

Chapter 2

Design Thinking and Leadership

Zahir Sayed

 <https://orcid.org/0000-0001-7434-5413>

University of KwaZulu-Natal, South Africa

Cecile N. Gerwel Proches

 <https://orcid.org/0000-0002-2330-9575>

University of KwaZulu-Natal, South Africa

Abdullah Kader

University of KwaZulu-Natal, South Africa

Simon M. Taylor

University of KwaZulu-Natal, South Africa

ABSTRACT

Leadership is the primary factor that determines success or failure in a community, an organization, or on a worldwide scale. Organizations worldwide are integrating technology into business operations to enhance innovation and adapt to evolving environments. Design thinking can foster a stimulating work environment. Exploring design thinking in the leadership of KwaZulu-Natal's tourism industry, based in South Africa, was the primary objective of this study. A purposive sampling strategy was employed in the study's qualitative research design. According to the key findings, all participants from the tourism sector agreed that leadership had a significant impact on design thinking. The study's findings led to the identification of a number of major elements which influenced the future direction of the KwaZulu-Natal tourism industry through design thinking. Tourism leaders should embrace the crucial components offered in this study in order to effectively implement design thinking.

DOI: 10.4018/979-8-3693-7372-9.ch002

1. INTRODUCTION

Leadership is the capacity of convincing someone or a group of individuals to achieve particular goals (Benmira and Agboola, 2021). To accomplish the overall goals of an organisation, the ability of a leader is to successfully influence and guide employees in accomplishing common goals (Gardner, Karam, Alvesson, and Einola, 2021) who further added that a leader of this calibre always displays a professional demeanour, is passionate, and inspires others while simultaneously maintaining the momentum needed to achieve the intended goals. When it comes to guiding an organization toward its goals, leadership is essential. Global organizations use modern technology throughout their business to increase and enhance the capacity for creativity and fulfil the requirements of the transforming corporate landscape (Hastyar, Durmaz and Demir, 2021). Each group of people needs a leader, including societies, governments, and organizations. We need direct, general, and strategic leaders (Abdul Rahman, Othman, Yajid, Abdul Rahman, Yaakob, Masri, Ramli and Ibrahim, 2018). Therefore, strategic leadership must promote an innovative culture for all employees. A leader's approach towards problem solving has been shown to have one of the biggest human impacts on an organization (Marion, Cannon, Reid and McGowan, 2021), because leaders may opt to present innovative concepts, establish clear objectives, and inspire followers to be more proactive and focused on developing solutions.

In society, businesses, or globally, leadership is the primary component that influences the outcome of an endeavour (Manzoor, Wei, Nurunnabi, Abdul Subhan, Shah and Fallatah, 2019). An effective leader must be direct, both tactical and visionary. Therefore, strong leadership that is strategic minded and capable of translating into successful operations and generating outstanding performances is crucial for organizations (Abdul Rahman et al., 2018). To completely understand the significance of design thinking in leadership, the study focused on KwaZulu-Natal's tourism sector. This research paper presents a thorough analysis of design thinking in leadership and discusses how it may be applied to develop strategies for KwaZulu-Natal's tourism industry. This article will offer leadership in the tourism industry some insights into how to set a strategic course for implementing and establishing a design-thinking ethic through their organizations. The objectives of this study were to:

- Determine challenges facing leadership in the tourism sector;
- Determine the role of leadership in driving design thinking in the tourism sector in KwaZulu-Natal;

30 more pages are available in the full version of this document, which may be purchased using the "Add to Cart" button on the publisher's webpage: www.igi-global.com/chapter/design-thinking-and-leadership/361865

Related Content

Moving From Refugee to Entrepreneur in the US: A Feminine Perspective

M. Gail Hickey (2024). *Global Insights on Women Empowerment and Leadership* (pp. 82-99).

www.irma-international.org/chapter/moving-from-refugee-to-entrepreneur-in-the-us/348170

Followership: The Essential but Less Explored Space in the Leadership Frontier

Syed Shah Nawaz Mohsin, Afia Ibnatand Salwa Jahan (2026). *Leadership Psychology and Development: Performance, Wellbeing, and Evolution* (pp. 207-238).

www.irma-international.org/chapter/followership/412688

Challenges for Asian American and Immigrant Asian Women in the U.S. Higher Education Administration

Sayani Roy (2021). *Research Anthology on Challenges for Women in Leadership Roles* (pp. 566-585).

www.irma-international.org/chapter/challenges-for-asian-american-and-immigrant-asian-women-in-the-us-higher-education-administration/278671

Tanutchaporn Whand: Bringing Hope and Healing Through Home Therapy to Children

Deborah J. Kramlich (2022). *Women Community Leaders and Their Impact as Global Changemakers* (pp. 315-319).

www.irma-international.org/chapter/tanutchaporn-whand/304020

Creating Inclusive Cultures for Women in Automation and Information Technology Careers and Occupations

Darrell Norman Burrell, Dawn Lee Diperiand Rachel M. Weaver (2021). *Research Anthology on Challenges for Women in Leadership Roles* (pp. 749-765).

www.irma-international.org/chapter/creating-inclusive-cultures-for-women-in-automation-and-information-technology-careers-and-occupations/278682