Abstract
This paper analyzes the social - territorial process of the municipalities of Tepotzotlán and Valle de Bravo, by the way of the application of the Pueblos Mágicos Program, all of this seen from the tourism section of new rurality view. We up hold that the program is able to accelerate changes in the social aspect and in the activities developed in the territory, at the same time with a concentration of investment because it focuses its performance on dynamic touristic structures with a large path without an effective territorial spread and better welfare levels in the communities, only for grand promoters.

Keywords
Rural localities, Pueblos Mágicos Program, touristic development.