















The Hong Kong Young Ambassador Scheme is organized by the Tourism Commission of the Hong Kong Special Administrative Region Government and The Hong Kong Federation of Youth Groups, with the Hong Kong Association for Customer Service Excellence as a co-organizer. The Scheme will continue to nurture young people to be Ambassadors for Hong Kong in its 12th year, through:

- enhancing their sense of belonging and understanding of the diversified culture of Hong Kong
- instilling in them a sense of courtesy and helpfulness to visitors
- providing them with a wide range of service opportunities to expand their horizons with a view to fostering hospitality and service excellence culture

香港青年大使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主辦,並由香港優質顧客服務協會協辦。計劃踏入第十二屆,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及多元文化的認識
- 灌輸他們殷勤有禮的待客之道
- 提供多種服務機會以豐富他們閱歷,鼓勵他們推廣好客和優質服務文化

THEME: "CULTIVATE EXCELLENCE; NURTURE SERVICE STARS"

主題:「培育服務精英,締造明日之星」



This year, the Scheme continues to run the "Young Service Stars Programme" adopting "Cultivate Excellence; Nurture Service Stars" as the theme. Comprising a series of training workshops, company visits, mentorship programme and a "Young Service Stars" Competition, this programme is specially designed to foster service excellence and hospitality culture among the younger generation in Hong Kong.

今年我們會繼續以「培育服務精英,締造明日之星」為主題,舉辦「青年服務之星計劃」, 內容包括培訓工作坊、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。

PROGRAMME ARRANGEMENTS 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 2012/13 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.

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2012/13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。



TRAINING AND SERVICE PROGRAMMES 培訓及服務計劃

(I) TRAINING PROGRAMME

TRAINING PERIOD: 16 JULY ~ 31 AUGUST 2012

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 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 2012 ~ 31 JULY 2013

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.

(1) 培訓活動

培訓日期: 2012年7月16日至8月31日

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、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

参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:2012年9月1日至2013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」。

AMBASSADOR REFLECTIONS 青年大使的感想



Chan Ka Tat 陳嘉達 Hong Kong Young Ambassador 2011/12 2011/12香港青年大使

"Hong Kong Young Ambassador Scheme (YAS) - An experience to recognize Hong Kong from the perspective of hospitality. With close-packed but fruitful training sessions ranging from talks of representatives of service industries to visits to different sectors, I was infused with both conceptual and practical knowledge of hospitality. How can we create maximum value to tourists from five senses? How can we convert touch points to touching points? I was equipped with qualities such as creativity and caring to represent Hong Kong in the frontline of the tourism industry. Thanks to all senior Young Ambassadors, all new members can get involved into the harmonious family of YAS in advance. One unforgettable highlight was the team building activity "city tracing". It reflected the room for improving my knowledge about the places and cultures in Hong Kong. It is also my first exposure to tourists with team interaction and co-operation. The end of trainings is not a full stop but a start of a continuous, stable relationship between us and YAS. Because of YAS, my summer in 2011 had no regrets!"

「香港青年大使計劃——個讓你從好客之道重新認識香港的非凡體驗。2011年暑假,我参加了由該計劃舉辦的一連串緊湊而豐富的訓練活動,包括由不同專業人士作旅遊及優質服務的專題演講,以及參觀香港不同的建設和機構,讓我從理論和實踐兩方面加深對好客文化的理解。我們會探討如何從五官滿足旅客的需要及怎樣從服務接觸點感動旅客,以達致多行一步的優質服務。經過以上的訓練,我學會了多發揮創意,並從旅客感受出發,為我代表香港服務旅客的使命打下強心針。全有賴所有歷屆的青年大使,讓我和所有新任大使得以迅速融入計劃的大家庭。當中,最難忘的體驗莫過於團隊建立活動「城市追蹤」。它反映了我對香港周遭環境及文化認識的不足,亦讓我跟組員展開了第一次與遊客的接觸和交流。培訓活動的完結並不是句號,而是我們與香港青年大使計劃之間一段持續、穩定關係的開始。因為香港青年大使計劃,令我於2011年的暑假沒有半點遺襲!」

