

HONG KONG
YOUNG AMBASSADOR SCHEME

香 · 港 · 青 · 年 · 大 · 使 · 計 · 劃

香港青年大使計劃
HONG KONG
 Young Ambassador Scheme

2011/12

<http://yas.hkfyg.org.hk>

Let's Move, Let's Make
 Hong Kong Hospitable!

坐言起行，
 同心共建好客香港！



主辦機構
 Organizers



香港青年協會
 the hongkong federation of youth groups

主辦機構
 Co-organizer



香港優質客戶服務協會
 Hong Kong Association for
 Customer Service Excellence

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香港青年大使計劃
HONG KONG
Young Ambassador Scheme
2011/12

HONG KONG
YOUNG AMBASSADOR SCHEME
香·港·青·年·大·使·計·劃

Organizers:
機構:
TOURISM
香港青年協會
the hongkong federation



Hong Kong
Young Ambassador Scheme 2011/12
香港青年大使計劃

Introduction

簡介

The Tourism Commission of the Hong Kong Special Administrative Region Government and The Hong Kong Federation of Youth Groups are jointly organizing the Hong Kong Young Ambassador Scheme. In its 11th year, the scheme will continue to nurture young people to be Ambassadors for Hong Kong through:

- inculcating their sense of belonging
- increasing their understanding of the rich culture of Hong Kong and widening their horizons
- providing them with a wide range of service opportunities to promote hospitality culture and contribute to our tourism development

香港青年大使計劃由香港特別行政區政府旅遊事務署及香港青年協會合辦。計劃踏入第十一屆，將繼續致力培育青年人成為代表香港的大使，期望能夠：

- 增加他們對香港的歸屬感
- 增加他們對香港豐富文化的認識，擴闊視野
- 提供多元服務機會，讓他們推廣好客文化及為香港旅遊業的發展作出貢獻

Theme: "Cultivate Excellence; Nurture Service Stars"
主題：「培育服務精英，締造明日之星」

This year, the Tourism Commission and The Hong Kong Federation of Youth Groups continue to collaborate with the Hong Kong Association for Customer Service Excellence in conducting training workshops, company visits and mentorship, as well as organizing a "Young Service Stars" Competition under the theme of "Cultivate Excellence; Nurture Service Stars". This is to help foster a culture of service excellence and hospitality among the younger generation in Hong Kong.

今年，旅遊事務署及香港青年協會繼續與香港優質顧客服務協會攜手合作，推行以「培育服務精英，締造明日之星」為主題的項目，包括培訓工作坊、企業探訪、師友計劃和「青年服務之星」大獎賽，以啟迪新世代優質服務的精神，宣揚香港好客之道。



活動安排

Participants of the Hong Kong Young Ambassador Scheme are required to attend a series of training programmes in the coming summer vacation. The training aims to enhance their knowledge and understanding about Hong Kong and the mission of being Hong Kong Young Ambassadors (HKYAs), and also inculcate them with the right service excellence mindset and skills in customer service. Upon satisfactory completion of the training, they will be appointed as HKYAs. They will station at different tourist attractions of Hong Kong to greet visitors and participate in mega events. They are also required to organize promotional activities to enhance the community's understanding and appreciation of hospitality and service excellence during the 2011/12 school year. For the HKYAs who study outside Hong Kong, they will be tasked to organize promotional activities about Hong Kong and Chinese culture at their schools and colleges to promote Hong Kong as a preferred tourist destination.

Training and Service Programmes

培訓及服務計劃

(I) Training Programme

Training Period: 25 July ~ 31 August 2011 (about 5 weeks)

Participants will join an intensive training programme designed to help them acquire the knowledge and skills necessary to promote Hong Kong and build up a service excellence culture among the youths. It includes:

- Workshops led by professional trainers on service skills and concepts, team-building exercises, problem-solving activities, programme planning as well as hospitality and tourist reception skills
- Visits to different sectors including tourist attractions and facilities, government departments, public organizations, environmental and cultural heritage conservation organizations as well as Hong Kong's leading service organizations etc
- Best practices sharing with member organizations of the Hong Kong Association for Customer Service Excellence
- Talks by professionals and academics on topics relating to tourism projects and future development plans of Hong Kong
- The "Young Service Stars" Competition including an Essay Competition on customer service excellence and a Project Competition on promoting excellent service to schools

Those participants with an attendance of 80% or above will be awarded an "Attendance Certificate" and become Hong Kong Young Ambassadors.

