

Identifying Conceptual and Practical Gaps Regarding the Integration of SOPs and Policies with Digital Administrative Systems in the Tourism and Hospitality Sector

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Abstract *This study identifies and synthesise conceptual and practical gaps within existing literature regarding the integration of Standard Operating Procedures (SOPs) and policies during the adoption of digital administrative systems in the tourism and hospitality sector. Employing a qualitative literature review methodology, the study draws from academic database and grey literature spanning the period 2014-2025. The review synthesises key themes, including drivers of digital adoption, the role of digital governance, and common implementation challenges. A primary finding is the significant disconnect in the literature between technology adoption theory and the practical realities of SOP enforcement and policy compliance. The gap is particularly pronounced in the tourism and hospitality sectors.*

The study argues for more deliberate integration of SOPs into digital systems frameworks and calls for future empirical research, potentially guided by models like Technology Acceptance Model (TAM), to validate effective strategies. It concludes by offering practical suggestions for policymakers and practitioners, including enforcing regulatory standards, allocating resources for training and incentivising proper system use. This paper contributes to the discourse on digital governance by proving insights that support sustainable, ethical and effective administrative advancements in the tourism and hospitality industry.

Keywords: Digital Administrative Systems, Adoption, Integration, SOPs, Policy Implementation

INTRODUCTION

The global tourism and hospitality sector is undergoing rapid digital transformation to enhance efficacy, transparency and service delivery (Busulwa, 2020). Digital technologies present opportunities for businesses to embrace and adapt to various digital tools, platforms and innovations to achieve either business objectives or personal goals (Sifolo, 2023). Tenhunen (2023) confirm that employees are using digital administrative systems as part of their new normal when working with bookings in the tourism and hospitality sector. This indicates a growing awareness of aligning digital

administrative systems with governance tools such as SOPs and policies (Hassani & MacFeely, 2023). A suitable combination will guarantee employees are using digital administrative systems in a stable and appropriate manner.

Although there has been a growing acceptance of digital technology especially in the tourism and hospitality space (Busulwa, 2020; Rashmi et al., 2024; Garg & Pub, 2025). There has been limited attention placed on the institutional and procedural frameworks which enables their adoption. Cimbalević et al. (2024) conducted a study on digital technology adoption and institutional readiness using technology acceptance model (TAM). In the context of

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smart tourism, TAM has affirmed to be a strong model for understanding the user integration with technology (Lai, 2017; Schorr, 2023; Kumar et al., 2025; Wibisono et al., 2023). Its application has remained quite human-centred in its adoption. Consequently, often neglecting the organisational governance mechanisms such as SOPs and policy frameworks, which are vital for sustainable digital transformation?

The findings of Savandha et al. (2024) indicated that the absence of formal SOPs and policies encourages inconsistent work flows, non-compliance and inefficiencies. Particularly, existing literature does not thoroughly consider how institutional and practical foundations meet TAM variables to promote adoption, therefore deriving a notable gap in literature. This was also noted by Vărzaru and Bocean (2024) who showed that the effective application of digital systems similarly depends on organisational alignment and regulatory compliance. This study serves as a valuable tool for combining various scholarly viewpoints on the use of digital administrative systems as well as SOPs and policies that govern their implementation in the tourism and hospitality sector. Thus, the purpose of this paper is to critically review current literature on the adoption of digital administrative systems in the tourism and hospitality sector with the emphasis on identifying research gaps between digital system adoption and the application of Technology Acceptance Model (TAM) as theoretical framework. The goal is to direct and educate upcoming academic research. The remainder of the paper is organised as follows: section 2 comprises the theoretical framework. Section 3 presents the literature review structured according to key themes. Section 4 outlines the methodology, detailing the steps and processes undertaken for data collect and analyses. Section 5 presents the results followed by a discussion of the findings and their implication for practice and future research. Finally, section 6 highlights the contribution of the study, emphasising its uniqueness and conclusion.

