

# The Regional Identities of the Mont Ventoux- Region, France

Managing and valuing Roman archaeological heritage



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Front cover: View from the top of the Mont Ventoux (author photograph)

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## Preface

Since I was born, my parents took me to the south of France, specifically the Provence. During the summer, my parents, my sister and I would spend several weeks enjoying the wonderful weather, the lovely countryside and the French cuisine. Always settling on smaller camp-sites, away from the large touristic ones. As long as there was a pool to cool down. Sure, as little girls we would have preferred the more touristic camp-sites, since there were more services and more kids of our age. Yet, the tranquillity of these places, the people and the extraordinary geography is what I still remember and are where I now go to myself, taking my partner with me.

During these holidays, I was always wondering what it would be like to cycle up against one of the most magnificent features of the Provence: the Mont Ventoux. Almost 10 years ago, my mother and I finally had the courage to do so. But, I can assure you, start training well in advance, since the '*Géant de Provence*' is not in any way easy to climb. A second try in 2017 unfortunately confirmed the utility of this training...

The interest in the Provence is far from gone. Whilst scrolling through the topics for Master theses, there was one that stood out: Facilities and services in a touristic rural area (Gorges du Tarn, France). Though this region is also very beautiful, the actual topic was not attractive for me. It did however get me started, considering the option to do my research abroad. Because let's face it: what would be better than do my research in a region that feels like home, and moreover, if this results in the combination of my two special interests: archaeology and cultural geography? As a result, I present you my Master thesis Cultural Geography, titled: The Identities of the Mont Ventoux-Region, France: The significance of archaeological heritage in a touristic region.

This result could not have been reached without the help of some very important persons. First of all, I would like to thank my parents for taking me to the south of France all of these years. Without a doubt, these holidays created a sense of place, feeling at home in the Provence. Furthermore, I have to thank my partner, who travelled with me during my intensive week of surveying, and had to endure some very stressful moments when things did not go according to plan. And finally, I would like to thank Tialda for her supervision. She gave me the freedom to create my own research and for letting me discover the chosen, but also very changing approach, with ups and downs, by myself.

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### List of abbreviations

aCRM : Archaeological Cultural Resource Management

CRT PACA: Comité régional de tourisme de Provence-Alpes-Côte d'Azur (CRT PACA) – Marseille (Bouches-du-Rhône)

CRM: Cultural Resource Management

PACA : Provence-Alpes-Côte d'Azur

PNRQAD: Programme National de Requalification des Quartiers Anciennes Dégradés

TIC('s): Tourist Information Centre(s)

## Summary

During the past few decades, archaeologists have become more and more interested in the communication of archaeological research/sites to the public. Yet, how and what they should do is vague. By applying two major concepts of geography (regional identity and archaeological Cultural Resource Management (aCRM)) on archaeological heritage, this research aims to answer the question: how is Roman archaeological heritage managed in the Mont Ventoux-region, and what do regional inhabitants think of Roman archaeological heritage and the way it is promoted as being part of the regional identities? Both cultural geography and archaeology could benefit from this interdisciplinary approach, as professionals from these fields of study will have to cooperate to protect/preserve/conservate the archaeological record.

The conceptual model of the research is the result of a combination of theories on aCRM and regional identities. How do 'ruling powers' like regional and local governments manage archaeological heritage? What are the processes involved in the creation of a regional identity? And how does this influence the perception of the regional identity of the Mont Ventoux-region? Moreover, the identification of the ruling power will be compared to those of two 'identifiers': Tourist Information Centres (TIC's) and local inhabitants of the region.

Data was gathered through a diversity of sources: an analysis of legislations and policies, websites, flyers and social media, observations and questionnaires. The case-studies chosen within the Mont Ventoux-region are Orange, Vaison-la-Romaine and Carpentras. It can be concluded that there is no standardised way of managing heritage in the Mont Ventoux-region. aCRM is organised on a local level by the municipality, yet they are not obliged to do this themselves. This has resulted in three different aCRM-programmes. Whereas Orange and Vaison-la-Romaine have large Roman archaeological sites, Carpentras only has Roman triumphal gate. Moreover, the ruling power and the identifiers of Orange and Vaison-la-Romaine have a positive attitude towards the Roman archaeology, being a quality of the region, whilst for Carpentras the lack of respondents and the expression of the identity by the local government and the TIC may suggest otherwise. Finally, respondents are concerned with the aCRM programmes, and even offer advice for future initiatives.

## 1. Introduction

'Le Géant de Provence', 'le mont Chauve': The Mont Ventoux. Not the highest mountain in the entire south of France, yet the most impressive considering its location. Lying in a sloping environment, the Mont Ventoux, with a height of 1911 meters, stands out in its environment. Due to its height, its natural features are extraordinary. When climbing the mountain from the southwest, you pass through a Mediterranean climate, whilst in the east (Sault), the climate is slightly colder and wetter. Especially exceptional, considering the environment of the Mont Ventoux, is the fact that there are no plants growing on its top. The environment is therefore often compared to a 'moon landscape'.<sup>1</sup>

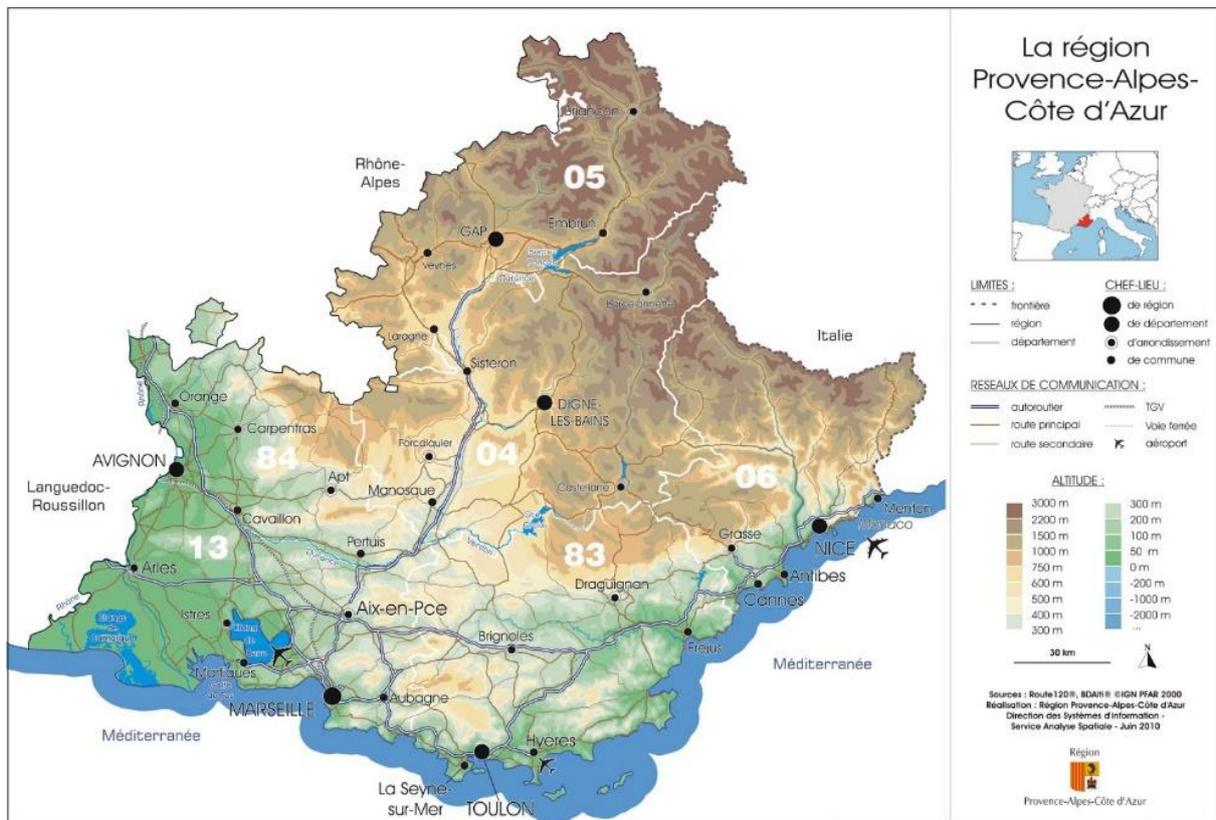


Image 1: The PACA-region France (Service Analyse Spatiale de PACA, 2010).

The Mont Ventoux (see image 2) is situated in one of the most touristic regions in the south of France: the Vaucluse: department 84 in the PACA-region (Provence, Alpes, Côte d'Azur, see image 1).<sup>2</sup> The environment of the PACA-region includes marine landscapes in the south and mountainous areas in the north. In between, there is a sloping environment. Above all, it is a rural region, with only a few major cities, including Marseille, Avignon and Nice.

<sup>1</sup> CRT PACA 2017.

<sup>2</sup> CRT PACA 2017: 34. l'Ile-de-France and Auvergne-Rhône-Alpes are the only two regions with larger tourists numbers.

In general, the PACA-region is visited for the Mediterranean Sea, its characteristic villages, the mountains and the countryside.<sup>3</sup> Some very well-known products from this region include the locally produced ‘*Savon de Marseille*’ and olive-oil, lavender products and wines. There is however one aspect that deserves some extra attention: Roman archaeological heritage.



*Image 2: View towards the Mont Ventoux, taken from the Medieval castle at Vaison-la-Romaine (author photograph).*

### 1.1 Archaeological heritage in the PACA-region

Within the PACA-region there are several interesting sites of archaeological heritage. Some of them are even UNESCO World Heritage Sites: the Roman theatre and triumphal gate at Orange and the ‘*Pont du Gard*’ at Nimes are UNESCO ‘Cultural Sites’ since respectively 1981 and 1985.<sup>4</sup> Yet, there are also smaller Roman heritage sites, spread throughout the region. Examples of these can be found at Vaison-la-Romaine and Carpentras, that will be both discussed in this research. But how are these Roman heritage sites promoted? What do they add to the local and/or regional identities? And what do regional inhabitants think of the Roman archaeological heritage in their region? Most types of research, tend to view the importance of archaeology from the perspective of the archaeologist.<sup>5</sup> But, an important aspect of this research includes the perspective of the inhabitants of the Vaucluse. The main research question is therefore formulated as: How is Roman archaeological heritage managed in the Mont Ventoux-region, and what do regional inhabitants think of Roman archaeological heritage and the way it is promoted as being part of the regional identities?

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<sup>3</sup> CRT PACA 2017: 35

<sup>4</sup> UNESCO 2018: World Heritage List.

<sup>5</sup> Coen, Meredith & Condie 2017; Holtorf 2007.

To answer the main research question, three case-studies have been chosen in the Mont Ventoux-region (the western part of department 84, the Vaucluse, see image 1): Orange, famous for its UNESCO World Heritage Sites, Vaison-la-Romaine, possessing a large archaeological site in the middle of its modern city-centre, and Carpentras, only presenting a remain of a high Roman wall in its city. The environment of the Mont Ventoux-region and the three case-studies will be discussed in further detail in chapter 4.

## 1.2 Structure of thesis

Chapter 2 will focus on the theoretical framework of this research. It will touch upon the knowledge we already have concerning this topic, by a short analysis of (recently published) literature and an explanation of the important concepts of ‘aCRM’ (archaeological Cultural Resource Management) and ‘Regional identity’. Furthermore, it will focus on its scientific relevance and the key questions and aims of this research. Chapter 3 (Methodology) will contain the methodological issues of the approaches chosen for the research (surveying, observations, etc.) and will also touch upon the positionality of the author. This chapter also provides the reader with important insights in the difficulties of conducting research. These are important to consider before discussing the results in chapter 4. In this chapter, both the Mont Ventoux-region in general and data from the three chosen case-studies (Orange, Vaison-la-Romaine and Carpentras) will be highlighted in accordance with the theoretical framework provided in chapter 2 and the research structure presented in chapter 3. A synthesis will follow in section 4.5, before continuing with the conclusions of this research (chapter 5). This chapter will also provide the reader with recommendations for further research. Finally, chapter 6 will contain a detailed discussion and reflection on the research, that will also provide the reader with more personal interpretations of the results and the research process.

## 2. Theoretical framework

Recently, scholars have been focussing more on interdisciplinary research, aiming to better understand or apply the ideas, theories and methods from different fields of research that are (closely) related. Interdisciplinarity is also one of the aims of this research: improving the connection between cultural geography and archaeology, especially considering the management of archaeological heritage (or aCRM as it will be referred to in this research). The main concepts in this research will be discussed separately before combining the mutual aspects into a new model. These include ‘(a)CRM’ (see section 2.2 on (archaeological) Cultural Resource Management) and ‘Regional identity’. After this discussion, the relevance and justification of this research will be put forward, continuing to explain the importance of the proposed research model in section 2.4.

### 2.1 Cultural Resource Management (CRM)

Archaeological research aims at retrieving the (theoretical) past of humankind for contemporary populations. This is mainly practiced in academic archaeology, whilst outside academic research, archaeology is involved with ‘Cultural Resource Management’ (CRM). In this first section, CRM will be clarified, whilst its relation with archaeology is discussed in the next section.

Unfortunately, there is no concise description of the concept CRM, and is often used interchangeably with ‘Heritage Management’, ‘Public Archaeology’, ‘Conservation Management’ and ‘Archaeological Resource Management’.<sup>6</sup> It includes both policy making on diverse scales (local, regional, etc.) and day-to-day management of heritage. Moreover, CRM includes several starting points to view heritage. These include different backgrounds, such as academic versus amateur researchers, but also archaeological versus historic education. Furthermore, it involves contradictions between the underdeveloped and developed world, and the traditional world versus the scientific world. All of these starting points lead to different interpretations and valuations of heritage.<sup>7</sup> These have to be kept in mind, and the starting point of the researcher of this research is discussed in paragraph 2.5.1.

A comprehensive conceptualisation of CRM is published by Smith (2004), who argues that it ‘refers to the process and procedures, often underpinned by public policy and legislation, used to protect, preserve and/or conserve cultural heritage items, sites, places and monuments.’<sup>8</sup>

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<sup>6</sup> McManamon & Hatton 2000: 3; Cleere 1989: 4. There will be a purposely reference to CRM and aCRM in this research, in order to stay concise.

