

tourism business plan business planning guide Tutorial

Tourism Business Plan Business Planning Guide

Creating a successful tourism business requires careful planning, strategic foresight, and a comprehensive understanding of the industry landscape. A well-structured tourism business plan not only guides your business operations but also attracts investors, partners, and stakeholders. This tourism business plan business planning guide provides a step-by-step approach to developing a robust plan that covers all essential aspects, from market analysis to financial projections, ensuring your tourism venture is positioned for growth and sustainability.

Understanding the Importance of a Tourism Business Plan

A tourism business plan acts as a roadmap for your enterprise, outlining your vision, objectives, strategies, and operational plans. It helps you:

- Clarify your business idea and goals
- Conduct thorough market research
- Identify target audiences
- Analyze competitors
- Plan marketing and sales strategies
- Forecast financial performance
- Secure funding and investment
- Manage risks effectively

A detailed plan increases your chances of success by providing direction and measurable benchmarks while enabling you to adapt to changing market conditions.

Key Components of a Tourism Business Plan

Developing a comprehensive tourism business plan involves several critical sections. Below are the core components you should include:

1. Executive Summary

- Brief overview of your business concept
- Mission statement
- Key objectives
- Unique selling proposition (USP)
- Summary of financial needs and expected outcomes

Tip: Write this section last to encapsulate the entire plan succinctly.

2. Business Description

- Business name and legal structure
- Location and facilities
- Types of tourism services offered (e.g., adventure tourism, eco-tourism, cultural tours)
- Industry background and market opportunity
- Vision and long-term goals

3. Market Analysis

- Industry overview and trends
- Target market segmentation (demographics, psychographics)
- Customer needs and preferences
- Competitive analysis (identify key competitors, their strengths and weaknesses)
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)

4. Marketing and Sales Strategy

- Branding and positioning
- Pricing strategy
- Promotion and advertising channels (social media, partnerships, tourism boards)
- Distribution channels (online booking platforms, travel agencies)
- Customer engagement and loyalty programs

5. Operations Plan

- Daily operations workflow
- Staff requirements and organizational structure
- Supplier and partner relationships

- Technology and booking systems
- Health and safety protocols

6. Financial Plan

- Startup costs and capital requirements
- Revenue projections
- Operating expenses
- Profit and loss statements
- Cash flow forecasts
- Break-even analysis
- Funding strategy and investment plan

Developing an Effective Tourism Business Strategy

A successful tourism business hinges on a well-crafted strategy. Consider the following steps:

1. Conduct Market Research

- Identify tourism trends and emerging opportunities
- Understand customer preferences and behaviors
- Analyze the competitive landscape
- Assess destination attractiveness and accessibility

2. Define Your Unique Selling Proposition (USP)

- Highlight what makes your offerings unique
- Focus on niche markets or specialized experiences
- Emphasize sustainability or cultural authenticity if applicable

3. Set Clear Objectives

- Short-term goals (e.g., launch date, initial customer targets)
- Long-term visions (e.g., expansion plans, diversification)
- SMART criteria (Specific, Measurable, Achievable, Relevant, Time-bound)

4. Establish Marketing Tactics

- Leverage digital marketing (SEO, social media, content marketing)
- Build partnerships with travel agencies and tour operators
- Attend tourism expos and industry events
- Utilize customer reviews and testimonials

Securing Funding for Your Tourism Business

Funding is crucial to turn your plan into reality. Consider these sources:

- Personal savings
- Bank loans and credit lines
- Angel investors and venture capitalists
- Government grants and subsidies for tourism development
- Crowdfunding platforms

Prepare a compelling pitch and detailed financial projections to attract investors.

Operational Tips for a Successful Tourism Business

- Focus on Exceptional Customer Service: Word-of-mouth and reviews are vital in tourism.
- Embrace Sustainability: Eco-friendly practices appeal to conscious travelers.
- Leverage Technology: Use booking software, CRM systems, and mobile apps to streamline operations.
- Build Local Partnerships: Collaborate with local businesses, hotels, and cultural sites.
- Monitor and Adapt: Regularly review performance metrics and adapt strategies accordingly.

Legal and Regulatory Considerations

Ensure compliance with local laws and regulations:

- Business registration and licensing
- Tourism permits and certifications
- Health and safety standards
- Insurance policies
- Tax obligations

Consult with legal experts to navigate regulatory requirements smoothly.

