

Amelia Tomašević

VERN University of Applied Sciences, Zagreb

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CEMETERIES AS TOURIST ATTRACTION

Abstract: *Tourism is the fastest growing phenomena, but not only from the economic point of view – all its aspects are changing fast in the permanent attempt to offer new experiences, create new travel motivators and reach new markets. That endeavour results in new tourist programmes which only few years ago were unthinkable. Those new ideas are actually the response to the clients' increasing request for new emotions and knowledge in search for weird, unusual and unique memories. Among many different possibilities, certain destinations recently organize the visit to cemeteries for groups or individuals with specific interests, and some even include it in the regular*

sightseeing. The analysis also shows that not all visits to cemeteries are for the identical reasons, that the motives can be classified and that such programmes represent added value to promotion of selected destinations.

This paper deals with various types of cemetery visits, participants' profile in such tours and concludes with the recommendation for organization based on worldwide examples and experiences. Researching methodology involved analysis, synthesis, description and comparison.

Key words: *cemetery, tourist attraction, travel motivator, destination promotion*

Introduction

In the 19th century, before the age of the public park, cemeteries doubled as leisurely places for families to spend the day relaxing and eating in the tranquil landscape¹. Later, cemeteries closed for public with the intention to create a place of silent mourning, respect and privacy exclusively for those who came to visit their buried relatives or owners of burial places. Although large majority of those cemeteries opened for visitors in the 20th century, eventoday some of them practice total privacy in order to avoid crowds of visitors or vandalism. Many cemeteries organize all kind of events in order to attract visitors and to become the place of social gatherings.

The first part of this paper explains special interest tourism of which cemetery tourism is a special niche, then the cemetery

tourism itself, its possible classification into subgroups, various programs and promotion and different specialized associations and organizations. The sixth part is a review of the most famous cemeteries, memorial parks and extermination camps as target of tourist interest. The problem of vandalism is mentioned as a possible consequence of increased tourist visits. Finally after the general conclusion there are suggestions for cemeteries how to revitalize their management without ruining the basic concept.

Special interest tourism

Special interest tourism (SIT) is often used to describe a form which is in some way preferable to mass tourism. It is not synonymous with alternative tourism, ethical travel, appropriate tourism or ecotourism, since the special interest type is not necessarily either responsible or sustainable. SIT refers to traveling with the main purpose to satisfy some special interest, as hobby, physical activity,

1 (http://www.nbcnews.com/id/27297941/ns/travel-seasonal_travel/t/worlds-most-famous-cemeteries)



and interest for specific subject or specific type of destination (Rabotić, 2012). It shows the existence of special types of tourism proving that tourism is not so uniform as it was considered years ago (Galičić, 2014).

Although SIT is considered as relatively new concept of tourism (from the 70s of the last century) the earliest forms appeared in ancient times – Egyptians, Greeks and Romans travelled for religious, cultural, sports (ancient Olympic Games) or health reasons. In Medieval times pilgrims travelled to Santiago de Compostela or Jerusalem, and in the 17th century young men from British rich families travelled to Italy and France (Grand Tour) to complete their education. The development of transportation facilities in 19th and 20th centuries enabled middle class to travel which resulted in mass tourism. A traveler of today travels alone or in small groups in search for new destinations and uniqueness of emotions. Special interest tourism is a result of saturation of already established tourism markets and the need to satisfy and attract new profiles of tourists.

The growth of special interest tourism is more rapid than other forms, attributed mainly to the increased sophistication of the public and the resulting demand for more focused and high-quality tourism experiences (Jafari, 2000).

