



# FINAL PROJECT REPORT

SPORTS BUSINESS TRIP

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## **1. Introduction**

For the Business Trip project, we were in a group of 5 people:

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Kelly MOUKOKO-KINGUE

Tom DUSSEAULX

Pierre-Loïc TALLUT

Gabriel SELLIN

The primary objective of our project was to provide M2 Sport Leisure and Event Management (SLEM) students with a unique opportunity to gain international experience and enhance our understanding of sports and sports management. For the five of us involved in this project, organising this business trip equates to the acquisition of vital skills, project management, strategic planning, effective communication with various stakeholders, meticulous budgeting, and efficient time management.

Recognizing the importance of timing and our impending internships, we promptly initiated the project. After thoughtful deliberation, we concluded that December would be the most opportune time for our journey, aligning perfectly with our schedules. We collectively defined the parameters for our trip, which included selecting a foreign destination for language practice, opting for a mode of transportation other than air travel, participating in a sporting event, engaging in an activity connected to sports management, and immersing ourselves in the culture and lifestyle of the chosen city.

With a focus on feasibility and proximity, we researched three potential destinations: Amsterdam in the Netherlands, Barcelona in Spain, and Milan in Italy. Subsequently, each of us presented these options to the class, elucidating the various travel logistics, budget considerations, and enticing activities available at each location. The ultimate decision rested with our fellow students, who cast their votes to determine our preferred destination.

## **2. Objectives**

### **Mission**

Our project's mission was to enable all interested students in the class to come together and embark on a group trip with a central focus on sports and sports management. By providing this unique opportunity, we aimed to foster camaraderie and collaboration among our fellow students while deepening our knowledge of the sports industry. Moreover, the chosen destination and its related activities would allow us to gain a firsthand understanding of sports management practices in an international context. Through this shared experience, we aspired to create lasting memories, develop valuable skills, and forge lifelong connections with our peers. To reach this mission, our team envisioned a comprehensive approach that involved meticulous planning and precise execution.

**Thorough Planning:** We created a detailed itinerary that covered all aspects of the trip, including transportation, accommodation, and activities.

**Budget Management:** We worked diligently to keep the trip affordable for all students.

**Open Communication:** Effective communication within the team was vital.

**Contingency Planning:** Recognizing that unexpected issues could arise, we developed contingency plans to address any challenges that might impact the trip.

**Student Engagement:** We actively involved students in the decision-making process, from selecting the destination to choosing the activities.

**Feedback Loop:** To continually improve our approach, we established a feedback loop with the participating students.

### **The concrete steps to achieve our mission**

We had to start thinking about the dates of the trip very quickly, find out which students didn't want to take part in the project, and finally decide which destination we would choose. We needed to contact the University and present our project so that they could help us financially. We needed to draw up a schedule based on bookings and establish a budget. Once these questions had been answered, we had to start booking and planning the whole trip. Accommodation (a room for a group of 20 people) and travel were the biggest part of the budget. Next, we needed to book activities such as the matches or sporting events we wanted to attend, as well as the museums or tours we wanted to visit. Finally, we needed to find an activity related to sports management.

To evaluate our project's success, we utilized the following criteria:

**Achievement of Teaching Objectives:** We assessed whether the trip contributed to the acquisition of specific knowledge and skills related to sports management. We evaluated if the planned activities aligned with the training program and educational objectives of the curriculum.

**Student Involvement:** We measured the degree of student participation and engagement in the trip. We assessed students' enthusiasm and involvement in project-related activities.

**Feedback:** We gathered feedback from students through questionnaires, interviews, or reports to gauge their overall satisfaction with the trip. We analysed feedback to identify areas of improvement and areas of success.

**Organization and Logistics:** We evaluated the effectiveness of trip organization and management, including itinerary planning, accommodation arrangements, transportation logistics, etc. We assessed the smoothness of the trip execution and the handling of any unforeseen challenges or issues.

### **3. Implementation**

#### *A. Planification*

At the end of November, our project was well underway. In fact, the trip took place in two weeks' time, so we were at the end of the project preparation phase. We had decided on the number of participants at the end of October, so there were 9 students on the trip. The reasons for the 14 remaining students were either that the trip or destination didn't interest them, or because of financial constraints, or because of the chosen means of transport. In fact, we had decided to go by bus, as it was the cheapest option. However, the round trip took 24 hours, and many students couldn't stand bus travel. The train was too expensive, so it wasn't an option, and flying was out of the question.

