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TALES AND LEGENDS

TOURIST GUIDE FOR THE AXARQUIA · COSTA DEL SOL

TALES

LOCAL PERSONALITIES

LEGENDS

NAME OF INHABITANTS



Plan de Dinamización
del Producto Turístico
Axarquía

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málaga.es diputación
desarrollo y promoción territorial

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ÁRCHEZ

The town's name appears in chronicles and writings of the period of the Christian conquest as "alconche" which comes from the Arab word "al-cocer" meaning "small palace".

NAME OF ITS INHABITANTS:
Archeros.



A legend is based on the relief that a lizard left as it fell during the casting of one of the bells destined to be placed in the Mudejar belfry. This bell is inscribed with the following legend: "I was made by Ramon Rivas, when Ildefonso Tomé y García was priest and Antonio García Azuaya was mayor. 1876".

The picture of the lizard, imprisoned in the metal and consequently immortalized in bronze, gave rise to the legend that goes with the bell. The story goes that any young man who cannot find a partner can overcome his bachelorhood if he goes up to the bell and kisses the frightening reptile. Sometimes once is enough and other times he will have to repeat the process until his wish is granted.

The legends about the treasure of the flour mills is situated in the course of the river Turvilla through Árchez, where one can find the remains of three old flour mills which are practically in ruins; well, shortly after the last one was abandoned at the start

of last century, a local bought it and when he lifted a huge boulder from one of the walls he saw a small earthenware jug full of gold and silver coins. This discovery encouraged some of the locals in times of shortage to go down to the river and, around the ruins of the mills, to start lifting and moving the gig rocks which formed part of the structure of the old mills, in the hope of finding new treasures.

In the area around the ravine near Arroyo Luis (Luis Stream), there is a well next to the stream, nearly hidden between the rocks, which is attributed with the following legend: When the Moors were being expelled from Archez, a Moorish woman, outwitting all the checkpoints, managed to escape and hide in the depth of the well, as a result of which people thought she had disappeared. The unfortunate Moorish woman lived for years in the well in terrible conditions, having to submerge under the dark waters of the narrow space to avoid detection every time she felt that someone was near the parapet.

However, one night when she was looking for food, which included herbs, fruit and even roots, the young girl was discovered and taken to the town square where in front of the church and the priest, crying and lamenting herself, the woman asked for clemency and pity and promised to follow the Christian faith. The woman, weakened and worn out by her long reclusion in such an inhospitable place, could see the end of her life approach and she asked to be allowed to end her days where she had been born so as to be buried next to her ancestors. The whole town, tasking pity because of the terrible story, begged forgiveness for the unfortunate woman and they offered to look after her until her last wish was fulfilled.

This is the story which has been transmitted from generation to generation concerning the legend of the Pozanco de la Mora (Pool of the Moorish Woman).

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PLAN TO REVITALIZE THE AXARQUIA TOURIST PRODUCT

A Plan to Revitalize a Tourist Product is a series of long-term measures for tourist destinations with the aim of accelerating economic growth and ensuring the sustainability of the area's natural resources.

The Plan to Revitalize the Axarquía Tourist Product (PDAX) has a total public budget of 4,155,000 euros, to be completed in four years. The project is being funded equally by the three government departments involved: State Secretariat of Tourism of the Ministry of Industry, Tourism and Trade, Department of Tourism, Trade and Sport of the Andalusian Regional Government and the Málaga Provincial government. These three departments, together with the Association for the Promotion of tourism in the Axarquía (APTA) and the Centre for Rural Development of the Axarquía signed the Cooperation Agreement in 2006 and make up the Monitoring Commission. The Plan started in September 2006 and it is managed by the Tourist Planning Department of the Tourism Section of Territorial Development and Promotion of the Málaga Provincial Government which is therefore the department responsible for carrying out and justifying the measures.

The geographical limits of the PDAX include the 27 towns in the interior of the district: **Alcaucín, Alfarnate, Alfarnatejo, Algarrobo, Almáchar, Árchez, Arenas, Benamargosa, Benamocarra, Canillas de Aceituno, Canillas de Albaida, Colmenar, Comares, Competa, Cútar, El Borge, Frigiliana, Iznate, Macharaviaya, Moclinejo, Periana, Riogordo, Salares, Sayalonga, Sedella, Totalán y La Viñuela.**

The following are the measures included in the Plan:

LINE 1: MUNICIPAL UNITS FOR TOURIST INFORMATION (UMIT)

- Creation and equipping of the UMITs.
- Provision of UMITs (Canillas de Aceituno).
- Provision of UMITs (Riogordo).
- Provision of UMITs (Totalán).
- Provision of the Visitors' Centre for the Axarquía- La Viñuela Reservoir.

