AAPSCM® CERTIFICATION

# Certified AI-Powered Hospitality Experience Manager (A-HXM)®

Advanced Professional Certification in AI-Driven Guest Experience Management, Smart Hospitality Systems, Predictive Analytics, Service Automation, Digital Transformation, and Responsible AI Leadership

## About this certification

The Certified AI-Powered Hospitality Experience Manager (A-HXM®) is an advanced professional certification focused on managing the design, implementation, evaluation, and continuous improvement of AI-enabled hospitality services.

## Key Learning Outcomes

- Evaluate AI applications for hospitality operations.
- Design and manage personalized guest experiences.
- Use predictive analytics to anticipate guest needs.
- Implement smart-room and IoT technologies.
- Manage chatbots, virtual assistants, and digital concierge systems.
- Apply sentiment analysis and review intelligence.
- Assess robotics and service automation solutions.
- Ensure data privacy, cybersecurity, and responsible AI.

## Certification curriculum

- AI Strategy & Hospitality Innovation
- Guest Journey Engineering & Predictive Personalization
- Smart Hospitality Systems & IoT
- Conversational AI & Digital Concierge Management
- Guest Sentiment Analysis & Review Intelligence
- Hospitality Robotics & Service Automation
- AI Ethics, Privacy & Digital Trust
- Digital Transformation & Innovation Leadership

## Examination details

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| **Certification** | Certified AI-Powered Hospitality Experience Manager |
| **Designation** | A-HXM® |
| **Exam Format** | Multiple choice (100 questions) |
| **Exam Duration** | 90 minutes |
| **Passing Score** | 700 on a 1,000-point scale |
| **Delivery** | Online (with proctoring) |

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