# Hong Kong Young Ambassador



Scheme 2025/26 香港青年大使計劃













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## Hong Kong Young Ambassador Scheme 2025/26 香港青年大使計劃

### 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5,650名青年參加,向市民和來 自世界各地的旅客推廣香港的好客形象及獨有魅力,為他 們帶來賓至如歸的旅遊體驗,並支持旅遊業的可持續發 展。隨著計劃踏入第25年,本計劃將持續透過有系統的 核心技能培訓及特色的義工服務,培育更多對服務社會有 熱誠的青年領袖成為代表香港的親善大使,期望能夠:

- 培養殷勤有禮和主動協助旅客的友善風氣
- 推廣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
- 落實香港「無處不旅遊」的理念

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 engaged over 5,650 young people in actively promoting Hong Kong's hospitality and unique glamour to locals and visitors all over the world, aiming to create a home-away-from-home travel experience for them, while supporting the sustainable development of the tourism industry. Progressing towards its 25th year, the Scheme remains committed to nurturing a new generation of passionate young leaders to serve as hospitable ambassadors for Hong Kong through systematic training and dedicated volunteer services, with a view to empowering and equipping them to:

- cultivate a sense of courtesy and helpfulness to visitors
- promote a culture of hospitality and service excellence
- deepen their own sense of belonging and understanding of the diverse culture of Hong Kong
- adopt the concept of "tourism is everywhere" in Hong Kong







## 計劃內容 **Scheme Contents**

暑假期間,參加者須接受全面培訓,內容涵蓋服務技 巧和團隊合作等,並特別聚焦介紹香港鮮為人知的寶 藏,引領他們發掘香港不同面貌。透過互動的全方位 培訓,將建立青年大使應有的服務精神,同時裝備他 們實踐推廣好客香港的使命。

完成培訓後,參加者將獲委任為青年大使,於 2025/26學年的任期內參與各項富旅遊特色的義工服 務,為旅客提供優質的款待和服務。本地青年大使將 會駐守旅遊熱點和參與大型盛事以接待訪客。他們亦 會在社區組織活動,鼓勵旅客及市民發掘本地更多不 同角度的城市風貌和獨特之處。而前往外地升學的青 年大使,則會在當地院校籌辦活動以推廣香港和中華 文化。

過去數年,青年大使駐守主要旅遊景點,如香港旅遊 發展局旅客諮詢中心、香港海洋公園和香港故宮文化 博物館等,以服務旅客。他們亦在涵蓋中西節慶、傳 統文化、藝術、體育、戶外活動等主題的大型盛事中 提供服務,如2024世界棍網球女子U20錦標賽、長洲 太平清醮和國泰新春國際匯演之夜,推動本地旅遊氣 氛。今年,他們將參與第十五屆全國運動會(香港賽 區)的義務工作,向世界展現香港人熱情好客的形象。

During the summer holidays, participants will take part in a series of comprehensive training sessions that cover service skills, team collaboration, etc., with a focus on revealing the hidden gems of Hong Kong, allowing participants to explore different facets of the city. Through interactive modes of comprehensive training, the Scheme endeavours to inculcate in Young Ambassadors the commitment to serve and the sense of mission to promote hospitality of Hong Kong.

Upon completion of their training, participants will be appointed as Young Ambassadors and engage in diverse tourism-related volunteer services throughout the 2025/26 academic year, providing visitors with the highest quality of hospitality and services. Local Young Ambassadors will be stationed at popular tourist spots and greet visitors at mega tourism events. They will also organise activities in the community, encouraging visitors and locals to explore the city's attractiveness. Young Ambassadors who study outside Hong Kong will also have the opportunity to organise activities to promote Hong Kong and Chinese culture at their schools and colleges abroad.

Over the past few years, the Young Ambassadors have assisted visitors at major tourist spots, such as the Hong Kong Tourism Board Visitor Centres, Ocean Park Hong Kong and Hong Kong Palace Museum. They have also served in mega events, covering festive celebrations, traditional culture, arts, sports, outdoor activities including the 2024 World Lacrosse Women's U20 Championship, the Cheung Chau Bun Festival and the Cathay International Chinese New Year Night Parade. This year, Young Ambassadors will volunteer at the 15th National Games (Hong Kong), showcasing the hospitable image of Hong Kong to the world.



