

THE RECOVERY OF ANCIENT WAYS AND LITERARY TOURS AS A TOURISM PRODUCT. THE CASES OF JILOCA AND HUERVA VALLEYS (ARAGON)

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The Jiloca valley, between the provinces of Zaragoza and Teruel, has been through since immemorial times by three highways that connecting the Ebro Valley to the interior of the peninsula, the Levantina zone and the Jalon Valley. This is the Roman road between Caesaraugusta and Laminium, the medieval Royal Road to Valencia and the Camino Real in Madrid modern. Throughout these three routes are numerous materials items of cultural interest (bridges, windows, Masadas, chapels, fountains, cisterns, Peirone, archaeological sites, etc.) that have become elements of identity of the towns they pass through. The Social geography and history should propose multidisciplinary conceptualization and identification methods, analysis and understanding of such areas / territories.

a) The Roman road to Laminium linking the Ebro Valley and the peninsular interior, with bifurcations to Saguntum (and El Levante). It is mentioned in the Antonine Itinerary, emphasizing, among of the others, several mansions located in the Jiloca valley or near: Albonica, Agiria, Carae and Sermonae. The main road of communication ran along of the left bank of the river Jiloca, joining the Sierra de Albarracín, Cella, Santa Eulalia, Alba, Villafranca del Campo, Monreal del Campo, Torrijo del Campo, El Poyo, Calamocha, San Martín del Río, Villanueva del Jiloca and Daroca. The ancient cities Celsa in the current Cella, the Caridad de Camenreal o Leonica in the Poyo, of which are preserved abundants archaeological remains, marked the milestones in this journey, besides numerous Roman deserted that the place in the vicinity, where travelers, very scarce at this time, were sheltering.

b) The appearance of the new Camino Real to Valencia was related to the foundation after the christian conquest of new peoples in Villarquemado, Torrelacárcel, Torremocha or Caminreal, which will serve as identifying new benchmarks. The case of Camin-Real, as its name indicates, is a magnificent new landmark semantic route. From the road Calamocha diverted Jiloca valley to cross the field of Romans and linking in Villarreal with the Huerva river. The inns and sales of this itinerary, force until the end of the XIX century, were numerous. In some places the road, identified as magical or affected by the neighbors, rose Peirone, chapels and shrines, usually with springs and wells where

passersby could quench their thirst. These physical points also became imaginary, as the locals have likened twith popular legends. The most representative landmarks are the Virgin del Molino de Santa Eulalia del Campo, La Virgen del Campo de Villafranca or la Virgen de los Navarros de Fuentes Claras.

c) El Camino Real that links Zaragoza and Madrid, through the present region of Daroca and Jiloca valley from east to west, was widely used until the early XIX century. Followed the same itinerary that the Camino Real to Valencia, to Valencia, to deviate a little before the town of Villarreal de Huerva, next to the beautiful bridge of Almada, which serves as landmark identification of the bifurcation. The remains of numerous sales where travelers could accommodate, among which the sale of port in Balconchán and sale of the Cabezuelas in Used. The Peirones, wells, cisterns, fountains are numerous, liked the legends connected with the road and passenger traffic, especially in Used.

We also found, linked to these roads, a number of mythical routes or literary great popular. Some of them, as set in the XI century with the Mio Cid protagonist, has led to an emerging tourism products promoted by the provincial de Burgos, Soria, Guadalajara, Zaragoza, Teruel, Castellón, Valencia and Alicante. Other literary routes as the road to San Vicente Martir between Huesca and Valencia, transmitted from a cultural association, or the Camino Real between Zaragoza and Madrid are in a very embryonic stages.

The existence of possible and potential tourism products more or less attractive, in which includes tangible and intangible, does not imply immediate acceptance by the society. The former conceptualization is the camino del Cid, which began broadcasting in 1996 from the hand of the provincial deputations. The Road to San Vicente Martir is more recent, initiative emerged from a cultural association in 2007, with a more religious than the last. In the last case, the Camino Real in Madrid, has not even outlined the project to date, although some local administration itself has expressed interest in betting on these historical and literary tours.

We usually start the tourist home by the roof, even before the design and dissemination of the product, they need a renovation of tourism infrastructure and a clear commitment to professional specialization in the affected areas. Reuse of archaeological heritage and the conversion of the myths, literary tourism product is not a simple process.

In the case to the Jiloca Valley and, by extension, in most of the province part of Teruel, the lack of population and economic dislocation (lack of capital and investment) prevents bet greater extent by the sector tourism, despite their potential. The current picture is bleak: the infrastructure is very deficient (with some exceptions built in recent years) and almost non-existent tourism specialization.

It is essential to link potential tourism initiatives with a endogenous territorial development, which should participate as government economic agents, partners and individuals. Given the current status of these lands Teruel, cooperation between social partners and the creation of new synergies is critical.

The public administration, widespread through the provincial councils in the specific case of the path of Cid, must assume their role in general, promoting the global nature of the product, encouraging the creation of social networks linked to the project and coordinating the activities carried out locally.

The Cultural associations must have a key role, passing from above the synergy of government and collecting, from below, the needs of partners and private entities located in their respective localities. The case of the Association for Vicentius Valentiae Road (Roman road) to consolidate the road to San Vicente Martir, the Association of Mio Cid of The Poyo, the Friends of Medieval Darocense are three paradigms for where to go the proceedings.

In the last particular level and private, are required to maintain financial aid and subsidies for new tourism infrastructure to be installed in the valley of Jiloca, especially those related to the retrieval and dissemination of cultural and natural heritage of this territory. The recovery of the unique buildings of the villages, between which include the former sales and inns, is fundamental.

Finally, in an initiative should be involved administrations, associations and individuals, there are increase the professional specialization related to tourism, facilitating the emergence of new partnerships and private enterprises, and promoting the sector through training policies (specific courses, workshops employment, etc.).

To combine efforts and increase the strength of these synergies is highly recommended to reinforce the identity values of the territory. We need to strengthen the relations between human beings and their space, the emotional bonds that we identify with this turolense valley, including both residents of our people as all the natives who had migrated in recent decades, demographic mass and fundamental economic imbalances to avoid the current.

