# **Hong Kong Young Ambassador Scheme** 香港青年大使計劃 2022/23

Young Ambassadors with outstanding performance will be given awards and nominated to participate in **Volunteer Award Scheme!** 

表現優異的青年大使,可獲頒發獎項及提名參加義工 嘉許計劃!

# Objective:

To nurture young people for promoting Hong Kong and hospitality culture to visitors and locals

- Aged 15 or above
- Hong Kong residents and full-time students (studying in local or overseas schools / institutions)
- · Proficient in Cantonese, Putonghua and English with a commitment to serving the community

Core skills training and community services which help promote tourism in Hong Kong

## **Application Deadline:**

24.6.2022 (by mail with a postmark) / 30.6.2022 by 11:59pm (by online application)

Selected applicants will be charged a fee of HK\$150

# **Programme Details:** https://yas.hkfyg.org.hk

Eligibility:

• 15歲或以上

計劃目的:

- 香港居民及全日制學生(於本地就讀或在外地升學)
- 具備良好廣東話、普通話和英語能力,以及服務社會的熱誠

核心培訓及有助推廣本港旅遊業的社會服務

培育青年人向旅客及市民推廣香港和好客文化

24.6.2022 (郵寄遞交,以郵戳日期為準) / 30.6.2022晚上11時59分前 (網上報名)

獲取錄的申請人須繳付港幣150元

https://yas.hkfyg.org.hk

# lunteering for a Hospitable Hong Kong! 現已接受報名! Apply NOW

The Secretariat, Hong Kong Young Ambassador Scheme 香港青年大使計劃秘書處

(2) (852) 3586 8458

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# Hong Kong Young Ambassador Scheme 香港青年大侠計劃 2022/23

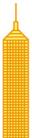






# **Hong Kong Young Ambassador Scheme**

# 香港青年大使計劃 2022/23



# 簡介 Introduction -

香港青年大使計劃(以下簡稱本計劃)是由香港特別行政區政府旅遊事務署及香港青年協會聯合主辦。本計劃自2001年成立至今,吸引逾4,700名青年人參加,向市民和來自世界各地的旅客推廣香港的好客形象及多元旅遊特色,推動旅遊業的持續發展。展望將來,本計劃會繼續透過特色的義工服務,培育一批熱衷服務社會的青年領袖成為代表香港的親善大使,期望能夠:

- 培養以禮待人和主動協助旅客的友善風氣
- 建立好客和優質服務文化
- 增加對香港的歸屬感和多元文化的認識

The Hong Kong Young Ambassador Scheme (the Scheme) is co-organised by the Tourism Commission of the Hong Kong Special Administrative Region Government and The Hong Kong Federation of Youth Groups. Since its inception in 2001, the Scheme has attracted more than 4,700 young people to actively engage in promoting hospitality and diversified tourism features to locals and visitors all over the world, aiming to aid the sustainable development of Hong Kong's tourism industry. Looking ahead, the Scheme will continue this legacy in nurturing a group of young leaders, who are passionate about serving the community, to be hospitable ambassadors representing Hong Kong through special voluntary services. We believe that as a result, they will

- cultivate a sense of courtesy and helpfulness to visitors in a friendly manner
- develop a culture of hospitality and service excellence
- form a deeper sense of belonging and understanding of the diverse culture of Hong Kong







# 計劃內容 Scheme Contents

今年八月,本計劃的參加者須接受全面的培訓,例如透過五感導賞、活動設計和顧客服務等範疇,掌握導賞服務的核心技能,並特別着重向參加者介紹香港鮮為人知的寶藏,發掘香港的不同面貌。參加者亦將學習接待旅客的技巧,為香港開放出入境旅遊市場作好準備。因應2019冠狀病毒病疫情,培訓活動或會以線上、線下的混合模式進行。

完成培訓後,參加者將獲委任為青年大使,於 2022/23學年的任期內參與各項推廣香港旅遊業的義 工服務。青年大使將會駐守於旅遊熱點和參與旅遊推 廣盛事以接待訪客。他們亦會在社區組織活動,引領 旅客及市民發掘本地更多不同角度的城市風貌,以及 宣傳香港本土特色和獨特之處。

