

ORIGINAL

## Impact of meta ai on accounting firm performance: implications for the hospitality business in nigeria

### Impacto de meta ai en el desempeño de las empresas contables: implicaciones para el negocio hotelero en Nigeria

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#### ABSTRACT

Meta AI created by Meta Platforms Inc. has been a major force in improving accounting firms' performance. The Meta AI, is used in numerous industries, including accounting professionals, the Meta AI has the potential to revolutionize business operations and service delivery. Thus, Meta AI has the potential to streamline repetitive procedures in accounting, strengthen data analytic skills, and facilitate better decision-making. The study acknowledged that accounting firms can leverage Meta AI for a variety of purposes. Firms that use Meta AI technologies from the outset of their business cycle stand to benefit from a competitive advantage. Thus, the association of the Meta AI in the hospitality business will create enhanced efficiency in the way the hospitality business is engaged and will improve their decision making in terms of forecasting their future cost and customer loyalty to a reasonable extent. The study concluded that the incorporation of Meta AI into accounting procedures is a revolutionary development that improves corporate performance by lowering costs, increasing efficiency, enhancing data analytic skills, and providing better client service. These developments particularly benefit the hospitality sector by streamlining operations, improving decision-making, increasing compliance assurance, and fortifying bonds with financial partners.

**Keywords:** Meta AI; Accounting Firm; Hospitality Business; ChatGPT; Nigeria.

#### RESUMEN

Meta AI creada por Meta Platforms Inc. ha sido una fuerza importante para mejorar el desempeño de las empresas de contabilidad. Meta AI, que se utiliza en numerosas industrias, incluidos los profesionales de la contabilidad, Meta AI tiene el potencial de revolucionar las operaciones comerciales y la prestación de servicios. Por lo tanto, Meta AI tiene el potencial de agilizar los procedimientos repetitivos en contabilidad, fortalecer las habilidades de análisis de datos y facilitar una mejor toma de decisiones. El estudio reconoció que las empresas de contabilidad pueden aprovechar Meta AI para diversos propósitos. Las empresas que utilizan tecnologías Meta AI desde el inicio de su ciclo comercial se beneficiarán de una ventaja competitiva. Por lo tanto, la asociación de Meta AI en el negocio hotelero creará una mayor eficiencia en la forma en que se involucra el negocio hotelero y mejorará su toma de decisiones en términos de previsión de costos futuros y lealtad del cliente en un grado razonable. El estudio concluyó que la incorporación de Meta AI en los procedimientos contables es un desarrollo revolucionario que mejora el desempeño corporativo al

reducir los costos, aumentar la eficiencia, mejorar las habilidades de análisis de datos y brindar un mejor servicio al cliente. Estos desarrollos benefician particularmente al sector hotelero al agilizar las operaciones, mejorar la toma de decisiones, aumentar la garantía de cumplimiento y fortalecer los vínculos con los socios financieros.

**Palabras clave:** Meta AI; Empresa de Contabilidad; Empresa Hotelera; Chatgpt; Nigeria.

## INTRODUCTION

Artificial intelligence (AI) technology integration has revolutionized decision-making and operational efficiency across a range of industries. Specifically, Meta AI created by Meta Platforms Inc. has been a major force in improving accounting firms' performance.<sup>(1)</sup> The Meta AI, is used in numerous industries, including accounting professionals, the Meta AI has the potential to revolutionize business operations and service delivery. Thus, Meta AI has the potential to streamline repetitive procedures in accounting, strengthen data analytic skills, and facilitate better decision-making. For the hospitality industry, which primarily depends on proper financial management and reporting, this transition is especially pertinent.<sup>(2)</sup> This article investigates the potential effects of using Meta AI on accounting firm performance and the ensuing ramifications for the hospitality sector.

