

世界露營論壇

世界露營、露營拖車、露營車總會

如何在亞太地區實現及拓展露營文化

亞太地區委員會主席

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**How to Implement and
Expand the Camping Culture in Asia-Pacific Region**

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(Slide 1) Good morning, how are you? I hope everyone is doing well. As chairman of the F.I.C.C. Asia-Pacific Commission, please allow me to introduce myself. I am Lin Chin-chang. My English name is Michael. Today I would like to give a presentation on "How to implement and expand the camping culture in the Asia-Pacific Region."

(圖 1) 各位好，做為世界露營、露營拖車、露營車總會亞太地區委員會主席，請容我先自我介紹，我是來自台灣的林晉章。今天很高興在此以「如何在亞太地區實現及拓展露營文化」題目對各位發表演說。

(Slide 2) Today's outline is as follows.

- Definition of the Asia-Pacific Region
- How to Implement And Expand the Camping Culture in the Asia-Pacific Region
 - Preface
 - Analysis of the Current Status of the 6 Asia-Pacific Commission Members
 - Seeking Improvements in the Members Countries
 - Except the Members Countries, How to Promote Camping Movement in Asia-Pacific Countries

Let me begin with the Definition of the Asia Pacific Region.

● (Slide 3) Definition of the Asia Pacific Region

(Slide 4) This picture shows the current Asia-Pacific Commission members in F.I.C.C.

At present, there are 6 members in 4 countries. The years of the establishments and admitted to FICC members are as follows.

The Japan Camping Association (JAC) was founded in 1968 and joined the FICC in 1969.

The Camping Association of the Republic of China (CAROC) was established in 1975 and joined the FICC in 1977 through Japanese recommendations.

The Korea Camping and Caravanning Federation (KCCF) was originally called KAC (Korea Auto Camping Federation) and was later renamed KCCF. They were founded in 1984 and joined FICC in 1985 through the recommendation of Japan.

The Federation Camping & Caravanning of the Republic of China (FCCC) was established in 1991 and joined the FICC in 1998.

21RV, founded in 2002, and CRVC, founded in 2003, both from mainland China, were admitted to FICC as members in 2012.

(Slide 5) This picture shows the other Asia-Pacific and Asia members in F.I.C.C.

These four FICC members are located either in Asia or Asia-Pacific Region, but they are not members of the Asia-Pacific Committee. Israel was established in 1965. Australia was established in 1968. Turkey, founded in 1966, became a member of the FICC in 1969. The United Arab Emirates, established in 1980, became the FICC member in 1985.

(Slide 6) This table shows the list of the FICC International Rallies and Asia-Pacific Rallies, which has been hosted and will be hosted by members of the Asia-Pacific Commission since 1983.

FICC International Rallies hosted by JAC were in 1983 and 1994. In 2019, JAC is awarded to organize the 89TH FICC Int'l Rally to celebrate its 50th Anniversary.

KCCF has hosted the FICC Int'l Rallies in 2002, 2008 and 2015.

Taiwan's CAROC and FCCC have hosted the FICC Int'l Rallies in 1991, 2005 and 2017.

China organized the 80th FICC Int'l Rally in 2014, and intends to apply for hosting FICC Int'l Rally in 2022.

The first Asia-Pacific Rally was held in South Korea in 1995. In 2018, China 21RV just held the 19th Asia-Pacific Rally in Chengdu, China. The CAROC will host the 20th Asia-Pacific Rally in 2020 in Taiwan.

(Slide 7) This table shows the 21 member countries of the Asia-Pacific Economic Cooperation (APEC). Because the APEC countries are widely distributed and some members are located at the Northern America and Southern America, this table is for reference only.

(Slide 8) The information on this table is from the Ministry of Foreign Affairs, Republic of China (Taiwan). Except the Central Asia and West Asia, these 40 countries and areas are scattered around the East Asia, Northeast Asia, Southeast Asia, South Asia and Pacific Island Countries.

(Slide 9) The 45 participating countries and areas in the 2018 Asian Games were from East Asia, Northeast Asia, Southeast Asia, Central Asia, West Asia and South Asia, exclusive of the Pacific Island Countries.