LINE 2: ENHANCEMENT OF TOURIST RESOURCES

- Acquisition of racks for tourist brochures (Axarquía).
- Virtual reconstruction of the historical fortifications in the Axarquía (Zalía Castle in Alcaucín, Bentomiz Castle in Arenas and Comares Castle).
- Main Plan for the creation and improvement of accessible tourist itineraries in the Axarquía.
- Guide for the design, production and marketing of tourist souvenirs of the Axarquía.
- Recipe book of the Axarquía.
- Design and production of a digital information and map system about itineraries, resources and tourist services in the Axarquía.
- Information sessions of the PDAX-Axarquía.
- Climbing routes in the Upper Axarquía (Comares).
- Honey Museum of Malaga (Colmenar).
- Consulting and technical assistance study to adapt the Baths of Vilo as a tourist product (Periana).
- Refurbishment of the Baths of Vilo (Periana).
- Visitors' Centre for the Axarquía (La Vunuela).
- Museum of Gastronomic Festivities of the Axarquía (Sedella).
- Extension of contents in the Galvez Museum (Macharaviaya).
- Restyling of the El Alcazar Recreational Area (Alcaucín).
- Restyling of the El Río Recreational Area (Alcaucín).
- Museum of Monfi (Cútar).
- Fitting and improvements of the Church of Saint Jacinto (Macharaviaya).
- Fitting and improvement of the church in the Galvez Mausoleum (Macharaviaya).
- Fitting and improvement of the birthplace of Salvador Rueda (Macharaviaya).
- Fitting and improvement of the Church of Benaque (Macharaviaya).
- Covered wooden bins in the tourist routes of the Axarquía.
- Enhancement of the Mudejar Route.
- Enhancement of the Route of the Sun and Wine.
- Enhancement of the Route of Oil and the Mountains.
- Enhancement of the Route of the Sol and Avocado Pear.

- Enhancement of the Route of the Raisin.
- Extension of the Moorish Museum (Sayalonga).
- Museum of Art and Customs (Competa).
- Beautification of the Walk of Health.
- Refurbishment of the eastern entrance into Iznate.
- Fitting of the municipal ornithological-botanic park in El Borge.
- Extension of the Archeological Museum in Frigiliana.
- Adaptation of itineraries for improved access: Path of the Fountain (La Vinuela).
- Adaptating of itineraries for improved access: Route of the River and the Mills (Archez).
- Adaptation of itineraries for improved access: Route of the Mountain (Salares).
- Jacobean Route of the Axarquia.
- Adaptation of the El Ejido city park (Alfarnate).
- Landscaping of the La Erilla Park (Alfarnate).
- Guide-book of trees and green zones (Alfarnate).
- Refurbishment of the Southern entrance (Alfarnatejo).
- Fitting of the El Chorro Fountain (Moclinejo).
- Fitting of Avenida Almachar (Moclinejo).

- Beautification of "El Valdes" (Moclinejo).
- Touristic Mural on "The Crossing of Riogordo" (Riogordo).
- Exterior lighting of historical buildings of the Town Hall (Riogordo).
- Fitting of recreational area on the Mudejar Route (Arenas).
- Beautification of the square in Calle Arroyo, in Salares.
- Exterior lighting of the Shrine of Saint Anne, in Alfarante.

LINE 3: SIGNPOSTING

- Complete signposting of the District of the Axarquia.
- Signposting of the Mudejar Route.
- Signposting of the Route of the Sun and Wine.
- Signposting of the Route of the Oil and Mountains.
- Signposting of the route of the Sun and Avocado Pear.
- Signposting of the Route of the Raisin.

LINE 4: QUALITY TRAINING AND COURSES

- Implementation of an Approximation Model for Tourist Quality in economic and public service subsectors in the

District of the Axarquía.

- Audit for the Evaluation of the Approximation Model for Tourist Quality.
- Technical workshop to present the "Guide for the design, production and marketing of tourist souvenirs of the Axarquía".

LINE 5: CONSULTANCIES

- Study for the recovery and viability of the Velez-Zafarraya Green Path.
- Study to promote the adaptation of the Sierra Tejeda, Almijara and Alhama Nature Reserve to the European Charter for Sustainable Tourism, and a studio that will develop active and nature tourism in the Axarquía.
- Participative analysis of the tourist sector in the area of the Axarquía.
- Technical assistance to compile promotional material for the Axarquía.

LINE 6: MANAGEMENT AND PROMOTION

- Production of tourist brochure-maps.
- Production of tourist Routes in the Axarquía.
- Guide book of tourist resources of the Axarquía.
- Management and promotion.

Details of measures can be consulted on:

www.axarquiacostadelsol.es

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