Consequently, the efficiency and accuracy gains are two of Meta AI's main effects on accounting firms' performance. Conventional accounting methods frequently entail labour intensive, human error-prone manual data entry and reconciliation procedures. Accounting organizations can automate these operations by incorporating Meta AI solutions, which enable machine learning algorithms to swiftly and accurately examine enormous datasets.<sup>(3,4)</sup> AI, for example, can expedite the processing of invoices by employing Optical Character Recognition (OCR) technology to extract pertinent information from documents. By doing this, errors related to manual entry are reduced and the amount of time spent on administrative activities is decreased. Faster processing of booking, payroll, and supplier payment activities is advantageous for hospitality enterprises, including hotels and restaurants.<sup>(3)</sup>

It is very pertinent to state the obvious that accounting firms' data analytics capabilities will further improved by using the Meta AI.<sup>(5)</sup> This implies that, AI-powered sophisticated analytical tools will enable accountants to extract previously unattainable financial information insights. This will better the firm revenue forecasting based on historical trends, consumer behavior analysis, and cost management techniques, which is what the means for organizations in the hospitality industry. AI-powered analytics can also be used to spot trends in consumer spending patterns or seasonal variations in hotel occupancy rates. Through the utilization of these insights, hospitality enterprises can make well-informed judgments concerning pricing tactics, promotional initiatives, and the distribution of resources. However, in as much as Meta AI has a positive effect on the accounting firm performance and the hospitality business, it also has its challenges which must be contended with by professionals. The study therefore intend to portray the impact to fill the gap in knowledge of the impact of Meta AI on Accounting Firm Performance: Implications for the Hospitality Business.<sup>(5)</sup>

## Evolution of Meta AI in the Accounting Profession and the Hospitality Business

### *Evolution of Meta AI in the Accounting Profession*

The accounting profession has been greatly impacted by the evolution of Meta AI, especially through platforms like ChatGPT and other generative AI technologies. When AI was first adopted, accounting firms looked into simple automation tools to automate repetitive tasks like data entry, invoice processing, and payroll management.<sup>(6)</sup> The goal of these early implementations was to increase efficiency by lowering human error and freeing up accountants to work on more strategic activities. However, as technology developed, firms began integrating more sophisticated AI tools that could analyze large datasets quickly and accurately. For example, Ernst & Young (EY) adopted AI for auditing processes, which allowed for rapid contract analysis and anomaly detection that exceeded human capabilities. With this connection, the focus shifted from using AI to automate repetitive tasks to using AI to gain deeper insights into financial information.<sup>(6)</sup>

The way accountants interact with technology has changed dramatically with the advent of generative AI models like ChatGPT. With the help of these models, accountants may easily create reports, summaries, and even draft correspondence with clients thanks to natural language processing capabilities. These tools are crucial for day-to-day operations because they allow queries to be asked in simple terms and to receive well-reasoned answers. Accountants may now provide their clients predictive analytics and real-time financial insights thanks to the development of Meta AI technologies.<sup>(7)</sup> With this skill, accountants can now advise clients proactively by using data-driven insights instead of only solving problems reactively. A culture change toward ongoing learning and adaptation is required for the incorporation of Meta AI in accounting. It is now necessary for accountants to acquire tech-savvy abilities in order to use these sophisticated tools efficiently. It is now imperative to offer training programs that include how to use AI in various accounting scenarios.<sup>(7)</sup>

Businesses that employ Meta AI technologies also have to deal with issues of data security, privacy, and moral use of AI. Building strong governance structures is essential to preserving client trust and guaranteeing regulatory compliance. Future predictions point to a continued trend toward hybrid intelligence, where machine learning capabilities are added to human expertise, as seen by the development of Meta AI in accounting. This synergy will probably result in accounting firms opening up new service lines with an advising role focus as opposed to typical compliance responsibilities.<sup>(6)</sup> The emergence of Meta AI in the accounting industry signifies a profound shift marked by improved customer relations, increased productivity, ongoing professional skill development, and a dedication to moral technology usage.