(II) Service Programme

Term of Service: 1 September 2011 ~ 31 July 2012

HKYAs, after the satisfactory completion of the training programme, are required to undergo one of the following service programmes as appropriate:

Local Service Programme

- Stationing at various tourist attractions and facilities to introduce Hong Kong to visitors and provide useful travel information to them
- Participating in local tourism promotional events to promote Hong Kong's hospitality and festivities to the community
- Organizing promotional activities in schools or the community to promote a service excellence culture

Outside Hong Kong Service Programme

- Introducing Hong Kong to foreigners and providing them with useful travel information
- Organizing exhibitions and activities in schools or the community to promote Hong Kong and Chinese culture

An "Ambassador Certificate" will be issued to those HKYAs who have contributed at least 60 (for local HKYAs) or 30 (for outside Hong Kong HKYAs) service hours within their term of service.

香港青年大使計劃的參加者需要於今年暑假參與一系列的培訓活動，加強對香港的認識，了解作為香港青年大使(以下簡稱青年大使)的使命，以及學習卓越顧客服務的理念和技巧。完成培訓及表現理想的參加者將獲委任為青年大使。在2011/12學年，他們會駐守香港不同景點接待旅客，以及參與大型旅遊盛事的服務，並組織推廣活動，促進大眾了解和欣賞好客和優質服務的文化。而遠赴外地的青年大使，則會負責在當地院校籌辦推廣香港及中國文化的活動，吸引外地朋友來港旅遊。



(I) 培訓活動

培訓日期：2011年7月25日至8月31日(約5星期)

青年大使需接受一系列緊密的培訓，使他們掌握有效推廣香港和優質服務文化的知識及技能，內容包括：

- 由不同專業人士透過工作坊及群體活動，培訓青年大使的服務技巧及理念、團隊合作、解難能力、策劃活動技巧、好客之道和接待旅客技巧
- 參觀香港的不同建設及機構，包括旅遊熱點和設施、政府部門、公共機構、環境保護和文化保育機構，以及服務表現優秀的機構等
- 與香港優質顧客服務協會會員機構代表會面及交流，分享良好的實務典範
- 由專業人士及學者主講有關香港旅遊業的發展及未來發展計劃
- "青年服務之星"大獎賽，內容包括「優質顧客服務」學習心得比賽及「好客之道遍校園」推廣計劃比賽

參加者於培訓活動的出席率須達80%或以上，可獲頒發出席證書，並成為香港青年大使。

(II) 服務計劃

服務任期：2011年9月1日至2012年7月31日

成功完成培訓活動的香港青年大使，須於任期內參與下列一項合適的服務計劃，包括：

本地服務計劃

- 駐守不同的旅遊熱點及設施，向旅客介紹香港及提供實用旅遊資訊
- 參與本地旅遊推廣活動，向大眾推廣香港好客文化及節慶盛事
- 在學校或社區組織活動，推廣優質服務文化

外地服務計劃

- 在留學的地方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，推廣香港及中國文化

青年大使在任期內累積至少60(本地)或30(外地)個服務小時，可獲頒「青年大使證書」。

青年大使的感想

"As a Hong Kong youngster, have you ever thought of how to contribute to our place? I realized that there are always chances to contribute to Hong Kong after joining the Hong Kong Young Ambassador Scheme. During stationing at different tourist attractions, I am glad to help tourists from all over the world and this improves my communication skills. I have a greater sense of belonging to Hong Kong through introducing different local cultures and features to tourists. It was so unforgettable when a tourist said to me "The future of Hong Kong needs people like you!" after he knew this scheme. I was greatly encouraged by this as I understand I can truly participate in building the future and tourism development of Hong Kong through being the Hong Kong Young Ambassador."

