

Rating Rationale

Brickwork Ratings assigns ‘BWR-KA-D’ (BWR Karnataka D) for the Tourism Product- Homestay Rating of Coffee Bliss Homestay, Tavalgere Village, Virajpet Taluk, Kodagu District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “BWR -KA-D” #* (Pronounced BWR Karnataka D) Tourism - Homestay rating to Coffee Bliss Homestay, Tavalgere Village, Srimangala hobli, Virajpet Taluk , Kodagu District, Karnataka, which indicates that the Organization provides /delivers **Average Quality of Facility**. The rating assigned is valid for three years and subject to an annual surveillance. .

HOMESTAY PROFILE:

Coffee Bliss Homestay (CBHS) Tavalgere , was established by Mr. C K Sridhar and his family in January 2016 and is yet to start operations. CBHS is a private home which proposes to offer accommodation to visitors/tourists on rent basis. Coffee Bliss Homestay is located at Survey Number: 242, in Tavalgere Village, Srimangala Hobli, Virajpet Taluk, Kodagu District, Karnataka. Tavalgere Village is 4 Kms from Srimangala , 14 Kms from Ponnampet and 26 Kms from Virajpet . CBHS is surrounded by greenery and 3.5 acres of Coffee plantations. The land is owned by Mr. C K Sridhar.

OPERATIONS, FACILITIES AND SERVICES:

Coffee Bliss Homestay enjoys locational advantages, as it is located in a coffee estate. CBHS is located 0.6 Km from the main road and the approach road to the estate is motorable . The connecting road to the homestay is a kaccha mud road. The main building of the homestay is around 100 meters from the entrance gate. It is situated near Iruppu Falls(~12 kms), Baropole river rafting (~17 kms), Mruthyunjaya Temple(~ 14 kms) , Dubare Elephant Camp (~54 kms) , Nagarhole National Park (~ 49 kms), Brahmagiri Trek (~ 58 kms), Byalakuppe Golden Temple(~63 kms), Kaveri Nisarga dhama (~64 kms), Madikere (~68 kms). The total built up area of the homestay is ~1600 sq.ft. The Homestay proposes to offer 3 rooms for guests . Mr. C K Sridhar and his family stay in the homestay. The rooms are around 250 sq.ft each.

The homestay proposes to offer double accommodation with adequate amenities like attached bathroom, tables, chairs, wardrobes with locker facility , dressing mirror, towels, basic toiletries etc. All bathrooms have defined shower and WC area. The rooms are clean, airy and well maintained. The proposed standard tariff is Rs.2000 per person/day for single occupant , Rs 2500 per Couple , Rs 1750 per person for group booking (Min of 6 to Max of 9 persons). The sizes of the rooms and bathrooms in the Homestay are adequate. Home Stay has Television(TV) in living room and the doors of the rooms are fitted with ordinary locks. The property is surrounded by Natural fencing of Plantation. External furniture, parking area, windows, internal floors are kept clean and dust free.

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.*

There are 3 CCTVs for monitoring the entrance/exit/common areas. The Homestay proposes to offer iron board, information on near-by tourist destinations, wake-up call service, assistance with luggage & paid transportation facilities.

CBHS proposes to provide non A/c accommodation with complimentary Breakfast. Lunch/ Dinner can be offered are at additional cost. It proposes to offer veg & non veg food with fixed menu, comfortable stay services, convenient check in and check out timings and pick-up and drop facilities.

CBHS proposes to offer candle light dinner, campfire , guided trek to Brahmagiri Hills, Nagarhole National Park and Dubare Elephant Camp . It also proposes to provide indoor & outdoor games/activities like Badminton, Carrom, Chess.

The homestay has UPS to address power supply issues and plans to offer wifi facilities on additional charges. The homestay has its own website and bookings will be made through website, emails and on telephone. The homestay will accept payments in cash/ online transfer. The home stay is yet to maintain registers like Complaint/ suggestion book, Bill book, Receipt book etc. Digital locks/ safety lockers are not provided, however homestay has wardrobe with normal lock. First aid facilities are in place.

The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Srimangala town ,which is around 4 kms from the homestay. Nearest bus stand (Srimangala town bus stand) is 4 kms from Home stay, nearest Railway Station is Mysore Railway station (111 Kms), Nearest Airports are Mysore(111 kms) and Mangalore (205 kms).

MANAGEMENT:

Mr. C K Sridhar (aged ~49 years) is the proprietor. The family hails from an agricultural background. He and his wife Mrs.Asha presently reside in Coffee Bliss Home Stay.

STATUTORY-COMPLIANCES

Coffee Bliss Homestay has the following documents viz., Land Use Permit dt. May 08 2013, Police verification certificate dt. August 03, 2016 issued in the name of the promoter, No Objection Certificate from the Grama Panchayat, T.Shettigeri dt. July 07, 2016 and the Property tax yet to be paid for FY 16 since the homestay is newly constructed.

RATING RATIONALE

The Tourism-Homestay rating assigned for Coffee Bliss Homestay positively factors the nearby tourist attractions, clean and spacious rooms and adequate facilities proposed in the homestay. However, the rating is constrained by limited track record as the home stay is yet to start operations, road connectivity (to be improved), need for improvement in security and fire safety measures and inherent seasonality risk associated with the cash flows of the Homestay industry.

Coffee Bliss Homestay’s ability to start its operations as proposed and 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, establishment of good communication 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-Accommodation.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>) ಸಂಖ್ಯೆ: ಪ್ರ ಇ 201 ಪ್ರವಾಯೋ 2016 ಬೆಂಗಳೂರು ಕರ್ನಾಟಕ: 24-06-2016 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.

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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.