

Review of: "The Applicability of Design Thinking in the Tourism Sector, Kwazulu-Natal, South Africa"

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Potential competing interests: No potential competing interests to declare.

The discussion is important and timely as it offers solutions for enhancing the tourism sector in KZN, South Africa. However, the study exhibits signs of confirmation bias as all the purposively selected participants confirm the authors' hypotheses that design thinking is beneficial for the industry. One way to work around such a bias is to provide a more nuanced and critical understanding of design thinking.

See other authors who have critiqued the use of design thinking in the African context:

- Kimbell, L. (2011). Rethinking design thinking: Part I. *Design and culture*, 3(3), 285-306.
- Ambole, A. (2020). Rethinking design making and design thinking in Africa. *Design and Culture*, 12(3), 331-350.