THEORETICAL FRAMEWORK

Salawu et al. (2023: 2103) described that a theoretical framework “presents a structure of theories and concepts that guide the research process”. This review will use TAM as a theoretical framework. Wibisono et al. (2023: 242) note that “TAM is one of the most widely applied models for explaining how employees accept and use new technology”. Its importance is primarily based on its emphasis on key user perceptions for example, Perceived Usefulness (PU), Perceived Ease of Use (PEoU) and attitude towards using. Studying the literature on TAM and the integration of SOPs and policies into the acceptance of digital administrative systems is crucial for identifying theoretical gaps. This will help to establishing a foundation for future research, particularly in the tourism and hospitality sector.

Technology Acceptance Model (TAM)

Davis (1989) noted that the Technology Acceptance Model (TAM) in Fig. 1 below includes three factors such as Perceived usefulness, perceived ease of use and attitude towards using technology. Additionally, both the perceived benefit and attitude towards accepting technology inform employees’ behavioural intentions. These behavioural intentions are ultimately the pre-indicator to whether the system is accepted or not (Davis, 1989). Mendoza et al. (2024) noted that the successful implementation of SOPs and policies can positively affect these factors by clarifying processes, reduce confusion and encourage employee confidence.

Perceived Usefulness (PU)

Brandon-Jones and Kauppi (2018) revealed that PU is an important element when determining if technology has been successfully accepted by an organisation. Davis (1989) describes PU as the level to which an employee believes they will be more productive by using any type of digital system. Lee et al. (2025) also relate perceived benefits with simplicity of a system, therefore creating an immediate impact on employee perception of enhanced productivity. According to Sulistiyo (2023), PU has both objective and subjective performance indicators. The question of objective usefulness concerns whether a person possesses the necessary abilities and capabilities to interact effectively with the system (Serrano & Karahanna, 2016). On the other hand subjective usefulness reflects a user’s personal preferences and willingness to use technology. The literature consistently highlights that the design and simplicity of a system are key influencers of its acceptance, particularly among administrative employees (Lazard et al., 2023). However, communication plays a significant role yet often underexplored role in shaping these perceptions (Pekkala & Zoonen, 2024). Despite this understanding, a significant gap exists in how communication within organisations affect employees perceived usefulness of adopted digital systems. Thus, limited or unclear communication about system implementation and its purpose, functionality and relevance to the users can negatively affect PU.

Perceived Ease of Use (PEoU)

Wicaksono and Maharani (2020) defined PEoU as the belief that a system enables an employee or an organisation to complete tasks with little costs. They identified a number of vital proportions of ease of use. These include ease of navigation, quick response time and a usable interface. These factors relate to employees initial acceptance of a system and ultimately the implementation of its use as part

of their work routines. Significantly, ease of use establishes a relationship with trust in technology that appears to be driven by utility. When unveiled in further explanation, Chouykaew et al. (2024) observed that employees are likely to relate simplicity and efficiency in the design of the system with dependability, which enhances employee trust in using a system. In implementation of e-booking systems in the tourism and hospitality sector, trust is important for applications to function as intended. Chouykaew et al. (2024) further noted that when users view the functionality of an online booking platform as easy to use, their perceptions of risk decreases and trust increases. However, the literature does not cover how standardised procedures of the online booking system support trust and provide security assurance of the data entered.

Attitude Towards Using

Malik et al. (2017) revealed that attitude is a large area of research in terms of the adoption, acceptance and continual

usage of digital systems in the public and private sector. Davis (1989) proposed that attitude can be defined as an individual's disposition of responsive either positively or negatively towards a specific concept. This suggests that attitude is influenced by prior knowledge and emotional responses. In this concept, Jain (2014) developed a three component model of attitude: affect cognition and behaviour. These components act together to influence how an individual responds to new technology and changes in routine. In the digital age, user attitudes have been an important factor influencing digital system adoption. Baltaci (2024) found that customer attitudes significantly influence their intention to engage with hotels employing robotic employees. The study suggests that if positive level of perception is given towards technology, acceptance levels may increase while a negative perception may decrease acceptance. This suggests that digital systems adoption success is dependent on the presence of user friendly SOPs and guidelines to create favourable user attitude and support consistent use of digital systems.

