ORGANIZING OF HISTORICAL AND INACTIVE URBAN CEMETERIES TO BECOME TOURIST ATTRACTIONS (CASE STUDY: ZAHIR-OD-DOWLEH CEMETERY IN TEHRAN)

Hanie OKHOVAT *

*PhD Assistant Prof.; Farabi Campus, University of Tehran
E-mail address: *h.okhovat@ut.ac.ir*

Abstract

This paper is an applied research and the data analysis has been conducted using qualitative and quantitative method. The approach of the study is criticism of forgetting the urban cemetery of Zahir-od-dowleh in north of Tehran aiming at revival of this cultural-historical complex. Therefore, we start the study with a survey on the way of identity revival of the main cemeteries in other countries and changing them to tourism centers. The study will be continued by a texture analysis and using SWOT strategic model. Finally, we will use an organizing approach to change the cemetery into a cultural-historical tourism complex. In this regard, the author has proposed a framework containing seven promotion and organizing goals, including promotion of natural, socio-cultural, economic, management, access, physic-spatial and strategic services, and policy making structures.

Streszczenie

Badania zawarte w artykule i analizy danych zostały przeprowadzone metodą jakościową i ilościową. Podstawą badania jest ocena zapomnianego miejskiego cmentarza Zahir-od-dowleh na północy Teheranu, mającego na celu ożywienie tego kulturowo-historycznego kompleksu. Badanie zapoczątkowane jest przeglądem sposobu ożywienia tożsamości głównych cmentarzy w innych krajach, zmieniających je w centra turystyki. Badania będą kontynuowane poprzez analizę struktury z wykorzystaniem strategicznego modelu SWOT. Ostatecznie przyjęto rozwiązania zmierzające do zmiany cmentarza w kulturowo-historyczny kompleks turystyki. W związku z tym autor zaproponował ramy siedmiu celów promocyjnych i organizacyjnych, zawierających promowanie usług: naturalnych, strategicznych, społeczno-kulturowych, ekonomicznych, zarządzania, dostępności, fizyko-przestrzennych oraz polityki strukturalnych decyzji.

Keywords: Historical; Cemetery; Tourist attraction; SWOT strategic model; Zahir-od-dowle.

1. INTRODUCTION

Burial of acquaintances and relatives in a place makes it memorable and distinct in terms of locational identity. Attending the grave of a national celebrity, given his less availability to then laypeople, marks a different relationship and attenuates the public unaccustomed feelings to the cemetery. Moreover, when the deceased person is known by many people, this turns to a common experience, suggesting a remarkable commonality among people [1]. Therefore, cemetery is a place in which the descendants find common experiences. When a person goes to cemetery, he intends either to visit one of the buried celebrities and dignitaries or one of his lost relatives or acquaintances, and in both of these situations, he may meet people with common feelings and attitudes. Reinforcement of positive and relieving features of cemeteries may boost social interactions and reduce the inconvenient
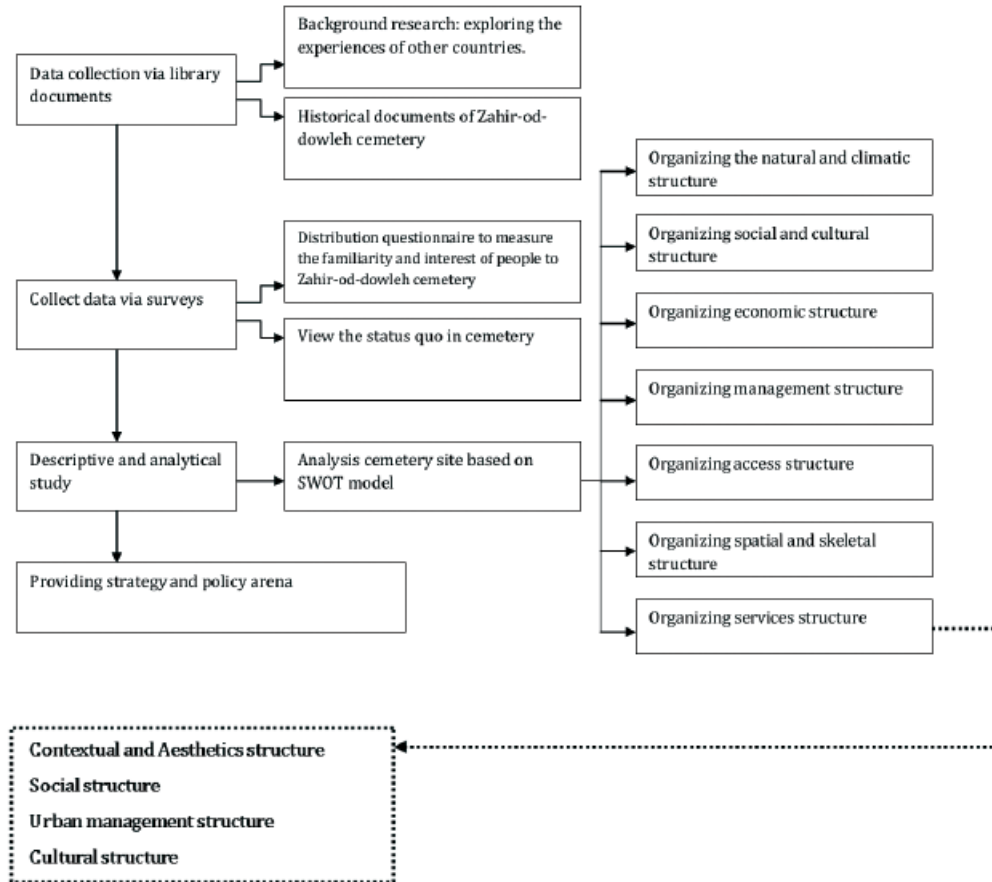
Figure 1.
Structure and process used in the present study

