



# Hapag-Lloyd Kreuzfahrten



Hapag-Lloyd Kreuzfahrten (HLK) specializes in expedition and luxury cruises (river and ocean) around the world, as well as in the Arctic, Antarctic and other pristine areas such as the South Pacific Islands and the Amazonas. In 1999, 43 000 passengers travelled with HLK cruises.

In the 1998/1999 season, 1 750 passengers travelled to the Antarctic with HLK on board two of its cruise ships, *MS Bremen* and *MS Hanseatic*. Antarctic tours are challenging because they are conducted away from traditional routes in extreme conditions, where the environment is pristine and fragile.

HLK complies strictly with Recommendation XVIII-1 adopted at the Antarctic Treaty Meeting in Kyoto 1994 and to the rules of the

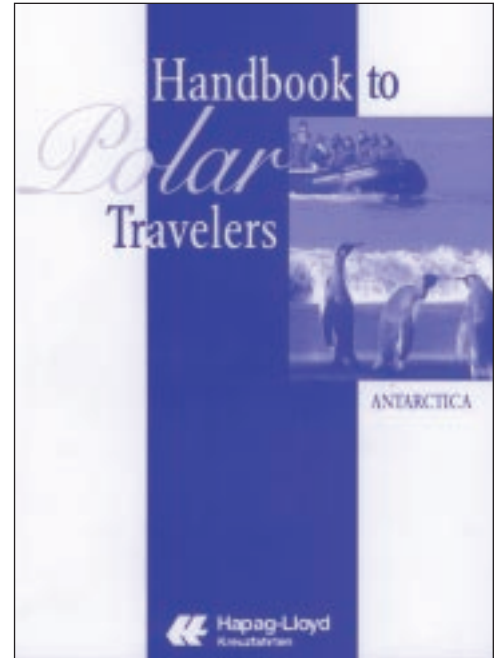
International Association of Antarctica Tour Operators. A copy of Recommendation XVIII-1 is given to each passenger and crew member on Antarctic cruises.

A presentation on how to behave in Antarctica is given to passengers and crew before entering Antarctic waters. A group of experienced lecturers and naturalists is always on board.

To minimize environmental impacts and to improve the experience of visitors, HLK has also developed a handbook for travellers to the poles (see illustration right) which is the subject of this article.

### Description of good practice

The 132-page highly illustrated handbook provides:



## Handbook for Polar Travellers: behaviour and instructions

### Behaviour

We regard appropriate behaviour and attitude as a part of your equipment. Please overcome your sense of individuality and remain attached to your group at all times. We ask you not go on any extra tours all by yourself and not to undertake any independent initiatives, especially when you are on glaciers. Falling into glacier crevasses is one of the most frequent causes of death in polar regions. Our staff and experienced tour assistants will show you the most environmentally-friendly paths on site. Please obey their instructions.

Never approach even harmless animals closer than five metres. Warnings from the tour assistants accompanying you are to be taken seriously, especially when polar bears may be encountered. The pilot is responsible for the shore boat and only he is authorized to permit individual voyagers to stand up.

If the ship's siren blows several times, this is an alarm. Everyone should immediately return to the assembly

point in order to reach the ship as fast as possible. Smoking is prohibited in shore boats and in nature reserves. We should not leave litter behind — all we should take home are memories and photographs. We never visit stations without prior invitation.

### Instructions for travellers to Antarctica

1. For reasons of animal protection and your own personal safety, keep the following distances from animals:

- penguins, 5 m
  - breeding albatrosses, 5 m
  - breeding giant petrels, terns and skuas, 15 m
  - fur seals, 15 m (for your safety from aggressive bulls)
  - elephant seals, 5 m (never step between the animals and shore in case animals panic and attack).
2. Be careful when you are moving on land.
  3. Never stand between an animal and water, and never stand between young animals and their parents.
  4. Never cross the outer boundary of a colony of penguins or seals.

5. Never touch the animals.
6. Never alarm an animal in order to take a photograph.
7. Keep as quiet as possible in order not to frighten the animals.
8. Do not step on sensitive mosses and lichens.
9. Do not take anything home from Antarctica except memories and photographs.
10. Bring back all litter to be disposed of on the ship.
11. Do not take food with you on land.
12. Enter research stations only when invited to do so.
13. Entrance to historical huts is permitted only in the company of an officially authorized person.
14. Smoking is strictly prohibited on land, as well as in huts and shelters of historical importance.
15. When on land, always remain with the group or leader of the expedition.
16. Please follow the instructions given by your expedition leaders, lecturers and biology experts.