Several different terms explain the idea – niche tourism, alternative tourism, specific tourism, selective tourism (term used in former Yugoslav countries). Selective tourism is tourism motivated by various reasons (Vukonić, Čavlek, 2001). That term is directly translated from Croatian into English (selektivni – selective) and is not commonly used in foreign literature. Adjectival tourism refers to various forms of tourism, each with its own adjective - or noun used attributively (Rață, 2012). Examples of the adjectival tourism markets include²:

1. **Adventure and extreme** (adventure, extreme, space tourism),

2. **Culture and the arts** (literary, bookstore, cultural, heritage, music, Tolkien tourism, pop culture),

3. **Extralegal** (child sex tourism, drug tourism, female /male sex tourism, suicide tourism),

4. **Food and drink** (culinary tourism, wine tourism),

5. **Historical** (archaeological, atomic, genealogy, military heritage tourism),

6. **Low-impact** (couch surfing, ecotourism, geotourism, sustainable tourism),

7. **Medical and dental** (dental, fertility, medical, wellness),

8. **Miscellaneous** (accessible, garden tourism),

9. **Nature and rural** (agritourism, jungle, rural, village, wildlife tourism),

10. **Nightlife and party** (party weekend tourism, stag-party tourism, youth party tourism),

11. **Religious** (Christian, halal, kosher, religious tourism),

12. **Science and Education** (astronomy tourism),

13. **Voyeuristic** (dark, disaster, ghetto, jihadi, poverty, township, war tourism),

14. **Water-related** (nautical, shark, water tourism).

George (2014) determines more types of SIT:

1. **Agri-tourism** (agro-tourism or farm-based tourism)

2. **Ancestry tourism** (the aim is to learn more about or to trace the ancestors)

3. **Architourism** (or architectural tourism)

4. **Avitourism** (bird watching or birding tourism)

5. **Battlefields tourism** (tours to former battlefields)

6. **Eco-tourism** (or wildlife tourism, including whale-watching, the flora or the game)

7. **Gambling tourism** (visiting casino destinations to gamble)

8. **Gastronomy tourism** (or food tourism, experiencing food)

2 <https://en.wikipedia.org/wiki/listofadjectivaltourisms>

9. Lighthouse tourism(visiting or staying in lighthouses)

10. Military tourism (visiting war memorials, battlefields, forts and war museums)

11. Nostalgia tourism (returning to a destination for sentimental reasons)

12. Photographic tourism (visiting destinations in order to take photographs)

13. Property tourism (visiting destinations to purchase residential property)

14. Rural tourism (or cultural tourism - includes homestays to experience rural life)

15. Safari tourism (participating in safaris)

16. Spa tourism (visiting mineral or hot springs)

17. Wedding tourism(honeymooners or wedding ceremonies out of homeland)

18. Wellness or spiritual tourism (enjoying reflexology, massages or meditation)

19. Wildlife tourism(viewing marine wildlife and photographing wildlife)

20. Wine tourism(visiting wine routes, vineyards, wineries, wine festivals etc.)

21. Accessible tourism(tourism for travellers with universal access requirements)

22. Adventure tourism(traveling with possible risks, specialized skills and physical exertion are requested)

23. Cruise tourism(traveling on cruises)

24. Cultural tourism (visiting urban areas with historical significance or cultural facilities)

25. Film Tourism (visiting film or TV-production locations)

More types of SIT could be added: benefit tourism, birth tourism, booze tourism (booze cruise), fashion tourism, international volunteering, LGBT tourism, slum tourism, staycation, tombstone tourism, visiting friends and relatives, soccer tourism, virtual tourism (Theodoros, 2015). It is to be expected that the list will be continuously extended in future, and/or existing groups will be divided into more specialized subgroups.

Both listings mention types of tourism which could be classified as subgroups of dark

tourism. Lennon & Foley (1996) determine dark tourism (1996, p.198) as “the phenomenon which encompasses the presentation and consumption (by visitors) of real and commoditized death and disaster sites”, (Rabotić 2012). As Rabotić (2012) states, several terms are used for tourist visits to places associated with death, wars and misfortune – dark tourism, black spots tourism, Thanatourism, morbid tourism, grief tourism etc. Approximately 800 places in 108 different countries are listed on the dark tourism web site³.