impression of such places [2]. In many cities around the world, thus, cemetery is known as a highly inspiring urban area which brings about importance and reputability for the city instead of being merely an insignificant and unfavorable place. The very warm welcome of people from different nations to visit the buried celebrities of art and science in cemeteries during the recent years has made such places significant in terms of cultural dimensions. Two main factors that make a cemetery memorable are its image creating power and emotional arousal of people which the first refers to distinct functions, concepts and contextual features that constitute the appearance of a cemetery and form easily a relevant mental representation, and the latter is associated with the manipulation in shaping the landscape of the cemetery by people in a way that attending the cemetery, the citizens embark on protecting the graves and surrounding areas in addition to their recollection of the deceased persons' names and memories [3].

Due to its historical ancientness, the capital city of Tehran has been a key destination for work and domicile over the last two centuries. These features caused the population size as well as the mortality rate of the city to increase. Following conducting of required studies in 1960s, the officials of Tehran decided to consider a new cemetery for the city. For this purpose, a large area of approximately 314 hectares was determined for a public cemetery in southeast of Tehran.

At that time, people used to bury their deceased in old cemeteries of Mesgarabad, Sedokhtaran (in Ray city), Khavaran, and other cemeteries within the then limits of Tehran. This trend was continued until early 1990s, and finally the burial process in different places of Tehran was banned in 1994 on account of numerous socio-cultural, health, and psychological problems [4]. According to the census published in 2001 by the Public Relations department of Behesht-e Zahra Organization, there are 22 urban active cemeteries and 57 passive and abandoned ones, and also 19 active cemeteries outside of Tehran. 12 cemeteries are also active, dedicated to religious minorities [5].

One of the damages from which Tehran has suffered during the past decades is gradual loss of identity and historically rich elements and places [6]. The traditional mosques, markets, old houses, surplus waters, squares, and old cemeteries in Tehran have been damaged or left unnoticed due to necessities, population size growth, and urban expansion. Amid these, Zahir-od-dowleh cemetery is a well-known place that owes its fame and reputation to the celebrities of Iranian art and culture. This cemetery is located in Darband, between Tajrish in Shemiran and Emamzadeh Qasem.