"Calling all the pretty faces? You can simply do so by taking part in the large-scale promotional activities offered by the Hong Kong Young Ambassador Scheme. The tremendous precious opportunities to participate in various fascinating festivals can showcase the vitality of the new generation. Not only can we experience the enthusiastic atmosphere during the smorgasbord of exciting events, we can also have a deeper understanding of the local culture and show the globe our passion and hospitality. Our heartfelt effort undoubtedly brightens our city. From the warmest reminder to a sincere blessing, from an initiative solution for enquiries to taking a gorgeous group photo, the fervid and beautiful smiles on visitors' face can always be captured. Gandhi has once said, "The fragrance always remains in the hand that gives the rose." During such joyful occasions, our little contribution can make the tourists feel contented with enjoyment. In return, we would grin all the time to spread our amusement around every corner of this metropolitan because you will be pleased when you see the pleasure in others. Sharing happiness at happy moments can increase the charisma of Hong Kong, the Events Capital of Asia, calling more pretty faces."

「要召集所有漂亮的面孔,參與各項本地旅遊盛事就可以了。香港青年大使計劃提供了不少實貴機會,讓我們在一浪接一浪的大型活動中服務,展現新一代的活力。除了能感受精彩節日氣氛外,還能了解更多本地文化,把我們的熱情及好客之道傳揚至世界各地。從心出發的服務,為整個城市增添色彩。由簡單地給予溫馨提示、送上窩心祝福、主動解答疑難,甚至幫忙拍照留念,都可捕捉到旅客燦爛而親切的笑容。甘地說過:「予人玫瑰,手有餘香」,在普天同慶的歡樂場合,微小的付出,就能令旅客稱心滿意,我們也笑口常開。你會慢慢發現只要別人愉快,自己也自然愉快,因為情緒很輕易就能感染對方。在快樂時刻分享更多快樂,為香港盛事之都延續魅力,召集更多漂亮的面孔。」



Li Hiu Fung Timothy 李曉峰 Hong Kong Young Ambassador 2011/12 2011/12香港青年大使



Chu Kwok Man Isis 朱葛文 Hong Kong Young Ambassador 2011/12 2011/12香港青年大使

"Joining the Hong Kong Young Ambassador Scheme has provided me with the chance to station at different tourist attractions and serve tourists from all over the world. During these stationing services, rather than the tourists receiving our information passively, I would describe the experience as an intercultural exchange. Besides being able to demonstrate the friendliness and hospitality Hong Kong, we often also have the chance to learn about the culture of the tourists' hometown and how they see Hong Kong. Living in the same place for too long can make you so used to everything that you see everything as normal. However, after learning about the Hong Kong from the tourists' perspective, I seem to have discovered the wonderfulness of my beloved hometown again. These stationing experiences not only broadened my horizon, but it also enhanced the image of Hong Kong as an ideal destination. If you hope to contribute to the Hong Kong's tourism industry, as well as having a unique yet fulfilling experience, joining the Hong Kong Young Ambassador Scheme would definitely be a great choice."

「参加香港青年大使計劃讓我有機會駐守於不同旅遊熱點,服務來自世界各地的旅客。每次與旅客的接觸不僅是我們單方面向遊客講解香港的特色和文化,而是一次跨文化的交流。我們除了向遊客展現香港的友善和熱情好客文化外,亦有機會仔細聆聽他們講述自己當地的文化和對香港的感想。在一個地方居住久了,難免會覺得一切都理所當然,甚至產生厭倦感。但在瞭解旅客眼裡的香港後,我重新認識到這個城市的精彩之處。這些接待旅客一點一滴的經歷,不但開闊了我的眼界,還提升了香港作為理想旅遊目的地的形象。若你希望為香港旅遊業盡一分力,並擁有多姿多采的一年,參加香港青年大使計劃必定是你的最佳選擇!」

"What can be gained from is definitely more than what is devoted by joining the Hong Kong Young Ambassador Scheme. Thanks for the training provided by the Scheme, not only had my knowledge about the Hong Kong tourism industry and service excellence broadened, my interpersonal and communication skills were also improved, especially the skill for best serving guests from other places. All these hard and soft skills helped me better communicate with tourists and promote Hong Kong's hospitality. Organizing "Promoting Excellent Service to the Schools" was the most memorable part for me under the scheme. Although we encountered a lot of obstacles, in a team we worked together and successfully promote hospitality culture by holding a promotional activity in a secondary school. My team member and I even developed lifelong friendship after the series of activities. For me, Hong Kong Young Ambassador is not only a title, but a chance to serve my hometown and get to know myself better."