Conclusion: Crafting a Roadmap to Tourism Success

A well-thought-out tourism business plan is essential for turning your tourism ideas into a thriving enterprise. By thoroughly researching your market, defining clear strategies, and meticulously planning your operations and finances, you will set a solid foundation for your business. Remember, flexibility and continuous improvement are key?stay informed about industry trends, listen to customer feedback, and adapt your plans accordingly. With dedication and strategic planning, your tourism venture can become a standout success in the vibrant travel industry.

Start crafting your tourism business plan today with this comprehensive guide, and take the first step towards building a profitable and sustainable tourism enterprise.

Tourism Business Plan Business Planning Guide: A Comprehensive Roadmap to Success

Embarking on a journey to establish or expand a tourism-related business requires meticulous planning and strategic foresight. The tourism business plan business planning guide serves as an essential roadmap, guiding entrepreneurs through the complex process of turning their vision into a profitable and sustainable enterprise. Whether you're launching a boutique hotel, a travel agency, an adventure tour company, or any other tourism-related service, creating a detailed and well-structured business plan is fundamental to attracting investors, securing funding, and navigating the competitive landscape. This guide aims to provide a thorough overview of the key components, best practices, and critical considerations involved in developing an effective tourism business plan.

Understanding the Importance of a Tourism Business Plan

A solid business plan acts as the foundation for any successful tourism enterprise. It not only helps clarify your business idea but also facilitates strategic decision-making, operational planning, and financial management. For tourism businesses, which often rely heavily on market trends, seasonal fluctuations, and customer satisfaction, a detailed plan is particularly crucial. It provides clarity on target markets, competitive advantages, marketing strategies, and financial projections.

Features of a Well-Constructed Tourism Business Plan:

- Clearly articulates the business vision and mission
- Defines target markets and customer segments
- Outlines marketing and sales strategies
- Provides detailed financial forecasts and funding requirements
- Identifies operational needs and resource allocation

Pros of Developing a Tourism Business Plan:

- Enhances understanding of market dynamics
- Attracts potential investors and partners
- Guides day-to-day operational decisions
- Identifies potential risks and mitigation strategies
- Sets measurable goals and benchmarks

Cons or Challenges:

- Time-consuming process requiring extensive research
- May need frequent updates due to market changes
- Can be costly if professional assistance is sought

Key Components of a Tourism Business Plan

Developing a comprehensive business plan involves addressing several critical sections, each serving a specific purpose. Below is a detailed breakdown of these components.

1. Executive Summary

This is the first section but often written last. It summarizes the entire business plan, highlighting the business concept, target market, competitive advantages, financial needs, and expected outcomes. It should be concise yet compelling, capturing the interest of potential investors or partners.

2. Business Description and Concept

Provides an overview of the tourism venture, including:

- Business name and location
- Nature of services (e.g., eco-tours, luxury accommodations)
- Unique selling proposition (USP)
- Industry overview and trends
- Vision, mission, and core values

3. Market Analysis

A detailed examination of the industry landscape, including:

- Market size and growth potential

- Customer demographics and preferences
- Competitive analysis
- SWOT analysis (Strengths, Weaknesses, Opportunities, Threats)
- Regulatory environment

Features to Consider:

- Identifying niche markets or underserved segments
- Analyzing seasonal demand patterns
- Understanding cultural and environmental factors affecting tourism

4. Marketing and Sales Strategy

Outlines how the business intends to attract and retain customers. This includes:

- Branding and positioning
- Pricing strategies
- Promotion channels (digital marketing, partnerships, events)
- Distribution methods (online booking, travel agents)
- Customer relationship management

Pros:

- Helps allocate marketing budget effectively
- Clarifies sales processes and customer journey

Cons:

- Requires ongoing adaptation to market trends
- Digital marketing can be competitive and costly

5. Operational Plan

Details the day-to-day operations, including:

- Facility location and infrastructure

- Staffing requirements and organizational structure
- Equipment and technology needs
- Supplier and vendor relationships
- Health and safety protocols

6. Management and Organization

Provides bios of key team members, organizational hierarchy, and advisory board members. Highlights the expertise and experience that will drive the business forward.

