



Rating Rationale

Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of Avni Home Stay, Kadagadalu Village, Madikeri Post, Kodagu, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#* (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating to Avni Home Stay, Kodagadalu Village, Madikeri Post, 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:

Avni Home Stay (AHS), Kodagadalu Village, Madikeri Post, Kodagu, Karnataka was established by Ms. Ammavva Ponnappa and her family. AHS is located at Kodagadalu Village, Madikeri Post, Kodagu District, Karnataka and spread over 1.00 acre of land. The built up area of the homestay is approx 1600 Sq ft. AHS started its operations in January 2016 and has 2 one bedroom cottages to accommodate guests. AHS is around 7 kms from Madikeri city town center, 120 kms from Mysore and around 280 kms from Bangalore in Karnataka. AHS is suitable for groups who wish to experience sightseeing and nature walks.

OPERATIONS, FACILITIES AND SERVICES:

Avni Home Stay (AHS) enjoys locational advantages, as it is situated near Madikeri (7 kms) with tourist attractions like Omkareshwara temple (7 kms from AHS), Raja's Seat Mantapa (8 kms from AHS), Abbey Falls (12 kms from AHS) and many other tourist attraction in the city of Madikeri. The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Madikeri (7Kms from the AHS). Nearest Bus Stand is 500 mts from AHS, nearest Railway Station in Mysore (120 kms), Nearest Airport is Bangalore (280 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.**



Ms. Ammavva Ponnappa and her family reside in the same building. AHS has 2 one bedroom cottages with common dining hall and kitchen. Each cottage offers single/double accommodation. The homestay is suitable for couples, double and group accommodation with amenities like double bed, wardrobe, dressing mirror, attached bathroom with 24 hours hot water, tables, fans, towels and basic toiletries etc. 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. AHS has parking space for around 10 cars. AHS provides complimentary tea/ coffee, toiletries and breakfast, lunch and dinner.

The standard tariff is Rs. 2000 per head which includes food for all 3 times in a day for 24 hours of stay. AHS takes copies of ID proofs of guests during check in time. The identification proof accepted is driver's license/ voter identity card or passport. AHS provides 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 property has garden fencing with lockable gate. 2 CCTVs are fixed in the homestay. The bookings are made through word of mouth, emails, telephone. Guest register book, complaint/suggestion book/bill book are in place presently but at present there are no security guards appointed at the Home Stay.

MANAGEMENT:

Ms. Ammavva Ponnappa is the proprietrix of Avni Home Stay. She stays in the same building alongwith her family. The day to day operations of the homestay are taken care of by the proprietrix and her family.

STATUTORY COMPLIANCES:

Avni Home stay has the following documents viz., Land Use Permit dt. June 14, 2016 from Gram Panchayat, Police verification certificate dt. November 30, 2016 issued in the name of the proprietor Ms. Ammavva Ponnappa, approval from Gram Panchayat dt June 14, 2016 for operating a homestay. AHS is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, AHS has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism with Application No-17041517 dated 5th May 2017 which states that they would be notified by the departement officials in case they need clarifications or if they find discrepancies in the submitted application.

RATING RATIONALE:

The Tourism- Homestay rating assigned for Avni Homestay positively factors the favourable location, nearby tourist attractions, clean rooms and satisfactory facilities. However, the rating is constrained by the limited track record, the need for improvement in security measures, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Avni Home Stay's ability to provide good quality services and secure, value for money stay options would be the key rating sensitivities. Provision of additional amenities including security and fire safety measures, and ensuring good 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 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.