

## **Rating Rationale**

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### **Brickwork Ratings assigns “BWR-KA-B” (Provisional) for the Tourism – Homestay Rating of Roshan Homestay, Near DFO Bungalow, Madikeri, Karnataka**

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Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-B**”<sup>#</sup> (**Provisional**) (**Pronounced BWR Karnataka B**) **Tourism – Homestay rating** to **Roshan Homestay**, Madikeri, Karnataka, which indicates that the organization provides/delivers **Adequate 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:**

**Roshan Homestay (RH)**, Madikeri was established by Mr. Kaliyanda Somaiah Chengappa and his family. Roshan Homestay commenced operations in December 2011 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. Roshan Homestay is around 1.5 kms from Madikeri Bus Stand, around 3 Kms from the famous Raja Seat and around 90 kms from Mysore in Karnataka. RH is suitable for those who want to experience a family holiday with the comfort of a home coupled with joy of nature. The Homestay has earlier been approved under ‘Gold Category’ by Karnataka Tourism Department under ‘Athithi’ Karnataka Homestay Scheme in November 2011.

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

RH enjoys locational advantages, as it is situated at 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.*

Roshan Homestay offers homely accommodation by way of 3 Studio Homes, with each studio having an area of 460 Sq.Ft, comprising of living room and bedroom with attached bath. All the 3 Studios open to a large common verandah of 700 sft which is utilized for dining & as a sitout. RH has parking space for around 10 cars. RH provides complimentary tea/ coffee, toiletries and breakfast.

RH 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.

Roshan Homestay is surrounded by lush green forest on one side and Madikeri city on the other side with a picturesque view of the area. The homestay has a CCTV fixed at the entrance. UPS is available to address power supply issues. The homestay bookings are made through emails and on telephone. The Homestay maintains the records i.e. details regarding guests in a register book and invoices in physical form. Digital locks/ safety lockers are not provided and fire safety measures are not in place presently.

#### **MANAGEMENT:**

Mr. K.S. Chengappa is the owner of the homestay. His wife, Mrs. P.A. Saraswathi, manages the day to day operations alongwith her daughter, Ms.Punitha. The proprietor stays in the homestay with his family.

#### **STATUTORY COMPLIANCES:**

Roshan Homestay has the following documents viz., Land ownership details, Police verification certificate dt. December 12, 2016 issued in the name of the promoter and the homestay, No Objection Certificate from the Municipal Corporation, Madikeri dt. May 23, 2014 and Property tax paid receipts for 2 years i.e. FY 15 & FY 16.

#### **RATING RATIONALE:**

The Tourism-Homestay rating assigned for Roshan Homestay positively factors the established track record of operations, favourable location, nearby tourist attractions, accessibility to bus

stand, clean and spacious rooms and satisfactory quality of facilities. It also factors the demand and interest evinced by various people for stay in RH, including business travellers. 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.

Roshan 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, 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)) 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 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 24-6-2016, ಸಂಖ್ಯೆ: ಪ್ರ: 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು, ದಿನಾಂಕ: 27/08/2016 and GO (Government order) ಸರ್ಕಾರದ ಆಜ್ಞೆ ಸಂಖ್ಯೆ: ಪ್ರ: 201 ಪ್ರವಾಯೋ 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.

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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.