

Rating Rationale

Brickwork Ratings assigns “BWR-KA-C” (Provisional) for the Tourism – Homestay Rating of Fox Den Home Stay, Virajpet Taluk, Kodagu District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-C**”^{**} (**Provisional**) (**Pronounced BWR Karnataka C**) **Tourism – Homestay rating** to **Fox Den Home Stay**, Virajpet Taluk, Kodagu 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:

Fox Den Home Stay (FDH), Virajpet Taluk, Kodagu District was established by Mr. C. D. Appanna and his family. FDH is located at Survey no. 153/5, Kooverkolli Estate, Birunani Village & Post, Virajpet Taluk, Kodagu District, Karnataka. The home stay is built on land area of ~12 acres and the built up area of the homestay is ~1896 sq ft. FDH commenced operations on January 1 2016. The homestay is maintained and run by Mr. Appaji’s family to accommodate the needs of leisure travelers. FDH is around 32 Km from Gonikoppal town. FDH is surrounded by greenery and 12 acres of coffee plantations. The land is owned by Mr. C. D. Appanna.

OPERATIONS, FACILITIES AND SERVICES:

FDH enjoys locational advantages as it is located in a coffee estate. FDH is 1km away from the Pookala-Birunani main road and the road condition is motorable. FDH is situated in Virajpet Taluk with tourist attractions like Iruppu falls, Nagarhole National Park, Dubbare Wayanad Wildlife Sanctuary which are less than 40 km from the home stay. Essential services like government hospital, medical dispensary/ pharmacy, police station, local government office, convenience stores, bus stand, bank, ATM etc are 2Km away from the homestay.

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.**

The Rooms at the homestay are comfortable and homely. FDH has 3 cottages (2 double bed rooms and one family room), each cottage offers accommodation with amenities like attached bathroom with 24 hours hot water, wardrobe, dressing mirror, fans, towels, 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. FDH has parking space for around 5 cars. FDH provides complimentary breakfast, dinner, tea/coffee and toiletries. Lunch is served on request with additional charge.

The standard tariff is Rs. 2000 per couple for 24 hours of stay. FDH also takes copies of ID proofs of guests during check in time. FDH provides assistance with luggage and information on nearby tourist destinations.

The homestay property has fencing with lockable gate. Three CCTVs are fixed at the entrance of the homestay. UPS is available to address power supply issues and each room has boiler facility for hot water. The bookings are made through website and guest referrals. The homestay has maintained guest register. First aid facility is available, safety lockers are provided, there is no security guard and no fire extinguisher as part of the security and safety measures.

MANAGEMENT:

Mr. C. D. Appanna is a farmer and the proprietor of Fox Den Home Stay. The proprietor stays in the homestay with his family. The day to day operations of the homestay are taken care of by the proprietor Mr. C. D. Appanna and his wife, Mrs. Nirmala.

STATUTORY COMPLIANCES:

Fox Den Home Stay has the following documents viz., Land Use Permit dt. 7 May 2015 from Gram Panchayat, Police verification certificate dt. December 3 2016 issued in the name of the proprietor Mr. C. D. Appanna, the approval from Gram Panchayat dt 6 December 2016 for operating a homestay and Property Tax paid receipts for 2014-15, 2015-16 and 2016-17. FDH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, FDH has submitted an online application for

Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that FDH's Application number is 16120831, dated 9 December 2016 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 Fox Den Home Stay positively factors the nearby tourist attractions, clean, spacious rooms and adequate facilities. However, the rating is constrained by the limited track record of the homestay, limited access to essential services near the homestay, need for improvement in security and fire safety measures, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Fox Den Home Stay's ability to sustain its good quality services and ensure value for money stay options would be the key rating sensitivities. Provision of additional amenities, improvement in safety and security 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.

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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.