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TALES AND LEGENDS

TOURIST GUIDE FOR THE AXARQUIA · COSTA DEL SOL

TALES

LOCAL PERSONALITIES

LEGENDS

NAME OF INHABITANTS



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LA VIÑUELA

The name La Vinuela refers to small vineyards belonging to an old inn, currently Bar La Plaza, which existed on the Vélez-Málaga Highroad to Granada, a place which at the beginning of the XVII century was known as La Vinuela.

NAME OF ITS INHABITANTS:

Vinoleros.

One of the traditions it still maintains is the festival of the raisin, celebrated at the end of the harvesting of one of the fruits on which the town's economy is based. The Virgen de las Angustias (the Virgin of Anguish), patron saint of the town, is taken from the church where it has been for months, waiting to be taken to the shrine. A joyful procession accompanies the statue. At the beginning, when most of the people of the town took part in the harvesting and laying out of the raisins, it was traditional to stop the harvesting of grapes so that people could come together and participate in the festivity. Naturally, all that remains today is the token celebration, in commemoration of times past, as a tradition that gives visitors the chance to taste a glass of the first must, raisins and local wines.



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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 Albaída, 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 Málaga (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 (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 (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 Alfarnate.

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

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.axarquiastadelsol.es

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

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Andalucía



APTA
Asociación para la Promoción
Turística de la Axarquía

