



Rating Rationale

Brickwork Ratings assigns “BWR-KA-E” (Provisional) for the Tourism – Homestay Rating of Sathodi Jungle Homestay, Yellapura Taluk, Uttara Kannada District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-E**”#* (**Provisional**) (**Pronounced BWR Karnataka E**) **Tourism – Homestay rating** to **Sathodi Jungle Homestay, Yellapura Taluk, Uttara Kannada District, Karnataka** which indicates that the organization provides/delivers **Low 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:

Sathodi Jungle Homestay (SJH), Yellapura Taluk, Uttara Kannada District, Karnataka was established by Mr. Gajanana Areguli and his family. SJH is located at survey number 104 near Sathodi Falls, Dehalli Village, Yellapura Taluk, Uttara Kannada District, Karnataka and spread over 2.12 acres. The built up area of the homestay is approx 10 cents. SJH commenced operations on January 1 2016 and has two rooms & two tents to accommodate families and friends with indoor games and outdoor activities. SJH is around 14 Km from Yellapura town center and 2 kms from Dehalli Village and around 70 kms from Hubli in Karnataka. SJH is suitable for groups who wish to experience trekking, sightseeing and nature walks.

OPERATIONS, FACILITIES AND SERVICES:

Yellapura Town Center (14 Km) is located near the homestay. Sathodi falls, Kali river back waters, Hanging bridge, Magod falls, Koudikeri temple and Jenukallu Gudda sunset spot are the tourists places located in and around Yellapura town. The nearest Police Station, Government hospital, Medical dispensary/ pharmacy, local government office, convenience stores, post office, bank, ATM etc are also available in Yellapura town. Nearest bus stand and Shopping center is available in Dehalli Village (2 Km).

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.



The rooms at the homestay are fairly satisfactory. SJH has 2 rooms & 2 tents, common dining hall and kitchen. Each room and tent offers single/double accommodation with amenities like Double bed, Television, attached bathroom with 24 hours hot water, dressing mirror, fans, towels, newspapers and basic toiletries etc. The rooms are clean and moderately maintained. The sizes of the rooms and bathrooms in the homestay are adequate. The doors of the rooms are fitted with ordinary locks. SJH has parking space for around 5 cars. SJH provides complimentary tea/ coffee, toiletries, home food style breakfast, lunch and dinner (vegetarian food only). Alcohol will not be served and smoking will not be allowed. SJH also provides items required for camp fire at night and outdoor activities like trekking, cab facilities to nearby tourist attractions – Sathodi falls, Kali river back waters, Hanging bridge, Magod falls, Koudikeri temple and Jenukallu Gudda sunset spot in yellapura town at extra cost.

The standard tariff is Rs. 800 per head for 23 hours of stay. SJH has been advised to take copies of ID proofs of guests during check in time. SJH provides assistance with luggage, wakeup call service on request, information on nearby tourist destinations and information about the one day packages in the reception area and critical information like nearby hospital contact details etc.

The homestay property has natural fencing with lockable gate. CCTV (1 nos) is fixed in the homestay and a security guard is appointed. UPS is available to address power supply issues and each room has natural boiler facility for hot water. The bookings would be made through word of mouth, emails, telephone and online booking. The home stay has maintained registers like guest register, bill book and Complaint/ suggestion book. Digital locks/ safety lockers are not provided. First aid facility is available and fire safety measures are not in place presently.

MANAGEMENT:

Mr. Gajanana Areguli is an Agriculturist and the proprietor of Sathodi Jungle Homestay. 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, Ms. Vidya Areguli. A security guard is appointed.

STATUTORY COMPLIANCES:

Sathodi Jungle Homestay has the following documents viz., Land Use Permit dt. July 20, 2016 from Gram Panchayat, Police verification certificate dt. May 21, 2016 issued in the name of the proprietor Mr. Gajanana Areguli and the homestay, approval from Gram Panchayat dt March 31, 2016 for operating a homestay and Property Tax paid receipts for 2015-16 and 2016-17. SJH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, SJH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that SJH's Application number is 16100121.

RATING RATIONALE:

The Tourism- Homestay rating assigned for Sathodi Jungle Homestay positively factors the track record of the homestay, proprietor's experience in homestay business, nearby tourist attractions and moderate rooms. However, the rating is constrained by the poor approach road to the homestay, need for improvement in ambience and facilities, inadequate security and fire safety measures, inherent seasonality risk associated with the cash flows of the homestay industry and competition from other homestay players in the vicinity.

Sathodi Jungle Homestay's ability to provide good quality services and secure, value for money stay options would be the key rating sensitivities. Provision of additional amenities and 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) 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/godated-31.03.2016-kan-eng-agency-address-parameters.pdf>), ಸಂಖ್ಯೆ : ಪ್ರಇ 201 ಪ್ರವಾಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 24-6-2016, ಸಂಖ್ಯೆ : ಪ್ ರಇ 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.

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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.