



F.I.C.C. – Fédération Internationale de Camping,
Caravanning et Autocaravaning AISBL

Sunday, 2 December 2018

1st FICC World Congress, Lisbon, 2018
was celebrated from 21 to 23 at the Ramada Hotel, Lisbon
**2018 年第一屆 FICC 世界露營論壇於 21 日至 23 日在西班牙里斯本
Ramada 酒店舉行。**

At the same time, it was also held the celebration of the 85th anniversary of the FICC,
founded in 1933.

與此同時，世界露營論壇同時為成立於 1933 年的世界露營總會 FICC 舉辦 85 週
年慶典。

See a brief history of the FICC at the end of this article.

敬請參閱本文最後的世界露營總會 FICC 簡史介紹。



Most of the presentations and speeches were delivered in English, with the exception of 2 or 3 speeches in French. The norm of the Congress was established for the official languages of the FICC, English, French and German. Since Portugal was the host country, Portuguese was also spoken, especially in the opening ceremony. 本論壇大部分的演講將以英文發表，但有 2 或 3 位會以法文發表。大會遵循世界露營總會 FICC 的三種官方語言－英語、法語和德語來進行，但由於此次舉辦國是葡萄牙，所以也將使用葡萄牙語，特別是在開幕式上。

Motorcaravanning

自走式露營車

All the current topics of motorhome tourism were very present in the Congress. Experts from entities that have a large number of motorhome members attended, such as the NKC and the Camping and Caravanning club, United Kingdom. 有關自走式露營車的旅遊主題都明顯出現在本次論壇的演講中。來自擁有大量自走式露營車會員的各協會團體的專家均參與盛會，譬如荷蘭的 NKC 及英國的 **The Camping Caravanning Club**。

The official opening of the Congress

開幕

It was officiated on November 22 by João Alves Pereira, president of the FICC; João Queiroz, president of the Portuguese Federation; Ana Mendes Secretary of Tourism, Portugal, and Jean Marc Mignon, World Tourism Organization.

由世界露營總會 FICC 總會長 **João Alves Pereira**、葡萄牙露營聯合會會長 **João Queiroz**、葡萄牙旅遊局秘書 **Ana Mendes** 及聯合國世界旅遊組織 **Jean Marc Mignon** 將在 11 月 22 日主持開幕典禮。

The purpose of the Congress

論壇目的

The main reasons for this congress were based on the need for a new approach in the world panorama of itinerant tourism, camping and new technologies. There is a



F.I.C.C. – Fédération Internationale de Camping,
Caravanning et Autocaravaning AISBL

radical change in trends regarding the associative style of itinerant tourism and camping in general in many countries in the world.

世界露營總會 FICC 舉辦本次論壇的主要原因是基於全球對移動式旅遊、露營和新技术之全新方法的需求。世界上許多國家對於移動式旅遊和露營的組合風格趨勢，已普遍的產生巨大變化。

For this reason, large associations such as the NKC from the Netherlands, the Camping Caravanning Club of the United Kingdom (a club with more than 100 years of history), the Motorcaravanners Club, United Kingdom, among other important European entities, also agree that the strategy cannot be the same, as it has been applied in most clubs and federations; as a result, they could face either the loss of a large number of members or even their disappearance.

基於這個原因，許多大規模的協會，如來自荷蘭的 NKC，英國的 The Camping Caravanning Club of the UK（這是一家具有 100 多年歷史的露營俱樂部）、英國的 Motorcaravanners Club，以及歐洲其他重要的大規模協會也都認同經營露營地的策略不能再跟以前一樣。因此，策略不再創新的話，將來大多數的露營俱樂部和聯合會都將面臨流失大量會員，甚至整個協會都會消失的問題。

FICC World Congress Agenda

FICC 世界露營論壇議程

On 22nd and 23rd were dedicated to the Congress (day 21 was the meeting of the FICC Council and commissions).