<sup>7</sup> McManamon & Hatton 2000: 3.

<sup>8</sup> Smith 2004: 1.

Yet, these include all types of heritage, and does not necessarily limit itself to only archaeology.<sup>9</sup> For this reason, the ‘a’ is added to CRM in this research, to be concise that it only covers archaeological Cultural Resource Management (aCRM).

## 2.2 Archaeology and Cultural Resource Management (aCRM)

Until the 1960’s, archaeology and archaeological Cultural Resource Management<sup>10</sup> were developing at different rates. aCRM – or rather antiquarianism – started in the 17th century and only encompassed (the search for) valuable archaeological remains. These were appointed to ruling powers and elites throughout the world by archaeological treatises and legislations.<sup>11</sup>

Only after the Second World War, CRM in general became a professional field and is most prominently part of planning and geography strategies. Archaeological research and aCRM, however, were uncoordinated and there was no concise answer to the question whom should be in charge of archaeology in CRM. On the one hand, archaeologists themselves were not trained to fulfil any managing or administrative functions concerning aCRM, and are foremost concerned with academic research, whilst on the other hand, they argued about the non-archaeologists managing archaeological resources.<sup>12</sup> Only in the 1970’s a trend started that more archaeologists are trained in aCRM, as a result from the UNEP.<sup>13</sup> Additionally, and specifically important for archaeologists, is the 1992 multilateral Valetta Treaty, aiming to protect archaeological heritage.<sup>14</sup> Archaeologists were ‘forced’ to adapt ‘traditional’ academic programmes<sup>15</sup> and from a personal experience (also see paragraph 2.3.1), the author can add that indeed courses and opportunities (e.g. internships) have been initiated to fully train archaeologists to understand public aspects of their discipline, and how they could practice aCRM in their own projects as well as for (future) employees (i.e. academic priorities versus public interest).<sup>16</sup>

There are multiple arguments why aCRM should be practiced: 1. for economic benefits through tourism, even though the value is debateable: a minimal value for passing tourists, a fair gain for the (local) economy, 2. to create sympathy towards archaeology and to protect

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<sup>9</sup> McManamon & Hatton 2000: 1-2.

<sup>10</sup> From now on referred to as aCRM in order to be clear what cultural resources are meant. CRM does not exclusively mean archaeological CRM. Therefore the ‘a’ is added to refer to ‘archaeological’.

<sup>11</sup> Cleere 1989: 1.

<sup>12</sup> Davis 1989: 275.

<sup>13</sup> Cleere 1989: 13. UNEP is the Environmental Programme of the United Nations, including CRM.

<sup>14</sup> Council of Europe 1992.

<sup>15</sup> Davis 1989: 277.

<sup>16</sup> Cleere 1989: 1, 15-17. Examples can be found in all universities in the Netherlands offering BA and/or (Re)MA education in archaeology. E.g. ‘Archaeology Today’ (course taught by dr. J.H.M. Peeters and prof. dr. H.A. Groeneveld) at the University of Groningen.

database for the academic discipline of archaeology, 3. for educational values and 4. because the past is a living component of present-day life. The latter includes spiritual and religious beliefs and specific locations and/or structures that create a sense of belonging and are distinctly part of the identity of the people living in these places.<sup>17</sup>

### 2.3 Place Identity: Regional perspective

A place is a point on the earth's surface, imbued with meaning. According to many researchers, a place has no spatial limits and encompasses everything between the home and the globe. Its meaning, or 'sense of place', is created by individuals and includes social, political and economic characteristics. Yet, how these characteristics form an individual's sense of place, is a personal process.<sup>18</sup>

Sense of place is divided into three categories: place attachment, place dependence and place identity. The first, place attachment, refers to the positive connection between the person and the place, and includes the affective bond,<sup>19</sup> whilst place dependence includes the 'instrumental bonds' with a place, or the availability of opportunities in a place, as perceived by an individual.<sup>20</sup> The latter, place identity, is created by the set of characteristics of a place, that have meaning to an individual. These can either be natural or man-made.<sup>21</sup>

The core of this research is based upon the concept of the regional identity. Both the regional and local scale will be touched upon: the regional scale being the Vaucluse, and the local scales being the cities of Orange, Vaison-la-Romaine and Carpentras. Yet, respondents were asked about the regional identity, and therefore the above case-studies have to be regarded local examples within the regional perspective, providing an insight in local differentiation in the region.

Moreover, according to Groote, Huigen and Haartsen (2000), regional (place) identities are not constructed by natural or man-made characteristics, but are instead socially constructed and based on past perceptions of characteristics and qualities of that region. In addition, these identities are contested by individual opinions, and are most often contextualised by the ruling power of the region (e.g. departments and municipalities). And, since they involve personal

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<sup>17</sup> Cleere 1989: 6-10.

<sup>18</sup> Vanclay 2008: 7; Castree 2009: 156; Coen, Meredith & Condie 2017: 212-214; Ashworth, Graham & Tunbridge 2007: 4-5, 54-67.

<sup>19</sup> Vanclay 2008: 8; Lewicka 2011: 220.

<sup>20</sup> Lewicka 2011: 220; Vanclay 2008: 8.

<sup>21</sup> Hague & Jenkins 2005: 4-6.

perceptions, identities are changing concepts and claiming these identities is an ongoing process.<sup>22</sup> Their specific conceptualisation of regional identity will be used in this research.

#### 2.4 aCRM and Regional Identity: two conceptual models

The above concepts, based on Cleere (1989) and Groote, Huigen and Haartsen (2000) can be combined into two models (see figures 1 and 2), in which the influences of these concepts on one another are illustrated. Central in these models is the concept of ‘regional identity’. It is contextualised/formed by ‘regional qualities’ and ‘past perceptions’ (of the local identity), either by the local/regional governments (‘ruling power’), the regional/local population (‘identifier’) or the Tourist Information Centres (TIC’s, ‘identifier’) promoting these qualities and perceptions.

Whatever the ‘ruling power’ considers to be valuable for the expression of a regional identity, is what is being promoted by either regional or local governments (either by these actors themselves, or an external organisation hired by the actor). Yet, these valuations may change through time, and may even between similar organisations in a different location. A possible influence is are changing policies or legislations, that urge the ruling power to make changes in the decision why to protect/preserve or conserve archaeological heritage. Needless to say, that views on regional identity are always contested, and it depends on the viewpoint of ‘ruling power’ which identity is shared (contextualised). Moreover, a different perception of the regional identity may come forward when asking the TIC’s or inhabitants of a region (contesting identities).<sup>23</sup>

The first model (see figure 1) specifically focuses on the ruling power and can be applied on regional and local scales (municipalities, provinces, etc.). Their perception may be influenced by the opinion of (the majority) of the population. Still, this model does not include the actual perception of the regional inhabitants or TIC’s (‘identifiers’). Therefore, a second conceptual model is proposed (see figure 2) to cover their conceptualisation of the regional identity. This model excludes the processes of maintaining and creating policies and legislations, since this is only applicable when considering the ruling power. Yet, their perception of the regional identity may be influenced by the ruling power, and what they consider to be important aspects of it.

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<sup>22</sup> Groote, Huigen & Haartsen 2000: 2-3. The in-text explanation is a summary of six aspects put forward in this publication.

<sup>23</sup> Ashworth, Graham & Tunbridge 2007: 1.

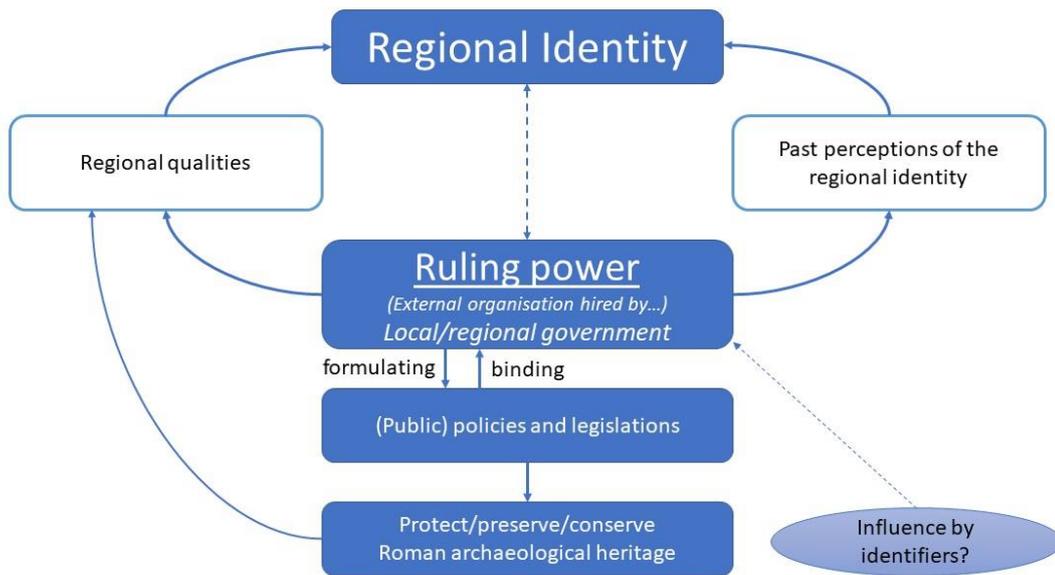


Figure 1: Conceptual Model: Regional identity formed by the ruling power by an aCRM process.

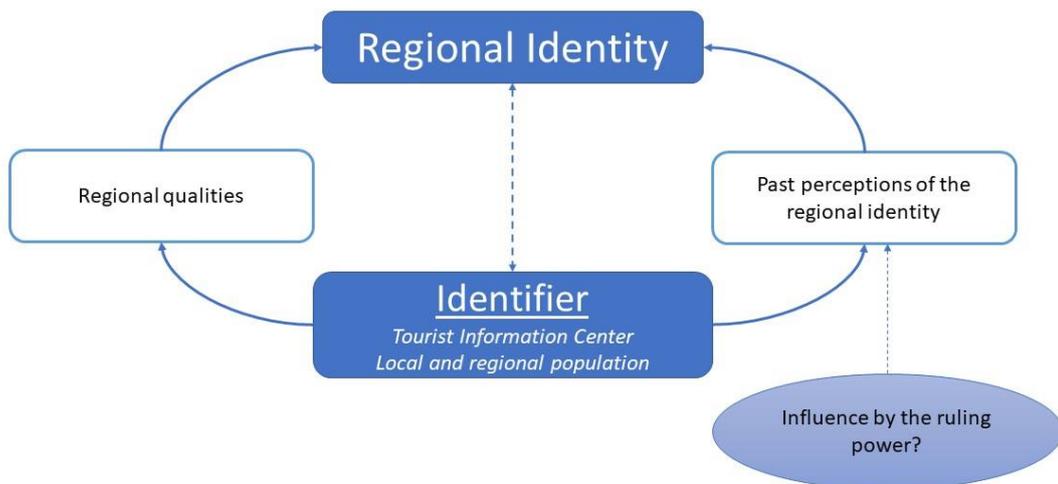


Figure 2: Conceptual Model: Regional identity formed by identifiers.

In this research, these models will be applied on a regional scale: the Mont Ventoux-region (or the western Vaucluse) and on the three case-studies: Orange, Vaison-la-Romaine and Carpentras. The ‘ruling power’ is replaced on a regional scale by the departments government and on a local scale, it will be applied on the three municipalities. In the end it is possible to compare these contextualisations to one another, and to what extent the ‘regional identity’ is perceived similar or different. In addition to these contextualisations, the perception of the local inhabitants and the TIC’s will be added (see figure 2, ‘identifiers’). Do they perceive Roman archaeology to be important for their regional identity, and what do they think of the way the regional identities are promoted by the ruling power? A further explanation of the methodology will be provided in the next chapter.

## 2.5 Relevance and justification

This research is not only relevant for the field of cultural geography, but also for archaeology. There is much to gain as it comes to interdisciplinary research. Firstly, it creates a better understanding and appreciation of both fields of study. It therefore makes it possible to initiate new and more intensively collaborating research projects. These research projects may eventually benefit the protection of archaeological heritage, but also the appreciation of archaeological heritage by the public/local population. Undoubtedly, the appreciation by the public/local population has a major influence on the protection of archaeological heritage: for whom would you else protect and preserve your archaeological heritage?

Secondly, this research creates a connection between the ruling power, archaeologists and the public/local population. The public/local population may learn that the ruling power is held by policies and legislations, either with a positive or negative effect on heritage management, whilst the ruling power may learn that the value of the public/local population may differ from their perception, whether or not this is a result from policies and legislations. Moreover, archaeologists can learn more from the public, if they know what the public thinks about archaeological heritage. In the past, this mutual understanding was sometimes lacking and three separate groups had to communicate with one another, sometimes without listening to the ideas of the other groups.<sup>24</sup> By creating a better understanding, it may open valuable discussions leading to new initiatives or adaptations of existing policies and legislations. An important role in this process can be played by cultural geographers, since they are, by training, the ones standing between the public and the archaeologists, as well as the heritage managers.<sup>25</sup>

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<sup>24</sup> Holtorf 2007: 149-150; Merriman 2004: 1-15; Herbert & Matthews 2004: 13-15.

<sup>25</sup> Cleere 1989: 6-10.

### 3. Methodology

The research relies on several types of data, including policies and legislations, websites, flyers and social media, questionnaires and an online survey, and observations. These methods will be discussed separately in this chapter. At the end of the chapter the reader will be provided with an overview of the research questions and aims, and what type of data will be used to answer these questions.

Due to difficulties, the methodology has changed during the research process. In this chapter, most of these changes will be discussed, concerning the data collection process. Yet, additional reflections will be added in the discussion in chapter 6 in order to stay clear and concise.

