

 **Úbeda**  
turismo


*It's felt*

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**Úbeda**  
*with meaning*

Úbeda has survived for centuries.  
Make sure it survives your visit.


 **Guide to responsible tourism**

 **Úbeda**  
turismo

Dear light footed visitor with a restless soul:

Welcome to Úbeda, where Vandelvira built palaces with unrivalled mastery, and where today you can live your own renaissance... or simply stroll along like any other visitor. The choice, dear traveller, is yours.

This city has survived invasions and revolutions, but it needs your complicity to remain what it truly is: a **Renaissance jewel that needs no filters to shine.**

A photograph of two women walking away from the camera down a narrow, cobblestone street in Úbeda. The woman on the left is wearing a dark blue dress and carrying a tan bag. The woman on the right is wearing a brown and white striped dress and also carrying a tan bag. The street is flanked by stone buildings, and a large green tree is visible in the background.

*Vademécum  
for the  
discerning  
visitor*

# *How to admire without altering*



## *Which is not the same as altering without admiration*

Dear tourist: Úbeda has been posing for visitors for centuries and still retains its composure. Don't be the one who makes it lose its dignity.



### **What a modern Renaissance person does:**

- ✓ Contemplates facades as one reads poetry: calmly and with respect
- ✓ Doesn't turn every corner into a personal photo studio
- ✓ Leaves the ordinary behind: here, delicate architecture awakens and goes far beyond expectations

### **What NOT to do (unless you want to stand out):**

- ✗ Treat heritage as if it were personal territory
- ✗ Touch, paint or alter it (seriously? Sixteenth-century stone?)
- ✗ Intrude into private spaces (privacy is heritage too)

*Remember: Úbeda is an open air museum, not a theme park*

# *The art of listening without making noise*

*"Listen to the soul of the city"  
(it speaks in centuriesold whispers)*

Úbeda has its own soundtrack: the tolling of bells, the wind through the olive groves, echoes of flamenco in its courtyards, the whisper of history in every stone. Save your remix for another venue — here, we take things slow.

## **The visitor protocol with keen hearing:**

- ✓ Turn the volume of your life down a couple of decibels
- ✓ Let the city tell you its secrets (don't shout over it)
- ✓ Respect others' rest (locals are not on holiday)

## **Lo que delata al visitante inexperto:**

- ✗ Shouting as if volume guaranteed being right
- ✗ Using loudspeakers like a medieval town crier
- ✗ Mistaking contemplative silence for lack of atmosphere



*Úbeda is listened to slowly.  
With patience and respect*

*Breathe deeply,  
but with elegance*



*"Respira su autenticidad"  
(no la contamines con tu modernez)*

This city smells of extra virgin olive oil, woodfired ovens, incense rooted in our land and history, of time standing still. Don't come here to change its scent with bad habits.



**The refined visitor's sense of smell:**

- ✓ Enjoy the aroma of olive oil as you would a fine perfume
- ✓ Breathe in the Andalusian countryside without polluting the air
- ✓ Appreciate the traditional scents of the heart of Jaén

**What gives away the inexperienced visitor:**

- ✗ Dropping cigarette butts as if the streets were ashtrays
- ✗ Polluting with unnecessary fumes (clean air is heritage too)
- ✗ Forgetting that the urban environment is a shared space

*Scent is memory too.  
Don't let Úbeda remember  
you for the wrong reasons*

# *The art of listening without making noise*

*Touch with care, act with respect  
(which is not the same as acting without respect)*

Úbeda's stones have felt the hands of master stonemasons, brilliant architects and sublime artisans. Don't be the one to break the chain with careless claws.

## **The touch of the elegant visitor:**

- ✓ Touch with your eyes, feel with your soul
- ✓ Dress appropriately for the occasion and the place
- ✓ Treat every surface as if it were a work of art

## **What requires respectful distance:**

- ✗ Sculptures (they are not pets)
- ✗ Murals (they don't need your caresses)
- ✗ Monuments (they already have enough history without your input)



*The best trace is the one  
that goes unnoticed.  
Like true elegance*

*Savour with elegance,  
enjoy at a leisurely pace*



*"Savour and support local"  
(and since you're at it, do it with style)*

Here, food and drink are enjoyed through local produce, family tradition and intelligent conversation — not with the rush of a trip without pauses.



**The visitor's classy palate:**

- ✓ Taste extra virgin olive oil as you would a liquid treasure
- ✓ Shop in local businesses (platforms didn't exist in the 16th century)
- ✓ Take part in traditions with respect (not like a reckless anthropologist)

**What reveals a lack of travel experience:**

- ✗ Looking only for familiar chains
- ✗ Failing to value local commerce
- ✗ Expecting everything to be "just like home"

*Savouring Úbeda means supporting those who keep it alive. And, if the moment calls for it, taking its flavours with you to keep delighting your palate.*



## *Epilogue for visitors with aspirations*

Dear tourist: before you lies a city that has witnessed empires, fashions and revolutions pass by. It has survived it all because it has preserved its essence without losing its elegance — which is why it has been a UNESCO World Heritage Site since 2003.

Now it's your turn to decide: will you be just another passer by, unnoticed and forgettable, or will you be part of that select minority who know how to travel with style?

Úbeda doesn't need you to save it, change it or love it forever. It only asks that you respect it while you're here.

The rest... is up to you.

*Leave your mark only on hearts.  
Let everything else remain untouched.*

With the collaboration of: Open-Ideas