Who gets seen on Mexico’s Caribbean coast?



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Quintana Roo offers a practical test of a Mexican AI policy. A booking system, a municipal desk and a reserve map all decide whose information counts. Each needs a different reviewer. CAIA proposes testing all three before sharing lessons with neighbours across the Caribbean.

The decision before local leaders

This paper proposes two starting points for Mexico. Before either begins, the service owner should agree on an existing comparison service, a way to challenge an error and the conditions for ending the trial.

Audit which operators the visitor assistant leaves out.

Proposed lead. Participating municipal tourism office and operator panel

What to measure. Count verified active operators the assistant misses, by booking channel.

Rehearse a route withdrawal after a reserve notice changes.

Proposed lead. Pilot editor and designated reserve liaison

What to measure. Measure minutes from notice receipt to removal on all participating channels.

Local evidence in context

Indicator	Value	Observation	Source
Population	131,946,900	2025	World Bank WDI
GDP per person, current US dollars	13,889	2025	World Bank WDI
Residents aged 65 and over	8.5%	2025	World Bank WDI
People using the internet	83.1%	2024	ITU / World Bank

The year and geographic coverage belong to each observation. These figures describe the jurisdiction as a whole. Collect service-level figures before setting a cost target, staff requirement or digital access threshold.

Economic and social needs

Count independent operators

In its 2024 Economic Censuses profile for Quintana Roo, INEGI reports that hotels and restaurants accounted for about a third of people employed in the activities it surveyed. A visitor assistant trained on hotel booking feeds could make a small operator disappear simply because she takes reservations by phone. The pilot should compare recommendations against a locally checked list and ask operators how they can correct a listing.

Policy response. Test a phone-only business, a temporarily closed business and a bilingual listing before allowing automated recommendations.

INEGI, Quintana Roo economic census profile

Let speakers correct a public notice

Mexico’s National Institute of Indigenous Languages locates Maayat’aan in the Mayab region. A national Spanish-language score tells a Quintana Roo council little about how a resident will understand an AI-drafted notice in Maya. For a trial, give speakers the full situation and ask them to explain the action, place and deadline in their own words. Pay reviewers for corrections and agree whether their recordings may be reused.

Policy response. Approve each language version locally and retain a telephone route for questions.

INALI, Maayat’aan language profile

Public institutions and environmental needs

Separate the council’s records from the hotel’s

Mexico published a general law in March 2025 governing personal data held by covered public bodies. A municipal tourism office and a booking company may contribute information to one visitor service while holding it for different purposes. A proposed contract should identify who controls each field, where a correction must go and what the company can use for training. The council should test a correction that crosses both systems.

Policy response. Draw the record flow and obtain legal review of each party’s role before loading personal information.

Chamber of Deputies, General Law on Personal Data Held by Obligated Subjects

Give a ranger control of the route

Sian Ka’an includes forests, marshes, mangroves and a marine area crossed by a barrier reef. A route that looks continuous on a screen can cross habitats with different access conditions. Before an itinerary goes live, the reserve team should check the proposed stops against current notices and record when that check expires. Let a ranger withdraw a route even if the supplier has yet to refresh its map.

Policy response. Publish the date of the last route check and suppress directions when access cannot be confirmed.

UNESCO World Heritage Centre, Sian Ka’an

How the policy would change a decision

Have the office and supplier trace one complaint. Mark which copies the supplier holds on the office’s instructions. Examine any proposal to train the supplier’s own product as a separate use before granting access.

- Have the office identify its authority to analyse complaints and record its purpose in the contract.
- Assign responsibility for answering ARCO requests. Test whether a correction reaches the copies to which the law requires it to apply.

The contract manager should keep the map of copies and the response to a test correction. If neither party can locate the version used to train a product, stop that transfer and resolve responsibility before sending more complaints.

Source: CAIA jurisdiction guide for Mexico. The worked example illustrates the proposal.

Test the route with local guides

Have local guides and conservation teams check Spanish and locally requested language versions. Ask whose sites are omitted or exposed. Include a day when weather or conservation restrictions make a normally suitable route unsafe.

The local pilot connects to Tourism, retail and small businesses. Review R03 · R05 in the regional risk register.

Implementation and public review

Stage	Evidence or decision	Proposed responsibility
Before the trial	Define a completed case and sample the current process. Include people who use the phone, desk or an offline route.	Participating municipal tourism office and operator panel
During shadow testing	Count verified active operators the assistant misses, by booking channel. Compare the same cases through both routes and record every override.	Participating municipal tourism office and operator panel
At the local decision	Measure minutes from notice receipt to removal on all participating channels. Record whether the result justifies a live trial and identify the person who can stop it.	Pilot editor and designated reserve liaison
After six months	Publish results by channel, the correction time, unresolved complaints and the decision to continue, revise or stop.	Local service owner

What partners can share

Mexico and Belize could compare reef-visitor guidance and mistaken place names. Keep precise protected locations and personal complaint records with the appropriate Mexican authority.

Record the local approval, correction route and stop authority before exchanging results. Other jurisdictions can reuse the method and run their own tests. Regional recommendation 5.

Where to draw the boundary

An office adopting this proposal would still need to check its own powers, contracts and data permissions. Organisations named as possible reviewers or leads have not been appointed by this publication. Publish any accepted role and its date with the local trial record.

A 90-day plan for the first service

Audit which operators the visitor assistant leaves out.

Proposed pilot lead. Participating municipal tourism office and operator panel

A visitor assistant leaves out active small operators

Failure to test. The listing favours operators on one booking channel and suppresses verified businesses listed locally.

Evidence to retain. Keep the eligible operator list, exclusions by channel and the municipal reviewer’s corrected output.

Pause condition. The assistant could be promoted as a complete listing while verified omissions remain.

When	Proposed action and evidence
Days 1–30	Participating municipal tourism office and operator panel agrees the eligible cases, existing service measures, staffed alternative and authorised decision owner. Record reviewers and a cost estimate in local currency for staff time, testing, access and recovery. Identify the funding source and who would approve it.
Days 31–60	Run the original and proposed routes on the same sample. Count verified active operators the assistant misses, by booking channel. Report counted errors and eligible cases by channel and language where lawful, plus the time from error report to correction.
Days 61–90	Witness the fallback, correction and restart before asking the accountable officer for a decision. Pause on the condition above. Record affected cases, unresolved issues, costs and the date for the next check.
Six months after live launch	Publish a lawful comparison with the baseline, including corrections, open complaints and the decision to continue, change or end the use.

Sponsorship, funding and the proposed lead’s acceptance require a recorded local decision. Share test methods with Caribbean partners using the local data permissions.

Sector guide · INEGI, Quintana Roo economic census profile · Local evidence and sources · Regional high-impact use rules · Local risk scenario

Sources and method

The committee used published local evidence to select the four priorities and compared them with the Caribbean AI Framework's requirements for access, data, skills, oversight and adoption. Recommendations and stories are editorial proposals. This edition reports no results from a completed local pilot.

1. INEGI, Quintana Roo economic census profile
2. INALI, Maayat'aan language profile
3. Chamber of Deputies, General Law on Personal Data Held by Obligated Subjects
4. UNESCO World Heritage Centre, Sian Ka'an
5. World Bank WDI — Population
6. World Bank WDI — GDP per person, current US dollars
7. World Bank WDI — Residents aged 65 and over
8. ITU / World Bank — People using the internet
9. Mexico jurisdiction guide, Caribbean AI Association
10. Mexico pilot note, Caribbean AI Association
11. Caribbean AI Framework, consultation edition, 27 November 2026

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