

## **Rating Rationale**

### **Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of Ninada Homestay, Hebbettigeri Village, K.Nidugane Post, Madikeri, Karnataka**

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”<sup>#</sup> (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating** to **Ninada Homestay**, Hebbettigeri Village, K.Nidugane Post, Madikeri, 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:**

**Ninada Homestay (NH)** Hebbettigeri Village, K.Nidugane Post, Madikeri was established by Mr. C.A. Kariappa and his family. NH commenced operations in May 2016 and has well designed rooms to accommodate families and friends with comforts of homestay. The main building of the homestay is around 10 meters from the main Road. The approach roads are motorable. Ninada Homestay is around 5 kms from Madikeri, around 2 Kms from Abbey Falls and around 130 kms from Mysore in Karnataka. NH is suitable for groups who wish to experience trekking, sightseeing and nature walks.

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

NH enjoys locational advantages, as it is situated near Madikeri with tourist attractions like Raja Seat, Abbey Falls, Madikeri Fort, Omkareshwar Temple, St. Mark's Church, Cauvery Nisargadhama, which are less than 10 km from the home stay. Other essential services such as Police Station, Government hospital, Medical dispensary/ pharmacy, local government office, convenience stores, post office, bus stand, bank, ATM etc are well accessible from the homestay within 2 Kms.

**# 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.**



Ninada Homestay offers homely, cost effective tourist accommodation by way of 4 non a/c rooms. The rooms offer double accommodation with adequate amenities like attached bathroom, tables, wardrobes, fans, towels, basic toiletries etc. The rooms are clean, airy and well maintained. The sizes of the rooms and bathrooms in the Homestay are adequate. The doors of the rooms are fitted with ordinary locks. NH has parking space for around 10 cars. NH provides complimentary tea/ coffee, toiletries, home food style breakfast and dinner (Vegetarian and Non vegetarian food).

SH 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 property has natural fencing. CCTV (1 No) has been fixed at the entrance of the homestay. UPS is available to address power supply issues. The homestay bookings will be made through 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 are not in place presently.

#### **MANAGEMENT:**

Mr. C.A. Kariappa is the proprietor. The family hails from an agricultural background. The proprietor stays in the homestay with his family.

#### **STATUTORY COMPLIANCES:**

Ninada Homestay has the following documents viz., Land Use Permit dt. May 27 2015 from Gram Panchayat, Police verification certificate dt. October 12 2016 issued in the name of the proprietor, the approval from Municipal Council dt May 27 2015 for operating a homestay and Property Tax paid receipts for 2015-16. NH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, the homestay has submitted an online application for Homestay Registration and received the acknowledgment from Department of Tourism, Government of Karnataka, which states that NH's Application number is 17011069 dated January 07 2017 and that they

would be notified by the department officials in case they need clarifications or if they find discrepancies in the submitted application.

### **RATING RATIONALE:**

The Tourism- Homestay rating assigned for Ninada Homestay positively factors the favourable location of the home stay , nearby tourist attractions, accessibility to 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 of the home stay, lack of trained and skilled human resources, need for improvement in security and fire safety measure, inherent seasonality risk associated with the cash flows of the homestay industry, average infrastructural facilities and competition from established resorts in the vicinity.

Ninada Homestay'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. 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-Accommodation.pdf](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/go-dated-31.03.2016-kan-eng-agency-address-parameters.pdf>), ಸಂಖ್ಯೆ: ಪ್ರ: 201 ಪ್ರವಾಯೋನ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 24-6-2016, ಸಂಖ್ಯೆ: ಪ್ರ: 201 ಪ್ರವಾಯೋನ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಪ್ರ: 201 ಪ್ರವಾಯೋನ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ :13/10/2016 ([http://karnatakaturism.org/policy/Homestay\\_Governmentorder.pdf](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.

**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.

Analysts	Media
<a href="mailto:analyst@brickworkratings.com" style="color: blue; text-decoration: underline;">analyst@brickworkratings.com</a>	<a href="mailto:media@brickworkratings.com" style="color: blue; text-decoration: underline;">media@brickworkratings.com</a>
	<b>Relationship Contact</b>
	<a href="mailto:bd@brickworkratings.com" style="color: blue; text-decoration: underline;">bd@brickworkratings.com</a>
<b>Phone: 1-860-425-2742</b>	