

SOCIAL ENTERPRISES AND ECOTOURISM IN HUATULCO, MEXICO

Diagnosis of Business Management

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The emerging social enterprises in rural communities face a number of problems impeding their growth and survival. The constraints are those of management. This paper describes the main problems of five ecotourism social enterprises. Based on a qualitative methodology a SWOT diagnosis was developed, which allowed to find common problems: weak profitability, empirical and improvised performance, no marketing strategies, no competitive strategies, lack of marketing strategies and competitiveness, lack of trained and efficient human capital, poor tourism culture among others.

KEY WORDS: *social enterprises, ecotourism, community-based tourism, business management*