Case Study on Emerging Tourist Destination in India: Malana

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Abstract:

Malana is a former Indian village in the Himachal Pradesh district. This small village is isolated from the rest of the world, in the Malana Nala, a side valley of the Parvati Valley to the north-east of Kullu Valley. The village shadowed over the peaks of Chanderkhani and Deo Tibba. It is located on a remote plateau at a height of 2,652 meters (8,701 ft) above sea level by the side of the torrential Malana River. This study highlights the important role of malana destination in the growth of Himachal Pradesh tourism.

Introduction:

The destination I chose for the case study is Malana. Malana is a village situated in the Kullu district of Himachal Pradesh. This village is in Malana Nala Valley which is situated in the north east of district Kullu and aside of Parvati Valley. Malana village is at the height of 2652 meters above the sea level. Malana is famous for its different lifestyle and the social structure. The people of Malana village very strict in following their customs and religions. There are lots of documentaries made on this village like Malana: Globalization of a Himalayan Village and Malana, A Lost Identity etc. Since it is an ancient Indian village, so it is a great attraction for the peoples who come from the other countries and for the people of India as well. Most common route for the village is by Taxi or bus from Jhari. Some people also use to trek to reach the village.
Language: -

The language that the locals of the village use as the way of communication is Kanashi. The most interesting thing is that this language is only used in Malana village. Apart from Malana this language is not used in any of the districts of the Himachal Pradesh. Kanashi language is the mixture of Sanskrit and some Tibetan languages. Malana is surrounded by Indo-Aryan language speaking population.

History of Malana Village: -

According to the locals of Malana village the Malana is discovered by the Jamlu Rishi. Jamlu Rishi made the whole rules and regulations for this place. There are also many myths that the people of Malana village
have pure Aryan genes and they are descendants of Alexander the Great. The Villagers believe that when Alexander the Great came to India in the past he hides one of his army in the Malana village which settles in Malana villages and marry the local women. Although there are no proofs of this but still the villagers of Malana believes this. The locals claim it to be the one of the oldest democracies of the world. The people of Malana has their own Gods and the outsiders are not allowed to touch their temple, homes and things. Even they do not touch outsiders. They believe that their Gods do not allow them to do so. They consider themselves superior to outside worlds that’s why they don’t allow them to touch. The village is unaffected by modernization and maintaining its natural beauty, culture and innocence. Malana is known as untouched heaven.

Development:

Although the development in the Malana village is very less but still there are few developments which are helpful in attracting the tourist in this village.

A dam project, The Malana Hydro Power Station has brought Malana much closer to the rest of the world. It provides the revenue for the region. Although this power project has ruined the beauty of the valley but still the peoples of the Malana has adapted it because some of the locals of the Malana got employment because of this power plant.
In year 2004 Malana Village is adopted by the Aryan Sharma a Delhi businessmen. Earlier the Malana peoples where not allow the tourists in their village but now they are welcoming them and there are many guest houses built in the Malan village in the few pas years. But before going to Malana village you must know about their rules because they are very strict with their rules. If you touch their temples or anything you will be fined thirty-five hundred Indian rupees.

Guest House in Malana Village

**Economy: -**

The major source of income for the Malana people is form Malana cream. Malana cream is made from cannabis plants which grows in Parvati valley. The Malana cream produced by the locals are considered as the purest among all the creams. Malana became a destination for recreational drug tourism. The village also produce the crops like maize and potatoes. In the past years tourism is not a source of income for the Malana people but in recent years tourism become one of the sources of income for the people of Malana. But recently in Malana the overnight stay of the tourists has been banned as a result most of the hotels and guest houses are shut. But the tourist in the daytime are allowed. Malana people also craft the basket and
the rope which is also a source of income for them. But the major source is Malana cream. Although it is illegal but still it is produced in Malana. Malana cream is also exported to other country the finest cream of Amsterdam also comes from Malana itself.

**Culture and Lifestyle: -**

Although Malana is part of the Kullu district but there is a myth that the Malana have very different geographical features, and a dialect which is different from the rest of the district. However, in the valleys of Himachal, there are a significant number of distinct Pahari dialects, some of them totally different from each other. Hence the physical uniqueness cannot be proven, given the inaccessibility of the Malana people, except for the trade of Malana Cream in the Parvati valley. The people of the village are very religious, they have their own God and Goddess. They worship Jambhu Devta which is considered as the most powerful God. The entire village is controlled by Jamblu Devta by a council. The council has eleven member and they are considered as delegates of Jambhu Devta. These council members govern the whole village in the name of Jambhu Devta.
Conclusion: -

Malana is known as untouched heaven. It is very beautiful blessed with natural beauty and the rich ancient culture. Traveling here is worth. Everyone should visit Malana once. Since there are some rules and regulation in Malana so before visiting here you should be aware of that rules. Mostly the people from outside India visits here but now Indians also started to visit here. Malana is the best place to explore nature, traditions and the culture of the Malana. It’s a totally different experience so everyone should visit here but not to harm the beauty of the Malana.

References: -

1. Dutta, Prabhash K. (4 December 2016). "For this Himachal village, banned cannabis is its source of livelihood". India Today. Local lawmakers and officials say the plant is part of their tradition and empathize with people in steep, remote villages who consider cannabis the only cash crop they can grow in harsh weather and geographic conditions. Maheshwar Singh, a local lawmaker and the descendant head of the royal family of Kullu, said a look at the old tax books shows that the plant was legally cultivated and sold for decades before India's drug law. [www.wikipedia.com](http://www.wikipedia.com)