「作為一個香港青年，你有想過如何為香港作出貢獻嗎？參加香港青年大使計劃後，我體會到貢獻香港的機會原來一點也不缺乏。在駐守不同景點的服務中，很高興能為各地旅客提供協助，這亦豐富了我的溝通技巧。不同地區的特色和文化都是旅客感興趣的事，我亦往往在講解的同時，增加了對香港的歸屬感和認同感。還記得有一次向旅客介紹此計劃後他跟我說：「香港未來要靠你們了！」那刻的振奮，至今依然十分難忘。這句話給我很大的鼓勵，深感成為香港青年大使能讓我真正參與建設香港的未來和旅遊業的發展。」

Chen Yee Ling 陳伊齡

Hong Kong Young Ambassador 2010/11
2010/11香港青年大使



"Being a Hong Kong Young Ambassador is really a fruitful and unforgettable experience. Not only can it broaden my horizons, it can also boost my confidence to introduce Hong Kong to overseas friends. The experience of organizing promotional activities has increased my understanding of the cultural traditions in Hong Kong which in turn built up a strong sense of belonging to my hometown. During the process, I have made a lot of friends with different nationalities and learnt lots of organizational skills in planning and project implementation. Although it is not an easy work, all will be paid-off when the overseas friends enjoy the events."

「成為香港青年大使的一份子，可說是一個富成果和難忘的經驗。這次好客之旅不但擴闊了我的視野，還增加了我的自信心，更好地向海外朋友介紹香港和中國的文化。在海外籌劃推廣活動，我對香港文化傳統有更深的了解，還對這個家產生了強烈的歸屬感，過程中同時結識了很多來自不同國籍的朋友及學到不少籌辦活動的技巧。雖然推廣香港並非容易的工作，但當看到他們樂在其中時，一切的付出都是值得的。」

Cheng Ho Yee 鄭皓怡

Hong Kong Young Ambassador 2010/11 (UK)
2010/11香港青年大使(英國)



"Hong Kong Young Ambassador Scheme has given me a lot of opportunities to participate in different mega events and meet many like-minded ambassadors who are willing to dedicate their time and energy to our city's tourism industry. Thanks for the training provided by the Hong Kong Association for Customer Service Excellence, we become more confident in communicating with tourists so that we can do better to promote Hong Kong's hospitality. By organizing promotional activities "Promoting Excellent Service to the Schools", we successfully advocated a culture of service excellence among the younger generation, and also bound lifelong friendship with my group members. I think "Hong Kong Young Ambassador" is not just a title, but also a mission."

「香港青年大使計劃給予我很多機會參與各大盛事及結識志同道合、一心為香港旅遊業而奉獻時間和精力的大使。感謝香港優質顧客服務協會的培訓，使我從中學習待人接物的技巧和建立自信心，更好地向旅客宣揚香港好客的精神。透過籌組「好客之道邁校園」的推廣活動，我們成功啟迪青年朋友優質服務的精神，並與組員建立了深厚的友誼。對我來說，「香港青年大使」不只是一個名銜，更是一種使命。」

Guo Yudan 郭玉丹

Hong Kong Young Ambassador 2010/11
2010/11香港青年大使



"That was a meaningful, truly exceptional Summer Holiday that I had spent with my fellow Young Ambassadors. The training sessions offered by Hong Kong Young Ambassador Scheme were quite intensive yet educational. Through different workshops and talks given by experts in tertiary industry, it enriches my knowledge about the tourism and service in Hong Kong. In addition to that the city tracing activity included in the training brought us strong sense of belonging and unity in our group when we had to face some unforeseen challenges and make choices together as a team. It shaped the leadership among our fellow Young Ambassadors hence we can exercise it in service as well as in different aspects of our lives in the near future. When people ask what activity they should join during summer holiday, the answer for me is definitely Hong Kong Young Ambassador Scheme. In here, you can have some fun and long-lasting friendships; have the opportunity to see behind the curtains, and equally important, to serve as you were served before."

