

PUNJAB HERITAGE AND TOURISM PROMOTION BOARD

Invitation to Participate in the Punjab Bed and Breakfast Scheme-2013

THE CONCEPT

Hotels and other supplementary stay options are an integral part of a tourist's visit to a place and the services offered by them can make his/her stay memorable. One of the key recommendations of the United Nation World Tourism Organisation's Tourism Development Master Plan for the Punjab is an increase in the provision of high-quality accommodation that caters to the holiday visitor, in and around the state's main tourist destinations.

With the aim of providing comfortable home stay facilities as per international standards to tourists and to supplement the availability of accommodation in and around tourist destinations, PHTPB is launching a scheme to promote high-end Bed & Breakfast accommodation. The idea is to provide a clean and affordable place for overseas visitors and domestic tourists including an opportunity for tourists to stay with an Indian family, experience the traditions and culture of Punjab and savor authentic Punjabi cuisine.

For home-owners who have the necessary aptitude and a home of suitable size and requisite standards, this can be a useful source of additional income, as well as an enjoyable business activity.

The PHTPB is now inviting home-owners in the state of Punjab to join this scheme. Training will also be provided to home-owners. In order to safeguard quality standards and protect PHTPB's brand image, certain conditions for participation have been prescribed.

The scheme shall be applicable only to those cases where the owner/*promoter of the establishment along with his/her family is physically residing in the same establishment.

BENEFITS OF THE SCHEME

The B&B scheme will help to spread the economic benefits of tourism more widely around the state and offers participants the following opportunities:

1. A useful source of additional revenue for home-owners with the appropriate hospitality and business aptitudes
2. Short professional training courses covering every aspect of Bed and Breakfast operations.
3. The support of the PHTPB in marketing the B&B concept, through:
 - a) Promotion on the new Punjab Tourism website.
 - b) Media coverage by travel writers
 - c) Appearance in PHTPB brochures to be distributed through the Punjab Tourist Information Centers.
 - d) Introduction to approved specialist B&B booking agents.
 - e) Promotion at domestic and international trade fairs.
4. Association with the prestigious Punjab Tourism brand.

ROLE OF THE PHTPB

The PHTPB will administer, monitor and market the scheme - but the responsibility for promoting each individual home and making a success of the business remains entirely in the hands of its owner.

In addition to providing substantial marketing (website promotion, common brochures with detailed information of all registered properties) and support for the scheme, the PHTPB will take responsibility for the following activities:

- Registration of appropriate homes through inspection and interview
- Monitoring of quality standards through independent inspection
- Provision of training courses to home-owners

FINANCIAL SUPPORT AVAILABLE TO SUCCESSFUL APPLICANTS

Successful applicants will be entitled to the following support, which will only be available as long as the property remains a registered member of the Scheme and abides fully by its terms and conditions:

- Energy and water tariff levied at domestic rates as per the Punjab Industrial Policy 2009.
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REGISTRATION CRITERIA AND GUIDELINES (Terms and conditions)

1. The first phases of the Bed and Breakfast Scheme will be launched in the urban areas of Amritsar, Patiala and SAS Nagar (Mohali) and will be expanded to other towns of Punjab in due course.
 2. Registration for the B&B scheme will be available only to home-owners who, together with their families, inhabit the same premises, or the property must be their principal place of residence.
 3. The house under consideration may have a maximum of six bedrooms whereby 'let-able' rooms may not be more than four rooms with attached bathrooms under the terms of this Scheme.
 4. Every home must be furnished and decorated to a high standard of comfort suitable for international travellers. In addition to the bedroom, guests should be able to relax in a sitting-room or other appropriate common space.
 5. Every bedroom must have a private adjoining bathroom with washbasin, hot and cold running water, flush toilet and adequate arrangements for power supply, ventilation and lighting.
 6. The premises must be in a good state structurally and meet the highest standards of hygiene, cleanliness and safety.
 7. The premises should be located in an easy accessible area.
 8. Adequate parking facility must be available.
 9. The tariffs charged under the B&B Scheme are at the discretion of the individual home-owner and must include a full breakfast. Tariffs must be fixed for twelve months and communicated 30 days in advance to PHTPB for publishing on its website and in its brochures. Prices may be variable according to seasonal demand, but once fixed and communicated, must not be exceeded or raised until the end of the twelve months.
 10. Every property that applies for registration must be prepared at all times to receive a short-notice inspection visit by the PHTPB's independent inspection team. The whole house including the owner's accommodation must be made available for viewing.
 11. Registration will be valid for three years from the date of issue of the registration certificate and for two years on renewal.
 12. The Bed & Breakfast Certification will be cancelled automatically on change of ownership of the property.
 13. Bed & Breakfast properties that apply for registration must provide the following supporting documents:
 - a) Application form – Annexure I
 - b) Checklist of facilities – Annexure II
 - c) Police Clearance - Annexure III
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- d) Signed undertaking - Annexure IV
- e) Note of intent - Annexure V
- f) Applicant's Background Annexure VI

