

Rating Rationale

Brickwork Ratings assigns “BWR-KA-C” (BWR Karnataka C) for the Tourism – Homestay Rating of Muccole Estate Homestay, Madikeri Taluk, Kodagu District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-C**”#* (Pronounced **BWR Karnataka C**) **Tourism – Homestay** rating to **Muccole Estate Homestay, Madikeri Taluk, Kodagu District, Karnataka**, which indicates that the organization provides/delivers **Moderate Quality of Facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

HOMESTAY PROFILE:

Muccole Estate Homestay (MEH), Madikeri Taluk, Via Napoklu Town, Kodagu District was established by Mr. C.U. Somanna and his family. MEH is located on a coffee estate of around 3.90 acres near Hoddur Village at Survey number 143/45. The coffee estate is owned by Mr. C.U. Somanna. The built up area of the homestay is 10 cents. MEH has 1 cottage consisting of 2 rooms, 2 separate glass rooms, 1 common dining hall and 1 security room. MEH is around 3 Km from Napoklu town and connects Madikeri - Bhagamandala main road. MEH is ~120 kms from Mysore and around 35 kms from Madikeri Town Center in Karnataka. MEH is yet to start operations and proposes to offer accommodation to single, couples, students, youth, families and travellers on rent. MEH is also suitable for groups who want to experience the joy of trekking, sightseeing and nature walks.

OPERATIONS, FACILITIES AND SERVICES:

MEH is surrounded by the coffee estate and Cauvery river flows through the homestay. Napoklu and Murnad town are located near the homestay. Napoklu is a green area in West Coorg and base camp for camping and trekking around the area and is the closest point in Coorg to visit the Neverland adventure park etc. Murnad is a small town connecting Madikeri and Virajpet and is accessible to important landmarks in Kodagu district.

Muccole Estate Homestay proposes to offer comfortable and cost effective tourist accommodation by way of 1 non a/c cottage consisting of 2 rooms and 2 separate architectural glass rooms. The cottage is in the coffee estate and glass rooms are next to the Cauvery river. The cottages and glass rooms share a common dining hall and security room. Each room in the cottage and the glass rooms comprises of queen size beds with extra divans and amenities like attached bathroom with 24 hours hot water, wardrobe with a 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 dining hall. The doors of the rooms are fitted with ordinary locks. MEH proposes to offer coffee/ tea, breakfast, mineral water, towels and basic toiletries as complimentary services, Lunch and dinner on request and the homestay is equipped with cooking facility in common dining hall.

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.*

Coorgi cuisine would also be arranged for breakfast and also from near by restaurants for the tourists at extra costs and on request. MEH has parking space for around 10 cars. The standard tariff is Rs. 1000 per head for 23 hours of stay.

MEH is also expected to take copies of ID proofs of guests during check in time. MEH would 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 stone fencing and steel support for the land area. CCTV's are installed (4 nos) near the cottages, glass rooms and common dining hall of the homestay. Generator is available to address power supply issues. 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 and fire safety measures are not in place presently. First aid facilities are in place.

The nearest post office is available in Hoddur Post, which is around 1.5 Km from the homestay. Police Station, Government Hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Murnad town ,which is around 4 kms from the homestay. Nearest bus stand (Napoklu town bus stand) is 3 kms from Homestay, nearest Railway Station is Mysore Railway station (120 Kms), Nearest Airports are Bangalore (370 kms) and Mangalore (150 kms).

MANAGEMENT:

Mr. C.U. Somanna is an agriculturist and the proprietor of Muccole Estate Homestay, who 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. Parvathi. A cook and 2 security guards are appointed.

STATUTORY COMPLIANCES

Muccole Estate Homestay has the following documents viz., Land Use Permit dt. June 13, 2016 from Gram Panchayat, Police verification certificate dt. August 18, 2016 issued in the name of the proprietor Mr. C.U. Somanna, approval from Gram Panchayat dt May 12, 2016 for operating a homestay and Property Tax paid receipts for 2013-14, 2014- 15 and 2015- 16.

RATING RATIONALE

The Tourism-Homestay rating assigned for Muccole Estate Homestay positively factors the promoters' financial capability, favourable location of the homestay, nearby tourist attractions, clean and spacious rooms and adequate facilities proposed to be offered. However, the rating is constrained by the limited track record as the homestay is yet to commence operations and inherent seasonality risk associated with the cash flows of the homestay industry.

Muccole Estate Homestay's ability to start its operations as proposed and cater to the requirements of guests by offering services of good quality and security thereby providing secure, value for money stay options would be the key rating sensitivities.

Adoption of additional amenities, fire safety measures 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/godated-31.03.2016-kan-eng-agency-address-parameters.pdf>) and ಸಂಖ್ಯೆ: ಪ್ರಇ 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.