「剛過去的夏天，我與青年大使朋友們度過了一個特別而甚具意義的假期。計劃所提供的訓練環節雖然緊湊但富教育性。透過第三產業的專家所主持的工作坊和講座，我對香港的旅遊及服務業有了更多認識。此外，訓練活動中的《城市傳奇》，我們透過團隊決策方式，不僅解決不可預見的挑戰，加強我們的團結和凝聚力；還同時訓練我們的領導力，好讓我們在未來的服務，以至人生的不同範疇都能用得着。當有人問我暑假應該參加什麼活動時，我必定會推介香港青年大使計劃。在這裡，你會遇到一群好玩和長久的朋友；你會擁有機會，一窺旅遊及服務業幕後的情況；同樣寶貴的，你有機會回饋社會，服務大眾，就如過去你曾接受服務一樣。」

Lou Kin 劉健

Hong Kong Young Ambassador 2010/11
2010/11香港青年大使



"Since being one of the Hong Kong Young Ambassadors, I have been given extensive opportunities to participate in various fascinating events like the "2011 Cathay Pacific International Chinese New Year Night Parade" and "Cathay Pacific/Credit Suisse Hong Kong Sevens 2011". It is both exhilarating and challenging to serve the visitors. The volunteering experience is not simply about answering their enquiries, but also the responsibility of embracing them with the unique festive atmosphere of this international city, not to mention showing our hospitality by a heart-warming smile. Exposing to these new experiences has enriched my life immeasurably. It gives me a whole new perspective on the rich culture of Hong Kong and other countries, as well as golden chances to sharpen my interpersonal skills. If you are looking for the experience of a lifetime, I assume Hong Kong Young Ambassador Scheme is something you want to do, and should just do it!"

「藉著香港青年大使的身份，我有幸能參與不同的本地大型旅遊盛事，包括「2011國泰航空新春國際匯演之夜」及「國泰航空/瑞信香港國際七人橄欖球賽2011」，親身以笑容款待遠道而來的旅客。從真切的對話中，我感受到他們對這個中西文化交匯的地方的好奇；而我亦肩負起推廣本港旅遊業的使命，展示香港國際大都會的活力和熱情好客之道。這些難得的交流體驗，除使我對香港有更深的認識和歸屬感外，亦讓我有寶貴的機會不斷學習仔細聆聽、用心服務每一位旅客，帶給他們愉快的回憶。參加香港青年大使計劃，一起感受「有朋自遠方來，不亦樂乎？」的意義吧！」

Lau Tsung Ling Katy 劉潔玲

Hong Kong Young Ambassador 2010/11
2010/11香港青年大使



Hong Kong
Young Ambassador Scheme 2011/12
香港青年大使計劃
Application Form
報名表格

Application No. (Official Use Only)
申請編號 (大會填寫)

In the 2011/12 school year, I will be a 於2011/12學年，本人將是：
 Local Student 本地學生
 Hong Kong Student Studying Outside Hong Kong 香港以外地方就讀學生
 To be confirmed 待定

Please complete this form in BLOCK LETTERS and check the boxes where appropriate
請以正楷填寫，並“✓”合適方格

Photo 近照

A. Personal Information 個人資料

Name: (English) _____ (Chinese) _____
 姓名: _____ (英文) _____ (中文) _____
 Sex: _____ Age: _____ Date of Birth: _____ (DD/MM/YY)
 性別: _____ 年齡: _____ 出生日期: _____ (日/月/年)
 Place of Birth: _____ HKID Card No.: _____
 出生地點: _____ 身份證號碼: _____
 Address in Hong Kong: _____
 香港地址: _____
 Tel. No.: _____ (Home) _____ (Mobile) _____ E-mail: _____
 聯絡電話: _____ (住宅) _____ (手提) 電郵: _____ (Applicants will be informed of the result by email)
 (大會將以電郵通知各申請人結果)
 Attending School/University: _____
 現正就讀學校/大學: _____
 (English name in full 英文全名) (Chinese name in full if applicable 中文全名如適用)

local 本地 outside HK 香港以外地方, Country 國家: _____ Attending Form/Year: _____ Expected Graduation Year: _____
 現正就讀年級: _____ 畢業年份: _____

