

Rating Rationale

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

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#* (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating to Japavathi Homestay, Mudigere Taluk, Chikkamagaluru District, Karnataka** which indicates that the organization provides/delivers **Average 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:

Japavathi homestay (JH), Mudigere Taluk, Chikkamagaluru District, Karnataka was established by Mr. D.R. Lingegowda and his family. JH is located at survey number 403 in Devavrunda Village and Post, Mudigere Taluk, Chikkamagaluru District, Karnataka, a picturesque location spread over 10 acres. The built up area of the homestay is around 1000 Sq ft. JH commenced operations on August 1 2016. JH is around 1 Km from Devarunda Village, 8 Km from Hangol town center and around 10 kms from Gonibeedu in Karnataka. JH is suitable for groups who wish to experience trekking, sightseeing and nature walks.

OPERATIONS, FACILITIES AND SERVICES:

Hangol Town (8 Km) is located near the homestay. Ettina Bhuja, Japavathi River, Abbi Falls, Bisle Ghat, Belur- Halebeedu, Subramanya and Devarunda Temple are the nearest tourists places in the vicinity. The nearest Police Station, Petrol station, local government office, convenience stores, Shopping center, post office, bank, ATM etc are located in Gonibeedu Village (10 Km), Nearest bus stand is located in Devarunda Village (1 Km), Government hospital, Medical dispensary/ pharmacy are available in Devalakere Village (3 Km).

The rooms at the homestay are comfortable. JH has three furnished rooms of sheet roofing, common dining hall, common living hall and kitchen. Each room offers single/double accommodation with amenities like Double bed, Television in living hall, attached bathroom with 24 hours hot water, dressing mirror, fans, towels, newspapers and basic toiletries etc.

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.

JH offers indoor games which include Chess and Chauka bara, outdoor activities which include Mud volley ball, cricket, Air gun and Malnad style food and hospitality. The rooms are clean and the sizes of the rooms and bathrooms in the homestay are adequate. The doors of the rooms are fitted with ordinary locks. JH has parking space for more than 10 cars. JH provides complimentary tea/ coffee, toiletries, Malnad style breakfast, lunch and dinner (Vegetarian food and Non vegetarian food). JH also provides items required for camp fire at night and outdoor activities like trekking and cab facilities to nearby tourist attractions

The standard tariff is Rs. 2,200 for Adults, Rs. 1,000 for Children and Rs. 500 for Driver/ Maids for 23 hours of stay. JH also takes copies of ID proofs of guests during check in time. JH provides 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 fencing with lockable gate. CCTV's (3 nos) are fixed in the homestay and there is no security guard. UPS is available to address power supply issues and each room has natural boiler facility for hot water. The bookings are made through word of mouth, emails, telephone, online booking and JH has tie-up with travel websites which includes Trip advisor and Goibibo. 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 not available.

MANAGEMENT:

Mr. D.R. Lingegowda has more than 2 years of experience in the homestay business and the proprietor of Japavathi homestay. The proprietor stays in the same building of the homestay with his family. The day to day operations of the homestay are taken care of by the proprietor and his wife, Mrs. Chandravathi.

STATUTORY COMPLIANCES:

Japavathi homestay has the following documents viz., Land Use Permit dt. December 10, 2014 from Gram Panchayat, Police verification certificate dt. July 21, 2016 issued in the name of the proprietor Mr. D. R. Lingegowda and the homestay, approval from Gram Panchayat dt June 14, 2015 for operating a homestay and Property tax paid receipts for 2016-17. JH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, JH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that JH's Application number is 16110230.

RATING RATIONALE:

The Tourism- Homestay rating assigned for Japavathi homestay positively factors the nearby tourist attractions, clean, spacious rooms and adequate facilities. However, the rating is constrained by the poor approach road to the homestay, limited track record, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Japavathi homestay's ability to provide good quality services and 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/godated-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.