AN ANALYSIS OF CRITICAL SUCCESS FACTORS FOR WI-FI HOTSPOT DEPLOYMENT IN TRAVEL & TOURISM SECTOR, SRI LANKA

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DECLARATION

"I certify that this thesis does not incorporate without acknowledgement any material previously submitted for a degree or diploma in any University to the best of my knowledge and belief it does not contain any material previously published, written or orally communicated by another person or myself except where due reference is made in the text. I also hereby give consent for my dissertation, if accepted, to be made available for photocopying and for interlibrary loans, and for the title and summary to be made available to outside organizations"

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To the best of my knowledge, the above particulars are correct.

…….

Supervisor

ABSTRACT

Wi-Fi HotSpot or PWLAN has been so popular in the globe particularly among the travelers and the business community over the last couple of years. In fact Wi-Fi is becoming a necessity due to the convenience and the mobility it provides.In Sri Lankan context it has already become a feature of hotels and the airport. Almost all the five star hotels and most of the large hotels already provide Wi-Fi facility to their guests.

This study is focused on CSFs for Wi-Fi HotSpot deployments in T &T sector Sri Lanka. This identifies the CSFs in the global market to compare and match with the Sri Lankan market. In addition, this research identifies the business models in the globe and investigates the viability of those models for Sri Lankan T&T sector. Furthermore, CSFs of the T&T sector and the service provider sector were investigated on perspectives of technological, strategic, legal/environmental and economical .Similarly the questionnaire responses from the sample Wi-Fi users were investigated on different perspectives of technological, social/environmental, and economical levels. The conceptual model was developed based on the findings of the literature survey, to identify the CSFs of Wi-Fi HotSpot deployments in T&T sector Sri Lanka. Finally the identified CSFs were analyzed and compiled for Wi-Fi HotSpot deployments in T&T sector Sri Lanka.

With the limited time frame when compared with the scope of this research, case studies were limited to the largest Wi-Fi operator in the country. The valid data samples of the user questionnaires were limited to fifty four existing and potential Wi-Fi users. The questionnaire responses were analyzed along with the case study results and recommendations are proposed for Wi-Fi HotSpot deployments for T&T sector.

It was identified that the security and the speed are the most concerned factors having strong correlation with the usage of Wi-Fi. Four main business models were identified in Wi-Fi deployments in Sri Lanka and two models were recommended one for public and one for private Wi-Fi HotSpots.

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ABBREVIATIONS

ADSL	-	Asynchronous Digital Subscriber Loop
AP	-	Access Point
CSFs	-	Critical Success Factors
DTL	-	Dialog Telekom PLC
FTP	-	File Transfer Protocol
GPRS	-	General Packet Radio Service
HLR	-	Home Location Register
HO	-	HotSpot Owner
HP	-	HotSpot Provider
IEEE	-	Institute Of Electrical & Electronic Engineers
IMA	-	Information Management Associates
ISP	-	Internet Service Provider
LAN	-	Local Area network
MSC	-	Mobile Switching Center
PWLAN	-	Public Wireless LAN
RF	-	Radio Frequency
ROI	-	Return On Investment
SLA	-	Service Level Agreement
SLIC	-	Scottish Libraries and Information Council
SLT	-	Sri Lanka Telekom
T&T	-	Travel & Tourism
TRCSL	-	Telecommunication Regulatory Commission Sri Lanka
VOIP	-	Voice Over IP
Wi-Fi	-	Wireless Fidelity
WLAN	-	Wireless Local Area Network
WEP	-	Wired Equivalent Privacy

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