過去數年,青年大使於香港的主要旅遊景點,如山頂凌霄閣和天際100香港觀景台等駐守,以及於大型娛樂及"M"品牌體育盛事,如新春國際匯演之夜和世界盃場地單車賽一香港站提供服務。此外,他們也參與了「香港•大城小區」推廣項目,為遊客提供西九龍的導賞服務,推動本地深度遊。而前往外地升學的青年大使,則會負責在當地院校籌辦活動以推廣香港和中華文化。

In the coming August, participants will take part in a series of comprehensive training sessions, acquiring core skills such as in-depth guided tour services, including using five senses, designing of activities and customer service. Emphasis will be placed on showing participants the hidden gems of Hong Kong and helping them discover different parts of the city. In anticipation of the opening up of borders of Hong Kong, participants will also learn how to receive tourists. In light of the COVID-19 pandemic, some training sessions may be conducted in a hybrid mode.

Upon completion of their training, participants will be appointed as Young Ambassadors and engage in numerous voluntary services to promote Hong Kong's tourism throughout the school year 2022/23. Young Ambassadors will station at popular tourist spots and greet visitors at tourism promotional events. They will also organise various activities in the community, aiming to let visitors and locals discover the wonders of the city and also promote Hong Kong's local characteristics and unique attributes.

In the past few years, the Young Ambassadors have stationed at main tourist attractions, such as The Peak Tower and the sky100 Hong Kong Observation Deck. They have also served in mega entertainment and "M" Mark sports events such as the International Chinese New Year Night Parade and the UCI Track Cycling World Cup, Hong Kong, China. Additionally, they have joined the "Hong Kong Neighbourhoods" campaign, providing guided tour services in the West Kowloon neighbourhood for visitors, hoping to promote in-depth local tourism. On the other hand, Young Ambassadors who study outside Hong Kong have organised activities to promote Hong Kong and Chinese culture at their schools and colleges.





# 培訓期:2022年8月

參加者必須參與培訓活動,以掌握有效推廣香港和好客 文化的知識及技能,內容包括:

- 由專業人士主講香港的旅遊發展
- 參觀香港各個與旅遊特色相關的團體或景點,涵蓋歷 史掌故、文娛藝術、綠色旅遊等範疇
- 一系列由專業導師帶領的服務技能工作坊,內容如團 隊合作、顧客服務、接待旅客、導賞、活動設計及廣 東話讀誦技巧
- 歷屆青年大使以「友師」身份與現屆青年大使分享個 人經驗和閱歷

参加者於培訓活動必須達到70%或以上的出席率,方會 獲委任成為香港青年大使。

# 2 服務計劃

# 服務任期: 2022年9月1日至2023年7月31日

獲委任的香港青年大使須於任期內參與下列其中一項服務計劃:

# 本地服務計劃

- 駐守於香港的主要旅遊景點,向旅客介紹香港及提供實用旅遊資訊
- 參與旅遊推廣盛事及攤位活動,推廣香港的節慶文化
- 組織活動,以推廣香港的文化、古蹟和綠色旅遊,並競逐「傑出計劃年獎|

# 外地服務計劃

- 在留學當地向學校或社區介紹香港及提供旅遊資訊
- 在學校或社區籌辦展覽及活動,推廣香港及中華文化

青年大使將接受進階培訓,如機構探訪、與本港優秀企業代表交流等,以加強服 務技能。

此外,本計劃會為青年大使記錄及核實義工服務時數 (包括「其他學習經歷」社 會服務時數);而表現優異者將可獲:

- 頒發獎項及「青年大使證書」(任期內累積至少60(本地)或30(外地)小時的服務)
- 提名參加義工嘉許計劃



# Training Programme (Hybrid Mode)

## **Training Period: August 2022**

Participants must join the training programmes designed to equip them with the knowledge and skills necessary for promoting Hong Kong and showcasing hospitality, including:

- Sharings by professionals on topics related to Hong Kong's tourism development
- Visits to organisations and attractions that promote Hong Kong's specialty such as history and heritage, leisure, culture and art, and green tourism
- A series of service skills workshops on team-building, customer service, receiving tourists, in-depth guided tours, activity design, and Cantonese read-aloud skills led by professional trainers
- · Sharings by the Young Ambassadors of previous years on their experience as "mentors" to the newly-recruited Young Ambassadors

Participants must attain an attendance of 70% or above in order to be appointed as Hong Kong Young Ambassadors.