(Slide 10) From the comparison of Figures 8 and 9 above, here comes the list of the countries shown in Table A. These 24 countries are Asia-Pacific countries which have participated in the 2018 Asian Games. Among them, 6 members in four countries, Japan, Korea, Taiwan and China, are FICC members. The rest of the 20 countries have not been joined the FICC as members yet.

(Slide 11) From the comparison of Figure 8 and Figure 9 above, we got 16 countries in Table B. These 16 countries are located in the Asia-Pacific region, but did not participate in the Asian Games. Among them, Australia has joined as a member of FICC, yet the rest of the 15 countries have not joined the FICC as members.

(Slide 12) After removing the 24 countries of Figure 10 from the 45 countries of Figure 9, we have obtained a list of 21 countries as listed in Table C. These 21 countries are not in the Asia-Pacific region, but located in Asia, and have participated in the Asian Games. The range of these countries covers Central Asia, West Asia, Mongolia in East Asia, and Pakistan in South Asia. Among them, the UAE has been a member of the FICC since 1985, but the other 20 countries have not yet joined the FICC.

(圖 2) 今天要講的內容大綱，有下面幾項：

- 亞太地區的定義
- 如何在亞太地區實現及拓展露營文化
 - 前言
 - 分析亞太諸國現況
 - 亞太委員會四個會員國國家需要改善的地方
 - 如何在日、台、韓、中以外亞洲太平洋地區其他國家推動露營風氣

以下開始今天的演講：

● (圖 3) 亞太地區的定義

(圖 4) 這張圖表示 FICC 亞太委員會的會員現況，目前是 4 個國家，6 個會員，他們的成立時間分別是：

日本露營協會 (JAC) 創立於 1968 年，1969 年加入 FICC。

台灣的中華民國露營協會 (CAROC) 在 1975 年成立，在 1977 年經由日本的推薦進入 FICC。

韓國的露營協會 (KCCF) 原先名字叫 KAC，後來改名為 KCCF。他們創立於 1984 年，在 1985 年經由日本的推薦加入 FICC。

中華民國露營休閒車協會 (FCCC) 在 1991 年成立，在 1998 年加入 FICC。

來自中國大陸的 21RV 創立於 2002 年，CRVC 都創立於 2003 年，他們都在 2012

年加入 FICC 成為會員。

(圖 5) 這張圖表示這 4 個屬於 FICC 會員的國家地區，雖位於亞洲及亞太地區，但非屬於 FICC 亞太委員會的會員。他們分別是成立於 1965 年的以色列，成立於 1968 年的澳洲，成立於 1966 年，在 1969 年成為 FICC 會員的土耳其及成立於 1980 年，在 1985 年成為 FICC 會員的阿聯酋。

(圖 6) 這張圖表示自 1983 年以來，由亞太委員會會員主辦及即將主辦的世界露營大會及亞太露營大會。

其中，日本 JAC 在 1983 年、1994 年，及將在 2019 年為慶祝其成立 50 周年舉辦第 89 屆世界露營大會。

韓國 KCCF 在 2002 年、2008 年、2015 年分別舉辦過世界露營大會。

台灣的 CAROC 及 FCCC 在 1991 年、2005 年及 2017 年舉辦過世界露營大會。

中國大陸在 2014 年，並及將申請在 2022 年舉辦世界露營大會。

第一屆亞太露營大會在 1995 年由韓國舉辦。2018 年中國 21RV 在四川成都剛剛舉辦完第 19 屆亞太露營大會。台灣的 CAROC 將在 2020 年舉辦第 20 屆亞太露營大會。

(圖 7) 這張圖呈現的是亞太經濟合作組織 (Asia-Pacific Economic Cooperation, APEC) 的 21 個會員國國家。因為 APEC 組織的國家分布廣泛，有位於北美洲及南美洲，因此這張表僅供參考。

(圖 8) 這張圖的來源是來自於中華民國外交部的資料¹。這裡說的亞太地區國家有 40 國之多，分佈於東亞、東北亞、東南亞、南亞及太平洋島國，不含中亞及西亞。

(圖 9) 這張圖是參加 2018 年亞運的 45 個國家，分別來自於東亞、東北亞、東南亞、中亞、西亞及南亞，但不包括太平洋島國。

(圖 10) 由上面圖 8 及圖 9 比對，我們得出 A 表 24 個國家，這些是位於亞太地區，且有參加亞運的國家，其中日、韓、台、中 4 個國家地區已參加為 FICC 會員，但還有 20 國尚未加入 FICC 為會員。

