

Rating Rationale

Brickwork Ratings assigns “BWR-KA- B+” (Provisional) (BWR Karnataka B plus) for the Tourism – Homestay Rating of Field View Home Stay, Ponnampet, Kodagu, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA- B+** ” **# (Provisional)(Pronounced BWR Karnataka B plus) Tourism – Homestay** rating to **Field View Homestay, Ponnampet, Kodagu, Karnataka**, which indicates that the organization provides/delivers **Adequate 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:

Field View Homestay (FVH), Ponnampet, Kodagu is a private home of Smt Vasanthi Appachu which was built in 1959. In 2015, the proprietor decided to establish the home as an eco-friendly Homestay and offer accommodation to guests on rent. The homestay is located at Thyagaraj Road, Ponnampet, Kodagu District, Karnataka. . FVH is located on an estate of around 10 acres and the built up area of the homestay is ~2000 square feet. FVH is located near Sri Ramakrishna Sharadashrama, Ponnampet. The homestay is around 1 Km from Ponnampet town. Ponnampet Town is ~92 kms from Mysore and around 53 kms from Madikeri Town Centre in Karnataka. Field View Home stay is around 500 mts away from the National Highway joining Madikeri and Mysore and is suitable for families, couples and solo travellers. The Homestay has been approved under ‘Gold Category’ by Department of Tourism, Karnataka under ‘Athithi’ Karnataka Homestay Scheme in March 2016. Smt. Vasanthi Appachu, promoter of the homestay, is also engaged in organic farming.

OPERATIONS, FACILITIES AND SERVICES:

Field View Homestay is an experiential homestay offering a typical Coorgi cultural and estate lifestyle experience to its guests. The quaint and sprawling home is a blend of traditional Kodagu architecture and modern facilities and has locational advantages, as it is situated in Ponnampet, Kodagu District in Western Ghats.

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.*

Ponnampet is 2748 feet above sea level and attracts tourists throughout the year. The Homestay offers 2 rooms (non a/c) of around 350- 450 Sqft each, overlooking the coffee plantation and paddy fields. Field View Homestay is positioned as a retreat for nature lovers, bird watchers, animal lovers and entomologists. There are more than 40 species of plants, fruit bearing trees, medicinal herbs and various crops like coffee, pepper, arecanut, paddy etc. in the estate. Estate tours in jeeps are arranged for the tourists to the coffee plantations and paddy fields. FVH also offers other facilities like campfires, biking, fishing, badminton/shuttle court and library for its guests. Students from Forestry College, Ponnampet visit the homestay for research on coffee plantations for their PhD thesis. The estate is a plastic free zone and has an unpolluted atmosphere. FVH offers homemade Kodava cuisine breakfast with complimentary tea/coffee. Lunch and Dinner are provided on request at extra cost. Alcohol is not served and smoking is not allowed in the premises. The property is well fenced. The rooms are spacious, clean, airy and neatly maintained. The sizes of the rooms and bathrooms in the homestay are adequate. The rooms have pedestal fans, television, wardrobes and toiletries. Only one room has an attached bathroom. External furniture, parking area, windows, internal floors are kept clean and dust free. The homestay is Wi-Fi enabled and has cable TV. The doors of the rooms are fitted with ordinary locks. Security measures are adequate with a security guard and 4 CCTVs spread at strategic locations for monitoring the entrance/exit/common areas. The homestay also offers uninterrupted power supply with inverter backup, laundry service, iron board, information on near-by tourist destinations and paid transportation facilities. Safety lockers are provided. First aid facilities are in place.

The Homestay maintains the records i.e. details regarding guests in register book, complaint/suggestion book etc. in physical form. ID proof is compulsory for booking. It collects details regarding passport and Visa for international tourists. Bookings are accepted and can also be made through website/e mails/ telephone and in person. The homestay accepts payments in cash/ online transfer.

There are various places of tourist interest like Sri Ramakrishna Sharadashrama (1km), Kunda Hills (Trekking/Cycling), Glenlorna Tea Estate(9kms) (Cycling), Irupu Falls(27kms), Bharmagiri Hills(55kms) (Trekking), Nagarahole Forest(37kms), 17th Century Sri Vishnu Temple, Thadiyandamol Hills (Trekking), Chelavara Falls and many more in the vicinity of FVH. Pick up & drop facility is also provided by the homestay at extra cost. The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available around 1-2 kms from the homestay.

MANAGEMENT:

Smt. Vasanthi Appachu is the owner of the Homestay. She is a progressive farmer and is into organic farming in association with Phaladha Agro-a company in South India engaged in organic products. Mr. Karambaiah, her son, is an engineer who resides in Bangalore and visits FVH on weekends and takes care of the online booking of guests and other arrangements. A maid, cook and some staff take care of day to day operations under the supervision of Smt. Vasanthi Appachu.

STATUTORY COMPLIANCES

Field View Homestay has the following documents viz., Land Use Permit dt. May 26, 2014, Police verification certificate issued in March 2017 for the application of FVH dt. July 27, 2016 , No Objection Certificate from the Gram Panchayat Ponnampet dt. March 27, 2014 and Property tax paid receipts for FY14 & FY15. FVH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, FVH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that FVH's Application number is 16110170 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 Field View Homestay positively factors the favorable and picturesque locational advantages, reputation of the management, nearby tourist attractions, accessibility to bus stand, promoters' financial capability, clean and spacious rooms and adequate facilities. It also factors the Gold Category Accreditation received from Department of Tourism, Karnataka dt. 29.03.2016 and interest evinced by various people for stay in FVH to enjoy the experience. However, the rating is constrained by the limited track record of operations, inherent seasonality risk associated with the homestay industry and competition from other homestays in the vicinity.

The rich natural environment of Kodagu attracts tourists throughout the year. Field View Homestay's ability to cater to the requirements of guests by offering services of good quality with emphasis on guest comfort and security thereby providing value for money stay options would be the key rating sensitivities. Adoption of 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-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.

Analysts	Media
analyst@brickworkratings.com	media@brickworkratings.com
	Relationship Contact
	bd@brickworkratings.com
Phone: 1-860-425-2742	

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.