

Rating Rationale

Brickwork Ratings assigns “BWR-KA-D” for the Tourism – Homestay Rating of Soutira Home Stay, Chikhale, Belagavi, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR KA D**” #*(Pronounced BWR Karnataka D) **Tourism – Homestay** rating to **Soutira Home Stay Chikhale, Belagavi, Karnataka**, which indicates that the organization provides/delivers **Average quality of facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

HOMESTAY PROFILE

Soutira Home Stay (SHS), Belagavi, was established by Smt. Rekha Kurane and her family in 2015. SHS is a private house of the Kurane family offering accommodation to visitors/tourists on rent basis in Chikhale Village, Belagavi, Karnataka. Soutira Home Stay is located at Gram Panchayat No- 287, Chikhale, Jamboti Post, Khanapur taluk, Belagavi District on NH31, joining Belagavi and Goa. Chikhale Village is 40 kms from Belagavi and around 10 kms from Jamboti in Karnataka. Surrounded by greenery and a scenic atmosphere, the home stay is spread over 1 acre 10 guntas of land, owned by Smt Rekha Kurane. The homestay is operational since May 2015. SHS is positioned as a budget homestay and caters both to families and youngsters.

OPERATIONS, FACILITIES AND SERVICES:

Soutira Home Stay enjoys locational advantages, as it is situated near the hilly areas of the Jamboti forest and attracts people who wish to enjoy a tranquil stay. SHS is located 1 km from NH31 and the approach roads are motorable. The main building of the homestay is around 100 meters from the entrance gate. There are tourist attractions like Gokuldham Temple (ISKCON), Soutira Falls, Vajra Poha Falls, Chigule Falls, Chikhale waterfalls, Jamboti forest, Kankumbi Mauli Temple, Sada Fort etc in the vicinity.

Soutira Home Stay offers homely, cost effective tourist accommodation by way of 4 non a/c rooms. The rooms are in the main building of the homestay and offer double accommodation with adequate amenities like attached bathroom, tables, wardrobes, fans, towels, basic toiletries etc. Keeping in mind the sensibilities of the region, the rooms have been designed in a minimalist yet comfortable style. The rooms are clean, airy and well maintained. The sizes of the rooms and bathrooms in the Homestay are adequate. There is a television (TV) in the common lounge and individual rooms do not have TVs. The doors of the rooms are fitted with ordinary locks.

KA stands for Karnataka

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SHS provides two types of services for its guests viz., Day Package and Non A/c accommodation. Day Packages are customized services where a customer may opt for horse riding, swimming, Breakfast/Lunch/Dinner and outdoor games - pricing of the day package depends on the services availed by the customers. The non a/c accommodation is the regular homestay service, which includes complimentary breakfast/tea and coffee.

SHS serves vegetarian food and egg based cuisine of limited variety. Non vegetarian food and alcohol are not served and smoking is not allowed. SHS has easy check in and checkout procedures. It also provides assistance with luggage, wakeup call service on request, paid transportation on call, information on near-by tourist destinations etc. SHS has Separate swimming pools for adults and children. Activities offered are trekking, horse riding, swimming, sightseeing, nature walks etc.

The property has ordinary fencing. CCTV has been fixed at the entrance and exit of the homestay. An inverter is available to address power supply issues. The homestay does not have a website and bookings are made by telephone only as there is no email facility. Payment of bills is by cash. 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, proper compound wall are not in place presently.

The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Jamboti village, which is around 10 km from Soutira Home Stay.

MANAGEMENT:

Smt. Rekha (aged ~50 years) w/o Shri Jayavant Kurane is the proprietor. The Kurane family hails from an agricultural background. Smt Rekha's sons, Shri. Bharat Kurane (aged 34 years) and Shri. Rahul Kurane (aged 28 years) manage the day to day operations of the homestay. Smt Rekha and her family stay in Soutira Home Stay and attend to the needs of the guests.

STATUTORY COMPLIANCES

Soutira Home Stay has the following documents viz., Land Use Permit dt. June 13, 2014 from Gram Panchayat, Police verification certificate dt. Oct 18, 2015 issued in the name of the proprietor, Smt Rekha Kurane, approval from Gram Panchayat dt September 16, 2015 for operating a homestay, Certificate of Residence dt August 09 2015 in the name of Smt. Rekha Kurane from the Revenue Department and Property Tax paid receipts for 2 years i.e for 2014-15 & 2015-16.

SHS commenced operations in May 2015 and is reported to be operating profitably.

RATING RATIONALE

The tourism rating assigned for Soutira Home Stay positively factors the favourable location of the home stay , nearby tourist attractions, accessibility to railway station and bus stand, clean and spacious rooms, reasonable maintenance of bathrooms and toilets, furniture and adequate hospitality offered, with an overall homely experience. However, the rating is constrained by the limited track record of operations, small operational scale, lack of trained and skilled human resources, inherent seasonality risk associated with the cash flows of the homestay industry, average infrastructural facilities and competition from established resorts in the vicinity. Soutira Home Stay’s ability to cater to the requirements of guests by offering services of reasonable quality and security, thereby providing value for money stay options would be the key rating sensitivity. Adoption of adequate safety and security 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), 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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