The present study aims at investigating the unnoticed situation of the Zahir-od-dowleh urban historical and cultural cemetery and its revival based on a critical approach. Accordingly, first, restoration of historical and cultural identity of important cemeteries in different countries and turning them to tourist attractions is examined. Then, the current situation of Zahir-od-dowleh cemetery and the importance of its restoration in views of local and non-indigenous people are evaluated via a field study and distributed questionnaires. The data is analyzed later using SWOT strategic model. Eventually, organizing of the aforesaid cemetery and turning of it into a historical, cultural, and tourist complex is proposed within 7 purposes of organizing and promoting of natural structure, socio-cultural structure, economic structure, management structure, access structure, contextual-spatial structure, service structure of strategies, and policymaking arenas.

2. METHODOLOGY

The current study is an applied descriptive survey using a questionnaire and observation. The above questionnaire was used aiming at exploring awareness of people on the current situation of Zahir-od-dowleh cemetery and interest in organizing it and other relevant issues in terms of social dimensions. In field study, the experience and intuition of observers are used, and without employing any standard method, the data is collected through all-inclusive ways so that the current situation of the cemetery is known [7]. The next step included analysis of the historical site of Zahir-od-dowleh cemetery based on a descriptive and analytical method and SWOT strategic model. Figure 1 shows the structure of this research and the used methods.

3. EXPERIENCES ON ORGANIZING OF HISTORICAL CEMETERIES AS TOURIST COMPLEXES

Cemeteries are included in historical and identity-related contexts of cities; every grave plays the role of a historical approval [8]. In many important cities around the world, cemeteries are considered as active urban contexts. The very warm welcome of people from different nations to visit the buried celebrities of art and science in cemeteries has made such places memorable and significant in terms of socio-cultural dimensions. According to Paul Ricoeur, despite the personal dimension of memories, we share them with others; a memory that is shared is given a social value. This section examines the successful experiences in different countries on organizing cemeteries. The cemeteries under study are successful in terms of attracting domestic and foreign tourists and are well known worldwide (Tables 1 & 2).

4. CONTEXTUAL INVESTIGATION OF ZAHIR-OD-DOWLEH CEMETERY

This cemetery is located in Darband, north Tehran between Tajrish in Shemiran and Emamzadeh Qasem. Zahir-od-dowleh cemetery was included in the Iranian National Heritage List with the registration number of 2001 by Iran Cultural Heritage, Handcrafts and Tourism Organization (ICHHTO) in 1998 [15]. The aforesaid cemetery was first a convent which was built by Zahir-od-dowleh. This place embraced later a number of fans of Mirza Hassan Safi Ali Shah who were among the founders of Okhovat Association at the period of constitutionalism. Following the death of Zahir-od-dowleh and his burial in the above place in 1924 based on his request in his will, this convent became officially a cemetery with the current name [16]. Many dignitaries of literature, science and politics have been buried over the past decades in the aforementioned cemetery. A huge flood in Tajrish district in 1987 caused considerable damages to above historical and cultural cemetery. It is also worth noting that a part of lands in north of the cemetery were sold in 2000 during which a number of tombs were demolished and residential buildings were constructed instead [15].With an area of about 4300 meter, Zahir-od-dowleh cemetery has welcomed 677 graves of celebrities of literature, science, politics, and art within its trees. It failed, however, to communicate well with its surrounding site despite its location in urban area. The entrance to the