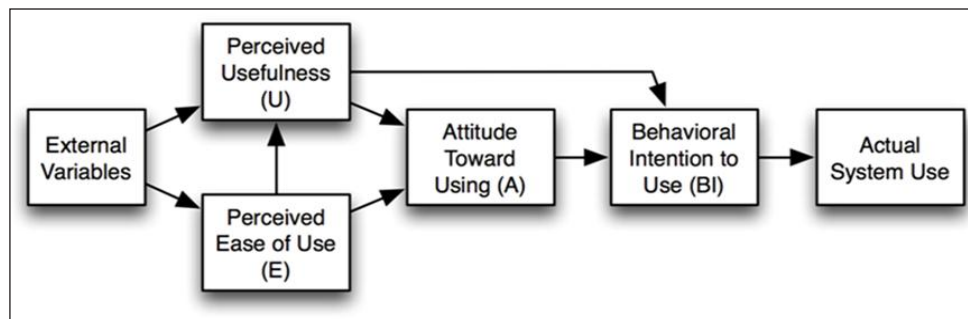


Fig. 1: Technology Acceptance Model (TAM) – Davis (1989)

LITERATURE REVIEW

Adoption of Digital Administrative Systems in the Tourism and Hospitality Sector

The tourism and hospitality sector are undergoing a significant transformation due to the persistent influence of digitalisation across all sides of human endeavour (Montaudon-Tomas et al., 2021). “The development of the tourism and hospitality sector becomes impossible without the development of state-of-the-art digital technologies” (Nikolskaya et al., 2021:623). Zhang (2023) suggests digital change is a holistic transformation of business process, structure and business model in order to maximise benefit of innovation. In this regard, change is not just technological, it is strategic and cultural. This suggests that it requires a re-evaluation of personal priorities and performance assessment. Ndlovu and Dongwe (2023) found that employees during

technological innovations tend to use and adopt systems that benefit to them personally and resist systems that are meant to increase productivity. Digital transformation requires the tourism and hospitality sector to depart from paper-based methods and embrace integrated automated systems (Zrnić & Božić, 2024). Zhang (2023) further states that the holistic shift must include back-end processes as well as customer facing processes. This review was echoed by Anwar et al. (2024) who suggest that the change requires adaptability to everchanging customer expectations.

Although the article written by Montaudon-Tomas et al. (2021) moves away from a cultural and behavioural perspective and instead focuses on how technology affected customer behaviour and interactions. Zhang (2023) takes more of a focus on structural reform. This view indicates that, to implement digital transformation successfully, organisations must be completely aligned with both their internal process standards and their external customer expectations. According to Peng et al. (2024), the tourism and hospitality sector gains significantly from the

introduction of digital transformation. It allows employees to experience better access to accurate information, improve reliability of performance reporting and minimise administration processes while also staying in proper compliance. In addition to this, Barashok et al. (2021) show how the digitisation of routine tasks such as reservations and customer feedback processes lowers operational costs and increase employee productivity.

On the other hand, Bezzina et al. (2021) and Latupeirissa et al. (2024) focus more on the customer experience with digitalisation, enhancing response time and service delivery. Overall the evidence suggests that digital administrative systems serve both functions. They improve customer satisfaction and internal efficiencies. Oladimeji and Owoade (2024) also suggest that digital systems provide opportunities for greater engagement with customers and assist in office practice. The modern digital systems allow businesses to tailor offerings and respond more quickly to client requests through the use of automated communications systems, customer engagement records and e-reservations systems (Mulyana et al., 2021).

