

## **TOURIST CORRIDOR "LAS TRUCHAS", A NETWORK OF CORPORATE COOPERATION FOR LOCAL DEVELOPMENT IN MALINALCO, ESTADO DE MEXICO**

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*The participation of companies with economic changes towards foods and beverages, have an impact on the local development of some communities, such as improving the conditions of life, progressing a useful way to rationalize their resources, help the disadvantaged groups, stimulate economic activity, combat poverty, invest in infrastructure and services, among other things. Therefore, this study aims to analyze the management of small and medium-sized enterprises allow networking of business cooperation, and the advantages of these, apply as strategies for local development from specific cases. To do so, this investigation is divided into two stages: the first stage consisted of a conceptual analysis from notions of business cooperation and local development of tourism networks. During the second stage, it was raised to know the reality and functionality of the conceptual analysis on the tourist corridor "Las truchas", located in the municipality of Malinalco, Mexico State. Whit the results obtained is was visible the lack of promotion of the collective participation of the population in the vicinity of the tourist corridor in the provision of services. It what allowed to conclude in the lack of a strengthening of the already established companies and to those that wish to open, from a network of mixed cooperation that benefit other sectors complementary to this corridor.*

**KEY WORDS:** *business cooperation networks, local development, tourism corridor, Malinalco.*