



## **Rating Rationale**

---

**Brickwork Ratings assigns “BWR-KA- C -” (Provisional) (Pronounced as BWR Karnataka C Minus) for the Tourism – Homestay Rating of Dandeli Dreams Homestay, Joida Taluk, Uttara Kannada District, Karnataka**

---

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-C - ”#\* (Provisional) (Pronounced BWR Karnataka C Minus) Tourism – Homestay rating to Dandeli Dreams Homestay, Joida Taluk, Uttara kannada District, 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:**

***Dandeli Dreams Homestay (DDHS)***, Joida Taluk, Uttara Kannada District, Karnataka was established by Mr. Vishnu Murthy Vittala Rao and his family. DDHS is located on Chandevadi Castlerock Road ,Varande Village, Joida Taluk, Uttara Kannada District, Karnataka. Surrounded by dense forests and near the backwaters of Kali river, the homestay provides opportunities to view birds and wildlife. The built up area of the homestay is 5000 square feet . DDHS commenced operations on May 20th 2015 and has 5 rooms to be offered to guests. Of these, there are 3 cottages (1 cottage has two rooms) and another independent room in the main building of the homestay. Cottages/Rooms are well designed to accommodate families and friends with comforts of homestay, traditional food, indoor games and outdoor activities. DDHS is around 24 Km from Dandeli town center, 10 kms from Ramnagar village and around 0.6 Kms from the Jagalbet – Castelrock main road.

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

Ramnagar town (10 Km) is located near the homestay. Shirol Peak, Supa Dam, Dandeli Wildlife Sanctuary, Ulavi Channabasappa Temple, Syntheri Rocks, Cavala cave, DudhSagar Falls and Sykes Point are located in and around Ramnagar town. The nearest Police Station, Government hospital, Medical dispensary/ pharmacy, local government office, convenience stores, post office, bank ATM , Shopping center etc are also available in Ramnagar town. Nearest bus stand is available in Varande Village .

**# 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.**



The cottages/rooms at the homestay are comfortable. DDHS has common dining hall and kitchen. Each cottage offers single/double accommodation with amenities like Double bed, attached bathroom with 24 hours hot water, tables, wardrobe, 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. The doors of the rooms are fitted with ordinary locks. DDHS has sufficient parking space. DDHS provides complimentary tea/ coffee, toiletries, breakfast and dinner (vegetarian and non vegetarian food) and a cook is appointed. DDHS also provides items required for camp fire at night and outdoor & indoor games like trekking, cricket and volleyball.

The standard tariff is Rs. 1,800 to Rs 2,000 per head for 24 hours of stay. DDHS also takes copies of ID proofs of guests during check in time. The identification proof accepted is Driver's License/ Voters Card or Passport. DDHS 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 natural fencing. CCTV's (4 nos) are fixed in the homestay and a security guard is appointed. Generator is available to address power supply issues and each cottage has Geyser facility for hot water. The bookings would be made through word of mouth, emails, telephone and online booking. The home stay has maintained registers like guest register, bill book and Complaint/ suggestion book. Digital locks/ safety lockers are not provided. First aid facility is available and fire safety measures are not in place presently.

#### **MANAGEMENT:**

Mr. Vishnu Murthy Vittala Rao presently runs a hotel in Dandeli and is the proprietor of Dandeli Dreams Homestay. The proprietor's mother, Ms. Sumangala, lives in the homestay. The day to day operations are taken care of by the proprietor and his wife, Ms. Ashwini Rao. A cook and a security guard are appointed.

#### **STATUTORY COMPLIANCES:**

Dandeli Dreams Homestay has the following documents viz., Land Use Permit dt. July 27, 2015 from Gram Panchayat dt August 8, 2015 Police verification certificate dt. November 11, 2016 issued in the name of the proprietor Mr. Vishnu Murthy Vittala Rao and the homestay and Tax paid receipts for 2014-15 and 2015- 16. DDHS is yet to obtain original Registration Certificate of



the homestay from Department of Tourism – Government of Karnataka. However, DDHS has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that DDHS's Application number is 1610008 and that they would be notified by the department officials in case they need clarifications or if they find discrepancies in the submitted application.

### **RATING RATIONALE:**

The Tourism- Homestay rating assigned for Dandeli Dreams Homestay positively factors the track record of the homestay, proprietor's experience in homestay business, nearby tourist attractions, clean, spacious rooms and adequate facilities. However, the rating is constrained by the poor approach road to the homestay, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Dandeli Dreams Homestay'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 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](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 : 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](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.

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

**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.