## 培訓及服務計劃 Training and Service Programmes



## 1 培訓活動

#### 培訓期: 2025 年 7 月至 8 月

參加者必須參與以下培訓活動,以掌握推廣香港和好客文化所需的知識及技能,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、非物質文化遺產體驗、電影取景地、晚間探索、藍綠色旅遊、鄉郊體驗、穆斯林文化等範疇
- 一系列由專業導師帶領的服務技能工作坊,內容如 團隊建立、優質顧客服務、接待旅客、説故事、溝 通及實用導賞技巧
- 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

參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: 2025年9月1日至2026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

- 駐守主要旅遊景點,向旅客介紹香港及提供實用旅遊資訊
- 參與大型旅遊盛事及攤位活動,推廣節慶文化
- 組織活動,推廣本地旅遊體驗,並競逐「傑出計劃年獎」

#### 外地服務計劃

- 在留學當地向學校、大學或社區介紹香港及提供旅遊資訊
- 在學校、大學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,如以「旅遊業探索」為主題的本地旅遊 企業參觀活動和「粵港澳大灣區」考察團等。這些體驗旨在讓他們 深入了解香港旅遊業的發展與前景,同時加深對「一程多站」旅遊 的認識,從而培養青年對旅遊業的興趣,促進旅遊業的可持續發展。

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」(任期內累積至少本地60小時或 外地30小時的服務)
- 提名參加義工嘉許計劃及境外交流活動



### **1** Training Programme

#### **Training Period: July - August 2025**

Participants must complete the following training programmes designed to equip them with the knowledge and skills essential for promoting Hong Kong and its hospitality culture:

- Sharing by professionals on topics related to Hong Kong's tourism development
- Visits to organisations and attractions that promote Hong Kong's history and heritage, leisure, culture and art, intangible cultural heritage experiences, filming locations, night time adventure, green and marine tourism, village experience as well as Muslim culture
- A series of service skills workshops led by professional trainers, covering topics such as team-building, customer service excellence, tourist reception, storytelling, communication and practical docent skills
- Sharing of experiences by Young Ambassadors of previous years, acting 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.

## **2** Service Programme

#### Term of Service: 1 September 2025 - 31 July 2026

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 mega tourism events and booth activities to promote festivities
- Organising activities to promote local experiences 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, universities or their overseas community to promote Hong Kong and Chinese culture

The Young Ambassadors will receive advanced training, such as field visits to local tourism-related enterprises and study tours to the Guangdong-Hong Kong-Macao Greater Bay Area. These immersive experiences are designed to provide in-depth insights into the development and prospects of Hong Kong's tourism industry while deepening their understanding of multi-destination tourism, thereby nurturing future talents to support the sustainable growth of the local tourism industry.

Besides, 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 the Volunteer Award Scheme and exchange activities outside Hong Kong



#### 以語言為橋,以真誠為窗

透過香港青年大使計劃,我有機會為盛事經濟出一分力。在「2024市區中秋綵燈會」的服務中,我有幸與來自印尼、泰國、哥倫比亞等不同國家的旅客互動。每當他們聽到熟悉的母語時,眼中閃爍的驚喜與感動,讓我更加堅定學習其他語言、提升溝通能力的決心。猶記得我曾用泰語向泰國遊客介紹大坑舞火龍的傳統文化,我們愉快地聊了數十分鐘。數天後,在大坑舞火龍活動現場,我聽到熟悉的聲音,原來正是那幾位泰國遊客!他們興奮地告訴我,正是因為我在綵燈會的介紹,才讓他們決定親身體驗這場文化盛會。這些看似微小的善意,恰恰是讓世界感受香港熱情與真誠的最佳窗口。