Table 1.
Investigation of organizing of important cemeteries in other countries

Name of cemetery	Location/Style Year of construction	Design ideas	Strategies used in design	Image
Galicia	**Location:** Spain – Northwest Iberian Peninsula. The site is located in littoral rocky cliffs **Style:** communion between man and nature **Year of construction:** 2001	A design appropriate to surrounding nature including cliffs and sea; A simple and pure design proportionate to the function of the cemetery; Using a cube-shaped burial chamber built facing the sea; Using granite vernacular materials to build burial chamber; Burial chambers are stuck to one another via their weights and a thin mortar which recollects for the old construction tradition in Galicia	Construction of 16 burial chambers of the height of 3.30 m side by side; Using stone in construction of burial chambers and flooring of paths; Embedding 12 graves in each burial chamber; sea-oriented rooms embedded in cliffs; Changing effects of light which passes through burial chambers and produces a beautiful shadow on ground. [9]	
Milan	**Location:** Italian city of Milan Style: Traditional architecture **Year of construction:** 1866	Merger of several historical cemeteries; Narration of biography of the deceased by statue and elements on the grave	Construction of the statue of two orphans on the tomb of their mother, a bereaved wife on her spouse's grave, or a craftsman who is still active after his death; and building a monument for people who were died in Nazi camps all have made the cemetery a garden of statues. [10]	
Igualada	**Location:** Catalonia, Spain **Style:** Modern & conceptual architecture **Year of construction:** 1984	Inspired by life pattern; Manipulation of surrounding nature and scenes; Preparation of mourners and escort group from the entrance to the grave. Burial in line with design of the path	A street starts from the entrance and continues gradually to down side. It turns to a twisty way ending to a central square as the burial place; the path goes together with continued concrete walls with repeating niches for embedding ashes and bones of the dead people. [11]	

cemetery is at north. Entering the cemetery and passing a short passage, we see the first block on the right. In this section, there are the old graves belonging to families of Afkhami and Afkhamebrahimi. Then, we get to the main and large area after a short passage on the left in which many of celebrities are buried. The buried persons here are mostly from Pahlavi officials and military officers. The southern part of the cemetery holds a roofed place in which there is Zahir-od-dowleh convent that has long been abandoned with an inappropriate appearance. In north, center, and east of the cemetery there are graves with emblem of Okhovat Association including poleax, rosary, and Kashkoul which show their historical ancientness [17]. Also, following the old surplus water in north and east of the cemetery, there are the

Figure 2.
Monastery of Zahir dowleh

Table 2.
Investigation of organizing of important cemeteries in other countries

Name of cemetery	Location/Style Year of construction	Design ideas	Strategies used in design	Image
Alley of Honor	**Location:** Baku, Azerbaijan **Style:** Cultural & historical architecture **Year of construction:** 1990	Designing the cemetery as a large wooded garden; Burial place for dignitaries and celebrities of Azerbaijan; turning to a tourist place.	Planting of trees in a row with tombs of celebrities placed at the heart; Separation of stop and go paths inside the cemetery; Put statues of celebrities on the graves; Presentation of biographies of the celebrities on signs or through flooring along the graves; using distinct entrance gate. [12]	
Merry (cemetery of pleasure)	**Location:** Romania **Style:** Local architecture **Year of construction:** 1960	Design of a joyful and attractive cemetery; Turning the cemetery to a museum-like artistic work; Biographical narration of the deceased in short writings and images on the gravestones; Turning to a remarkable tourist attraction in Romania.	Existence of over 900 graves in this cemetery which is located in a rural area in Romania. On the top of each grave, a cross of oak, adorned with paint and carving, is placed representing a childish depiction of story of the deceased's life inspired by art and poetry. Blue is the dominant color of the cemetery which provides a peaceful and relaxing climate. [13]	
Brion Cemetery	**Location:** Treviso, Italy **Style:** Conceptual architecture **Year of construction:** 1978	Merger of old and new cemeteries; using modern materials; Using water for ornament of cemetery; Metaphor of post-mortem life by intelligent design	Consisting of an L-shaped map including five buildings: a chapel, the entrance, a structure of metal and wood on an island in the pond, the main tomb, and the burden structure that covers the graves. Visitors do not have access to the island inside the cemetery and observe it from a far distance (metaphor of post-mortem life). [14]	

Figure 3.
Graves with emblem of Okhovat Association

1- Entrance
2- Caretaker Home
3- Zahir- Od- Dowleh Tomb
4- Monastery
5- Family Tomb
6- Cistern
7- Malek Shoara Bahar Tomb
8- Roholah Khaleghi Tomb
9- Forogh Farokhzad Tomb
10- Iraj Mirza Tomb
11- Rahi Moayeri Tomb
12- Ghamar Molok Vaziri Tomb

Figure 4.
Plan of Zahir-od-dowleh cemetery

graves of poets and artists of which some were built inspired by the tombs of the Iranian famous poets (Figures 2-7).