Although dark tourism appeared as term only at the end of the past century, first cases were registered in 17th century: in 1653 Willem van de Velde, a Dutch Golden Age seascape painter, observed a naval battle between the Dutch and the English as the first war tourist. In the mid-1800s Thomas Cook organized special train excursions transporting passengers to witness public hangings around England. The first tourist agency to specialize in dark tourism organized trips to Lakehurst, New Jersey, the place of Hindenburg airship disaster (1937).⁴ War tourism is recreational travel to active or former war zones for purposes of sightseeing or historical study: during the Crimean War (1853-1856), Mark Twain led tourists to visit the wrecked city of Sevastopol, in 2010 a trip to Baghdad cost up to \$40,000 and in 2014 tourists in Israel were taken to spectate on the Syrian Civil War.

In 2010 Jadrešić defined the selective tourism as generic term, based on serious and reasonable selection of programs, on sustainable and acceptable behavior of all participants, on ecological, sociocultural and economic principles of balanced development, on quality of service, authentic identity, and desirable, legal and balanced number of tourist and local population on specific location.

3 <http://www.dark-tourism.com/index.php/18-main-menus/mainmenussubpages/596-categories-of-dark-tourism>

4 <https://boldtourist.com/war-dark-tourism-the-beginning/>



Cemetery tourism

In many cities around the world, cemeteries are considered an active part of urban historical and identity related contexts. In that sense the graveyard is the integral part of the city's cultural landscape (Pécsek, B. (2015). However cemeteries might have other meanings – an interest for genealogy and family history and awakening of patriotism when visiting the national war memorials. The visit to the buried celebrities makes cemeteries memorable and significant in terms of socio-cultural dimensions (Okhovat, 2017). According to Ravitz (2009) for visitors who are in search of famous tombstones, it can be a sort of entertainment, a history and architecture lesson, a cultural appreciation course, a genealogical journey and relaxation.

Most of the research done refers to cemeteries from the antropological and architectural points of view as good examples of park architecture, sculpture art, cultural heritage, often an open-air museum (Johnson, 2008; Markešić, 2010) while in tourism context, cemeteries are related to dark tourism or thanatourism (Rabotić, 2012). Rabotić (2012) determines cemeteries as attractions which have historical and commemorative aspect in the center of dark tourism. According to Schmidt (2017) Green-Wood Cemetery was the only green space in New York in 1838 and it was the second most popular tourist destination in the country (Niagara Falls was first). Two cemeteries appear to be the inspiration for Central Park (constructed from 1859-1873): Green-Wood and the Mount Auburn Cemetery, built in 1831⁵ which even today is a major tourist attraction, ranked the first of 84 things to do in Cambridge by TripAdvisor.⁶

5 www.newenglandhistoricalsociety.com/19827-2

6 https://www.tripadvisor.com/Attraction_Review-g60890-d104301-Reviews-Mount_Auburn_Cemetery-Cambridge_Massachusetts.html

Tombstone tourist (or a “cemetery enthusiast”, “cemetery tourist”, “grave hunter”, “graver”, or “taphophile”) describes an individual who has a passion for cemeteries, epitaphs, photography, art and history of (famous) deaths. The term has been used by author and biographer Scott Stanton as the title of his former website and book, *The Tombstone Tourist: Musicians* (2003).⁷

Different cemeteries provide a different set of experiences, depending on their style, the layout and the proportion of built structures versus green spaces, the concept and meaning.

Classification

Visit to cemetery might be the only purpose of travelling or a part of regular touring, consequently primary or secondary motive for travelling. It is driven by emotions of variable intensity.

Cemetery tourism could be divided in to several most important subgroups according to the motive of visit:

1. Ancestral – visiting family graves (prominent in countries with large worldwide diaspora)

2. Cultural– visiting cemeteries as open air museums, tombs of famous poets, writers, actors, scientists, Nobel winners

3. National – visiting memorial parks (Arlington National Cemetery, Hiroshima Memorial Park, Piskaryovskoye Memorial Cemetery)

4. Nature – visiting cemeteries as arboretum (Mount Auburn Cemetery)

5. Political - visiting tombs of kings, presidents, prime ministers or political personalities

6. Religious – visiting tombs with religious significance (Christ's tomb, Jerusalem)

Cemetery management, travel agents and tourism organizations should use classification to determine the potential markets.

