

CULTURE HERITAGE MANAGEMENT

Assignment 11

Date: 24 June 2026

Name: _____

Student Id : _____

Programme: _____

SWOT ANALYSIS OF THE GOLDEN TEMPLE (SRI HARMANDIR SAHIB), AMRITSAR

Question 1. What is the significance of the Golden Temple and why is a **SWOT** analysis useful for heritage Management ?

Answer: The Golden Temple, also known as Sri Harmandir Sahib, is one of the most important religious and cultural heritage sites in India. It is located in Amritsar, Punjab, and has outstanding religious, architectural, historical, social and cultural significance.

A **SWOT** analysis is useful for heritage management because it identifies the Strengths, Weaknesses, Opportunities and threats affecting a heritage site. Strengths and weaknesses are mainly internal factors, while opportunities and threats are external factors. This analysis can help managers develop suitable conservation, tourism and management strategies for the long-term projection of the Golden Temple.

Question 2. What are the major Strengths of the Golden Temple ?

Answer: The Golden temple has several important strengths.

1. Strong religious significances

The Golden Temple is a major religious center and attracts pilgrims from India and around the world. Its continuing religious use keeps the site culturally important and ensures that it remains a living place of worship.

2. Rich architectural and artistic heritage

The Golden Temple, Amritsar Sarovar, Akal Takht and surrounding historic structures form a distinctive architectural and cultural environment. The buildings, decorative elements and sacred spaces contribute greatly to the heritage significance of the site.

3. Living cultural traditions

Important practices such as prayer, Kirtan , pilgrimage and Langar continue regularly at the Golden Temple. These traditions demonstrate that the site is a living form of heritage rather than simply a heritage monument.

4. Strong community connection

The Golden Temple has a deep relationship with the Sikh community.

Volunteers , pilgrims and visitors actively participate in religious and social activities.

This strong community involvement is an important strength for heritage management.

Question 3. What are major weaknesses of the Golden Temple ?

Answer: Despite its importance, the Golden Temple faces several weaknesses:

1. High visitor pressure

Very large numbers of pilgrims and tourists visit the site . This can create overcrowding and place pressure on facilities, pathways and heritage spaces.

2. Urban congestion

The surrounding area of Amritsar experiences traffic, noise and commercial activity. These factors can affect the historic setting and visitors' experience of the Golden Temple.

3. Maintenance challenges

Constant use , weather conditions, pollution and large visitor numbers create continuous conservation and maintenance requirements. Historic structures require regular monitoring and careful maintenance.

4. Pressure on the historic setting

Modern buildings , advertisements and infrastructure around the site may affect important views and traditional character of the surrounding heritage environment.

Question: 4 What opportunities are available for the sustainable management of the Golden Temple ?

Answer: Several opportunities can improve the future management of the Golden Temple:

1. Sustainable cultural tourism

The popularity of the Golden Temple provides an opportunity to develop responsible and sustainable tourism. Proper tourism management can support conservation while also benefiting the local economy.

2. Digital heritage interpretation

Digital guides , virtual tours, mobile applications and other digital technologies can improve visitor understanding. They can provide information without placing additional physical pressure on heritage spaces.

3. Community participation

Local communities, volunteers and relevant stakeholders can be more actively involved in conservation, visitor management and cultural education.

Community participation c.