#### *Evolution of Meta AI in the Hospitality Business*

Platforms such as Meta AI have led the way in the revolutionary integration of AI into the hospitality sector. The term “Meta AI” refers to a collection of instruments intended to improve customer interaction and optimize business processes in the hotel industry.<sup>(8)</sup> Artificial Intelligence is playing a bigger role as companies adjust to changing customer expectations. The most noteworthy development made possible by Meta AI is its capacity to provide varying customized visitor experiences. Hotels are able to customize recommendations for visitors by examining information from past reservations, internet activity, and personal preferences. For example, Meta AI can recommend eating alternatives or activities for guests based on their past interactions and interests when they book a room. This degree of customization encourages repeat business and loyalty in addition to improving guest happiness.<sup>(8)</sup>

Consequent to its virtual reality (VR) capabilities, Meta AI has completely changed the way that traditional check-in and check-out procedures are carried out. In a metaverse setting, guests can use virtual avatars to finish these processes remotely. With this innovation, there are no longer big lines at the front desk and customers can check out the hotel's amenities or their rooms before they arrive. These immersive experiences reduce physical contact, which is important in today's health-conscious workplace, while also saving time and improving convenience. In the hospitality environments, chatbots and voice assistants powered by Meta AI are becoming commonplace. These sophisticated algorithms respond instantly, around-the-clock, to a variety of guest queries, from requests for room service to suggestions for nearby attractions.<sup>(8)</sup> They also provide multilingual assistance, which guarantees successful communication with a variety of visitors. Hotels can better serve their customers by allocating human resources to handle more complicated requests by automating repetitive processes.

The capabilities of Meta AI have also led to improvements in safety and security. Artificial intelligence (AI)-powered advanced surveillance systems continuously scan public spaces for questionable activity. Through the use of facial recognition technology, guest room access is restricted to approved individuals, therefore expediting the check-in procedure. Virtual security mechanisms shield visitors' private information from unwanted access in the metaverse.<sup>(9)</sup> With the help of inventory management optimization and predictive analytics, Meta AI dramatically improves operational efficiency in hotels. Hotels may minimize wastage and efficiently cater to guest requirements by forecasting demand for various products, ranging from gourmet ingredients to toiletries. On the basis of occupancy levels, energy consumption can also be automated, which results in significant cost savings.<sup>(9)</sup>

As a result, the hospitality sector has kept up with technology developments like Meta AI, which raises the bar for operational effectiveness and excellent customer experience. These technologies' further development will probably result in even more creative uses that improve overall visitor experiences while meeting shifting customer needs.

#### **Understanding Meta AI**

Meta AI, also referred to as Meta artificial intelligence, is a sophisticated AI-powered aide that easily works with all of Meta Platforms, Inc.'s apps. A variety of machine learning and natural language processing technologies are referred to as “Meta AI”; they are intended to examine big datasets, automate repetitive processes, and offer predictive analytics. Accounting firms that deal with large volumes of financial data, regulatory compliance, and customer relationships may find these capabilities very helpful. The AI model can converse naturally, make suggestions, and help users with a range of activities since it is built to comprehend and produce language that looks and feels like that of a human. In the light of Meta AI's utility, some of its essential characteristics are as follows:

1. **Conversational Assistance:** users can have natural language interactions with Meta AI. In response to user inquiries, it generates pertinent text or graphics, responds to questions, and makes recommendations. Experiences on all of Meta's platforms can now be more participatory thanks to this conversational capacity.
2. **Image Generation:** one of Meta AI's most impressive capabilities is its capacity to produce lifelike visuals in response to written instructions. It's a flexible tool for artistic expression since users can ask

for certain themes or styles for the photographs they wish to produce.

3. **Multimodal Capabilities:** text and visual inputs can be processed by Meta AI thanks to the incorporation of multimodal elements. Users can take a picture and instruct the helper to recognize objects in it or alter it to their desired parameters, for instance.

