



Cawangan Negeri Sembilan
Kampus Seremban

FACULTY OF SPORTS SCIENCE AND RECREATION

"Where sports and knowledge come together"



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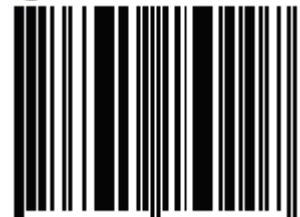
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SR TITANS CONQUER SKYTREX SG CONGKAK

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HULU LANGAT: On 3rd May 2023, SR Titans organized an exciting field trip that combined adventure and nature, as well as marketing education. The outdoor excursion proved to be a memorable and educational experience for the enthusiastic students. Accompanied by their lecturer, Mr. Razif Bin Sazali, the students embarked on a journey to a picturesque outdoor recreation area renowned for its scenic beauty and sporting activities. The objective of the field trip was to highlight the intersection of outdoor recreation and sports marketing while emphasizing the importance of promoting these activities to a broader audience.

The Academic Visitation Program serves as an activity that supports the practical teaching and learning process of students and allows them to apply the leisure resource management activities learned in this semester's courses. This promotes team spirit and collaboration while meeting the requirements of Targeted Recreational Resource Management (SMG602). The students of SR Titans went to Skytrex Adventure Sg Congkak, an exciting outdoor adventure park located in Hulu Langat, Malaysia. This visit was an important one since it helped expose the students to the industry and allowed them to gain insights and interact with professionals in their field.

This program provides insights into the real-world situation in the management of leisure resources within organizations and offers students a unique opportunity to improve their management skills while supporting the faculty to realize the vision of the Faculty of Sports Sciences and Recreation (FSR). FSR aspires to be a centre of excellence in sports, sports management and world-class leisure management, characterized by ethical standards and global recognition.

Upon arrival, SR Titans were greeted by Mr. Afiq Najmi, Head of Technical and Management, Skytrex Sg Congkak, who led them on a guided tour of the recreational facilities. Along the way, Mr. Afiq shared fascinating insights into the marketing strategies employed to promote the outdoor venue, attract visitors, and enhance the overall experience. The students learned about the power of branding, effective digital marketing campaigns, and the significance of building strong relationships with sponsors and partners.

As part of the field trip, SR Titans actively participated in a range of recreational activities, including flying fox, ladder climbing, and etc. These activities not only provided them with thrilling adventures but also allowed them to experience first-hand, the value of outdoor recreation. The field trip to Skytrex Sg Congkak provided an ideal platform for SR Titans to connect with nature, experience outdoor recreation firsthand, and learn about the powerful role of marketing in promoting these activities. By combining adventure, education, and marketing principles, the field trip left a lasting impression on the students. This program not only fulfils assessment requirements but also enhances students' abilities and encourages them to explore new areas while fostering leadership qualities.



Picture 1: Photo of the class members



Picture 2: Photo during the activity



Picture 3: Theory class by Mr. Afiq Najmi