#### 3.1 Research questions, aims and data

In order to answer the main research question in a comprehensible manner, the research has been divided into four categories: regional identity, Roman archaeology, aCRM and local opinion. Roman archaeology has specifically been chosen, since these remains are still in-situ and most often easy to recognize by the public. Regional identity, aCRM and local opinion correlate to the conceptual models provided in section 2.4. Both the ruling power (aCRM) and the identifiers (local opinion) have an own perception of the regional identity. Though aCRM may be practised by external organisations, they have been hired by the ruling power and do therefore depend on their visions. Each of these themes have their own research questions and sources from which data will be retrieved. These will be discussed in the next few paragraphs. When applicable, the data will be supported by appropriate scientific literature. The structure in table 1 will be used when analysing the Mont Ventoux-region in chapter 4.

Table 1: Research structure by theme. Including research questions (and aims) and data.

Theme	Research question <i>Aim</i>	Data
<b>Regional identity</b>	What are the characteristics of the region/municipality? <i>Identify the characteristics of the region/municipality</i>	Observations
	How does the regional/local government promote the region/city? <i>Identify the perception of local identity according to regional/local governments</i>	Websites, flyers and social media Observations
	Which features are highlighted primarily by the regional/local government? <i>Identify the primary features of the region/municipality</i>	Websites, flyers and social media Observations
	How do Tourist Information Centres promote the region/city? <i>Identify the perception of local identity according to Tourist Information Centres</i>	Websites, flyers and social media Observations
	Which features are highlighted primarily by the TIC's? <i>Identify the primary features of the TIC's</i>	Websites, flyers and social media Observations
<b>Roman archaeology</b>	What Roman archaeological features are present in the region/municipality? <i>Identifying Roman archaeological heritage in the region/municipality</i>	Websites, flyers and social media Observations
	How are these Roman archaeological sites promoted by TIC's? <i>Identifying the importance of Roman archaeology in a central tourist environment</i>	Websites, flyers and social media Observations
	Is the Roman archaeological site accessible for visitors? <i>Determine the accessibility of a Roman archaeological site, including entrance fees, accessibility for less mobile visitors, etc.</i>	Websites, flyers and social media Observations
	How is Roman archaeological heritage used to express a regional/local identity? <i>Identify whether or not there is a direct link between Roman archaeological heritage and the identity of the region/municipality</i>	Websites, flyers and social media Observations
	<b>aCRM</b>	What do policies and legislations mention about Roman archaeological heritage? <i>Understand the management of Roman archaeological heritage</i>
Are visitors of archaeological sites alerted about policies and legislations before or during their visit? <i>Identify how visitors are alerted about policies and legislations before or during their visit</i>		Policies and legislations Websites, flyers and social media Observations
<b>Local opinion</b>	What do local inhabitants think of Roman archaeological heritage? <i>Distinguish the value of Roman archaeological heritage for local inhabitants</i>	Questionnaire
	What do local inhabitants think of aCRM? <i>Identify the opinion of local inhabitants concerning the management of archaeological heritage</i>	Questionnaire
	Do local inhabitants think that the promotion of Roman archaeological heritage should change? <i>Examining whether a different approach should be taken to promote Roman archaeological heritage according to local inhabitants</i>	Questionnaire

## 3.2 Data gathering

### 3.2.1 Policies and legislations

To answer the first part of the research question, how archaeological heritage is managed in the Mont Ventoux-region, several policies and legislations concerning heritage are examined. These include papers of the ‘*Comité régional de tourisme de Provence-Alpes-Côte d’Azur (CRT PACA) – Marseille (Bouches-du-Rhône)*’,<sup>26</sup> INSEE<sup>27</sup> and when applicable papers by the municipalities of Orange, Vaison-la-Romaine and Carpentras.

### 3.2.2 Websites, flyers and social media

Several types of media were explored to examine how Roman archaeological heritage is promoted by regional/local governments and TIC’s. These include: websites of the regional government and promotion centre (PACA and Vaucluse),<sup>28</sup> websites of the municipalities and Tourist Information Centres of Orange, Vaison-la-Romaine and Carpentras,<sup>29</sup> social media pages of the Vaucluse and the municipalities,<sup>30</sup> and finally the flyers that are at hand at the TIC’s and the archaeological sites at these locations.

### 3.2.3 Observations

Several complete observations<sup>31</sup> were included in the research, either focussing on the Roman archaeological sites or characteristics of the region and case-studies. The questions to be answered by observing the region and the case-studies are presented in table 2, and are separated into two themes. These correlate to the research structure presented in section 3.2. The themes are regional identity and aCRM. The specific aims they serve are presented in table 1 in the previous section. Whenever applicable, observations will be supported or explained in more detailed by scientific literature.

The complete observations were made during the distribution and collection of the questionnaires (see paragraph 3.2.4) and cover an entire day. The chosen days of distribution coincide with the weekly markets (morning hours) at Orange, Vaison-la-Romaine and Carpentras. During the market-hours, the cities were lively and the streets and alleys were busy. Yet, as the market ended, only a few tourists remained wandering the streets during the afternoon and the evening. At no point it seemed that these people were local inhabitants. One

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<sup>26</sup> Chambre régionale des comptes 2017;

<sup>27</sup> INSEE 2016.

<sup>28</sup> Région PACA 2018; Tourisme PACA 2019; Vaucluse 2018; Vaucluse en Provence 2018.

<sup>29</sup> Ville-Orange 2018; Orange Tourisme 2018; Vaison-la-Romaine 2018; Vaison Ventoux Tourisme 2018; Carpentras 2018a; Carpentras Ventoux 2018.

<sup>30</sup> La Provence 2018; Vaucluse Tourisme 2018; Ville d’Orange 2018; Vaison Ventoux Provence 2018; Carpentras 2018b.

<sup>31</sup> Kearns 2016: 319.

additional comment has to be made for Orange, since the weather may have been of influence. During data collection, it was either raining or about to rain. This may have resulted in fewer local people on the streets during the day.

Table 2: Observation points separated by theme.

Theme	Observation
<b>Regional identity</b>	What are the characteristics of the region/municipality?
	What is the impression of the local population?
	What is the impression of daily-life in the region/municipality?
<b>aCRM</b>	What are the Roman archaeological features present in the region/municipality?
	How is the accessibility of the Roman archaeological remains?
	What information is provided at the Roman archaeological features?
	Are there any restrictions at the Roman archaeological site?
	How are Roman archaeological remains presented?

### 3.2.4 Printed questionnaires

To answer the second part of the research question, what local inhabitants think of Roman archaeological heritage and the way it is promoted as being part of the regional/local identity, questionnaires have been distributed.<sup>32</sup> From the 11th to the 15th of September 2017, a total of 100 questionnaires were distributed amongst the citizens of Carpentras (30+10), Orange (30) and Vaison-la-Romaine (30). The initial idea was to go door-to-door in three predetermined areas of the cities: the historical city-centre, the city-centre, and the direct suburbs. The analysis of the questionnaires will be discussed in a separate section (3.3), as the data of this part was subject to an unfortunate change of events.

#### 3.2.4.1 Door-to-door distribution

During the 11th of September, between ca. 13.00h-15.00h, four streets were walked door-to-door at Carpentras' city-centre. The chosen timeslot coincides with the afternoon-break of employees in the South of France, known as 'siesta'. One would expect residents to be home, but practice has proven otherwise. A new attempt was initiated in Vaison-la-Romaine on the 12th of September. Unfortunately, this approaches remained without any results.

<sup>32</sup> McGuirk & O'Neill 2016: 254-256.

#### 3.2.4.2 Collecting questionnaires

The above method was adjusted for Carpentras on the 11th of September and for Vaison-la-Romaine on the 12th of September. After ringing the doors, questionnaires were left in the letterboxes of the residents (see image 3). A pickup date and time for the following evening (on 12th of September for Carpentras and the 13th of September for Vaison-la-Romaine, between 19.30h and 20.30h) were mentioned on the questionnaires, so residents could expect the researcher to ring their door at night. The collection of the questionnaires coincides with the usual time of dinner in the South of France, between ca. 19.30h and 20.30h. Additionally, shops and offices close at



Image 3: distribution of questionnaires in the Haute Ville at Vaison-la-Romaine (author photograph).

19.00h. As with the above, you would expect people to be home at this timeslot. Unfortunately, only one female answered the door. She just came back from work, and she did not have time to fill out the questionnaire. As she had read in the information letter, she would fill out the online-survey.

#### 3.2.4.3 Posting questionnaires

For the above reasons, a third and final approach was initiated: distributing envelopes with the questionnaires. At Carpentras and Vaison-la-Romaine, these envelopes were distributed on the 14th of September, at the residences where the questionnaires were left the days before. Due to these previous changes, the method at Orange (15th of September) was directly altered to distributing questionnaires with envelopes. All of the envelopes were provided with the home address of the researcher and a post stamp valid for European mail. Though costly, the third and final method resulted in a total amount of 11 respondents.

#### *3.2.4.4 Online survey*

Besides the printed questionnaires, multiple letters and e-mails have been sent to the municipalities of Carpentras, Orange and Vaison-la-Romaine, asking if they would spread a link to an online survey via e-mail or other online resource to maximise the response rate.<sup>33</sup> This online survey was formatted in SurveyMonkey (2018), and easily accessible for everyone.<sup>34</sup> It could be filled out without login or the obligation to provide an e-mail address, which ensured anonymity. Furthermore, 100 flyers with the weblink and a short explanation about the research have been distributed amongst citizens outside the areas chosen to survey by questionnaire (printed version). Finally, the municipalities and Tourist Information Centres were approached several times by e-mail and Facebook (see paragraph 3.2.2), asking them to spread the word via social media or other online resources. Moreover, they were asked to participate in the research. None of the municipalities and TIC's have responded to this question.

Since responses were still lacking, the region had been expanded to include Avignon. Via Facebook, the TIC of Avignon advised the researcher to contact the Facebook-page of the Vaucluse. A message was sent out to all its visitors, via the Facebook timeline. This meant, that the 'Mont Ventoux-region', eventually encompassed the entire Vaucluse. Yet, since no additional questionnaires were filled out by inhabitants of other cities and/or villages, the research could still be focussed on the Mont Ventoux-region.

#### *3.2.4.5 Operationalisation*

The questionnaire consisted of 12 questions, and a possibility to add further comments at the end (see Appendix I for the French and English version of the questionnaire).<sup>35</sup> Eight questions were open ended, of which three belonged to the general information (age, nationality and time living in this region). Furthermore, there were three general multiple-choice questions (sex, city of residence and part of the city), and an additional question consisted of 10 statements on the identity of the Mont Ventoux-region, which the respondent had to rate on a scale from 1 (strongly disagree) to 5 (strongly agree).<sup>36</sup> A sixth option ('no answer') was added if the respondent did not want to answer the question.

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<sup>33</sup> McGuirk & O'Neill 2016: 267-268.

<sup>34</sup> McGuirk & O'Neill 2016: 257.

<sup>35</sup> See Appendix I for the French (Ia) and English (Ib) version of the questionnaire.

<sup>36</sup> Likert-scale: 1. Strongly disagree, 2. Disagree, 3. Neutral, 4. Agree, 5. Strongly agree. See: McGuirk & O'Neill 2016: 249-253

The online survey (SurveyMonkey)<sup>37</sup> was slightly altered as the research process developed. Whereas the respondents from Carpentras, Orange and Vaison-la-Romaine had a multiple-choice option to answer where they live (printed survey), the online-survey contained an open question, to include the broader region of the Vaucluse (see above). However, this option did not result in more respondents (see paragraph 3.1.4.4).

The aim was to conduct a quantitative analysis of the results. However, due to the collection process, only 18 questionnaires were filled out and makes it impossible to achieve a significant quantitative analysis. Therefore, the questionnaire will be regarded as qualitative data, since many of the questions were open ended and some of the respondents have answered these questions extensively. The statement-questions will function as indicative data for the larger group, though it would have been more trustworthy if the total number of respondents was higher.

#### *3.2.4.6 Ethics*

Whilst conducting the research, several ethical considerations were taken into account.<sup>38</sup> First, by using non-contact observations, there is no need to gain permission from ‘nominally ‘participants’’.<sup>39</sup> The main aim of the research was to collect data through the distribution and collection of questionnaires. Due to changes to the process, the ethical consequences were carefully considered before continuing with another method.

At first, the aim was to ask respondents face-to-face to take part in the research to ensure voluntary consent. Yet, since the door-to-door method did not work, questionnaires were distributed in letterboxes. If not willing to participate, respondents could return the questionnaire to the researcher empty. Still, since the researcher did not achieve to make personal contact to the possible respondents, envelopes were distributed. As a result, the respondents who were willing to participate in the research, send their questionnaires via post.

Secondly, the possible respondents were informed about the confidentiality of the research, and were asked to take part fully anonymously. The questionnaire only asked for: age, gender, nationality and city of residence. Furthermore, the respondents were informed about the objectives of the research and were notified about the sharing of the results in the augmented letter to the questionnaire. If they were interested, they could ask the municipality or Tourist

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<sup>37</sup> SurveyMonkey 2018; McGuirk & O’Neill 2016: 257.

<sup>38</sup> In accordance to Dowling 2016; McGuirk & O’Neill 2016: 255-256; Flowerdew & Martin 2005: 4.

<sup>39</sup> Kearns 2016: 329.

Information Centre for the results. Yet, the latter institutions have not responded to any type of communication.

Finally, the researcher made sure that no respondents could be harmed, either physically or mentally. The researcher made sure that she was aware of the cultural background of the area of research (also see positionality), and questions were formulated in a manner that no respondent should feel intimidated by the researcher.

### 3.3 Data analysis of the questionnaires

In total, the data gathering has resulted in an amount of 18 respondents. Seven respondents have filled out the questionnaire online, and 11 send their questionnaire by post. The characteristics of the respondents will be discussed first (3.3.1), before explaining the final data analysis methodology. The respondents are discussed in this section, since this explains the change of the methodology of the analysis and its influence on the validity and trustworthiness of the results presented in the next chapter. Yet, as we learn from McGuirk & O'Neill (2016), it does not have to be problematic to shift from a full quantitative research, to a qualitative research.

