

## **Rating Rationale**

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### **Brickwork Ratings assigns “BWR-KA-B-” (BWR Karnataka B Minus) for the Tourism – Homestay Rating of Seascape Homestay, Udupi, Karnataka.**

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Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-B-”**##\* (Pronounced **BWR Karnataka B Minus**) **Tourism – Homestay** rating to **Seascape Homestay, Udupi, Karnataka**, which indicates that the organization provides/delivers **Adequate Quality of Facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

#### **HOMESTAY PROFILE:**

**Seascape Homestay (SHS), Udupi** was established by Mr. Sandeep Shetty in 2008. SHS is a private home which offers accommodation to guests on rent. The Homestay is located on a plot of ~21000 sq.ft. of land owned by Mr. Sandeep Shetty. The built up area is around 4000 sqft and the homestay is located at D.No. 1-64-2, Ward No.1, Badanidiyoor, Tottam which is beside Malpe Beach in Udupi.

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

Seascape Homestay enjoys locational advantages, as it is situated in Thottam, Udupi, 8 km from the Udupi Sri Krishna Temple and ~10 minute boat ride to the famous St. Mary’s Island with its beaches and unique rock formations. SHS is 500 mts away from the local bus stop and is connected by motorable road. There are tourist attractions like Malpe Beach, Kaup Beach, Ananteshwara Temple, Anatomy Museum - Manipal etc in the vicinity of SHS.

SHS also offers opportunities to indulge in different water-sport activities such as Jet Ski, Speed Boat Rides, Surfing etc (extra charges applicable). Guests can also enjoy scenic beauty of the Arabian sea.

The property is well fenced with compound and has a garden and parking area where ~8 cars can be parked. The Homestay offers 4 clean and well maintained air-conditioned rooms with amenities like attached bathrooms, wifi, wardrobe, basic toiletries etc.

The sizes of the rooms and bathrooms in the Homestay are adequate. External furniture, windows, internal floors are kept clean and dust free. Home Stay has TV in the common lounge. Complimentary South Indian breakfast is served. Lunch/dinner can be arranged from the nearest restaurant at actual cost. The Homestay also offers on-request services like laundry service, iron board, information on nearby tourist destinations, wakeup call service and paid transportation facilities. There are 8 CCTVs for monitoring the entrance/exit/common areas and there is a security guard. The doors of the rooms are fitted with ordinary locks. The bookings are made through emails and on telephone. The homestay accepts payments in cash/ online transfer. The home stay is yet to maintain check in-out registers and feedback register book., first aid facilities and fire safety measures. The nearest police station, post office, government

#### **# 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.*

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hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available within 3 km from the homestay.

### **MANAGEMENT:**

Mr. Sandeep Shetty is the owner of the Homestay and has 8 years of experience in running the home stay. Day to day activities are taken care by his brother in law, Mr. Sarjith Shetty, who stays in the homestay.

### **STATUTORY COMPLIANCES**

Seascape Homestay has Land Use Permit dt. July 05, 2016, Police verification certificate dt. Dec 03, 2015 issued in the name of the promoter and the homestay, No Objection Certificate from the Badanidiyoor Grama Panchayat dated 05 Nov 2015 and Property tax paid receipts for 3 years i.e. FY 14, FY 15 and FY16.

### **RATING RATIONALE**

The rating assigned for Seascape Homestay positively factors the established track record of operations, locational advantages, easy accessibility, clean and spacious rooms with adequate facilities, additional attractions like water-sport activities and promoters' financial capability. However, the rating is constrained by unavailability of fire safety measures, inherent seasonality risk associated with the cash flows of the homestay industry, and competition from other hotels/resorts in the vicinity. Seascape Homestay's ability to cater to the requirements of guests by offering services of good quality and security thereby providing value for money stay options would be the key rating sensitivities. Maintenance of Check in-out and guest feedback register book 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](http://karnatakaturism.org/policy/Tourism_Products_Rating_Guide-Accommodation.pdf)) and Guidelines for registration of Homestays in Karnataka 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>) which has defined the Quality Standards which shall be applied by the empanelled Rating Agencies for assessing the quality of tourism products in Karnataka. 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 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.