

## MYTH AND STRATEGIES FOR A ROMANTIC DESTINATION: THE CITY OF TERUEL (SPAIN)

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The historic towns enjoy a qualitative edge to engage in the process of internationalization. This advantage is to exploit its tangible and intangible cultural heritage, with that make their capital/image, which plays a decisive role in the new role of internationalization.

The objective of this paper is to value the capital / image of the city of Teruel, structured around the “myth” of the Lovers. A permanent “myth”, deep and well rooted in the city, that fits perfectly in the definition of intangible cultural heritage as reflected in Article 2 of the Convention for the Safeguarding of the Intangible Cultural Heritage.

To value the capital / image of the city of Teruel, articulated around the “myth” of the Lovers, poses a double requirement: first, analyze the essence of the “myth” with which emphasize its defining features that enable it to become in a prototype of romantic love; once considered the myth based on historical sources, the response given by the city to become romantic destination, a response that manifests itself through three strategies, whose primary characteristic is relying on local initiative.

The interrelationship between myth and tourist destination is highlighted after the inauguration of the Mausoleum of the Lovers, an artwork involving a set of local actors. This relationship is generating profits due to increased to the number of visitors, but as a tourist destination, the city presents the main problem in most destinations, the seasonality.

The analysis of myth is analyzed with the idea of presenting the existing romanticism to justify that Teruel is a romantic city. We show that this is a myth that goes beyond the idea that it is a legend, expression with which it is often called. It is a myth whose mental representations appear in the thirteenth century and fits perfectly with the triangular theory of love.

The historical sources used for the analysis of the myth are those published in 1806 by Antillón, who was lucky to find in the Church of San Pedro, where the Mausoleum of the Lovers is; a documentation of the early seventeenth century signed by Juan Yagüe, notary public, entitled «History of Lovers Juan Diego Martinez de Mansilla and Isabel de Segura».

The myth of the Lovers of Teruel meets the characteristics that define the myth. This deals with an existential question: sacrifice for the love; two lovers profess great respect, but the true expression of the existential question takes place in the room of the newlyweds, where the feeling of loyalty to the submission of women is prepeded. The scene ends with a heartbreaking call for death to break the commitment and give freedom to the beloved.

The myth of the Lovers of Teruel consists of irreconcilable opposites: life versus death. The irreconcilable presence of life against death transcends from the protagonists to society. The sublimation to the irreconcilable between life and death, but also romantic love fed by the intimacy, is reached at the funeral of Diego. Death appears as a clear expression of desire, but also of necessity, for the triumph of love. The myth provides social reconciliation that is projected to the whole society. The myth of the Lovers as a social product has no author, is anonymous, belongs to the social group that narrates it, not subject to any transcription and its essence is transformation. The various re-enactments, believing repeat it, transform it.

The analysis of the strategies aims to show how local initiative is the basis of the new social complexity, in which responsible political, economic, cultural and local associations are involved. An initiative that generates strategies that reveal how the city is doomed to innovation, if we truly want to achieve the internationalization that will place to the city in the emerging urban hierarchy.

In an effort to appraise the social significance of the Lovers and image of the city, is put into practice the initiative to honor the coexistence of the couple, the survival of commitment above all else, the merit of marriage for love. This first strategy focuses on lavish to the marriages when they turn their silver wedding anniversary, gold and platinum, by the solemn delivery of the Medal of the Lovers in each of the three categories. The strategy (Medal of the Lovers) transform Teruel city in a romantic destination, and is supported by the current of the late nineteenth century, that link marriage with love romantic. The stable union of the couple is the greatest expression of romantic love. The strategy is an initiative of the Centre for Tourism Initiatives in Teruel, which integrates all sectors and groups that are related to the promotion of tourism.

The second strategy is the recreation of the myth of the Lovers, and synthesizes the effort to combine reality and possibility, to interrelate being and image, in a complex balance that becomes the attraction of the city. In recreating the myth, the city of Teruel is transformed into a scene of medieval daily life. Teruel becomes in a «dream» and excitement. The story and myth feedback is the result of Foundation «Bodas de Isabel», which recreates the myth to revalorizing nodes and landmarks of the city, that are turned into the scene of the urban image. The Foundation mentioned stems from the society itself of Teruel to recreate the myth of Lovers with the participation of the whole society. It involves groups of different origins and structure: theater, music, figures of entertainment, cultural associations, complex groups, merchants, schools, workshops, etc., and they all become actors in the drama, of the procession or the parade.

The project strategy Europe in Love connects fully with two basic ideas of endogenous development in historic cities that seek its internationalization. The project aims at the enhancement of endogenous cultural activities; and therefore it proposes to create a route of cities with stories of love that will promote a romantic tourism. The city of Teruel, between the different forms of international cooperation; to launch the Project Europe in Love, opts for seek networks to achieve the objective of positioning the city in the new urban hierarchy. To make the network of romantic cities, Teruel has maintained contacts with the cities of Verona, Montecchino Maggiore, Sulmona, Coimbra, Krosno, Sigulda and Crete.

We conclude that the myth of the Lovers, defined as a prototype of romantic love is a real message to society and this cannot be understood secluded from everyday life. Strategies to turn the city of Teruel in romantic destination arise from the social commitment of the whole city.