

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 topic of research is good and relevant. The authors have used a focus group, semi-structured interviews, and a design thinking workshop to collect the data and conduct the study. Based on these, general observations have been made about the topic of the research. There are 11 participants / respondents in the study, so the observations may be biased a bit. The paper may be accepted as such for publication, but in the future, the researcher must extend this research using a structured questionnaire and recording on a Likert scale from a wider set of respondents for more validated outcomes.

This study may be used as a pilot study for this research, and an elaborative structured questionnaire may be designed to explore more insights into this study. The large number of respondents can be contacted using post or email to submit the responses. The large number of responses can then be checked for convergent validity and discriminant validity before deriving any statistical interpretations. Descriptive and empirical analyses will provide more meaningful results. Then those results may be validated using a few case studies. Finally, an implementation plan may be suggested for the research objective.