#### Language as a Bridge, Kindness as a Window

Through the Hong Kong Young Ambassador Scheme, I had the opportunity to volunteer at the "Mid-Autumn Lantern Carnivals 2024". During this event, I was fortunate to interact with visitors from different countries, including Indonesia, Thailand and Colombia. Every time when they heard their native languages, the spark of surprise and warmth in their



eyes strengthened my resolve to learn different languages and improve my communication skills. One unforgettable moment was when I used Thai to introduce the tradition of the Tai Hang Fire Dragon Dance to the Thai visitors. We ended up chatting happily for dozens of minutes. Few days later, at the Tai Hang Fire Dragon Dance event, I heard a familiar voice — it was the same Thai visitors! They excitedly told me that it was precisely because of our conversation at the Lantern Festival, they decided to experience this cultural event in person. These seemingly small acts of kindness are the best window for the world to feel the warmth and sincerity of Hong Kong.



## 最美的風景是人

能成為香港青年大使,我深感榮幸!這段經歷不僅讓我從多元的服務體驗中肯定自我,更開拓了我的眼界。透過駐守景點服務,我有機會接觸來自世界各地的旅客,意外發現從他們身上也能學到好客之道。記得有一次在香港國際機場的香港旅遊發展局旅客諮詢中心當值,一對來自台灣的執業醫生夫婦查詢前往不同景點的交通路線。我細心解答後,他們對我的服務表示非常滿意,更主動與我攀談。當他們得知我曾赴台灣當義工時,頓時雀躍不已,宛如他鄉遇故知。臨別時,他們特意留下名片,熱情邀請我日後到台灣務必相聚。作為青年大使,我本以為好客之道只是單向的付出,卻在機場親身體會到「最美的風景是人」的深意——人與人之間真誠的交流,才是最動人的旅途印記。

#### The Most Beautiful Scenery is Its People

Serving as a Hong Kong Young Ambassador has been an extraordinary volunteer experience unlike any other. This opportunity not only allowed me to affirm my abilities through various services but also broadened my horizons, making me truly grateful for joining this Scheme. Through taking part in stationing services, I had the chance to interact with visitors around the world and learn the true meaning of hospitality from them. I remember once, while on duty at the Hong Kong Tourism Board's Visitor Centre at the Hong Kong International Airport, a doctor couple from Taiwan approached me to inquire about transportation routes to various attractions. After I answered their questions in detail, they expressed great satisfaction with my service and initiated further conversation. When they learned that I had volunteered in Taiwan, their eyes lit up with excitement as if we were old friends reuniting in other place. Before parting, they kindly gave me their business cards and warmly invited me to visit them in Taiwan someday. As a Young Ambassador, I initially thought that hospitality was a one-way offering, but through this encounter, I came to understand the profound meaning of the saying, "The most beautiful scenery is its people": it is indeed the genuine human connections that make our lives truly memorable.

#### 人情味的紐帶

成為香港青年大使後,我結識了很多志同道合的朋友,齊心為香港旅遊業作出貢獻,回饋我們成長的家。在眾多難忘的服務經歷中,「香港單車節」的服務最令我印象深刻。記得那天凌晨,我被安排在賽道路段提醒選手注意安全。雖然通宵執勤令人疲憊,但當第一批選手飛馳而過時,我頓時明白自己正站在守護賽事安全的第一道防線上。「前方路面不平,請減速!」我竭力地提醒各國選手。他們報以微笑和揮手,讓我在寒夜中感到一絲暖意。賽事進入尾聲時,我特意為落後的車手們加油打氣:「堅持多一會,就能回家享受早餐了!」這番話讓我們不約而同地相視而笑,他們也回應道:「多謝!辛苦你了!」那一刻,我深刻體會到待客之道不在華麗的詞藻,而在於發自內心的款待,以及設身處地的關懷。這份人與人之間最真摯的互動,足以向世界展現香港最動人的人情味。



