

2026 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 2026

一、宗旨 Purpose

松山文創園區作為臺灣扶植品牌、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。為持續深化國際連結與文化交流，園區於 2025 年首次推出「學生國際大使計畫」，32 位培訓完成之學生國際大使獲得許多國際遊客及貴賓的好評讚賞。2026 年將再次招募高中(含)以上臺灣學生及留臺就學之國際學生，培育兼具英語力、專業力與國際視野的學生國際大使，並於培訓後透過英語定時導覽帶領國際訪客更認識臺灣文化資產再利用的方式，以及臺灣文創產業發展的樣貌，並推動園區邁向國際級文化觀光景點之目標。

Songshan Cultural and Creative Park (hereinafter the 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.

To continue deepening international connections and cultural exchange, the Park launched the "Student Ambassador Program" for the first time in 2025. The 32 trained Student Ambassadors received positive feedback and compliments from many international tourists and distinguished guests.

In 2026, the Park will once again recruit Taiwanese students and international students, who are at the high school level or above, to cultivate Student Ambassadors equipped with English proficiency, professional skills, and an international perspective. Following the training, they will lead international visitors to explore Taiwan's approach to the reuse of cultural heritage and display the development of Taiwan's creative industries through scheduled English guided tours, thereby advancing the Park's 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，同時培育學生成為兼具英語力、專業力，及國際視野的文化專業人才。

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. 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、高中職以上本國或外國學生，本國學生請檢附英文檢定成績達 CEFR 語言能力指標 B2(中高級)之證明，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 provide proof of English proficiency at CEFR level B2 (Upper-Intermediate) or above, while international students must have or will apply a work permit.

- 四、 時間：2025 年 12 月 7 日截止報名、2026 年 1 月 27、30 日、2 月 3、6 日培訓考核、3 月至 4 月正式排班服務。

Timeline: The application deadline is December 7, 2025. Training and assessment on January 27, 30, and February 3, 6, 2026. On duty from March to April 2026, with scheduled shifts.

- 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。

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 the whole classes and be available for duty shifts from March to April.

八、申請方式 Application Guidelines

1. 報名需知：無需費用但請全程參加(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.

- 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，推薦信內需包含推薦人之機構所屬單位、職稱、聯絡資訊及親筆簽名，以茲證明申請者之資格。

Recommendation letter: an official recommendation letter from the current academic institution's faculty member or workplace supervisor, which shall include the recommender's institutional affiliation, position title, contact information, and authorized signature, to verify the applicant's eligibility.

- 英文檢定成績(本國生)：本國生須提供英文檢定成績達 CEFR 語言能力指標 B2 中高級之證明 (GEPT/TOEIC/IELTS/TOEFL 擇一)，且需含口試成績。

English proficiency proof: Local students must submit the proof of English proficiency at CEFR level B2 (Upper-Intermediate) or above (GEPT/TOEIC/IELTS/TOEFL.) And it must include the oral examination score.

- 其他資料：外國學生需持有或願意申請工作許可證。

Other: International students must have or will apply for 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: yji@taipeiculture.org

Tel: 02-2765-1388#103

九、培訓課程 Training Classes(暫定)

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
01/27(二) January 27 TUE.	09:45-10:00	報到 Arrival
	10:00-10:30	計畫簡介 Introduction of the Program
	10:30-11:00	學生自我介紹 Self-introductions
	11:00-12:00	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

日期 Dates	時間 Time	課程 Agenda
	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
01/30(五) January 30 FRI.	09:20-09:30	報到 Arrival
	09:30-12:00	導覽技巧解說 Tour Guide Methods
	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	分組導覽練習 Group Practice
	15:30-16:30	導覽隨堂測驗 Assessment
	16:30-17:00	討論與總結 Discussion and Summary
02/03(二) February 3 TUE.	08:50-09:00	報到 Arrival
	9:00-12:00	臺北城市發展概要 Introduction to the Taipei City Development
	12:00-13:00	午休 Lunch Break
	13:00-15:00	導覽經驗分享 Guided Tour Experience Sharing
	15:00-16:30	分組導覽練習 Group Practice
	16:30-17:00	討論與總結 Discussion and Summary
02/06(五) February 6 FRI.	09:20-09:30	報到 Arrival
	09:30-12:00	園區實地分組導覽練習 On-site Group Practice
	12:00-13:00	午休 Lunch Break
	13:00-16:00	分組導覽競賽 Group Competition
	16:00-17:00	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

本次培訓共計四堂課，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 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通過筆試並提供實地導覽影片，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. 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、2025 學生國際大使培訓照片、國際貴賓導覽照片

Attachment: Photos of Student Ambassador Program 2025 and International Distinguished Guests Visit.



培訓課程：園區實地導覽
Training Class: Guided tour of the Park



培訓課程:分組練習
Training Class: Group practice



團體導覽競賽
Group guided tour competition



服務值班-英語定時導覽
Service Duty: Scheduled English guided tours



立陶宛維爾紐斯副市長與貝里斯貝爾墨潘市議員接待
The reception of the deputy mayor of Vilnius, Lithuania and councilors of Belmopan, Belize



日本靜岡縣濱松市副市長對學生國際大使導覽讚譽有加
The deputy mayor of Hamamatsu City, Shizuoka, Japan praised the guided tour led by the student ambassadors.



商會組織、學校單位等接待
Reception for chambers of commerce, schools, etc.

