

PUNJAB HERITAGE AND TOURISM PROMOTION BOARD

INVITATION TO PARTICIPATE IN THE PUNJAB BED AND BREAKFAST SCHEME 2010

THE CONCEPT

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

With the aim of providing comfortable home stay facilities of standardized world class services to the tourists, and to supplement the availability of accommodation in the cities and tourist destinations, PHTPB is launching a scheme to promote high-end 'bed & breakfast' accommodation. The basic idea is to provide a clean and affordable place for foreigners and domestic tourists alike including an opportunity for foreigners to stay with Indian family, experiencing tradition and culture of Punjab and relishing authentic Punjabi food.

For home-owners who have the necessary aptitude and a home of suitable size and standards of comfort, it 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, for which training and incentives will be provided. In order to safeguard quality standards and protect the PHTPB's brand image, the conditions of participation have been prescribed.

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

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 B&B operations
3. The support of the new 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 new Punjab Tourist Information Centers

* **Promoter means person/family residing in the premises and has got written permission from the owner to run the Bed & Breakfast Scheme.**

Notification no. 10/66/2010-1tc , dated 10/09/2010.

d) Introduction to approved specialist B&B booking agents

e) Promotion at domestic and international trade fairs

4. Association with the new 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 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 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 in due course
 2. Registration for the B&B scheme will be available only to home-owners who, together with their family, inhabit the same premises, which must be their principal place of residence.
 3. The house under consideration may have maximum of six rooms whereby lettable rooms may be not more than four rooms under the terms of this scheme.
 4. Every home must be furnished and decorated to a high standard of comfort suitable for international travelers. In addition to the bedroom, guests should be allowed to relax in a sitting-room or other appropriate 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 of repair and meet the highest standards of hygiene, cleanliness and safety.
 7. The premises should be located in an area easy accessible.
 8. Adequate parking facility may be available.
 9. The prices per room charged for B&B are at the discretion of the individual home-owner and must include a full breakfast for two people (with a discount for single occupancy). Prices must be fixed for twelve months and communicated 30 days in advance to PHTPB for publishing on its website and in 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 twelve months from the date of issue of the registration certificate
 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 VI

14. A registration fee of Rs.5000 (five thousand rupees), to help cover the costs of inspection and administration, is payable for certification, this 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 from 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 limits (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
- The training providers
- Punjab Heritage and Tourism Promotion Board

The selection procedure will take into account the following criteria:

- Language-speaking ability – home-owners must be fluent in English and Hindi
- Location of the property – in terms of neighbourhood and proximity to tourist routes
- Quality of the property - in terms of comfort, facilities and hygiene
- Ease of access to the property by road or public transport
- Professional and educational background and character 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 by qualified B&B inspectors appointed by the PHTPB.
- 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 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)
3. Full postal address of the property
Plus:
 - (a) Telephone number
 - (b) Fax
 - (c) E-mail
 - (d) Mobile number of the home-owner
4. Distance of the establishment in kms or meters from:
 - (a) Airport
 - (b) Railway Station
 - (c) City Centre
 - (d) Local market/shops
 - (e) Nearest main shopping centre
 - (f) Nearest bus stand/scheduled city bus stop
 - (g)
5. Details of the property. Please enclose copies of the following documents:
 - (a) Ownership: owned outright or leased (copy of sale or lease deed)
 - (b) Usage: building plan and approved uses, as supplied by the local authorities
 - (c) Parking space available at the property or in its vicinity
 - (d) Plot area (Sq. mtrs.)
 - (e) Covered space (Sq. mtrs)
 - (f) Total number of bedrooms (including owner's rooms) in the property:
 - (g) Number of bedrooms offered for let under the scheme:
 - (i) single-bed (size of each room)
 - (ii) double-bed (size of each room)
 - (iii) twin-bed (size of each room)

- (h) Details of common areas for the following facilities in sq. mtr.
 - (I) Lobby/Lounge
 - (II) Dining space
 - (III) Outside terrace/balcony with seating
 - (IV) Garden

- (h) Details of kitchen (Kitchen size –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 computer or 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 assessed copy of ownership rights/ sale deed
- (iii) Voter card of the applicant: Voter card should bear address as one applied for this scheme.

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

Signature and Name of the Owner in block letters

Place:

Date:

Annexure II

POLICE VERIFICATION

This is to certify that Shri/Smt

Son/wife/daughter of

Resident of.....

Since (Year)

And an applicant applying for registration of his/her premises under the Bed and Breakfast/Home stay Scheme Punjab heritage and tourism Promotion Board, bears a good reputation and that 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 Deputy Commissioner

Date and stamp

Annexure III

Checklist for approval & registration of a "Bed & Breakfast' property

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 available	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 Ventilated Bathrooms with every room along with toiletries.	M	
15	Minimum Size of each bathroom in square feet.	30	
16	WC toilet to have a seat and clean lid, toilet paper. Indian or western	M	
17	24 hours running hot & cold water with proper sewage Connections.	D	
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 Indian breakfast.	M	
23	Good quality cutlery and Crockery.	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	M	
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	

* M stands for mandatory

* D stands for desirable

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)	
Number of persons in the party	
Age Group (estimated)	65+ 55-64 45-54 35-44 25-34 15-24 under-15 child
Permanent Address	
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 the guest has arrived	
Purpose of visit (holiday, business etc)	