(圖 11) 由上面圖 8 及圖 9 比對，我們得出了 B 表 16 個國家，這張表上面的 16 個國家位於亞太地區，但未參加亞運。其中澳洲已加入為 FICC 會員，其他 15 國則尚未加入 FICC 為會員。

1

<https://www.mofa.gov.tw/CountryAreaInfo.aspx?CASN=0984A85A3A9A6677&n=4043244986E87475&sms=26470E539B6FA395>

(圖 12) 由上面圖 9 的 45 國減去圖 10 的 24 國，我們得出了 C 表 21 個國家地區，這些非屬亞太地區，但位於亞洲，且有參加亞運的國家地區，包括中亞、西亞及東亞的蒙古及南亞的巴基斯坦。其中阿聯酋在 1985 就已經是 FICC 的會員國，但其他 20 國迄今尚未加入 FICC 為會員。

- **(Slide 13) How to Implement and Expand the Camping Culture in Asia-Pacific Region**

- **(Slide 14) Preface**

(Slide 15) As we know, the UK Camping and Caravanning Club was founded in 1901, and Sir Baden-Powell started the Scout Movement in 1907. When FICC was founded in 1933, it was Sir Baden-Powell who served as the president of the Camping and Caravanning Club from 1919 to 1940. It showed that the British Camping Association was one of the first members to advocate the establishment of FICC. (Slide 16) The World Organization of the Scout Movement (WOSM) currently has 169 member countries in six regional divisions and the World Scout Jamboree is held every 4 years. The FICC has 76 members from 40 countries, holding at least one International Rally each year.

(Slide 17) When FICC was founded in 1933, there were no Asian members at that time. In 1969, the Japan Auto Camping Federation (JAC) became the first Asian FICC member and hosted the first Asia-Pacific Rally in 1995. (Slide 18) At present, there are 4 countries, six FICC members, in the Asia-Pacific Commission. Although situated in the Region, Australia, Israel, Turkey, and the United Arab Emirates are not members of the Asia-Pacific Commission.

(Slide 19) Scouts of China was established in 1912, and the General Association of the Scouts of China was formally established in 1934 and became a member of the World Organization of the Scout Movement in 1937. After the government of the Republic of China moved to Taiwan, the General Association was reorganized in 1950 in Taiwan and resumed its membership in the World Organization of the Scout Movement.

In 1975, a group of people who love nature, environmental protection and tourism cooperated with those who loved scout's activities and formed the Camping Association of the Republic of China (CAROC). In 1977, CAROC joined FICC as a member through the recommendation of Japan. The Korea Camping and Caravanning Federation (KCCF) joined as a FICC member in 1985. The Formosa Camping and Caravanning Club (FCCC) was admitted to FICC in 1998. 21RV and CRVC, both from China, joined FICC in 2012.

(Slide 20) According to the FICC Statutes, FICC members include camping, caravanning and motorcaravanning clubs or federations. Except for Japan, South Korea, Taiwan, Singapore, Hong Kong, and Macau, many countries in the Asia-Pacific region have a lower GDP. However, is the promotion of camping activities related to the GDP? I personally think that a lower GDP does not mean that camping activities cannot be promoted. At the beginning, the European GDP was not as high as today, but camping was still very popular. This shows that nature-loving outdoor activities are the real focus in promoting camping activities.

● (圖 13) 如何在亞太地區實現及拓展露營文化

● (圖 14) 前言

(圖 15) 英國露營協會於 1901 年成立，而由英國貝登堡爵士成立的國際童子軍是在 1907 年成立。世界露營、露營拖車、露營車總會 (Fédération Internationale de Camping, Caravanning et Autocaravaning AISBL, 以下簡稱 FICC) 在 1933 年成立時，正是貝登堡爵士擔任英國露營協會的會長期間 (1919 年至 1940 年)，所以英國露營協會是當初倡議成立 FICC 的會員國之一。(圖 16) 世界童軍組織 (World Organization of the Scout Movement, WOSM) 目前有 169 個會員國，每 4 年舉辦世界童子軍露營大會，全球分為 6 個區。FICC 目前有 40 國 76 個會員，每年至少舉辦一次 FICC 世界露營大會。

