Abstract- The application of Information Communication Technology (ICT) to enhance e-Tourism application can provide competitive advantage to business activity. Several applications using ICT to enhance e-Tourism business are outlined in relation to the revolution of wireless technology and Web2.0. It is vital for companies to determine the type of ICT that is deployed in the business activities to provide cost effectiveness and competitive edge. The Balanced Scorecard (BSC) is discussed and evaluated using e-Tourism case studies for various ICT applications. The BSC approach could assist decision makers in identifying the type of ICT applications and measure business performance on the ICTs application.

Keywords- E-Tourism, Web Tools, ICT, Balanced Scorecard, Business Performance Measurement