

Rating Rationale

Brickwork Ratings assigns “BWR-KA-B-” (BWR Karnataka B Minus) for the Tourism – Homestay Rating of Urban Retreat Homestay, Mangaluru, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-B -**” ** (Pronounced **BWR Karnataka B Minus**) **Tourism – Homestay** rating to **Urban Retreat Homestay, Mangaluru, Karnataka**, which indicates that the organization provides/delivers **Adequate Quality of Facility**. The rating assigned is valid for three years and is subject to an annual surveillance.

HOMESTAY PROFILE:

Urban Retreat Homestay (URH), Mangaluru was initially established by Mr. Suresh Joseph Mathias in 2007 and in July 2015, the property has been bought by Ms. Reshma Vimal Kumar, the present proprietor. URH is a private home which offers accommodation to guests on rent. The homestay is spread over 16 cents of land and is located at No.2-8/1, Thiruvellur, Vamanjoor, Pilicula, Mangaluru, Karnataka. The Homestay has earlier been approved under ‘Silver Category’ by Karnataka Tourism Department under ‘Athithi’ Karnataka Homestay Scheme in November 2011.

OPERATIONS, FACILITIES AND SERVICES:

Urban Retreat Homestay enjoys locational advantages, as it is situated in Mangaluru, 12 km from the City centre, near Pilikula Nisargadhama, an eco-education and tourism development project promoted by the District Administration of Dakshina Kannada. The approach roads to the homestay are motorable. There are tourist attractions like Panambur Beach, Thanner Bhavi Beach, Pilikula Zoo, Butterfly Park, Kadri Park, Manasa Water Park, Shree Gokarnanatheshwara Temple Kudroli, Shri Bhagavathi Temple, Kateelu, Kadri Manjunath Temple and many more in the vicinity of URH. The total built up area of the homestay is ~2000 sq.ft. The Homestay offers 5 rooms for guests. The rooms are around 350- 450 sq.ft each, consisting of bedroom, dining for 2-3 people and bathroom.

Each of the rooms are designed as suites. All bathrooms have defined shower and WC area. Occupancy level is 30-40%. The property is surrounded by a compound. The Homestay is well designed and has a well decorated and maintained reception area, clean and spacious rooms.

The rooms are clean, airy and well maintained. The sizes of the rooms and bathrooms in the Homestay are adequate. All rooms have air-conditioning, towels, basic toiletries, television, and attached bathroom with hot and cold water. External furniture, parking area, windows, internal floors are kept clean and dust free. The Home stay has Television (TV) in all rooms and a TV in the common lounge. The doors of the rooms are fitted with ordinary locks.

KA stands for Karnataka

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There are 5 CCTVs for monitoring the entrance/exit/common areas, however, there is no security guard. The homestay also offers laundry service, iron board, information on near-by tourist destinations, wakeup call service and paid transportation facilities. Complimentary South Indian breakfast is served. Other meals can be ordered and are chargeable.

The Homestay maintains the records i.e. details regarding guests in a note book and invoices in physical form. The home stay is yet to maintain registers like Complaint/ suggestion book. The bookings are made through Website, Emails and on telephone. The homestay accepts payments in cash/ online transfer. Digital locks/ safety lockers are not provided. First aid facilities and fire safety measures are not in place presently.

The nearest police station, post office, government hospital, medical dispensary/pharmacy, local government office, bank, ATM etc are available around 5 km from the homestay.

MANAGEMENT:

Ms Reshma Vimal Kumar is the owner of the Homestay. Ms Reshma Vimal Kumar stays in URH with her two children. Ms. Sheela Shetty is the Manager and Mr. Jagdeesh is the caretaker of the homestay.

STATUTORY COMPLIANCES

Urban Retreat Homestay has the following documents viz., Land Use Permit dt. June 06, 2015, Police verification certificate dt. June 30, 2016 issued in the name of the promoter and the homestay, No Objection Certificate from the Municipal Corporation, Mangaluru dt. July 12, 2016 and Property tax paid receipts received for 2 years i.e. FY 14 & FY 15.

RATING RATIONALE

The Tourism-Homestay rating assigned for Urban Retreat Homestay positively factors the favourable location conveniently located near Pilikula Nisargadhama, a popular theme park and close to central business district of Mangaluru, established track record of operations since 2007, nearby tourist attractions, accessibility to railway station and bus stand, promoters' financial capability, clean and spacious rooms and adequate facilities. It also factors the demand and interest evinced by various people for stay in URH, including business travellers. However, the rating is constrained by the inherent seasonality risk associated with the cash flows of the homestay industry, moderate scale of operations and competition from other hotels in the vicinity.

The rich cultural and historical heritage of Mangaluru attracts tourists throughout the year. Urban Retreat Homestay's ability to cater to the requirements of guests by offering services of good quality, emphasis on guest comfort and security thereby providing 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 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 homestay 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 homestay 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 homestay facility and BWR shall not be liable for any damages/losses of any kind suffered by users of the homestay 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.