Figure 5.
Malek shoara Bahar Traditional

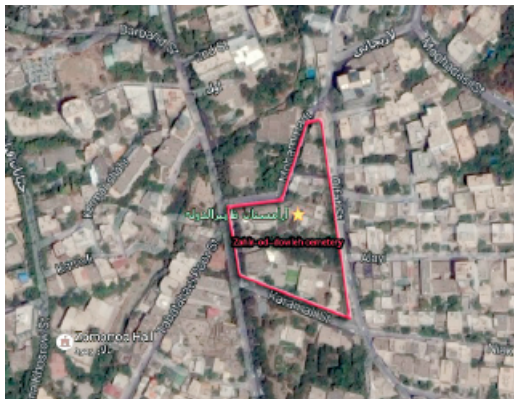
Figure 6.
Rahi Moayeri Traditional Tomb

5. EVALUATION OF IMPORTANCE OF ZAHIR-ODODOWLEH CEMETERY TO PEOPLE

A total of 110 questionnaires were handed out among randomly selected people within the region from Tajrish to Emamzadeh Qasem in order to evaluate the importance and familiarity of people to Zahir-od-dowleh cemetery. 32 participants out of the aforesaid total figure either did not deliver the questionnaires or answered to only one or two questions. These individuals were excluded from the study, leaving 78 questionnaires to be analyzed and studied. The questionnaire began with a question to explore if the participant to the study is native, i.e. whether s/he resides in the first municipal district in Tehran or not. Those participants whose domiciles were out of the above district were grouped as nonnatives. For higher accuracy of the respondents, the questions were designed and limited to fit better the research purposes. Figure 2 demonstrates the related received results. Based on the received descriptive statistics, the native people were mostly (approximately 90%) aware of the aforesaid cemetery out of which a half had visited the place at least once. Meanwhile, less than 40% of nonna-
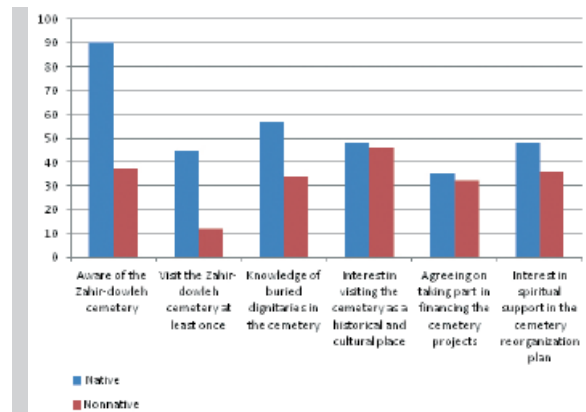

Figure 8.
Results of field study and weigh the importance of public opinion about Zahir-dowleh cemetery
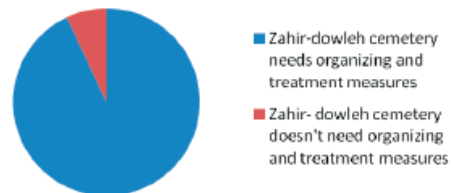

Figure 9.
Survey about organizing cemetery from people who have had at least one visit

Figure 7.
Urban context around Zahir-od-dowleh cemetery
[Source: https://www.google.com/maps]

tives were not familiar with the cemetery and only 15% had already visited this historical and cultural place. This indicates that most of people, especially nonnatives, are not familiar with the abovementioned outlying cemetery. Also, 57% and 34% of natives and nonnatives, respectively, knew about the buried dignitaries in this place which is a low figure and suggests that insufficient attempts have been made to make this place known before people. Amid this, roughly a half of participants to this study showed their interest in visiting such a place, and even 35% of native and nonnative people agreed on taking part in financing the cemetery projects. This shows that people are interested in celebrities and great poets of their country and intend to take financial and spiritual parts in organizing of this faraway abandoned place. Also from among those who have visited the cemetery at least once, 97% maintained that this place needs organizing and treatment measures (Figure 8 & 9).

