

Rating Rationale

Brickwork Ratings assigns “BWR-KA-C+” for the Tourism – Homestay Rating of Parnakuti Homestay, Manipal, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-C+**”[#] (**Pronounced BWR Karnataka C Plus**) **Tourism – Homestay rating** to **Parnakuti Homestay, Manipal, Karnataka**, which indicates that the organization provides/delivers **Moderate Quality of Facility**.

HOMESTAY PROFILE:

Parnakuti Homestay (PH), Manipal was established by Mr. Uday Shanker Shenoy and family. Parnakuti Homestay commenced operations in March 2013 and has well-designed rooms to accommodate travelers with comforts of homestay. The main building of the homestay is around 0.5 Km from the main road. The approach roads are motorable. Parnakuti Homestay is around 03 km from Udupi Railway Station, around 05 Km from Sri Krishna Matha and around 60 km from Mangalore in Karnataka. PH is suitable for those who want to experience a family holiday.

OPERATIONS, FACILITIES AND SERVICES:

Parnakuti Homestay enjoys locational advantages, as it is situated at the edge of Manipal hills and Arabian sea on the horizon with tourist attractions like Udupi Krishna Mutt, Vinayaka Temple - Anegudde, Durgaparameshwari Temple - Mandarthi, Jain Temples of Karkala, Mother of Sorrows church - Udupi which are less than 25 km from the homestay. 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 for the definition of the rating & rating scale. The rating assigned is not a credit rating.**

Parnakuti Homestay offers homely accommodation by way of 5 fully furnished rooms. The rooms are around 350- 450 sq.ft each, consisting of bedroom, dining for 2-3 people and bathroom. The rooms are equipped with television, tea/coffee maker, wifi connectivity and in-room safe locker. Homestay has ample parking space and spectacular views. PH provides complimentary tea, coffee, and toiletries.

PH provides laundry service, iron board, 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. There are 8 CCTVs for monitoring the entrance/exit/common areas. However, there is no security guard. UPS is available to address power supply issues. The homestay bookings can be made online or via emails/ telephone. The homestay maintains the records i.e. details regarding guests in a register. Digital locks/ safety lockers are not provided and fire safety measures are not in place presently.

MANAGEMENT:

Mr. Uday Shanker Shenoy is the owner of the homestay. The promoter 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, Mrs. Chandraprabha.

STATUTORY COMPLIANCES:

Parnakuti Homestay has the following documents viz., Land ownership details, Online Registration Certificate (issued by Karnataka Tourism Department) dated October 10, 2018 (Registration Number: KAR/HMST/UDPI/UDPI/0020), Police verification certificate dated June 12, 2018, issued in the name of the owner and the homestay, No Objection Certificate from the Municipal Corporation, Udupi dated July 28, 2016, and Property tax paid receipts for 3 years i.e. FY 16, FY 17 and FY18.

RATING RATIONALE:

The Tourism-Homestay rating assigned for Parnakuti Homestay positively factors the favorable location, nearby tourist attractions, promoters financial capability, clean and spacious rooms and good quality of facilities. However, the rating is constrained by the inherent seasonality risk associated with the cash flows of the homestay industry, moderate scale of operations and competition from other hotels in the vicinity.

The rich cultural and historical heritage of Udupi attracts tourists throughout the year. Parnakuti Homestay's ability to cater to the requirements of guests by offering services of good quality with emphasis on guest comfort and security, thereby providing value for money stay options, would be the key rating sensitivities. Adoption of adequate 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-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: ಪ್ರಾ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 24-6-2016, ಸಂಖ್ಯೆ: ಪ್ರಾ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ : 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಪ್ರಾ 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 for 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.