Once we had decided on the number of participants, we booked the bus at the end of October, as prices were rising rapidly. In the same way, we were able to book the youth hostel and pay on the spot. We reviewed the trip program and chose the activities we were going to do. Our next step was to book the activities.

We also contacted a teacher who taught at the University of Barcelona: Gil Jaume Lafuente. Despite our numerous attempts, we did not receive a response from him. Aware of the importance of this collaboration, we decided to take further steps. We undertook to contact the University of Barcelona, the affiliated institution, directly in the hope of obtaining information or assistance. We didn't end up hearing back from them, so we decided to look for other sporting activities.

As far as the financial side was concerned, we ran into some difficulties. We had been told that the Graduate School could help us finance part of the trip. However, after presenting our trip and applying for funding, they told us that our project would not receive any financial support. Only two projects would be funded by the Graduate School, and as our project didn't involve all the students, they decided that we wouldn't get any money. So we were in a bit of a bind, as this trip had a substantial cost for the students, and not receiving any help meant we had to pay for everything ourselves. What's more, some students chose to take part in the trip thinking that we would be helped financially. They could no longer cancel their participation, as the transport had already been paid for. So we decided to send an email explaining our situation and asking if the Graduate School might have some money left over at the end of the year to support us on the trip. We finally managed to arrange an agreement with the graduate school; they agreed to split the funding with another project. We're set to receive 300 euros.

Overall, we made good progress on our project, even if we encountered some difficulties. The first difficulty was knowing how many students wanted to take part in the trip. A few students backed out when we told them again that the trip would be by bus, and when they realized that train tickets were too expensive. So, we wondered whether we were clear enough when we presented the projects. Then there were the financial difficulties explained above. We therefore hoped to have a positive response from the Graduate School to support us on this project.

B. Program

<b>DATE</b>	<b>TIME</b>	<b>ACTIVITY</b>
<b>Wednesday 6<sup>th</sup> December</b>	22:45	Meet at Paris gare de Bercy
	23:10	Flixbus departure
<b>Thursday 7<sup>th</sup> December</b>	11:25	Arrival at Barcelona Nord
	12:30	Check in
	13:30	Lunch
	15:30	Visit Camp Nou
	17:00	Free time
	20:45	Handball match : Barcelona v Celje (Ligue des champions)
	23:00	Dinner
<b>Friday 8<sup>th</sup> December</b>	8:00-10:00	Breakfast
	11:30	Olympic & Sports Museum
	13:30	Lluís Olympic Stadium
	14:30	Lunch
	16:00	Casa Battlo, Casa Mila, Sagrada Familia
	20:30	FC Barcelona Bàsquet vs Fenerbahçe Basketbol
	23:00	Dinner
<b>Saturday 9<sup>th</sup> December</b>	8:00-10:00	Breakfast
	11:00	Check out
	12:00	Lunch
	13:30	Parc Güell
	16:00	Free time
	20:30	Dinner
	23:20	Meet at Barcelona Nord
	23:45	Bus departure
<b>Sunday 10<sup>th</sup> December</b>	13:45	Arrival at Paris gare de Bercy

*C. Budget (Food, transport, and other expenses: Around 150€):*

Barcelona	Unit	Individual cost	Times	Total cost		
Bus Trip	9	85€		765€		
Kabul Hostel	9	35€	2	630€		
Olympic Sports Museum	&9	3€		27€		
Basketball Match	7	30,25€		211,75€		
Camp Nou	8	20€		160€		
Handball Match	9	11,50€		103,50€		
Parc Güell	9	10€		90€		Per person
TOTAL				1987,25€		Around 221€-230€
Graduate School				-300€		-33,33€
TOTAL				1687,25€		Around 187€-197€

*D. Transport*

As we explained earlier, travelling by plane was not an option, so we had to choose between taking the train or the bus. The train, the fastest means of transport, was far too expensive in our opinion, compared to the price of the bus. So, we decided to take the bus option. The price was affordable: €85 per person. However, the downside was the discomfort and the journey time of around 13 hours each way. We opted to take overnight trips so as not to lose time on the days we were visiting and to save 2 nights in a hostel.