6. SITE ANALYSIS OF ZAHIR-OD-DOWLEH CEMETERY BASED ON SWOT MODEL

Following the contextual examination and current situation of Zahir-od-dowleh cemetery, the data is analyzed using SWOT strategic planning in order to shed light on advantages and disadvantages. Using this model contributes organizing of the cemetery to be carried out correctly within available environmental opportunities, and threats to be reduced [18]. The research continues with accomplishment of basic studies on the current situation, and the advantages and disadvantages as well as opportunities and threats will be determined within 7 main structures including climate and natural structure, socio-cultural structure, economic structure, management structure, access network, contextual-spatial structure, and service structure. Based on the abovementioned method, purposes, strategies and policymakings are identified and proposed (Table 3).

Table 3.
Site analysis of Zahir-od-dowleh cemetery based on SWOT strategic model

Structure	Advantages	Disadvantages	Facilities & Opportunities	Limitations & Threats
Climate and Natural structure	Located at an old steep hillside in Tehran	Disorderly planted trees and inappropriate perspective for the cemetery; non-observance of privacy for graves and wrong place selection to plant trees, destruction of many used materials in the cemetery by erosion and moisture of the environment.	Planting at least one tree by each grave as a designing idea for perspective of the cemetery; Good climate of the area.	The high moisture and surface water in the area that have caused erosion of stones and flooring; planted broadleaf trees without considering the privacy of graves which have caused damages to tombstones and flooring and cannot be moved or cut. Possible flood and flooding around tombs due to inappropriate conduct of surface water.
Socio-Cultural structure	Holding celebrities of science and culture within the cemetery; high interest of the youth in the above celebrities; north Tehran-based site of the cemetery as a highly crowded region.	The custodians' abuse of the public interest in visiting the cemetery; public unfamiliarity with such a place in this area (based on the results of a field study); lack of positive attitude of people to cemetery to become a tourist attraction.	Possible visits by domestic and foreign tourists; educating people on such a place to support its position within the local culture. Turning of this cemetery to a socio-cultural place, proximity of the cemetery to other socio-cultural places in Tehran such as Sa'dabad Complex, Imāmzādeh Sāleh, Emamzadeh Qasem and Darband promenade.	Gradual ignorance of the buried celebrities by the public, absence of a certain entity to supervise and manage the cemetery which has been controlled by private families; very low familiarity of people with the poets and celebrities buried in this cemetery (according to a field study).

Structure	Advantages	Disadvantages	Facilities & Opportunities	Limitations & Threats
Economic structure	Potentiality of the cemetery for becoming a money-making tourist attraction	No interest by public organizations in investing on this cemetery; absence of a private custodian capable of financing and investing on such a place.	High potentiality of the region to attract domestic and foreign tourists; possibility of financing contribution of the public for organizing the cemetery (based on a field study); potentiality of becoming an money-making and economic hub due to proximity with certain historical and recreational places in Tehran.	Unavailability of sufficient private and public budgets for improvement of the cemetery.
Management structure	– – – – –	Segregation by gender and limited visit time that bewilder the visitors; Lack of time management: visitors are required to visit and leave the cemetery quickly; inefficient management structure.	Possibility of improving the communication between public organizations such as Municipality and ICHHTO to improve this historical cemetery; availability of specialized experts in designing of the face of the site.	Overlap of functions between decision-making organizations; inconsistency between projects in the region and the cemetery's undecided situation; relevant political issues which restrict organizing of the cemetery.
Access Network	Access to Zahir-od-dowleh and Darband streets; proximity to Quds Sq. and easy access to subway, bus, and taxi as public transportation means.	Irregular access road and narrow Zahir-od-dowleh St.; little-known cemetery among the surrounding skyscrapers; proximity to residential areas.	Availability of Tajrish Sq. bus and taxi terminals for easy access to the cemetery.	Restriction in providing the second entrance from a different direction; limited room for parking: visitors who drive to the site suffer from lack of parking lot given the crowded Darband and Zahir-od-dowleh streets.
Contextual-Spatial structure	Certain legible and diverse tombs of the Iranian celebrities due to using distinct colors and elements; division of the cemetery into four blocks: the first includes the entrance gate and the block I on the right hand; the second one includes the main and large block on the left; the third block is consisted of a roofed place holding the convent; and the last block holds graves of the Iranian poets in north and east of the cemetery.	The lack of visual coherence in the contextual-spatial structure of the cemetery; Tombs interference with the green space leading to a conceptual disorder; lack of separation of stop and go paths; sale of a part of lands in north of the cemetery in exchange for skyscrapers.	Possibility of putting specific signs on the top of each celebrity in line with the matters desired to the deceased; turning of the cemetery to a historical, identity and cultural place in the country; possibility of using the experiences of other countries on tomb architecture; possibility of using the slope of ground in providing a diverse tomb architecture; a number of historic graves with valuable carved designs such as emblem of Okhovat Association.	Impossible place movement of graves; impossible movement of some irregularly planted aged trees which caused disorders in the structure of the cemetery.
Service structure	The guard at the entrance; the Zahir-od-dowleh roofed convent; the old abandoned cistern.	Inappropriate treatment of cemeteries and unnoticed valuable tombstones within the cemetery; lack of information services to visitors; no other service facilities in the site.	Providing informative CDs about the graves; providing service facilities such as toilet and prayer rooms (a place for reflection and contemplation). Restoration of security booth. Repair of convent and tomb of Zahir-od-dowleh; design certain places to stop and sit; symbolic reconstruction of cistern as a place to stop and sit.	Impossible many manipulations inside the cemetery; adjustment of current situation with those of service facilities that may be added to the complex in future developments; restrictions on the size and dimensions of space; designing of stop and go places within the current context given the location of graves, trees, etc.

