

Rating Rationale

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

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-D**”#* (**Provisional (Pronounced BWR Karnataka D) Tourism – Homestay rating to The Pheasant Inn Stay Home, Madikeri Taluk, 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 Pheasant Inn Stay Home (TPISH), Madikeri Taluk, Kodagu District, Karnataka was established by Mr. B.N. Machaiah and his family. TPISH is located at survey number 89/17 behind Field Marshal K M Cariappa College near Madikeri in Kodagu District of Karnataka. The built up area of the homestay is 0.05 cents. TPISH commenced operations on October 1, 2016 and is a private home which offers accommodation to guests on rent. TPISH is around 2-2.5 Km from Madikeri town center and around 120 kms from Mysore and 135 Kms from Mangalore in Karnataka. TPISH is suitable for budget and overnight travelers.

OPERATIONS, FACILITIES AND SERVICES:

TPISH enjoys locational advantages, as it is situated near Madikeri town center and behind Field Marshal K M Cariappa College. The nearest Police Station, Government hospital, Medical dispensary/ pharmacy, local government office, convenience stores, post office and, bank, ATM, nearest bus stand and Shopping center etc are available in Madikeri town.

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.**

TPISH offers homely and cost effective accommodation by way of 3 non a/c rooms. The rooms offers single/double accommodation with amenities like attached bathroom in 2 rooms and television (1 no), 24 hours hot water, 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 small. The doors of the rooms are fitted with ordinary locks. TPISH has parking space for around 3 cars. TPISH provides complimentary tea/ coffee and toiletries.

The standard Tariff is Rs. 2,500 for 4 people or 500 per person if more than 4 members. Breakfast/ lunch/ dinner is served from the nearby restaurant as the homestay is located near Madikeri town and the guests are provided with menu cards of the restaurants in each room. TPISH also takes copies of ID proofs of guests during check in time. The identification proof accepted is Driver's License/ Voters Card or Passport. TPISH is also expected to provide 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's (2 nos) are fixed in the homestay. UPS is available to address power supply issues and each room has Geyser facility for hot water. The bookings would be made through word of mouth, emails and telephone. The home stay has maintained registers like guest register. Bill book and Complaint/ suggestion book are available. Digital locks/ safety lockers are not provided. First aid facility is available, Security guard and fire safety measures are not in place presently.

MANAGEMENT:

Mr. B.N. Machaiah is the proprietor of The Pheasant Inn Stay Home. The proprietor stays in the same building of the homestay with his family. The day to day operations of the homestay are taken care of by his son, Mr. B.M. Nanjappa.

STATUTORY COMPLIANCES:

The Pheasant Inn Stay Home has the following documents viz., Land Use Permit dt. March 21, 2016 from Gram Panchayat, Police verification certificate dt. November 30, 2016 issued in the name of the proprietor Mr. B.N. Machaiah and the homestay approval from Madikeri City Corporation dt May 29, 2015 for operating a homestay and Property Tax

paid receipts for 2014-15 and 2015- 16. TPISH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, TPISH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that TPISH's Application number – 16110653 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 Pheasant Inn Stay Home positively factors the nearby tourist attractions, accessibility to bus stand, hotels, hospital, general stores and adequate facilities. However, the rating is constrained by the minimal track record, limited ambience, 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 Pheasant Inn Stay Home's ability to provide good quality services and secure, value for money stay options would be the key rating sensitivities. Provision of better ambience, additional amenities, ensure 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.

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

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.