7 https://en.wikipedia.org/wiki/Tombstone_tourist

Programes, promotion and publishing

Decades ago, cemeteries used to be closed to public and opened only to relatives of the deceased or owners of tombs to enter. Today they see the possibility of promotion as a source of direct and indirect income – cemeteries have become a serious business. Many of them organize concerts, historical performances, lectures, dance and musical performances, bicycle races, outdoor film screening (Hollywood Forever cemetery attracts about 2000 people every Saturday night for picnic and classic movies) and other events. Active cemeteries carefully plan events in order not to disturb regular burials. The interest in American cemeteries grows in Halloween period (Schmidt, 2017).

Cemeteries have their own walking tours, tours with trolley cars or nighttime **lantern tours** (Green-Wood, Brooklyn, La Recoleta, Buenos Aires, Lafayette Cemetery, New Orleans, New Cemetery, Belgrade- the med walking tours *Tales of Artists and Writers of Belgrade, Heroes and Heroines of the Great War and Great People of Goodwill*⁸, Varaždin Cemetery⁹ etc.).

Few cemeteries served as film locations. In 2011, the Hollywood Forever cemetery acted as co-production company for the American movie *Silent Life* based on the story of Rudolph Valentino, who is entombed there.¹⁰

The appreciation of cemeteries has evolved along with science and technology: there are individual websites, GPS equipment (for easy location of graveyards), interactive maps, applications and special-

ized independent websites (Find a Grave¹¹, LISTAL¹² etc.).

Douglas Keister, a Californian cemetery photographer published six books about cemeteries around the world. He is engaged by several cemeteries to lead tours through their grounds. Scott Stanton wrote a book “The Tombstone Tourist: Musicians” in which he describes more than 550 burial sites of musicians throughout the world (from Tchaikovsky to Jim Morrison). Many cemeteries publish their own monographs and Zagreb Tourist Board published a brochure with locations of most important graves on Mirogoj Cemetery.

Associations and organizations

Several associations in the world deal with cemeteries organization, preservation, promotion and financing.

The European Commission under its Europe for Citizens Program co-funds the project “Remembrance in European Cemeteries”(2011) with the aim to make people understand how European culture is reflected in cemeteries.¹³

The Association of Significant Cemeteries in Europe - ASCE¹⁴, with headquarters in Slovenia, deals with protection and promotion of its members (179 cemeteries in 22 countries, including Bosnia & Herzegovina, Croatia, Serbia and Slovenia), emphasizing that cemeteries are both tangible (for sculptures, engravings, urban planning, architecture) and intangible (anthropological significance, habits, traditions related to death) heritage which represent local history, cultural and religious identity. The Association’s thematic cemeteries route, as a part of the certified Europe Cultural Routes of

8 <http://www.significantcemeteries.org/2017/11/the-new-cemetery-in-belgrade-attracted.html>

9 <http://www.significantcemeteries.org/search/label/Croatia>

10 <https://www.discoverworld.com/United-States-of-America/California/Los-Angeles/City-of-Los-Angeles/Hollywood-Forever-Cemetery>

11 <https://www.findagrave.com/>

12 www.listal.com/list/graves-of-famous-actorsactresses

13 <https://cemeteriesroute.eu/about-cemeteries-route/eu-fundings.aspx>

14 <http://www.significantcemeteries.org/>

the Council of Europe won in 2011 UNWTO Ulysses Award (granted for innovative projects in tourism).

The International Cemetery, Cremation and Funeral Association – ICCFA,¹⁵ is the oldest (since 1887) international trade association representing all segments of the cemetery, funeral service, cremation and memorialization profession. To its 9,100 members worldwide ICCFA offers various services aimed to improve members' management techniques and businesses.

The International Association of Pet Cemeteries and Crematories¹⁶, founded in USA is a nonprofit organization, dealing with the standards, ethics, and professionalism of pet cemeteries and crematories worldwide, with members from more than 15 countries. The tomb of Rin Tin Tin, a German Shepherd who appeared in 27 Hollywood films, in Le Cimetière des Chiens, Paris (the oldest pet cemetery in the world, founded in 1899)¹⁷ is visited by numerous tourists, and listed by TripAdvisor as attraction No1 in Asnieres-sur-Seine suburb. American pet cemeteries are exhibition of monuments and affection of pets' owners, their money, power and fame – the graves of movie stars pets' exceed in luxury and flamboyance.

