Chapter 12: Selling the south: commercialisation and marketing of Antarctica

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Extract

12. Selling the south: commercialisation and marketing of Antarctica Hanne Nielsen In 1913 the Australian explorer Douglas Mawson penned a series of articles for The Adelie Blizzard, the ‘newspaper’ of his Australasian Antarctic Expedition, where ...
The continent of Antarctica is at risk from human activities and other forces, and environmental management is needed to protect the planet's last great wilderness area, say experts. Until now, energy companies have shown little interest in exploring the southern reaches of our planet because of the harsh conditions, the distance to market and the lack of technologies make it a very expensive commercial proposition. “In the 1960s, most believed that drilling on the North Slope of Alaska was not economical, and in less than 30 years, it became one of the world's major sources of oil.