Barashok et al. (2021) argue for the use of analytics indecision-support system to improve forecasting, performance measurements and policy development. They further state that digital systems produce large amounts of operational and customer data that when properly analysed can provide the insights needed for strategic planning and resource allocation. The literature provides evidence that success depends upon matching technology with customer expectations, employee readiness and adaptive leadership.

Barriers Affecting the Adoption of Digital Administrative Systems

Ebrahim and Van-Den Berg (2024) suggested that in the fast-paced business environment embracing digital technology, the barriers instrumentalising can be workplace-proven interruptions. These can result in inefficiencies. Additionally, these barriers can be multi-faceted and can include organisational readiness, inequalities in infrastructure, human resource preparedness and planning frameworks. A narrative analysis of the literature showed how each of these barriers are related, demonstrating the importance of participatory and context-sensitive forms of system integration.

Organisational Readiness and Resistance to Change

According to Tajuddin (2025), a persistence challenge is workforce readiness as many employees lack the necessary digital competencies and often show resistance to adopting

new technologies. This human factor has been widely acknowledged in previous studies as a major obstacle to digital system adoption (Nickerson, 2020). Twinomurinzi et al. (2020) argue that successful digital transitions require training initiatives that are grounded in comprehensive assessments of existing practice and organisational culture. They emphasise that training should not be generic but rather tailored to address specific knowledge gaps and operational realities. In this regard, Alvarenga et al. (2020) stresses the importance of knowledge or how knowledge is managed in the public sector. They further argue for the importance of building awareness as an aspect to consider for meaningful digital transformation. This suggests that transformation effort must also consider skills development and changes in attitude in the tourism and hospitality change management plans.

Misalignment with Planning Frameworks

As emphasised by Kuhlmann and Heuberger (2023), a major barrier to effective digital adoption is the misalignment of new technologies with existing administration and planning frameworks. This is consistent with the findings of Komna and Mpungose (2024) who state that if existing frameworks are outdated and are unable to accommodate the pace of the required digital transformation, they will produce inconsistencies and delays in operational decision-making. This misalignment reveals the complete need for reform, where institutional policies and strategic plans are reviewed and revised to reflect the changing needs of technology. Authors such as Kallmuenzer et al. (2024) and Ardina et al. (2021) suggest that if policy frameworks are flexible enough and grounded in the needs of the organisations, they can be responsive to support the intention of digital system adoption. In accordance with the construct, adaptive policy formulation can be an enabler, but limitations might be a challenge. This suggests that planning must be standardised in order to be implemented successfully.

Participatory Planning and Change Management

Resistance to change can also be reduced by using participative planning methods as outlined in findings by Tajuddin (2025). Involving employees during the early stages of system planning and decision-making can increase awareness and lower anxiety. Hewitt et al. (2020) supports this approach by stating that, participatory methods promote a positive state of mind and increase acceptance of technology. This approach coincides with the general view in organisational change that inclusive planning increases legitimacy and improves outcomes for organisational change (Musaigwa, 2023).

Infrastructure and Connectivity Challenges

A study conducted by Mofokeng et al. (2025) highlights that infrastructural limitations, particularly the uneven digital connectivity across geographic regions presents a structural barrier to uniform adoption of digital administrative systems. In areas where internet access is unreliable digital systems risk underperformance or complete failure. This is consistent with Knight (2015), who caution that successful governance and digital integration needs to consider the technical feasibility and regional capacity. Therefore, systems implementation will need to be context-specific, balancing innovation with structural realities to contextualise the implementation (Knight, 2015). Addressing these challenges holistically is vital to leverage the potential of digital administrative systems in the tourism and hospitality sector.

