

Rating Rationale

Brickwork Ratings assigns ‘BWR-KA-D’ (BWR Karnataka D) for the Tourism – Homestay Rating of Moon Valley Home Stay, Vidyanagar Road, Madikeri, Karnataka

Brickwork Ratings India Pvt. Ltd (BWR) has assigned “**BWR-KA-D**” #* (Pronounced **BWR Karnataka D) Tourism – Homestay** rating to **Moon Valley Home Stay, Vidyanagar Road, Madikeri, 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:

Moon Valley Home Stay (MVHS), Madikeri was established by Mr. B M Somanna and his family. MVHS commenced operations in January 2016 as a homestay to offer accommodation to tourists on rent basis. Moon Valley Home Stay is located at Survey Number: 100/6, Sowmya Nilaya, Behind FMC College, Vidyanagar Road, Madikeri, Karnataka. MVHS is located around 2 Kms from Madikeri town, approx. 0.2 kms from Vidyanagar road, around 0.3 kms from Cariyappa road and the approach road is motorable. The home stay is built on land area of ~2287 Sq Ft and the built up area is ~ 1640 sq ft. MVHS is a budget homestay and suitable for singles, couples, groups and travelers.

OPERATIONS, FACILITIES AND SERVICES:

Moon Valley Home Stay enjoys locational advantages, as it is situated in Madikeri with tourist attractions like Omkareshwara Temple, Raja's seat & Madikeri Fort, which are around 2 kms from the home stay and Abbey Falls(around 5 km). The home comprises G+1 floors. Mr. B M Somanna and his family reside on the ground floor of the building and the first floor which has 2 non a/c rooms, a TV hall, a kitchen, 2 bathrooms (not attached to the rooms) & dining hall is offered to guests. The property is properly fenced. MVHS has car parking space for around 4 cars.

MVHS provides assistance with luggage, wake-up call on request, paid transportation on call, information on nearby tourist destinations & critical information like nearby Hospital contact details etc.

The rooms are suitable for single and double accommodation and are clean and well-ventilated. The rooms do not have wardrobes. Sizes of the rooms and bathrooms in the Homestay are adequate. MVHS provides complimentary coffee/tea, towels and basic toiletries. Breakfast, Lunch and dinner are provided on request at additional cost. The standard tariff is Rs.1000 per person/day. The doors of the rooms are fitted with ordinary locks and first aid kit is available. The home stay has a UPS to address power issues. MVHS has a CCTV at the entrance of the building. Bookings would be made through word of mouth and telephone. Guest register book is maintained, however complaint/suggestion book/bill book, Security guard and fire safety measures are not in place presently.

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 nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Madikeri town, which is around 2 kms from the homestay. Nearest bus stand (Madikeri town bus stand) is 2 kms from Home stay, nearest Railway Station is Mysore Railway station (117 Kms), Nearest Airports are Mysore(117 kms) and Mangalore (136 kms)

MANAGEMENT:

Mr. B M Somanna (aged ~67 years) is the proprietor of the home stay. He and his wife take care of the day to day operations of the homestay.

STATUTORY COMPLIANCES

Moon Valley Home Stay has the following documents viz., Land Use Permit dt. May 19, 2015, Police verification certificate dt. January 12 2016 issued in the name of the promoter, No Objection Certificate from the Grama Panchayat, Byadarahalli dt. May 19, 2015 and Property tax paid receipts for FY 16.

RATING RATIONALE

The Tourism-Homestay rating assigned for Moon Valley Home Stay positively factors the nearby tourist attractions, clean rooms and adequate facilities in the homestay. However, the rating is constrained by the limited track record as the home stay has recently commenced operations, need for improvement in security and fire safety measures, inherent seasonality risk associated with the cash flows of the homestay industry and moderate scale of operations.

Moon Valley Home Stay's ability to 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. Appointment of security guard, adoption of 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) 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>) ಸಂಖ್ಯೆ: ಪ್ರ ಇ 201 ಪ್ರವಾಯೋ 2016 ಬೆಂಗಳೂರು ಕರ್ನಾಟಕ: 24-06-2016 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 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.