7. Financial Plan

Perhaps the most critical component, it includes:

- Startup costs and capital expenditure
- Revenue projections
- Operating expenses
- Break-even analysis
- Cash flow forecasts
- Profit and loss statements
- Funding requirements and potential sources

Features:

- Scenario analysis for best-case and worst-case outcomes
- Return on investment (ROI) calculations

Steps to Develop an Effective Tourism Business Plan

Creating a compelling business plan involves a systematic process. Here are the key steps to follow:

1. Conduct Market Research

Gather data on industry trends, customer preferences, competitors, and regulatory requirements. Utilize surveys, interviews, online resources, and industry reports.

2. Define Your Business Idea

Clarify your niche, unique selling points, and target audience. Ensure your concept aligns with

market demand and personal passion.

3. Develop Marketing Strategies

Identify channels to reach your target market and craft compelling messaging that highlights your USP.

4. Plan Operations and Resources

Determine logistical needs, staffing, technology, and partnerships needed to deliver your services efficiently.

5. Prepare Financial Projections

Estimate revenues, expenses, and profitability timelines. Seek professional advice if necessary to ensure accuracy.

6. Write and Review Your Business Plan

Draft each section clearly and concisely. Seek feedback from mentors or industry experts, and revise accordingly.

7. Present Your Business Plan

Use your plan to attract investors, secure loans, or guide your own strategic decisions.

Best Practices and Tips for Tourism Business Planning

- Be Realistic and Data-Driven: Base your projections on accurate data rather than assumptions.
- Highlight Differentiators: Clearly articulate what sets your business apart from competitors.
- Focus on Customer Experience: Emphasize how your services will satisfy or exceed customer expectations.
- Plan for Seasonality: Incorporate strategies to manage off-peak periods.
- Leverage Technology: Use digital tools for marketing, reservations, and customer engagement.
- Stay Flexible: Be prepared to adapt your plan in response to market feedback and industry changes.
- Seek Professional Advice: Consult industry specialists, accountants, or business consultants for insights.

Common Challenges in Tourism Business Planning

- Market Volatility: Tourism is sensitive to economic, political, and environmental factors.
- Seasonality: Fluctuations in demand require careful financial and operational planning.
- Regulatory Hurdles: Licensing, permits, and safety standards can be complex.
- Funding Difficulties: Securing initial capital may be challenging, especially for startups.
- Competition: Differentiating your offering in a crowded marketplace is critical.

Conclusion: The Significance of a Strong Business Planning Guide

In the highly dynamic and competitive world of tourism, a comprehensive tourism business plan business planning guide is indispensable. It serves not only as a blueprint for launching and managing your enterprise but also as a tool for attracting investors, securing funding, and navigating industry challenges. By systematically addressing each component—from market analysis to financial projections—you lay the groundwork for a resilient and profitable tourism business. Remember that continuous review and adaptation of your plan are vital, as the tourism landscape is ever-evolving. With diligent planning, strategic execution, and a passion for delivering memorable experiences, your tourism business can thrive in a vibrant, competitive environment.

Question What are the key components of a comprehensive tourism business plan? A comprehensive tourism business plan should include an executive summary, market analysis, target audience identification, marketing and sales strategies, operational plan, financial projections, and risk management strategies. **Answer** How does a business planning guide help in establishing a successful tourism business? A business planning guide provides a structured framework for analyzing the market, defining goals, outlining strategies, and forecasting finances, which helps entrepreneurs make informed decisions and increases the likelihood of long-term success. What are common challenges faced when creating a tourism business plan and how can a planning guide assist? Common challenges include understanding market demand, securing funding, and regulatory compliance. A planning guide offers step-by-step instructions, best practices, and templates to address these challenges effectively. How important is market research in the tourism business planning process? Market research is crucial as it helps identify customer preferences, assess competition, and determine demand, enabling entrepreneurs to tailor their offerings and develop strategies that align with market needs. What financial considerations should be included in a tourism business plan according to a planning guide? Financial considerations should include startup costs, operating expenses, revenue projections, break-even analysis, funding sources, and profitability timelines to ensure financial viability and attract investors.