7. DISCUSSION AND CONCLUSION

Following investigation of the successful experiences of other countries in design and improvement of cemeteries, the Zahir-od-dowleh cemetery was analyzed as a case study in different dimensions using a strategic analysis model. The analysis results of the aforesaid experiences reveal that cemetery in other countries is a place for burial of the deceased which receives identity and becomes a tourist attraction by elapse of time. Most of these cemeteries are public free from holding tombs of the dignitaries of these countries. The aforesaid cemeteries win attentions in terms of culture and tourism merely by unique designs. Given the fact that Zahir-od-dowleh is not a public cemetery and enjoys high cultural and historical identity by embracing a number of buried Iranian great poets and celebrities, organizing this place would leave a positive effect on the cultural identity of the country and attract domestic and foreign tourists. On the other hand, the conducted survey unveiled that despite unfamiliarity of people with this cemetery, on account of insufficient introductory measures, more than 90% of those who had visited this urban cemetery at least once believed in organizing it with more serious treatment. Although this cemetery is a privately owned place, its organizing plan does not go against its ownership type because it is aimed at attracting higher satisfaction of the visitors and could be embarked on. Therefore and based on the structures analyzed by SWOT model, the organizing plan aimed at promoting the site in terms of climate and natural structure, socio-cultural structure, economic structure, management structure, access structure, organizing, contextual-spatial structure, and service structure, and then certain organizing strategies were proposed with a definite policy-makings for each macro purpose. It is worth noting that the strategies which are proposed below are the results of the strategic model analysis, the results received from cemetery organizing experiences in other countries, and also the results obtained from questionnaires and the field study (Tables 4 to 10).

Table 4.
Climate and natural promotion strategies for Zahir-od-dowleh cemetery

Objective	Strategy	Policymaking area
Organizing and climate and natural promotion of Zahir-od-dowleh cemetery	Reform of planting structure within the cemetery via pruning of current trees and removing of grass and wild plants	Contextual structure
	Determine a privacy between trees and tombs via flooring around the graves and use protection for the trees	Contextual structure
	Replacement and repair of tombstones which have been cracked and damaged because of erosion or moss growth	Contextual structure
	Planting a single tree or shrub near each grave observing the privacy of every tree	Contextual structure
	Right conduct of surface water within the cemetery via drainage channel given the ground's north-south gradient	Contextual structure & urban management
	Put a fountain instead of old cistern, or symbolic reconstruction of the old cistern, and design a stop place around it for inteneration of the environment	Contextual structure

