

# 2025 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 2025

#### 1、 宗旨 Purpose

松山文創園區作為台灣扶植品牌、培育人才的基地，十多年來已透過藝文展演、講座交流、產學合作等多樣方式與新秀藝術家、年輕創作者、在學學生交流互動。為加深產學合作的深度和廣度，同時促進園區在國際交流的能見度，擬透過此培訓計畫提升學生對園區的認識，並提供國際旅客友善服務，讓園區成為國際級的文化觀光景點。2025 世界壯年運動(下稱世壯運)將於 5 月舉辦，園區是世壯運報到和周邊活動場地，將藉此一盛會讓學生國際大使帶領訪客更認識台灣文化資產再利用的方式，以及台灣文創產業發展的樣貌。

Songshan Cultural and Creative Park (hereinafter Park), a key hub for supporting designers and nurturing talent in Taiwan, has engaged with emerging artists, young creators, and students for over a decade. The engagement has taken various forms, including exhibitions, performances, lectures, workshops, and industry-university collaboration.

This program aims to deepen the scope and breadth of partnerships between industry and universities and enhance the Park's international visibility while helping students better understand the Park. We strive to establish the Park as a world-class cultural tourism destination with welcoming services for international visitors.

In May 2025, the World Masters Games will take place, with the Park serving as both the accreditation center and a venue for related events. This grand event will allow student ambassadors to guide visitors, showcasing Taiwan's innovative adaptive reuse of cultural heritage and highlighting the development of its creative industries.

#### 2、 目的 Goals

1. 產學合作：透過培訓學生國際大使，讓學生認識台灣文化資產保存再利用的範例，及台灣文創產業發展概況。

Industry-university 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.

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.

### 3、對象 Participants

具備英文口說能力的本國或外國大專院校、高中職以上學生，本國學生請檢附英文檢定成績，外國學生需持有或願意申請工作許可。

Local or international university, college, or senior high school students with English speaking proficiency. Local students are required to submit English proficiency test scores, while international students must have or will apply a work permit.

- 4、時間：2025 年 3 月 26 日截止報名、4 月 12、19、26 日培訓考核、5 月 10 日至 31 日正式排班服務。

Timeline: The application deadline is March 26, 2025. Training and assessment on April 12, 19, and 26. On duty from May 10 to 31, 2025, with scheduled shifts.

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

- 6、名額：10-40 人

Number of Participants: 10-40 people

- 7、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，5 月 10 日至 31 日間也能配合排班。

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 three days of classes and be available for duty shifts from May 10 to May 31.

### 8、申請方式 Application Guidelines

1. 報名需知：無需費用但請全程參加，採線上表單報名，需提

供身分證或居留證、學生證等個人資料，並簡述想加入學生國際大使的理由。本國學生需再附上英文檢測證明 (GEPT/TOEIC/IELTS/TOEFL 擇一)，外國學生需持有或願意申請工作許可證。

How to Apply: There is no cost for students to apply for the program, but full participation is required. Apply via Google Forms and include your ID card or Alien Resident Certificate, student ID, and a brief explanation of your interest in this program. Local students must also submit English test scores (GEPT/TOEIC/IELTS/TOEFL). International students must have or will apply a work permit.

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。

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，徵選完畢個別通知徵選結果。

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

4. 聯絡人：有任何疑問都歡迎寄信至 [yjj@taipeiculture.org](mailto:yjj@taipeiculture.org)，或電話詢問 02-27651388#103 楊小姐。

Contact: Please feel free to contact Ms. Young if you have any questions. Email [yjj@taipeiculture.org](mailto:yjj@taipeiculture.org) or at 02-27651388#103.

9、 培訓課程 Training Classes

| 日期 Dates                     | 時間 Time     | 課程 Agenda                           | 地點 Venue   |
|------------------------------|-------------|-------------------------------------|--|
| 04/12(六)<br>April 12<br>SAT. | 09:00-09:15 | 報到 Arrival                          | 松山文創園區<br>(詳細地點獲選後提供)<br><br>Songshan Cultural and Creative Park |
|                              | 09:15-09:40 | 計畫簡介<br>Introduction of the Program |  |
|                              | 09:40-10:10 | 學生自我介紹 Self-introductions           |  |

| 日期 Dates                     | 時間 Time     | 課程 Agenda                            | 地點 Venue  |
|------------------------------|-------------|--------------------------------------|---|
|                              | 10:10-12:30 | 園區整體介紹<br>Overview of the Park       | Location information will be provided once participants are selected. |
|                              | 12:30-13:30 | 午休 Lunch Break                       |   |
|                              | 13:30-15:30 | 導覽技巧解說<br>Tour Guide Methods         |   |
|                              | 15:30-16:00 | 討論與總結<br>Discussion and Summary      |   |
| 04/19(六)<br>April 19<br>SAT. | 09:20-09:30 | 報到 Arrival                           |   |
|                              | 09:30-12:00 | 園區實地導覽<br>Guided Tour of The Park    |   |
|                              | 12:00-13:00 | 午休 Lunch Break                       |   |
|                              | 13:00-14:30 | 分組導覽練習<br>Group Practice             |   |
|                              | 14:30-15:30 | 導覽驗收 Assessment                      |   |
|                              | 15:30-16:00 | 討論與總結<br>Discussion and Summary      |   |
| 04/26(六)<br>April 26<br>SAT. | 09:20-09:30 | 報到 Arrival                           |   |
|                              | 09:30-12:00 | 園區實地分組導覽練習<br>On-site Group Practice |   |
|                              | 12:00-13:00 | 午休 Lunch Break                       |   |
|                              | 13:00-16:00 | 分組導覽競賽<br>Group Competition          |   |
|                              | 16:00-17:00 | 頒獎與總結<br>Award Ceremony and          |   |

| 日期 Dates | 時間 Time | 課程 Agenda       | 地點 Venue |
|----------|---------|-----------------|----------|
|          |         | Closing Remarks |          |

- 10、 驗收：參與學生需於培訓課程結束後五天內通過筆試，並提供計畫心得及回饋問卷，方能值班服務。

Assessment: Participants must pass a written exam and submit a training reflection and feedback questionnaire within five days of training to be eligible for service.

- 11、 服務規範 Service Regulations

1. 值班：5 月 10 日至 5 月 31 日間依據個人時間排班，每次值班三小時，一周最少值班一次，需依規定簽到簽退。

Shifts: From May 10 to May 31, shifts will be scheduled based on individual availability, with each shift lasting three hours. A minimum of one shift per week, and 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。

Shifts 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.

- 12、 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禮券、禮品，實際獎項於課程內公布。

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

2. 獎勵金：每次值班 3 小時獎勵金為新台幣 500 元。

Incentive: The reward for each 3-hour shift is NT\$500.

3. 服務證書：世壯運值班服務後，提供園區服務證書。

Certificate of Service: A certificate of service will be provided after The 2025 World Masters Games.

4. 貴賓導覽機會：參加本次計畫通過考核之學生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.

13、 園區保留後續調整計畫之權利。

The Park reserves the right to make changes.

附件、學生培訓照片、國際貴賓導覽照片

Attachment: Photos of Student Training and International Distinguished Guests Visit



松山高中英文導覽培訓課程



松山高中英文導覽培訓課程



松山高中學生陪同 Res Artis 2024 臺北年會貴賓參訪園區



聖露西亞副總統參訪園區

Deputy Prime Minister of Saint Lucian



巴拉圭總統夫人參訪園區

First Lady of Paraguay