#### 3.3.1 Respondents

As mentioned in the above, the total number of respondents adds up to 18. Details of the respondents are presented in table 3. Table 4 shows the general characteristics of the respondents per case-study, and a total of all case-studies. It is obvious that average age of the respondents is quite high, but this coincides with the average age of inhabitants of the region and since 2009 the population is ageing.<sup>40</sup>

A full description of the online respondents is provided in Appendix II. The respondents who replied by post are stored on paper by the researcher, until the end of the graduation process. All questionnaires have been translated by the researcher from French to English. Respondent 15 was so kind to also write a letter, in which additional information is given. This letter is included in Appendix III, but is anonymised since the author included his personal information.

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<sup>40</sup> INSEE 2018a.

Table 3: General overview of respondents.

	Post	Online	Total	% of total
Orange	7	4	11	<b>61.1%</b>
Vaison-la-Romaine	4	1	5	<b>27.8%</b>
Carpentras	0	2	2	<b>11.1%</b>
Total	11	7	18	<b>100%</b>
% of total	<b>61.1%</b>	<b>38.9%</b>	<b>100%</b>	

Table 4: General overview of characteristics of the respondents per case-study and in total.

		Orange	Vaison-la-Romaine	Carpentras	Total
Average age		55.5	67.4	42	<b>57.3</b>
Gender	Male	7	1	2	<b>10</b>
	Female	4	4	-	<b>8</b>
Part of the city	Historical centre	2	5	1	<b>8</b>
	City-centre	8	-	1	<b>9</b>
	Suburb	1	-	-	<b>1</b>

### 3.3.2 Quantitative data analysis

The initial method chosen for this research was a quantitative research, analysing a larger group of inhabitants from the Mont Ventoux-region from three cities in this region. Yet, as the discussion of the data gathering process and the final number of respondents already show: a qualitative analysis would not be valid nor trustworthy. Since there is no significant statistical relevance to this quantitative analysis, the multiple-choice questions (Likert-scale) will only be mentioned if it adds a general thought to the qualitative analysis (see below).<sup>41</sup>

### 3.3.3 Qualitative data analysis and coding

Due to the operationalisation of the questionnaire, it was possible to regard it as qualitative data.<sup>42</sup> The majority of the respondents were kind enough to leave extensive notes in the open ended questions, that provide interesting insights on the regional identity and the archaeological heritage. The answers to these questions were first thematically coded by using the two of the four main themes of the research, equal to the themes of the observations: regional identity and aCRM. Afterwards they were sorted by sub codes. The codebook is added in table 5.

<sup>41</sup> McGuirk & O'Neill 2016: 268-269.

<sup>42</sup> McGuirk & O'Neill 2016.

Coding the questionnaires results in simplified, summarised, comparable and aggregated data, but we should be aware that by doing so, we may lose individual understandings and experiences. Therefore, the majority of the analysis will consist of quotes by the respondents. These have been arranged according to the codebook, to make it easier to appoint insights to a specific concept: these are the themes of codebook.<sup>43</sup>

*Table 5: Codebook qualitative analysis of questionnaires.*

Theme	Code
<b>1 Regional identity</b>	1a Natural environment
	1b Cultural environment
	1c Agriculture
	1d Sports and Leisure
	1e Economy
	1f Accessibility
<b>2 aCRM</b>	2a Sites
	2b Museums
	2c Importance of Roman archaeology
	2d Tourist Information Centres
	2e Municipalities

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<sup>43</sup> McGuirk & O'Neill 2016: 269.

## 4. Analysis and Results

As already mentioned in section 1.2, the first part of the chapter (section 4.1) will contain an analysis of the regional identity of the Mont Ventoux-region, as promoted by regional organisations to provide a general background. This section will discuss the four themes introduced in table 1 (section 3.1) from a regional focus to a local focus. Section 4.1 focusses on the regional identity, section 4.2 on the archaeological remains present in the Mont Ventoux-region, section 4.3 will discuss the types of aCRM from regional to local actors and section 4.4 will discuss the opinion of local inhabitants of the Mont Ventoux-region. The data will be synthesised in section 4.5, implementing the data into the conceptual models. This structure makes it possible to understand regional identity and aCRM on a regional scale, whilst still considering local similarities and differences in the adaptation and showcasing of this identity.

Before introducing the three local case-studies, the Mont Ventoux-region in general will be discussed. This is important to understand the regional implementation, or expression, of regional identity and aCRM.

### 4.1 The identities of the Mont Ventoux-region

The PACA-region in general shares and expresses the beliefs and values of the French Republic: ‘*Liberté, Egalité et Fraternité*’<sup>44</sup> and wants to be an open environment, sharing its peace and prosperity.<sup>45</sup> The website of the Vaucluse itself does not share a specific identity with its visitors, but rather pinpoints the most important aspects of the department: the (natural) environment, (urban) planning and history and heritage.<sup>46</sup> The TIC however, questions their visitors: ‘*Do you recognize the gentle breeze sweeping the flowers of almond trees, this sweetness of the air that takes you out of your home to smell the fields and gardens, this frenetic hum of insects, the taste of freshly picked strawberries? This light which sublimates the colour palette of ochre and the forests of Cedars of the Luberon and the Mont Ventoux?*’<sup>47</sup> With this quote, the TIC tries to let visitors experience the nature of the region: seeing, hearing, smelling and tasting the Vaucluse during springtime. Nature and agriculture are thus important regional qualities.

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<sup>44</sup> Région PACA 2018. Translates to: freedom, equality and fraternity.

<sup>45</sup> Région PACA 2018.

<sup>46</sup> Vaucluse 2018.

<sup>47</sup> Vaucluse en Provence 2018: *Weekends de printemps*. Original tekst in French: ‘*Reconnaissez-vous cette brise douce qui balaie les fleurs d’amandiers, cette douceur de l’air qui vous conduit hors de chez vous pour humer les fleurs des champs et jardins, ce bourdonnement frénétique des insectes, le goût des fraises fraîchement cueillies, cette lumière qui sublime la palette de couleurs des ocres et des forêts de cèdres du Luberon et du Mont-Ventoux?*’

When closer to the Mont Ventoux, agriculture is primarily concerned with lavender fields and vineyards, but also the aforementioned fruit fields and olive tree gardens (see images 4-6). Products from these natural resources are sold at local markets and in plenty of shops in villages and cities (see below). These observations are also the facets that are promoted by the Tourist Information Centre of the Vaucluse, as well as its natural diversity, ranging between plains (south of the Mont Ventoux, see also image 5), forests surrounding the Mont Ventoux (see image 7) and gorges (south of the Mont Ventoux, see image 8).<sup>48</sup> Needless to say that the Mont Ventoux itself is a major regional quality, promoted by all governments and TIC's (see image 9).



*Image 4: Lavender field just north of Mont Ventoux, near the village of Sault (author photograph).*



*Image 5: Vineyards southwest of the Mont Ventoux, between Carpentras and Bédoin (author photograph).*

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<sup>48</sup> Vaucluse en Provence 2018; CRT PACA 2017: 5.



*Image 6: Combination of a fruit-yard and olive tree garden northwest of the Mont Ventoux, near St.-Romain-en-Viennois (author photograph).*



*Image 7: The forested area at the Mont Ventoux, viewing towards the southwest (author photograph).*



*Image 8: The Gorges de la Nesque, south of the Mont Ventoux (author photograph).*



*Image 9: View towards the Mont Ventoux, from the Medieval castle of Vaison-la-Romaine (author photograph).*

The markets are promoted prominently in the region, and thus indicates the importance of them being a regional quality. They are ‘typically Provençal markets’, where all types of products are sold, but mainly: locally produced fruits and vegetables, lavender products, olive products, locally produced meats and cheeses, ‘Provençal herbs’, but also locally produced pottery, the ‘Savon de Marseille’, and ‘typical’ Provençal linens (see image 10A-G). Yet, these are not the only products. A minor part of the stands sells clothes, or accessories (see image 11). The people selling these products are mainly north-African immigrants,<sup>49</sup> and their products stand in broad contrast to those of the salesmen selling local products. Whereas the local products include lavender bags, olive oil, wines and pottery, the products sold by north-African immigrants include sunglasses, (leather) wallets and bags, hats and belts.

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<sup>49</sup> By observation. See also: INSEE 2018b. 3. 9% of all immigrants in France (of whom 43.8% are north-African immigrants) work as tradesmen, either on a market, or as an entrepreneur.



Image 10: Local products sold at the markets of Orange, Vaison-la-Romaine and Carpentras. A: linens, B: vegetables, C: Provençal herbs, D: lavender scented sachets, E: sausages, F: Savon de Marseille, G: pottery (author photographs).



Image 11: Clothing articles and accessories sold at the market at Vaison-la-Romaine (author photograph).

Finally, the Mont Ventoux-region offers a wide variety of places of interest.<sup>50</sup> It contains a diversity of monuments, leisure locations and locations to enjoy the ‘*art de vivre*’, or the joy of life.<sup>51</sup> As one can see, Orange, Vaison-la-Romaine and Carpentras (slightly northeast of Montoux, towards Vaison-la-Romaine) are included in this part of the Vaucluse. One can enjoy cruises over the Rhône, spa’s and swimming locations (leisure) and taste the luxurious products of the Vaucluse at a variety of vineyards, chocolatiers and truffle farms (‘*art de vivre*’). Yet again, these are part of the natural, cultural, economic and agricultural identities of the Mont Ventoux-region.<sup>52</sup> Yet, the archaeological heritage sites are few in comparison to the other places of interest. These include for example: the ‘*Palais des Papes*’ and ‘*Pont d’Avignon*’ at Avignon and the caves of Thouson. Other archaeological heritage sites will be discussed in section 4.2, and include the UNESCO World Heritage Site of Orange, the Roman archaeological site at Vaison-la-Romaine and a Roman triumphal gate at Carpentras.

#### 4.1.1 The identity of Orange

*‘Orange, with its shady squares and streets full of memories, its activities and its local products will enchant you and will make you taste the Provençal culture!’<sup>53</sup>*

Orange is the largest city of the three case-studies, and houses two major Roman archaeological sites that are part of the UNESCO World Heritage List since 1981.<sup>54</sup> It lies ca. 60 km to the west of the Mont Ventoux and is promoted as a ‘*Ville Romaine*’ by the municipality and the TIC of Orange.<sup>55</sup> The Roman archaeology is an important subject in their past perceptions, since throughout time, these are promoted as valuable assets of the city.

Just as every city in the Vaucluse, there is a weekly market on Thursday morning, where merchants sell local products. This market attracts a lot of tourists, and after it had finished, it seems as if the streets are abandoned. During the day, there are just a few tourists wandering the streets, and even less local inhabitants.<sup>56</sup> This observation may have been biased by the weather, since during the data gathering process, it was raining lightly.

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<sup>50</sup> Musée de la lavande 2017.

<sup>51</sup> Musée de la lavande 2017.

<sup>52</sup> CRT PACA 2017: 5.

<sup>53</sup> Orange Tourisme: 2018. Original tekst in French: ‘*Orange, avec ses places ombragées et ses rues pleines de souvenirs, ses activités et ses produits du terroir vous enchantera et vous fera goûter à la culture provençale !*’

<sup>54</sup> UNESCO 2018.

<sup>55</sup> Ville-Orange 2018; Orange Tourisme 2018.

<sup>56</sup> By observation: these people entered their houses or were having a (more private) conversation with a local shop owner.

The historical city-centre is situated between the Roman theatre and triumphal arch, and is structured by several small squares, alleys and small streets. There is almost no traffic, with the exception of the main road passing between the theatre and the city-centre. The shops in the city-centre are very diverse, housing large brand-stores and small private shops (see image 12).



Image 12: Small private shop on a square at Orange (author photograph).

#### 4.1.2 The identity of Vaison-la-Romaine

*'The beauty and the diversity of the landscapes associated with the Mediterranean climate makes it suitable throughout the year to discover the villages with their harmonious planning, their walls, their towers, their farms and country houses...'.<sup>57</sup>*

Just to the northwest of the Mont Ventoux lies the city of Vaison-la-Romaine. A relatively small city with a rich history, starting many thousands of years before our year count.<sup>58</sup> Today, its history is clearly visible in the urban planning. Its centre consists of three components: parts the Roman city, the Medieval '*Haute Ville*' and the contemporary city-centre. Image 13 shows the view from the Roman site, over the contemporary city, to the Haute Ville. Whereas the medieval part is separated from the rest, the Roman site is enclosed by the contemporary city.

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<sup>57</sup> Vaison Ventoux Tourisme 2018. Original tekst in French: '*La beauté et la diversité des paysages associées à la douceur méditerranéenne rendent propice tout au long de l'année la découverte de ces villages avec leurs calades, leurs remparts, leurs campaniles, leurs mas et bastides...*'

<sup>58</sup> Garrett 2012: 49.

If there is no typical Provençal market (Tuesdays) it seems like the village is deserted. Only tourists walk through the streets, no matter where you are: the city-centre, the Roman site or the Medieval village. If the tourists are gone in the afternoon and the evening, the city seems deserted.<sup>59</sup>

The shops in Vaison-la-Romaine are almost all small private shops, selling local products. The main shopping street starts at the Roman site, and leads the tourists towards the Medieval village. Before they enter the ‘*Haute ville*’, they have to cross a Roman bridge which leads them to the artistic centre, housing many artists and painters. The streets are quite steep, and difficult to access for disabled persons. The Medieval castle can only be reached by a mountainous path.<sup>60</sup>



*Image 13: Vaison-la-Romaine, viewing the contemporary city (middle) and the Medieval village (see castle) from the Roman settlement (author photograph).*

#### 4.1.3 The identity of Carpentras

*‘The heart shaped city in a social network’*.<sup>61</sup>

Carpentras lies ca. 40 km to the southwest of the Mont Ventoux . This final case-study has been chosen because of its lack of Roman archaeology. It is therefore possible to make a comparison between the cities which do have (plenty of) Roman archaeology, and one which does not. Does Carpentras promote its identity differently? And what is the role of Roman archaeology for a city that barely has visible Roman archaeological heritage?

When consulting the website of the TIC, it mentions: *‘Here, history and human activity have left their footprints... The Romans planted the vineyard, the Greeks the olive trees, but it were the Popes in Avignon and the ‘Comtat Venaissin’ who have shaped the lands historical*

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<sup>59</sup> Based on observations on Tuesday morning and afternoon, Wednesday evening and Friday afternoon and evening.