Table 5.
Socio-cultural promotion strategies for Zahir-od-dowleh cemetery

Objective	Strategy	Policymaking area
Organizing & promotion of socio-cultural structure of the cemetery	Introducing the cemetery among citizens as a tourist attraction through environmental advertisements	Socio-cultural structure
	Use of emotions of local citizens and original residents and public education for cultural promotion of people to preserve cultural and historical values	Socio-cultural structure
	Communicating with other social entities in Tajrish, Darband, Imāmzādeh Sāleh, Emamzadeh Qasem, Sa'dabad Complex through advertisement	Social structure
	Establishing a communication between the cemetery and its surrounding urban context as an active body within the general structure of the context	Urban management and socio-contextual structure,
	Install signs near graves with an introduction to the buried celebrity in order to educate and promote the culture of the youth and society	cultural structure

Table 6.
Economic promotion strategies for Zahir-od-dowleh cemetery

Objective	Strategy	Policymaking area
Organizing & promotion of economic structure of the cemetery	Using public contribution to support the financial structure (based on the field study, 35% and 32% of natives and nonnatives, respectively, are interested in financial contribution to the organizing plan of the cemetery)	Urban management & social structure
	Distribution of financial contribution papers among volunteers interested in participation in financing the projects of cemetery	social structure
	Incentive policies associated with organizing and investing on the cemetery	Urban management
	Expecting Tehran Beautification Organization and ICHHTO to take part in investing on organizing plan of the cemetery as a cultural hub within the current urban context	Urban management

Table 7.
Management promotion strategies for Zahir-od-dowleh cemetery

Objective	Strategy	Policymaking area
Organizing & promotion of management structure of the cemetery	Standardization of the management structure under the supervision of a single managers	Urban management
	Coordinate the projects in north of the region under a single management	Urban management
	Increase of visit time duration in days and hours without segregation of visitors by gender	Urban management & social structure
	Provide information service management to visitors during the visiting time to avoid confusion	Urban management & social structure
	Making all parts of the cemetery available to visit	Urban management

Table 8.
Access promotion strategies for Zahir-od-dowleh cemetery

Objective	Strategy	Policymaking area
Organizing & promotion of access structure of the cemetery	Establish a taxi station in Tajrish Sq. for ease of access to the cemetery (current taxis which commute between Tajrish and Emamzadeh Qasem pass near the cemetery)	Urban management & social structure
	Reconstruction of the entrance to make it inviting and eye-catching, and also using more green space around the entrance path to the cemetery	Contextual structure
	Entrance wall cleanup on the left along with Zahir-od-dowleh street and providing a mural painting on the wall instead presenting an introduction to the buried celebrities aiming at qualitative improvement of access road	Contextual structure

Table 9.
Contextual-spatial promotion strategies for Zahir-od-dowleh cemetery

Objective	Strategy	Policymaking area
Organizing & promotion of contextual-spatial structure of the cemetery	Separation of stop and go places and seat of tombs	Contextual structure
	Improvement of flooring and gardens around the tombs, material repair of elements on certain graves such as that of Rahi Mo'ayyeri	
	Treatment of urban furniture inside the cemetery such as benches, trash cans, vases, light stands, etc.	
	Divide of the cemetery into four contextual blocks (as proposed earlier in advantages), and introducing blocks with buried dignitaries for more convenience	
	Repair of designs, emblem of Okhovat Association and poems carved on certain old tombstones in order to restore the lost historical identity	
	Organizing conceptual chaos via separation of four areas of motion paths, stop and sit places, privacy of tombs, and planting spots of trees	
	Development of memorial elements on certain tombs associated with matters desired to the deceased	
	Use organic gradients of the environment, design of stairs and ramps in motion paths to make the site attractive	

Table 10.
Service promotion strategies for Zahir-od-dowleh cemetery

Objective	Strategy	Policymaking area
Organizing & promotion of management structure of the cemetery	Establish an information desk with public financial contribution papers that could go together with security booth.	Contextual & social structure
	Consider service facilities such as toilet and prayer rooms (the latter as places for reflection and contemplation)	Contextual & social structure
	Repair of convent and tomb of Zahir-od-dowleh	Contextual & social structure
	Cleanup of the cemetery by service workers	Urban management structure
	Consider indoor places to sit in rainy as well as hot summer days	Contextual structure

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