

## **Rating Rationale**

### **Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of Sunlight Home Stay, Madikeri, Kodagu District, Karnataka**

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#\* (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating to Sunlight Homestay, Madikeri, Kodagu District, Karnataka** which indicates that the organization provides/delivers **Average 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:**

**Sunlight Homestay (SLH), Madikeri**, Kodagu District, Karnataka was established by Mr. P.P. Jaideep and his family. SLH is located near Raghavendra Temple, Block No.23, Madikeri, Kodagu District, Karnataka. SLH is located around 2 Kms from Madikeri town and the approach road is motorable. The home stay is built on land area of ~1200 Sq Ft and the built up area is ~ 980 sq ft. SLH is a budget homestay and suitable for couples, groups and travelers. SLH commenced operations in January 2016 and has 2 units on the first floor of the building to accommodate families and friends with comforts of homestay and traditional food. SLH is around 2 Kms from Madikeri town center, around 119 kms from Mysore and 138 Kms from Mangalore in Karnataka.

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

**Sunlight Homestay (SLH)** enjoys locational advantages, as it is situated in Madikeri with tourist attractions like Omkareshwara Temple, Raja's seat and Madikeri Fort, which are around 2 kms from the home stay and Abbey Falls( around 9 kms). The house comprises G+1 floors. The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available in Madikeri town, which is around 2 kms from the homestay. Nearest bus stand (Madikeri town bus stand) is 2 kms from Home stay, nearest Railway Station is Mysore Railway station (117 Kms), Nearest Airports are Mysore(117 kms) and Mangalore (136 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.*

Mr. P.P Jaideep and his family reside on the ground floor of the building and the first floor which has 2 independent units which is offered to guests. The homestay is suitable for couples, double and group accommodation with amenities like double bed, television, 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 doors of the rooms are fitted with ordinary locks. SLH has parking space for around 3 cars. SLH provides complimentary tea/ coffee, toiletries and breakfast. Lunch and dinner are provided on request at additional cost. SLH has an UPS to address power issues.

The standard tariff ranges from Rs. 2500 to Rs. 3500 (Maximum 4 members for each unit) for 23 hours of stay. SLH also takes copies of ID proofs of guests during check in time. The identification proof accepted is driver's License/ voters Card or passport. SLH provides 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.

The homestay property has compound wall with lockable gate. CCTV (1 no) is fixed in the entrance of the homestay. The bookings would be made through word of mouth and telephone. Guest register book is maintained, however complaint/suggestion book/bill book, security guard and fire safety measures are not in place presently.

#### **MANAGEMENT:**

Mr. P.P Jaideep is the proprietor of Sunlight Home stay. The proprietor stays in the same building with his family. The day to day operations of the homestay are taken care of by the proprietor and his family.

#### **STATUTORY COMPLIANCES:**

Sunlight Homestay has the following documents viz., Land Use Permit dt. December 06, 2016 from Gram Panchayat, Police verification certificate dt. December 12, 2016 issued in the name of the proprietor Mr. P.P Jaideep and the homestay, approval from Gram Panchayat dt November 11, 2016 for operating a homestay and property tax paid receipt for 2015- 16. SLH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, SLH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that SLH's Application number is 16120883 and that they would be notified by the department officials in case they need clarifications or if they find discrepancies in the submitted application.

### **RATING RATIONALE:**

The Tourism- Homestay rating assigned for Sunlight Homestay positively factors the track record of the homestay, proprietor's experience in homestay business, nearby tourist attractions, clean rooms and adequate facilities. However, the rating is constrained by the poor approach road to the homestay, need for improvement in 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.

Sunlight 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 including 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 : ಪ್ರಇ 201 ಪ್ರವಾ ಯೋ 2016, ಬೆಂಗಳೂರು , ದಿನಾಂಕ : 24-6-2016, ಸಂಖ್ಯೆ : ಪ್ರಇ 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](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.