世界論壇的活動安排在 11 月 22 日及 23 日兩天（21 日是世界露營總會 FICC 的理事會及各種委員會的會議）。

Presentations and speeches were divided into 4 parts by speakers who were well versed in the world of itinerant tourism (caravans, motorhomes, campervans, etc.), camping and technologies.

演講發表依精通移動式旅遊（露營車、自走式露營車、露營車等），露營及露營技術之演講者，分為 4 組進行。

Find details of all participants below:

以下是所有參與者的詳細資料。

Part I – November 22

第一組 11 月 22 日

"Another World", presented by Stan Stolwerk, general director of the NKC (Dutch motor motorhome club with more than 50,000 members).

Stan Stolwerk (荷蘭)：荷蘭 NKC (具有 5 萬會員的自走式露營地的搜尋網站) 總幹事，主講“另一個世界”

- Erik Van Laar (The Netherlands), analyst of the NKC, "The Technological Revolution and Our World", environment, mobility and tourism: analysis of trends, "The Future Clients are already here".
- **Erik Van Laar (荷蘭)：NKC 分析師，主講“技術革命及我們的世界”，趨勢分析：環境、商業、移動性及旅遊業，“未來的客戶已經在這裡”。**
- Eric Zeevalk (The Netherlands), markets of the NKC, "Analysis of New Generations in Tourism and Camping".
- **Eric Zeevalk (荷蘭)：NKC 市場分析師，主講“分析新一代及其他世代之旅遊業及露營業”。**
- Norbert van Noesel (The Netherlands) Marketing Director of Thetford
- **Norbert van Noesel (荷蘭)：Thetford 市場營銷經理**
- Maarten van Soest (The Netherlands) executive director of Tonke Van company, manufacturer of campervans. "Effects on the Industry and Small Manufacturers".
- **Maarten van Soest (荷蘭)：Tonke 公司執行長，該公司是露營車的製造商，主講“對露營產業及小型製造商的影響”。**

Part II, November 22

第二組 11 月 22 日

"A New Industry", presented by Fabien Produit (ASC, Switzerland)

Fabien Produit (瑞士)：ASC，主講“新興產業”。

- Hermann Pfaff (Germany) President of the CIVD (Association of Travelling Vehicle Manufacturers of Germany and Europe. "The Worldwide Leisure Vehicle Industry".
- **Hermann Pfaff (德國)：德國與歐洲露營產業協會(CIVD)¹會長，主講“世界休閒車產業”。**

¹自 1962 年以來，一直代表德國露營產業各家製造商的露營產業協會(Caravanning Industry)



F.I.C.C. – Fédération Internationale de Camping,
Caravanning et Autocaravaning AISBL

- François Feuillet (France) President of the ECF, European Caravan Federation.² ("The European Leisure Industry).
- **François Feuillet (法國)**：歐洲露營拖車聯合會總裁，主講“歐洲休閒產業”。
- Jost Kruger (Germany) General Director of the ECF, "A New European Approach Towards Advocacy"
- **Jost Kruger (德國)**：歐洲露營拖車聯合會總幹事，主講“歐洲倡議新方式”。

Part III, day 22

第三組 11 月 22 日

"Changes in the Camping", presented by Beatriz Santos, Orbitur group (Portugal) and Thomas Mehlmauer, OCC, Austrian Camping Club (Austria)

Beatriz Santos (葡萄牙)，**Orbitur 集團3**及**Thomas Mehlmauer (奧地利)**，**OCC 奧地利露營俱樂部**，主講“露營的變化”。