Development of SOPs and Policies Governing Digital Administrative Systems Adoption

Saputro et al. (2022) indicated that SOPs describe operational documents which outline how to successfully carry out activities to achieve consistency and reduce workloads with effective methods. In contrast, digital policies identify organisations positions and broad concepts that guide decisions and actions during digital advancements (Grigalashvili, 2023). Akang (2023) noted that digital policies are specifically important in finance, human resources and supply chain within organisations that have strict regulatory compliance requirement. Buhalis et al. (2019) indicated that integrating technological innovations into the tourism and hospitality sector goes beyond merely obtaining technology to provide value and utility. Further stressing that, rather organisations must support operational consistency, data security and regulatory compliance with high-quality SOPs and policies. Authors from a range of disciplines have highlighted the important role of SOPs and policy frameworks in enabling sustainable digital transformation in organisations (Deep, 2023; Hanisch et al., 2023; & Saunila et al., 2024). Mian et al. (2025) suggest that digital systems can only function well when they are governed by an integrated framework of SOPs and policies. Otherwise, organisations risk inefficiencies, data vulnerability and inconsistent practices. Similarly, Wu et al. (2014) stressed the strategic value of policies as instruments guiding the application of digital administrative systems through alignment with broader organisational

goals. Therefore, policies provide principles and rules of governance to ensure legal compliance, mitigate risks and increase overall effectiveness.

Algazo et al. (2021) highlighted a symbolic value of written policies when trying to protect digital information. Algazo et al. (2021) claimed that written policies represent an organisational commitment to accountability and long-term sustainability. Du Plessis (2016) offers an alternative view by reframing the issue to discussions about processes of policy, looking at strategy alignment and policy awareness across organisations. He further claims that having stakeholder awareness of SOPs and policies is beneficial for knowledge management. Thus, suggesting that this could potentially strengthen the effect of digital transformation in the public sector.

Barbé et al. (2016) highlights that SOPs outline clear, repeatable processes while policies provide overarching direction and legal cohesion. Syafrizal et al. (2020) encouraged the incorporation of cybersecurity frameworks such as International Organisation for Standardisation (ISO) and National Institute of Standards and Technology (NIST) into SOPs and policies. Further, stating that these improve protection of information provides risk mitigation and develops user trust. This view however suggests that the alignment enhances digital systems capacity. It also enhances important constructs in TAM, including PEOU and PU, which develop systems acceptability and sustainability in complex organisations. In spite of converging views about the need for SOPs and policies, a broad literature review demonstrates on going gaps both in the conceptualisation and practical implementation of such frameworks. Although there has been an extensive literature about digital systems and its application in governance structures. However, this literature is relatively scattered compared to the necessity for models and frameworks that reflect their need in specific sectors like tourism and hospitality.

METHODOLOGY

This study employed a structured qualitative literature review to investigate the intersection of digital transformation, systems adoption, and governance within the tourism and hospitality sector (Susanto et al., 2024). The review involved a search of four major academic and research databases such as Google Scholar, Scopus, DUT Open Scholar and Science Direct. A combination of carefully selected abstracts and key words was included to lead into a final selection of articles. To ensure relevance and quality, the inclusion criteria were limited to peer-reviewed journal articles and grey literature such as

working papers, technical reports and official government publications published between 2014-2025. Studies were included if they examined digital systems, administration, adoption, technology acceptance model, integration, governance, SOPs and policies specifically within both public and private sectors with a specific focus on the tourism and hospitality sector. Exclusion criteria ruled out sources lacking a focus on digital governance, digital system adoption or those not contextually relevant to the tourism or hospitality domain. This method enabled the identification of prevailing subjects, theoretical insights and knowledge gaps in both academic and applied literature, providing a robust foundation for evaluating digital systems governance practices in the tourism and hospitality sector.

RESULTS

Adoption of Digital Administrative Systems in the Tourism and Hospitality Sector

Literature reviews are a vital aspect of research and Table 1 below fully embraces this insight. This study gathered and reviewed the appropriate academic materials to increase understanding about the level of adoption of digital systems in both public and private sectors. The review used indexed terms such as “digital systems”, “administration”, “governance”, “adoption”, “literature review”, “SOPs”, “policy”, “technology acceptance model”, “tourism” and “hospitality”. The aim was to locate research conducted during the years 2014-2025. As outlined in Table 1, it illustrates the analysis of digital systems adoption by highlight the focus area and major findings.

