AAPSCM® CERTIFICATION

Certified AI-Enabled Travel Personalization & Digital Marketing Specialist (AITP-DMS)®

Advanced Professional Certification in Artificial Intelligence, Travel Personalization, Predictive Marketing, Tourism Analytics, Digital Campaign Automation, Revenue Optimization, and Responsible AI

About this certification

The Certified AI-Enabled Travel Personalization & Digital Marketing Specialist (AITP-DMS®) is a specialized professional certification focused on the application of artificial intelligence and data-driven marketing technologies in travel, tourism, and hospitality. The program develops practical, industry-focused skills in AI-driven marketing, customer segmentation, predictive analytics, recommendation systems, automation, revenue optimization, and responsible use of traveler data.

What You Will Learn

- Develop AI-driven personalization and segmentation strategies.
- Analyze traveler behavior and forecast demand.
- Design AI-powered travel recommendations and itineraries.
- Automate multichannel digital marketing campaigns.
- Apply dynamic pricing and revenue optimization.
- Create and interpret marketing analytics dashboards.
- Implement an AI-enabled travel marketing strategy.

Certification curriculum

Examination details

Certification	Certified AI-Enabled Travel Personalization & Digital Marketing Specialist (AITP-DMS)
Question Type	Multiple choice
Total Questions	100
Duration	90 minutes
Passing Score	700 on a 1,000-point scale
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-specialist-aitp-dms/ · **Email:** info@aapscm.org · **Phone:** +1 (803) 998-2189
American Association of Procurement, Supply Chain & Tourism Management (AAPSCM®)