- Linda Gedink (Luxembourg) president of EFCO & HPA (European Federation of Camping and Associations of Holiday Parks Organizations). "The Camping and the Challenge of the Future Electric Vehicles"
- **Linda Gedink (盧森堡)**：**EFCO&HPA4**會長（歐洲露營聯合會 **EFCO** 暨假日公園組織協會 **HPA**），主講“電動露營車之未來挑戰”。
- Bruno Lacroix (France), director of Editorials Pôle Tourisme. "A Reflection on the Modern Good Camping".
- **Bruno Lacroix (法國)**：**Pôle Tourisme5**編輯主管，主講“對現代好露營場的反思”。
- Maja Dimmik "Glamping and the New Trends in Camping Architecture Now and in the Future" (Glamping (glamor + camping) is a formula that began a few years ago

Association, CIVD)，其 148 名會員，除了知名的產品和服務供應商、公共機構及來自該產業所有領域的聯盟協會外，還包括幾乎所有德國和歐洲的休閒車製造商。

¹ <https://www.civd.de/en/association.html>

² <http://www.e-c-f.com/index.php?id=25>

³ <https://orbitur.com/en>

⁴ <https://www.efcohp.eu/>

⁵ <http://www.pole-implantation-tourisme.org/>

and offers a perfect combination between camping outdoors and enjoying the comforts of the best luxury hotel. Prices can range between 200 and 10,000 euros per day).

- **Maja Dimmik**：主講“談現在及未來的豪華露營與露營建築的新趨勢”。
(Glamping (魅力+露營) 是幾年前開始的組合，享受戶外露營與最豪華舒適酒店的完美結合，每天住宿價格在 200 至 10,000 歐元之間)。
- José Iglesias González (España), (Spain), honorary member of the FICC, ex-counselor and former chairman Motorcarvaning Commission, FICC. "Motorhome Sites, Stopovers and the Economic Impact on Tourism"
- **Jose Iglesias Gonzalez** (西班牙)：FICC 榮譽會員，主講“自走式露營車營地及短途停靠站營地對旅遊業的經濟影響”。
- Jean Marc Mignon (France), member of the World Tourism Committee, UNWTO , "Camping and Ethics".
- **Jean Marc Mignon** (法國)：聯合國世界旅遊組織(UNWTO)世界旅遊委員會成員，主講“露營與倫理”。
- João Alves Pereira (Portugal), President of the FICC (Fédération Internationale de Camping Caravaning et Autocaravaning). "Camping Card International, C.C.I."
- **João Alves Pereira** (葡萄牙)：世界露營總會 FICC 會長，主講“世界露營卡 (C.C.I. 卡) ”⁶。

Part IV - November 22

第四組 11 月 22 日

Clubs and associations: "Move, Share and Adapt", presented by João Alves Pereira (Portugal), President of the FICC.

João Alves Pereira (葡萄牙)：世界露營總會 FICC 會長，主講“露營俱樂部及協會的移動、分享和適應”。

- Stan Stolwerk (The Netherlands), NKC, "Clubs and Associations": how to stay relevant locally, nationally and internationally "
- **Stan Stolwerk** (荷蘭)：NKC，⁷“俱樂部和協會”：如何讓露營活動在當地、國內和國際之間保持相關性“。

⁶ <https://campingcardinternational.com/about-cci/camping-card-international-cci/>

⁷ <https://www.campercontact.com/en>

<https://www.campercontact.com/en/content/fags#what>

Campercontact 是自走式露營地的搜尋網站，提供超過 20,000 個露營地的數據資料供查。



F.I.C.C. – Fédération Internationale de Camping,
Caravanning et Autocaravaning AISBL

- Robert Louden (United Kingdom), Director of the Camping and Caravanning Club (it has a lot motorhome members). "Proven Record of Adaptation", more than 100 years of history and relevance.
- **Robert Louden** (英國)，露營及露營車俱樂部⁸主席（該俱樂部有很多自走式露營車會員），主講“適應的驗證記錄”，超過 100 年的歷史及其相關性。
- Lin Chin-Chang (Taiwan), Asia-Pacific Commission. "How to Implement and Expand the Culture of Camping".
- 林晉章（台灣），亞太委員會，主講“如何在亞太地區實現及拓展露營文化”。
- Inés Ayala Sender (Spain), Member of the European Parliament. President of the OITS (International Tourism Organization). "Social Tourism and Camping".
- **Inés Ayala Sender**（西班牙），歐洲議會議員。OITS（國際旅遊組織）會長，主講“社交旅遊和露營”。

Conclusions

結論

The strategic importance of reinventing the approaches of the associations can not be underestimated. If it is not already on the agenda of each Board of Directors, it should be. As members or clients increase their expectations, the speed of adaptation also increases; therefore, exponentially, it will increase the need to develop capacities to administer and comply with these new rules of association.

