of Ashraya Homestay, Webb’s Road, Madikeri, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-C+**”^{#*} (**Provisional**) (**Pronounced BWR Karnataka C Plus**) **Tourism – Homestay rating to Ashraya Homestay**, Madikeri, 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:

Ashraya Homestay (AH), Madikeri was established by Mr. P.M. Nanjappa and his family. Ashraya Homestay commenced operations in 2007 and has well designed rooms to accommodate travellers with comforts of homestay. The main building of the homestay is around 10 meters from the main road. The approach roads are motorable. Ashraya Homestay is around 0.5 kms from Madikeri Bus Stand, around 01 Km from the famous Raja Seat and around 100 kms from Mysore in Karnataka. AH is suitable for those who want to experience a family holiday with the comfort of a home amidst nature.

OPERATIONS, FACILITIES AND SERVICES:

AH enjoys locational advantages, as it is situated at Madikeri with tourist attractions like Raja Seat, Abbey Falls, Madikeri Fort, Omkareshwar Temple, St. Mark's Church, Cauvery Nisargadhama, which are less than 10 km from the home stay. 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 within 2 Kms.

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.**

Ashraya Homestay offers homely accommodation by way of 3 rooms. The rooms are around 350- 450 sq.ft each, consisting of bedroom, dining for 2-3 people and bathroom. AH has parking space for around 3 cars. AH provides complimentary tea/coffee, toiletries and breakfast.

AH provides laundry service, iron board, assistance with luggage, wakeup call service on request, paid transportation on call, information on nearby tourist destinations and critical information like nearby hospital contact details etc.

The homestay has a CCTV fixed at the entrance. UPS is available to address power supply issues. The homestay bookings are made through emails and on telephone. The homestay maintains the records i.e. details regarding guests in a register book and invoices in physical form. Digital locks/ safety lockers are not provided, there is no security guard and fire safety measures are not in place presently.

MANAGEMENT:

Mr. P.M. Nanjappa is the owner of the homestay. His wife, Mrs. Meena Nanjappa, manages the day to day operations alongwith her son, Mr. Nithin Appaiah. The proprietor stays in the homestay with his family.

STATUTORY COMPLIANCES:

Ashraya Homestay has the following documents viz., Land ownership details, Police verification certificate dt. December 18, 2016 issued in the name of the promoter and the homestay, No Objection Certificate from the Municipal Corporation, Madikeri dt. December 05, 2016 and Property tax paid receipts for 2 years i.e. FY 15 & FY 16.

RATING RATIONALE:

The Tourism-Homestay rating assigned for Ashraya Homestay positively factors the established track record of operations, favourable location, nearby tourist attractions, accessibility to the city, clean and spacious rooms and satisfactory quality of facilities. However, the rating is constrained by the inherent seasonality risk associated with the cash flows of the homestay industry, moderate scale of operations and competition from other hotels in the vicinity.

Ashraya Homestay's ability to cater to the requirements of guests by offering services of reasonable quality and security thereby providing secure, value for money stay options would be the key rating sensitivities. Adoption of adequate safety and security measures, fire safety 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-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: ಪ್ರ 201 ಪ್ರವಾಸಿ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 24-6-2016, ಸಂಖ್ಯೆ: ಪ್ರ 201 ಪ್ರವಾಸಿ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಪ್ರ 201 ಪ್ರವಾಸಿ 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 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.