We chose the Flixbus bus company. We left the Paris Bercy bus station on Wednesday 6 December at 11.10pm and arrived in Barcelona on Thursday 7 December at around midday. For the return journey, we left Barcelona on Saturday 9 December at 11.45pm and arrived at Paris Bercy bus station on Sunday 10 December at around 1pm.

We found that a bus journey to Barcelona wasn't ideal. It was long and tiring and sometimes we didn't feel safe.

Our recommendation for transport is to find a destination closer to Paris if bus travel is preferred but trying to find cheap train tickets would be more pleasant.



### *E. Accommodation*

Barcelona is not a very expensive city, so it's easy to find a hostel in a good location for a good price. We chose the Kabul Hostel on Plaça Reial in Barcelona. We paid 631.44€ for a mixed dorm for 22 people for 2 nights, including breakfast, free walking tour, free drinks, and daily activities... We booked a large room because we thought we would be more than 10 people, but when we arrived, we asked for a mixed room for 10 people, but that would have been more expensive, so we didn't change rooms. It was nice, clean and we had a good time, although we didn't stay very long.

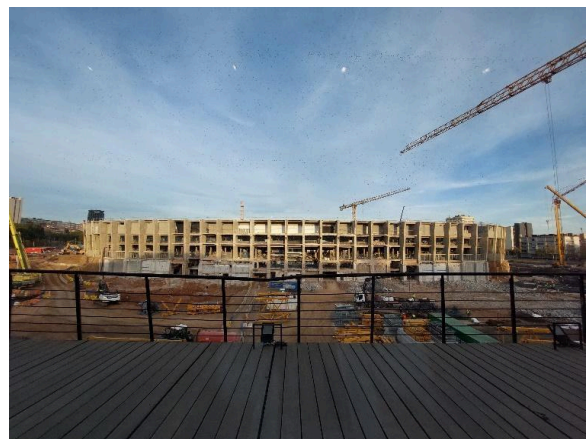
The hostel was right next to the Rambla, and the metro was a 5-minute walk away, so it was very accessible. The place was very fun and entertaining.

### *F. Sports activities*



### **Camp Nou Museum**

On 7 December, the day we arrived, we visited the Barça stadium museum. The Camp Nou stadium (Spotify Camp Nou) has been demolished as renovation work has been underway since June 2023. We were able to visit the museum, which explained the history of F.C Barcelona, the players, trophies and values. It was an immersive visit with audio guides and interactive experiences. We really enjoyed the end of the visit, which was a large room with a large-format immersive show offering a 360° experience.



## Handball match

On the same day, we attended a handball match at the Palau Blaugrana. The trip to Barcelona was an opportunity to see different sporting events in another country.

This handball event was part of the 10th day of the EHF Champions League. It pitted FC Barcelona against RK Celje Pivovarna Lasko, a Slovenian club. The EHF Champions League is the most important European handball cup, organised by the European Handball Federation (EHF). It brings together the 16 best teams from Europe's top leagues. FC Barcelona is the most titled club in this competition with 11 victories.

The match kicked off at 8:45pm and took place at the Palau Blaugrana, a multi-sports complex owned by FC Barcelona, where basketball, handball, hockey, and futsal matches are played. It is located next to the Camp Nou stadium.

For most of us, it was the first time we'd been to a handball match. The complex was not full, but there were a lot of people. We really enjoyed the match and the atmosphere.



## Museu Olímpic de l'ESport – Joan Antoni Samaranch

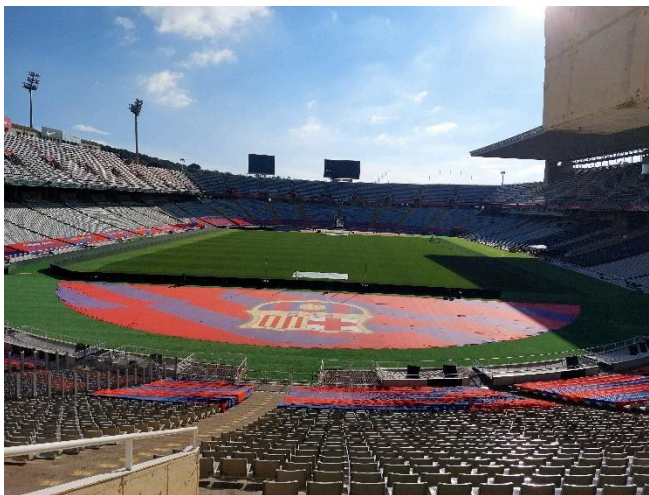


On 8 December, we went to visit the Joan Antoni Samaranch Olympic and Sport Museum, which is managed by the Barcelona Olympic Foundation. It is located on the Montjuïc hill.

