

SCOPE OF SOCIAL POLICY AND RURAL TOURISM FOR LOCAL DEVELOPMENT IN SAN MATEO ALMOMOLOA, MEXICO

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Currently the social policy takes a leading role as a driver of the economy in rural areas through the financing of tourism projects of a communitarian character. Thereby in the last decades, many communities have searched to improve their state by means of their incorporation into tourism projects; however, not everyone have achieved the consolidation of those projects and the impulse of local development. This research aims to analyze the social tourism policy implemented at the Cultural Center for the Conservation 'Piedra Herrada' in San Mateo Almomoloa community, which is located in the municipality of Temascaltepec, State of Mexico (Mexico) in order to know the local development scope. To achieve this purpose, the proposal of Ziccardi (2001) is taken to analyze the social policy as an enhancer of productivity, as well as the contributions of Coraggio (2003) for the analysis about the forms of work organization in the community for the local development. The conclusion that is achieved shows that the social policy implemented by this community enables the incorporation of the communal lands holder to the tourist services, as well as the reproduction of collective organization forms. Nonetheless, the way that the project has been instrumented only generates temporary benefits for just a part of the population, encouraging a division and a greater social inequality that obstructs the erection of a solid process of a long term local development for the whole population.

KEY WORDS: *Social policy, local development, rural tourism, protected areas, San Mateo Almomoloa México*