(圖 17) FICC 在 1933 年成立之時，尚未有亞洲國家參加，直至 1969 年日本 (JAC) 首先加入。(圖 18) 目前亞太地區有 4 個國家地區，6 個露營組織是 FICC 會員 (不含澳洲、以色列、土耳其、阿聯酋)。

(圖 19) 中國童子軍運動 (Scouts of China) 於 1912 年開始，1934 年正式成立中國童子軍總會 (General Association of the Scouts of China)。自 1937 年加入世界童子軍組織迄今，於 1950 年移至台灣繼續推動童子軍，並仍維持在世界童子軍總會的會籍。

台灣在 1975 年，一群愛好自然、環保及旅遊的人士結合童子軍成立中華民國露營協會 (CAROC)，經由日本的推薦，在 1977 年加入 FICC 成為會員。韓國 (KCCF) 在 1985 年加入 FICC，中華民國露營休閒車協會 (FCCC) 在 1998 年加入 FICC 成為會員。中國大陸 21RV 及 CRVC 於 2012 年加入 FICC 成為會員。

FICC 過去的會員只有推展露營的團體入會，亞太國家除了日、韓、台、新加坡、香港、澳門以外 (圖 20)，很多國家的國內生產毛額 (GDP) 不高，但推廣露營是否跟 GDP 高低有關？本人認為，不能以 GDP 不高就認為不能推露營活動，當初歐洲 GDP 所得也不高，但仍有露營風氣，所以重點在於愛好自然露營風氣的

推動。

● (Slide 21) Analysis of the Current Status of the 6 Asia-Pacific Commission Members

(Slide 22) Taiwan:

FICC was founded when Sir Baden-Powell was the president of the Camping and Caravanning Club, but even so, the Scout Movement created by Sir Baden-Powell was not integrated with FICC. But when Taiwan promotes caravan and camping activities, it often confuses these activities with scouting camping. However, because Taiwan's camping culture has scouting as its basis, it is easy to produce camping enthusiasts. Taiwan's camping development started from camper populations and then moved towards the campsites market and camping industries.

Being an island nation, the Taiwan camping industry was restricted by government laws and regulations. Campsites were built following a scout-based approach, resulting in a slow camping development. Fortunately, since joining the FICC, camping style has gradually changed. Tent is no longer considered the only option and the importance of campsites and camping industries is now more widely recognized. Campsites that meet international standards are gradually emerging.

(Slide 23) Australia and New Zealand:

Locals love camping and their camping industries are developing very well. Camping sites meet international standards and attract foreign tourists. As a result, sightseeing by way of camping has become an important industry in these two countries.

(Slide 24) Japan:

In addition to New Zealand and Australia, the camping industry in Japan is the most developed in Asia. Japan has international camping car rental websites and good campsites in line with international standards.

(Slide 25) South Korea:

KCCC was recommended by Japan's JAC to join FICC in 1985. Today Korea has more and more campsites and motorcaravans. However, as far as I know, I haven't seen them have an international camping car rental website.

(Slide 26) China:

The current two members, 21RV and CRVC, joined FICC in 2012. Compared to other

Asian members, China is a late boomer in camping development.

The People's Republic of China never had scout activities since its establishment, which caused their camping movement to start straight from the motorcaravans market, not from more traditional camping consumers.

(Slide 27) Israel:

Israel Camping and Caravan Club was established in 1965. Most years the Club members attended F.I.C.C.'s annual rally or European ones, and in 1976 and 1998 small rallies were organized in Israel that were also attended by campers from Europe and Asia countries.

(Slide 28) Turkey:

National Camping and Caravanning Federation (UKKF) held the FICC International Rally for the first time in 1973, then the second time in 2006. UKKF has actively participated in the Rallies in recent years. They hosted the 85th FICC International Rally in Datça, southwest Turkey in 2017.

(Slide 29) United Arab Emirates (UAE):

Although the weather is hot, there are air-conditioned campers on the beachside of the country. The popularity of camping is expected to rise.

