2027 年松山文創園區學生國際大使培訓計畫

Songshan Cultural and Creative Park Student Ambassador Program 2027

一、 宗旨 Purpose

松山文創園區「學生國際大使培訓計畫」至今已成功培訓來自 15 國、共 58 位優秀學生，透過英語導覽服務支持國際交流網絡。

為持續深化跨國文化交流連結，2027 年第三屆計畫將招募高中（含）以上之臺灣學生及留臺國際生，致力培育兼具多語能力、專業背景與國際視野的青年人才。本屆更首度增設文化政策相關課程，期望透過系統性的知識導入，讓大使們深入理解臺北市推動文資活化與文創產業的脈絡。結訓後，學生大使將投入園區的英語定時導覽服務，帶領國際旅客認識臺灣文化創意產業發展的多元樣貌，共同推動松山文創園區邁向國際級文化觀光景點。

Songshan Cultural and Creative Park Student Ambassador Program has successfully cultivated 58 outstanding students from 15 countries, creating a vibrant network of international exchange through English guided tour services.

To further deepen international connections, the 3rd program in 2027 will recruit Taiwanese and international students studying in Taiwan (high school level and above). The program is dedicated to cultivating young talents equipped with multilingual abilities, professional skills, and a global perspective. This year's training features cultural policy related course. Through a systematic introduction of knowledge, this course aims to provide student ambassadors with a profound understanding of the context behind Taipei City's promotion of cultural heritage revitalization and the cultural and creative industry.

Upon completing the training, student ambassadors will conduct regular English guided tours in the Park, leading international visitors to discover the diverse facets of Taiwan's cultural and creative development and joining us in propelling Songshan Cultural and Creative Park toward its goal of becoming a world-class cultural tourism destination.

二、 目的 Goals

1. 產學合作：透過培訓學生國際大使，讓學生認識臺灣文化資產保存再利用的範例，及臺灣文創產業發展概況，同時培育學生成為具備英語能力、專業能力，及國際視野的文化專業人才。

   Industry-academia Cooperation: Through training student ambassadors, students get to learn about examples of Taiwan's cultural heritage preservation and reuse, as well as an overview of the development of Taiwan's creative industries. At the same time, we cultivate students to become cultural professionals with English proficiency, professional skills, and an international perspective.

2. 國際交流：由學生擔任學生國際大使，推廣園區在國際間之知名度，並透過英文導覽讓國際訪客更認識園區，深度了解在地知識和歷史。

   International Exchange: Having students serve as ambassadors will promote the Park's international recognition. Through English guided tours, international visitors will gain a deeper understanding of the Park, local knowledge, and history.

三、 對象 Participants

具備英文口說能力的大專院校、高中職以上本國或國際學生。

Taiwanese and international students at the high school level or above, including students from colleges and universities, who possess English speaking skills.

四、 時間：2026 年 11 月 16 日開始報名，12 月 6 日截止報名，2027 年 1 月 26、27、28、29 日培訓考核，3 月至 4 月正式排班服務。

Dates: Applications will open on November 16, 2026, and close on December 6, 2026. Selected participants will undergo training and assessment from January 26 to 29, 2027, followed by the service period from March to April 2027.

五、 地點：松山文創園區 Location: Songshan Cultural and Creative Park

六、 名額：10-30 人

Number of Participants: 10-30 people

七、 服務內容：接受園區培訓並通過考核後，依需求提供國際訪客英文或學生母語之園區導覽解說，和相關園區服務。欲報名學生請務必確認除需全程參加培訓外，3 月至 4 月間也能配合排

班。無法配合者，請勿報名。

Service: After completing training and passing the assessment, students will offer guided tours and related services in English or their native languages for international visitors. Students who act as Student Ambassadors must attend all classes and be available for duty shifts from March to April. Please do not register if you cannot commit to the entire schedule.