Table 1: Summary of Adoption of Digital Administrative Systems Reviewed Studies

Author	Timeframe	Focus Area	Major Findings
Montaudon-Tomas et al.	2021	Impact of digitalisation in tourism and hospitality.	Digitalisation influences customer behaviour and demands integrated systems for operational efficiency and improved service delivery.
Zhang	2023	Organisational transformation through digital tools.	Digital transformation requires reconfiguration of organisational structures and culture.
Ndlovu & Dongwe	2023	Employee response to digital systems.	Employees adopt systems based on personal benefits and resist those aimed at productivity, highlighting behavioural challenges.
Anwar et al.	2024	Adaptability in tourism amidst digital change.	Emphasises the need for adaptability to meet evolving customer expectations and competition.
Peng et al.	2024	Administrative efficiency through digital systems.	Digital systems streamline processes, improve performance reporting, and enable real-time decision-making.
Barashok et al.	2021	Automation and analytics in tourism.	Automation improves productivity; embedded analytics enhance forecasting, performance monitoring and policy formulation.
Da Silva & Cardoso	2024	Consumer benefits of digitalisation.	Digital tools enhance service delivery, response time, and customer satisfaction, with personalised interactions as a competitive advantage.
Kumar et al.	2024	Enhancing customer engagement through digital tools.	Digital systems support deeper engagement using automated communications and personalised services.

Barriers Affecting the Adoption of Digital Administrative Systems

Fig. 2 below displays the barriers of digital system adoption for 2014-2025. The analysis suggests that comprehensive measures around human readiness, aligned planning, inclusive models and resilient infrastructure are critical

for successful adoption. The review of misalignments attributable to planning frameworks illustrates how past structures for planning are prohibitive to digital orientation. This evidence reinforces a need for an adaptable policy framework that does not delay current digital transformation progress.

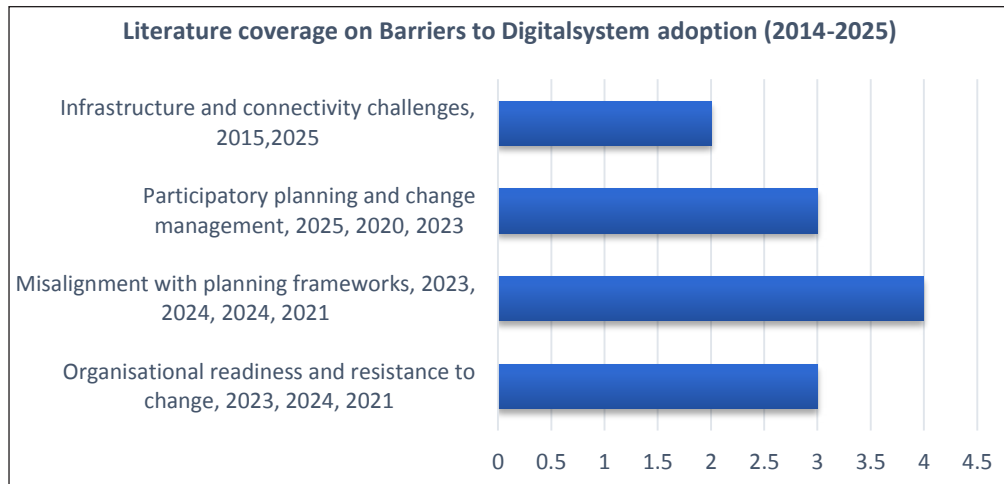


Fig. 2: Literature Coverage on Barriers to Digital System Adoption

Development of SOPs and Policies Governing Digital Administrative Systems Adoption

Previous research clearly established that SOPs and policy models were foundational for sustainable digital transformation in public and private sectors. New digital tools are widely embraced (Table 1 above). However, a

consistent theme across studies is a lack of clear governance models, sector specific guidance documents and articulated policy documentation. Most research studies noted in Fig. 3 below concur that the barriers to action can largely be prevented through integrated SOP and adaptive policies. The results also suggest that there are limited studies looking at communication of data privacy and security to employees.