The museum presents a wide range of exhibitions, covering high-level sporting competitions, recreational activities, sports for the disabled and sports in general. It illustrates sport's ability to promote values, impart education, stimulate innovation, and bring about renewal. The museum has a section dedicated to sporting idols, highlighting outstanding players. In addition, it offers a space for mass sports and major events, incorporating cutting-edge technology and interactive multimedia facilities to enhance the visitor experience.

### **Estadi Olímpic Lluís Companys**

As we left the museum, we came across the Barcelona Olympic Stadium. It was possible to enter the stadium and access the upper part. This stadium is home to FC Barcelona's football team during the renovation work on the Camp Nou stadium.

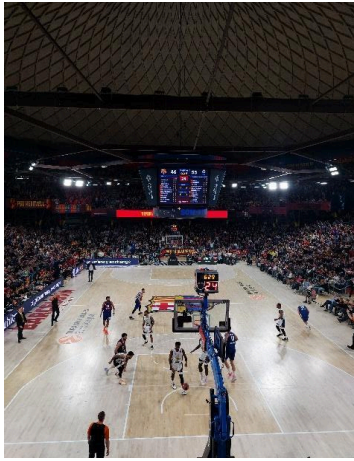


### **Basketball match**

On 8 December evening we went to a second game but this time it was a basketball game. The match kicked off at 8:30pm and also took place at the Palau Blaugrana. It was part of the 13th day of the Turkish Airlines EuroLeague. It pitted FC Barcelona against Fenerbahçe Beko Istanbul. FC Barcelona is the most successful club in this competition.

The EuroLeague is an annual basketball competition, organized by the private society European Basketball and the most prestigious interclubs competition in Europe. It brings together 18 teams from Europe in a semi-closed league system and is concurred by the Basketball Champions League (BCL) organised by the FIBA Europe.

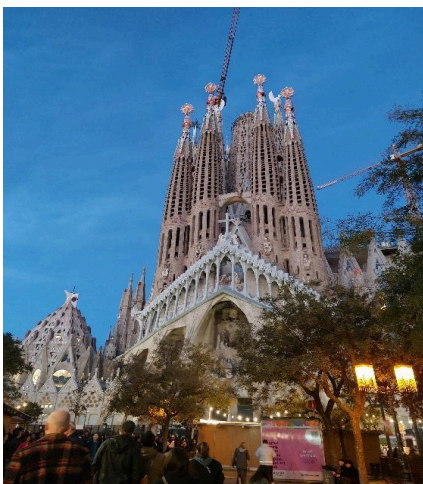
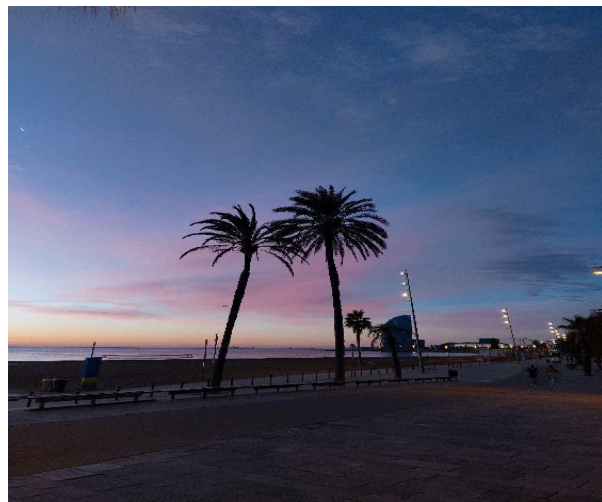
The complex was packed and the atmosphere was incredible. There were FC Barcelona fans encouraging the public to sing along and cheer on the team, activities for the public between the quarters, and so on. For most of us, it was also the first time we'd been to a basketball match and we really enjoyed it.



