AXARQUÍA

# TALES AND LEGENDS

## TOURIST GUIDE FOR THE AXARQUIA · COSTA DEL SOL

**A**º Plan de Dinamización del Producto Turístico Axarquía

**M** málaga.es diputación
desarrollo y promoción territorial

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# SEDELLA

**Its name possibly comes** from the Latin word "sedilla" which in Lower Roman meant rural settlement.

NAME OF ITS INHABITANTS:
Sedellanos.



**Among its legends,** Sedella has a great number of tales about the events that have already been discussed, such as those that refer to hidden treasures which have still to appear, goats and other animals with torches on their horns to give the idea that a great army was besieging the Arab fortress at night, hidden passages which link strategic areas, etc. One of them is certainly ingenious; it is the one that talks about the name of the town.

According to this story, when they went to Isabel la Católica to give her the news of the town and of a battle that had taken place near the town (probably the legend refers to a clash between the Muslims headed by El Zagal and the Christian troops, which gave rise to the name of the arroyo de Matanza), before the messenger finished the queen stopped him and said: Sé de ella (I know about it). This version has little historical backing but it lends itself to the legend of the name of Sedella

.

**A rather macabre legend** tells the story of Moreno Arce, better known as Morenito (Swarthy), who was born and lived in the town towards the end of the XVI century. This quarrelsome and swaggering young man was known for his misdemeanors. The story goes that one lunch time he heard the foreman of a gang of reapers insult his father. The impetuous young man, without a word, jumped on the foreman, cut off his ear and sitting on him, already earless, he finished his meal. Reported by one of his cousins for all his crimes and his demeanors, he was discovered in a cave, was executed, then quartered, and as an example to the town his members were scattered on the access road to the town. As a result the road was named by stretches, according to the part of the accused that had been placed there, in other words: stretch of the head, stretch of the leg, stretch of the arm, etc.

**An interesting tradition** is the one related to Palm Sunday, widely accepted in Christendom, which suggests that believers should wear new clothes or something new on that day, no matter what. In Sedella this tradition takes on another peculiar dimension as it is suggested that inhabitants did not wash as anyone who did could run the risk that hands could develop a disease and could catch verrucas.

# INDEX OF NAMES AND PLACES

# 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 Axarquia 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 Axarquia (APTA) and the Centre for Rural Development of the Axarquia 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 Malaga 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 (Totalan).
- Provision of the Visitors' Centre for the Axarquia- La Vinuela Reservoir.

## LINE 2: ENHANCEMENT OF TOURIST RESOURCES

- Acquisition of racks for tourist brochures (Axarquia).
- Virtual reconstruction of the historical fortifications in the Axarquia (Zalia Castle in Alcaucin, Bentomiz Castle in Arenas and Comares Castle).
- Main Plan for the creation and improvement of accessible tourist itineraries in the Axarquia.
- Guide for the design, production and marketing of tourist souvenirs of the Axarquia.
- Recipe book of the Axarquia.
- Design and production of a digital information and map system about itineraries, resources and tourist services in the Axarquia.
- Information sessions of the PDAX-Axarquia.
- Climbing routes in the Upper Axarquia (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 Axarquia (La Vunuela).
- Museum of Gastronomic Festivities of the Axarquia (Sedella).
- Extension of contents in the Galvez Museum (Macharaviaya).
- Restyling of the El Alcazar Recreational Area (Alcaucin).
- Restyling of the El Rio Recreational Area (Alcaucin).
- Museum of Monfi (Cutar).
- 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 (Macahraviaya).
- Covered wooden bins in the tourist routes of the Axarquia.
- 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 Axarquia.
- 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 Axarquia˝.

## 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 Axarquia.
- Participative analysis of the tourist sector in the area of the Axarquia.
- Technical assistance to compile promotional material for the Axarquia.

## LINE 6: MANAGEMENT AND PROMOTION

- Production of tourist brochure-maps.
- Production of tourist Routes in the Axarquia.

- Guide book of tourist resources of the Axarquia.
- Management and promotion.

Details of measures can be consulted on:
**www.axarquiacostadelsol.es**

# MONITORING COMMISSION OF THE PLAN TO REVITALIZE THE AXARQUIA TOURIST PRODUCT (MALAGA)

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**Plan de Dinamización del Producto Turístico Axarquía**

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