Related keywords: tourism industry strategy, travel business plan, hospitality planning guide, tourism marketing plan, tourism startup guide, tourism sector analysis, travel agency business plan, tourism business model, tourism development strategy, hospitality business planning

TOURISM SCOPE FOR GRADE 10 JUNE EXAM

Tourism Scope for Grade 10 June Exam

Tourism scope for grade 10 June exam is a significant topic that covers various aspects of the tourism industry, its importance, types, advantages, and challenges. As part of the social science curriculum, understanding the scope of tourism not only helps students excel in their exams but also broadens their knowledge about one of the world's most vital economic sectors. In this article, we will explore the comprehensive scope of tourism, its relevance, and key points that students should focus on for their grade 10 June exam preparation.

Introduction to Tourism

Tourism is the act of traveling to different places for leisure, business, exploration, or other purposes, often involving staying away from one's usual environment for a limited period. It is one of the oldest human activities and has evolved significantly over time, becoming a major source of income and employment worldwide. The scope of tourism encompasses its various types, benefits, and the factors influencing its growth, making it a crucial subject in understanding global and national economies.

Understanding the Scope of Tourism

1. Economic Significance of Tourism

Tourism is a powerful economic driver that contributes significantly to a country's GDP. It generates foreign exchange earnings, creates employment opportunities, and stimulates the development of infrastructure. Countries with rich cultural heritage, natural beauty, and modern amenities attract more tourists, boosting their economies.

- **Revenue Generation:** Tourism is a major source of income through expenditures on hotels, transportation, food, and souvenirs.
- **Employment:** It provides jobs in hospitality, transportation, travel agencies, and entertainment sectors.
- **Infrastructure Development:** Tourism encourages the development of roads, airports, and other facilities.

2. Cultural and Social Impact

Tourism promotes cultural exchange and understanding among different communities. It helps

preserve cultural heritage and traditions by showcasing them to visitors. Moreover, it fosters social development by improving local lifestyles and encouraging community participation.

3. Environmental Considerations

While tourism can lead to environmental degradation if not managed sustainably, it also encourages conservation efforts. Eco-tourism, in particular, promotes the protection of natural resources and wildlife.

Types of Tourism and Their Scope

1. Domestic Tourism

Travel within one's own country for leisure, pilgrimage, or exploration. It is accessible and affordable for most citizens and helps promote local economies.

2. International Tourism

Traveling to foreign countries, which involves currency exchange, visa procedures, and international marketing. It broadens cultural horizons and enhances global relations.

3. Adventure Tourism

Activities like trekking, mountaineering, water sports, and wildlife safaris. It caters to thrill-seekers and promotes physical health and environmental awareness.

4. Cultural Tourism

Visiting historical monuments, museums, festivals, and heritage sites. It helps in preserving cultural identities and attracting heritage enthusiasts.

5. Eco-Tourism

Focused on sustainable travel to natural areas, promoting conservation and community participation. It encourages responsible tourism practices.

Scope of Tourism in Various Sectors

1. Hospitality Industry

The hospitality sector includes hotels, resorts, restaurants, and catering services. It is directly linked

to tourism and plays a vital role in providing quality services to travelers.

2. Transportation Sector

Includes airlines, railways, buses, taxis, and shipping services. Efficient transportation is essential for facilitating tourism growth and connectivity.

3. Travel and Tour Operators

Organizations that plan, organize, and manage travel packages, ensuring a smooth experience for tourists. They also promote domestic and international travel destinations.

4. Cultural and Heritage Conservation

Preserving historical sites, museums, and cultural festivals. This sector attracts tourists interested in history and tradition, contributing to cultural tourism.

5. Media and Marketing

Advertising campaigns, travel blogs, and social media play a crucial role in promoting tourism destinations and attracting tourists globally.

Factors Influencing the Scope of Tourism

1. Natural Resources

Beauty of landscapes, beaches, mountains, forests, and wildlife significantly boost tourism potential.

2. Cultural Heritage

Rich history, festivals, art, and architecture attract cultural tourists.

3. Infrastructure Development

Good transport, accommodation, and communication facilities are vital for expanding tourism.

4. Political Stability and Safety

Tourists prefer destinations with peace and security, influencing tourism growth.

5. Government Policies

Supportive policies, visa facilitation, and promotional campaigns enhance the tourism scope.

Benefits and Challenges of Tourism

Benefits

- Economic growth and employment generation.
- Cultural exchange and mutual understanding.
- Infrastructure development and modernization.
- Promotion of local crafts and traditions.
- Environmental conservation through eco-tourism.