<sup>60</sup> Vaison-la-Romaine 2018: *Histoire et Patrimoine*.

<sup>61</sup> Carpentras Ventoux 2018. Original text in French: *‘Carpentras la comtadine, Carpentras la provençale vue du ciel ! La ville en forme de cœur sur les réseaux sociaux !’*

*uniqueness and its cultural development*'.<sup>62</sup> Hence, the focus lies more on heritage from later periods and that becomes clear when observations were made in Carpentras: the Roman archaeology is difficult to find, and the papal and Jewish history is promoted primarily.

Moreover, it is important to mention that the population in Carpentras differs from the population in Orange and Vaison-la-Romaine. Almost 15% of the population have a north-African background.<sup>63</sup> This is clearly visible in the streets of Carpentras, where there are multiple kebab places, stores selling headscarf's and halal shops. An example of an eclectic mix of Provençal culture and the north-African culture is presented in image 14. Whilst the restaurant says it sells 'Provençal dishes', it is obvious that the dishes are southern Mediterranean (couscous, pastillas and tagines).



Image 14: Restaurant La Lavande at Carpentras (author photograph).

#### 4.2 Roman archaeology and its management (aCRM)

As mentioned in the introduction, the Mont Ventoux is situated in the PACA-region, more specifically in department 84, the Vaucluse. Since 1982, the end of the decentralisation of departments in France, the Vaucluse is in charge of several matters, including the environment, tourism and heritage.<sup>64</sup> First, the aCRM of the PACA-region and the Vaucluse will be highlighted, before continuing with the three local case-studies. First, the Roman archaeology present at these cities will be highlighted, and afterwards a separate paragraph will follow to discuss how these sites are managed.

##### 4.2.1 PACA-region

The main institution concerned with the management of (Roman archaeological) heritage is the 'Chambre Régional des Comptes: Provence-Alpes-Côte d'Azur' (CRT PACA). This

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<sup>62</sup> Carpentras Ventoux 2018: *Histoire et Patrimoine*. Original text in French: 'Ici, l'Histoire et l'activité humaine ont laissé leurs empreintes...Les Romains ont planté la vigne, les Grecs, les oliviers, mais ce sont les papes, installés à Avignon et dans le Comtat Venaissin durant plusieurs siècles qui ont donné à cette terre sa particularité historique et son épanouissement culturel.'

<sup>63</sup> Linternaute 2018.

<sup>64</sup> Vaucluse 2018.

organisation was founded in 1988 and reformed in 2011 and its main aim is to promote the region in France and abroad, primarily focussing on tourism and economic gains.<sup>65</sup>

Tourism in the PACA-region results in a €9.5 million profit for the region, which is 5.3% of the total income.<sup>66</sup> Other sources of income include, for example, the hotel and catering industry (31.6%), and travel-opportunities (public transport and rental transport, 16.6%). In total, the region houses 2200 heritage sites, 400 museums and 4 UNESCO World Heritage sites.<sup>67</sup> These sites and museums are one of the main tourist industries of the PACA-region.<sup>68</sup> It remains unclear however, how heritage should be promoted in order to attract more tourists to the PACA-region.

#### 4.2.2 The Vaucluse

*‘Remains from the Roman era, the legacy of the establishment of Popes in Avignon or castles in the South Luberon, the monuments in the South of the France prove that the Provence always was a cultural place of significance.’<sup>69</sup>*

With this quote, the TIC of the Vaucluse indicated that, amongst other monuments, Roman archaeology was and is significant for the cultural identity of the Provence. It promotes three Roman archaeological heritage sites: Orange, Vaison-la-Romaine and Bonnieux (*‘Pont Julien’*). The monuments present at these sites ‘immerge the visitor in the history of the south of France’.<sup>70</sup> Except for the *‘Pont Julien’* at Bonnieux, all of these monuments are part of the case-studies and will be discussed in the next sections.

It is striking that the Roman archaeology of Carpentras is not mentioned on by the TIC of the Vaucluse or by the CRT PACA. This may be due to the relatively small scale of the heritage site, or they do not consider it to be important. A possible answer to this question is provided in paragraph 4.4.2.

After analysing documents for the PACA-region and the Vaucluse, it is difficult to determine the aCRM-programme. Though there are initiatives, the policies and legislations are not clearly stated. However, according to Fournier (2004), the population of the Provence is initiating more and more festivities to honour their heritage in the modern society. These

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<sup>65</sup> CRT PACA 2017: 4-8.

<sup>66</sup> CRT PACA 2017: 34.

<sup>67</sup> CRT PACA 2017: 26.

<sup>68</sup> CRT PACA 2017: 49.

<sup>69</sup> Vaucluse en Provence 2018.

<sup>70</sup> Vaucluse en Provence 2018.

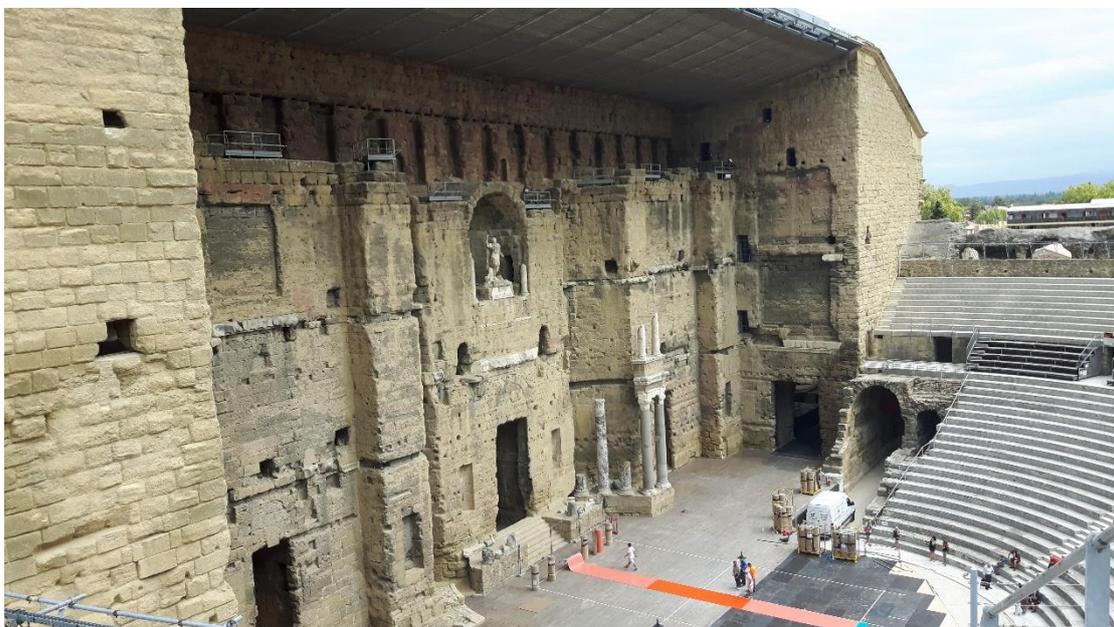
festivities are often an eclectic mix of historical patrimonies.<sup>71</sup> This may indicate that it is not the material heritage that is subject to contemporary aCRM, but rather the immaterial heritage.

#### 4.2.3 Orange: UNESCO World Heritage Site

The major attractions of Orange are the Roman theatre (1st c. BC) and the triumphal gate, but there are also remains of a temple (south of the theatre), a wall of the Forum<sup>72</sup> across the street from the theatre and remains of an aqueduct.<sup>73</sup> In addition, you can visit the ‘*Musée d’art et d’histoire d’Orange*’, showcasing some of the excavated materials. However, the museum does not only focus on archaeological heritage, but it also contains art from later periods.

The Roman theatre (see image 15) is the best preserved Roman theatre from the Roman Mediterranean. Its seating ring has been restored intensively, and to this day, performances are held regularly.<sup>74</sup> The theatre is also open to visitors during the day (after paying an entrance fee). They are guided through the remains by professional guides, audio tours or by just following the information signs.

The visitors of the theatre consist of a diversity of nationalities (e.g. Chinese, German, Dutch, Americans, etc.), from young to old. Whilst some of them follow an audio tour, most of the visitors wander through the theatre without paying attention to the information signs. They take make some pictures, take a seat, and leave again.



*Image 15: The Roman theatre at Orange (author photograph).*

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<sup>71</sup> Fournier 2004: 717.

<sup>72</sup> The central square of the city in Roman times.

<sup>73</sup> Theatre Antique 2018.

<sup>74</sup> Garrett 2012: 47.



The triumphal gate is situated on the west of the historic city-centre (see image 16). During the data gathering process at Orange, workmen were finishing the restauration of the monument and its surroundings. The restauration implies the importance of the conservation of the Roman monument. The monument is freely accessible for everyone.

Image 16: The Roman triumphal gate at Orange (author photograph).

#### 4.2.3.1 aCRM at Orange

The management of Roman archaeological heritage is also an important aspect of the expression of the regional identity. Both Orange and Vaison-la-Romaine (see below) have a very active aCRM-programme. In 2002, Orange has handed its aCRM to an external organisation, ‘Culturespaces’, that is specialised in archaeological heritage management.<sup>75</sup> They are now responsible for the development of the heritage sites, tourism management, the organisation of festivities and the promotion of the cultural heritage of Orange.<sup>76</sup> They do this with all appropriate ethics, and are one of the first cultural tourism organisations in Europe, managing various archaeological sites throughout France.<sup>77</sup>

An interesting addition is the newly published website of the theatre (Theatre Antique 2018), where people who are interested can read all about the activities taking place, but more interestingly: they can stroll through the theatre in a 3D-reconstruction.<sup>78</sup>

Moreover, the information signs at the theatre provide the visitor with a background in the restauration process, and the deterioration processes of the limestone. Due to rain and sun,

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<sup>75</sup> Theatre Antique 2018: *L'organisation du théâtre: le propriétaire and le délégataire*

<sup>76</sup> Theatre Antique 2018. *L'organisation du théâtre: le propriétaire and le délégataire.*

<sup>77</sup> Theatre Antique 2018: *L'organisation du théâtre: le propriétaire and le délégataire*

<sup>78</sup> Theatre Antique 2018: *La visite virtuelle du Théâtre Antique d'Orange.*

the limestone wears off, and new restorations should be initiated in the future in order to conserve the theatre. During the last conservation project, a roof was put on top of the scene to protect the structure from dangerous natural features.<sup>79</sup>

#### 4.2.3 Vaison-la-Romaine: the Roman village

In the middle of the contemporary city-centre lies a large archaeological site, that is open to visitors and very accessible. One can, for example, visit Roman houses, a shopping area, the theatre, public toilets and baths. Similar to Orange, the (restored) theatre is open to visitors during the day, but it is also still used for live performances and concerts.

The site is divided into two archaeological sites ('*La Villasse*' in the west, see image 17, and '*Puymin*' in the east, see image 18). Between these areas, there is a large parking lot, and the TIC is located nearby. In the Puymin area, there is a small museum where they showcase several types of artefacts and objects. Examples of such are statues, pottery (e.g. pots, oil-lamps, architectural embellishments), metal objects (e.g. needles, horse gear, armour, statuettes), glass (e.g. vases, mirrors) and bone tools (e.g. needles, combs). In addition, one can watch two videos: one explaining the development of Vaison-la-Romaine from the start of the Neolithicum to the Medieval period, and the other shows a reconstruction of the two largest villa's ('*Maison au Dauphin*' and '*Maison à Atrium*').



Image 17: Vaison-la-Romaine archaeological site (Puymin area), view over Maison à l'Appollon Lauré (author photograph).

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<sup>79</sup> Theatre Antique 2018.



*Image 18: Vaison-la-Romaine archaeological site (La Villasse area), view over Maison du Buste en Argent in front, Maison aux Animaux Sauvages (left) and the Maison à Atrium and Maison au Dauphin in the back (author photograph).*

When leaving the museum, one can view one of the mosaics of the ‘*Maison du Paon*’ that has been recovered during excavation (see image 19). The mosaic was lifted, restored and placed in the museum, where it is protected from any natural influences (i.e. rain and sun). In the middle, it shows a male peacock. The house where it was found, is therefore called the ‘House of the Peacock’.



*Image 19: Mosaic of the ‘Maison du Paon’ (author photograph).*

In addition to the archaeological site, there is also a (frequently restored) Roman bridge (*'Pont Romain'*) separating the contemporary and Roman city-centre of the Medieval city (the *'Haute Ville'*). The bridge crosses the Ouvèze river. Normally a quite friendly stream, but in 1992, it rose by 17 meters after a monsoon. The Roman bridge was badly damaged, but restored to its full glory in the years afterwards (see image 20).<sup>80</sup>

#### 4.2.3.1 aCRM at Vaison-la-Romaine

In comparison to Orange and Carpentras, the aCRM-programme of Vaison-la-Romaine is very intensive and managed by the municipality itself. The promotion of the archaeological heritage by the municipality and the TIC is very prominent.<sup>81</sup> The municipality and the TIC have dedicated large parts of their website to the history and heritage of Vaison-la-Romaine.<sup>82</sup>

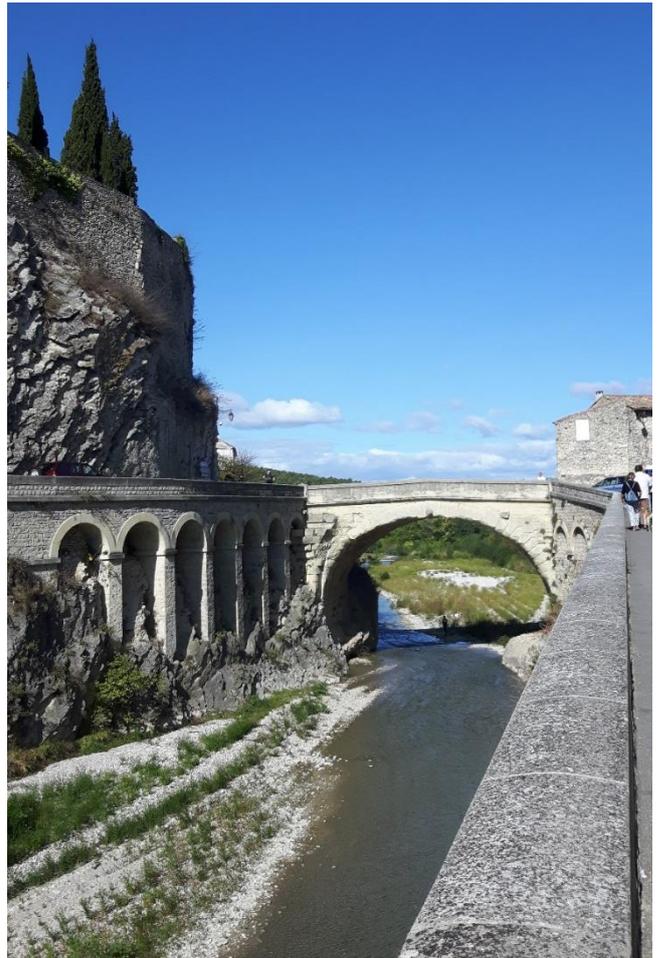


Image 20: The Roman bridge at Vaison-la-Romaine after its restoration (1994) separating the Haute Ville from the contemporary and Roman city-centre (author photograph).