每個協會千萬不要低估創新全球移動式旅遊、露營和新技術的重要性，且應該將創新的策略議題列入自己協會的理事會議程。當會員或客戶對創新策略的期待越高時，協會本身的因應速度也應該跟著提昇；職故，對於創新的策略執行及遵守的發展能力也需求孔亟。

The reality is incontestable, the member (client, etc.) no longer seeks, as in past times, an association, club ...; Now, these entities of itinerant tourism have to seduce them as if they were customers, with more services and information. Effectively, the member must be attracted; the interest disappears, if there is no convincing offer.

⁸ <https://www.campingandcaravanningclub.co.uk/>

The romanticism of past times, where there were many volunteers to collaborate, in those days members were proud to belong to a club, now this is beginning to be history. Currently, most members demand service as customers. Undoubtedly, associations require new formulas, far from those exercised so far.

現實是無可爭議的，會員（客戶等）不再像過去那樣尋找協會、俱樂部……；現今，他們必須把會員當做是客戶一樣，用更多的服務和訊息吸引他們上門，且必須有效率地吸引住他們。如果沒有提供令人滿意的項目，會員對加入協會、俱樂部會喪失興趣。過去的日子裡，許多志工很浪漫的自豪自己是一個俱樂部的會員，現在這些將開始成為歷史。目前，大多數會員開始要求協會把會員作為客戶來服務。毫無疑問，協會也需要新的，且是遠超過現今所提供的配套來因應這些需求。

Brief history of the FICC

世界露營總會簡史

June 4, 1933, is a very important date in the 85 year history of the FICC, since it was on that day when the FICC held its first General Assembly in 1933 in Hampton Court, United Kingdom.

1933年6月4日對具有85年歷史的世界露營總會FICC是一個非常重要的日子，因為在1933年英國漢普頓宮，世界露營總會FICC舉辦了第一屆會員大會。

In 2011 the word "Autocaravaning" was introduced in the statutes of the organization and the logo including the motorhome was modified and, at the beginning of 2012, the official title of the Federation changed to "Fédération Internationale de Camping, Caravaning et Autocaravaning" -in French language, since its headquarters are in Brussels-, but the acronym remains the same: FICC.

2011年，世界露營總會FICC的組織章程引入“Autocaravaning”一詞，並修改了包括房車的標誌。在2012年初，以世界露營總會FICC總部位於布魯塞爾的緣故，以法語將世界露營總會FICC的官方名稱改為“FédérationInternationalede Camping, Caravaning et Autocaravaning”，首字母縮詞維持不變，仍採用FICC。

Apart from the well known "Rally FICC", the international youth rallies are also a great success. These events are held annually since 1952, always during Easter time. This Youth Rally is very popular; it represents a great attraction for young people from all over the world.

除了眾所周知的“FICC世界露營大會”外，FICC世界青年露營大會也取得空前的成功。自1952年以來，這些活動每年舉行一次，總是在復活節期間舉行。FICC



F.I.C.C. – Fédération Internationale de Camping,
Caravanning et Autocaravaning AISBL

世界青年露營大會非常受歡迎，它對於來自世界各地的年輕人代表一股巨大的吸引力。

At the moment, the FICC is present in many countries around the world, with more than 6 million members, despite difficult times.

目前，FICC 存在於世界上許多國家，儘管困難重重，仍超過六百萬的會員。