Challenges

- Environmental degradation and pollution.
- Overcrowding and strain on resources.
- Cultural erosion and commercialization.
- Unemployment in unorganized sectors.
- Security concerns and political instability.

Future Scope of Tourism

The future of tourism looks promising with advancements in technology, increasing global connectivity, and a growing trend towards sustainable travel. Innovations such as virtual tours, digital marketing, and eco-friendly practices are shaping the tourism industry's future. Countries are investing in smart infrastructure, adventure tourism, and cultural exchanges to attract more tourists.

Conclusion

In summary, **tourism scope for grade 10 June exam** encompasses a wide array of sectors, types, and factors that influence its growth. Its significance in economic development, cultural preservation, and environmental conservation makes it a vital subject of study. As students prepare for their exams, understanding the diverse aspects of tourism will help them grasp its importance and contribute to sustainable tourism practices in the future. Recognizing the opportunities and challenges within the tourism industry is essential for fostering responsible and inclusive growth in this dynamic sector.

Tourism Scope for Grade 10 June Exam: An In-Depth Guide

Tourism plays a vital role in the economic development and cultural exchange of nations. For students preparing for their Grade 10 June exam, understanding the tourism scope is essential not only for academic success but also for gaining insights into how tourism influences various aspects of society. This comprehensive guide aims to explore the different dimensions of tourism, its scope, and its significance, providing students with a clear and detailed understanding.

Understanding the Concept of Tourism

Before delving into the scope of tourism, it is important to clarify what tourism entails. Tourism can be defined as the temporary movement of people to destinations outside their usual environment for leisure, business, or other purposes. It involves activities related to travel, accommodation, entertainment, and cultural exchange.

The Scope of Tourism: An Overview

The scope of tourism refers to the broad range of activities, sectors, and sectors of the economy that are influenced or involved in tourism. It encompasses the economic, social, cultural, environmental, and technological dimensions of tourism. Recognizing this scope helps students appreciate the vastness of the tourism industry and its interconnectedness with other sectors.

Key Areas Covered Under the Scope of Tourism

The scope of tourism can be broadly divided into several interconnected areas:

1. Economic Impact

- **Employment Generation:** Tourism creates numerous jobs in hotels, transport, tour operations, and local businesses.
- **Foreign Exchange Earnings:** International tourists bring foreign currency, boosting the national economy.
- **Infrastructure Development:** Tourism prompts development of roads, airports, and other facilities.

2. Cultural and Social Impact

- **Cultural Exchange:** Tourism facilitates interaction between different cultures, promoting understanding.
- **Preservation of Heritage:** Tourist interest encourages the conservation of monuments and traditions.

- Social Development: Tourism can improve local living standards through better amenities.

3. Environmental Considerations

- Eco-tourism: Focus on sustainable tourism that minimizes environmental impact.
- Conservation Efforts: Tourism promotes the protection of natural sites and biodiversity.
- Environmental Challenges: Over-tourism can lead to pollution, habitat destruction, and resource depletion.

4. Technological Advancement

- Tourism Marketing: Use of digital media and online platforms to promote destinations.
- Transportation: Development of faster, safer, and more comfortable travel options.
- Information Systems: Use of technology for booking, navigation, and customer service.

5. Types of Tourism Covered in the Scope

- Domestic Tourism: Travel within one's own country.
- International Tourism: Traveling to foreign countries.
- Adventure Tourism: Activities like trekking, mountain climbing.
- Cultural Tourism: Visiting historical sites, temples, museums.
- Eco-tourism: Visiting natural parks and wildlife sanctuaries.
- Medical Tourism: Traveling for health treatments.

Importance of Understanding the Scope of Tourism for Grade 10 Students

For students, grasping the scope of tourism is crucial because:

- It helps in understanding the industry's diverse aspects.
- It prepares them for exam questions related to tourism's role in the economy and society.
- It encourages awareness of sustainable practices and environmental concerns.
- It fosters interest in careers related to tourism and hospitality.

Detailed Breakdown of Tourism's Scope for the Exam

Below is a detailed analysis of each component involved in the scope of tourism, tailored for Grade

10 students preparing for their June exams.

