



# Glossary of AI-Tech Terms

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# Glossary of Terms

## Core AI Concepts

**Algorithm:** A set of rules or instructions that AI follows to solve problems or make decisions.

**Artificial Intelligence (AI):** Technology designed to perform tasks that typically require human intelligence.

**Few-Shot Learning:** When AI is given a few examples within a prompt to help it understand and complete a new task accurately.

**Generative AI:** AI that creates new content, such as text, images, or videos, based on learned patterns.

**Large Language Model (LLM):** A type of AI designed to understand and generate human-like text.

**Machine Learning:** A subset of AI that involves training algorithms to learn and make decisions based on data.

**Natural Language Processing (NLP):** A field of AI that helps computers understand, interpret, and generate human language in a meaningful way.

**Neural Network:** A system of algorithms modeled after the human brain to recognize patterns in data.

**Retrieval-Augmented Generation (RAG):** An AI method that combines retrieved external data with generated responses to provide more accurate and grounded answers.

**Token:** A piece of text (like a word or part of a word) that an AI model processes. Used to measure how long a prompt or output is.

**Zero-Shot Learning:** When AI performs a task it hasn't been specifically trained for, based on general patterns it has learned.

## AI Applications in Hospitality

**AI Agent:** A digital assistant powered by artificial intelligence that can perform tasks, answer questions, and make decisions based on user input and goals.

**AI Concierge:** A digital assistant for hotels or rentals that provides personalized guest support, like answering questions, making recommendations, or managing requests.

**Chatbot:** An AI-powered tool that simulates conversation with users. It can be rule-based or use conversational AI for more natural interaction.

**Guest Journey:** The complete experience a guest has with a property or brand—from discovery and booking to post-stay follow-up, often optimized with AI tools.

**OTA (Online Travel Agency):** A website or platform where travelers can book accommodations (like Airbnb or Booking.com).

## Tools, Data, and Functionality

**API:** A tool that allows different software to communicate and share data.

**API Integration:** The process of connecting different software systems using APIs so they can share data and function together.

**Context:** The surrounding information or situation that gives meaning to data or words.

**Data Patterns:** Recurring trends or relationships in data that AI recognizes and uses.

**Feedback Loop:** The process of refining AI's outputs based on user corrections or evaluations.

**Knowledge Base:** A collection of information or documents that an AI can refer to when answering questions, often used to power chatbots.

**Prompt:** The input or question provided to an AI to elicit a response.

**Prompt Engineering:** The practice of crafting effective inputs (prompts) to get accurate or useful results from AI tools.

**Scalability:** The ability of AI tools to grow with your business, handling more tasks or users as needed.

**Training Data:** The collection of information used to teach AI systems how to perform tasks.

## **Responsible Use and Limitations**

**Augmentation:** Using AI as a support tool to enhance human efforts.

**Automation:** The use of technology to perform tasks with minimal or no human involvement—often using AI for decision-making or repetitive tasks.

**Bias (in AI):** A tendency for AI to produce results influenced by skewed training data.

**Ethical AI:** The practice of designing and using AI responsibly, ensuring fairness and privacy.

**Fine-Tuning:** Adjusting a pre-trained AI model with specific data to improve its performance for a particular use case.

**Hallucinations (in AI):** When an AI generates information that sounds correct but is inaccurate or false, especially without access to verified data.

**Human-in-the-Loop (HITL):** A system where human oversight is involved to guide, approve, or correct AI actions, especially for quality control or ethical reasons.

**Overfitting:** When AI becomes too specialized in its training data and struggles with new inputs.

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