ORIGINAL RESEARCH PAPER

Geography

TOURISM DEVELOPMENT POSSIBILITIES AT BEAWAR

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ABSTRACT

Beawar is a city in Ajmer district of Rajasthan, India. Beawar was the financial capital of Merwara state of Rajputana. As of 2011, the population of Beawar is 342,935. It is located 184 kilometres southwest of the state capital Jaipur, amidst Aravali hills. Beawar is the largest producer of cement in northern India and home to Shree Cement. The study aims at providing tourism possibilities at Beawar depicting areas which can be developed for the growth of the city, major challenges associated with tourists, targeted areas which can help to improve the present problem of the city.
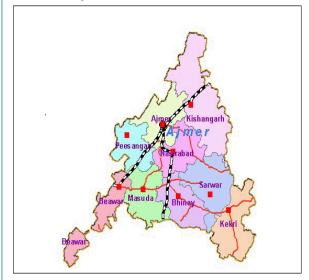
Methodology: Methodology used in this is based on both secondary and primary data. Secondary data in the form of publications, government reports and policy positions is used during the analysis and interpretation of the data. Primary data through observations, interviews, informations gathered from tourists, shopkeepers, hoteliers to seek their views with regard to tourist attraction.

INTRODUCTION:

History-
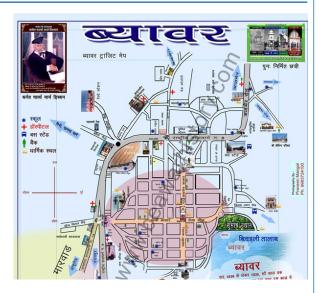
Beawar was founded by Colonel Charles George Dixon (1795-1857) in 1836. Beawar was part of British India, and the administrative headquarters of Merwara district. The original name of city was "Be Aware" which changed to Beawar with passage of time. Since the ancient days, the region where Beawar lies is called Magra-Merwaran, and it was named after a local village called Beawar Khas by the British. According to a legend, British posted a sign saying "be aware" as a warning to the British caravans and officers leaving the cantonment or crossing the cantonment. Slowly with time the local people came to think of it as the name of the cantonment and so the cantonment began to be called Beawar.
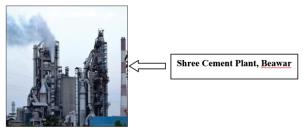

Stories behind the Name Beawar -

Beawar is a city in Ajmer district of Rajasthan, India. Beawar was part of British India, and the administrative headquarters of Merwara district. it was named after a local village called Beawar Khas by the British. The Battle of Shyamgarh was fought between the British and Kathats tribes. The British people built a living quarters with fortified walls for security reasons and for future plans. They also set up a cautionary signboard with the words 'Be Aware' as a word of advice to the officers travelling by or getting out of the quarters. As time passed by, people started using the very words put up on the signboard 'Be Aware' as Beawar.

BEAWAR AT PRESENT -

Beawar is a city in Ajmer district of Rajasthan, India. It is located 184 kilometre southwest of the state capital Jaipur, amidst Aravali hills. The city used to be a major center of trade, especially in raw cotton, and used to have cotton presses and the Krishna cotton mills. Beawar is the largest producer of cement in northern India and home to Shree Cement.

Shree Cement Plant, Beawar

It lies in mineral-rich region having reserves of feldspar, quartz, asbestos, soapstone, magnesite, calcite, limestone, mica, emerald, granite, and masonry stone.

Inner Beawar City: The inner city of Beawar is the old historical city, also called "Walled City", is the main market area. It has shops for all sorts of categories. The outer area of Beawar is a developing area. The outer city is home to all

transport hubs such as central bus station, railway station, and private tour operators. City also has church, degree colleges, shopping complex and cinema halls.

CONNECTIVITY :

Nearest airports are Jodhpur (145 km) and Jaipur (190 km). It is also connected by RSRTC operated buses to all parts of Rajasthan, and neighboring Delhi NCR, Ahmedabad (Gujarat), Gwalior (Madhya Pradesh). It also have railway connectivity with Delhi, Mumbai, Ahmadabad, Bangalore (bi-weekly), Haridwar, Dehradun (weekly), Bareilly and Kolkatta.

Today, the city is a blooming business centre that matches the complete basics for becoming a district of the state Rajasthan. Beawar offers all incoming travelers one of the popular tourist destinations in India. This historic city 'the walled city' is the most visited Rajasthan travel destination. With lavish hotels and shopping complexes this unique destination is famous for its heritage, history, commercial establishments, hills, forts, temples, adventure activities, and scenic landscapes. The city also provide all sorts of food and accommodation needs of all travel enthusiasts in a friendly manner.

