AAPSCM® CERTIFICATION

Certified Digital Tourism Experience Manager (CDTEM)®

Advanced Professional Certification in Digital Tourism Transformation, Smart Destination Technologies, Traveler Experience Management, Tourism Data Intelligence, Immersive Innovation, and Strategic Digital Leadership

About this certification

The Certified Digital Tourism Experience Manager (CDTEM®) is an advanced manager-level professional certification focused on the strategic design, implementation, management, and continuous improvement of digital tourism experiences. The certification integrates tourism management, customer experience strategy, digital transformation, visitor intelligence, smart destination technologies, immersive innovation, digital marketing platforms, and responsible technology governance.

Key Learning Outcomes

- Develop digital tourism strategies aligned with business goals.
- Design and optimize traveler journeys and experiences.
- Analyze tourism data and create performance dashboards.
- Evaluate and implement smart destination technologies.
- Apply AR/VR and immersive tourism solutions.
- Manage digital engagement platforms and marketing.
- Ensure data privacy, cybersecurity, and ethical technology use.
- Lead digital innovation and organizational change.

Certification curriculum

Examination details

Certification	Certified Digital Tourism Experience Manager (CDTEM®)
Question Type	Multiple Choice
Total Questions	100
Duration	90 minutes
Passing Score	700 on a 1,000-point scale
Language	English
Delivery	Secure online proctored or authorized testing environment

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.