

## Rating Rationale

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### **Brickwork Ratings assigns “BWR-KA-D” (BWR Karnataka D) for the Tourism – Homestay Rating of Balen Homestay, Mudigere Taluk, Chikkamagaluru District, Karnataka**

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Brickwork Ratings India Pvt Ltd (BWR) has assigned “BWR-KA-D”<sup>#\*</sup> (Pronounced **BWR Karnataka D) Tourism – Homestay** rating to **Balen Homestay, Mudigere Taluk, Chikkamagaluru District, Karnataka**, which indicates that the organization provides/delivers **Average Quality of Facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

#### **HOMESTAY PROFILE:**

**Balen Homestay (BH)**, Mudigere Taluk, Chikkamagaluru District was established by Mr. J.V. Jayappa Gowda and his family. BH is located at Survey number 36 in the midst of a coffee estate spread over 2.35 acre approx. near Kanchur Village, Hanthur Post, Madikeri Taluk, Chikkamagaluru District. The coffee estate is owned by Mr. J.V. Jayappa Gowda. The built up area of the homestay is ~1200 Square feet. BH commenced operations on January 21, 2016 as a homestay to offer accommodation to guests on rent. BH is around 20 Km from Mudigere Town Center and 5 Km from Hanthur Post. Mudigere Town is ~30 kms from Chikkamagaluru and around 150 kms from Mangaluru in Karnataka. BH is positioned as a budget homestay suitable for tourists who wish to experience trekking, sightseeing and nature walks.

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

BH offers scenic view and is surrounded by the coffee estate where coffee and pepper are grown. Mudigere Town is around 20 Kms from the homestay. Mudigere town has a Church, Bettada Byraweshwara and Nanyada Byraweshwara Temples, Mosque, Schools, Educational Institutions, Police Station, Post office, Government Hospital, Medical dispensary/pharmacy, local government office, bank, ATM etc. Balen Homestay enjoys locational advantages as it is situated in Chikkamagaluru District which has places of tourist interest like Bhadra Wildlife Sanctuary, Kudremukh National Park, Kadambi Falls, Manikyadhara Falls, Hebbe falls, Kalhatti falls, Kemmangundi, Baba Budamgiri and Mullayanagiri. Hanthur Post is located around 5 Km from the homestay and is the main road that connects Bangalore- Shimoga.

BH offers homely and cost effective tourist accommodation by way of 2 non a/c cottages and 1 family room. The cottages and family room are adjacent and share a common dining hall which is designed and constructed on the unique style of Malnad's Thotti Mane style, with wooden pillars. The rooms are equipped with modern amenities like attached bathroom with 24 hours hot water, tables, wardrobe with dressing mirror, fans, towels, newspapers and basic toiletries etc. The rooms are clean and well maintained. The sizes of the rooms and bathrooms in the homestay are adequate. Home Stay has Television (TV) in dining hall. The doors of the rooms are fitted with ordinary locks. BH has parking space for around 5 cars. BH provides complimentary mineral water, tea/ coffee, toiletries, breakfast, lunch and dinner served buffet

#### **# 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.*

style in dining hall. Vegetarian and Non-vegetarian food is served. The standard tariff is Rs. 2,300 per head for 23 hours of stay.

BH is also expected to take copies of ID proofs of guests during check in time. BH would also provide 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 land area is well fenced with natural and eco friendly fencing with lockable gate. CCTV's are not fixed in the homestay. There is no security guard. Generator/ UPS is available to address power supply issues and each cottage has boiler facility for hot water. The bookings are made through word of mouth, emails, telephone and online booking. The home stay is yet to maintain registers like Complaint/ suggestion book, bill book and has put in place Guest register. Digital locks/ safety lockers are not provided. First aid facilities and fire safety measures are not in place presently.

The nearest Post Office and Government Hospital are available in Hanthur Post, which is around 5 Km from the homestay. Police Station, medical dispensary/pharmacy, local government office, bank, ATM, convenience stores and nearest bus stand are in Mudigere taluk ,which is around 20 kms from the homestay. Bus stop and tar road are located a few meters (50 meters) away from the main building of the homestay and the approach road is motorable.

#### **MANAGEMENT:**

Mr. J.V. Jayappa Gowda is an agriculturist and the proprietor of Balen Homestay, who stays in adjacent compound from the main building of the homestay. The day to day operations of the homestay are taken care of by the proprietor and his son, Mr. Naveen. Two room boys and two cooks have been appointed.

#### **STATUTORY-COMPLIANCES:**

Balen Homestay has the following documents viz., Land Use Permit dt. August 12, 2013 from Gram Panchayat, Police verification certificate dt. March 13, 2016 issued in the name of the proprietor Mr. J.V. Jayappa Gowda & the Home Stay, approval from Gram Panchayat dt December 7, 2015 for operating a homestay & Property Tax paid receipts for 2014-15 & 2015-16.

#### **RATING-RATIONALE:**

The Tourism-Homestay rating assigned for Balen Homestay positively factors nearby tourist attractions, clean and spacious rooms and adequate facilities. However, the rating is constrained by inadequate safety measures, slightly remote location, limited track record, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Balen Homestay's ability to cater to the requirements of guests by offering services of good quality and security thereby providing secure, value for money stay options would be the key rating sensitivities. Adoption of additional amenities, fire safety measures, first aid facilities 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](http://karnatakaturism.org/policy/Tourism_Products_Rating_Guide-Accomodation.pdf)) and Guidelines for registration of Homestays in Karnataka 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>) and ಸಂಖ್ಯೆ: ಫುಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 24-6-2016 which has defined the Quality Standards which shall be applied by the empanelled Rating Agencies for assessing the quality of tourism products in Karnataka. 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.

<b>Analyst Contact</b>	<b>Relationship Contact</b>
<a href="mailto:analyst@brickworkratings.com">analyst@brickworkratings.com</a>	<a href="mailto:bd@brickworkratings.com">bd@brickworkratings.com</a>
<b>Phone</b>	<b>Media Contact</b>
<b>1-860-425-2742</b>	<a href="mailto:media@brickworkratings.com">media@brickworkratings.com</a>

**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.