14. A registration fee of Rs. 5000 (five thousand rupees), to help cover the costs of inspection and administration, is payable for certification, the fee is subject to change at any time by PHTPB. The cheque or bank draft should be payable to "Punjab Heritage and Tourism Promotion Board".
 15. The registration fee shall be paid at the time of certification by PHTPB.
 16. The Bed & Breakfast property must undertake to maintain the required standards at all times. PHTPB reserves the right to authorize any qualified inspector to make an anonymous inspection visit of the premises at any time without notice.
 17. PHTPB reserves the right to modify its guidelines/terms and conditions from time to time. Any modifications will be communicated on its website and to members participating in this scheme.
 18. Every registered B&B property must submit to the PHTPB no later than the 7th day of each month:
 - A copy of the monthly accommodation occupancy report in the required format (see Annexure VII)
 - For all foreign guests, Form C must be supplied to the local Police Station, with a copy to the PHTPB at the time of sending in the monthly occupancy report.
 19. Cancellation of registration:
 - Any violation of any of the terms and conditions is liable to attract cancellation of registration by the PHTPB
 - Failure on more than one occasion to submit reports within the prescribed time limit (no later than seven days after the end of the month, see point 22 of Terms and Conditions) is liable to attract cancellation of the registration certificate.
 - Persistent complaints by customers will be investigated by the inspection team and entitle the PHTPB, where it finds good cause, to cancel the registration without further notice by giving its reasons in writing.
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SELECTION PROCEDURE

Four parties will be involved in the selection procedure:

- The applicant
- The independent inspection team that shall include PHTPB, a Hospitality Institute representative or any other domain expert.

The selection procedure will take into account the following criteria:

- Language-skills – home-owners must be reasonably fluent in English, Punjabi and Hindi
- Location of the property – in terms of neighborhood and proximity to tourist routes
- Quality of the property - in terms of comfort, upkeep facilities and hygiene
- Ease of access to the property by road or public transport
- Professional and educational background and general reputation of the applicant and family living on the premises
- Any previous relevant hospitality experience

There are two stages in the selection procedure

Stage 1:

- The applicant must complete the application form and submit it together with the necessary supporting documents.
- An inspection visit will be arranged for the independent inspection team mentioned above.
- The inspection team will submit their inspection report to PHTPB.
- A letter confirming eligibility will be issued to home-owners who qualify at the screening stage.

Stage 2:

- The eligible applicant will be required to attend one or more training sessions and qualify for a Certificate from the training providers, to be submitted to the PHTPB.
- On receipt of the Certificate, the PHTPB will register the property/ home-owner for the Bed and Breakfast scheme.
- Only when the Registration Certificate has been received may the home-owner commence business operations.
- PHTPB reserve the right to accept or reject any application.

Annexure I

APPLICATION FOR REGISTRATION

1. Name of the property
2. Full name of the Owner(s)
Full name of the Promoter
3. Full postal address of the property

Plus:
 - (a) Telephone number
 - (b) Fax
 - (c) E-mail
 - (d) Mobile number of the home-owner
 - (e) Website, if any
4. Distance of the establishment in km or metres from:
 - (a) Airport
 - (b) Railway Station
 - (c) City Centre
 - (d) Local market/shops
 - (e) Nearest big shopping centre
 - (f) Nearest bus stand/scheduled city bus stop
 - (g) Nearest Secondary care hospital.
5. Details of the property. Please enclose copies of the following documents:
 - (a) Ownership: owned outright or leased (proof of ownership)
 - (b) Parking space available at the property or in its vicinity if any
 - (c) Plot area (Sq. mtrs.)
 - (d) Covered space (Sq. mtrs)
 - (e) Total number of bedrooms (including owner's rooms) in the property:
 - (f) Number of bedrooms offered under the scheme:
 - (i) single-bed (size of each room and attached bathroom)
 - (ii) double-bed (size of each room and attached bathroom)
 - (iii) twin-bed (size of each room and attached bathroom)
 - (g) Details of common areas for the following facilities in sq. mts.
 - (l) Lobby/Lounge

- (II) Dining space
 - (III) Outside terrace/balcony with seating
 - (IV) Garden, if any
- (h) Details of kitchen (Kitchen size in sq.mts; and equipment installed)
- (i) Additional facilities available (if any):
 - i. Backup power generator
 - ii. Facilities for disabled persons
 - iii. Energy-efficient equipment
 - iv. Internet access for guests (specify whether wi-fi)

7. Details of enclosures

- (i) Particulars of all persons residing in the establishment giving age, profession and relationship of each with the owner/ person.
- (ii) Notary attested copy of ownership rights/ sale deed
- (iii) Voter card of the applicant: Voter card should bear the same address as the one applied for this scheme.
- (iv) Identity Proof of the Promoter/Owner.