● **（圖 21）分析亞太諸國現況**

（圖 22）台灣：

國際童子軍由貝登堡爵士創立，FICC 創立之時，貝登堡爵士雖是英國露營協會的會長，但彼時 FICC 推廣的露營亦未與童子軍結合。而台灣的童子軍文化，卻使得台灣在推動露營活動時，常常讓一般人將露營與童子軍活動連想在一起，造成混淆，但台灣露營史的發展，確實是因為有童子軍為基礎，所以在推動露營時就容易許多，先有了露營者，慢慢導向營地及露營產業的方向發展。

然而台灣因為島國的關係，導致露營車產業的發展受到法令的限制，對露營場地的經營也是以童子軍時代的思維建構，所以露營發展緩慢。幸運的是，自從加入 FICC 以後，國人慢慢改變露營型態，不再只是侷限住帳篷，也知道發展露營營地及露營產業的重要，多年之後，漸漸也有一些符合國際標準的露營場地。

（圖 23）澳洲及紐西蘭：

本地人喜愛露營，他們的露營產業發展很好，露營場地已經達到國際標準，吸引國外觀光，露營已成為觀光旅遊的產業。

(圖 24) 日本：

除了紐、澳以外，亞洲地區就是日本發展最好，他們有國際露營租車網站，也有符合國際標準的好營地。

(圖 25) 韓國：

韓國的 KCC 在 1985 年由日本的 JAC 推薦加入 FICC，國內已有越來越多的露營場及露營車。但據我所知，還沒看到他們有國際露營租車網站。

(圖 26) 中國大陸：

現在的 21 世紀房車及 CRVC 在 2012 年加入 FICC。相較其他國家，中國崛起最慢，卻發展迅速。

中國大陸自始因為沒有童子軍，所以他們的露營發展，不像傳統的露營，也就是說他們不是從露營消費者開始，他們是直接從露營房車產業進到露營消費者，有了需求，再進一步拓展到露營場地的經營。

(圖 27) 以色列：

他們的露營協會創立於 1965 年。他們多年來都有參加 FICC 的世界露營大會，在 1976 年及 1998 年也主辦小規模的世界露營大會，有來自歐洲及亞洲國家參加。

(圖 28) 土耳其：

在 1973 年舉辦第一次世界露營大會以後，又在 2006 舉辦第二次，最近幾年積極參與，並在 2017 年主辦第 85 屆 FICC 世界露營大會。

(圖 29) 阿聯酋：

雖然天氣熱，但在該地的海邊，有看到裝有冷氣的露營車，預期他們的露營人口會有上升趨勢。

● (Slide 30) Seeking Improvements in the Members Countries

(Slide 31) Taiwan:

In Taiwan, camping has increased in popularity with a big camping population and mushrooming campsites, but the emerging market is subject to strict laws and is still far from international standards. The government must loosen relevant laws so that the camping industry can catch up with the international community. This is the direction that Taiwan must continue to work forward.

Among Asian countries, Taiwan has the biggest group attending the FICC International Rally in recent years and has won Challenge Cup in the consecutive of

last four years. Attending the FICC International Rally not only has the purpose of promoting sightseeing and tourism but also helps to develop an international perspective on camping. This is the goal we shall continue to work hard in the future.

(Slide 32) Japan:

JAC of Japan has been awarded to host the 89th FICC International Rally in 2019, in which year the JAC will also celebrate its 50th anniversary. More participants from Asia-Pacific Region are expected to take part in the event.

(Slide 32) South Korea:

South Korea's KCCF was established in 1985. They held the FICC International Rally for the first time in 2002, then for the second time in 2008 and the third time in 2015, which had profoundly improved the Korean camping culture.

(Slide 33) China:

The People's Republic of China never had scout associations since its establishment. Their camping development started directly from the motorcaravans market, and for the purpose of meeting the demand of the rising numbers of consumers, the number of imported motorcaravans and local motorcaravans manufacturers has rapidly surged. Following the emerging motorcaravans market, consumers sought for adequate campsites to accommodate motorcaravans. That is the reason why the camping industry is now booming all over the nation.

The atmosphere that Chinese or Europeans travel from their own countries to Europe or China and back with their own motorcaravans has become a trend, which will contribute to develop camping throughout the world and in Asian countries.

We will encourage more Chinese campers to attend the FICC International Rally so that they could know the real camping lifestyle and what international camping standard should be adopted.