4. **Platform-Independent Accessibility:** meta AI is intended to work with all of Meta's applications. Users can use voice commands using gadgets like Ray-Ban smart glasses or type "@" followed by "Meta AI" in chats to activate the assistant.

5. **Personalization and Contextual Understanding:** as a result of the system's gradual learning from user interactions, it is able to customize responses according to user preferences and historical behavior. User pleasure and engagement are increased by this customisation.

6. **Real-Time Translation:** using gadgets like the Ray-Ban smart glasses, real-time translation capabilities are another important feature being explored. By offering instant translations, this function seeks to improve communication between speakers of various languages.

7. **Privacy Considerations:** in light of Meta's past experiences with data privacy concerns, safeguards are in place to guarantee that user data is treated appropriately when interacting with the AI assistant. Users are in charge of the information they share with the assistant, and they have the option to remove messages.

8. **Integration with Business Applications:** businesses can use Meta AI for customer service with chatbots that offer instant support and raise user engagement levels, in addition to personal use.

9. **Continuous Learning and Improvement:** by utilizing meta-learning strategies, the underlying technology may swiftly adjust to new tasks without requiring a significant amount of retraining on new datasets.

10. **Future Developments:** as part of its continuous development, Meta intends to include features like multilingual support and invisible watermarking for generated content to further improve its capabilities.

In all, the Meta AI is a big step forward in the way AI can improve digital interactions, making them more efficient, personalized, and intuitive across a range of platforms that billions of people use every day.

### **Impact of Meta AI on Accounting Firm Performance**

It is anticipated that the incorporation of Meta AI into accounting organizations will yield a notable improvement in performance in multiple areas. This impact can be examined in a number of important ways to aims to drive home the usefulness of Meta AI in accounting firm performance. Thus, accounting-related tedious and time-consuming procedures can now be automated with the help of Meta AI. Using AI algorithms, for example, operations like data entry, invoice processing, and transaction reconciliation can be automated. This minimizes human mistake and cuts down on the amount of time needed for these tasks, resulting in more accurate financial records. Accounting businesses might better deploy their resources to higher-value tasks like client advisory services and strategy planning by automating these repetitive processes. Again, Meta AI's speed and accuracy in analyzing massive volumes of information is one of its biggest benefits when used in accounting procedures. AI-powered analytics technologies are able to spot patterns and trends in financial information that human analysts might not notice right away. This feature enables businesses to get more meaningful insights from their information, which improves forecasting and decision-making. For instance, businesses can improve their service offerings by using AI-powered predictive analytics to help them foresee market trends or customer wants.

Meta AI is essential to improving accounting businesses' fraud detection systems. AI systems have the capability to notify companies about any fraudulent activity in advance by examining past transaction data and spotting irregularities. In addition to safeguarding the company's assets, this proactive approach to risk management improves the company's standing with clients that place a high priority on security and compliance. Chatbots and virtual assistants that can answer common questions and give real-time updates on financial problems are examples of how artificial intelligence (AI) technology facilitate more effective customer contact. Because questions can be answered more quickly and human assistance is not required for every connection, this increases customer happiness.

Accounting firms can leverage Meta AI for a variety of purposes. Firms that use Meta AI technologies from the outset of their business cycle stand to benefit from a competitive advantage. These businesses have an advantage over rivals who might still use outdated techniques to their capacity to provide speedier services, better reporting accuracy, and enhanced client relations. In the immediate, the integration of Meta AI into accounting practices is poised to transform how firms operate by automating mundane tasks, enhancing analytical capabilities, improving fraud detection measures, streamlining communication with clients, achieving cost efficiencies, and providing a competitive advantage in an increasingly digital landscape.

