



Rating Rationale

Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of River View Coorg, Gargandoor Village, Kumbur post, Kodagu District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#* (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating to River View Coorg, Gargandoor Village, Kumbur post, Kodagu District, 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:

River View Coorg (RVC), was established by Mr. C.K Rohith and his family. RVC is located at Survey Number 270/1, Gargandoor Village, Kumbur post, Madapura, Kodagu District, Karnataka. Gargandoor Village is ~4 Kms from Madapura, ~8 Kms from Suntikoppa, ~20 Kms from Madikeri and ~23 Kms from Kushalnagar. The homestay is located on the backwaters of Harangi River and in a coffee estate which is spread over 1 acre. The land/estate is owned by Mr. C.K. Rohith. The built up area of the homestay is around 10 cents. RVC commenced its operations in August 2014.

OPERATIONS, FACILITIES AND SERVICES:

River View Coorg enjoys locational advantages, as it is situated on the backwater of Harangi River. Other tourist attractions in the vicinity are Mallalli falls, Honnamma lake, Dubare elephant camp, Cauvery Nisargadhama, St. Mark's Church which are less than 25 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 accessible from the homestay and within 8 Kms.

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.



River View Coorg offers homely, cost effective tourist accommodation by way of 2 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. RVC has parking space for around 10 cars. RVC provides complimentary tea/ coffee, toiletries, Coorg style breakfast and dinner (Vegetarian and Non vegetarian food). RVC provides assistance with luggage, wakeup call service on request, paid transportation on call, information on nearby tourist destinations and key information like nearby hospital contact details etc.

There are 2 CCTVs for monitoring the entrance/exit/common areas. UPS is available to address power supply issues. The homestay has its own website and bookings will be made through website, 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.K. Rohith is the proprietor. The family hails from an agricultural background. The proprietor stays in the same building of the homestay with his family. The day to day operations of the homestay are taken care of by the proprietor and his wife, Mrs. C.R. Amrutha.

STATUTORY COMPLIANCES:

River View Coorg has the following documents viz., Land Use Permit dt. December 10 2014, Police verification certificate dt. October 10 2016 issued in the name of the proprietor Mr. C.K. Rohith, approval from Gram Panchayat dt November 24 2016 for operating a homestay and Property tax paid receipts for 2016-17. RVC is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, RVC has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that RVC's Application number is 16110501.

RATING RATIONALE:

The Tourism- Homestay rating assigned for River View Coorg positively factors the favourable location of the home stay , nearby tourist attractions, clean and spacious rooms, reasonable maintenance of bathrooms and toilets and adequate furniture. However, the rating is constrained by the poor approach road to the homestay, 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 other homestay players in the vicinity.

River View Coorg'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-Accomodation.pdf](http://karnatakaturism.org/policy/Tourism_Products_Rating_Guide-Accomodation.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-31.03.2016-kan-eng-agency-address-parameters.pdf](http://karnatakaturism.org/policy/Homestay_Governmentorder.pdf)), ಸಂಖ್ಯೆ: ಪ್ರ: 201 ಪ್ರವಾಯೋಗ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 24-6-2016, ಸಂಖ್ಯೆ: ಪ್ರ: 201 ಪ್ರವಾಯೋಗ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆದೇಶ ಸಂಖ್ಯೆ: ಪ್ರ: 201 ಪ್ರವಾಯೋಗ 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.

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