# Service Programme

# Term of Service: 1 September 2022 - 31 July 2023

Appointed Young Ambassadors are required to undertake one of the following service programmes as appropriate:

# **Local Service Programmes**

- Stationing at major tourist spots, introducing Hong Kong to visitors and providing them with useful travel information
- Participating in tourism promotional events and booth activities to promote Hong Kong's festivities
- · Organising activities to promote Hong Kong's cultural, heritage and green tourism and compete for the "Outstanding Project Award"

# **Outside Hong Kong Service Programmes**

- Introducing Hong Kong to members of the local community in which they are studying and providing them with useful travel information
- · Organising exhibitions and activities in schools or the community to promote Hong Kong and Chinese culture

The Young Ambassadors will receive advanced trainings, such as visits and best practice sharing sessions led by prestigious companies to enhance their service skills.

The Scheme will record and verify the service hours (including service hours on community service of "Other Learning Experiences") for the Young Ambassadors. Those with outstanding performance will be:

- given awards and "Ambassador Certificates" (contributed at least 60 (for local Ambassadors) or 30 (for Ambassadors outside Hong Kong) service hours during the term of service)
- nominated to participate in Volunteer Award Scheme

# 青年大使的感想

# **Feedback of Young Ambassadors**

# 疫境中同行

我曾猶豫是否可像青年大使般有能力推廣香港,在服務香港的決心驅使下,我加入了香港青年大使計劃這個大家庭。在小組組長的帶領下,我在計劃中發揮專長,跟組員協力拍攝深度遊短片,捕捉一個又一個動人心弦的瞬間,以期向觀眾介紹大埔區的好去處。由籌備到完成製作短片,每一步都力求盡善盡美。慶幸我們的努力被肯定,成功贏得「傑出計劃年獎」的殊榮。為了延續這份開心和感動,我更於本年度擔任小組組長的角色,帶領新任青年大使履行推廣香港的使命。在疫情影響下,我們暫時未能在社區籌劃實體活動。但我仍然一直跟組員同行,持續學習及商討解決辦法,共同跨過難關,這一切都是我大學生涯中一段非常難忘和寶貴的經歷。

# We Stand With You

I was once doubtful my ability to promote Hong Kong as a Young Ambassador. With my determination to serve Hong Kong, I joined the big family of the Hong Kong Young Ambassador Scheme. Under the guidance of my group leaders, I gave my best in the Scheme and my groupmates and I filmed an in-depth guided tour, capturing numerous heart-touching moments to introduce the attractions in Tai Po District. We aim for perfection when preparing and filming the short but interesting tour. With great efforts, we received the honour of "Outstanding Project Award" of the year, and I am grateful for the recognition of our hard work. Stepping up, I took up the role of a group leader this year, guiding the newly appointed Young Ambassadors to complete the mission of promoting Hong Kong. Due to the pandemic, we are unable to host face-to-face activities in the community. However, I continue to learn and discuss solutions with my fellow groupmates, journeying through this hard time together. This scheme has provided me with an unforgettable and memorable experience in my college life.



# 1948

# 李影淘

Lee Ying To

# 疫情中的笑容

相比歷屆的青年大使,在疫情影響下的我們更多接觸本地遊客,也鼓勵他們重新探索香港獨特的一面。還記得參與本地大型盛事「嗇色園黃大仙祠百周年紀慶花燈廟會」及「渣打藝趣嘉年華」,為疫情過後回復正常生活作準備。 為促進香港旅遊業復甦,我在這些活動中竭盡所能,希望訪客得到一份難忘的體驗。在疫情下看見訪客的笑容是如此可貴,亦使我得到一段充滿回憶和滿足感的服務體驗。這份笑容給了我勇氣,讓我敢於跟陌生人溝通,成為一個有自信及準備好繼續服務社會的年輕人。



# A Smile during the Pandemic

Unlike previous years, our service focused more on local visitors this year due to the pandemic, encouraging locals to discover the wonders of Hong Kong. I remember the times when I served at the Sik Sik Yuen Centennial Carnival at the Wong Tai Sin Temple and the Standard Chartered Arts in the Park, which are large-scale events paving way for the resumption of normal life after the pandemic. Aiming to give all I have for the revival of Hong Kong's tourism, I hope visitors may have an unforgettable experience. Visitors' smiles under the masks are definitely priceless and have made my service experience memorable and rewarding. The smiles have boosted my courage to communicate with visitors whom I do not know, and has shaped me into a confident and well-prepared teenager to continue to serve Hong Kong.