Only applicable to applicants who will attend school / university outside Hong Kong in the 2011/12 school year 只適用於2011/12學年前往香港以外地方就讀高中 / 大學的申請人
 School/University admitted: _____
 被取錄就讀學校/大學名稱: _____
 (English name in full 英文全名) (Chinese name in full if applicable 中文全名如適用)
 Country 國家: _____ Admitted Form/Year 將就讀年級: _____ Expected Graduation Year 畢業年份: _____

Departure Date (if applicable): _____
 離港日期 (如適用): _____ [Date 日] / _____ [Month 月] / 2011

Preferred Interview Date: _____ (Preference is not guaranteed)
 選擇面試日期: 8 / 7 / 2011 9 / 7 / 2011 10 / 7 / 2011 (大會不保證能依照申請人的選擇)

Voluntary / Community / In-school Service Experience in the Past 5 Years (Use supplementary sheet if necessary and attach documentary proof)
 過去五年的義工 / 社區 / 校內服務經驗 (如有需要，請另頁書寫，並須提交證明文件)

No. 編號	Dates (month / year) 日期 (月 / 年)		Name of Activity 活動名稱	Nature of Service 活動內容	Organizer 舉辦機構	Position / Duties 負責崗位 / 職責	Appendix No. 附件號碼
	From 由	To 至					
1							
2							
3							

Language Proficiency 語文能力:
 English 英語: Excellent 優異 Good 良好 Fair 尚可
 Putunghua 普通話: Excellent 優異 Good 良好 Fair 尚可
 Other Languages 其他語言: _____ Excellent 優異 Good 良好 Fair 尚可

Skills and Interests 技能及興趣: _____

B. Reference 諮詢人資料

Name 姓名: _____ Organization & Position 機構及職位: _____
 Recommendation 推薦評語: _____
 Referee's Signature 推薦人簽名: _____ Date 日期: _____

C. Hong Kong Emergency Contact 香港緊急聯絡

Name 姓名: _____ Relationship 關係: _____ Tel. No. 聯絡電話: _____

D. Declaration 聲明

1. Information provided by the applicant will only be used for the purposes of application and other updates of The Hong Kong Federation of Youth Groups, The Hong Kong Jockey Club Community Project Grant, Youth Volunteer Network. Data of unsuccessful applicants will be destroyed upon completion of the programme. 申請人所提供的資料將用於處理是項活動之申請及日後提供香港青年協會「香港賽馬會社區資助計劃」青年義工網絡」最新資訊之用。未獲取錄之申請人資料將於活動完畢後銷毀。
 2. Organizers reserve the right of final decision on successful applicants. 大會對獲取錄申請人名單具最終決定權。

I (The applicant) understand and agree to the above clauses and the conditions of service. I declare that all the information given in this application is fully comprehensive and correct. After being selected to join the Scheme, I shall commit myself to perform the role of a Hong Kong Young Ambassador.
 本人(即申請人)完全明白及同意上述條款及參與服務要求。並謹此聲明報名表格的資料真實無訛。本人在獲取錄後，會竭盡所能履行香港青年大使的職責。

Signature 簽名: _____ Date 日期: _____
 For applicants below 18 years of age 18歲以下申請者適用

The following is to be completed by the applicant's parent/guardian:
 由申請人之家長/監護人填寫:
 I (Name) _____ hereby give consent to (applicant's name) _____ applying for the Hong Kong Young Ambassador Scheme 2011/12.
 本人(姓名) _____ 同意(申請人姓名) _____ 報名申請參加2011/12香港青年大使計劃。
 Parent's/Guardian's Signature 家長/監護人簽名: _____ Date 日期: _____

