

## **Rating Rationale**

### **Brickwork Ratings assigns “BWR-KA-C-” (Provisional) for the Tourism – Homestay Rating of Eshwari Inn Home Stay, Behind CVS Workshop, Near Rajashekar Home Needs, Dechoor Road, Madikeri, Karnataka**

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-C-”#\* (Provisional) (Pronounced BWR Karnataka C Minus) Tourism – Homestay rating** to **Eshwari Inn Home Stay, Behind CVS Workshop, Near Rajashekar Home Needs, Dechoor Road, Madikeri, 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:**

**Eshwari Inn Home Stay (EIHS), Madikeri, Karnataka** was established by Mrs. K. P Geetha and his family. EIHS is located at Behind CVS Workshop, Near Rajashekar Home Needs, Dechoor Road, Madikeri, Karnataka. The built up area of the homestay is approx 2000 Sq ft. EIHS is suitable for couples, groups and travelers. EIHS commenced operations in January 2013 and has portion to accommodate families and friends with comforts of homestay and traditional food. Home stay is around 1 km from Madikeri city town center, around 119 kms from Mysuru and 138 Kms from Mangaluru in Karnataka.

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

**Eshwari Inn Home Stay (EIHS)** enjoys locational advantages, as it is situated in Madikeri with tourist attractions like Omkareshwara Temple, Raja's seat and Madikeri Fort, which are around 2 kms from the home stay and Abbey Falls( around 9 kms). The house comprises G+1 floors. The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Madikeri town, which is around 2 kms from the homestay. Nearest bus stand (Madikeri town bus stand) is 2 kms from Home stay, nearest Railway Station is Mysore Railway station (117 Kms), Nearest Airports are Mysore(117 kms) and Mangaluru (136 kms)

# 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.*

Mrs. K P Geetha and her family reside on the first floor of the building and the 2 independent units (on second floor and ground floor) are offered to guests. The homestay is suitable for couples, double and group accommodation with amenities like double bed, television, attached bathroom with 24 hours hot water, tables, 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. EIHS has parking space for around 3 cars. EIHS provides complimentary tea/ coffee, toiletries. Breakfast, lunch and dinner are provided on request at additional cost. UPS is available to address power issues.

The standard tariff is Rs. 700 per person/day. EIHS also takes copies of ID proofs of guests during check in time. The identification proof accepted is driver's license/ voter identity card or passport. EIHS 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 a compound with gate. 2 CCTVs are fixed in the homestay. The bookings are made through word of mouth, emails, telephone and online booking. Guest register book and fire safety measures are in place and complaint/suggestion book/bill book, security guard and fire safety measures are not in place presently.

#### **MANAGEMENT:**

Mrs. K. P Geetha is the proprietress of Eshwar Inn home stay. The proprietress stays in the homestay and her husband takes care of the day to day operations of the homestay.

#### **STATUTORY COMPLIANCES:**

Eshwari Inn Home Stay has the following documents viz., Police verification certificate dt. June 02 2017 issued in the name of the proprietress Mrs. K.P Geetha and the homestay, approval from Municipal Corporation dt April 04 2017 for operating a homestay and property tax paid receipt for 2016-17. EIHS is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, EIHS has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka dated July 05 2017, which states that EIHS's Application number is 16110179 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 Eshwari Inn Home Stay positively factors the nearby tourist attractions, track record of operations, motorable roads, clean rooms and satisfactory facilities. However, the rating is constrained by the inherent seasonality risk associated with the cash flows of the homestay industry, competition from other homestay players in the vicinity and need for improvement in security and fire safety measures,.

Eshwari Inn Home Stay 's ability to provide good quality services and security thereby providing secure, value for money stay options would be the key rating sensitivities. Provision of additional amenities including better fire safety measures and ensuring good 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.

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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.