

My name is Angela Gerekou .

I was an ex tourism & culture deputy minister in Greece.

And now I am the president of Greek National Tourism organization. GNTO.

But I am also an Architect and an artist.

I am very happy to announce today the 7th symposium of archaeometry that is organized from the university of west attica and the network of Perebia in Greece !

Congratulations to all of you!

Gnto is responsible for for Greece's **promotion** and advertising campaigns, aimed at developing both domestic and inbound tourism, mainly through its regional offices in Greece and all over the world.

Our strategy showcases the different methods and trending methodologies for preserving, spreading, and **improving cultural and architectural heritage** for the following decades.

Archaeometry is a Science at the Service of Human History and Art in general!

It is the tool that reveals the secrets of the history!

The field of archaeometry covers a wide range of subject categories and disciplines in relation to science and humanities and is developed around 3 main axes of research: archaeology, art history, and heritage conservation.

I strongly believe that developing innovative and non-invasive techniques is a very important issue for everyone here that is attending today this symposium.

The major archaeometrical contributions in cultural heritage and archaeology in general and the policies that could develop archaeometrical data into a sustainable stage of local, regional, and national economic development is making our cultural product stronger!

The United Nations Educational, Scientific, and Cultural Organization (UNESCO) conventions for the documentation and protection of cultural heritage via new technologies and archaeometry are reviewed and connected to development strategies and sustainable development goals.

I would like to emphasize here this point of view of Archaeometry.

The role in cultural heritage sustainability and development.

The triptych of archaeometry, added value, and sustainability must be approached .

Today, humanities and archaeology, in particular, need to engage in discussing the implications of the expanding frontier of knowledge, ranging from archaeo-genetics to the diet and mobility of individuals, incorporating demography and sustainability in the long-term.

We can revisit museums and archaeological sites and select materials in order to reconstruct the whole **life stories** of individuals, in addition to their diet, mobility, and close family stories, as well as their larger genetic family stories from prehistory until the present.

Sedimentological ,Geomythical and geo-archaeological data can be used to reconstruct the ancient environment.

Thus, a new door is now open to previously hidden knowledge, which will once again reduce the amount of qualified guessing, thereby refining and redefining theory and interpretation.

Moreover, these new techniques bring archaeology much closer to public awareness.

It is important to connect again the ancient to the contemporary way of life in a more sustainable way through the lens of archaeometry. Culture has a vital role to play in making the tourism product more competitive.

Sustainable development is a balance between society, the environment, and the economy, whom archaeometry can play a significant yet neglected role .

I strongly believe that this combination is important for the tourism industry to protect not only the country but the planet too **“so it can support the needs of the present and future generations.**

The rich cultural diversity of Historical Greece and its crafts products it is a great example and can help to differentiate its tourism products from competing destinations elsewhere in the world.

The fact that tourists travel to see local cultures and crafts can also generate pride in local culture.

A cultural bridge needs to be formed between the local culture and the culture of the tourist.

So I invite you all to make this bridge more innovative an stronger than before !!!

The tourism industry conference tourism in Greece is a very important factor and has suffered major losses, as over 95 percent of the international events scheduled to take place in the country in 2020, have been canceled or postponed due to the coronavirus (COVID-19) crisis.

In [#GNT0](#) We are making all the efforts to regain this great loss with safety.

We hope that 21 will be a better year for everyone!

Thank you

Angela Gerekou