Economic Aspects of Tourism

Tourism significantly contributes to the GDP of many countries. It creates various employment opportunities and stimulates local businesses. For example:

- Hotels, restaurants, and transportation services thrive due to tourist influx.
- Small-scale vendors and craft producers benefit from tourist spending.
- Government revenue increases through taxes and fees from tourism activities.

Students should understand that tourism acts as a catalyst for economic growth, especially in countries with rich cultural and natural resources.

Cultural and Heritage Preservation

Tourism encourages the preservation and promotion of cultural heritage. Popular historical sites, temples, palaces, and festivals attract tourists, leading to:

- Restoration and conservation projects funded by tourism revenue.
- Promotion of local art, music, and dance forms.
- Enhancement of cultural identity and pride among local communities.

Students should note the balance needed to preserve authenticity while catering to tourists' interests.

Environmental Impact and Eco-tourism

While tourism can promote environmental conservation, it also poses challenges. Sustainable tourism or eco-tourism aims to:

- Protect natural habitats and biodiversity.
- Reduce pollution and resource depletion.
- Educate tourists on responsible behavior.

Understanding the environmental scope helps students appreciate the need for eco-friendly practices in tourism development.

Technological Developments in Tourism

Technology is transforming the tourism industry by making travel easier and more accessible:

- Online booking platforms, mobile apps, and virtual tours.
- GPS and navigation tools for travelers.
- Use of social media for marketing destinations.

Students should recognize how technological advances expand the reach and efficiency of tourism services.

Types of Tourism and Their Scope

Different forms of tourism cater to various interests:

- Domestic Tourism: Promotes local exploration, reduces foreign exchange outflow.
- International Tourism: Enhances global cultural exchange.
- Adventure Tourism: Appeals to thrill-seekers and promotes physical fitness.
- Cultural Tourism: Preserves and promotes cultural heritage.
- Medical Tourism: Brings in revenue through health services.

Students should understand that each type has its unique scope and contributes differently to the economy and society.

Conclusion: The Broader Perspective on Tourism Scope

The tourism scope for Grade 10 June exam encompasses a wide array of sectors, activities, and impacts. It is not just about travel and leisure but also involves economic growth, cultural preservation, environmental sustainability, technological innovation, and diverse tourism types. Recognizing this interconnectedness enables students to appreciate the importance of tourism in the modern world and prepares them to answer exam questions confidently.

By understanding the multifaceted scope of tourism, students can also develop a responsible attitude towards travel, emphasizing sustainability and cultural sensitivity?traits essential for future tourism professionals and global citizens.

Final Tips for Students Preparing for the Exam:

- Review key concepts related to the economic, cultural, and environmental impacts of tourism.
- Familiarize yourself with the different types of tourism and their significance.
- Study real-world examples of tourism development in your country or globally.
- Practice writing short notes and long answers on the scope of tourism to enhance exam preparedness.

Good luck with your Grade 10 June exam! Embrace the comprehensive understanding of tourism's scope to excel and contribute positively to this vital industry.

QuestionAnswer What is the scope of tourism as a career option for students? Tourism offers a wide range of career opportunities including travel agent, tour guide, hotel management, event planner, and tourism marketing, making it a promising career for students interested in hospitality and travel industries. How does tourism contribute to the economy of a country? Tourism boosts the economy by generating foreign exchange, creating employment opportunities, promoting local businesses, and increasing revenue through taxes and tourism-related services. What are the major types of tourism covered in the syllabus? The major types include domestic tourism, international tourism, cultural tourism, adventure tourism, eco-tourism, and spiritual tourism, each playing a vital role in the tourism industry. Why is sustainable tourism important for the future? Sustainable tourism is important because it helps conserve the environment, respects local cultures, and ensures that tourism benefits are shared equitably, thus preserving destinations for future generations. What are some recent trends in the tourism industry? Recent trends include eco-tourism, digital and virtual tourism, adventure tourism, health and wellness tourism, and the use of technology like online booking and virtual tours. How can students contribute to promoting responsible tourism? Students can promote responsible tourism by respecting local customs, minimizing environmental impact, supporting local businesses, and spreading awareness about sustainable travel practices.

Related keywords: tourism industry, types of tourism, tourism sectors, eco-tourism, cultural tourism, adventure tourism, sustainable tourism, tourism benefits, tourism challenges, career in tourism

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