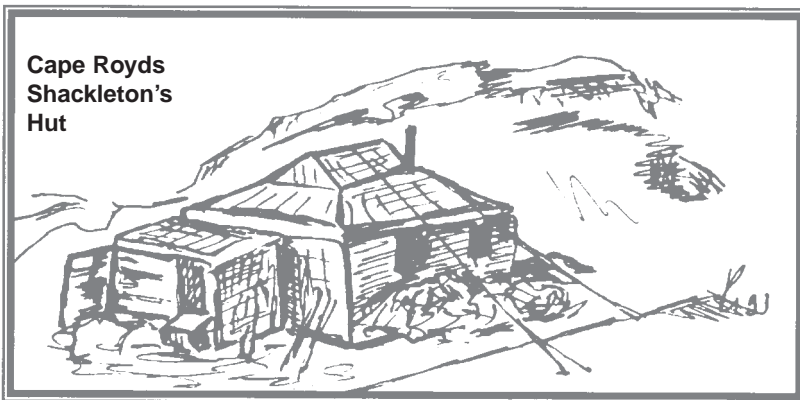


- guidelines and practical information on how tourists should behave in the new environment;
- historical, geological and scientific facts to accompany the lecture programmes on the cruises; and
- supplementary

reading on the Antarctic region.

The handbook includes chapters on:

- the Antarctica region — the history surrounding the continent and descriptions of sub-Antarctic regions;
- the sub-Antarctic islands — their history, geology, climate, fauna and vegetation;
- the geological history of the continent;
- the Antarctic Treaty, locations of winter stations and the effects of ozone layer depletion and global warming on Antarctica;
- the plants and animals of the Antarctic, providing intriguing information on krill, fish, insects and underwater creatures such as sponges and starfish, penguins, seals and whales.



Illustrations from the HLK Handbook cover all aspects of life in the Antarctic

### Development

The handbook was written by six of the scientists and lecturers who serve on the *MV Hanseatic* and *MV Bremen*; all have intensive experience of Antarctica. The handbook, now in its fourth edition, was revised by Dr Gerhard Beese and Bärbel Krämer. Bärbel Krämer is

responsible for environmental affairs in the company. She has been Cruise Director and Expedition Leader in Antarctica since 1978.

Most HLK passengers expect comprehensive information on landscape, flora and fauna — not just during lectures but also on excursions ashore. Respect for nature and sensitivity to foreign ethnic groups are top priorities for HLK. Much effort was therefore devoted to making sure that the handbook meets the needs of all the parties involved.

### Implementation

The handbook is given to each passenger prior to departure. The lectures during the cruises are given by biologists, geologists, glaciologists, marine biologists, historians and others. The lecturers also accompany passengers ashore to answer questions and ensure that the guidelines are respected.

There is a designated 'focal point' during each cruise to answer any questions the tourists may have after reading the handbook.

The section on sustainable tourism has been further developed with a large selection of posters and other information material on whales, birds, penguins and other animals, and on the Guidelines.

The official training material for HLK tour guides on Antarctic cruises is based on the Guidelines, briefings, slide shows and the Antarctic Instruction book for Officers, Expedition Leaders and cruise staff

### Benefits

One benefit of using the handbook is increased understanding of the fragile environment of the Antarctic on the part of the tourists. The benefit for HLK is that the handbook is a good advertisement for the high standard of HLK cruises. The handbook helps HLK achieve its aim of making its passengers ambassadors to the last still largely unexplored continent.

### Contact

Bärbel Krämer  
Environmental Affairs  
HLK GmbH  
Ballindamm 25  
20095 Hamburg  
Germany

Tel: +49 (0)40 3001 4798  
Fax: +49 (0)40 30014761

e-mail: [baerbel.kraemer@hlkf.de](mailto:baerbel.kraemer@hlkf.de)

The Tour Operators' Initiative for Sustainable Tourism Development is supported by UNEP, UNESCO and WTO

