

Rating Rationale

Brickwork Ratings assigns “BWR-KA-D” (Provisional) for the Tourism – Homestay Rating of The Hillz Homestay, Madikeri, Kodagu District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#* (**Provisional**) (**Pronounced BWR Karnataka D**) **Tourism – Homestay rating** to **The Hillz 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:

The Hillz Homestay (THH), Madikeri, Kodagu District, Karnataka was established by Mrs. Beebijan and her family. THH is located at #76, Kudige Road, Kudumangalore Village and Post, Kushalnagar - Somwarpet Taluk, Kodagu District, Karnataka. THH is located around 3 Kms from Kushalnagar town and the approach road is motorable. The home stay is built on land area of ~10 cents and the built up area is ~ 6 cents. THH is a budget homestay and suitable for couples, groups and travelers. THH is a new homestay and operations are yet to start. It has 2 rooms on the first floor of the building to accommodate guests. THH is around 3 Kms from Kushalnagar town center, around 91 kms from Mysore and 170 Kms from Mangalore in Karnataka.

OPERATIONS, FACILITIES AND SERVICES:

The Hillz Homestay (THH) enjoys locational advantages, as it is situated in Madikeri with tourist attractions like Madikeri Fort which is around 2 kms from the home stay and Dubare which is 27 Km from the homestay . 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 Kushalnagar town, which is around 3 kms from the homestay. Nearest bus stand (Kodige bus stand) is 1 km from Home stay, nearest Railway Station is Mysore Railway station (91Kms), Nearest Airports is Mysore(90kms).

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.

Mrs. Beebijan and her family reside on the ground floor of the building and the first floor has an independent unit which includes 2 rooms, kitchen and common hall, 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. THH has adequate parking space for around 3 cars. THH provides complimentary tea/ coffee, toiletries. Breakfast, Lunch and dinner are provided on request at extra cost.

The standard tariff ranges from Rs. 1500 to Rs. 2000 per room (Maximum 4 members for each room) for 23 hours of stay. THH also takes copies of ID proofs of guests during check in time. The identification proof accepted is driver's License/ voters Card or passport. THH provides assistance with luggage, wakeup call service on request, paid transportation on call, information on nearby tourist destinations and key information like nearby hospital contact details etc.

The homestay property has fencing with lockable gate. CCTV (5 nos) are fixed in the entrance of the homestay. The bookings would be made through word of mouth and telephone. Guest register book/complaint/suggestion book/bill book, security guard and fire safety measures are not in place presently.

MANAGEMENT:

Mrs. Beebijan is the proprietor of The Hillz Home stay. The proprietor stays in the same building with her family. Her family members include her son Mr. Sarthazuddin and his wife Mrs. Faridha beagum. The day to day operations of the homestay are taken care of by the proprietor's son and his family.

STATUTORY COMPLIANCES:

The Hillz Homestay has the following documents viz., Police verification certificate dt. November 05 2016 issued in the name of the proprietor Mrs. Beebijan and the homestay, approval from Gram Panchayat dt August 01 2016 for operating a homestay and property tax paid receipt for 2015- 16. THH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, THH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that THH's Application number is 16120981 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 The Hillz Homestay positively factors the nearby tourist attractions, clean rooms and adequate facilities. However, the rating is constrained by the limited track record of 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.

The Hillz 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) 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 ಪ್ರವಾಯೋ 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) . 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.