#### **Heartfelt Connections**

Since becoming a Hong Kong Young Ambassador, I have met many like-minded friends, and together we have contributed to Hong Kong's tourism industry, giving back to the place where we grew up. Among the many unforgettable service experiences, the "Hong Kong Cyclothon" is engraved in my mind. I remember that early morning when I was stationed along the race route, reminding cyclists to stay safe. Although working through the night was exhausting, the moment when the first group of cyclists sped past, I instantly realised how crucial my reminders were for their safety. "Uneven road ahead, please slow down!" I called out with all my energy. In response, they smiled and waved, bringing warmth to the chilly dawn. As the race neared its end, I cheered on the last few groups of cyclists, "Just a little farther, and you can go home to enjoy breakfast!" This prompted us to catch each other's eyes and smile. They replied, "Thank you for your effort!" At that moment, the essence of hospitality lies not in grandiose words, but in heartfelt kindness and genuine care, which can truly showcase Hong Kong's most charming human touch to the world.

#### 参加資格 / Eligibility

申請人必須符合下列資格:

- 香港居民,並於2025年7月1日年齡介 乎15至25歲;
- 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

## 報名手續 / Application Procedure

- 申請人須於:
  - ▶ <u>2025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
  - ▶ 2025年6月29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: 香港九龍深水埗九江街154號香港青年協會全健綜合 大樓4樓 香港青年協會青年交流部

▶ 電郵: yas@hkfyg.org.hk

香港青年大使計劃秘書處

Applicants must fulfill the following criteria:

- be a Hong Kong resident aged between 15 and 25 on 1 July 2025;
- 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



- Applicants should submit:
  - the application by mail with a postmark to The Hong Kong Young Ambassador Scheme Secretariat on or before 24 June 2025; or
  - online application via the online application system of the Scheme website
     on or before 11:59pm, 29 June 2025 (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 4/F, HKFYG Wellness PLUS Complex, 154 Kiu Kiang Street, Sham Shui Po, Kowloon, Hong Kong
  - ► e-mail to: yas@hkfyg.org.hk

#### 甄選程序 / Selection Procedure

- 申請人須出席2025年7月5、6 或9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 5, 6 or 9 July 2025
- Priority will be given to students nominated by their school principals
- 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 (已繳費用,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 YAS.HongKong
- (i) hkyas
- YAS HK



