



Rating Rationale

Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of Phansoli Jungle Home Stay, Phansoli village, Joida, Uttar Kannada, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “BWR-KA-D”^{#*} (Provisional) (Pronounced BWR Karnataka D) Tourism – Homestay rating to Phansoli Jungle Homestay, Phansoli village, Joida, Uttar Kannada 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:

Phansoli Jungle Homestay (PJH), Phansoli village, Joida, Uttar Kannada District was established by Mr. Anil Madadolkar and his family. PJH is located near a dense forest and spread over ~2.6 acres at survey number 18 in Phansoli village, Joida Taluk, Uttar Kannada District, Karnataka. The built up area of the homestay is ~10 guntas. PJH commenced operations on January 1, 2008 to accommodate the needs of travellers. PJH is around 600 mts from Phansoli village and 16 Km from Dandeli Town, Dandeli Town is ~85 kms from Hubli and around 42 kms from Alanvara Junction in Karnataka.

OPERATIONS, FACILITIES AND SERVICES:

PJH has locational advantages, as it is situated in Phansoli Village, Joida Taluk, Uttar Kannada District in Western Ghats. The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc. are available in Dandeli town. Dandeli town is 1548 feet above sea level and attracts tourists throughout the year. Kali River (90km), Wild Life Sanctuary (13km), Syntheri Rock (31kms), Supa Dam (21kms), Anshi National Park (55kms), Sykes Point (23kms), Kavala Caves (23kms) and Shirol Peak (16kms) are nearby tourist attractions.

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.**



PJH has 4 rooms (non a/c) with attached bathroom and common sit out. Each room has amenities like 24 hours hot water, tables, wardrobe, dressing mirror, ceiling fans, towels, newspapers and basic toiletries etc. The rooms are spacious, clean and well maintained. The sizes of the rooms in the homestay are adequate. PJH has parking space for around 4 cars. PJH offers homemade breakfast with complimentary tea/coffee, dinner and lunch. PJH also offers other facilities like campfires, nature walk, jungle safari and play area for kids.

The standard tariff is Rs. 1,000 per person for 23 hours of stay. PJH also takes copies of ID proofs of guests during check in time. The identification proof accepted is driver's license/ voter's card or passport. PJH provides assistance with luggage, wakeup call service on request and critical information like nearby Government Hospital and local Police station contact details etc. PJH provides paid transportation facilities to tourists.

The homestay property has electric fencing with lockable gate. The doors of the rooms are fitted with ordinary locks. There are 3 CCTV's for monitoring the entrance/ exit areas. The homestay also has 2 fire extinguishers as a safety measure and boiler for hot water.

The home stay has maintained registers like guest register, bill book and Complaint/ suggestion book. Bookings are made through word of mouth/ website/ e mails/ telephone. The homestay accepts payments in cash and online payments.

MANAGEMENT:

Mr. Anil Madadolkar is a transport contractor and proprietor of Phansoli Jungle Homestay. The proprietor along with his wife, Mrs. Asha Madadolkar and children Mr. Atul and Mr. Anoop Madadolkar take care of the day to day operations.

STATUTORY COMPLIANCES

Phansoli Jungle Homestay has the following documents viz., Land Use Permit dt. January 06, 2010, Police verification certificate dt. November 14, 2016, No Objection Certificate from the village panchayat dt. August 27, 2016 and Property tax paid receipts for FY16. PJH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, PJH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government



of Karnataka, which states that PJH's Application number is 16110342 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 Phansoli Jungle Homestay positively factors the nearby tourist attractions and the moderate facilities offered. However, the rating is constrained by the inherent seasonality risk associated with the homestay industry and competition from other homestays in the vicinity.

Phansoli Jungle 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. 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 : 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.

| Analysts | Media |
|--|--|
| analyst@brickworkratings.com | media@brickworkratings.com |
| | Relationship Contact |
| | bd@brickworkratings.com |
| Phone: 1-860-425-2742 | |

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.