

Rating Rationale

Brickwork Ratings assigns “BWR-KA-C” (BWR Karnataka C) for the Tourism – Homestay Rating of Coorg Cliff View Homestay, Virajpet Taluk, Kodagu District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-C**” #* (Pronounced **BWR Karnataka C) Tourism – Homestay** rating to **Coorg Cliff View Homestay, Virajpet Taluk, Kodagu District, Karnataka**, which indicates that the organization provides/delivers **Moderate Quality of Facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

HOMESTAY PROFILE:

Coorg Cliff View Homestay (CCVH), Virajpet Taluk, Via Ponnampet Town, Kodagu District was established by Mr. M.M. Krishna and his family. CCVH commenced operations on September 25, 2015 as a homestay to offer accommodation to guests on rent. CCVH has 3 separate adjacent cottages and one common dining hall. CCVH is located on a plot of around 95 cents and the built up area is ~8000 Square feet. CCVH is around 3 Km from Halligattu Village, 5 Km from Ponnampet town and 9 Km from Gonikoppal town. Ponnampet Town is ~92 kms from Mysore and around 53 kms from Madikeri Town Center in Karnataka. CCVH is suitable for Singles, couples, groups, volunteers, students and travelers.

OPERATIONS, FACILITIES AND SERVICES:

Coorg Cliff View Homestay enjoys locational advantages, as it is situated 5 Km away from Ponnampet town. Ponnampet town has a Church, Sri Ramakrishna Sharadashrama, Mosque, Basaveshwara, Aiyappa temple, Schools, Educational Institutions, Forestry college, Police Station, Post office, Government Hospital, Medical dispensary/pharmacy, local government office, bank, ATM etc. *Kundah* hill overlooks the town. Coorg Cliff View Homestay offers homely and cost effective tourist accommodation by way of 3 non a/c cottages.

The cottages are adjacent and share a common dining hall. Each cottage comprises of double beds with extra divans, triple beds with extra divans and amenities like attached bathroom with 24 hours hot water, tables, dressing mirror, table 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. CCVH provides coffee/ tea, breakfast, dinner, mineral water, towels and basic toiletries as complimentary services. Lunch is provided on request and the cottages are equipped with cooking facility - CCVH provides the items required for cooking to the tourists. Coorgi cuisine is also arranged from near by restaurants for the tourists at extra costs and on request. CCVH has parking space for around 10 cars. The standard tariff is Rs. 1250 per head.

KA stands for Karnataka

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CCVH is also expected to 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 property is well fenced with natural and eco-friendly fencing. CCTV's (4 nos) are fixed at the entrance and main hall of the homestay. Generator/ UPS is available to address power supply issues. The bookings would be 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.

MANAGEMENT:

Mr. M.M. Krishna is the proprietor of Coorg Cliff View Homestay, who stays in the homestay. The day to day operations of the homestay are taken care of by the proprietor and his wife, Ms. Swetha. A security guard is appointed.

STATUTORY COMPLIANCES

Coorg Cliff View Homestay has the following documents viz., Land Use Permit dt. December 21, 2013 from Gram Panchayat, Police verification certificate dt. December 09, 2015 issued in the name of the proprietor Mr. Krishna and the Home Stay, approval from Gram Panchayat dt May 7, 2015 for operating a homestay and Property Tax paid receipts of the year, 2015- 2016.

RATING RATIONALE

The Tourism-Homestay rating assigned for Coorg Cliff View Homestay positively factors the favourable location, nearby tourist attractions, accessibility to bus stand, clean and spacious rooms and adequate facilities. However, the rating is constrained by the limited track record and inherent seasonality risk associated with the cash flows of the homestay industry.

Coorg Cliff View 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) 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: ಫೈಇ 201 ಪ್ರವಾಯೋಲೆ 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.

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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.