### G. Cultural Activities

#### Barcelona

During our 3 days there, we wandered around Barcelona and saw the Sagrada Familia, Casa Battlo, Casa Mila, La Boqueria market and Barcelona's triumphal arch. We walked a lot and went to the port and the beach of Barcelona. We also tried Catalan culinary specialities like paella, tapas, sangria, empanadas, etc. The objective was to introduce or rediscover the Catalan city and its specialities to students who had never been before or had not been here for a long time.



**Parc Güell**

As all the activities and sightseeing in Barcelona are chargeable, we chose to take just one tour. We went to the Parc Güell in the hills above Barcelona and were lucky enough to have sunny weather. The entrance ticket cost €10 to walk around the park for as long as you wanted. Parc Güell is one of the works by Catalan architect Antoni Gaudí in Barcelona that is on UNESCO's World Heritage List. Parc Güell is a garden with two mushroom-shaped houses at the entrance and mosaic murals. It's a must-see when you're in Barcelona. We all really enjoyed our visit.



## 4. Analysis

### Internal analysis: resources, strengths, skills and weaknesses

We decided to travel to Barcelona from Thursday December 7 to Sunday December 10. We are now going to tell you about the strengths and weaknesses of the project:

Strengths	Weaknesses
<p>Allows students to put their knowledge of sports management into practice.</p> <p>Gave us a better understanding of the management of high-level sporting events.</p> <p>Not a very expensive trip (around 300 euros per person)</p>	<p>The trip was relatively short, lasting just three days. Time was limited to cover all the planned activities.</p>
<p>The program of the trip was diversified, offering students the opportunity to discover different sports (Basketball, Football, Handball) and their particularities in terms of management.</p>	<p>Fatigue caused by the bus journey.</p>
<p>The affordable cost was around 300 euros per person, including everything.</p>	<p>Group travel sometimes led to conflicts or differences in opinion.</p>

## External analysis: opportunities and threats

Opportunities	Threats
<p><b>Barcelona's Sporting Riches:</b> This provided numerous opportunities to attend live matches and discover local talent (FC Barcelona football, handball, basketball...).</p>	<p><b>Tourist crowds:</b> Barcelona is a highly sought-after tourist destination. Tourist sites and sports facilities became very crowded. Moreover, obtaining tickets for games, especially the most popular ones, was challenging.</p>
<p><b>Iconic Sports Facilities:</b> Barcelona boasts iconic sports facilities such as Camp Nou (football stadium), Palau Blaugrana (multi-sport arena), the Olympic Stadium in Montjuïc...</p>	<p><b>Weather conditions:</b> In December, Barcelona can experience cooler days and occasional rainy days, which can affect outdoor activities and visit to sport facilities.</p>
<p><b>Sports Culture:</b> Barcelona has a rich and passionate sports culture, that we were able to discover in the sports museum.</p>	<p><b>Language barriers:</b> The official language in Barcelona is Catalan. For some of us, this was a bit challenging.</p>
<p><b>Exploration Possibilities:</b> In addition to matches, Barcelona offers a multitude of sporting activities, such as visiting historic sports facilities, water sports lessons, or bike tours that allow you to explore the city in a sports-oriented manner.</p>	<p><b>Public Transportation Safety:</b> Ensure students are familiar with the public transportation system.</p>

## **Our main stakeholders: their needs and interests**

- Students:

Needs: Students were looking to learn about sports management, facility operations, or the cultural aspects of sports in a practical setting. They also required cost-effective travel and accommodation solutions to fit their budgets.

Interests: Students were excited to attend sporting events, getting a chance to see their favourite teams or athletes in action. They were also interested in behind-the-scenes tours of sports facilities.

- Teachers:

Needs: Teachers were likely seeking educational opportunities for their students. They required assurance that students were well-supervised and safe during the trip.

Interests: Teachers were interested in gaining insights into sports management and incorporating real-world experiences.

- University Paris-Saclay:

Needs: The university required that the trip aligned with the educational goals and curriculum of the institution. Ensuring that students were safe and well-cared for during the trip was a priority.

Interests: The university was interested in offering unique and enriching experiences to attract more students and gain a positive reputation.

- Accommodation and travel company managers:

Needs: They needed to ensure that students and teachers had accommodation, transportation, and support during their stay.

Interests: Meeting the needs of the university and students and ensuring a smooth and enjoyable trip.

- Sport event or stadium managers:

Needs: They needed to sell tickets for their sports events and ensure that their facilities were well-used for events and tours.