「參加香港青年大使計劃,我的收穫比付出更多。透過計劃所提供的培訓,不但加深了我對香港旅遊業及優質服務文化的認識,亦學習到待人接物的技巧,尤其是接待旅客的成功秘訣,讓我們更有效地與旅客溝通,宣揚香港的好客精神。最令我難忘的要算是籌辦「好客之道遍校園」推廣活動。雖然籌備過程中遇到不少困難,但一組人齊心協力,最終成功透過遊戲把好客精神傳遍中學校園,更讓我與組員建立深厚的友誼。香港青年大使計劃帶給我的不只是一個名銜,更重要的是一個機會,一個讓我可以貢獻土生土長的家及認識自己的機會。」



Fung Yuen Tsz Cherrie 馮菀梓 Hong Kong Young Ambassador 2011/12 2011/12香港青年大使



Lau Pok Him, Ron 劉博謙 Hong Kong Young Ambassador 2011/12 (USA) 2011/12香港青年大使(美國)

"The exchange of two totally different cultures is profound. People would be amazed by your country's special and interesting custom. Outside Hong Kong Promotional Activity provides me a precious opportunity introducing the special side of my homeland to foreigners. I was benefited a lot by organizing these kinds of meaningful activities. It just makes you love Hong Kong more and more. When you are looking back after years and years, it should definitely be a fruitful piece of memory. We, Hong Kong Young Ambassadors, are responsible for letting foreigners feel the hospitality of us. Giving a fresh and unique experience of Hong Kong, my promotional event just went smoothly with smiles and praise of participants. They even invited me to be their tour guide once they come to Hong Kong!"

「兩個截然不同的文化互相交流總是奇妙的。外國的旅客往往對你國家特別而有趣的風俗和文化大感興趣。海外推廣計劃讓我有難得的機會向外國旅客介紹香港這國際都會的特色,而我在籌備這些活動期間亦獲益良多,加深我對這個城市的歸屬感。相信經過多年以後,這一切定必會成為深刻而美好的回憶。作為香港青年大使,我們戶負起向旅客展現香港好客精神的責任。我們所舉辦的推廣活動讓參加者發掘有關香港一些鮮為人知的東西。我們的努力獲他們報以微笑,他們更誠邀我將來充當他們在香港的嚮導呢!」

HONG KONG YOUNG AMBASSADOR SCHEME 2012/13 Application No. (Official Use Only) 中語編號 (大會填寫) 2012/13香港青年大使計劃 In the 2012/13 school year, I will be a 於2012/13學年,本人將是	\neg
APPLICATION FORM 報名表格 □ Local Student 本地學生 □ Hong Kong Student Studying Outside Hong Kong 香港以外地方就證學生 □ To be confirmed 特定	
Please complete this form in BLOCK LETTERS and check the boxes where appropriate 請以正楷填寫,並 "」" 合適方格	
Name (as shown in HKID card): (English) (Chinese) (オタクのないのは、 (大きな) (オタクのないのは、 (大きな) (オタクのないのは、 (大きな) (オタクのないのは、 (大きな) (オタクのないのないのないのないのないのないのないのないのないのないのないのないのないの	近照
Sex: Age: Date of Birth: (DD/MM/YY)	
Place of Birth: HKID Card No.:	Ť
出生地點: 身份證號碼:	
香港地址: Tel. No.: (Home) (Mobile) E-mail: 聯絡電話: (住宅) (手提) 電郵:	
Attending School/Tertiary Institution:	
現正就讀學校/大專院校: (English name in full 英文全名) Attending Form/ Year: Expected Graduation Year:	用)
□ Local 本地 □ Outside HK 香港以外地方, Country 國家:	
Only applicable to applicants who will attend High School / Tertiary Institution outside Hong Kong in the 2012/13 school year 只適用於2012/13學年前住香港以外地方就讀高中/大學 School / Tertiary Institution admitted: 被取錄就讀學校 / 大專院校名稱:	事院校的申請人
(English name in full 英文全名) (Chinese name in full if applicable 中文全名如適	F-76.
Country 國家: Admitted Form/Year 將就讀年級: Expected Graduation Year 畢業年份:	SALARAWAN KANANGAN K
	is not guaranteed) 登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. Dates (month / year) Dates (month / year) Name of Activity Name of Service Organizer Position / Duties 編號 From 由 To 至 活動名稱 活動內容 學辦機構 負責崗位/職責	Appendix No. 附件號碼
1.	
3.	
Language Proficiency 語文能力: English 英語:	
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: Relationship: Tel. No.:	
姓名:	
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 Clu 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油企工區資助計劃一青年義工網絡」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 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。	peing selected to join the
Signature 簽名:	
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 2012/13. 本人(姓名) 同意(申請人姓名) 報名申請參加2012/13香港青年大使計劃。	
Parent's/Guardian's Signature 家長/監護人簽名:	
Please attach an English essay of no less than 200 words on "My commitments to the Hong Kong Young Ambassador Scheme" with this application form.	1