### **Implications of Meta AI on Hospitality Business**

The hospitality business is a lucrative business that plays a vital role in the development of any society. Thus, the association of the Meta AI in the hospitality business will create enhanced efficiency in the way the hospitality business is engaged and will improve their decision making in terms of forecasting their future cost and customer loyalty to a reasonable extent. With the help of Meta AI, hospitality companies can create interesting content for Facebook, Instagram, and other social media sites. Businesses can produce customized posts that appeal to their target audience by employing generative AI. For example, a hotel can utilize Meta AI to create posts with relevant hashtags and emoticons that highlight special deals or distinctive experiences. This feature guarantees that the material is in line with audience tastes and current trends while also saving time. Hospitality marketers may more efficiently optimize their advertising efforts with Meta Advantage+. The AI uses historical campaign data analysis to recommend settings, such budget allocation and optimal audience targeting, that are likely to provide better outcomes. In addition to making sure their promotions reach the correct customers at the right time, this enables hotels and restaurants to get the most out of their advertising budgets.

The incorporation of Meta AI into messaging platforms such as WhatsApp improves the customer service skills of hospitality enterprises. Meta AI-powered chatbots may instantly respond to customers' questions regarding reservations, features, and nearby attractions around-the-clock. Because help is constantly available, this degree of accessibility increases guest happiness and encourages loyalty. Hospitality firms may greatly personalize visitor experiences thanks to Meta AI's capacity to analyze consumer interactions. Hotels are able to customize services like meal recommendations and room settings to each guest's specific needs by using data analysis to determine guest preferences. In addition to improving the visitor experience, this individualized strategy promotes return visits. Hospitality organizations can easily produce eye-catching visuals for marketing purposes thanks to Meta AI's image production capabilities. This function helps maintain a consistent brand image across numerous platforms and saves time during the design process, whether it's generating promotional materials or making visually appealing social media postings. Through the automation of repetitive duties like content generation and client relationship management, hospitality personnel may concentrate on more intricate jobs that necessitate human engagement thanks to Meta AI. This change improves the operational effectiveness of hotels and restaurants, which raises the standard of service generally. The implications of Meta AI for the hospitality industry are as follows: better customer interaction through chatbots; data-driven personalization of services; improved content creation and engagement; streamlined advertising campaigns; and increased operational efficiency.

### **Challenges of Meta AI on Accounting Firm Performance and its Impact on Hospitality Business**

Although praiseworthy, the use of Meta AI in a number of industries is not without difficulties. Accepting such cutting-edge technologies has a unique set of difficulties that can have a big effect on business success. These difficulties may also arise in allied fields, including hospitality, where bookkeeping is essential to sound financial management.

#### *Challenges Faced by Accounting Firms Using Meta AI*

The challenges face by accounting firms using Meta AI has its own pedigree to the extent to which it can affect firms intending to use the technology, in spite of its enormous benefit to firms and business operation. Accounting to a study associated the following challenges to Meta AI as discussed below:

- i. **Data Security and Privacy Issues:** using Meta AI requires managing enormous volumes of private financial data. Accounting companies are required to make sure that laws like the California Consumer Privacy Act (CCPA) and the General Data Protection Regulation (GDPR) are followed. Neglecting to safeguard customer data may result in serious legal consequences as well as a decline in confidence.
- ii. **Integration with Current Systems:** the operations of many accounting companies depend on outdated systems. It can be difficult and expensive to integrate Meta AI solutions with these antiquated systems. This difficulty could cause hiccups during the changeover phase, which would lower output all around.
- iii. **Training Requirements and Skill Gap:** the implementation of cutting-edge AI technologies requires a staff that is proficient in both technology and accounting principles. Businesses may have trouble finding or developing workers with these dual abilities, which could result in inefficiencies.
- iv. **Cost Repercussions:** software licenses, continuous maintenance expenses, and a sizable investment in technical infrastructure are necessary for the implementation of Meta AI solutions. Smaller businesses could find it difficult to set aside enough money for these initiatives without jeopardizing other aspects of their business.
- v. **Opposition to Change:** workers used to conventional accounting methods could be reluctant to embrace new technology out of concern for their jobs being lost or ignorance about AI resources. This opposition may make it more difficult to apply Meta AI technologies successfully.

vi. Ethical Considerations: the application of AI presents moral dilemmas for accounting procedures involving decision-making. Problems like algorithmic bias may cause clients to be treated unfairly or financial data to be misrepresented.