Taking the 2018 Asia-Pacific Rally in Chengdu as an example, generally speaking, I would say the Rally was successful, but the campsite around the commercial exhibition caused an overcrowded space to accommodate 200 motorcaravans. There was no privacy or fire safety space between the motorcaravans. Such a camping site did not conform to the international standard 10MX10M. With such a good campsite China, I consider there is room for further improvement.

At present, we understand that not many Chinese campers have the opportunities to attend the FICC International Rallies. In the long term, I hope that more Chinese

campers could join the FICC International Rallies in the future to broaden their international perspective and cultivate their views to connect with the international camping community.

Mainland China is now rapidly developing a combination of consumers, camping sites and camping industry. I personally believe this is a good, positive phenomenon.

● (圖 30) 亞太會員國 (四個國家) 需要改善的地方

(圖 31) 台灣：

台灣的露營，有消費人口也有露營場地，台灣的露營產業才剛剛要起步，但受限於法令，跟國際接軌還有一段距離，政府必須鬆綁法令，露營產業才能接軌國際，這是台灣要努力的目標。

歐洲各國看到台灣每年參加 FICC 的人數是亞洲國家中最多的，台灣去參加世界露營除了是促進觀光旅遊之外，也是要增進國人露營的國際觀，這是以後我們要持續努力的方向。

(圖 32) 日本：

2019 年是日本露營協會 (JAC) 成立 50 週年紀念，第 89 屆 FICC 世界露營大會也將由 JAC 主辦，相信有更多的亞太會員國成員參加。

(圖 32) 韓國：

KCCF 成立於 1985 年，在 2002 年舉辦第一次世界露營大會以後，又在 2008 舉辦第二次，2015 年主辦第三次，大大帶動露營文化。

(圖 33) 中國大陸：

中國因為沒有童子軍系統，所以其露營的發展是直接進入房車產業，也因為市場大，所以世界各國爭相進入中國，加上本地的房車業者，所以他們在房車產業部分非常的蓬勃。

中國由露營車產業推動到消費者，消費者買了車才發現沒有好的露營場地，所以他們現在重視露營場地的建設，這種發展是非常快速的。

中國自駕露營車到歐洲來回，歐洲自駕露營車到中國大陸來回已經蔚為一股風氣，這種現象在全球，在亞洲的露營發展可以說是一種非常好的時機

我們鼓勵中國更多的露營者參與 FICC，如此一來他們才會了解真正的露營態樣以及露營的國際標準規格。

以 2018 年成都亞太露營為例，大體上舉辦成果還不錯，但露營品質不符合國際

標準的 10M×10M，沒有隱私及安全防火距離。為了商業上的露營車展示，只有在展示區外圍一圈給 200 台露營車使用，露營車之間沒有安全的車距，這樣的露營沒品質，但能有如此好的本地露營場也已不錯。中國大陸因為只有很少人接觸過國際露營，還沒有國際觀，所以希望中國大陸將來有更多人可以參加 FICC 世界露營大會，以開拓視野並與國際接軌。

中國大陸正快速發展結合露營者、營地及房車的露營產業，我個人覺得這是一個好的、正面的現象。

● (Slide 34) Except the Members Countries, How to Promote Camping Movement in Asia Pacific Countries

- I. (Slide 35) Except Japan, Korea, Taiwan and China, among the rest of 20 member countries in Table A, we found that Hong Kong is the only area, where a camping organization has been organized. This Hong Kong camping organization will be the target which we will try to recruit as FICC member.

(Slide 36) As to how to start the task and what methods the Asia-Pacific Commission could take to help the rest of 19 member countries to set up camping and camping industry organizations, the following two methods could be taken into consideration:

- Method 1: Among the 19 member countries in Table A, finding the member countries of the World Organization of the Scout Movement (WOSM).

If we could find the list of countries which are also member countries of the World Organization of the Scout Movement (WOSM), the Asia-Pacific Commission will suggest them to organize camping associations first and then invite these associations to join FICC as members. Taking advantage of the well-experienced scout organization system to increase the popularity of camping is the key entry point for promoting camping in the countries and areas.

- Method 2: Among the 19 countries in Table A, finding the countries in a lower GDP which are not members of the World Organization of the Scout Movement (WOSM).

Maybe some people consider that unless people's living standards reach a certain level, camping could not be highly popular with people. But even in lower GDP countries, high-income communities still exist. Promoting camping to these affordable groups will be a good entry point.

