

Rating Rationale

Brickwork Ratings assigns “BWR-KA-C-” (BWR Karnataka C Minus) for the Tourism – Homestay Rating of Sri Hari Homestay, Ponnampet, Kodagu District, Karnataka

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

HOMESTAY PROFILE:

Sri Hari Homestay (SHH), Ponnampet was established by Mr. C.B Uthappa and his family in 2015. SHH is a private home which proposes to offer accommodation to guests on rent. SHH is located on a plot of around 5.5 cents and the built up area is ~1,200 Square feet. SHH is located near Sri Ramakrishna Sharadashrama, Ponnampet. SHH is around 1 Km from Ponnampet town and Ponnampet Town is ~92 kms from Mysore and around 53 kms from Madikeri Town Center in Karnataka. Sri Hari Home stay is 140 feet away from the National Highway joining Madikeri and Mysore and is suitable for budget and overnight travelers.

OPERATIONS, FACILITIES AND SERVICES:

Sri Hari Homestay enjoys locational advantages, as it is situated 1 Km away from Ponnampet. Ponnampet town has a Church, Sri Ramakrishna Sharadashrama, Mosque, Basaveshwara, Aiyappa temple, Schools, Educational Institutions, Forestry College, Police Station, Post office, Government Hospital, Medical dispensary/pharmacy, local government office, bank, ATM etc. Kundah hill overlooks the town. Sri Hari Homestay proposes to offer homely and cost effective tourist accommodation by way of 4 non a/c rooms. The rooms would offer double accommodation with amenities like attached bathroom with 24 hours hot water, tables, dressing mirror, fans, towels, newspapers and basic toiletries etc. The rooms are clean and well maintained. The sizes of the rooms and bathrooms in the Homestay are adequate.

The homestay has Television (TV) in one room. The doors of the rooms are fitted with ordinary locks. SHH provides coffee/ tea, mineral water, towels and basic toiletries as complimentary services. Breakfast/ Lunch and Dinner are provided on request and will be served from nearby hotels. SHH has parking space for around 10 cars. The room tariff is expected to be decided once operations commence.

SHH is also expected to provide assistance with luggage, wakeup call service on request, paid transportation on call, information on nearby tourist destinations etc.

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 property is well fenced with compound wall in all sides. CCTV's (3 nos) are fixed at the entrance and main hall of the homestay. Generator/ UPS is not available to address power supply issues. The bookings would be made through word of mouth, emails and telephone. The home stay is yet to maintain registers like Complaint/ suggestion book and has put in place Guest register and Bill book. Digital locks/ safety lockers are not provided. First aid facilities and fire safety measures are not in place presently.

MANAGEMENT:

Mr. C. B. Uthappa is the proprietor of the Sri Hari Homestay, who stays in the homestay. The day to day operations of the homestay are taken care of by the proprietor and his wife. A cook and security guard are proposed to be appointed shortly.

STATUTORY COMPLIANCES

Sri Hari Homestay has the following documents viz., Land Use Permit dt. January 6, 2016 from Gram Panchayat, Police verification certificate dt. May 05, 2015 issued in the name of the proprietor Mr. C.B. Uthappa and the Home Stay, approval from Gram Panchayat dt January 24, 2013 for operating a homestay and Property Tax paid receipts of three years i.e for 2013, 2015 and 2016.

RATING RATIONALE

The Tourism-Homestay rating assigned for Sri Hari Homestay positively factors the favourable location, nearby tourist attractions, accessibility to bus stand, clean and spacious rooms and adequate facilities. However, the rating is constrained by the limited track record and inherent seasonality risk associated with the cash flows of the homestay industry. Sri Hari Homestay's ability to start its operations as proposed and cater to the requirements of guests by offering services of good quality and security thereby providing secure, value for money stay options would be the key rating sensitivities. Adoption of adequate, 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) 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 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.

Analyst Contact	Relationship Contact
analyst@brickworkratings.com	bd@brickworkratings.com
Phone	Media Contact
1-860-425-2742	media@brickworkratings.com

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.