AAPSCM® CERTIFICATION

Certified AI-Enabled Travel Personalization & Digital Marketing Manager (AITP-DMM)®

An Advanced Executive-Level Certification in AI-Driven Travel Marketing, Traveler Personalization, and Digital Engagement Leadership

About this certification

The global tourism and travel industry is undergoing rapid digital transformation driven by artificial intelligence, big data analytics, personalization engines, predictive marketing technologies, and digital customer engagement platforms. Modern travelers increasingly expect highly personalized experiences, intelligent recommendations, real-time travel insights, and seamless digital interactions across booking platforms, mobile applications, and digital marketing channels. Organizations in tourism, hospitality,…

What You Will Learn

- Develop AI-powered travel personalization strategies
- Implement predictive marketing and recommendation engines
- Use customer data analytics to understand traveler behavior
- Implement automated customer engagement and personalization systems
- Leverage machine learning for travel demand forecasting and marketing optimization
- Manage digital marketing channels including social media, search marketing, and programmatic advertising
- Design intelligent tourism marketing ecosystems capable of delivering personalized travel experiences

Certification curriculum

Examination details

Certification	Certified AI-Enabled Travel Personalization & Digital Marketing Manager (AITP-DMM)
Question Type	Multiple Choice
Total Questions	100
Exam Duration	90 Minutes
Passing Score	700 on a 1,000-point scale
Exam Delivery	Online Proctored
Language	English

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-enabled-travel-personalization-digital-marketing-manager-aitp-dmm/ · **Email:** info@aapscm.org · **Phone:** +1 (803) 998-2189
American Association of Procurement, Supply Chain & Tourism Management (AAPSCM®)