



**Abstract:**

The work is part of the second phase of the research in progress, registered at the University of Guanajuato to obtain a master's thesis in Tourism, Development, and Heritage. Whose central theme shows the various difficulties and obstacles that small family farmers present for their insertion into current supply systems, specifically taking as a case study the community of Cañada de Bustos, Guanajuato.

In this phase, the territorial and socioeconomic characteristics of the study area are illustrated, which allows a broad vision of the object of study to recognize the causes why family farmers are not currently being integrated into the supply system of the tourism industry. And based on the characteristics and current conditions of the area, propose strategies that ensure the socio-productive inclusion (commercial chain) of family farmers in the Guanajuato tourism supply system.

As part of the initial diagnosis and as a second phase, the socio-territorial analysis of the study area was carried out. In this phase, a qualitative, exploratory-descriptive research methodology was applied, which started from documentary analysis, followed by a statistical compilation from the official geographic information systems, the area reports, and published secondary data were also observed. by international, national, state, and municipal bodies. With the information obtained, the logical framework model was made, which made it possible to identify the main problems of the community.

With this analysis, it was identified that the study area has great agricultural potential since its production is active, however, some problems divide or break the possibility of the products being inserted into the supply system that feeds the offer gastronomic tourist. The main problems detected are disconnection with alternative markets, non-competitive production, high informality, low associativity, difficulty in marketing due to the existence of aggressive intermediaries without regulation, income and support inequality, as well as the degradation of natural resources and the high vulnerability to weather contingencies. Factors that intensify the inequality gap (social and economic inclusion), in addition to making it impossible to insert the supply systems of the tourist industry in the city. This diagnosis or this problem will be the starting point for the next phases of the ongoing investigation.

**Keywords:** socio-productive inclusion, productive chain, rural development.