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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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# VÉLEZ-MÁLAGA

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**It is believed its name comes** from the Latin “vallis” which became “balish” in Arabic and which could mean valley. Another theory believes it could derive from the word “waild” or “daliz” which means a settlement on a rock or a fortified rock in Arabic. In either case, in Spanish it became Vélez and later Málaga was added.

NAME OF ITS INHABITANTS:

Velenos.

FAMOUS PERSONALITIES:

**Mohamed den Ahmed ben Daud Abu Abdallah**, (1238-1312) was known as Aben Alkhamad. He wrote a theological and canonical treatise called “Suficiente” (“Enough”) which made him famous.

**Antonio Ortega Escalona**, also known as Juan Brea. He was a famous flamenco singer born in 1884 and created the “bandolá”. He died in Málaga in 1918.

**María Zambrano Alarcón**, the most important thinker and philosopher in recent Spanish history. She was

born in the town in 1904. She was a pupil of Ortega y Gasset, went into exile during the Civil War and returned in 1984. Among others, she was awarded the Principe de Asturias Prize and the Cervantes Prize. She died in Vélez-Málaga in 1984.

**Evaristo Guerra Zamora**, was born in Vélez-Málaga on the 5 September, 1942 and since his childhood he felt an urge to paint everything he saw around him. When he was ten he set up his first artist's studio in the attic of his home in Vélez. He painted his first oil painting at the age of twelve, “Vista de Benamocarra” (A view of Benamocarra). In 1956 he began to study in an art school in Vélez which was run by the famous Granada watercolorist Juan Morcillo; this is when he learnt the first rudiments of his painting skill and created numerous drawings and paintings in his studio until 1960. In September 1961 he held his first individual exhibition in the Caja de Ahorros Provincial in Vélez-Málaga. Since then he has organized countless national and international exhibitions and established himself as one of the most important Naïf art painters in Spain.

**There are many legends** about the origins of the city, one of which, starting from the base that the original town was situated in the estuary of the river Vélez, as it really was, explains why the location changed to the interior. On the 31 July, 365, there was a strong earthquake accompanied by tidal waves which totally destroyed the city; before repairing the ruins, the inhabitants decided to move the town to a safer location which turned out to be the hill on which the fortress was later built.

**Another legend claims** that the apostle Saint Peter was the founder of the ancient shrine of the town, Saint Mary, which would become the Episcopal seat between the I and III centuries and mentions that Saint Epetenoa disciple of Saint Peter, was martyred on the “cerro de los Remedios” (hill of Remedies) which is the present site of the shrine of the patron saint.

**The origin of the patron saint** also has a legend attached to it. It is said that a shepherd found a statue of the Virgin Mary on the hill where the shrine presently

stands, but that he mistook the statue for a doll and so picked it up to give to his daughter. On the way home, the shepherd lost the doll but found it again some days later in the same place. The man tried to take the doll home on several occasions, and every time the same thing happened: the doll appeared in the place where he had found it. So believing this to be supernatural event, works soon started to build the shrine on the spot which the state never wanted to leave.

**It is a historical fact that Miguel de Cervantes**, the writer, lived in Vélez-Málaga as a tax-collector in 1594, living in a house which still stands and that the city is mentioned in “El Quijote” in chapter 41. Before that he had been Royal Collector in Álora between 1587 and 1593.

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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 (Zalia Castle in Alcaucin, 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 (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 (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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[www.axarquiastadelsol.es](http://www.axarquiastadelsol.es)



APTA  
Asociación para la Promoción  
Turística de la Axarquía