In my personal opinion, the first step is to encourage local industry to engage

in the camping business by providing good camping vehicles, campsites and high quality services to attract more affordable groups into the world of camping. If the popularity among high-income groups grows, the number of campsites will increase, and then the camping industry will certainly grow. As a result of such development, establishing caravan and camping industry associations will not be a tough task in lower GDP countries. As such, the camping culture could expand little by little throughout these countries.

The above-mentioned strategies, in addition to the countries listed in Table A, are of course also applicable in the countries in Tables B and C.

II. (Slide 37) In Table B, most of the countries are small island countries in the Pacific Ocean. We consider the room to develop the camping in these countries is relatively limited.

(Slide 38) However, we found that New Zealand is exceptional. They have motor caravan associations whose membership is based on private sectors, dealers or manufacturers.

FICC has always encouraged Camping Federations or Clubs to join as members. Considering that the topic of today's forum covers three major areas: Consumers, Campsites and the Industry of Camping, Caravanning and Motor Caravanning, does this mean that the Industry of Camping, Caravanning and Motor Caravanning could also become a member of FICC? If the answer is yes, we could possibly invite the Industries of Camping, Caravanning and Motor Caravanning in New Zealand to join FICC as a member.

III. (Slide 39) In Table C, these 21 countries are considered together with the Europe and East Asia. We call them Central Asia and West Asia. (Slide 40) Maybe they don't belong to the Asia-Pacific countries, but we still consider they are the potential candidates to recruit as FICC members.

● (圖 34) 如何在日、台、韓、中以外亞洲太平洋地區其他國家推

動露營風氣

I. (圖 35) 除了日、台、韓、中以外，A 表中的其他 20 個國家地區，到目前為止，我們發現香港是唯一一個有露營組織的地區。香港的露營組織將是我們爭取成為 FICC 會員的目標。

(圖 36) 關於亞太委員會如何幫助 A 表中的其他 19 個國家建立露營和露營行

業的組織及可以採取哪些方法？我們認為可以考慮以下兩種方法：

- 方法 1：在表 A 中的 19 個國家中，找出哪些國家同時是世界童軍組織的會員國。

如果我們能夠找到也是世界童軍組織會員國的國家名單，可以依照台灣的模式，結合童子軍組織讓他們籌組露營協會，再鼓勵加入 FICC。這個方法是利用既有的童子軍經驗以增加露營人口做為推廣露營的切入點，進而推動建立組織。

- 方法二：在表 A 中的 19 個國家中，既非屬於世界童軍組織的會員國，且生活在 GDP 相對比較不高的地方

也許有人認為露營要生活水平達某一程度，才能蔚為風氣，但我認為縱使在 GDP 所得不高的地方，也是可以找高所得的族群，促進這些高所得族群的露營將是一個很好的切入點。

我個人認為，第一步是鼓勵他們將露營當做一個產業，提供好的露營車輛，露營地和優質服務，以吸引更多負擔得起的人進入露營世界。如果露營受到高收入群體的歡迎程度增加，露營地的數量將會增加，露營行業肯定會跟著增長。這種發展結果，在 GDP 較低的國家建立露營產業組織就不會是一項艱鉅的任務，露營文化將在這些國家中逐漸擴展開來。

上述兩方法也是可以適用 B 表及 C 表的國家地區。

- II. (圖 37) B 表的國家大都屬於太平洋島國，(圖 38) 個人認為要在這些國家要發展露營，相對其他國家而言，他們的發展空間比較有限。

但我們發現紐西蘭是個例外，因為紐西蘭已有露營產業的組織。

以前只有露營者組織才能加入 FICC，但由今天的論壇討論主題範圍來看，內容包括消費者、營地、露營產業的討論，是否表示將來紐西蘭露營產業的組織也可以納入成為 FICC 的會員？如果是的話，也許可以邀請紐西蘭的業者加入成為 FICC 會員。

- III. (圖 39) C 表的 21 個國家是處於東接東亞，西鄰歐洲的西亞及中亞，(圖 40) 也許這些國家非屬亞太區域的國家，但卻屬於具有潛在開發的名單內。

(Slide 41) That concludes my speech today. Thank you for listening.

(圖 41) 以上是我今日的演講內容，感謝您的聆聽，敬請多多指教。