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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

M  
málaga.es diputación  
desarrollo y promoción territorial

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# NERJA

**Its name comes** from the Arabic “narixa, naricha or narija”, which is Pre-Roman, and although not all together clear, could mean plentiful spring.

**NAME OF ITS INHABITANTS:**

Nerjenos.

**FAMOUS PERSONALITIES:**

**Hisio Francisco Centurión**, an army colonel and viceroy of the states of Colombia who lived between the XVIII an XIX centuries.



**A legend called La Fuente de la Doncella** (the Maiden's Fountain) tells that next to a place known as the Tetuán estate, near the Burriana beach, there was a fountain where a young girl used to drink as it offered relief against an illness she had been suffering since childhood. On the way there and back she used to come across a handsome young man who also went to the fountain to enjoy the water. After some time their friendship turned into love, and although the handsome man asked her to marry him, she, aware of her illness, did not accept his proposal. This did not prove to be an obstacle for the young man to remain faithful till death and the story has been idealized as a legend of pure love linked to the fountain since the XVI century.

**Another legend**, this time about the Cuesta del Barranco de Melí (Hill of Melí's Ravine), between the districts of Nerja, Frigiliana and Torrox, talks about the Moor called Melí, a Muslim who supposedly lived in the area, around the IX century. One of the many things that this curious character would do was to hide in the

estates and, according to legend, frighten everyone who passed by, pretending to be a bloodthirsty bandit. What with one thing and another, Melí the Moor, who kept all the town folk amused, ended up converting to Christianity; this curious character was so famous in the area that the ravine or hill were named after Melí the Moor.

**The traditional celebration of the feast of San Anton,** patron saint of animals, is a popular tradition in all the towns of the region, but it is perhaps in Maro, a district of Nerja, where this custom has greatest significance. In mid-January, people celebrated in the aforementioned district the feast of San Anton; in his honor, everyone who owned an animal would light bonfires at midnight so that the saint would protect their animals over the whole year, otherwise they would get ill or die.

Today, these festivities, of which there is documentary evidence since the XVII century, are celebrated with traditional bonfires known here as lights. Mass is

celebrated on the 17th and then the band and the street party mark the opening the festivities. In days gone by, four months before this, a piglet was let lose through the streets of Maro –San Anton is represented with a hog at his feet- and was fed by all the townsfolk as it ran lose; the understanding was that this was San Anton's hog which would be auctioned on the feast of the patron saint. This is the source of the saying which says that when a family had a boy who was abandoned or spent all day out in the street, it was said: "you look like San Anton's hog".

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José Marín Ortega  
José Pinto y Palacios  
Juan José Villaluenga y Marfil  
Liborio Apolinar Acosta de la Torre  
Luis Muñoz García  
Manuel Cañizares Martín  
Manuel Vertedor  
María Zambrano Alarcón  
Martín Vázquez Ciruela  
Mohamed den Ahmed ben Daud Abu Abdallah  
Monseñor Francisco Núñez Aguilar  
Salvador Rueda

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# PLAN TO REVITALIZE THE AXARQUIA TOURIST PRODUCT

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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.

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## 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 Axarquía.
- 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 Axarquía.
- 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

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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](http://www.axarquiacostadelsol.es)

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