八、 申請方式 Application Guidelines

1. 報名需知：無需費用但需全程參加(若須請假請依十、請假規範辦理)，採線上表單報名，並提供以下資訊:

   How to Apply: There is no cost for students to apply for the program, but full participation is required (if you need to request a leave, please follow the Leave Regulations). Apply via Google Forms and please provide the information below:

   - 個人資料：身分證或居留證、學生證等。

     Personal information: ID card or Alien Resident Certificate, student ID.
   - 申請動機：於表單中簡述想加入學生國際大使的理由。

     Motivation for application: a brief explanation of your interest towards this program.
   - (非必要)英文檢定成績：本國生如提供英文檢定成績視程度可加分。

     (Optional) English proficiency proof: Taiwanese students who submit an English proficiency test score may receive additional points.
   - (非必要)推薦信：提供就讀學校教師或工作單位主管開立之正式推薦信可加分，推薦信內需包含推薦人之所屬單位、職稱、聯絡資訊及親筆簽名，以茲證明申請者之資格。

     (Optional)Letter of Recommendation: Applicants may receive additional points by submitting an official letter of recommendation issued by a teacher at their school or a supervisor at their workplace. The letter must include the recommender's affiliation, position/title, contact information, and signature as proof of the applicant's eligibility.

2. 報名管道：請上園區官網最新消息 https://www.songshanculturalpark.org/news，從提供的報名表單填寫資料。

   How to Apply: Please check the latest news on the Park's official website to fill out an online form.

https://www.songshanculturalpark.org/news

3. 資格審查：經書面審查符合資格者，續安排線上面談，徵選完畢將個別通知徵選結果。

   Eligibility Review: Applicants who meet eligibility will proceed to an online interview. The results will be individually notified once the process is complete.

4. 聯絡人 Contact information

   有任何疑問請請洽: Please do not hesitate to contact us if you have any questions:

   - 葉小姐 Ms. Yeh

     Email: ruru@taipeiculture.org
     Tel: 02-2765-1388#160

   - 楊小姐 Ms. Young

     Email: yjj@taipeiculture.org
     Tel: 02-2765-1388#103

九、 培訓課程(暫定) Tentative Training Classes

本計畫課程全程以英語進行，且將有分組團體討論時間及團體競賽活動。

This program will be conducted in English and will include group discussions and group competitions.

日期 Dates	時間 Time	課程 Agenda
01/26(二) January 26 TUE.	09:45-10:00	報到 Arrival
	10:00-10:30	計畫簡介 Introduction of the Program
	10:30-11:20	自我介紹 Self-introductions
	11:20-12:00	分組活動-認識園區 Group Activity: Park Orientation
	12:00-13:00	午休 Lunch Break
	13:00-15:00	園區實地導覽 Guided Tour of The Park
	15:00-16:00	分組討論與練習 Group Discussion and Practice
	16:00-16:30	討論與總結 Discussion and Summary
01/27(三) January 27 WED.	09:45-10:00	報到 Arrival
	10:00-12:00	課程一：導覽技巧解說 Course 1 : Tour Guide Methods

日期 Dates	時間 Time	課程 Agenda
	12:00-13:00	午休 Lunch Break
	13:00-13:30	園區整體介紹 Overview of the Park
	13:30-15:30	分組討論與練習 Group Discussion and Practice
	15:30-16:00	導覽隨堂測驗 Assessment
	16:00-16:30	討論與總結 Discussion and Summary
01/28(四) January 28 THU.	09:45-10:00	報到 Arrival
	10:00-12:00	課程二：臺北城市探索 Course 2 : Exploring Taipei City
	12:00-13:00	午休 Lunch Break
	13:30-14:00	導覽經驗分享 Guided Tour Experience Sharing
	14:00-16:00	分組討論與練習 Group Discussion and Practice
	16:00-16:30	討論與總結 Discussion and Summary
01/29(五) January 29 FRI.	09:45-10:00	報到 Arrival
	10:00-11:00	課程三：開箱臺北文化政策 Course 3 : Unboxing Taipei's Cultural Policy!
	11:00-12:00	分組實地練習 On-site Group Practice
	12:00-13:00	午休 Lunch Break
	13:00-16:00	分組導覽競賽 Group Competition
	16:00-16:30	頒獎與總結 Award Ceremony and Closing Remarks

*上課地點皆位於松山文創園區，詳細地點獲選後將另行通知

The classes will take place in Songshan Cultural and Creative Park. The detailed location will be provided once participants are selected.