# 千載難逢的機會

香港青年大使計劃一直透過與不同的旅遊景點和機構合作,為青年大使提供更多的機會,讓他們服務旅客及市民,從而獲取前線的實踐經驗,增進不同的知識和技能,為未來作好準備。對我來說,最難忘的服務經歷想必是參與「香港 • 大城小區」推廣活動,讓我可以成為一位導賞員,向本地和少數族裔學生介紹西九龍區內的歷史建築、老字號。透過向旅客介紹傳統工藝,以致帶動本地深度遊的氣氛,我從中得以鍛煉溝通及演説技巧。香港旅遊業正面對各種挑戰,誠邀你成為香港青年大使的一份子,齊齊在「疫」境中發揮正能量!

# A Once-in-a-Lifetime Opportunity

The Hong Kong Young Ambassador Scheme has all along cooperated with different tourist attractions and organisations to provide numerous opportunities for ambassadors to serve tourists and locals, gain first-hand experience, acquire knowledge and skills, and prepare for the future. To me, the most unforgettable experience was participating in the "Hong Kong Neighbourhoods" campaign, in which I played the role of a tour guide and introduced the historical scenic spots and long-established stores in the West Kowloon neighbourhood to local and ethnic minority students. Through introducing traditional crafts to tourists and as a result, bringing up the atmosphere of immersing into local cultures, I practised my communication and presentation skills. Hong Kong's tourism industry is currently facing various challenges, so I invite you to join us as a Young Ambassador and spread your positivity in this pandemic!

# 字稈坏 Li Cheuk Lam



# 參加資格 / Eligibility. \_ \_ \_

申請人必須符合下列資格:

- 香港居民,並於2022年8月1日年滿15歲或以上;
- 全日制學生,並必須於本地就讀中學/大專院校 或即將前往/現正於外地就讀高中/大專院校;
- 能操流利廣東話、普通話及英語;及
- 具備願意服務社會的熱誠

Applicants must fulfill the following criteria:

- be a Hong Kong resident aged 15 or above as at 1 August 2022;
- be a full-time student at a local secondary school / tertiary institution <u>OR</u> enrolled for study at a high school / tertiary institution outside Hong Kong;
- be able to communicate confidently in Cantonese, Putonghua and English; and
- · have commitment to serving the community

# 報名手續 / Application Procedure.

- 申請人須於:
  - ▶ <u>2022年6月24日或之前</u>郵寄(以郵戳日期為準)報名表格至香港青年大使計劃秘書處
  - ▶ **2022年6月30日晚上11時59分或之前**經本計劃網站 提交網上申請 (以網上申請為佳)
- 申請人可於https://yas.hkfyg.org.hk下載報名表格, 或於該網站遞交網上申請
- 申請人須呈交:
  - 1. 已填妥之報名表格
  - 2. 有效學生證副本一份
  - 3. 醫生證明書副本一份(如申請人要求特別協助或 安排)
- 申請人可透過下列方法遞交上述1至3項文件:
  - ▶ 網上報名系統
  - 於截止日期或以前(以郵戳日期為準)郵寄至: 香港新界粉嶺馬會道302號香港青年協會領袖學院 香港青年協會青年交流部 香港青年大使計劃秘書處
  - ▶ 電郵: yas@hkfyg.org.hk

- Applicants should submit:
  - the application by mail with a postmark to the Hong Kong Young Ambassador Scheme Secretariat on or before 24 June 2022; or
  - online application via the online application system of the Scheme website
     on or before 11:59pm, 30 June 2022 (online application is preferred)
- Application forms can be downloaded from https://yas.hkfyg.org.hk; online applications can also be made on the same website
- Applicants should submit the following:
  - 1. a completed application form
  - 2. a copy of a valid Student Identity Card
  - 3. a copy of medical proof (only applicable if an applicant requires special arrangement)
- All documents listed in (1)-(3) above should be submitted via:
  - online application system
  - mail postmarked on or before the application deadline to: The Secretariat, Hong Kong Young Ambassador Scheme The Hong Kong Federation of Youth Groups Youth Exchange Unit The HKFYG Leadership Institute, 302 Jockey Club Road, Fanling, New Territories, Hong Kong
  - e-mail to: yas@hkfyg.org.hk

