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## **BALANCED SCORECARD APPLICATION ON TOURISM BUSINESS**

### **Abstract:**

The survival of businesses in today's information age, is bound and adapt to the competitive conditions, internal and external environment. In this case, business sectors should take serious steps about performance management in order to achieve success. It is becoming necessity to measure of performance which is a concept that allows comparison and to identify themselves with the past or with the other business sectors.

Growing diversification of activities in the tourism sector, is creating new jobs and revenue. Globalization in a world of tourism businesses, the competition is increasing and it has become the inevitable on the result of this increased competition means many years to survive and profit seeking to tourism enterprises, strategic management, marketing, public relations and performance management care.

Balanced Scorecard, which is a performance evaluation method has become the system management tool in tourism business. Tourism businesses are contributing to four dimensions such as financial size, customer size, the inner workings of the process and with dimensions of learning and development management practices. This study will be focused on tourism businesses and applications of balanced scorecard and results to be obtained on contributing to the tourism business

### **Keywords:**

Tourism, Tourism Business, Balanced Scorecard, Performance management

**JEL Classification:** M00, M10, M19