ELIGIBILITY

Eligible applicants must fulfill the following criteria:

- be aged 16 or above on the first day of the training programme (16 July 2012)
- be full-time Hong Kong students who are studying at local school/tertiary institution <u>OR</u> about to study/studying outside Hong Kong at high school /tertiary institution
- · be able to communicate confidently in Cantonese, English and Putonghua
- · have a commitment to serve the community

APPLICATION PROCEDURE

- APPLICATION DEADLINE: 3 JULY 2012
- Application form can be downloaded from http://yas.hkfyg.org.hk. Online application can also be made through this website
- · Applicants should submit the following:
 - 1. completed application form
 - 2. a recent colour photo
 - an English essay of no less than 200 words on "My commitments to the Hong Kong Young Ambassador Scheme"
 - documentary proof/certificate copies of voluntary/community/ in-school service in the past 5 years (if appropriate)
- proof of admission/student I.D. at overseas high school and tertiary institution (if appropriate)
- All documents listed in (1)-(5) above should be submitted by one of the following means:
 - o online application system
 - o 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

- o by hand to the above address during office hours
- o by fax to: (852) 2893 3034
- o by e-mail to: yas@hkfyg.org.hk

SELECTION PROCEDURE

- Shortlisted applicants have to attend selection interviews to be conducted on 6, 7 or 8 July 2012
- · Priority will be given to students nominated by their school principals
- · Applicants will be informed of the result by e-mail
- 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.)

ENQUIRIES

Website: http://yas.hkfyg.org.hk

參加資格

申請者必須符合下列資格:

於培訓活動首天 (2012年7月16日)達16歲或以上

共建好客香港,由我貢獻!

- 高中或大專院校的全日制香港學生: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、英語及普通話
- 具備願意服務社會的熱誠

報名手續

- 截止報名日期: 2012年7月3日
- 申請人可於http://yas.hkfyg.org.hk下載報名表格,或於這網站遞交網上申請
- 申請人須呈交:
 - 1. 已填妥之報名表格
 - 2. 一張彩色近照
 - 一篇200字以上,以「我對香港青年大使計劃的承擔」為題的 並文短文
 - 4. 有關過去五年的義工/社區/校內服務證明之副本(如適用)
 - 5. 海外高中 / 大專院校發出之取錄證明 / 學生證 (如適用)
- 申請人可透過下列其中一種方法遞交上述1至5項文件:
 - o網上申請
 - o 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

- o 於辦公時間親身前往上述地址遞交
- o 傳真: (852) 2893 3034
- o 電郵: yas@hkfyg.org.hk

甄選程序

- 獲甄選的申請人須出席2012年7月6、7或8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。)

查詢

香港青年大使計劃秘書處

電話: (852) 2169 0032 電郵: yas@hkfyg.org.hk

網站: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,頒發獎項鼓勵及惠許表現優異者。