

Rating Rationale

Brickwork Ratings assigns ‘BWR-KA-D’ (Provisional) for the Tourism – Homestay Rating of Durgadahalli Homestay, Mudigere Taluk, Chikkamagaluru District, Karnataka.

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#* (Pronounced **BWR Karnataka D**) **Tourism – Homestay** rating to **Durgadahalli Homestay, Mudigere Taluk, Chikkamagaluru District, 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:

Durgadahalli Homestay (DH), Mudigere Taluk, Chikkamagaluru District was established by Mr. D. D. Sundaresh Gowda and his family. DH is located at survey number 9 near Durgadahalli Village, Sunkasale Post, Mudigere Taluk, Chikkamagaluru District, Karnataka on a coffee/ tea estate of around 5 acres. The estate is owned by Mr. D. D. Sundaresh Gowda and other family members. The built up area of the homestay is ~1500 Square feet. DH is yet to start operations and proposes to offer accommodation to singles, students, families and travellers on rent. DH is around 2.5 Km from Sunksaale Post and around 30 kms from Mudigere Town center. DH is 70 kms from Chikkamagaluru and around 125 kms from Mangalore in Karnataka. DH is also suitable for groups and budget travellers who wish to experience, camping, outdoor games, plantation walks, rafting and seasonal activities.

OPERATIONS, FACILITIES AND SERVICES:

DH is surrounded by the estate, scenic Western Ghats and is located near 'One Rock Mountain' and 'Ballarayanadurga Fort' which is a place of historical interest. Sunksaale Village (2.5 Km), Javali Village (7 Km) and Kalasa Town (20 Km) are located near the homestay. Sunksaale Village has a post office. Javali Village has general stores, Bank and ATM. The nearest Police Station, Government Hospital, Medical dispensary/pharmacy, local government office and ATM etc is located in Kalasa town.

DH proposes to offer homely and cost effective tourist accommodation by way of 4 non a/c spacious rooms and sit out. Each room will offer single/double accommodation with amenities like attached bathroom with 24 hours hot water, almirah, 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 homestay has Television (TV) in the living hall. The doors of the rooms are fitted with ordinary locks. DH has parking space for around 5 cars. DH proposes to provide complimentary tea/ coffee, toiletries and homely breakfast, lunch and dinner (Vegetarian and Non vegetarian food).

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.**

DH proposes to guide tourists for trekking in Ballarayana Durga and offer jeep drives to the Rani Jeri view point, remote waterfalls etc and activities like camp fire, outdoor & indoor games and estate visits.

The standard tariff is yet to be decided. DH is also expected to take copies of ID proofs of guests during check in time. DH would 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 has natural fencing for the land area with no lockable gate. CCTV's are not fixed in the homestay. UPS is available to address power supply issues and each room has boiler facility for hot water. 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. D. D. Sundaresh Gowda is an agriculturist and the proprietor of Durgadahalli Homestay. The proprietor stays in the homestay with his family. The day to day operations of the homestay are taken care of by the proprietor and his son, Mr. Sanjay Kumar. Ms. N. N. Shobhamma (Proprietor's wife) and Ms. Radika (Mr. Sanjay's wife) take care of the cooking arrangements and there is no security guard.

STATUTORY COMPLIANCES:

Durgadahalli Homestay has the following documents viz., Land Use Permit dt. September 02, 2014 from Gram Panchayat, Police verification certificate dt. August 26, 2016 issued in the name of the proprietor Mr. Sundaresh Gowda, approval from Gram Panchayat dt November 20, 2015 for operating a homestay and Property Tax paid receipts for 2014-15 and 2015- 16. DH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, DH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that DH's Application number is 16110209 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 Durgadahalli Homestay positively factors the nearby tourist attractions, clean and spacious rooms and adequate facilities. However, the rating is constrained by inadequate safety measures, limited track record, slightly remote location of the homestay, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Durgadahalli Homestay's ability to cater to the requirements of guests by offering services of good quality and security and provide secure, value for money stay options would be the key rating sensitivities. Adoption of security arrangements, provision 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-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 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.