## Hong Kong **Young Ambassador** Scheme **2025/26** 香港**青年大使**計劃

| 報名表格 Application Form   |  |   |   | 申請編號 (大會填寫)<br>Application No. (Official Use Only)   |  |  |
|---|--|---|---|--|--|--|
| 請以 <b>正楷</b> 填寫,並在合適方格填上「✓」號<br>Please complete this form in <b>BLOCK LETTERS</b> and check the boxes where appropriate |  |   | 於2025/26學年,本人將是<br>In the 2025/26 school year, I will be a        | □ 本地學生 Local Stude   | **   |  |
| A. 個人資料 Personal Particulars<br>姓名 (須與香港身份證上的姓名相同):<br>Name (as shown in H.K.I.D. card):                                |  | lars<br>):  |   | (英文)<br>(English)  | □ 待定 To be confirmed  (中文) (Chinese)   |  |
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| <b>B. 現時就</b><br>學校 / 大專  | 讀學校資料 (2024/2  | 5學年) Present Sch  | ool Particulars (2024/2   | 25 Academic Year)  | (英文全名)<br>_ (English name in full)   | <u> </u>   |
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| Only app<br>獲取錄就  | 2025/26學年前往香港以外<br>Ilicable to applicants who<br>讀學校 / 大專院校名稱:<br>ertlary Institution admitted   | o will attend High School   | ol / Tertiary Institution outsid                                  | de Hong Kong in the 2025/26 school ye<br>之名,如適用) 國家  | var  | (英文全名) (English name in full) 將就讀年級:   |
|   |  |   |   | se name in full if applicable) Country:  |  |  |
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| 編號  | 過去五年的義工<br>日期 (月 / 年) Dates (  |   | B驗 (最多5項) Voluntary / Cor<br>舉辦機構                                 | mmunity / In-school / Overseas Service<br>活動名稱   | Experience in the Past 5 Y<br>負責崗位 / 職責  | <del></del>  |
| No.   | 由 From   | 至 To  | Organiser   | Name of Activity   | Position / Duties  |  |
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| 3   |  |   |   |  |  |  |
| 4   |  |   |   |  |  |  |
| 5 四計 由計   | 1. 須公面は巻口中三 1. 油1  | 服務的證明文件。 Note: A  | policante must produce docu                                       | mentary proof of the above services whe  | en attending the interview   |  |
| E. 技能及<br>技能 Skill  | <b>興趣 Skills and Inter</b>   | rests   |   | 內容 Content   |  |  |
| 興趣 Inter  | rests  |   |   |  |  |  |
|   | 資料 (如有) Referenc<br>:  |   | 機構  | 冓及職位 Organisation & Position:  |  |  |
| 推薦評語 🛭  | Recommendation :   |   |   |  |  |  |
| 推薦人簽名   | <br>Referee's Signature:   |   |   |  | 期 Date :   |  |
| 推薦人簽名 Referee's Signature:  |  |   |   |  |  |  |
| 連同報名表-<br>appropriate   | 併遞交,我們會考慮並盡量   | 量為您作相關的安排。All eli<br>icants who have special ne   | gible students are welcome to<br>eds due to health or physical re | 適切的服務安排·如您因健康或身體理由而不<br>apply for the "Hong Kong Young Ambassa<br>asons are encouraged to specify the details  | dor Scheme 2025/26". For   | safety reasons and to facilitate planning of   |
| H. 聲明 D   | eclaration   |   |   |  |  |  |
| 活動及服<br>yas@hkfyg<br>number, fa<br>data would<br>the promo<br>relation to<br>contact Th                                 | 務資訊、產品推廣、定期通<br>p.org.hk與香港青年協會聯絡<br>ax number, and email addret<br>d be used to facilitate comm<br>tition of products, the distribu<br>the aims and objectives of T<br>ne Hong Kong Federation of | a訊、籌募善款、進行研究<br>。招募程序完成後,未獲取<br>ss, may be used for the man<br>nunication with you, includii<br>tition of regular newsletter a<br>the Hong Kong Federation of<br>Youth Groups at yas@hkfy | /分析/統計、收集意見,及其代   | 關活動及項目的管理用途,簽發收據,並且透<br>也配合香港青年協會宗旨及使命的事項。閣<br>ersonal data collected during user registrati<br>es and activities and the issuance of receipts<br>ion related to the news, activities and servic<br>g events, conducting research / analysis / sta<br>ight to request access to and correction of yc<br>essful applicants will be destroyed after the<br>乍推廣用途。本人在獲取錄後,會竭盡所能 | 可下有權查閱及更改個人資料<br>on and some other functions<br>s by The Hong Kong Federatic<br>se of The Hong Kong Federa<br>attistics compilation, collecting<br>our personal data. For inquiry<br>recruitment exercise. | → 如需查閱或更改個人資料 · 可電郵至<br>and features, including name, telephone<br>on of Youth Groups. In addition, the above<br>tion of Youth Groups and its subsidiaries,<br>user feedback and any other initiatives in<br>or updating of your personal data, please |
|   |  |   |   | <b>agree</b> with the use of my personal data by T oung Ambassador.*Please delete the inap   |  | Youth Groups for direct marketing purpose  |
| 簽名 Signat   | ture:  |   |   | 日  | 期 Date:  |  |
|   | 申請者適用 For applica  | -   |   |  |  |  |
|   |  |   | ed by the applicant's parent /                                    | •  | 2057# = # 1 # 21 * 21  |  |
|   |  |   |   | 報名申請參加「2025/2  |  | - Value Archael de Orton 2005  |
| , ,   | (Name) hereby give consent to (applicant's name)<br>家長 / 監護人簽名 Parent's / Guardian's Signature:  |   |   | ,  | ,  |  |
| 承夾/監護   | :八頭右 Parent's / Guardia  | an s orgnature:   |   | =  | 1 741 Date :   |  |