Wi-Fi Hotspots in Ajmer: Another Value Addition in Tourism Sector

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Abstract: *WiFi stands for Wireless Fidelity. It has many advantages such as Flexible, Responsive, Customized, Fast, Cost-Effective, Secure. The paper aims to provide meaning and importance of Wi-Fi network in tourism sector at Ajmer district, planning to set Wi-Fi zones. Wireless technology provides us many advantages like portability, flexibility, increased productivity, lower installation cost and many more. There are also some advantages and limitations of Wi-Fi which are discussed in this paper. Methodology used in this is based on both primary data(observations, interviews, information gathered from tourists, shopkeepers, hoteliers to seek their views with regard to Wi-Fi network) and secondary data collected from various books, brochures, magazines, journals and travel literature published by various agencies.*

Keywords: Wi-Fi, Hotspots, tourism, tourists
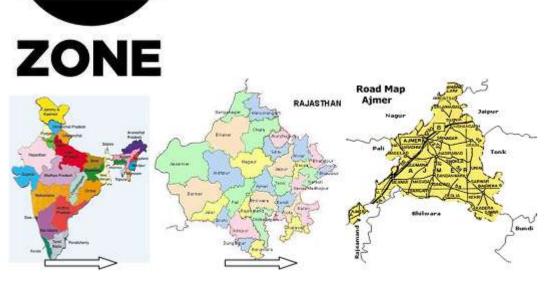
1. Introduction

The Internet is becoming so important in our lives that many people consider Internet access as important as water or power supply. Some even argue that internet access should be declared a human right because it enables people to educate themselves, access job offers, and connect with other people. The lack of Internet can create a very deep divide in some societies and contribute to the flow of inequality and poverty. That is why for economic and social development cities should offer free public Wi-Fi access.

Wi-Fi is the name of a popular wireless network technology that uses radio waves to provide wireless high speed internet and network connections. Wi-Fi stands for *"wireless fidelity"*. Wireless technology is an alternative to wired technology, which is commonly used for connecting devices in wireless mode.

A **Hotspot** is any location where Wi-Fi network access is made publicly available. They are equipped with a broadband internet connection and one or more access points that allow users to access the internet wirelessly and it can be setup in any public location that can support an internet connection like hotels, resorts, restaurants, shopping malls, coffee shops, airports etc.

2. Study Area

Ajmer railway station becomes Wi-Fi enabled - Ajmer railway station, went with Wi-Fi facilities and passengers will get can avail it while waiting for trains. The Wi-Fi service, called Railwire, is installed by Indian Railways in four hundred stations including Ajmer under Digital India programme. Ajmer is the second city in the state after Jaipur with this facility.

MP Sanwarlal Jat and Bhupender Yadav launched this facility in railway station and will help Ajmer in showcasing an image of smart city. This will provide the faster Wi-Fi service to all passengers and this service is commissioned by Ajmer division in association with RailTel and Google.

Ajmer station deals about 44,000 passengers daily and about 1.6 crore passengers will be benefited from this service in a year. Total Bandwidth of 1 GB has been provided due to which, speed of the service is excellent. Any passenger can avail this service from HD enabled phone and download audio or video for entertainment, information and stay connected.

Setting wifi zones in Ajmer district including tourists destinations:
According to Bharat Telecom Corporation, obtainers will be provided Wi-Fi in ten places in district including tourist's destinations. The obtainer will get 15 minutes of free Wi-Fi for the first time. After this, he will have to take a plan according to the rules. For this, preparation of the corporation is in final stage. The consumers coming in 200-300 meters from this device will be able to take advantage of 15 minutes of free internet facility for the first time. After this, they will have to take a plan issued by the corporation. After this he will be able to take advantage of this facility.

Though, the plan has not yet been issued from the corporation so far. This facility is expected to start soon. It is worth noting that the VMax company started this facility in combining with BSNL in Dargah and Pushkar situated in Ajmer on behalf of the corporation which benefitted alot in tourism sector. Now Pushkar is also wired. Free Wi-Fi on most of the ghats of Pushkar has started, facilitating tourists, pilgrims to access net easily during their visit. BSNL played an important role in providing free WiFi service by collaborating with a private company at Pushkar. Ajmer's Dargah Sharif also became a wi fi zone in the past few months. Soon access points will be installed in the Jawaharlal Nehru Medical College of Ajmer city, Jawahar Theater Zone, Aryabhatta College near Lohagal and Vaishali Nagar area.

Advantages
- Flexible working – People can easily access the internet, do file transfers.
- Reduce setup cost – Save the cost of cabling and the cost on network sockets.
- Reduce cable jumble – Reduce the jumble of wires and cables.
- Saves time – Network cables and sockets tend to deteriorate over time, while WiFi doesn't have this disadvantage.
- Free Wi-Fi would mean good savings of the common people and even those who need an internet connection but could not afford it would benefit greatly from it.

Disadvantages
- Crores would be spent on building of infrastructures and further in managing the cost of free Wi-Fi to the entire city or town. A larger part of the annual budget would be spent in this project.
- WiFi networks are sensitive to signal strength.
- Lot of people using free public Wi-Fi would eventually result in slowing down of data speed or limiting the data usage per device in a day or month.
- The lack of security for users is another concern for political authorities and civil society groups.
- Sharing confidential data over the internet would become risky as they can easily be subject to cyber crimes.

3. Conclusion

The government should consider that there are definite benefits of providing free Wi-Fi in district and measures should be taken to provide complete security over public Wi-Fi. Awareness should be created about ways to ensure security and confidentiality. Speed regulation should also be kept in mind before taking the major step. With these precautionary measures well implemented, tourism sector can benefit largely from free Wi-Fi in tourist destinations. Wi-Fi has fast become a cultural aspect.

4. Acknowledgment

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