Famous cemeteries and memorial parks

Important people are buried in important cemeteries, and cemeteries become important because of the people who are buried there. Among many famous cemeteries there are still few which deserve special attention and are real tourist attraction.

Père Lachaise, ranked 446th of 1,277 things to do in Paris by TripAdvisor. Founded in 1804 by Napoleon Bonaparte, it is considered to be the most visited graveyard

in the world with 2 mil. tourists per year (Rabotić, 2012). Visitors can see tombs of Molière, Frédéric Chopin, Jim Morrison (according to Schmidt (2017) the most visited grave in the world), Oscar Wilde, Maria Callas, Amedeo Modigliani, Edith Piaf, Marcel Proust, Honore de Balzac, Gilbert Bécaud, George Bizet, Claude Chabrol, Bojidar Karageorgevitch (Serbian prince), Yves Montand, Simone Signoret, Porfirio Diaz (Mexican President), Rafael Trujillo (former dictator of the Dominican Republic), Countess Marie Walewska (Napoleon's mistress)etc.

Novodevichy Cemetery, ranked 38th of 2,515 things to do in Moscow by TripAdvisor. It was inaugurated in 1898. Many great Russian poets, writers, political leaders, actors, scientists and philosophers are buried here: Nikolai Gogol, Anton Chekhov, Nikita Khrushchev, Boris Jeltsin, Sergei Eisenstein, Vladimir Mayakovski, Sergei Prokofiev, Fedor Chaliapin, Dmitri Shostakovich, Sergei Bondarchouk, Nikolai Rimsky-Korsakov, Vyacheslav Molotov, Michail Bulgakov, Andrei Gromyko, Raisa Gorbacheva, Nadezhda Alliluyeva, Dmitri Hvorostovsky¹⁸etc.

La Recoleta, ranked 9th of 814 things to do in Buenos Aires by TripAdvisor. There are over 6,400 grandiose mausoleums resembling Gothic chapels, Greek temples, fairytale grottoes and elegant little houses. The most famous tomb belongs to Evita Peron. This cemetery is worldwide known for its beauty.

Highgate Cemetery, ranked 56th of 1,764 things to do in London. Karl Marx is buried in the East Cemetery (an entrance fee of 6\$!), George Michael's grave is in a private part of the cemetery, not accessible to visitors.

St. Louis Cemetery 1st, ranked 25th of 381 things to do in New Orleans. Founded in 1789. It is a favorite filming spot, having been seen in *Easy Rider*, *Interview with a Vampire*, *Double Jeopardy*, *NCIS: New Orleans*, *American Horror Story*, *Dracula 2000*, *The Orig-*

15 <https://iccf.com/history/>

16 <http://www.iaopc.com/>

17 <http://www.u-strasse.com/the-worlds-oldest-pet-cemetery-le-cimetiere-des-chiens-in-paris/>

18 <https://www.ranker.com/list/famous-people-buried-in-novodevichy-cemetery/reference>

inals, and numerous music videos. Marie Laveau, a voodoo priestess (the “witch queen of New Orleans) is buried here.

Hollywood Cemeteries – several cemeteries in Hollywood area out of which most important are:

Forest Lawn Memorial Park, ranked 3rd of 31 things to do in Glendale, founded in 1906, hosts Lauren Bacall, Humphrey Bogart, Nat King Cole, Sammy Davis Jr., Walt Disney, Errol Flynn, Michael Jackson, Harold Lloyd, Carol Lombard, Mary Pickford, James Stewart, Elizabeth Taylor, Spencer Tracy, Clark Gable etc.