### *Impact on Hospitality Business*

Accounting firms provide reliable financial reporting and analysis, which is crucial to the hospitality industry. The difficulties these businesses encounter when incorporating Meta AI may result in a number of negative outcomes:

- i. Financial Reporting Delays: accounting firms may experience delays in financial reporting for hospitality organizations whose decision-making depends on fast information if they have trouble integrating Meta AI.
- ii. Expenses Passed Down: accounting companies may pass on increasing prices to their hospitality clients, resulting in higher operational costs for hotels and restaurants, as a result of technological expenditures and training requirements.

The standard of financial insights Strategic decisions made by hospitality firms may be impacted by the quality of financial insights produced by Meta AI if the integration procedure is not seamless or if the accounting firm has competence gaps.

iii. Competitive Disadvantage: compared to competitors who use advanced analytics to make better decisions, hospitality organizations who rely on antiquated financial methods because their accountants are having difficulty adjusting to new technologies may be at a competitive disadvantage.

iv. Problems with Client Relationship Management: accounting firms risk losing clients from the hotel industry if they don't adjust to technology developments fast enough. These clients are looking for more creative ways to manage their finances.

v. Innovation Stagnation: since data-driven insights are crucial for finding new prospects and market trends, a lack of efficient usage of Meta AI could hinder innovation within both accounting practices and hospitality business strategies.

Desirably, the incorporation of Meta AI into accounting procedures has the potential to improve productivity and precision; nevertheless, it also poses notable obstacles that may impact the functioning of the company and other sectors such as hospitality operations.

### **The impact of Meta AI on Accounting Firm and the Hospitality Business**

The integration of Meta AI into accounting practices provides professional services to client more effectively. Thus, the attraction and integration of Meta AI into accounting procedures enhances client contact. AI-powered Chatbots does respond to standard customer questions around-the-clock without the need for human assistance.

<sup>(10)</sup> Accounting firms can respond to their clients' inquiries regarding financial statements or tax filings in a timely manner which warmly proves the AI capabilities.<sup>(10,11)</sup> This function may greatly improve customer satisfaction for hospitality firms, which frequently need quick assistance with financial inquiries, especially during busy times of the year. Furthermore, more specialized service offerings may result from AI-generated individualized recommendations based on a client's financial history.<sup>(11)</sup>

Risk management and compliance monitoring are two other crucial areas where the performance of accounting firms is impacted by Meta AI. The hospitality sector is subject to a number of laws pertaining to taxation and financial reporting. Accounting companies can minimize the risk of fines for non-compliance by using AI tools for compliance checks to make sure their clients follow the law. AI systems have the ability to continuously scan transactions for inconsistencies or anomalies that could be signs of fraud or misreporting.<sup>(12)</sup> Alerts can be automatically created for additional examination, for instance, if a hotel's revenue reports reveal differences from industry benchmarks or historical data trends found by machine learning models.

The integration of the Meta AI in accounting firm operation can also lead the firms to saving a lot of revenue by implementing the AI technology since they optimize resource allocation.<sup>(10)</sup> Repetitive processes like payroll processing and bookkeeping can be automated, freeing up human resources for higher value work like strategic consultancy services.<sup>(13)</sup> These savings are essential for hospitality firms to stay competitive in the market when they are dealing with narrow profit margins brought Consequently, the way that Meta AI affects accounting firms' performance has a significant effect on the hospitality industry. Better client interactions encourage loyalty; stronger risk management ensures compliance; increased efficiency through automation lowers operating costs; and overall cost reduction strategies enable hospitality businesses to prosper even in tough economic times.<sup>(12,13)</sup>

The hospitality industry should think about utilizing Meta AI technologies as more accounting firms do so in order to better their own financial operations and acquire a competitive edge in a market that is becoming more and more digital.

