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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

AXARQUÍA

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ALFARNATEJO

Its name is a diminutive of the word “al-farnat”, which is also the source of Alfarate, meaning flour mill.

NAME OF ITS INHABITANTS:

Alfarnatejones. Nick-name: tejones



The proximity of both towns, Alfarnate and Alfarnatejo, means that they share some events, stories and legends like, for example, the one that follows.

A legend suggests that the origin of the nick-names of Alfarate (palancos) and Alfarnatejo (tejones) is based more on legend than on historical reality. According to tradition, following heavy rain, a huge rock fell across the only road that linked the two towns, blocking it. To clear it, the people from Alfarnate decided to go with tools and sticks to use them as leverage, and the people from Alfaratejo took picks and spades with the aim of digging the ground and force the rock to roll down the mountain. The latter method was the most effective one as the rock, in fact, fell as a result of its own weight down the valley where it still remains, allegedly.

There is a tradition that says that when a young man wanted to start seeing a girl of marriageable age, which was commonly known as talking to a girl, he had to look for a stick or rough walking stick and walk

with it at night to the door of the house where the girl lived. Naturally, the girl knew the boy who left the stick outside her door that night; now she had to decide what to do with the stick. If she didn't quite like the young man or he wasn't a good match, the girl left the stick outside; on the other hand, if it was a good marriage and the girl loved him, she took the stick and took it into the house which meant the family approved of the start of the relationship.

Once the initial stick in, stick out phase was successfully over and after going out for a time, the girl confirmed the date of the wedding, bought the tufts of wool needed to make the mattress and to start another tradition, the stripping down, a rite followed by the whole community. The tufts were washed to remove the smell and dirt, the custom being that early in the morning the girl would go to Fuente del Conejo (Rabbit's Fountain) to wash them and, once they were dry, all the single people met in the girl's house to start the stripping down (taking out all impurities, thorns, etc.). This lasted between ten

and fifteen days and became focus for festive meetings which boys and girls were not allowed to go to as the older ones told risqué jokes and stories.

Alfarnate has its own legend of a hidden treasure, as is the case with most of the towns with an Arab past. This legend has recently been updated with the arrival of foreigners from North Africa looking for a treasure following a map talking of Tajo de la Gomera (Gómer Drop) with measurements in yards from a stone which had a horse-shoe nailed to it.

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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 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 Alfarnate.

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.axarquiadelsol.es

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Andalucía



APTA
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Turística de la Axarquía