# 甄選程序 / Selection Procedure . \_ \_

- 申請人須出席2022年7月22、 23或24日的評選面試 (評選面 試或會以網上形式進行)
- 由學校校長提名的申請人將獲 優先考慮
- 申請人將獲電郵通知申請結果
- 主辦機構對取錄結果保留最終決定權
- Applicants must attend selection interviews to be conducted on 22, 23 or 24 July 2022 (selection interviews may be conducted online)
- Priority will be given to students nominated by their school principal
- Applicants will be informed of the results by e-mail
- The organisers reserve the right of final decision on selection results



# 費用 / Fee . \_ \_ \_ .

獲取錄的申請人須繳付港幣150元(費用繳交後恕不退還) Selected applicants will be charged a non-refundable fee of HK\$150



# 查詢 / Enquiries

香港青年大使計劃秘書處

The Secretariat, Hong Kong Young Ambassador Scheme

- (852) 3586 8458
- @ yas@hkfyg.org.hk
- https://yas.hkfyg.org.hk
  - f https://www.facebook.com/YAS.HongKong
- O https://www.instagram.com/hkyas
- YAS HK



# 2022/23 香港青年大侠計劃 Hong Kong Young Ambassador Scheme

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4							
5 附註: 申請/	人須於面試當日出示	    上述服務的證明文件。	Note: Applicants must produce docum	nentary proof of the above services	when attending	g the interview.	
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推薦評語 Re	ecommendation :						
推薦人簽名	— Referee's Signature	:			日期 Date:		
<b>G. 其他 Ot</b> 選擇面試日期 □ 22 / 7 / 2 附註: 評選面i 歡迎所有合資 連同報名表一 appropriate se	thers  用 (請在適當方格內填 2022 □ 23 / 7 / 試或會以網上形式進 格的同學申請參加「2 併遞交・我們會考慮; ervice arrangements,	正上「✓」號)Preferred 2022 □ 24 / 7 / 2 行。Note: Selection in 2022/23香港青年大使計 並盡量為您作相關的安排 applicants who have sp	Interview Date (please tick the approp	oriate box(es)) : 切的服務安排·如您因健康或身體理F pply for the "Hong Kong Young Amb	由而有任何特別 assador Schem	(主辦林 (Prefel 需要・我們建議您於以下位: e 2022/23". For safety rea	機構不保證能依照申請人的選擇 rence is not guaranteed) 置闡明詳情,並附上醫生證明書, isons and to facilitate planning c
活動及服務 yas@hkfyg.c number, fax data would the promotion relation to the	個人資料及活動報名資 資訊、產品推廣、 corg.hk與香港青年協會 coumber, and email a be used to facilitate of on of products, the dient aims and objective	E期通訊、籌募善款、進 聯絡。招募程序完成後, ddress, may be used for communication with you, stribution of regular news s of The Hong Kong Fed	真、電郵地址・香港青年協會將用作相關 行研究/分析/統計・收集意見・及其他 未獲取録申請人的資料將予銷毀。The per the management of different programmes including the dissemination of informatic sletter and updates, holding fund raising a eration of Youth Groups. You have the rig s@hkfyg.org.hk. Information of unsucces	配合香港青年協會宗旨及使命的事項 sonal data collected during user regist and activities and the issuance of rec in related to the news, activities and signers, conducting research / analysis that to request access to and correction	e 閣下有權查[ stration and son eipts by The Ho ervices of The Ho s / statistics com of your persona	閲及更改個人資料・如需查 ne other functions and featu ng Kong Federation of Youth long Kong Federation of Yo politation, collecting user feec data. For inquiry or updati	E関或更改個人資料,可電郵至 ures, including name, telephone in Groups. In addition, the above uth Groups and its subsidiaries, aback and any other initiatives in
I declare that	the information given	in this application is acc	意香港青年協會使用本人之個人資料作 curate and correct, and * agree / do not a self to perform the role of a Hong Kong Yo	agree with the use of my personal data	a by The Hong K		
-	ure:	•					
	•	oplicants below 18 ye					
			ompleted by the applicant's parent / g (申請人姓名)		)22/23香港書4	F大使計劃 L 。	
					to apply for the "Hong Kong Young Ambassador Scheme 2022/23"		
家長 / 監護人簽名 Parent's / Guardian's Signature:							