

**EUROPEAN INSTITUTE OF INNOVATION,  
ENTREPRENEURSHIP, AND TECHNOLOGY  
Cultural Heritage Management**



Assignment 11  
24.06.2026  
Bachelor in Tourism and Tourism Business Management

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**The Golden Temple in Amritsar is one of the most important religious and cultural attractions in India. It attracts millions of visitors each year due to its spiritual significance, unique architecture, and community services. This report examines its SWOT analysis and outlines objectives, strategies, and actions for tourism management.**

**“SWOT identifies strengths and challenges, while OSA provides objectives, strategies, and actions for successful and sustainable tourism development.”**

**Strengths:**

- 1. Popular in the world as a religious destination.**
- 2. Attract millions of domestic and international visitors annually.**
- 3. Provide an authentic spiritual experience.**
- 4. Known in global as a symbol of Sikh heritage and hospitality.**
- 5. Linked up with air, rail and road.**

**Opportunities:**

- 1. Development interest in cultural and religious tourism.**
- 2. Promotion in virtual tours and social media marketing.**

3. Economic development in hotels, restaurants, transportation services, and handicraft businesses.

#### **Weakness**

1. Overcrowding reduces comfort
2. Limited commercialization in activities
3. Infrastructure pressure by traffic management and maintenance.

#### **Threats:**

1. Less security concerns
2. Environmental degradation in pollution
3. Conflicts in political and social instability (regional tensions or unrest can affect visitors)

**After the swot analysis tourism managers often develop: Objectives, Strategy and Action (OSA).**

#### **Objectives1:**

- Improving the tourist satisfaction by overall experience
- Reduce waiting times and overcrowding
- Building local economic benefits on income for businesses, hotels, restaurants, and artisans.

#### **Strategies2:**

- These explain how the objectives will be achieved:
- Implement crowd management system and information service.
- Strengthen heritage conservation and cultural education programs.
- Develop partnerships with local tourism businesses and community groups.
- Expand international marketing through digital platforms and tourism.

## **Actions**

- These are the specific activities undertaken.:
- Install digital information boards.
- Create mobile visitor guides.
- Improve parking and transportation facilities
- Increase volunteer assistance during peak seasons.
- Conduct regular maintenance and Sikh history.

## **Conclusion**

The Golden Temple plays an important role in promoting religious and cultural tourism in India. Every year, millions of visitors come to experience its spiritual atmosphere, beautiful architecture, and unique traditions. The temple's community kitchen, known as Langar, reflects values of equality, service, and hospitality, which leave a lasting impression on tourists. Tourism related to the Golden Temple also supports local businesses, including hotels, restaurants, transport services, and handicraft shops, contributing to the economy of Amritsar. However, increasing visitor numbers require effective management to maintain cleanliness, safety, and the sacred environment of the site. Sustainable tourism practices, such as improved waste management, heritage conservation, and visitor education, can help protect the temple for future generations. By balancing economic benefits with cultural preservation, the Golden Temple can continue to serve as both a major pilgrimage center and an internationally respected tourism destination.

## **References**

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