AAPSCM® CERTIFICATION

Certified Digital Tourism Experience Architect (CDTEA)®

Shaping the Future of Travel Through Immersive Technologies, Artificial Intelligence, and Smart Destination Innovation

About this certification

The Certified Digital Tourism Experience Architect (CDTEA)® certification is designed for professionals who want to design and optimize technology-enabled tourism experiences. It combines digital experience architecture, immersive technologies, AI-driven personalization, user experience design, and smart destination strategies to transform traditional tourism services into connected, interactive, accessible, and personalized experiences.

Program Learning Outcomes

- Design integrated, technology-enabled visitor experiences.
- Apply VR, AR, and AI to enhance traveler engagement.
- Use data and analytics for personalization and decision-making.
- Develop user-centered, accessible digital experiences.
- Develop digital destination marketing and content strategies.
- Evaluate the role of IoT and smart destination infrastructure.
- Identify cybersecurity, privacy, and data governance considerations.
- Develop performance indicators for digital tourism initiatives.

Certification curriculum

- Foundations of Digital Tourism & Experience Architecture
- Immersive Technologies, Virtual Reality & Augmented Reality
- Artificial Intelligence & Data Analytics in Tourism
- User Experience Design & Digital Visitor Journey Mapping
- Destination Marketing & Digital Content Strategy
- Smart Destinations, IoT & Connected Tourism Infrastructure
- Cybersecurity, Privacy, Digital Ethics & Technology Governance
- Digital Tourism Innovation, Sustainability & Inclusive Experiences
- Digital Tourism Project Management, Performance Measurement & Innovation Leadership
- Capstone Project: Designing an Integrated Digital Tourism Experience

Examination details

Certification	Certified Digital Tourism Experience Architect (CDTEA)®
Question Format	Multiple choice, including scenario-based questions
Total Questions	100
Duration	90 minutes
Passing Score	700 on a 1,000-point scale
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-digital-tourism-experience-architect-cdtea/ · **Email:** info@aapscm.org · **Phone:** +1 (803) 998-2189
American Association of Procurement, Supply Chain & Tourism Management (AAPSCM®)