## Future Trend and Prediction of Meta AI on Accounting Firm Performance and the Impact on Hospitality Business

Accounting firms performance are among the many work areas that Meta AI has the potential to transform. The efficiency, precision, and decision-making processes of accounting procedures can all be improved by the incorporation of AI technologies.<sup>(12)</sup> It is anticipated that these technologies, when accounting firms use them more frequently, will have a substantial impact on accounting professionals' performance measures. Improving operational efficiency is one of the main trends linked to accounting businesses' implementation of Meta AI. Repeated operations like data entry, invoice processing, and financial reporting can be automated by AI algorithms. By eliminating human mistake, automation frees up accountants to concentrate on more strategic tasks like financial analysis and advising services. Machine learning-powered systems, for example, are capable of rapidly analyzing large volumes of financial data and spotting trends that human analysis could miss. This skill enhances the accuracy of financial accounts while expediting the auditing process.<sup>(14)</sup> Businesses using AI technologies have reported a 40 % decrease in the amount of time spent on repetitive tasks, according to a Deloitte analysis.<sup>(15)</sup>

Predictive analytics is another important application of Meta AI. Artificial intelligence (AI) systems can predict future financial performance and identify possible hazards or opportunities for clients by evaluating past data and market trends.<sup>(16)</sup> Accounting organizations can improve their service offerings by providing their clients with more insightful information thanks to this predictive capability.<sup>(11)</sup> For instance, depending on seasonal patterns and economic factors, an accounting firm using Meta AI may forecast cash flow problems for a hotel firm. Businesses can use this insight to make well-informed decisions about marketing tactics, inventory control, and employee levels.

The improvements in accounting procedures that Meta AI brings about will have a big impact on the hotel sector. Accounting firms will be better able to assist their hospitality clients as they employ AI technologies to make them more intelligent and efficient. Accurate financial forecasting is crucial since hospitality businesses typically have small profit margins.<sup>(17)</sup> Hotels and restaurants are able to adjust pricing strategies based on demand estimations by leveraging Meta AI approaches to improve predictive analytics. Automation features of Meta AI take care of cost control and facilitate real-time spending tracking for hospitality firms. It is possible to identify areas where costs might be reduced without compromising the quality of services thanks to this tracking.<sup>(17)</sup> Again, employing insights from financial data analysis by accountants using Meta AI techniques to improve customer experience allows hospitality organizations to better customize their offerings to match client preferences, which in turn increases customer pleasure and loyalty. Natural disasters and economic downturns are only two of the dangers that the hotel industry is vulnerable to. Through the provision of actionable insights into risk mitigation methods, Meta AI-enabled predictive analytics can assist firms in preparing for these uncertainties.<sup>(16)</sup>

Looking ahead, it is evident that the incorporation of Meta AI into accounting procedures will improve performance measures for accounting firms and change the way hospitality enterprises handle their financial operations. The convergence of cutting-edge accounting technology and strategic decision-making in the hotel industry is expected to result in increased profitability and sustainability for both sectors.

## CONCLUSIONS

The incorporation of Meta AI into accounting procedures is a revolutionary development that improves corporate performance by lowering costs, increasing efficiency, enhancing data analytic skills, and providing better client service. These developments particularly benefit the hospitality sector by streamlining operations, improving decision-making, increasing compliance assurance, and fortifying bonds with financial partners. Stakeholders in the hospitality industry must acknowledge the potential benefits of these shifts and modify their tactics as both sectors develop in tandem with technical breakthroughs like those provided by Meta AI. The Meta AI is seen as a technology that is poised to transform the accounting profession and will add value to the hospitality business through enhanced financial posting in the accounting records of the hospitality firms.

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