CULTURE OF BEAWAR -

Beawar city celebrates and observes a lot of regional festivals and fairs. Beawar Fair is one among the major fairs of the city. Veer Tejaji maharaj Beawar Fair is one of major fairs of town. Locals of Beawar gather to celebrate Baadshah, which means "King". The Baadshah travels across the town to reach the Mayor's office, spraying color all over the town in celebration of Holi, the festival of colors. It is celebrated in memory of the one-day king "Agarwal". "Baadshah" is decorated in traditional style and travels up to the magistrate office, where it plays and gives its resolutions for the public. On the day of "Baadshah", there are performances by local people in "Teliwara" as well as near the Suraj Pol gate.

Another famous fair of Beawar is Lok Devta Tejai fair. It is a colourful Indradhanushi Mela that is observed on Bhadprad Dasmi Shukla Paksh annually at Tejaji Mandir at Tejaji chowk. The Gair festival usually takes place two days after the festival holi which is also a special festival. Dushera is also celebrated in a splended manner.

FAMOUS CUISINES - The food culture of Beawar city is mostly influenced by Rajasthani food. It is also famous for its vast range of snack varirties that include mirchi bada, alwar ka mawa, rassgollas, pyaaj kachori, bikaneri bhujia and dal bati churma which is very popular dish cooked at the time of celebrations.

Beawar is known for its delicious Tilpatti. They are made out of sesame seeds and sugar. The sesame seeds are roasted and they are mixed with thick syrup to make dough and then pressed hard to make it so thin that you can hardly see any overlapping seeds, and then it appears as semi-transparent disk.

TOURISM IN BEAWAR –

Beawar is famous for its religious sites that attract many followers all over the year. Some of the famous religious sites include Shoolbread memorial C.N.I. church, Dadi Dham, Shri Sumati Nath jain temple, Sankat Mochan Hanuman temple, Aashapura Mata ka mandir, Mahadev Ji ki Chhatri. Visit during the annual Tejaji fair nad the Gair festival to witness the cultural grandeur of Beawar. A major trading center for rural arts and crafts, the local markets of Beawar are certainly worth a visit. Main attractions in Beawar city are :
* Shoolbread Memorial C. N. I. Church of Beawar Rajasthan. It is the First Church of Rajasthan at Beawar.

* Mata ji ki dungri
* Ekta Circle (Bharat Mata Circle) between ajmeri gate to mewari gate.
* Goverdhan Nath Temple (Shree nath ji Mandir)
* Neelkanth Mahadev

Neelkanth Mahadev Temple, Beawar

* Ramdev Ji ka Mandir Lulwa Khas
* Sankat Mochan Hanumaan Mandir (Shree Cement)
* Dadi Dham at Ajmer Road (temple of Shri Rani Sati Dadi, a replica of the popular one located in Jhunjhnu, Rajasthan)
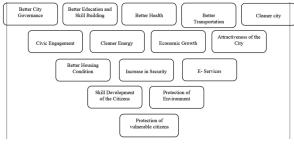* Subhash Udyan(company bag)

Subhash Udyan, Beawar

The walled inner city of Beawar can be conveniently explored by walking around. Auto-rickshaws are the preferred means of local transport in the city. They can be hired directly from the streets. Rental car services for sight-seeing tours are available for the convenience of tourists. Though the city has its historical importance still there is a need of marketing of Beawar as a tourism destination.

MAJOR CHALLENGES ASSOCIATED WITH TOURISTS
- No proper direct and regular funding for for management of heritage sites.
- Despite of rich historic past of city it often fails to depict its cultural richness the tourist visiting. The main reason behind this is lack of information for tourists.
- Parking facilities near monuments are not proper.
- Land encroachment and illegal construction problem in the city.
- Problem of insufficient power supply and frequent power cuts.
- Proper management of Heritage sites of the city.

TARGET AREAS WHICH CAN HELP TO IMPROVE THE PRESENT PROBLEM OF THE CITY.

CONCLUSION
After receiving first hand information and conducting a careful analysis of the current tourism trends in city, the dull and potential areas, activities & attractions, the scholar is submitting the following suggestions which, if implemented, can prove to be significant for the holistic development of tourism industry in Beawar region and be more beneficial, socio-economically, for the indigenes population. The model of any developing city should sustain itself financially in such a transparent and accountable way that the city not only grows with model but can portray an exemplary economic development. Proper working and functioning of different institutions and organizations of the city is the soul for development of the city. For this centralized command system plays a crucial part, which should be corruption free.

ACKNOWLEDGEMENT:

REFERENCES
1. Beawar tourism office.
2. Local newspaper