Hollywood Forever, ranked 63rd of 596 things to do in Los Angeles. Founded in 1899, attracts hundreds of thousands of tourists from all over the world. Listed on the National Register of Historic Sites. Many celebrities – iconic actors, directors, writers etc. from the entertainment industry are buried here in elegant and luxurious graves, crypts, niches and sarcophagi: George Harrison, Jayne Mansfield, Cecil B. DeMille, John Huston, Rudolph Valentino, Douglas Fairbanks, Tyron Power, Yma Sumac, Benjamin “Bugsy” Siegel, etc.¹⁹

Westwood Village Memorial Park Cemetery, ranked 48th of 596 things to do in Los Angeles established in 1905, hosts Truman Capote, Jackie Collins, James Coburn, Peter Falk, Farrah Fawcett, ZsaZsa Gabor, Hugh Hefner, Janis Joplin, Burt Lancaster, Jack Lemmon, Karl Malden, Dean Martin, Walter Matthau, Marilyn Monroe, Sidney Sheldon, Natalie Wood etc.

Memorial cemeteries/parks commemorate the death of an individual or of many people through a natural or other disaster, or through military action. People visit such places either to pay tribute to the buried persons or for patriotic reasons. Almost every country has such memorial cemetery or park, but some are worldwide known and although they attract hundreds of thousands of visitors, their significance goes beyond the pure tourist meaning.

Arlington National Cemetery, ranked 1st of 107 things to do in Arlington. It is a United States military cemetery in Arlington County, Virginia, across the Potomac River from Washington D.C. There are graves of 360,000 veterans from the nation’s conflicts beginning with the Civil War. Listed on the National Register of Historic Places in 2014. President John F. Kennedy, Joseph P. Kennedy Jr., Robert F. Kennedy and Edward M. Kennedy are all buried here.

In Washington D.C. there are several important memorial parks:

Vietnam Veterans Memorial- names of 58000 Americans who were killed in Vietnam are carved in this memorial’s walls. Listed on the National Register of Historic Places. Around 3 million people visit this memorial every year.

Japanese American Memorial to Patriotism During World War II - commemorates the experience of American citizens of Japanese ancestry who patriotically supported the United States despite unjust treatment during World War II.

The Piskariovskoye Memorial Cemetery, ranked 139th of 1,857 things to do in St. Petersburg, Russia. It commemorates the 900-day Siege of Leningrad. About 420,000 civilians and 70 000 soldiers who died defending the city are buried in the cemetery’s 186 mass graves.²⁰

Rossoshki Military Memorial Cemetery, ranked 23rd of 230 things to do in Volgograd, Russia. The Grieving Mother statue dominates the entire area. There are hundreds of Russian mass graves at Rossoshki. The identities of many of the 17,000 Soviet soldiers buried here were never established. Their number increases every year as search crews recover more remains. More than 58,000 Nazi soldiers are buried in the mass graves in German section of the cemetery. The names of over 120,000 Nazi soldiers missing in action are engraved on the walls of the huge granite cubes. Some Romanian

19 <http://www.hollywoodforever.calls.net/>

20 <http://www.pmemorial.ru>



soldiers who fought on the Nazi side are also buried at Rossoshki.²¹

USS Arizona Memorial²² at Pearl Harbor, ranked 1st of 335 things to do in Honolulu, marks the resting place of 1,102 of the 1,177 sailors and Marines killed on USS *Arizona* (BB-39) during the Japanese attack on December 7, 1941. The memorial, built in 1962, is visited by more than two million people annually. Declared a National Historic Landmark in 1989.

Hiroshima Peace Memorial Park ranked 3rd of 270 things to do in Hiroshima. It is dedicated to the memories of the bomb's direct and indirect victims (estimated 140,000)²³. The Atomic Bomb Memorial Mound is a large, grass-covered knoll that contains the cremated ashes of 70,000 unidentified victims of the bomb. Cenotaph for Korean Victims is dedicated to at least 45,000 Koreans that were among 400,000 killed persons.

YadVashem, the World Holocaust Remembrance Center, ranked 2nd of 315 things to do in Jerusalem by TripAdvisor, is the ultimate source for Holocaust education, documentation and research.²⁴

Le Memorial de Verdun, ranked 3rd of 30 things to do in Verdun by TripAdvisor. It is dedicated to the important battle in the WW 1. The ossuary cloister contains the bones of 130,000 unidentified soldiers.