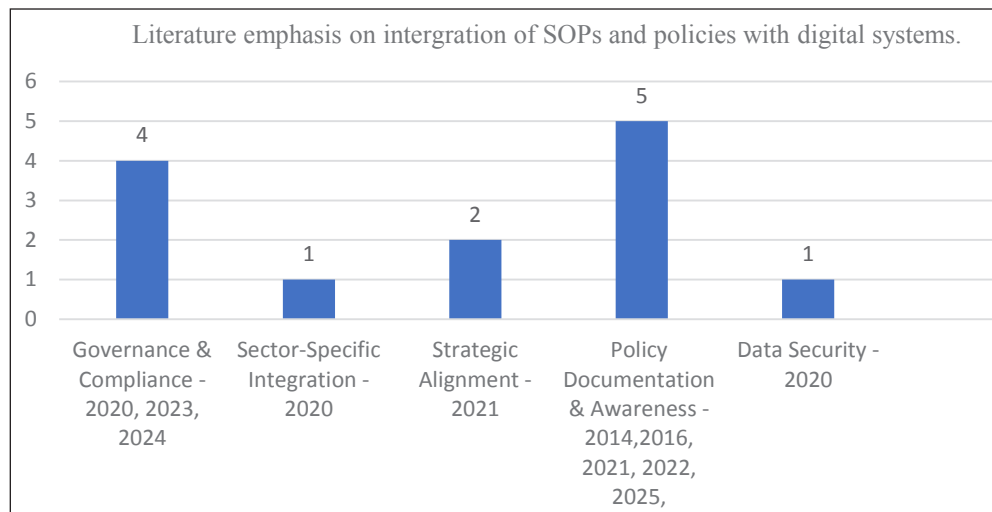


Fig. 3: Literature Emphasis on Integration of Digital Systems to SOPs and Policies

DISCUSSION

Discussion of Literature Review

While the acceptance of digital administrative systems in the tourism and hospitality sector is growing (Prasanth, 2024), there are still may gaps related to procedures,

guidelines and policies to regulate their use effectively. The literature reveals operational benefits of digitalisation such as productivity, better customer interaction, security of information and data-driven decision-making (Mian et al., 2025; Montaudon-Tomas et al., 2021; and Peng et al., 2024). However, stabilised frameworks for SOPs and policy measures to consistently adopt digital systems are still missing or they do not provide a structured approach.

When guidelines and policy controls are not clearly defined, organisations' ability to implement digital systems effectively across all departments may threaten employees. Therefore, the resistance may develop from employees who may favour systems that align with personal conveniences than institutional objectives (Ndlovu & Dongwe, 2023). Moreover, the lack of governance models that align digital tools with strategic and operational priorities undermines the long-term sustainability of digital transformation initiatives. The current research remains concentrated on the technical features of digital systems with limited attention given to the governance mechanism required to support their effective and standardised application (Barashok et al., 2021; Kuhlmann & Heuberger, 2023; and Zhang, 2023). The gap is especially relevant to public sectors in Africa as institutional complexities, limited resources, organisational readiness and infrastructural shortages compound the challenges (Mhlanga & Ndhlovu, 2023). In addition, there is much that needs to be understood theoretically and empirically about the socio-

procedural contexts of digital transformation. For instance, employee readiness for transformation, organisational preparedness for consistent digital workflows and change management processes (Kansakar et al., 2019; Stone et al., 2023).