The information and documents provided above are true, correct and to the best of my knowledge.

Signature and Name of the Owner/ Promoter in block letters

Place:

Date:

Annexure II

POLICE VERIFICATION For Owner/Promoter

This is to certify that Shri/Smt

Son/wife/daughter of

Resident of.....

Since (Year)

Who is an applicant seeking for registration of his/her premises under the Bed and Breakfast Scheme of the Punjab Heritage and Tourism Promotion Board, bears a good reputation and there are no adverse remarks/entries made against him/her or any members of his/her family at this Police Station.

(Signature and Name of D.S.P)

Date:

Along with stamp and address

Endorsed by the Deputy Commissioner

Date and stamp

Annexure III

Checklist for approval & registration of a "Bed & Breakfast Property

D- Desirable

M- Mandatory

Sr. No.	Facilities/ Conditions	Requirements	Facility provided to required standard Yes - v/No - X
1	Sufficient parking with adequate road width.	D	
2	Sufficient outdoor lighting	M	
3	First Aid Kit	M	
4	Easy accessibility into residential area.	M	
5	Guest rooms: Maximum 4 rooms. All rooms should be clean, airy, Pest free, without dampness and with outside window/ ventilation.	M	
6	Minimum floor area in sq. ft. for each room	120	
7	Comfortable bed with good Quality linen	M	
8	Good quality mattress for each bed	M	
9	Bed side lighting switch	D	
10	Bed side table with reading lamp	D	
11	A 15 amp earthed power socket In the guest room.	M	
12	Air-conditioning / heating depending on climatic conditions with room temp. between 20 to 25 degrees Centigrade in the offered room.	D	
13	Wardrobe with at least 4 clothes hangers in the guest room	D	

14	Attached Private and well Ventilated Bathrooms with every room along	M	
15	Minimum Size of each bathroom in square feet.	30	
16	WC toilet with a seat and clean lid, toilet paper. Indian or western	M	
17	24 hours running hot & cold water with proper sewerage Connections.	M	
18	Water taps	M	
19	Well maintained smoke free, clean, hygienic, odor free, pest free kitchen.	M	
20	Refrigerator in kitchen	M	
21	Ventilation system in kitchen	M	
22	Dining area serving fresh continental and / or traditional cuisine.	M	
23	Good quality cutlery and crochery.	M	
24	Iron with iron board on request.	D	
25	Internet Connection.	D	
26	Common Telephone for guests' use.	D	
27	Aqua-guard / filtered drinking water.	M	
28	Laundry service	D	
29	A T.V lounge or seating with good quality furniture	D	
30	Garbage disposal facilities as per Municipal laws	M	
31	List of Emergency contacts available to guests in each room. Doctors/Police station/Ambulance.	M	
32	Maintenance of register for guest check-in and check-out Records including C Form details in case of foreign tourists.	M	
33	Safe keeping facilities	D	
34	Left luggage facilities	D	

Annexure IV

UNDERTAKING

To,

Member Secretary,

Punjab Heritage and Tourism Promotion Board

Plot 3, sector 38/A

Chandigarh

I have read and understood all the terms and conditions mentioned in the guidelines with respect to the approval and registration of the Bed & Breakfast Establishment and hereby agree to abide by them. The information and documents provided are correct and authentic to the best of my knowledge.

Signature and name of the owner in block letters

Place:

Date:

Annexure VII

Registration form to be completed for each guest and retained by the home-owner

Name of guest (s)	
Names of each with Number of persons in the party and their Nationality.	
Age Group (estimated)	65+ 55-64 45-54 35-44 25-34 15-24 under-15 child
Permanent Address of each guest Country	
Current place of residence (if different)	
Phone Number	
Nationality	
I.D Number (Passport Number/License Number)	
Check-in (Date and Time)	
Check-out (Date and Time)	
From where has the guest has arrived	
Purpose of visit (holiday, business etc)	