AAPSCM® CERTIFICATION

Certified AI-Powered Hospitality Experience Professional (A-HXP)®

Professional Certification in Artificial Intelligence, Guest Experience Management, Smart Hospitality Technologies, Digital Guest Engagement, Hospitality Analytics, and Responsible AI Innovation

About this certification

The Certified AI-Powered Hospitality Experience Professional (A-HXP®) is a foundational professional certification focused on the application of artificial intelligence, data analytics, digital platforms, and smart technologies to hospitality guest experience management.

Key Learning Outcomes

- Explain AI concepts and hospitality applications.
- Design guest journeys and personalized experiences.
- Analyze guest data and performance dashboards.
- Apply smart hotel and IoT technologies.
- Use digital concierge and chatbot solutions.
- Develop AI-assisted marketing strategies.
- Ensure data privacy, security, and ethical AI use.
- Support hospitality digital transformation.

Certification curriculum

- Foundations of AI in Hospitality
- Guest Experience Design & Personalization
- Hospitality Data & Guest Analytics
- Smart Hospitality Technologies (IoT)
- Digital Guest Engagement Platforms
- AI-Driven Hospitality Marketing
- Governance & Ethics in Hospitality AI
- Digital Transformation in Hospitality

Examination details

Certification	Certified AI-Powered Hospitality Experience Professional
Designation	A-HXP®
Exam Format	Multiple choice (100 questions)
Exam Duration	90 minutes
Passing Score	700 on a 1,000-point scale
Language	English
Delivery	Online
Primary Focus	AI-enabled hospitality and guest experience management

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-powered-hospitality-experience-professional-a-hxp/ · **Email:** info@aapscm.org · **Phone:** +1 (803) 998-2189
American Association of Procurement, Supply Chain & Tourism Management (AAPSCM®)