Discussion of Theoretical Framework

Although TAM is a solid starting point for understanding technology and system adoption. As shown in Table 2 below, its current state does not comprehensively incorporate organisational, structural and policy dimensions critical to sustainable and effective adoption of digital systems. Even with the insights of theoretical perspectives, it is acknowledged that there remain gaps in their ability to illustrate a holistic picture of how digital system adoption intersects with the development and application of SOP and policies in the unique contextual factors found in public sector organisations.

Table 2: Literature Coverage on Identified Theoretical Gap

TAM Component	Literature Insight	Gap Identified
Perceived Usefulness (PU)	Davis (1989); Sulistiyo (2023) divide PU into subjective/objective usefulness. Communication influences employee understanding of usefulness (Lee et al., 2025).	TAM lacks integration of internal communication and training variables that directly influence how employees interpret and engage with the usefulness of digital systems.
Perceived Ease of Use (PEoU)	Wicaksono & Maharani (2020); Chouykaew et al. (2024) – Ease of navigation and efficiency builds trust.	TAM overlooks how SOPs and digital guidelines contribute to PEoU, especially in sectors like hospitality and tourism.
Attitude Towards Use	Baltaci (2024); Jain (2014) – Attitudes stem from knowledge, emotions and behaviour.	TAM does not account for the role of organisational SOPs and digital policy clarity in shaping user attitudes, especially resistance driven by lack of trust.

IMPLICATIONS FOR PRACTICE AND RESEARCH

It is important for organisations to co-design SOPs and policies while simultaneously implementing new digital administrative systems. Thereby making digital transformation more beneficial from a sustainability view in the tourism and hospitality sector (Maitra, 2021). Co-designing SOPs and policies provides the opportunity to embed technologies in a defined and clear framework to support compliance, monitoring for accountability and performance management. Policy practitioners and organisational executives can play an essential role in ensuring that these processes come together. For instance, by enforcing regulatory standards, allocating budget for training and awareness, improving technology infrastructures and creating incentives for employees to use digital systems correctly. Future research is encouraged to continue to validate emerging conceptual frameworks empirically to derive useful, relevant and meaningful ways to monitor digital

governance from a theoretical perspective. For example, the reconstitution of TAM should formally include process engagement and interact with SOPs or policy governance as a construct. However, there need to be an immediate imperative to include more views globally in academic and applied research. This suggests that, including local and international context is an important part of designing digital governance that can respond to the variety of institutional infrastructures and cultural barriers in different contexts.

Contribution

This study demonstrates several gaps in existing literature, particularly the limited recognition of performance monitoring as part of operational governance of digital administrative systems (Lindquist & Huse, 2017). In the context of sustainable digital innovations, this paper provides an avenue for empirical research and framework development on operational governance of digital administrative systems in the global south. The development of this study is unique

as it considered three areas of significance such as an integration adoption of digital administrative system, TAM as a framework and SOPs and policies as part of the adoption process. While TAM has been used variably to assess user perceptions and technology uptake, this study demonstrates a broader application of TAM within an administration and governance context in the tourism and hospitality sector.

CONCLUSION

Digital administrative systems hold great promise for modernising the tourism and hospitality sector, but their success hinges on integration with formal governance structures. SOPs and policies provide the roadmap for responsible, efficient and accountable system use. This paper finds significant gaps and advocates for context-oriented and participatory approached to co-designing policies and digital systems. Strengthening these linkages is essential for long-term sustainability and resilience during technological innovations. Additionally, the inclusion of cybersecurity consideration through internationally recognised standards such as ISO and NIST frameworks further reinforces the integrity, trustworthy and security of digital administrative systems. As the impact of digital threats evolves rapidly, organisations must also ensure that SOPs and policies account for technological adaptability and emphasise security and privacy of data. In this capacity, the tourism and hospitality sector can achieve enhanced user adoption of existing systems, protect customer data and develop a more capable, ethical and developmentally aligned digital face for daily operations.

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