

Rating Rationale

Brickwork Ratings assigns “BWR-KA-B” (Provisional) for the Tourism – Homestay Rating of Guddadamane Homestay, Chikkamagaluru Taluk, Chikkamagaluru District, Karnataka

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

Guddadamane Homestay (GH), Chikkamagaluru Taluk, Chikkamagaluru District was established by Mr. G. S. Manjunath and his family. GMH is located at survey number 321 in Guddadamane estate, Aldur Post, Chikkamagaluru Taluk, Chikkamagaluru District, Karnataka in the midst of coffee estate spread over 4.22 acres at a height of 3200 ft above sea level surrounded by hills, providing a cool and serene atmosphere. The built up area of the homestay is ~5000 Square feet. GMH commenced operations on April 1 2011 and is an exquisite 160-year old house, maintained and run by the Guddadamane family to accommodate the needs of leisure travellers with their families and friends with comforts of homestay. GMH is around 6 Km from Aldur Village, 40 kms from Chikkamagaluru Town center and around 150 kms from Mangalore in Karnataka. GMH is also suitable for groups and budget travellers.

OPERATIONS, FACILITIES AND SERVICES:

Aldur Village (6 Km) is located near the homestay. The nearest Police Station is available in Aldur Village. Government hospital, Medical dispensary/ pharmacy, local government office, convenience stores, post office and nearest bus stand, bank, ATM etc are also available in Aldur Village. GMH enjoys locational advantages as it is situated in Chikkamagaluru District. Sringeri Mutt (70 Km), Bhadra Wildlife Sanctuary (36 Km), Mullayanagiri (25 Km) and Coffee Museum (30 Km) are nearby tourist attractions.

The Rooms at the homestay are comfortable, and homely. GMH has 5 rooms, common living room, common dining hall, common sit out and separate room for driver. Each room offers single/double accommodation with amenities like 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. GMH has parking space for around 10 cars.

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.**

GMH provides complimentary tea/ coffee, toiletries, breakfast, lunch and dinner (Vegetarian and Non vegetarian food). GMH also provides items required for camp fire at night and outdoor & indoor games like trekking, cricket and volleyball.

The standard tariff is Rs. 2,000 per head for 23 hours of stay. GMH also takes copies of ID proofs of guests during check in time. The identification proof accepted is Drivers License/ Voters Card or Passport. GMH is also expected to 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 homestay property has compound wall with lockable gate. CCTV's (5 nos) are fixed in the homestay. Generator/ 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, online booking and GMH has tie-up with travel websites which includes Trip advisor, Goibibo, Airbnb and Make my trip. 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 and fire safety measures are also in place presently.

MANAGEMENT:

Mr. G. S. Manjunath is an agriculturist and the proprietor of Guddadamane 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 wife, Ms. Sarsa. A cook, 1 security guard and a caretaker are appointed as a part of security and cooking arrangements.

STATUTORY COMPLIANCES:

Guddadamane Homestay has the following documents viz., Land Use Permit dt. June 15, 2016 from Gram Panchayat, Police verification certificate dt. August 26, 2016 issued in the name of the proprietor Mr. G. S. Manjunath and the homestay, approval from Gram Panchayat dt July 29, 2015 for operating a homestay and Property Tax paid receipts for 2014-15 and 2015- 16. GMH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, GMH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that GMH's Application number – 16100103 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 Guddadamane Homestay positively factors the satisfactory track record of the homestay, proprietor's experience in homestay business, customer's feedback in various travel websites, moderate net worth, nearby tourist attractions, clean, spacious rooms and adequate facilities. However, the rating is constrained by approach road to Aldur village, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Guddadamane Homestay's ability to sustain good quality services and provide secure, value for money stay options would be the key rating sensitivities. Provision of additional amenities 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.