Several monuments are protected by law since the end of the 19th century: the theatre and the *'Pont Romain'*.<sup>83</sup> The interest in the archaeological heritage of Vaison-la-Romaine continued to be very high in the 20th century. This continuing interest has resulted in the contemporary museum (founded in 1998), which until now is still being updated whenever possible.<sup>84</sup> Its aim: to let visitors experience the daily lives of the ancestors of the population of Vaison-la-Romaine.<sup>85</sup>

<sup>80</sup> Vaison la Romaine 2018: *'Le Pont Romain'*; Vaison Ventoux Tourisme 2018: *'Le Pont Romain de Vaison-la-Romaine'*. See also: Sylvain 2009.

<sup>81</sup> Vaison la Romaine 2018; Vaison Ventoux Tourisme 2018.

<sup>82</sup> Vaison la Romaine 2018: *Histoire et Patrimoine*.

<sup>83</sup> Vaison la Romaine 2018: *'Le site de Puymain'* and *'Le Pont Romain'*; Vaison Ventoux Tourisme 2018: *'Le Pont Romain de Vaison-la-Romaine'*, *'Le site antique de Puymain'* and *'Le site antique de la Villasse'*.

<sup>84</sup> Vaison la Romaine 2018: *Historique du Musée*.

<sup>85</sup> Vaison la Romaine 2018: *Historique du Musée*.

#### 4.4.4 Carpentras: hidden heritage

The only visible monument at Carpentras is a Roman arch. The arch is situated behind the courthouse of Carpentras, and was being renovated during the data gathering process. Therefore it was not accessible for visitors, who could only see the arch at a distance (see image 21). Whether there are information signs is unclear.

##### 4.4.4.1 aCRM at Carpentras

As could be expected, the municipality and TIC do not promote its Roman archaeological heritage in any way. Striking is also that the Roman arch has been restored during the summer, but there is no notification on the site of the municipality that does mention the other initiatives as part of the implementation of the national requalification programme (PNRQAD), aiming to requalify and improve the historical city centre.<sup>86</sup> For example the construction of a new parking lot and the improvement of the city-centre by renovating facades and squares. Indirectly however, the arch is part of the renovation of the square near the courthouse of Carpentras.<sup>87</sup>



Image 21: The Roman arch in Carpentras (author photograph).

#### 4.4 The local opinion

The opinion of the local inhabitants of the Mont Ventoux-region on the regional identities and the Roman archaeology will be discussed in the following two sections. The total amount of respondents for Orange is 11. Seven questionnaires were sent by post, whilst four were filled out online. Four of the respondents are females and seven of the respondents are male. The average age of the respondents is 55.5 years old. For Vaison-la-Romaine the total number of respondents is five. Four of the questionnaires were sent by post and one was filled out online. Four of the respondents are female and one respondent is male and their average age is 67.4 years old. Only two respondents filled out the questionnaire online for Carpentras: a 35 year old male and a 49 year old male. One of them sadly skipped the open ended questions concerning Roman archaeological heritage.

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<sup>86</sup> *Programme National de Requalification des Quartiers Anciennes Dégradés (PNRQAD)*; Carpentras 2018: *PNRQAD Carpentras – la ville s’embellit!*

<sup>87</sup> Carpentras 2018: *PNRQAD Carpentras – la ville s’embellit!*

#### 4.4.1 The regional identities of the Mont Ventoux-region

In general, the respondents define the region in a similar way as the municipalities and the Tourist Information Centres, focussing mainly on the natural, cultural, agricultural and historical qualities, but also economic factors such as accessibility. The qualities mentioned by the respondents are summarised in figure 3, in the form of a Wordcloud. The more mentions of a quality, the larger the word in the Wordcloud (e.g. wilderness is mentioned once, and beautiful is mentioned ten times).



Figure 3: Wordcloud - Regional qualities of the Mont Ventoux-region.

Examples of quotes are: ‘[the region is] *beautiful, with many assets. There are mountains, the sea is nearby, vineyards...*’ (Respondent 6, 68, male, Orange), ‘[the region has an] *interesting culture, interesting landscape, nice climate (except for the Mistral),<sup>88</sup> nearby Lyon, Marseille and the sea*’ (Respondent 7, 72, male, Orange), ‘*there are many different landscapes, there is agriculture, wilderness, and it is a space for everyone*’ (Respondent 12, 70, female, Vaison-la-Romaine), ‘*nice, but it loses its charm with all the tourists coming to the city*’ (Respondent 15, 82, male, Vaison-la-Romaine), ‘*easily accessible: roads, highways, train (Carpentras – Orange), airports nearby (Avignon and Marseille – Marignane), the weather is nice with lots of sun, and there are many cultural and historical sites to visit*’ (Respondent 18, 35, male, Carpentras).

<sup>88</sup> The Mistral is a firm northern wind that is formed when a low pressure front is formed above the Gulf of Lion.

Hence, the general identity of the region and the cities as promoted by the municipality and the Tourist Information Centre seems to be confirmed by the respondents. It is however interesting to see that one of the respondents feels that the identity of the region, its charm, is changing because of the tourists visiting (the region of) Vaison-la-Romaine. He has been visiting the region since 1954, and moved to Vaison-la-Romaine in 1985. His observation of the increase in tourists is indeed confirmed by a statistical analysis of INSEE (2016).<sup>89</sup>



Image 22: Streetart in Carpentras by 'Mylos' 07-07-2017 (author photograph).

An interesting addition to the above opinions is an artwork by Mylos (07-07-2017, see image 22). It is a wall painting, on the Rue du Carmel and shows an angel behind a shopping cart, walking in front of the Mont Ventoux. This cart contains several characteristics of the region: art, lavender, fashion and more. There is no sign explaining the meaning of the artwork, and the owner of the corner shop did not know the actual meaning, but it can possibly be interpreted in two ways: 1. the angel represents the identity of the Mont Ventoux-region as it was, but the characteristics and the identity have changed/been taken away or 2. the Mont Ventoux-region and its identity are heaven, and by visiting, one experiences heaven on earth.

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<sup>89</sup> INSEE 2016.

#### 4.4.2 Roman archaeology: its value

Most of the respondents also think that archaeological heritage is important for the identity of the Mont Ventoux-region. Yet, most of the respondents did not mention archaeology when they were asked to describe the identity of their region (see above).

When directly asked for their opinion on Roman archaeological heritage, respondents mention that: *'the archaeology of the PACA-region is plenty: at Arles, the 'Pont du Gard', at Orange obviously... but I do not know any other cities who have valuable Roman archaeological heritage'* (Respondent 2, 42, male, Orange), *'cultural and touristic richness, proves that the Provence has always attracted foreigners and evidence that invasions can be civilising'* (Respondent 9, 63 male, Orange) and *'it is important and people learn about the people who lived here before us. It has been more than 2000 years, and makes us aware of this other civilisation'* (Respondent 12, 70, female, Vaison-la-Romaine). Respondent 17 (49, male, Carpentras) adds that Roman archaeology is *'precious, connected to history'* and he that he has visited several sites in the region (Arles, Nîmes, Orange and Avignon). Those are *'beautiful places because I love history'*. Yet, since he referred to 'history', it is questionable what he regards to be *archaeological* heritage, and its actual importance for the region.

#### 4.4.3 aCRM: room for improvement?

Still, from some of the respondents we learn that Roman archaeological heritage can be developed further: they advise to further develop archaeological research and to establish a regional archaeological museum (respondent 10, female, 61, Orange) and to incorporate more communities, whether or not these are in the same department (respondent 16, 66, male, Vaison-la-Romaine). Other responses include comments about the value and/or importance of archaeological research: *'archaeological research is important, including the development of historical monuments'* (Respondent 1, 65, male, Orange), *'it is important capital, and should be developed further'* (Respondent 14, 66, female, Vaison-la-Romaine) and *'it is very important, there is a high amount of archaeology in Vaison-la-Romaine and research still takes place, also at the Medieval city, with has its own charm and history'* (Respondent 15, 82, male, Vaison-la-Romaine). These responses show that the local inhabitants are interested and aware of the value of (Roman) archaeological heritage. But, it also shows that the expression of the identity by the municipality and the Tourist Information Centres have evoked a positive response to Roman archaeology and its role in identity-making.

A specifically interesting comment was made about the aCRM of Orange. Respondent 7 (male, 72, Orange) mentions that the TIC and the municipality of Orange are not very active

in promoting the Roman archaeological heritage. According to the respondent, they are very conservative and are not interested in developing their cultural heritage. In paragraph 4.2.3.1 (aCRM at Orange) it became clear that the municipality handed the management of archaeological heritage to ‘Culturespaces’. It is thus questionable whether this has resulted in a positive management programme in general, or whether this programme is not communicated well enough with the citizens of Orange.

4.5 Synthesis and results

In this final section, the data will be implemented into the conceptual models. What are the identities of the Mont Ventoux-region according to the municipality and TIC’s, and what role does Roman archaeology play in the expression of the local identity? Moreover, how does the local population describe the region and what is the value of Roman archaeology?

4.5.1 Regional identities and Roman archaeology according to the ‘ruling power’

The promotion of the regional identities of the Mont Ventoux-region by the ruling power (see figure 4) and TIC’s (see paragraph 4.5.2) is quite similar. However, the ruling power is influenced (bounded) by policies and legislations, and is also allowed to formulate new policies and legislations for future projects. Depending on the status of the heritage site, the ruling power needs to consider international laws regarding UNESCO World Heritage Sites (Orange), municipal laws concerning the management, but also development of local archaeological heritage, or regional legislations affecting the development of a specific location (i.e. the historical city centre of Carpentras and the PNRQAD).

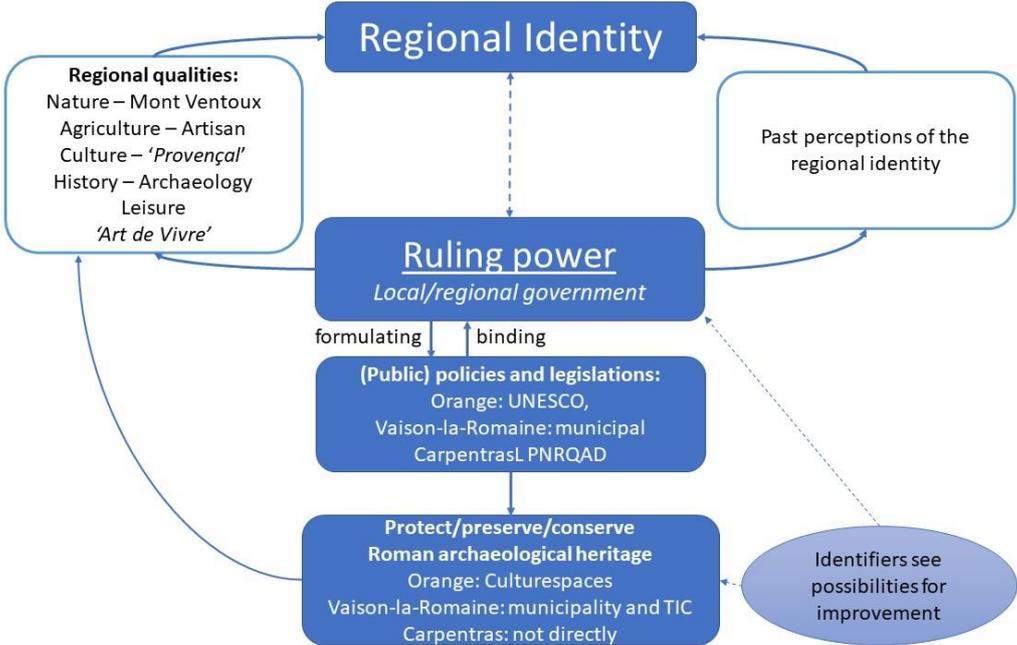


Figure 4: Implementation of the conceptual model for the ruling power.

Another important element is the act to protect/preserve/conservé archaeological heritage. The approach differs per case-study. Whereas Orange and Vaison-la-Romaine have an active aCRM programme, Carpentras does not. aCRM is managed through more general policies and legislations concerning the entire city and not necessarily archaeology. It seems a coincidence that the triumphal gate is restored, because it happens to be in the city centre that is being requalified. Moreover, the city of Carpentras focusses more on its papal and Jewish history. These characteristics are promoted well and visible in the city-centre and online.

Orange is very active when it comes to aCRM. It has hired an external organisation to manage its UNESCO World Heritage Sites. This organisation, ‘Culturespaces’, is launching several initiatives to preserve and conserve the existing Roman archaeological remains, but also to inform the public about the importance and value of Roman archaeological heritage. Informing the public can create a higher awareness and thus a higher valuation of the Roman archaeological heritage. Additionally, at Vaison-la-Romaine aCRM is also one of the major activities of the municipality and the TIC. They continue conducting archaeological research, and keep updating their knowledge and understanding of their Roman archaeological history. Since the Roman archaeology is part of the city-centre, it continuously remembers inhabitants of the history of the village. Consequently, Roman archaeology is an important part of the identity of Vaison-la-Romaine.

