

## **Rating Rationale**

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### **Brickwork Ratings assigns “BWR-KA-D” (BWR Karnataka D) for the Tourism – Homestay Rating of Himagiri Homestay, Mudigere Taluk, Chikkamagaluru District, Karnataka**

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

**Himagiri Homestay (HH)**, Mudigere Taluk, Chikkamagaluru District was established by Mr. M.P. Vijendra and his family. HH is located at survey number 2 on a coffee/ tea estate of around 7.17 acres near Madhugundi Village, Sunksale Post. The estate is owned by Mr. M.P. Vijendra. The built up area of the homestay is ~2000 Square feet. HH is yet to start operations and proposes to offer accommodation to singles, students, families and travellers on rent. HH is around 1 Km from Sunksale Post and around 30 kms from Mudigere Town center. HH is ~70 kms from Chikkamagaluru and around 120 kms from Mangalore in Karnataka. HH is also suitable for groups and budget travellers who wish to experience , camping, outdoor games, plantation walks, rafting and seasonal activities.

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

HH is surrounded by the estate, scenic Western Ghats and is located near 'One Rock Mountain' and 'Ballarayanadurga Fort' which is a place of historical interest. Sunksale Village (1 Km) and Javali Village (3 Km) are located near the homestay. Sunksale Village has a Government Hospital, Medical dispensary/pharmacy, general stores, local government office and ATM etc. Javali Village has Bank and ATM . Himagiri Homestay enjoys locational advantages and attracts tourists as it is situated in Chikkamagaluru District.

HH offers homely and cost effective tourist accommodation by way of 2 non a/c spacious rooms and sit out. Each room offers single/double accommodation with amenities like attached bathroom with 24 hours hot water, tables, wardrobe with 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. Home Stay has Television (TV) in the living hall. The doors of the rooms are fitted with ordinary locks. HH has parking space for around 5 cars. HH provides complimentary tea/ coffee, toiletries and homely breakfast, lunch and dinner (Vegetarian and Non vegetarian food). HH proposes to guide tourists for trekking in Ballarayana Durga and offer jeep drives to the Rani Jeri view point, remote waterfalls etc and activities like camp fire, outdoor & indoor games and estate visits. The standard tariff is Rs. 2,300 per head and Rs. 2,600(twin sharing) for 23 hours of stay.

#### **# 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.*

HH is also expected to take copies of ID proofs of guests during check in time. HH would also 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 property is well fenced with steel fencing with lockable gate. CCTV's are not fixed in the homestay. Generator/ UPS is available to address power supply issues and each cottage has boiler facility for hot water. The bookings would be made through word of mouth, emails, telephone and online booking. The home stay is yet to maintain registers like Complaint/ suggestion book, bill book and has put in place Guest register. Digital locks/ safety lockers are not provided. First aid facilities and fire safety measures are not in place presently.

The nearest Police Station is available in Balur Village which is around 10 Kms from the homestay. Government hospital, medical dispensary/pharmacy, local government office, convenience stores, post office and nearest bus stand etc are available in Sunksaale Village, which is around 1 Km from the homestay.

#### **MANAGEMENT:**

Mr. M. P. Vijendra is an agriculturist and the proprietor of Himagiri Homestay. He stays in the homestay with his family. The day to day operations of the homestay are taken care of by the proprietor and his brother, Mr. Guruprasad.

#### **STATUTORY COMPLIANCES:**

Himagiri Homestay has the following documents viz., Land Use Permit dt. January 08, 2016 from Gram Panchayat, Police verification certificate dt. August 26, 2016 issued in the name of the proprietor Mr. M. P. Vijendra, approval from Gram Panchayat dt March 12, 2016 for operating a homestay and Property Tax paid receipts for 2014-15 and 2015- 16.

#### **RATING RATIONALE:**

The Tourism-Homestay rating assigned for Himagiri Homestay positively factors the nearby tourist attractions, clean and spacious rooms and adequate facilities. However, the rating is constrained by inadequate safety measures, limited track record, slightly remote location of the homestay, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Himagiri Homestay's ability to cater to the requirements of guests by offering services of good quality and security and provide secure, value for money stay options would be the key rating sensitivities. Adoption of security arrangements, provision of additional amenities, fire safety measures, first aid 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)) and Guidelines for registration of Homestays in Karnataka 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>) and ಸಂಖ್ಯೆ: ಫುಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 24-6-2016 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 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.