India Gate, New Delhi, ranked 14th of 446 things to do in New Delhi, commemorates all Indian soldiers who died in World War I and the Third Afghan War (1919) with the names of more than 70,000 men.²⁵

Cu Chi Tunnel, ranked 4th of 259 things to do in Ho Chi Minh City. During the

Vietnam War, Communist guerrilla troops (Viet Cong) dug tens of thousands of miles of tunnels, now part of a Vietnam War memorial park in Ho Chi Minh City (formerly Saigon) and popular tourist attraction. Vietnamese tourists come to commemorate their dead and remember the struggle, while Western tourists come to explore the site.²⁶

Khmer Rouge Killing Fields, ranked 3rd of 136 things to do in Phnom Penh are a number of sites in Cambodia where collectively more than 1,400,000 people were killed and buried in 20,000 mass grave sites by the Khmer Rouge regime (1975-1979). The total number of deaths resulting from Khmer Rouge policies range from 1.7 to 2.5 million people out of a 1975 population of roughly 8 million.²⁷

Nazi extermination camps (also known as death camps, death factories or killing centers) were built for systematically killing (Jews, Slavs, Communists and others considered "untermenschen"). The most known were Auschwitz (Birkenau), Majdanek and Treblinka. The estimated total number of executed people in all extermination camps is over 3, 2 million.

In the post-war period Poland created monuments at the extermination camp sites, and they have visitors from all over the world (especially the Auschwitz camp).

Nazi concentration camps served primarily as detention and slave labor exploitation centers. Most of them (about 15,000 camps in the occupied countries) were destroyed by the Germans in an attempt to hide the evidence of war crimes. The most known were Buchenwald, Dachau, Mauthausen, Ravensbrück, Theresienstadt.²⁸

Burial places of important political personalities (president and prime ministers) attract a large number not only tourists but

21 <http://rossoshka.ru/>

22 https://en.wikipedia.org/wiki/USS_Arizona_Memorial

23 https://en.wikipedia.org/wiki/Hiroshima_Peace_Memorial_Park

24 <http://www.yadvashem.org/>

25 <https://www.smithsonianmag.com/travel/WWI-cemeteries-around-world-180963437/#u4qREzXJCPzV6Kv3.99>

26 <http://www.history.com/topics/vietnam-war/cu-chi-tunnels>

27 https://en.wikipedia.org/wiki/Khmer_Rouge_Killing_Fields

28 https://en.wikipedia.org/wiki/List_of_Nazi_concentration_camps

also of their political followers²⁹ and represent today major tourist attractions. Embalmed and exposed in mausoleums are:

Vladimir Ilyich Lenin (year of death 1924), Red Square in Moscow

Ho Chi Minh, (year of death 1969), Hanoi since 1975

Mao Zedong, (year of death 1976), Beijing's Tiananmen Square.

Ferdinand Marcos, (year of death 1989 in US exile), Batac, Philippines.

Kim Il-Sung (year of death 1994) North Korea's founding president and his son Kim Jong-Il (year of death 2011), Pyongyang

There are other presidents whose burial places attract a lot of visitors like:

Josip Broz Tito, (year of death 1980), House of Flowers in Belgrade, Serbia

Mustafa Kemal Atatürk, (year of death 1938), Anitkabir Mausoleum, Ankara, Turkey

Charles De Gaulle, (year of death 1970), Colombey-les-Deux-Eglises, Champagne-Ardenne, France

Sir Winston Churchill, (year of death 1965), St. Martin Churchyard, Bladon, West Oxfordshire District, England

Graveyards of American presidents are visited both by Americans and tourists in large numbers. Some of most visited burial places of American presidents are³⁰:

George Washington, (year of death 1799), Mount Vernon, Fairfax County, Virginia

Abraham Lincoln, (year of death 1865), Oak Ridge Cemetery, Springfield, Illinois

Dwight D. Eisenhower (year of death 1969) Eisenhower Presidential Center, Abilene, Kansas

John F. Kennedy (year of death 1963), Arlington National Cemetery, Virginia

Richard Nixon, (year of death 1994), Nixon Presidential Library, Yorba Linda, California

Ronald Reagan, (year of death 2004), Reagan Presidential Library, Simi Valley, California

Theodore Roosevelt, (year of death 1919), Youngs Memorial Cemetery, Oyster Bay, New York,

Vandalism

No cemetery in the world is spared from vandalism and tourism might increase that risk especially for celebrity graveyards. Therefore some tombs are not accessible for public (George Michel in London), some are fenced off (Jim Morrison, Paris) and some families opt for burial on private heavily guarded estates (Elvis Presley, Graceland Estate, Memphis).