E. Note 附註

Please attach an English essay of no less than 200 words on "What are your expectations of Hong Kong Young Ambassador Scheme?" with this application form.
 請連同申請表附上一篇200字以上，以「你對香港青年大使計劃有什麼期望？」為題的英文短文。



Let's Move, Let's Make Hong Kong Hospitable! 坐言起行，同心共建好客香港！

Eligibility

Eligible applicants must fulfill the following criteria:

- be aged 16 or above on the first day of the training programme (25 July 2011)
- be full-time Hong Kong students who **ARE** studying in a local school or university **OR** about to study or currently studying outside Hong Kong at high school or university
- be able to communicate confidently in Cantonese, English and Putonghua
- have a commitment to serve the community

Application

- Application form can be downloaded at <http://yas.hkfyg.org.hk>
- **Application Deadline: 30 June 2011**
- Applicants should submit the following:
 1. Completed application form
 2. An English essay of no less than 200 words on "What are your expectations of Hong Kong Young Ambassador Scheme?"
 3. Documentary proof / certificate copies of voluntary / community / in-school service in the past 5 years (if appropriate)
 4. Proof of admission / student I.D. at overseas school, college and university (if appropriate)
 5. All documents listed in (1)-(4) above should be sent:
 - by mail postmarked on or before the application deadline to:
The Secretariat, Hong Kong Young Ambassador Scheme
c/o The Hong Kong Federation of Youth Groups
The Hong Kong Jockey Club Community Project Grant:
Youth Volunteer Network
Room 914, 9/F, Youth Square, 238 Chai Wan Road
Chai Wan, Hong Kong
 - by hand to the above address before 6 p.m. on the application deadline
 - by fax to: (852) 2893 3034
 - by e-mail to: yas@hkfyg.org.hk

Selection Procedure

- Shortlisted applicants have to attend selection interviews to be conducted on 8, 9 or 10 July 2011
- Priority will be given to students nominated by their school principals
- Applicants will be informed of the result by email
- The organizers reserve the right of final decision on successful applicants

Fee

Selected applicants will have to pay a nominal fee of HK\$150 (NO REFUND will be arranged for any payment made.)

參加資格

申請者必須符合下列資格：

- 於培訓活動首天 (2011年7月25日) 達16歲或以上
- 高中或大學的全日制香港學生：於本地 **或** 外地 (即將前往或現正在外地) 就讀
- 能操流利廣東話、普通話及英語
- 具備願意服務社會的熱誠

報名辦法

- 申請人可於 <http://yas.hkfyg.org.hk> 下載報名表格
- **截止報名日期：2011年6月30日**
- 申請人須呈交：
 1. 已填妥之報名表格
 2. 一篇200字以上，以「你對香港青年大使計劃有什麼期望？」為題的英文短文
 3. 有關過去五年的義工 / 社區 / 校內服務證明之副本 (如適用)
 4. 海外高中或大學發出之取錄證明 / 學生證 (如適用)
 5. 連同上述1至4項文件以下列方法交回：
 - 於截止日期前郵寄 (以郵戳日期為準) 至：
香港柴灣柴灣道238號青年廣場9樓914室
香港青年協會「香港賽馬會社區資助計劃 - 青年義工網絡」
香港青年大使計劃秘書處
 - 於截止日期下午6時前親身前往上述地址遞交
 - 傳真：(852) 2893 3034
 - 電郵：yas@hkfyg.org.hk

甄選程序

- 獲甄選的申請人須出席2011年7月8、9或10日的評選面試
- 由學校校長提名的申請人將獲優先考慮
- 申請人將獲大會以電郵通知申請結果
- 大會對獲取錄申請人名單具最終決定權

費用

獲取錄的申請人需繳付港幣150元 (費用一經繳交，恕不退還。)

Enquiries 查詢

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

Tel. No. 電話：(852) 2169 0032

E-mail 電郵：yas@hkfyg.org.hk

Website 網頁：<http://yas.hkfyg.org.hk>

Awards will be presented to HKYAs whose efforts have been outstanding upon the completion of their term of service.

大會將於青年大使任期結束後，頒發獎項鼓勵及嘉許表現優異者。