

Rating Rationale

Brickwork Ratings assigns “BWR-KA-C” (Provisional) for the Tourism – Homestay Rating of View Point Homestay, Madikeri Taluk, Kodagu District, Karnataka

Brickwork Ratings India Pvt Ltd (BWR) has assigned “**BWR-KA-C**”[#] (**Provisional**) (**Pronounced BWR Karnataka C**) **Tourism – Homestay rating to View Point Homestay**, Madikeri Taluk, Kodagu District, Karnataka, which indicates that the organization provides/delivers **Moderate 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:

View Point Homestay (VPH), Madikeri Taluk, Kodagu District was established by Mr. O. U. Mandanna and his family. VPH is located at ward no No. 37, Kadandalu, Kandanakoli, Madikeri, Kodagu District, Karnataka. The home stay is built on land area of ~4500 Sq Ft and the built up area of the homestay is ~2500 sq ft. VPH commenced operations on April 4 2015. The homestay is maintained and run by Mr Mandanna’s family to accommodate the needs of leisure travellers with their families and friends with comforts of homestay. VPH is around 12 Km from Madikeri town, 16 Km away from Suntikoppa and 28 Km from Somwarpet. VPH is surrounded by greenery and 21 acres of coffee plantations. The land is owned by Mr. O. U. Mandanna.

OPERATIONS, FACILITIES AND SERVICES:

VPH enjoys locational advantages, as it is located in a coffee estate. VPH is 150m away from the main road and the approach road to the homestay is motorable. VPH situated in Madikeri with tourist attractions like Omkareshwara Temple, Raja's seat, Abbey Falls & Madikeri Fort which are 12 km from the home stay. Except post office, other essential services like government hospital, medical dispensary/ pharmacy, police station, local government office, convenience stores, bus stand, bank, ATM etc are 12 Km away from the homestay.

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 Rooms at the homestay are comfortable and homely. VPH has 3 separate rooms (two double bed rooms and single bed room) each room offers double accommodation with amenities like attached bathroom with 24 hours hot water, tables, furniture, wardrobe, dressing mirror, fans, towels, basic toiletries, beverage sachets 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. VPH has parking space for around 10 cars. VPH provides complimentary breakfast, tea/coffee and toiletries. Lunch & dinner are served on request with additional charge.

The standard tariff is Rs. 3500 per couple for the double bed room and Rs. 2500 per couple for one single bed room for 24 hours of stay. VPH also takes copies of contact details of guests during check in time. VPH is expected to provide assistance with luggage, information on nearby tourist destinations.

The homestay property has a compound wall with lockable gate. One CCTV is fixed at the entrance of the homestay. UPS is available to address power supply issues and each room has boiler facility for hot water. The bookings are made through website, travel agents and brokers. The home stay has maintained registers like guest register. First aid facility is available, safety lockers are provided, there is no security guard and fire extinguisher as part of the security and safety measures.

MANAGEMENT:

Mr. O. U. Mandanna is a farmer and the proprietor of View Point Homestay. The proprietor stays in the homestay with his family. The day to day operations of the homestay are taken care of by the proprietor Mr. O. U. Mandanna and wife, Ms. Arathi Mandanna.

STATUTORY COMPLIANCES:

View Point Homestay has the following documents viz., Land Use Permit dt. 19 February 2015 from Municipal Council, Police verification certificate dt. December 12, 2016 issued in the name of the proprietor Mr. O. U. Mandanna, the approval from Municipal Council dt 19 February 2015 for operating a homestay and Property Tax paid receipts for 2014-15, 2015-

16 and 2016-17. VPH is yet to obtain original Registration Certificate of the homestay from Department of Tourism – Government of Karnataka. However, VPH has submitted an online application for Homestay Registration and received the acknowledgement from Department of Tourism, Government of Karnataka, which states that VPH's Application number is 16110314, dated November 14, 2016 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 View Point Homestay positively factors the nearby tourist attractions, clean, spacious 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.

View Point Homestay's ability to sustain its good quality services and ensure value for money stay options would be the key rating sensitivities. Provision of additional amenities, improvement in safety and security 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-Accommodation.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.