十、 請假規範 Leave Regulations

本次培訓共計四天，為確保學員完整參與課程內容與訓練品質，學員須全程出席。若因特殊原因需請假，須於課程前以電子郵件或通訊軟體向主辦單位提出申請，經同意後方可請假。課程期間最多可請假半天，超過者將無法領取團體競賽之獎勵。

The training program consists of four classes. To ensure the quality of learning, participants are required to attend all classes. If an absence is required due to special circumstances, an email or message must be submitted to the organizer

in advance for approval. Participants may take up to half a day of leave during the entire program. Those who exceed this limit will not be eligible for group competition rewards.

十一、 驗收：參與學生需於培訓課程結束後兩週內提供實地導覽影片並完成筆試，審核通過後並完成回饋問卷，方能值班服務。

Assessment: To be eligible for service duty, participants must pass a written exam and provide a guided tour video within two weeks after the training course ends, followed by a successful review and submission of a feedback questionnaire.

十二、 服務規範 Service Regulations

1. 值班：3 月至 4 月間依據個人時間排班，每次值班二小時，服務期間每人需至少排班三次，需依規定簽到簽退。

   Shifts: From March to April, shifts will be scheduled based on individual availability, with each shift lasting two hours. Each Ambassador needs to schedule a minimum of three shifts during the period, sign-in and sign-out are required.

2. 班表調整：排班後若需調整，至少於值班前三日提早告知；病假或突發重大事故者，應於當日電話或通訊軟體向負責同仁請假。

   Shift change: Should there be a need to adjust the shifts, please notify staff at least three days ahead. In case of sick leave or unforeseen incidents, please call in sick on the same day prior to the shift via phone or instant messaging apps to a staff member in charge.

十三、 獎勵：全程參加培訓者得有下列獎勵資格。

Reward: Full participation in the training grants eligibility for the following rewards.

1. 競賽禮品：分組導覽競賽獲勝者將獲得獎金、禮品，實際獎項於課程內公布。

   Competition Prizes: Winners of the guided tour competition will receive cash awards and prizes. The actual awards will be announced during the class.

2. 導覽津貼：每次值班 2 小時將給予新臺幣 300 元津貼。

   Allowance: The allowance for each 2-hour shift is NT$300.

3. 服務證書：值班服務結束後，提供園區服務證書。

   Certificate of Service: A certificate of service will be provided after the whole shifts end.

4. 貴賓導覽機會：參加本次計畫通過考核之學生國際大使將有

機會擔任未來園區貴賓外語導覽人員。

VIP Guide Opportunities: Participants who pass the assessment will have the opportunity to serve as foreign language tour guides for the Park's distinguished guests in the future.

5. 小小英語導覽員培訓計畫：參加本次計畫通過考核且表現優良之學生國際大使將有機會參與園區與國小合作之小小英語導覽員培訓計畫，入校與小學生交流，且擔任培訓課程之講師。

   Junior English Docent Training Program: Participants who pass the assessment and demonstrate outstanding performance will have the opportunity to participate in the Junior English Docent Training Program, a collaboration between the Park and elementary schools. Student ambassadors will have the opportunity to serve as instructors interacting with elementary school students.

十四、 園區保留後續調整計畫之權利。

The Park reserves the right to make changes.

附件、2026 學生國際大使培訓照片、國際貴賓導覽照片

Attachment: Photos of Student Ambassador Program 2026 and International Distinguished Guests Visit.

	
園區實地導覽 Guided tour of the Park	大稻埕實地導覽 Guided tour of Dadaocheng
	
培訓課程:分組練習 Training Class: Group practice	團體導覽競賽 Group guided tour competition

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<tr><td></td><td></td></tr>
<tr><td colspan="2">服務值班-英語定時導覽
Service Duty: Scheduled English guided tours</td></tr>
<tr><td></td><td></td></tr>
<tr><td>越南學生國際大使為國際兒童影展貴賓提供導覽
A Vietnamese Student Ambassador provided guided tours for VIP guests at the International Children's Film Festival.</td><td>聖文森及格瑞那丁國際大使導覽聖露西亞總理及政府貴賓
St. Vincent and the Grenadines Student Ambassador Provided guided tours for the Prime Minister of Saint Lucia and Distinguished Government Officials.</td></tr>
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