There are cases of theft, ransom or simple destruction:

James Dean tombstone in Park Cemetery in Fairmont, Indiana has been stolen three times.³¹

In 1976 Juan Peron's hands, his hat and sword were stolen from his tomb in Buenos Aires, a requested ransom of 8 million US\$ was not paid, hands and stolen artifacts were never found.

In 1978 the body of Charles Chaplin was stolen from his grave in Switzerland. A requested ransom was denied, the body was found and relocated.

In 2017 several Jewish cemeteries (in St. Louis, New York, Philadelphia and Missouri) were damaged.

Marilyn Monroe crypt is covered with lipstick, fingerprints and graffiti.

A bust of Jim Morrison in Paris, put on the grave site in 1981, was defaced with graffiti, its nose stolen, and finally stolen in its entirety in 1988.³²

29 <http://www.dailymail.co.uk/wires/afp/article-3783789/Body-politics-famous-preserved-corpses.html>

30 <http://www.presidentsusa.net/presidentsgravesites.html>

31 <https://www.biography.com/news/famous-tombstones>

32 <http://www.craveonline.com/mandatory/1038266-the-8-most-vandalized-celebrity-graves#Uus8Glabd1eyqLct.99>



Even pet cemetery was looted: in 2012 a diamond collar worth 9,000 Euros, buried with a movie star dog Rin Tin Tin, in the Paris suburb of Asnieres-sur-Seine, was stolen.³³

Although cemeteries take security measures it is obviously still not enough. Otherwise it is not possible to explain the theft of 200 kg heavy tombstone. From tourist point of view, vandalism increases some morbid attractiveness.

Conclusion

Cemeteries are sacred and emotional spaces, witnesses of local culture through history and religion, and in that sense they have important touristic significance and mission. Many cemeteries see themselves as places of life, which offer opportunities to organize various events with the purpose to attract both local people and tourists, but also to create an important new income in a refined and acceptable manner. Such concepts are strongly dictated and conditioned by local mentality, culture, religion, values, habits, customs, tradition etc. Many of American practices would be considered in Europe as offensive, completely unacceptable and inappropriate (like eating, bicycling, watching movies etc). The programs and activities proposed to European cemeteries should be therefore carefully examined and evaluated, taking into consideration the differences in approach, flexibility, innovation and funding of private and state/city owned cemeteries.

The majority of visitors who come to fulfill their specific needs (visit their family graves, pay tributes to the fallen in the war or to celebrities) complain about the inefficient marketing, the lack of proper information available prior to the visit and at the ceme-

tery itself and shortage of facilities (place to rest, toilets, coffee shops).

Considering growing interest and possibility of creating financial benefit, in coordination with local tourist organization, travel agents, tourist guides and city authority's new perception of cemetery activities and services should be created. Urban cemeteries might extend the average length of a city break. An important role in promotion should be TripAdvisor ranking – the high position of cemeteries as places to visit in some destinations proves the significance of cemeteries as tourist attraction.

Not all cemeteries have the same opportunity to become a tourist attractions. Those with important cultural and architectonic heritage should organize cemetery tours on regular basis, concerts of classical music (not only for religious holidays), establish an information center with coffee shop, souvenirs, and brochures and plan extensive marketing activities. Cemeteries should make a proper and thorough analysis of all possibilities in order to increase their attractiveness and accessibility, but also awareness about their cultural, historical and natural importance. Further research could be aimed towards practical implementation of the cemetery concept as tourist attraction and focused on travel agents and local authorities to enhance their understanding of cemeteries as great tourist product, which would enable them to create new programs and find new markets.

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