Interests: They had an interest in having a high turnout for events, especially among students and visitors. They also had an interest in selling merchandise and concessions during events, which could contribute to their financial success.



### **How we met stakeholder needs**

Students: Educational experiences were offered through facility tours and interactions with sports professionals, affordable options were secured, and safe travel was ensured.

Teachers: Collaboration occurred to align the trip with the curriculum, safety was prioritized, and learning opportunities were provided for both students and educators.

University: The focus was on academic relevance, enhancing the institution's reputation through unique educational experiences, and strengthening academic programs based on feedback.

Accommodation and Travel Company Managers: Close collaboration was maintained to streamline booking and logistics, prioritize customer satisfaction, and maintain open communication with stakeholders.

Sports Event or Stadium Managers: Group rates were negotiated, ticket sales were promoted, and facility utilization was maximized through guided tours and discussions on stadium operations.

## **5. Evaluation**

### **Did we reach our goals?**

The aim of our project was to enable all interested students in the class to get together and embark on a group trip focusing on sport and sport management.

Unfortunately, only 9 of the 23 students in the class went. We were disappointed by the number of students who wanted to take part in the trip but were unable to do so for various reasons.

However, the trip did create a real sense of camaraderie and collaboration between the 9 students who took part, and we got to know each other better and forge links between us.

We walked a lot, visited the FC Barcelona Museum and the Sports museum, two stadiums and went to see two team sports matches.

We are proud that we were able to organise such a trip and that we didn't encounter any difficulties in Barcelona thanks to the fact that we prepared it so well. Barcelona was a really rewarding destination even though the bus journey is very tiring.

### **What worked well?**

We managed to organise and book the whole trip in advance, so we were able to travel with a clear head. Moreover, we decided to go on the trip before the Christmas holidays to avoid the difficult January-February period with all the exams and the Noctiraid coming up, and we wanted to leave before the end of the course as we knew it would be very complicated to organise the trip during the internship period. So we had to decide and organise the trip very quickly so that it could take place in mid-December, which we managed to do very well.

What's more, we managed to integrate sport into our trip and for the most part we learned a lot and discovered new things. The 9 of us got on very well and we didn't encounter any problems internally. We were also able to practise our English and Spanish by talking to local people.

We worked and interacted with a wide range of stakeholders, including students, lecturers and administrative staff from the University, transport, accommodation and activity managers, and local people, which gave us the opportunity to work on our communication skills, particularly in terms of adapting to the people we were dealing with.

### **What did not work well?**

We only managed to leave with 9 people, so it wasn't the number we'd expected at the start. It's crucial to highlight the significant impact the funding issue has had on the number of participants. Initially, we presented the project with the assurance that most costs would be covered. However, upon discovering the lack of funding, many students had to withdraw due to unforeseen financial constraints, hindering their ability to participate.

Moreover, at the beginning of the project we wanted to do an activity linked to sports management, such as going to a sports-related university or school and meeting and talking to a professional or teacher in the sector. We didn't manage to find anyone and were unable to carry out this activity. However, we did go to 2 museums to gain this knowledge of the sporting context.

### **Suggestions for the future projects**

The bus journey wasn't very reassuring and was quite exhausting, so even if it went well, we wouldn't necessarily recommend going that far by bus. Choose a less remote destination if you're going by bus, otherwise look for cheap trains to nearby destinations. If you want to go away after the Christmas holidays, it may be worth waiting until Black Friday to book transport. Indeed, 3 weeks after booking our bus tickets, we saw very cheap train tickets to Barcelona.

In addition, when presenting possible destinations, make sure you explain the conditions of the trip (transport, accommodation, activities, budget), so that students don't cancel when they book because they haven't understood some of the details.

You also need to find out as quickly as possible how the trip will be funded. We thought that the project would be partly funded by the Graduate School, but we were surprised to find out shortly before the trip that our project would not be subsidised. It might also be worth trying to raise funds before the trip (cake sales, etc.).

Finally, we would like to thank our teachers and Masters supervisor, as well as the University and the Graduate School, for allowing us to organise this trip. We would also like to thank all the M2 SLEM students who took part in this trip in one way or another.

It's a great project that gives students the opportunity to outdo themselves in terms of organisation, to enjoy a unique experience and to work together on a project, both for the students who organised the trip and for those who took part.