AAPSCM® CERTIFICATION

Certified AI-Driven Tourism Data Analyst (AITA)®

The Future of Tourism Runs on Data

About this certification

The Certified AI-Driven Tourism Data Analyst (AITA)® certification helps tourism professionals apply AI, analytics, and data visualization to real-world tourism and hospitality challenges, from demand forecasting and revenue optimization to customer intelligence, destination planning, and performance reporting.

Program Learning Outcomes

- Explain the role of AI and analytics in tourism and hospitality.
- Describe tourism data collection, preparation, validation, and integration.
- Explain machine learning concepts and predictive modeling approaches.
- Interpret tourism demand forecasts and evaluate forecasting accuracy.
- Evaluate pricing and revenue management indicators.
- Support marketing and customer segmentation with analytical insights.
- Develop tourism dashboards using appropriate visualization techniques.
- Explain privacy, security, fairness, and transparency in tourism analytics.

Certification curriculum

Examination details

Certification Title	Certified AI-Driven Tourism Data Analyst (AITA)®
Examination Code	AITA®
Number of Questions	100
Question Format	Multiple-choice, including applied scenarios
Duration	90 minutes
Passing Score	700 on a 1,000-point scale
Delivery	Online through the designated secure testing system
Language	English, unless otherwise specified
Credential Validity	3 years, subject to renewal requirements
Exam Coverage	All seven program modules and applied scenarios

Fees and training options: the self-paced exam and virtual instructor-led training are listed with current prices on the course page; corporate programs are available on request.

Register: aapscm.org/certified-ai-driven-tourism-data-analyst-aita/ · **Email:** info@aapscm.org · **Phone:** +1 (803) 998-2189
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