

## **Rating Rationale**

### **Brickwork Ratings assigns “BWR-KA-D” for the Tourism – Homestay Rating of Hills View Home Stay, Hematemane, Siddapur, Karnataka**

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**” #\* (Pronounced BWR Karnataka D) **Tourism – Homestay** rating to **Hills View Home Stay Hematemane, Siddapur, Karnataka**, which indicates that the organization provides/delivers **Average quality of facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

#### **HOMESTAY PROFILE**

Hills View Home Stay (HVHS), Hematemane, Siddapur was established by Mr. Shivaji K M and his family in 2015. HVHS is a private home which proposes to offer accommodation to visitors/tourists on rent basis. Hills View Home Stay is located at No.259/6, Hematemane, Musavalli Hobli, Adukatta Post, Siddapur Taluk, Uttara Kannada District on NH206, joining Tumkur (NH 4) and Honnavar. Hematemane Village is 22 kms from Sagar and around 7 kms from Talaguppa in Karnataka. Surrounded by greenery and areca nut plantations, the home stay is spread over 33 guntas of land, owned by Mr. Shivaji K M. The homestay proposes to start its operations in May 2016.

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

Hills View Home Stay enjoys locational advantages, as it is situated in the heart of the Western Ghats and 5 Kms away from the famous Jog falls. HVHS is located 0.5 km from NH206 and the approach roads are motorable. The main building of the homestay is around 50 meters from the entrance gate. There are tourist attractions like Jog Falls, ancient Aghoreshwara Temple Ikkeri, Honnemaradu - back waters of River Sharavathi, Shri Sridhara Swami Ashram Varadapura, Sri Sigandur Chowdeshwari Temple, Gudavi Bird Sanctuary, Keladi, Burude and Unchalli falls etc in the vicinity.

Hills View Home Stay proposes to offers homely, cost effective tourist accommodation by way of 3 non a/c rooms. The rooms offer double accommodation with adequate amenities like attached bathroom, tables, wardrobes, fans, towels, basic toiletries etc. Keeping in mind the sensibilities of the region, the rooms have been designed in a minimalist yet comfortable style. The rooms are clean, airy and well maintained. The sizes of the rooms and bathrooms in the Homestay are adequate. Home Stay has Televisions (TV) in all rooms and a TV in the common lounge. The doors of the rooms are fitted with ordinary locks.

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**# 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.**

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HVHS proposes to provide Non A/c accommodation with Breakfast/Lunch/Dinner, Trekking, Cycling, Sightseeing, Boating and outdoor games - pricing of the packages are expected to be decided once operations commence.

HVHS proposes to serve Malnad style vegetarian and non vegetarian cuisine. Alcohol is not served and smoking will not be allowed. HVHS is also expected to provide assistance with luggage, wakeup call service on request, paid transportation on call, information on near-by tourist destinations etc. Activities offered are trekking, horse riding, swimming, sightseeing, nature walks etc.

The property has ordinary fencing. CCTV has been fixed at the entrance of the homestay. Generator is available to address power supply issues. The homestay website is under construction and bookings will be made through Website, Emails and on telephone. The home stay is yet to maintain registers like Complaint/ suggestion book, Guest register, Bill book, Receipt book etc. Digital locks/ safety lockers are not provided. First aid facilities, fire safety measures, security guard, proper compound wall are not in place presently.

The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Talaguppa, which is around 7 km from Hills View Home Stay.

### **MANAGEMENT:**

Mr. Shivaji K M (aged ~47 years) is the proprietor. The family hails from an agricultural background. Mr. Shivaji runs a water purifying and bottling business in Bengaluru. Smt. Shashikala (Wife of Mr. Shivaji), Ms. Suchitra (D/o Mr. Shivaji), Mr. Ganapati (Father in Law of Mr. Shivaji) and Smt. Lakshmi (Mother in Law of Mr. Shivaji) presently reside in Hills View Home Stay and Mr Shivaji K M would be joining them once operations of the Home stay commence.

### **STATUTORY COMPLIANCES**

Hills View Home Stay has the following documents viz., Land Use Permit dt. January 16 2015 from Gram Panchayat, Police verification certificate dt. December 15 2015 issued in the name of the proprietor, Mr. Shivaji K M , approval from Gram Panchayat dt April 04, 2016 for operating a homestay, Property Tax paid receipts for 1 years i.e for 2015-16.

### **RATING RATIONALE**

The Tourism-Homestay rating assigned for Hills View Home Stay positively factors the favourable location of the home stay , nearby tourist attractions, accessibility to railway station

and bus stand, clean and spacious rooms, reasonable maintenance of bathrooms and toilets and adequate furniture. However, the rating is constrained by the limited track record as the home stay is yet to commence operations, lack of trained and skilled human resources, inherent seasonality risk associated with the cash flows of the homestay industry, average infrastructural facilities and competition from established resorts in the vicinity.

Hills View Home Stay's ability to start its operations as proposed and cater to the requirements of guests by offering services of reasonable quality and security thereby providing secure, value for money stay options would be the key rating sensitivities. Adoption of adequate safety and security measures, first aid assistance, fire safety measures, establishment of good communication 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-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. 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.