#### 4.5.2 Regional identities and Roman archaeology: promotion by TIC’s

The regional government promotes several qualities of the region, that include the natural environment (including the Mont Ventoux), agriculture, leisure, *art de vivre* and heritage (see above). This expression of the identity is shared by the TIC’s of the municipalities of Orange, Vaison-la-Romaine and Carpentras, but they each focus on different aspects (see figure 5). On the one hand, Orange and Vaison-la-Romaine both lean towards the promotion of (Roman) archaeological heritage. Orange is promoted as ‘*Ville Romaine*’, whereas the identity of Vaison-la-Romaine is already in its name: *La Romaine* – Roman. On a regional scale, both municipalities highlight the environmental qualities of the region and agriculture. Carpentras on the other hand, has a slightly different promotion-strategy. It focuses more on the qualities of the environment and the historical relevance of the popes of Avignon and its Jewish history. Besides, there is quite a large number of north-African inhabitants, which is visible in the streets as well. It is an eclectic mix of cultures, that is not necessarily shared by the municipality or the TIC, but it comes forward when visiting the city and observing daily-life. Hence, the artwork discussed in paragraph 4.4.1 can indicate the change of the identities or the confirmation it.

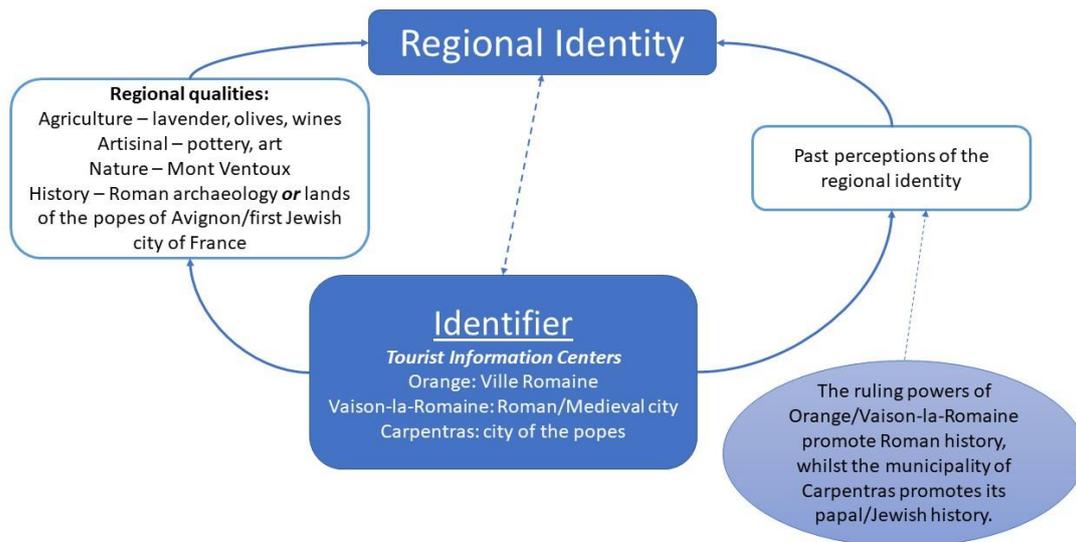


Figure 5: Implementation of the conceptual model for the Tourist Information Centres.

#### 4.5.3 Regional identities and Roman archaeology according to local inhabitants

The general regional qualities are shared by the local inhabitants, who often mention the nice climate, the natural environment, agriculture, and culture and heritage (see figure 6). One of the respondents from Vaison-la-Romaine even touches upon the regional identity, shared by the PACA-region, who promote it to be open to everyone, sharing its peace and prosperity<sup>90</sup>: ‘[...] it [the region] is a space for everyone’ (Respondent 12, 70, female, Vaison-la-Romaine).

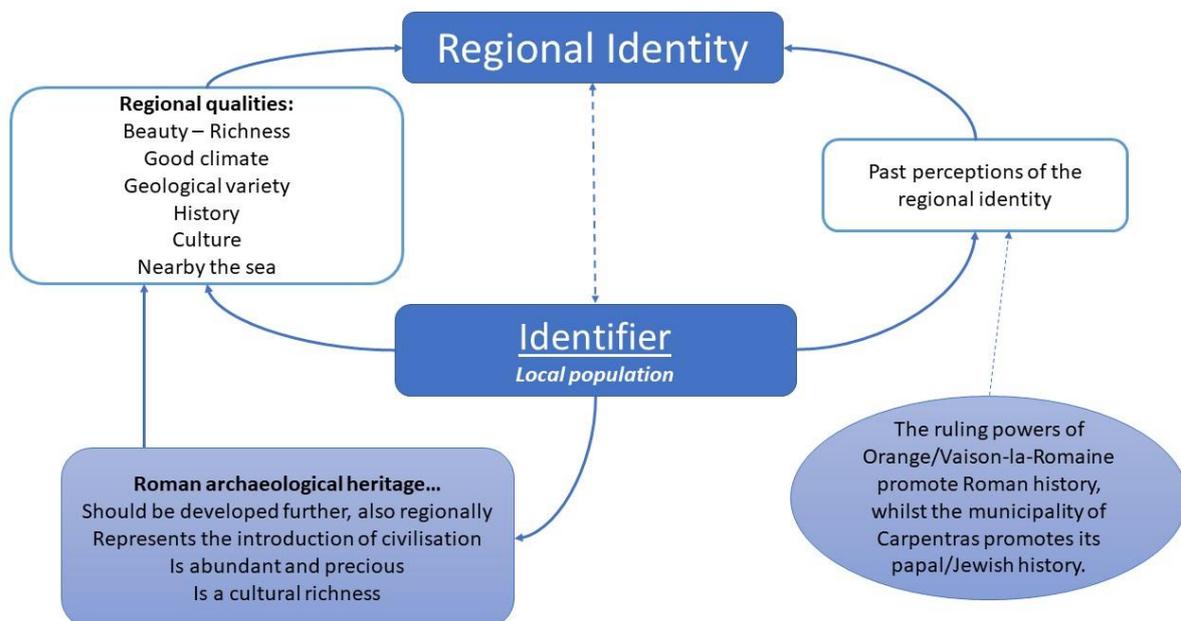


Figure 6: Implementation of the conceptual model for the local population.

<sup>90</sup> Région PACA 2018.

The implementation of the conceptual model for the local population is based on the answers from all respondents. The background of the inhabitants of Orange and Vaison-la-Romaine is quite similar, having a French nationality and being exposed to Roman archaeology quite prominently, but the background of the inhabitants of Carpentras is different. They are not exposed to Roman archaeology as much as the inhabitants of Orange and Vaison-la-Romaine, and many of them also have a different nationality. This may have led to fewer respondents, because they are possibly not interested in Roman archaeology. Therefore it is possible to say that there is local differentiation when valuing Roman archaeological heritage.

## 5. Conclusion

Before answering the specific subparts of the research question, it is important to understand that the research was focussed on one specific element of the regional identity: Roman archaeological heritage. The the most important regional qualities of the Mont Ventoux-region are its natural environment (different landscapes, the Mont Ventoux), agriculture (lavender, vineyards, olive trees) and leisure (sports, *art de vivre*). Hence, in this set of qualities, the aim of this research was to answer the research question: How is Roman archaeological heritage managed in the Mont Ventoux-region, and what do regional inhabitants think of Roman archaeological heritage and the way it is promoted as being part of the regional identities?

As can be concluded from the research, there is no standardised way of managing heritage in the Mont Ventoux-region. aCRM is organised on a local level by the municipality, yet they are not obliged to do this themselves. This has resulted in three different approaches to aCRM: Orange has handed this out to an external organisation ('Culturespaces'), Vaison-la-Romaine manages it heritage by a collective programme of the municipality and the Tourist Information Centre, and Carpentras does not have any specific programme concerning aCRM. Moreover, the three case-studies have to take into account different policies and legislations (e.g. UNESCO, PNRQAD), influencing their decisions to protect/preserve/conservé Roman archaeological heritage.

The regional inhabitants seem to have a positive attitude towards the Roman archaeology in their region. On the one hand, analysing Carpentras, this is more difficult to distinguish due to the lack of respondents, and the difference in heritage management. Also, this may be the result of the population, who may not feel connected to the history of the region, since they themselves come from very different cultures. On the other hand, the respondents from Orange and Vaison-la-Romaine seem very concerned, and even advise to develop the archaeological heritage even more. Advices they have given include: the establishment of a regional archaeological museum and the inclusion of more communities, whether or not in the same region/department.

Finally, for some respondents, but also expressed by the local governments and TIC's of Orange and Vaison-la-Romaine, Roman archaeology is part of their identity, since it belongs to the history of the population. The Romans have shaped their culture, and they feel connected to the persons who brought them civilised life.

## 6. Discussion and reflection

It has been mentioned a couple of times that the data that has been collected by using questionnaires is few. Therefore, there is no statistical relevance, though the researcher had hoped to share these with the reader, since this would not have been valid.

All three of the three data gathering approaches (questionnaires) have their own problems, resulting in this lack of respondents. For the first method, it was difficult to find residences with doorbells. Especially in the (historical) city-centres, many houses have no doorbell, or doorbells are out of use. The second method relied on mailboxes, but unfortunately, many of them were stuffed with advertising papers. Whenever this was the case, the researcher decided not to use this mailbox, since if it was this full, it is difficult to believe that these are actually in use. This was making the selection procedure more difficult.

Yet, the allocation of the case-studies is still valid, since it covers a wide variety of differences: the expressions of the regional identity, the presence or absence of archaeological remains, the organisation in charge of aCRM, and, but not known before starting the data gathering, a different perception by inhabitants of these cities. This allowed for a comparative analysis, showing that identities are indeed contextualised and contested, and how this is expressed.

Considering the content of this research, it is difficult to make any hard conclusions. Most of the information is derived from online resources and observations, whilst it would have been more valuable when more results could be derived from the questionnaires to capture the regional identity according to local inhabitants of the region. However, a lot of effort went into the collection of extra data, and altering the approach to encompass other focus groups (the ‘ruling power’ and TIC’s as identifiers). This was not the initial idea, but in the end it provided the research with interesting comparative possibilities, either local (‘ruling power’ versus ‘identifiers’ of one case-study) or regional (with local variation).

### 6.2 Recommendations

For further research, it would be advised to stay in the region longer than one week, or visit the region on more occasions (e.g. different seasons, once every couple of months). It makes it easier to adapt to unexpected changes. Besides, it would have benefitted this research, if mixed methods (quantitative and qualitative) were used from the start. If one of the approaches failed, the other could have at least added more in-depth information.

Also, it would be advised to focus on one case-study. Though the comparative analysis is a benefit for the research, it would also be favourable to go more in-depth on one case-study. This has been tried for Vaison-la-Romaine, but due to the lack of responses by the municipality and the Tourist Information Centre, the researcher could not compare the opinion of the three focus groups: the municipality, the Tourist Information Centre and the local population. Still, this approach was initiated quickly, to cover the minor amount of respondents, and it would be a good research strategy for a new research, starting to develop this approach more efficiently.

Finally, one group has been left out this research: the tourists. Though regional identity is important for local inhabitants, it would be interesting to find out what tourists think about the identity of the region they are visiting, and why they have chosen this region. The more since some local inhabitants mentioned that the flow of tourists changed their region.

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## Appendix I: Questionnaires

### Appendix Ia: French Questionnaire

Madame, Monsieur,

Je m'appelle Anne-Lieke Brem et je suis un étudiante à l'Université de Groningue (Pays-Bas). Pour obtenir mon diplôme, je recherche l'identité/l'image de région de Mont Ventoux.

Je voudrais avoir votre aide pour déterminer l'image de la région. Le sondage dans l'annexe m'aide à déterminer comment les habitants penser sur la région. Auriez-vous l'amabilité de répondre au sondage? C'est possible pour remplir au sondage via l'internet aussi: <https://nl.surveymonkey.com/r/PM9RYVR>. Le sondage est totalement anonyme !

Les résultats de mes recherches sont envoyés à votre municipalité ou l'office de tourisme. Si vous êtes intéressés par le résultat, puis vous pouvez les contacter.

Pour toute aide supplémentaire, n'hésitez pas à me contacter. Merci pour votre aide !

Veillez agréer l'expression de mes sentiments respectueux,



Anne-Lieke Brem

L'Université de Groningue  
Faculté de Sciences Spatiales – Master Géographie Culturelle  
Courriel: [annelieke.brem@gmail.com](mailto:annelieke.brem@gmail.com)



## Générales

*Aucune des informations suivante est traçable à la personne qui a rempli le sondage.*

Q1 : Quel est ton âge ? ..... ans

Q2: Quel est votre sexe ?

- Homme
- Femme

Q3: Quelle est votre nationalité ? .....

Q4: Dans quelle ville habitez-vous ?

- Carpentras
- Orange
- Vaison-la-Romaine

Q5: Dans quelle partie de la ville habitez-vous ?

- Centre historique
- Centre-ville, juste à le centre historique
- Banlieue
- Autre, ...

Q6: Depuis quand vivez-vous ici ?

.....

Q7: Pourquoi êtes-vous venu vivre ici ?

.....

.....

.....

Q8: Comment décririez-vous cette région ?

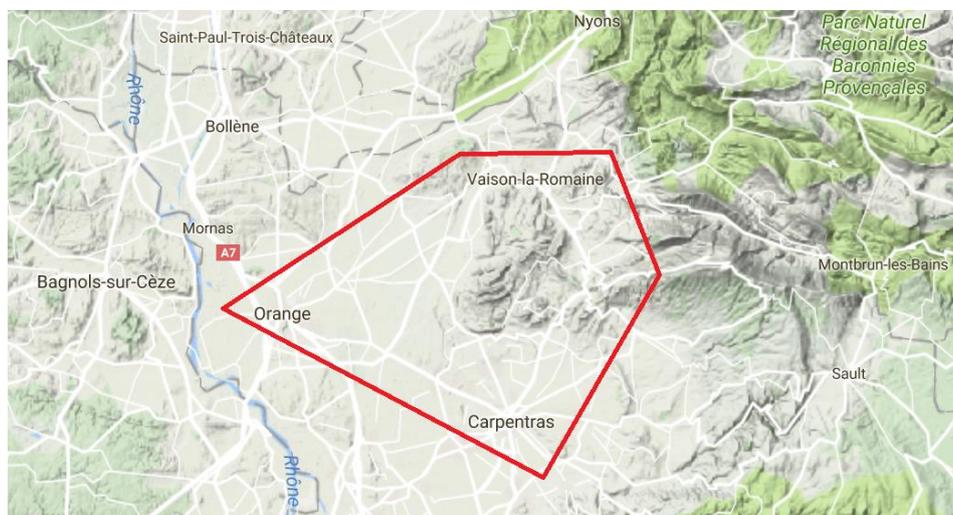
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## Questions à choix multiples

Dans les questions suivantes, on parle « la région ». C'est la zone autour du Mont Ventoux, qui comprend les villes de : Orange, Vaison-la-Romaine et Carpentras (voir image).



Remplissez le tableau suivant dans quelle mesure vous êtes d'accord avec l'énoncé donné:

	Très Désaccord	Désaccord	Entre les deux	Accord	Fortement d'accord	Pas de response
E1: Je me sens connecté à la région dans laquelle je vis						
E2: L'image de la région dans laquelle je vis est d'une grande importance						
E3: Le Mont Ventoux joue un rôle très importante dans l'image de la région						
E4: Agriculture (lavande, miel, etc.) joue un rôle très importante dans l'image de la région						
E5: Sports (en plein air: cyclisme, marche, etc.) joue un rôle très importante dans l'image de la région						
E6: L'histoire joue un rôle très importante dans l'image de la région						
E7: Je me sens connecté à l'histoire de la région						
E8: Par promouvoir l'histoire de la région principalement, touristes obtenir un image mauvaise de la région						
E9: Promouvoir ceci, a un impact positif sur l'économie de la région						
E10: L'importance économique est plus lourde que l'image réelle de la région						

**Questions supplémentaires**

Q9: Pensez-vous l'offices de tourisme s'appliquer un autre programme de promouvoir ? Dans l'affirmative, lequel ?

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Q10: Que pensez-vous de la archéologie Romaine dans votre région ?

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Q11: Avez-vous déjà consulté un musée archéologique/site archéologique dans votre région? Dans l'affirmative, lequel et pourquoi? Si non, pourquoi?

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Autre commentaires/information:

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## Appendix Ib: English translation of the questionnaire

Dear Madam, Sir,

My name is Anne-Lieke Brem and I am a student at the University of Groningen (the Netherlands). For my graduation, I research the identity/image of the Mont Ventoux-region.

I would like to ask you for help to determine the image of the region. The questionnaire in the appendix is my tool to distinguish the perception of the regional identity by local residents. Would you please respond to my questions? It is also possible to fill out an online questionnaire via: <https://nl.surveymonkey.com/r/PM9RYVR>. The questionnaire is fully anonymous!

The results of my research will be shares with the municipality and the tourist information centre. If you are interested in the results, please contact one of these organisations.

If there are any questions, please do not hesitate to contact me. Thank you for your help!

With kind regards,



Anne-Lieke Brem

University of Groningen  
Faculty of Spatial Sciences – Master Cultural Geography  
E-mail: [annelieke.brem@gmail.com](mailto:annelieke.brem@gmail.com)



**General**

*None of the information leads to the respondent*

Q1 : What is your age? ..... years

Q2: What is your gender?

- Male
- Female

Q3: What is your nationality? .....

Q4: In which city do you live?

- Carpentras
- Orange
- Vaison-la-Romaine

Q5: In which part of the city?

- Historical centre
- City-centre
- Suburb
- Other, ...

Q6: Since when do you live here?

.....

Q7: Why have you chosen to live here?

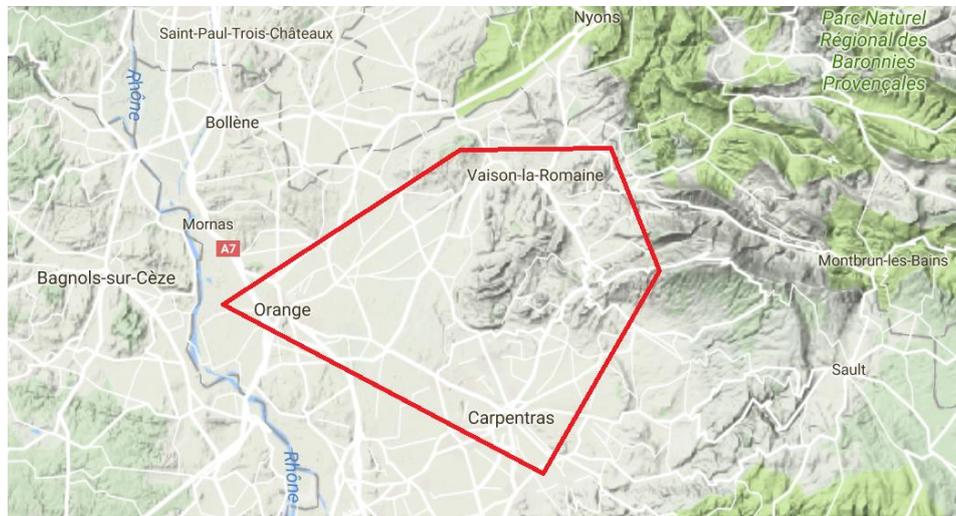
.....  
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.....

Q8: How would you describe your region?

.....  
.....  
.....

## Multiple-choice questions

In the next questions, I mention ‘the region’. This is the region surrounding the Mont Ventoux, encompassing the cities of Orange, Vaison-la-Romaine and Carpentras (see image).



Fill out the next table. To which extent do you agree or disagree with the statements?

	Very much disagree	Disagree	Between both	Agree	Very much agree	No answer
<i>E1: I feel connected to the region I live in</i>						
<i>E2: The image of the region I live in is very important</i>						
<i>E3: The Mont Ventoux is very important for the identity of the region</i>						
<i>E4: Agriculture (lavender, honey, etc.) is very important for the identity of the region</i>						
<i>E5: Sports (e.g. cycling, hiking etc.) is very important for the identity of the region</i>						
<i>E6: History is very important for the identity of the region</i>						
<i>E7: I feel connected to the history of the region</i>						
<i>E8: By promoting the history prominently, visitors obtain a wrong sense of the image of the region</i>						
<i>E9: Promoting history has a positive influence on the economy</i>						
<i>E10: The economic value is more important than sharing the true image of the region</i>						

**Additional questions**

Q9: Do you think that the tourist information centre should use a different promotion strategy? If yes, which?

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Q10: What do you think of the Roman archaeology in your region?

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Q11: Have you ever visited an archaeological museum or site in your region? If yes, which? If no : why not?

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Additional information or comments:

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## Appendix II: Online respondents

### Appendix IIa: Orange

**Respondent 8** is a 27 year old female from the suburb of Orange with the French nationality. She lives in Orange for four years now, due to work. She describes the region as: ‘beautiful landscapes, rich history and pleasant’. She feels connected to the region she lives in (very much agree) and thinks the identity is very important (accord). Yet, the role of the Mont Ventoux is doubtful (between both).

Archaeology has ‘a central role’ and the Tourist Information Centres’ ‘main role is to promote: festivities and activities, the image of the city internationally, and for all types of professions in tourism (hotels, restaurants, etc.).’ She has visited Orange and Vaison-la-Romaine.

**Respondent 9** is a 63 year old male with the French nationality, who came to live in Orange because of the sun 15 years ago. He describes the region as: beautiful, varied, sunny and windy but sadly riddled by fascists.’

History does not necessarily play an important role in the image of the region (between both) and promoting it does not have a positive effect on the economy (disagree). Yet, the economic relevance is higher than the true image of the region (accord).

He has no advice for the Tourist Information Centre, and thinks archaeology has a ‘cultural and touristic richness, proves that the Provence has always attracted foreigners and evidence that invasions can be civilising’. He has visited Orange, Vaison-la-Romaine and Marseille, and ‘every time [he] is surprised by the ingenuity and human activity of the Romans’.

**Respondent 10** is a 61 year old female from the city-centre of Orange. She has been living here for a few months and came to live here because it is a larger city, with access to services and shops and well connected to roads and the highways. She describes the region as: ‘sunny, windy, diverse, less populated than the cities near the sea’. She feels connected to the region (agree) but does not have an opinion history’s effect on the economy (between both). Yet, she does think that archaeology ‘could be developed better, and there is a lack of a large archaeological museum in the region.’ She has visited Orange and Vaison-la-Romaine, and has an ‘interest in Roman Antiquity.’

**Respondent 11** is a 40 year old French female, who came to live in the city-centre of Orange in 2010 because of work. The region is ‘beautiful, windy, sunny and varied’. She feels connected to the region (very much agree), but doubts whether history is part of the image

(between both). Yet, promoting the history does not provide visitors with a wrong image of the region (disagree), and has certainly no positive influence on the economy (very much disagree).

Archaeology is ‘an important part of the story, but it is not talked about. It is not enough to attract tourists.’. She has visited the theatre of Orange, because you get a ticket of the municipality.

#### Appendix IIb: Vaison-la-Romaine

**Respondent 16** is a 66 year old female from the Haute Ville at Vaison-la-Romaine. She moved to Vaison-la-Romaine to provide a better life standard/quality of life for her family. She is French. She describes the region as: ‘*touristic, cultural and a vineland*’ and thinks the identity of the region is important (agree).

Archaeological ‘*[the] sites are nice and the museum is clear and very didactive*’. Yet, ‘Vaison should include the cities and villages in its environment, even if they are not in the same department or region’. She has visited the site very often with friends and family.

#### Appendix IIc: Carpentras

**Respondent 17** is a 49 year old male from Carpentras, who came to live in the historical city-centre city in 1994 when a family-house was abandoned. His nationality is French. He described the region as having a ‘magnificent environment and climate – sweet life’. He thinks the Mont Ventoux is of major importance for the identity of the region (very much agree) and also agrees that agriculture is of importance for the identity of the region (agree). The identity of the region is however not important to him (between both).

The Tourist Information Centre provides the right information, and archaeology is ‘precious, part of history’. He has visited ‘Nimes, Arles, Orange and Pont du Gard at Avignon, because these are beautiful places and he loves history and its monuments.’

**Respondent 18** is a 35 year old male from the city-centre of Carpentras, who has the French nationality. He came to live here 12 years ago because of work. He described the region as ‘easily accessible: roads, highways, train (Carpentras – Orange), airports nearby (Avignon and Marseille – Marignane), the weather is nice with lots of sun, and there are many cultural and historical sites to visit’. He agrees that the identity of the region is important (agree) but is not sure whether the economic relevance weights higher than the true identity of the region (between both).

## Appendix III: Letter from respondent 15

Mr GAVENDA Boie

10 Rue des Fours  
Haut - Villé  
84110 VAISON-LA-ROMAINE  
Tel 04 90 36 39 66

Vaison 18/9/2017

Ma Chère Etudiante !

Vous êtes à Vaison, et vous auriez dû venir me voir, c'est avec plaisir que je vous aurais reçu, d'autant plus qu'étant étudiant et enquêtant sur la région, nous aurions abordé plusieurs questions sur la région, pouvoir aider une étudiante a'c'est un plaisir et un devoir.

Un conseil tout à fait amical, lorsque vous adressez une courrie, ici en France du début à la fin de votre lettre utilisez le "vous" tant que vous ne connaissez bien la personne, c'est quelque chose d'important, et qui peut nuire à votre demande la "tu" s'utilise quand vous connaissez bien la personne, à utiliser que pour du courrier personnel uniquement, à condition de bien le connaître, mais par principe et plus de correction utilisez le "vous", cela évitera un contact négatif, le français est pointilleux sur les formules.

Il m'adresse à vous comme je me suis adressé à ma fille, vous ne m'en voudrez pas !

Pourquoi avoir habité la vieille ville (ou la Cité Médiévale ?)

En 1953, au cours des Premiers Chorales, la vieille était sur le thème de Vaison au Moyen Age ! donc cette vieille n'est devenue dans la vieille ville, tout le monde s'était habillé sur le style médiéval, et cela a permis aux Vaisonnais de découvrir cette cité un peu mise à l'écart, les gens riches ne vivaient pas dans un quartier plus ou moins en ruine, où la richesse était absente !

La ville était éclairée par des torches et des lanternes, les spectacles se déroulaient sur les différentes places, et mon père a été enchanté de découvrir cette cité, en 1954 il en a acheté la maison que nous occupons toujours.

À l'époque Vaison était un village de province, très sympathique, hélas, depuis le modernisme, et la venue de certaines gens la mentalité a bien changé, avant on se saluait, l'accueil était franc !

- Qu'est-ce qui fait l'attrait de Vaison ? ou la curiosité ?

- Les recherches archéologiques

- Les Chorales (rassemblement de nombreuses chorales d'Europe et du Monde)

- Les inondations du 22/9/1972 si mes souvenirs sont exacts, la presse, les médias tout le monde voulait voir ! curiosité morbide.

L'économie de la région ?

Comme ce beaucoup d'usines ont fermé, la région est désœuvrée sur le plan du travail, beaucoup ne veulent pas l'admettre.

Pour connaître l'histoire de la Vieille Ville, vous avez une personne très sympathique et connaissant fort bien l'histoire de notre cité, et qui avait organisé au milieu en place ou la création des habitants du lieu, une idée très intelligente, admise par de très nombreux touristes, et je crois que certaines villes ont trouvé cette exposition très intéressante, et redonnant vie à des personnes disparues, et je crois que cette idée originale a été copié par d'autres localités, vous auriez pu le raconter, c'est quelqu'un de très agréable et auprès de qui on peut apprendre ce qui était la vieille ville.

Voilà quelques mots sur la région, votre sujet est fort intéressant, mais il faudrait rencontrer des personnes qui connaissent l'histoire de la localité.

Tous mes vœux de réussite, je vous souhaite bon courage et peut être à vous voir un de ces jours.

Bien à vous

H. Grauerola